Communication
# Annual Comparison

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Students Granted Baccalaureate Degrees</strong></td>
<td>110</td>
<td>105</td>
<td>79</td>
<td>86</td>
<td>98</td>
</tr>
<tr>
<td><strong>Baccalaureate Degree Respondents</strong></td>
<td>97</td>
<td>97</td>
<td>67</td>
<td>70</td>
<td>88</td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>88%</td>
<td>92%</td>
<td>85%</td>
<td>81%</td>
<td>90%</td>
</tr>
<tr>
<td>Respondents Employed in Minnesota</td>
<td>75/88</td>
<td>64/86</td>
<td>55/63</td>
<td>48/64</td>
<td>68/79</td>
</tr>
<tr>
<td>Respondents Employed in Minnesota</td>
<td>85%</td>
<td>74%</td>
<td>87%</td>
<td>75%</td>
<td>86%</td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Internship Participation Respondents</strong></td>
<td>89</td>
<td>84</td>
<td>61</td>
<td>63</td>
<td>72</td>
</tr>
<tr>
<td>Respondents completing an internship or co-op experience (not student teaching)</td>
<td>55</td>
<td>46</td>
<td>32</td>
<td>26</td>
<td>32</td>
</tr>
<tr>
<td>Respondents completing an internship or co-op experience (not student teaching)</td>
<td>62%</td>
<td>55%</td>
<td>52%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Respondents receiving academic credit for their internship or co-op experience</td>
<td>41/45</td>
<td>25/38</td>
<td>13/31</td>
<td>18/26</td>
<td>14/30</td>
</tr>
<tr>
<td>Respondents receiving academic credit for their internship or co-op experience</td>
<td>91%</td>
<td>66%</td>
<td>42%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>Respondents receiving payment for their internship or co-op experience</td>
<td>0/0</td>
<td>20/35</td>
<td>12/32</td>
<td>10/26</td>
<td>17/31</td>
</tr>
<tr>
<td>Respondents receiving payment for their internship or co-op experience</td>
<td>na</td>
<td>57%</td>
<td>38%</td>
<td>38%</td>
<td>55%</td>
</tr>
<tr>
<td>Respondents receiving an offer of employment from the internship or co-op site</td>
<td>11/46</td>
<td>13/39</td>
<td>10/32</td>
<td>11/25</td>
<td>10/31</td>
</tr>
<tr>
<td>Respondents receiving an offer of employment from the internship or co-op site</td>
<td>24%</td>
<td>33%</td>
<td>31%</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Respondents accepting the employment offer</td>
<td>7/11</td>
<td>6/13</td>
<td>2/10</td>
<td>9/11</td>
<td>1/10</td>
</tr>
<tr>
<td>Respondents accepting the employment offer</td>
<td>64%</td>
<td>46%</td>
<td>20%</td>
<td>82%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Study Abroad Participation Respondents</strong></td>
<td>85</td>
<td>81</td>
<td>60</td>
<td>64</td>
<td>70</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>25</td>
<td>26</td>
<td>13</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>29%</td>
<td>32%</td>
<td>22%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>
2017-18 UMD Graduate Follow-up Report

Communication

(Bachelor of Arts)

Baccalaureate Statistics

<table>
<thead>
<tr>
<th>Awarded Majors¹</th>
<th>Survey Respondents²</th>
<th>Employed</th>
<th>Cont Ed Undergrad</th>
<th>Cont Ed Grad/Prof</th>
<th>Not Seeking</th>
<th>Actively Seeking</th>
<th>No Info</th>
<th>Employed w/State Given</th>
<th>Employed in Minnesota</th>
<th>Employed in Minnesota %</th>
<th>% Placed³</th>
</tr>
</thead>
<tbody>
<tr>
<td>98</td>
<td>88</td>
<td>79</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>2</td>
<td>10</td>
<td>79</td>
<td>68</td>
<td>86%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Reported Annual Salaries⁴

<table>
<thead>
<tr>
<th># Respondents</th>
<th>Low</th>
<th>High</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>47</td>
<td>30000</td>
<td>75000</td>
<td>41990</td>
<td>39312</td>
</tr>
</tbody>
</table>

Job Relevance to Major

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Related</th>
<th>Somewhat Related</th>
<th>Not Related</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total Respondents</td>
<td>51%</td>
<td>47%</td>
<td>3%</td>
<td>0</td>
</tr>
</tbody>
</table>

Internships

<table>
<thead>
<tr>
<th>Completed an internship⁵</th>
<th>Received academic credit for it</th>
<th>Was paid</th>
<th>Received an offer of employment</th>
<th>Accepted the offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents⁶</td>
<td># Yes</td>
<td>% Yes</td>
<td># Yes</td>
<td>% Yes</td>
</tr>
<tr>
<td>72</td>
<td>32</td>
<td>44%</td>
<td>30</td>
<td>14</td>
</tr>
</tbody>
</table>

Study Abroad

<table>
<thead>
<tr>
<th>Studied Abroad</th>
<th>Did not study abroad</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td># Respondents</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>70</td>
<td>12</td>
<td>17%</td>
</tr>
</tbody>
</table>

¹ “Awarded Majors” includes all majors completed by an individual
² “Survey Respondents” includes all majors completed by an individual and does not include “No Info”
³ “% Placed” includes “Survey Respondents” who are “Employed,” “Continuing Ed” and “Not Seeking”
⁴ Salary data is available when 3 or more full-time employed respondents provided salary information and includes all majors completed by an individual
⁵ “Internship” includes internship or co-op, but not student teaching
⁶ “Respondents” includes all majors completed by an individual
Follow-up of Communication – Bachelor of Arts

3M, Woodbury, MN - Account Representative
AdMax, Duluth, MN - Editorial Assistant
ADP, Downers Grove, IL - Associate District Manager
Afinia, Chanhassen, MN - Marketing Assistant
Ajilon, Minneapolis, MN - Executive Recruiter
American Musical Supply, Eden Prairie, MN - Account Services
AmeriCorps, Blaine, MN - High School Tutor
AmeriCorps, College Possible, St. Paul, MN - Tech-Connected College Coach
AmeriCorps, Minneapolis, MN - Scholar Coach
AmeriCorps, True North, Duluth, MN - Elementary After-school Classroom Instructor Volunteer Coordinator
Aquarius Home Services, Little Canada, MN - Inside Sales Representative
Arcanum Consulting, Edina, MN - Human Resource Manager
ARI Network Services, Duluth, MN - Website Implementation Specialist & Art Director
B-Dirt Construction, Brainerd, MN - Administrative Assistant
Badger Liquor, Superior, WI - Sales Representative
Boulder Pointe Equestrian, Anoka, MN - Trainer & Office Assistant
Bruces Foods, Wyoming, MN - Manager
Ceraxis, Eagan, MN - Logistics Coordinator
Cheesecake Factory, Salt Lake City, UT - Customer Service Associate
Clutch Brewing Company and YWCA, St. Paul, MN
Derick Dermatology, Buffalo Grove, IL - Receptionist
Entercom, Minneapolis, MN - Sales Assistant
Environmental Initiative, Minneapolis, MN - Administrative Assistant
EQ by Equiniti, Mendota Heights, MN - Marketing Coordinator
Essentia Health, Duluth, MN - DME Intake Coordinator
Forward Thinking Media, Eden Prairie, MN - Marketing Consultant
Frauenshuh, Edina, MN - Administrative Assistant
Goodin Company, Minneapolis, MN - Inside Sales Representative
Gooseberry Park Players, Moorhead, MN - Choreographer
Gopher Sport, Owatonna, MN - Senior Sales Representative
Gracie, Minneapolis, MN - Advisor
GreyStar Technology Consulting, Minneapolis, MN - Leasing Consultant
Holy Family Catholic High School, Victoria, MN - Assistant Track & Field Coach
Home Health Care, Inc., Golden Valley, MN - Receptionist
Intemark, Bloomington, MN - Account Coordinator
Johnson Brothers Liquor Company, St. Paul, MN - Account Manager/Sales Representative
KBJR-TV, Duluth, MN - Photojournalist
Lakes Superior Consulting, Roseville, MN - Human Resource & Recruitment Specialist
Learners Edge, Minneapolis, MN - Marketing Coordinator & Social Media Specialist
Letterman Sports, Circle Pines, MN - Team Sales Coordinator
Logistics Specialists, Minneapolis, MN - Logistics Coordinator
Maintech, Inc. | Paramount Studios, Los Angeles, CA - Data Center Operator
maurices, Duluth, MN - Digital Merchandising Administrator
maurices, Duluth, MN - Field Experience Coordinator
Medtronic, Minneapolis, MN - Program Coordinator
Metro Sales, Rochester, MN - Senior Account Executive
MillerCoors, Milwaukee, WI - Sales Representative
Minnesota Mental Health Clinics, Eagan, MN - Mental Health Counselor
Minnesota Wild, Minneapolis, MN - Fan Development Representative
North Shore Federal Credit Union, Duluth, MN - Financial Service Representative
Optum Bank, Duluth, MN - Customer Service Representative
Pizza Luce, Duluth, MN - Delivery Driver
Prestige | Global Meeting Source, Minneapolis, MN - Account Manager
Quest Engineering, St. Louis Park, MN - Inside Sales Associate
Richfield Bloomington Credit Union, Bloomington, MN - Marketing Assistant
Robert Half, Bloomington, MN - Staffing Manager
Robert Half, Minneapolis, MN - Staffing Manager
Royal Bank of Canada, Minneapolis, MN - Senior Associate in Retirement Plan Operations
Sherwin-Williams, Burnsville, MN - Recruiter
Sherwin-Williams, Duluth, MN - Assistant Manager
Snap Agency, Minneapolis, MN - Search Engine Optimization Strategist
SportsEngine, Minneapolis, MN - Customer Success Coach
St. Louis Blues Professional Hockey Team, St. Louis, MO - Community Outreach
State Farm, Woodbury, MN - Account Representative
Suddath Relocation Systems, Eden Prairie, MN - Origin & Destination Agent Services Coordinator
Superior Chrysler Center, Superior, WI - Sales Associate
Teran Harmon State Farm Insurance Agent, Hastings, MN - Account Manager
The Emily Program, St. Paul, MN - Admissions & Intake Specialist
The Ranch at Rock Creek, Philipsburg, MT - Mountain Bike Guide
Toshiba, Eagan, MN - Account Executive
Townsquare Media, Duluth, MN - Account Manager
Turnkey Corrections, River Falls, WI - Account Executive
UnitedHealth Group, Duluth, MN - Customer Service Representative
United States Air Force, CA - Language Analyst
United States Department of Agriculture, Minneapolis, MN - Human Resource Assistant
University of Minnesota Duluth, College of Liberal Arts, Duluth, MN - Professional Advisor
vRad, Eden Prairie, MN - Licensing & Credentialing Coordinator
Yamamoto, Minneapolis, MN - Office Manager
YMCA of the Greater Twin Cities and Make-A-Wish Minnesota, Minneapolis, MN - Member Services and Development & Events Intern

Graduate School, Communication, North Dakota State University, Fargo, ND
Graduate School, Graphic & Web Design, Minneapolis College of Art & Design, Minneapolis, MN
Graduate School, Integrated Biosciences, University of Minnesota Duluth, Duluth, MN
Graduate School, Mass Communication, Boston University, Boston, MA
Graduate School, Physical Activity & Health, University of Minnesota Twin Cities, Minneapolis, MN
Graduate School, Public Policy, Georgetown University, Washington, DC

Undergrad/Technical, Electrical Lineworker, Dakota County Technical College, Rosemount, MN