



# LIFE BEYOND THE SQUARE



# CLASS OF 2013



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## EXECUTIVE SUMMARY

The New York University Wasserman Center for Career Development conducted its annual Life Beyond the Square survey of baccalaureate graduates over a 6-month period. This timetable is consistent with the National Association of Colleges and Employers' (NACE) First Destination Survey Standards. **The following represents the major findings for the graduating class of 2013.**

- **94%** of respondents were either employed or enrolled in a graduate or professional school program at the time of the survey. Of the **94%**, **84.7%** were working, **10.7%** were in graduate or professional school, and **4.6%** reported both working and attending school. The placement rate was slightly above that of the 2012 class, which was 92.5%.
- Respondents enrolled in graduate and professional schools reported over **50** programs and disciplines. The top 4 were: Medicine **18%**, Law **13%**, Education **8%** and Public Administration/Health **7%**.
- **86.5%** of the respondents stated that they utilized the resources of the Wasserman Center for Career Development while at NYU; an increase from last year. Additionally, respondents who reported having used an NYU or Wasserman resource to secure their position were found to have a mean salary of **\$6,347** higher than those who secured positions through other resources.
- According to employed respondents, **46%** indicated that they obtained their position directly through an NYU or Wasserman-related resources. **15%** of respondents received a full-time job offer from the organization where they were completing an internship.
- **82%** of the respondents secured their jobs by or within 3 months of graduation.
- **46%** of respondents received 2 or more job offers, which is consistent with results from the Class of 2012.
- The Northeast remained the top destination for employment, with just over **87%** employed in the tri-state (NY, NJ, CT) area, with the majority of those working in New York City. Outside of the Northeast, California was the most popular state for employment (**4%**). Respondents reported working in **28** countries, most commonly stating they were employed in China, the United Kingdom or South Korea.
- Respondents reported employment across **31** industries. The top 5 include Entertainment/Media at **16%**, Financial Services at **13%**, Education/Teaching at **9%**, Health Care at **7%**, and Fashion/Retail/Consumer Products at **5%**.
- The overall mean salary for 2013 respondents was **\$53,350** up from last year's mean of \$51,385. Top average starting salaries by industry: Nursing **\$76,165**, Computer Science/Technology **\$68,650**, Insurance **\$67,750**, Financial Services **\$66,167**, Consulting **\$62,021** and Real Estate **\$59,150**. Incidentally, for some of the top salaries by major, NYU graduates make at least 13% more money than their respective counterparts nationally (see page 10).

After reaching out via email, phone and utilizing professional networking sites to ascertain verifiable post-graduation data, information was collected about **3,786** graduates out of the **5,098** who graduated in 2013 (per the Registrar) which yielded a robust **74.3%** knowledge rate - about 4% higher than the knowledge rate for the Class of 2012.



## INTRODUCTION

For over a decade, the Wasserman Center for Career Development has conducted the annual *Life Beyond the Square* survey to detail the post-baccalaureate plans of NYU undergraduates. The data collected is used to determine mean annual salaries and the most popular choices for both employment and graduate or professional school enrollment. It is also used to measure the impact of the Wasserman Center on the student body it serves. The survey is routinely conducted over a 6 month period following graduation – a timetable that is consistent with the National Association of Colleges and Employers' (NACE) First Destination Survey Standards.

## OVERVIEW

### METHODOLOGY

The target population consisted solely of individuals who, based on the Registrar's official records, received a Bachelor's degree in either January or May of 2013 from the following schools: the College of Arts and Science; Faculty of Arts and Science (Global Liberal Studies); the Leonard N. Stern School of Business; the Steinhardt School of Culture, Education, and Human Development; the Silver School of Social Work; the Tisch School of the Arts; the Gallatin School of Individualized Study; the School of Continuing and Professional Studies (SCPS); and the College of Nursing.

Graduates were first sent a link to an online survey via email. After several email reminders were sent, graduates who had not responded were called up to three times by a group of 15 phone interviewers. For those who did not respond to either the repeated email or phone inquiries, professional networking sites such as LinkedIn were utilized to determine verifiable post-graduation information.

The purpose of this survey is to collect employment and graduate/professional school information for each of the graduates. Depending on how individual questions were answered, the respondents could have been asked an upper limit of 20 questions. Completion of an individual survey should have taken less than 5 minutes.

### KNOWLEDGE RATE

The term knowledge rate, rather than response rate, is consistent with the National Association of Colleges and Employers' (NACE) First Destination Survey Standards as it defines the percent of graduates for which the institution has reasonable and verifiable information concerning the graduates' post-graduation career activities. This information can come from survey responses, employers, faculty or professional networking sites like LinkedIn. In order to ensure a high survey knowledge rate, the Wasserman Center offered recent graduates an incentive: Inclusion in a drawing for a prize if s/he completed the survey by a certain date. After data cleaning (removal of duplicates) and the additional outreach and research measures discussed above, information on **3,786** graduates was analyzed. The list of graduates supplied by the Registrar contained records for **5,098** individuals. Thus, the final knowledge rate was **74.3%** (about 4% higher than last year's).

### MISSING VALUES/ROUNDING

Throughout the analyses, "missing values" (i.e., questions that the respondents did not answer) were omitted, as were "Unsure" responses. For several of the charts, the total percentage does not equal **100%** due to rounding – in these cases, the exact percentages will be shown in the notes. Institutional Research Board (IRB) guidelines prohibit us from requiring respondents to answer all questions, so the number of responses to each question varies.



## DEMOGRAPHICS

The survey respondents provide a fairly accurate representation of the ethnic makeup of NYU's Class of 2013, which was comparable to the Class of 2012. Gender split is historically consistent. All demographic information was provided by the registrar.

Response Rate by Ethnicity	
Ethnicity	Percentage
White	45.0%
Asian	21.6%
Other/Multi	21.5%
Black/AA	4.1%
American Indian or Alaskan Native	0.3%
Native Hawaiian	0.1%
No Information	7.4%

Response Rate by Gender	
Gender	Percentage
Female	63.6%
Male	35.9%
No Information	0.4%

Response Rate by Hispanic v. Not Hispanic	
Hispanic/Not Hispanic	Percentage
Hispanic	8.0%
Not Hispanic	6.3%
No Information	85.8%

## CAREER PREPARATION

### INTERNSHIPS AND PART-TIME JOBS

Students' interest in part-time jobs and internships continues to increase. **92% of the class of 2013 reported holding part-time jobs and internships during their junior year** (from data originally reported in the *2011-2012 Part-Time & Internship Survey*). Part-time jobs and internships are seen as a way to gain the practical experience needed to secure a job after graduation, and they also help to offset college-related expenses. A majority of career development experts believe that students who have gained career-related experience during college have an advantage over less experienced graduates when the time comes to compete for full-time employment.

### UTILIZING WASSERMAN CENTER FOR CAREER DEVELOPMENT

Overall usage of the Wasserman Center by respondents was **86.5%**, higher than the 83.5% who reported using Wasserman last year.

Wasserman Center Use by School	
School	Percentage
Overall	86%
College of Arts & Science	87%
College of Nursing	77%
Faculty of Arts and Science (Global Liberal Studies)	93%
Gallatin School of Individualized Study	88%
Leonard N. Stern School of Business	99%
School of Continuing and Professional Studies	72%
Silver School of Social Work	70%
Steinhardt School of Culture, Education, and Human Development	86%
Tisch School of the Arts <sup>1</sup>	81%

<sup>1</sup> Note: TSOA use of NYU Wasserman's resources and services increased from 56% in 2012. TSOA students also utilize the Tisch Office of Career Development.



## EMPLOYMENT

### PLACEMENT RATES

The placement rate is defined by the ratio of respondents reporting that they held some type of job (full-time or part-time) and/or were enrolled in school (full-time or part-time) to the total number of respondents reporting that they found a job and/or were enrolled in school or were currently looking for a job. **The placement rate for the Class of 2013 respondents is 94.0%, which is a 1.5% increase from the Class of 2012.**

Placement Rate by School <sup>2</sup>	
School	Percentage
Overall	94.0%
College of Arts & Science	94.0%
College of Nursing <sup>3</sup>	85.1%
Faculty of Arts and Science (Global Liberal Studies)	91.3%
Gallatin School of Individualized Study	93.9%
Leonard N. Stern School of Business	98.6%
School of Continuing and Professional Studies	97.2%
Silver School of Social Work	100.0%
Steinhardt School of Culture, Education, and Human Development	94.5%
Tisch School of the Arts	93.5%

<sup>2</sup> Note: A small percentage of respondents were not seeking full-time employment and thus were removed from the placement calculations. This includes those auditioning or pursuing other performance-type of employment opportunities.

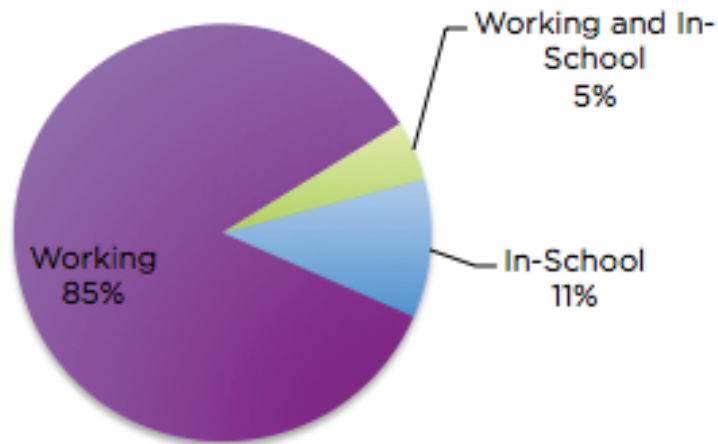
<sup>3</sup> Note: Nursing has historically had a lower placement rate at the time of the LBTS survey due to the timing of the nursing boards (NCLEX) and this year's results are actually significantly higher than 2011 and 2012 rates. While the overall job outlook for bachelor's level nurses remains quite good, especially in long-term care, home health care, and in rural areas, the competition for open positions in other specialties and in urban settings has continued to be extremely high (with experienced nurses putting in more hours, putting off retirement, or returning from retirement). Many organizations also require that nursing graduates pass the National Council Licensure Examinations (NCLEX) prior to interview for open positions. This examination is not offered immediately after graduation, thus nursing graduates start their job search significantly later than graduates in other schools.

### SECURING EMPLOYMENT

**84.5%** of respondents reported that they were working, **4.6%** reported to be working and in-school and **11%** were in-school only. Over the last two years the percentage of respondents who have reported working immediately after graduation has increased, while the percentage of respondents pursuing continuing education immediately after graduation has decreased.



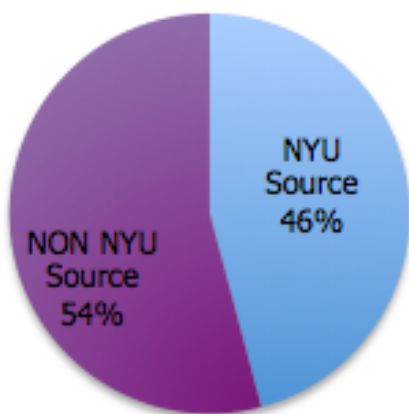
### Placement By Type<sup>4</sup>



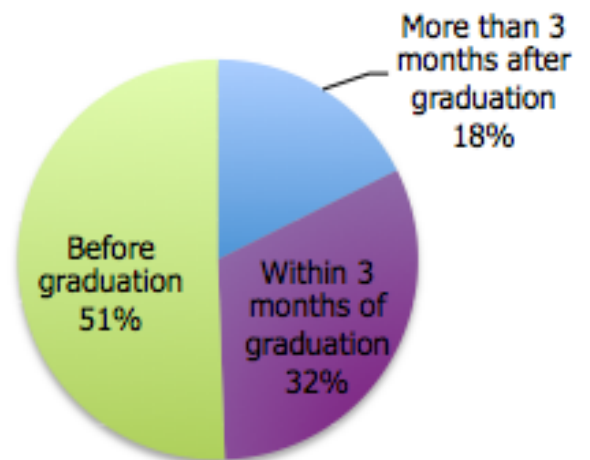
<sup>4</sup> Note: Does not add up to 100% due to rounding.

Of the respondents who reported some type of job/school placement, **73% reported having used an NYU or NYU Wasserman-related resources in their job search** and **46% reported directly securing employment via NYU or NYU Wasserman-related resources**, including NYU CareerNet, On-Campus Recruitment, Career Fairs, NYU Staff members, Employer Presentations, NYU Events, NYU Listserv/Email/Online Database, or were promoted from an internship.

### Source of Employment



### When Employment Was Secured<sup>5</sup>



<sup>5</sup> Note: Does not add up to 100% due to rounding. Before Graduation 50.56%, Within 3 months of graduation 31.79%, More than 3 months after graduation 17.65%



Source of Employment by Method	
Method	Percentage
<b>NYU Source</b>	<b>45.8%</b>
NYU CareerNet	12.5%
NYU On-Campus Recruitment	10.9%
Internship Promotion	15.2%
NYU Staff Member Referral	3.4%
NYU Event (Employer Presentation, Career Fair)	1.9%
NYU Listserv/Email/Online Database	1.9%
<b>Non-NYU Source</b>	<b>54.2%</b>
Through a friend/relative, personal contact	23.7%
Targeted Employer	18.5%
Online Job Listing (not NYU CareerNet)	12.0%

One of the areas that the NYU Wasserman Center for Career Development continues to focus on is teaching students to proactively reach out to their own contacts as well as organizations of interest during the job search. The NYU Wasserman team facilitates workshops and coaching sessions to help students effectively build relationships via informational interviewing, networking events and social media channels. The fact that many students received their job offer through a friend, personal contact, or targeted employer outreach supports the importance of encouraging students to utilize these methods.

### WHERE NYU GRADUATES WORK

Of the respondents reporting job placement, **97% are working in the United States**, with the majority of those staying in the New York City metropolitan area. The top 6 states for employment are the same as last year.

Top 6 States + Washington DC For Employment	
State	Percentage
NY	85%
CA	4%
NJ	2%
CT	1%
PA	1%
MA	1%
DC	1%

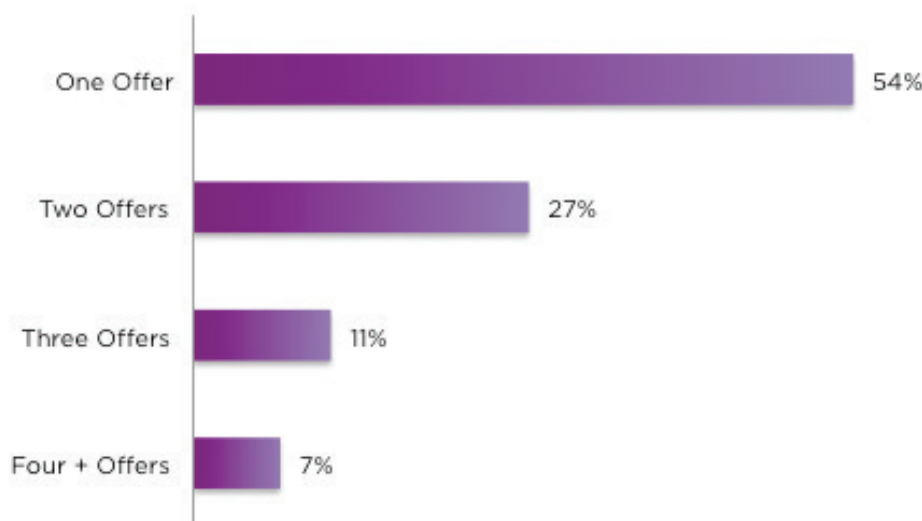




More respondents (86) reported working abroad than the Class of 2012, and are spread out across more international locations (28). China took over the top global spot from Korea, which led in 2012.

<b>Top 8 Global Locations for NYU Employment</b>	
<b>Country</b>	<b>Percentage</b>
China	15%
United Kingdom	11%
South Korea	11%
Hong Kong	9%
Germany	7%
France	6%
Singapore	6%
Israel	4%

#### NUMBER OF JOB OFFERS



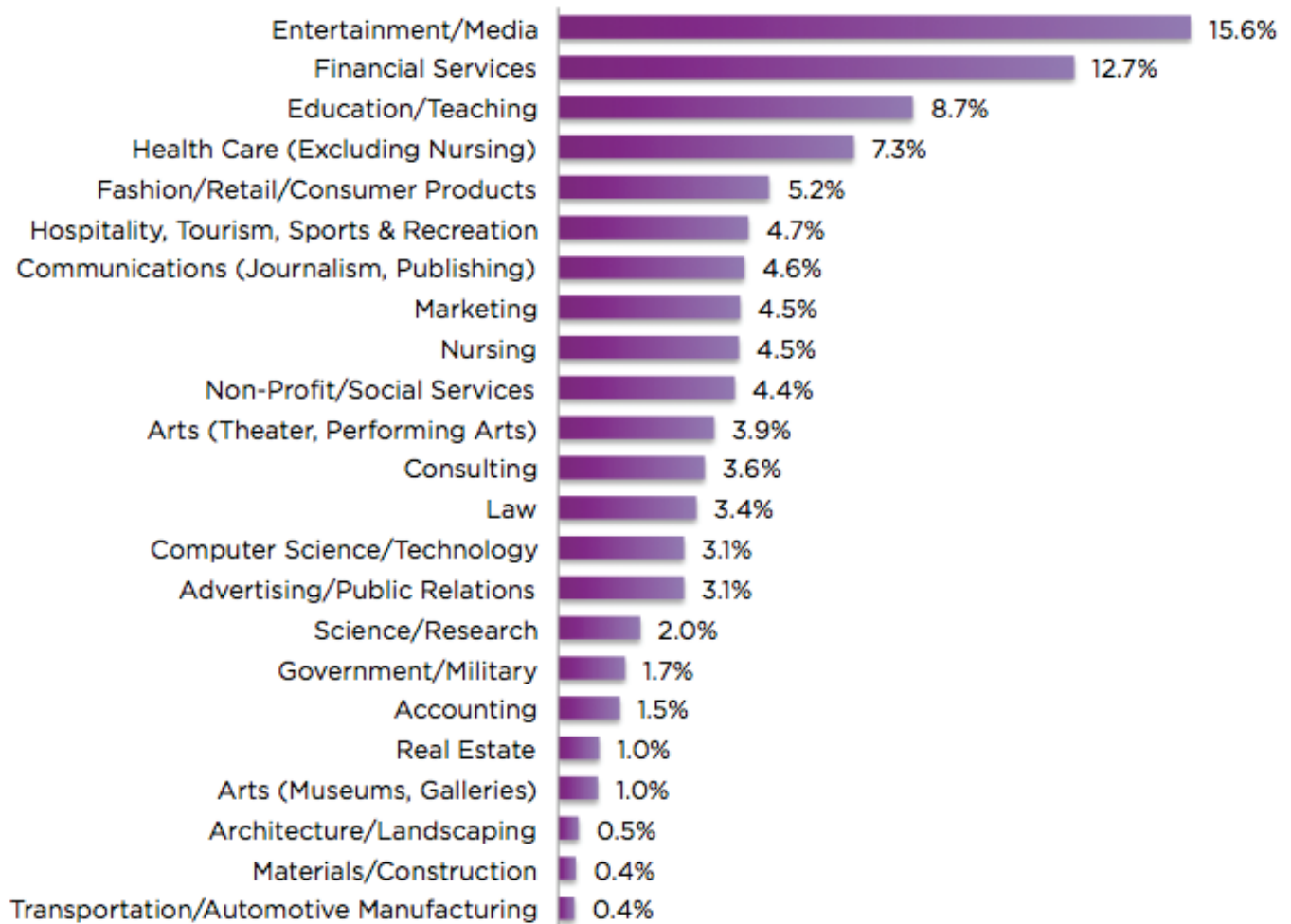
#### RELATIONSHIP BETWEEN FIELD ENTERED AND SCHOOL ATTENDED

The data primarily shows that the respondents entered fields that would be considered logical given the school from which they graduated (e.g., most of the Stern respondents entered a business-related field). However, this was not always the case. For example, financial services has historically been one of the most popular career choices for both business and non-business graduates. Except for some very specialized and technical fields, employers consider a candidate's overall skill set, especially analytical and problem-solving skills as well as verbal and written communication skills, to be the primary qualification for employment, rather than a student's particular major.



## CAREER CHOICE

Listed below are the top 23 career industries employing NYU 2013 respondents. This year, Health Care replaced Nursing in the top five:



## SALARY/BONUS

**The mean annual salary for the Class of 2013 respondents is \$53,350**, well above the national overall mean of \$45,633 (based on NACE's January 2014 Salary Survey of 2013 graduates). This mean does not include signing bonuses or other compensation such as relocation expenses.

**The mean bonus was \$7,144** (an amount slightly lower than last years' reported average).



Salary by School	
School	Mean
Overall	\$53,350
College of Arts & Science	\$48,235
College of Nursing	\$76,099
Faculty of Arts and Science (Global Liberal Studies)	\$48,667
Gallatin School of Individualized Study	\$46,689
Leonard N. Stern School of Business	\$62,466
School of Continuing and Professional Studies	\$59,372
Silver School of Social Work	\$36,800
Steinhardt School of Culture, Education, and Human Development	\$39,842
Tisch School of the Arts	\$39,260

Salary by Gender <sup>6</sup>	
Gender	Mean
Male	\$58,041
Female	\$50,044

<sup>6</sup> Note: Some of the salary difference between male and female respondents can be attributed to a difference in industry. The top industry reported for males was financial services and for females was entertainment/media.

Salary by Ethnicity	
Ethnicity	Mean
Native Hawaiian <sup>7</sup>	\$ 80,000
American Indian or Alaskan Native <sup>8</sup>	\$ 62,500
Asian	\$ 57,865
Other/Multi	\$ 52,524
White	\$ 51,586
Black or African-American	\$ 47,726

<sup>7</sup> Note: Based on one data point (n=1).

<sup>8</sup> Note: Based on two data points (n=2).



### Salary by Hispanic or Latino

Hispanic/Latino	Mean
Not Hispanic or Latino	\$60,604
Hispanic or Latino	\$ 51,658

### Salary With / Without Use of Wasserman Center

Based on How Job Secured	Mean
Secured via NYU/Wasserman Resource	\$ 56,179
Did Not Secure via NYU/Wasserman Resource	\$49,832

### Relationship Between Salary and Popular Majors

Major	Mean <sup>9</sup>	National Average <sup>10</sup>	Difference
General Accounting	\$ 59,400	\$ 53,800	\$ 5,600
Art History	\$ 40,168	n/a	n/a
Computer Science <sup>11</sup>	\$ 59,333	\$ 64,700	\$ (5,367)
Economics	\$ 57,092	\$ 56,600	\$ 492
English	\$ 37,050	\$ 40,600	\$ (3,550)
Film and Television	\$ 37,136	n/a	n/a
Finance	\$ 66,320	\$ 58,500	\$ 7,820
History	\$ 44,908	\$ 42,400	\$ 2,508
Hotel and Tourism Management	\$ 42,100	\$ 41,700	\$ 400
Humanities	\$ 50,000	\$ 34,700	\$ 15,300
Information Systems Management	\$ 83,411	\$ 60,700	\$ 22,711
Journalism	\$ 36,092	\$ 41,900	\$ (5,808)
Marketing	\$ 51,968	\$ 52,200	\$ (232)
Mathematics	\$ 52,900	\$ 50,200	\$ 2,700
Media, Culture, and Communication	\$ 40,342	\$ 45,300	\$ (4,958)
Nursing	\$ 76,099	\$ 52,800	\$ 23,299
Politics	\$ 45,597	n/a	n/a
Psychology	\$ 44,246	\$ 37,400	\$ 6,846
Social Sciences <sup>12</sup>	\$ 63,714	\$ 37,800	\$ 25,914
Sociology	\$ 46,269	\$ 37,300	\$ 8,969

<sup>9</sup> Note: Mean salaries do not reflect signing, relocation, or end-of-year bonuses which are standard in some industries.

<sup>10</sup> Note: According to NACE's January 2014 Salary Survey of 2013 graduates.

<sup>11</sup> Note: Mean salary was brought down by one low data point of \$38,000. Without this data point, the mean salary would be \$63,600.

<sup>12</sup> Note: Mean salary was brought up by one high data point of 125K. Without this data point, the mean salary would be \$53,500.



Top Salaries by Industry	
Industry	Mean
Nursing	\$ 76,165
Computer Science/Technology	\$ 68,650
Insurance	\$ 67,750
Financial Services	\$ 66,167
Consulting	\$ 62,021
Real Estate	\$ 59,150
Accounting	\$ 57,604
Telecommunications	\$ 57,250
Health Care (Excluding Nursing)	\$ 54,559
Transportation/Automotive Manufacturing	\$ 53,750
Fashion/Retail/Consumer Products	\$ 45,027
Marketing	\$ 44,150
Hospitality, Tourism, Sports & Recreation	\$ 43,853
Education/Teaching	\$ 42,213
Law	\$ 41,900
Government/Military	\$ 41,160
Advertising/Public Relations	\$ 41,115
Entertainment/Media	\$ 39,854
Non-Profit/Social Services	\$ 38,281
Arts (Museums, Galleries)	\$ 36,633
Arts (Theater, Performing Arts)	\$ 36,444

## POST-GRADUATE EDUCATION

Graduate school enrollment overall was **15.3%**, 1.3% more than the Class of 2012. For those currently not attending a post-bachelor's program, **52%** reported intentions to enroll in graduate or professional school in the next five years, which represents a 1% drop from 2012.

Graduate School Enrollment by School	
School	Percentage
Overall	15%
College of Arts and Science	25%
College of Nursing	5%
Faculty of Arts and Science (Global Liberal Studies)	19%
Gallatin School of Individualized Study	11%
Leonard N. Stern School of Business	4%
School of Continuing and Professional Studies	14%
Silver School of Social Work	67%
The Steinhardt School of Culture, Education, and Human Development	18%
Tisch School of the Arts	2%



There were over 50 unique areas of study reported, with the first three typically leading the way. The top 13 fields:

<b>Graduate School Enrollment By Area of Study</b>	
<b>Area of Study</b>	<b>Percentage</b>
Medicine/Pre-Med	18%
Law	13%
Education	8%
Public Administration/Health	7%
Science	5%
Social Work	5%
Psychology	5%
Economics/Finance	4%
Language Studies	4%
MFA (Fine Arts)	3%
Public and International Affairs/Politics	3%
Nursing	3%
MBA (Business Administration)	3%
Communications (Journalism, Publishing)	3%

## CONCLUSION

New York University continues to have among the most successful graduates in the country. The placement rate for survey respondents from the undergraduate Class of 2013 was 94.0%- an increase from the class of 2012. Encouragingly, 86.5% of respondents took advantage of the resources, support, and experience of the NYU Wasserman Center, including NYU CareerNet, career fairs, and special recruiting and networking forums. Once again, savvy, experienced, and well-prepared students who are supported and encouraged by the timely and strategically planned initiatives of the NYU Wasserman Center for Career Development, in collaboration with academic departments, employers, and the entire University Community, have secured positions or placement in graduate school.

NYU graduates are still committed to graduate and professional school attendance, though the interest has waned over the last couple of years. 15% of the respondents were currently enrolled in post-graduate academic programs at the time of the survey, with a majority, 39%, pursuing advanced degrees in just three disciplines: Medicine, Law and Education. And for those not currently enrolled in a post-baccalaureate program, 52% indicated that they intended to pursue such study within five years.

While respondents work in a wide variety of industries, over 72% reported working in the top 10 industries of: entertainment, financial services, education, health care (excluding nursing), fashion/retail, hospitality, communications, marketing, nursing and the non-profit. As expected, a majority (just over 87%) are working in the tri-state area, with most employed in New York City and its suburbs. Although the respondents used a wide variety of methods to obtain their jobs, many secured their positions directly through an NYU or NYU Wasserman related resource.