

# **NACM 2022**

# **Undergraduate Student Results**



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# NATIONAL ALUMNI CAREER MOBILITY SURVEY

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# **ABOUT NACM**

### OVERVIEW

The Career Leadership Collective is a thought partner and consulting group for colleges and universities that assists senior campus leaders and career services leaders with systemically weaving career and future preparation into the fabric of the campus experience. They have done business with over 1,000 colleges and universities since 2017 and provide strategic growth consulting, training, DEI analysis services, conferences, online content, and are the home of the National Alumni Career Mobility survey.

In addition to the National Alumni Career Mobility survey for 5- and 10-year alums, The Career Leadership Collective offers NACM Complete for all campus alum, NACM Select for select class years, and EMBARK First Destination Survey (FDS) services for collecting data about recent graduates.

The Collective regularly provides data consulting, system change consulting, executive search for career services leaders, and has a robust partnership with the Career Launch Academy, the content leader in teaching students to build social capital at scale.

## YOUR NACM DELIVERABLES

Each NACM partner school receives the following:

- 1. **Unit Data File**: Contains all campus raw survey data separated into responses, scraped data, and custom questions.
- 2. **Interactive Dashboard**: Created for you to identify trends, growth areas and success stories. We do not recommend making the complete, private dashboard available to the public.
- 3. **Campus report (this document)**: This report contains institutional data, alongside peer and national data.
- 4. **Slide deck**: Contains a visual presentation of campus highlights and key data points, designed for sharing with stakeholders.
- 5. **Data Scrape File**: Contains a internet data scrape based on name and institution contained in the original alumni file. Campuses may choose to use this to supplement individual-level employment information in campus information systems.



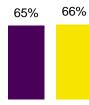
# **EXECUTIVE SUMMARY**

## DATA SOURCES

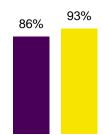
	YOUR CAMPUS	PEER INSTITUTIONS	ALL NACM PARTNERS
Number of Responses	691	6,318	9,053
Response Rate	17%	6%	6%

### **ALUMNI SNAPSHOT**

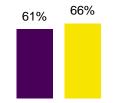
Alumni engaging in high-impact career mobility practices during their degree



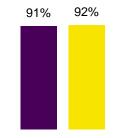
My internship was related to my current career



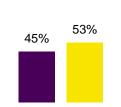
Career advice I received from faculty was helpful



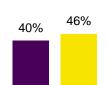
My institution helped me understand career opportunities



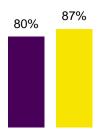
Career advice I received from employers was helpful



My institution helped me create a plan for my career



My institution helped me network with employers



The career advice I received has been helpful



My degree helped me gain critical thinking skills



2012 2017



# CAREER MOBILITY INDEX



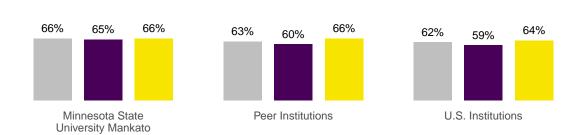
## HIGH IMPACT CAREER MOBILITY PRACTICES

In-depth analysis of our national sample revealed six Career Mobility Practices that stood out as the factors most likely to influence overall alumni career mobility. An overview of the Career Mobility Index<sup>™</sup> (CMI) that was used to discern these practices can be found in the methodology section. The top six High Impact Career Mobility Practices are:

- · Completing internships or related experiences related to current career
- · Receiving helpful career advice
  - Receiving helpful advice in general
  - Receiving helpful advice from faculty
  - Receiving helpful advice from employers
- Creating a career plan
- Networking with employers
- · Understanding career opportunities
- · Learning critical thinking skills

Below are your results from the Career Mobility Index<sup>™</sup> and High Impact Career Mobility Practices.

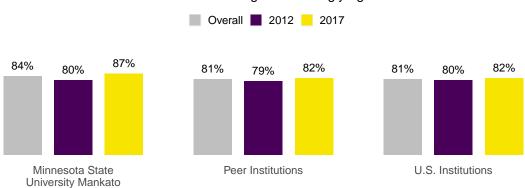
The internship(s) or related experience(s) that I completed while earning my degree were related to my current career.



% of alumni who agree or strongly agree:

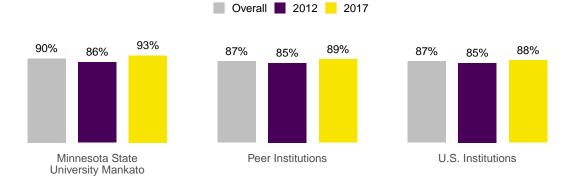


#### The career advice I received has been helpful.



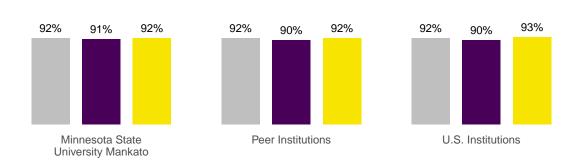
% of alumni who agree or strongly agree:

#### The career advice I received from faculty has been helpful.



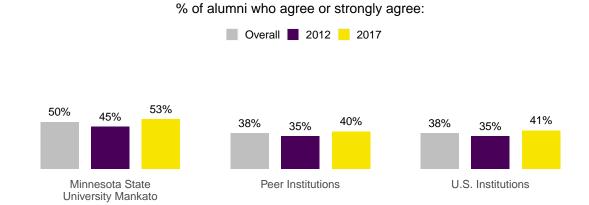
% of alumni who agree or strongly agree:

#### The career advice I received from my employer during my degree has been helpful.



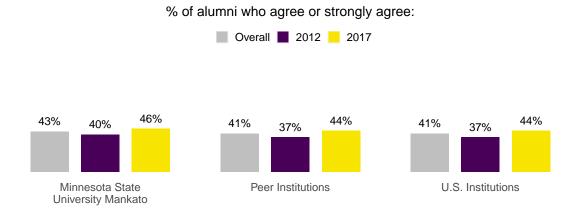
# % of alumni who agree or strongly agree:



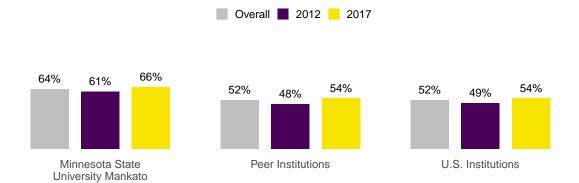


My institution helped me create a plan for my career.

My institution helped me to network with employers.

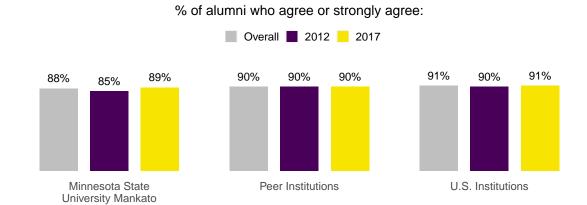


#### My institution helped me to understand career opportunities.



% of alumni who agree or strongly agree:

NATIONAL ALUMNI CAREER MOBILITY SURVEY



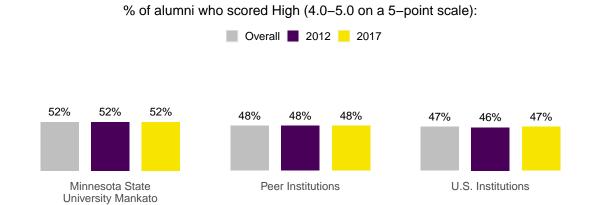
My degree helped me gain critical thinking skills.



-

### CAREER MOBILITY RESEARCH THEMES

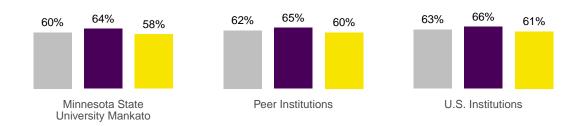
Below are your results regarding the five core research themes of the National Alumni Career Mobility Survey. A breakdown of results of all questions within each research theme can be found in the Appendix. Percentages indicate the proportion of alumni who scored High on each factor, defined as 4.0-5.0 on a 5-point scale.



**Average Career Pathway Preparation** 

#### **Average Career Satisfaction**

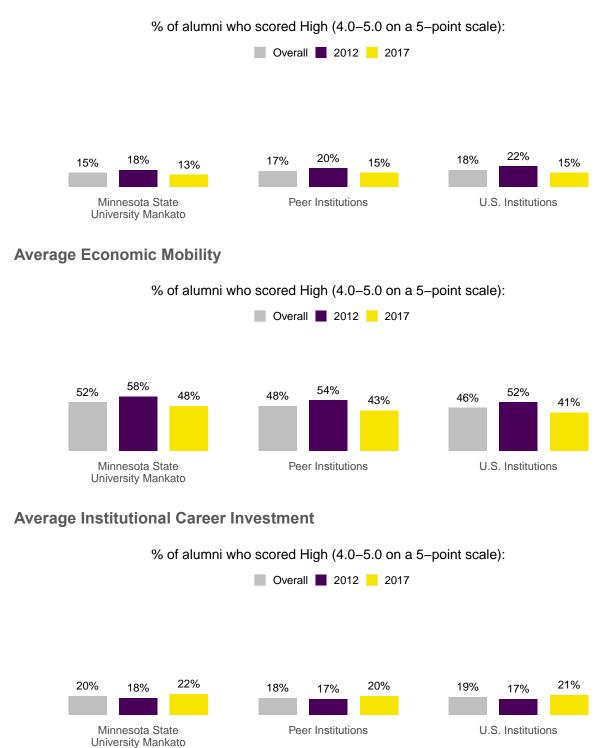
% of alumni who scored High (4.0-5.0 on a 5-point scale):



📕 Overall 📕 2012 📒 2017



#### Average Community Engagement







# **CAREER PREPARATION**



NACM 2022 SURVEY RESULTS | Minnesota State University Mankato13

## CAREER ADVICE

The following tables display alumni responses to questions about career advice received during their time at your institution, compared to alumni at peer and national institutions.

% responding "yes"	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	52%	50%	52%
2017	58%	55%	59%
Overall	55%	53%	56%

Did you receive career advice from your institution while you were there?

The career advice I received has been helpful.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	80%	79%	80%
2017	87%	82%	82%
Overall	84%	81%	81%

The person at my institution who helped me the most with my career can be described as:

% selected		YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2012	28%	18%	17%
Academic advisor	2017	30%	21%	20%
Career services staff	2012	9%	12%	13%
	2017	4%	11%	13%
Ecoulty mombor	2012	51%	49%	50%
Faculty member	2017	53%	47%	47%
Other staff member	2012	1%	4%	4%
	2017	4%	4%	4%



% selected		YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Acadomic advisor	2012	66%	55%	55%
Academic advisor	2017	64%	60%	60%
Alumni	2012	15%	28%	30%
Alumini	2017	18%	29%	33%
Career services	2012	22%	39%	41%
staff	2017	18%	37%	43%
Classmatas	2012	43%	49%	46%
Classmates	2017	54%	52%	52%
Employer during	2012	22%	25%	25%
your degree	2017	28%	28%	27%
Foculty mombar	2012	74%	73%	74%
Faculty member	2017	84%	76%	77%
Mentor	2012	11%	22%	22%
Wentor	2017	17%	22%	22%

Did you receive career advice from any of the following? Select all that apply.



% agree/strongly a	gree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2012	87%	73%	74%
Academic advisor	2017	92%	78%	77%
Alumni	2012	87%	92%	90%
Aumm	2017	88%	89%	89%
Career services	2012	68%	69%	70%
staff	2017	85%	69%	69%
Classmatas	2012	88%	83%	82%
Classmates	2017	85%	83%	82%
Employer during	2012	91%	90%	90%
my degree	2017	92%	92%	93%
Fooulty	2012	86%	85%	85%
Faculty	2017	93%	89%	88%
Mentor during my	2012	88%	89%	90%
degree	2017	92%	95%	94%

The career advice I received from the following has been helpful.



## INTERNSHIP EXPERIENCES DURING DEGREE

The following tables display alumni responses to questions about internship or related experiences during their time at your institution, compared to alumni at peer and national institutions.

Did you complete an internship or related experience while earning your bachelor's degree?

% responding "yes"	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	66%	63%	65%
2017	65%	66%	68%
Overall	65%	65%	67%

The internship(s) or related experience(s) that I completed while earning my bachelor's degree were related to my *major*.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	88%	86%	84%
2017	88%	86%	85%
Overall	88%	86%	85%

The internship(s) or related experience(s) that I completed while earning my bachelor's degree were related to my *career goal at the time*.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	83%	84%	84%
2017	85%	84%	84%
Overall	84%	84%	84%



The internship(s) or related experience(s) that I completed while earning my bachelor's degree were related to my <u>current career</u>.

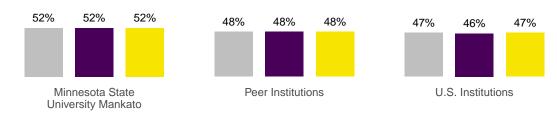
% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	65%	60%	59%
2017	66%	66%	64%
Overall	66%	63%	62%



# CAREER PATHWAY PREPARATION

#### **Overall Average on Career Pathway Preparation**





#### My bachelor's degree helped prepare me for my career.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	79%	70%	71%
2017	77%	72%	72%
Overall	78%	71%	71%

I am satisfied with my bachelor's degree educational experience.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	87%	82%	84%
2017	86%	80%	81%
Overall	86%	81%	82%



Μv	bachelor's	dearee	is	worth	the	tuition	I.	naid
IVIY	Dacheiul 3	uegree	13	WUITI	uie	luilion	н.	paiu.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	61%	61%	58%
2017	58%	56%	54%
Overall	59%	58%	56%

I was well prepared to begin my career when I graduated.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	67%	55%	56%
2017	66%	59%	60%
Overall	66%	57%	58%

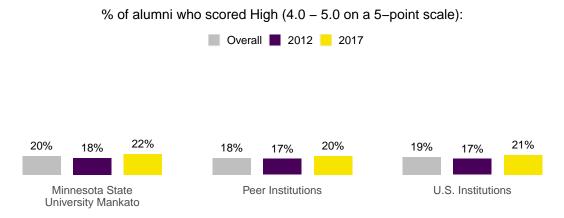
The bachelor's degree I earned helped me get started in my career.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	78%	73%	73%
2017	76%	74%	74%
Overall	77%	74%	74%



# INSTITUTIONAL CAREER INVESTMENT

#### **Overall Average on Institutional Career Investment**



#### My institution helped me to understand career opportunities.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	61%	48%	49%
2017	66%	54%	54%
Overall	64%	52%	52%

My institution helped me create a plan for my career.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	45%	35%	35%
2017	53%	40%	41%
Overall	50%	38%	38%



% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	56%	46%	47%
2017	64%	53%	53%
Overall	61%	50%	50%

My institution helped me envision my career options.

My institution helped me network with alumni.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	28%	29%	32%
2017	27%	31%	33%
Overall	27%	30%	33%

My institution helped me network with employers.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	40%	37%	37%
2017	46%	44%	44%
Overall	43%	41%	41%

My institution invested in my career.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	46%	36%	38%
2017	48%	41%	42%
Overall	47%	39%	40%





# CAREER EXPERIENCES SINCE GRADUATION



NACM 2022 SURVEY RESULTS | Minnesota State University Mankato23

## APPLICATION OF DEGREE TO CURRENT CAREER

My current position is related to my major.

% agree/strongly agre	e YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	72%	62%	62%
2017	73%	68%	68%
Overall	72%	65%	65%

My current position requires me to use the skills I learned during my degree.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	81%	75%	75%
2017	81%	77%	77%
Overall	81%	76%	76%

My current position is related to the career goal I had during my degree.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	61%	51%	51%
2017	64%	60%	60%
Overall	63%	56%	56%



## CAREER EXPERIENCES

The following tables display alumni responses to questions about career experiences since their time at your institution, compared to alumni at peer and national institutions. Percentages reflect the proportion of alumni who selected each type of experience in response to the question,

"Which of the following career experiences have you had since earning your bachelor's degree? Select all that apply."

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	96%	98%	98%
2017	96%	95%	95%
Overall	96%	96%	96%

**Part-Time Employment** 

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	31%	32%	33%
2017	33%	30%	30%
Overall	32%	30%	32%

#### **Contract/Temporary Work**

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	14%	25%	27%
2017	16%	21%	22%
Overall	15%	23%	24%

Internship or Similar Experience

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	13%	22%	24%
2017	13%	20%	20%
Overall	13%	21%	22%



#### **Post-Grad Fellowship**

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	2%	4%	6%
2017	1%	4%	4%
Overall	2%	4%	5%

Self-Employment

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	12%	15%	15%
2017	6%	9%	9%
Overall	8%	12%	12%

Founded a Company or Non-Profit

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	2%	7%	7%
2017	2%	3%	3%
Overall	2%	5%	5%

#### Earned Additional Degree(s)

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	25%	37%	40%
2017	16%	26%	28%
Overall	20%	30%	33%



#### Service Work

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	0%	4%	4%
2017	1%	4%	4%
Overall	1%	4%	4%

**Military Service** 

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	2%	2%	2%
2017	2%	2%	1%
Overall	2%	2%	2%

#### **Unemployed by Choice**

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	5%	7%	7%
2017	4%	6%	6%
Overall	4%	6%	6%

#### **Unemployed and Seeking**

% selected	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	2%	5%	5%
2017	3%	5%	5%
Overall	3%	5%	5%



# CAREER GROWTH AND STABILITY

The first job I secured after my bachelor's degree helped me pursue my career goals.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	68%	67%	66%
2017	67%	68%	68%
Overall	67%	67%	67%

My current position is related to the career goal I have now..

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	78%	81%	82%
2017	76%	79%	80%
Overall	77%	80%	81%

My current position provides opportunities for further learning and skill development.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	85%	88%	89%
2017	87%	88%	88%
Overall	86%	88%	88%

I am likely to retain my current employment until I choose to leave.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	95%	94%	94%
2017	95%	93%	93%
Overall	95%	94%	94%



The work I do in m	y current position is	meaningful to me.
--------------------	-----------------------	-------------------

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	85%	86%	86%
2017	84%	84%	84%
Overall	85%	84%	85%

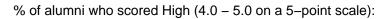
Do you feel that you are underemployed?

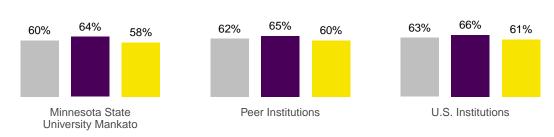
% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	18%	21%	20%
2017	25%	23%	22%
Overall	22%	22%	21%



# CAREER SATISFACTION

#### **Overall Average on Career Satisfaction.**





📕 Overall 📕 2012 📒 2017

#### I am satisfied with my career so far.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	84%	84%	84%
2017	81%	81%	82%
Overall	82%	82%	83%

I am satisfied with my current career.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	83%	82%	84%
2017	78%	80%	80%
Overall	80%	81%	82%

I am satisfied with the level of responsibility of my current job.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	88%	85%	86%
2017	84%	81%	81%
Overall	86%	83%	83%



I am content with the progression of my career.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	81%	79%	80%
2017	76%	77%	78%
Overall	78%	78%	79%

I have advanced in my career as I had hoped.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	76%	73%	73%
2017	68%	69%	70%
Overall	72%	71%	72%

My salary is enough to pay my bills every month.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	82%	85%	85%
2017	79%	78%	78%
Overall	80%	81%	82%



# OTHER CAREER EXPERIENCES ITEMS

I currently own my own business.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	8%	11%	10%
2017	7%	7%	6%
Overall	8%	9%	8%

How did the COVID-19 pandemic impact your current job or career status?

% selected		YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
No impact at all	2012	73%	70%	70%
No impact at all	2017	64%	62%	62%
Tomporony furlough	2012	7%	4%	4%
Temporary furlough	2017	12%	5%	5%
Line markey import	2012	2%	3%	3%
Unemployment	2017	3%	5%	5%
Changed jobs	2012	7%	10%	10%
intentionally	2017	7%	12%	12%



% selected		YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
1.2 positions	2012	38%	28%	26%
1-2 positions	2017	55%	51%	49%
	2012	45%	43%	43%
3-4 positions	2017	38%	40%	41%
E C positions	2012	13%	21%	21%
5-6 positions	2017	6%	8%	8%
7.0 positions	2012	3%	6%	7%
7-9 positions	2017	1%	2%	2%
40	2012	1%	2%	2%
10+ positions	2017	0%	0%	0%

How many distinct paid positions have you held since earning your degree?

Please select which of the following best represents when you felt decided about pursuing your current career path.

% selected		YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
High school or earlier	2012	23%	17%	16%
riigh school of earlier	2017	25%	19%	18%
While earning my	2012	36%	30%	29%
bachelor's degree	2017	35%	37%	35%
After graduating with my	2012	29%	38%	39%
bachelor's degree	2017	26%	28%	29%
Still feel that I am	2012	13%	15%	15%
deciding	2017	13%	17%	17%



% selected		YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Entryloyol	2012	7%	5%	5%
Entry level	2017	16%	14%	14%
Intermediate or	2012	52%	48%	48%
experienced level	2017	57%	60%	60%
First level management	2012	16%	15%	16%
	2017	10%	13%	13%
Middle-level	2012	17%	20%	21%
management	2017	13%	9%	9%
Senior, executive, or	2012	8%	12%	12%
top-level management & chiefs	2017	4%	4%	4%

What job level best describes your current role?





# LEARNING OUTCOMES AND EXPERIENCES



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## COMPETENCIES

The following charts display average alumni-reported competency scores for your campus compared to peer and U.S. institutions. Percentages reflect the percent of alumni who responded Agree or Strongly agree (4 or 5 on a 5-point scale) to items about competencies gained during their degrees.

Overall (% agree/strongly agree)	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	83%	79%	80%
Career & Self-Development	77%	67%	67%
Change Management	56%	45%	45%
Communication	90%	84%	85%
Creativity	68%	61%	62%
Critical Thinking	88%	90%	91%
Customer Service	54%	39%	39%
Decision Making	84%	77%	78%
Equity & Inclusion	66%	56%	56%
Leadership	76%	67%	68%
Negotiation	46%	36%	36%
Professionalism	87%	79%	80%
Teamwork	85%	80%	80%
Technology	70%	65%	62%



2012 (% agree/strongly agree)	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	82%	78%	78%
Career & Self-Development	75%	64%	65%
Change Management	52%	42%	42%
Communication	90%	85%	85%
Creativity	70%	62%	63%
Critical Thinking	85%	90%	90%
Customer Service	56%	39%	38%
Decision Making	83%	76%	77%
Equity & Inclusion	63%	54%	53%
Leadership	75%	65%	67%
Negotiation	48%	35%	35%
Professionalism	85%	78%	79%
Teamwork	85%	79%	80%
Technology	73%	63%	60%



2017 (% agree/strongly agree)	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	84%	80%	81%
Career & Self-Development	78%	69%	69%
Change Management	59%	48%	48%
Communication	89%	84%	85%
Creativity	67%	60%	62%
Critical Thinking	89%	90%	91%
Customer Service	53%	39%	39%
Decision Making	84%	79%	80%
Equity & Inclusion	68%	58%	59%
Leadership	77%	68%	70%
Negotiation	44%	37%	37%
Professionalism	89%	80%	81%
Teamwork	86%	80%	81%
Technology	68%	67%	65%



### FROM THE NSSE HIGH IMPACT EDUCATIONAL PRACTICES

The following charts display average alumni-reported high impact educational practice scores for your campus compared to peer and U.S. institutions. Percentages reflect the percent of alumni who indicated that they participated in each activity during their degrees.

Overall (% selected)	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Athletics	14%	13%	16%
Campus employment/Graduate assistantship	24%	36%	39%
Capstone course(s) and project(s)	27%	30%	34%
First-year seminar and experience	25%	27%	34%
Greek life	6%	15%	20%
Learning communities	15%	11%	11%
Project-based learning (inside or outside the classroom)	23%	30%	29%
Service learning/Community- based learning	14%	18%	22%
Student organizations/Clubs	55%	71%	74%
Study abroad/International education	10%	22%	29%
Teaching/Teaching assistantship	11%	14%	15%
Undergraduate research	15%	24%	26%



2012 (% selected)	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Athletics	14%	14%	18%
Campus employment/Graduate assistantship	29%	37%	40%
Capstone course(s) and project(s)	23%	25%	30%
First-year seminar and experience	22%	24%	31%
Greek life	5%	14%	18%
Learning communities	16%	10%	10%
Project-based learning (inside or outside the classroom)	23%	27%	26%
Service learning/Community- based learning	17%	20%	23%
Student organizations/Clubs	56%	70%	73%
Study abroad/International education	9%	21%	29%
Teaching/Teaching assistantship	12%	14%	14%
Undergraduate research	13%	23%	24%

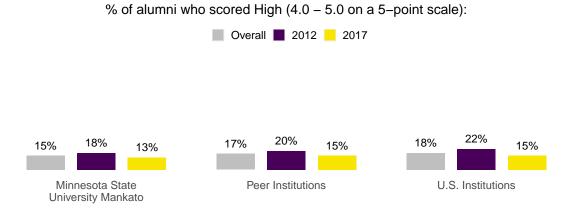


2017 (% selected)	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Athletics	13%	12%	15%
Campus employment/Graduate assistantship	20%	35%	38%
Capstone course(s) and project(s)	29%	34%	37%
First-year seminar and experience	28%	29%	37%
Greek life	7%	16%	21%
Learning communities	14%	12%	12%
Project-based learning (inside or outside the classroom)	23%	32%	31%
Service learning/Community- based learning	13%	17%	21%
Student organizations/Clubs	54%	71%	74%
Study abroad/International education	10%	22%	28%
Teaching/Teaching assistantship	10%	14%	16%
Undergraduate research	17%	24%	26%



# COMMUNITY ENGAGEMENT

### **Overall Average on Community Engagement**



#### I am involved in my community.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	65%	60%	62%
2017	54%	56%	57%
Overall	59%	58%	59%

I have received recognition for my community involvement.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	28%	27%	27%
2017	23%	24%	24%
Overall	25%	25%	26%



I regularly donate money to charitable causes.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	50%	55%	57%
2017	33%	40%	42%
Overall	40%	47%	49%

I regularly donate time to charitable causes.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	42%	42%	43%
2017	29%	34%	35%
Overall	35%	38%	39%

I volunteer in my community regularly.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	45%	40%	40%
2017	32%	35%	35%
Overall	38%	37%	37%





# RETURN ON INVESTMENT



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## MOTIVATION FOR DEGREE

% selected		YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
Financial agin	2012	54%	42%	37%
Financial gain	2017	48%	44%	41%
2	2012	62%	59%	57%
Career success	2017	64%	61%	60%
	2012	40%	50%	54%
Intellectual development	2017	38%	53%	56%
E anvilla a una station a	2012	25%	24%	24%
Family expectations	2017	21%	22%	22%
<b>T</b> L	2012	22%	29%	31%
The college experience	2017	25%	24%	25%
Os sisteres stiens	2012	11%	5%	6%
Social connections	2017	6%	5%	6%
	2012	7%	4%	4%
Peers were attending	2017	4%	3%	3%
Social status as a	2012	8%	7%	7%
college graduate	2017	8%	6%	6%
Steppingstone to further	2012	14%	20%	21%
education	2017	22%	22%	22%
Required for my career	2012	42%	41%	40%
aspirations	2017	46%	43%	42%
Not sure of my	2012	3%	6%	6%
aspirations	2017	4%	6%	6%

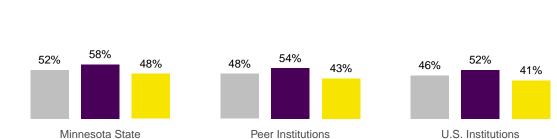
What were the top 3 motivations for choosing to pursue a bachelor's degree?



# **ECONOMIC MOBILITY**

### **Overall Average on Economic Mobility**





University Mankato

U.S. Institutions

#### I currently earn a higher income than the household in which I grew up.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	60%	54%	52%
2017	47%	40%	37%
Overall	52%	46%	43%

I expect to earn more in the future than the household in which I grew up.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	73%	70%	68%
2017	70%	67%	64%
Overall	71%	68%	66%

My earning potential is higher than the house in which I grew up.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	69%	64%	63%
2017	63%	59%	57%
Overall	65%	62%	60%



## STUDENT LOAN DEBT

The following tables display alumni responses to questions about debt incurred for their degree at your institution, compared to alumni at peer and national institutions. **Did you incur debt while you were earning your bachelor's degree?** 

% responding "yes"	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	73%	59%	58%
2017	71%	58%	57%
Overall	72%	59%	58%

Did anyone other than you incur debt for your bachelor's degree?

% responding "yes"	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	18%	23%	24%
2017	15%	19%	21%
Overall	16%	21%	23%

Are you still paying debt from your bachelor's degree?

% responding "yes"	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	57%	54%	54%
2017	76%	78%	77%
Overall	68%	68%	67%

### My student debt is overwhelming.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	38%	34%	35%
2017	44%	44%	43%
Overall	42%	40%	39%



My bachelor's degree was worth my student loan debt.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	44%	47%	47%
2017	39%	42%	42%
Overall	41%	44%	44%

My student loan debt has been manageable.

% agree/strongly agree	YOUR CAMPUS	PEER INSTITUTIONS	U.S. INSTITUTIONS
2012	54%	49%	48%
2017	45%	44%	44%
Overall	49%	46%	46%





# **EQUITY INSIGHT**



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## EQUITY AND CAREER MOBILITY

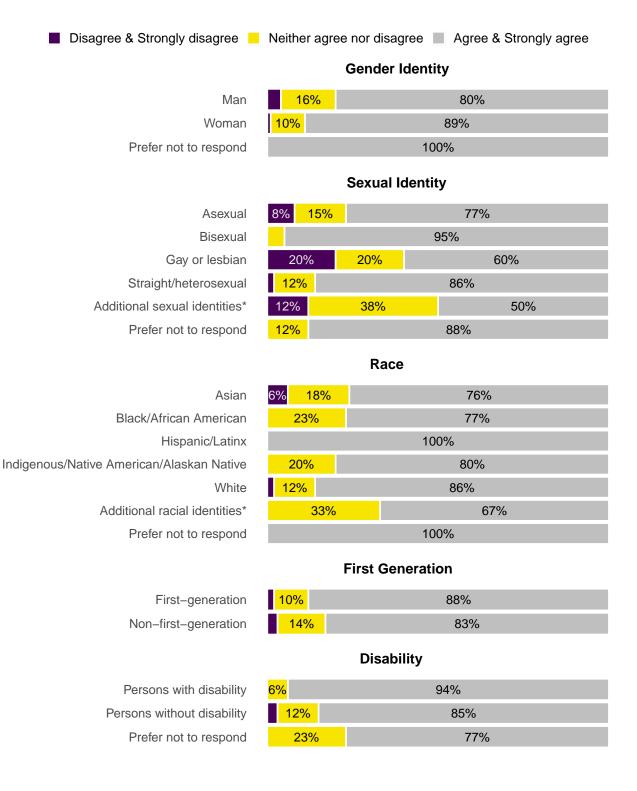
Equity insights are provided in this section for each of the six High Impact Career Mobility Practices: helpful career advice, employer connections, career-related internships, career plans, career opportunities, and critical thinking skills. Each of these items is broken down, when possible due to sample size, by gender identity, sexual identity, race, disability, and first-generation status.

Groups with fewer than five individuals were combined to conduct more robust analyses and to protect the privacy of individuals. If combined groups for a demographic still did not meet the criterion of five responses, the analysis is not included in this report.



### HELPFUL CAREER ADVICE BY DEMOGRAPHIC

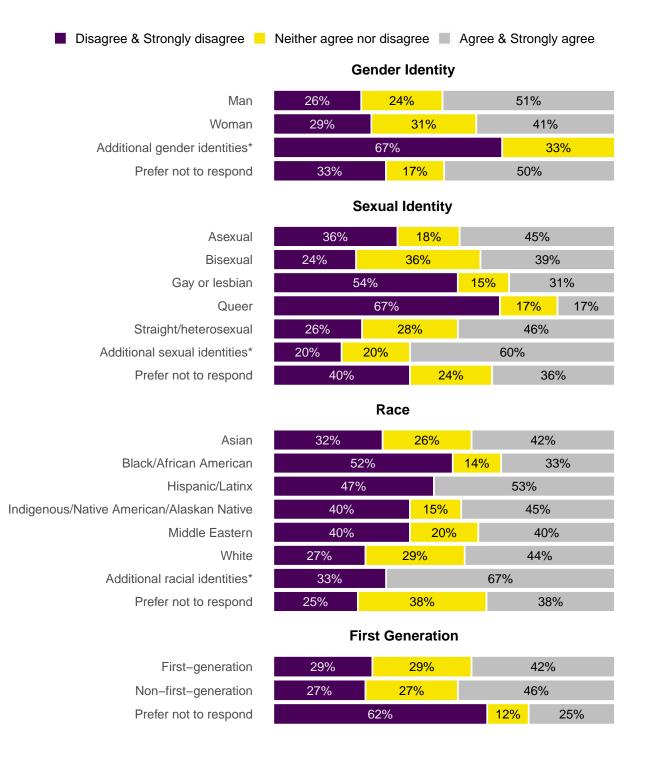
This section shows the distribution of responses to the item, "The career advice I received has been helpful." Groups with fewer than five responses to this question are combined.





### EMPLOYER CONNECTIONS BY DEMOGRAPHIC

Below, find the distribution of alumni responses to the item, "My institution helped me to network with employers." Categories with fewer than five individuals are combined.





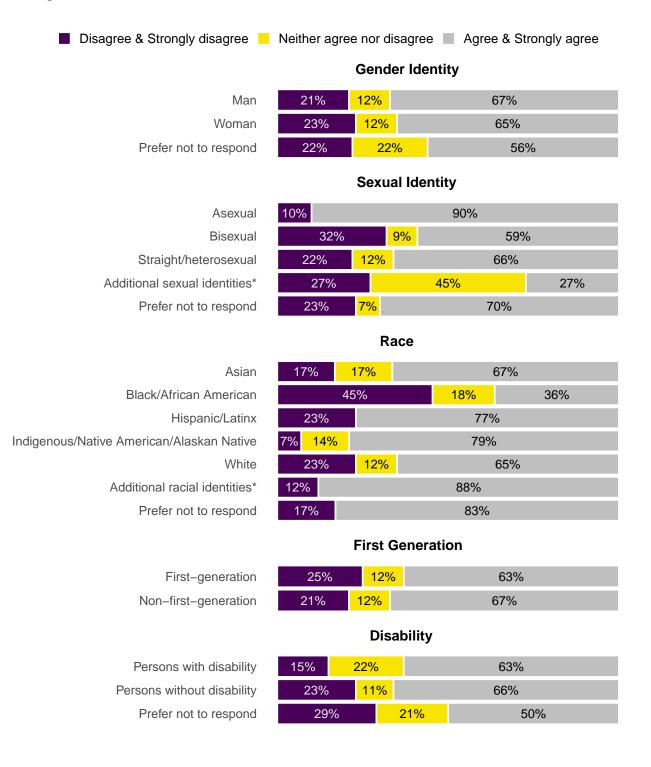
		-	
Persons with disability	32%	32%	37%
Persons without disability	28%	27%	45%
Prefer not to respond	24%	29%	48%





### CAREER-RELATED INTERNSHIPS BY DEMOGRAPHIC

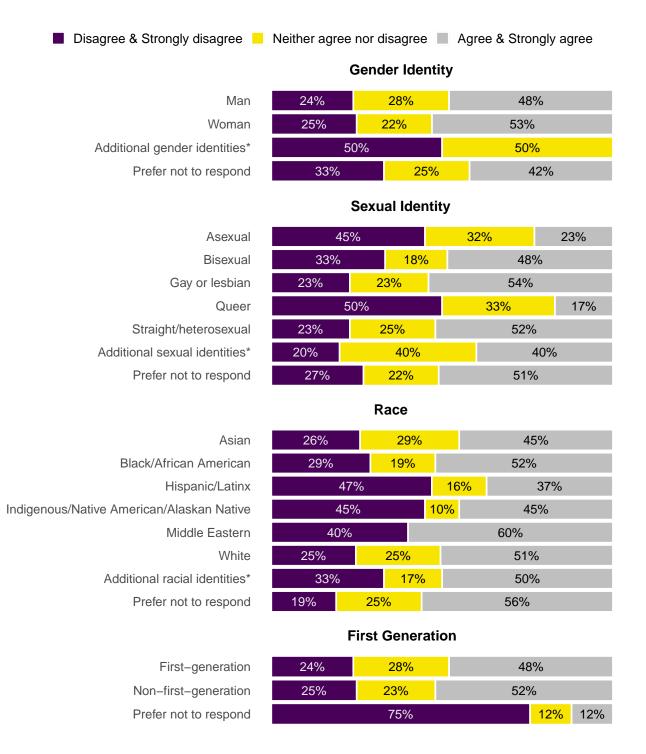
Below, find the distribution of alumni responses to the item, "The internship(s) or related experience(s) that I completed while earning my degree were related to my current career." Categories with fewer than five individuals are combined.





### CAREER PLANS BY DEMOGRAPHIC

Below is the distribution of alumni responses to the item, "My institution helped me create a plan for my career." Categories with fewer than five individuals are combined.





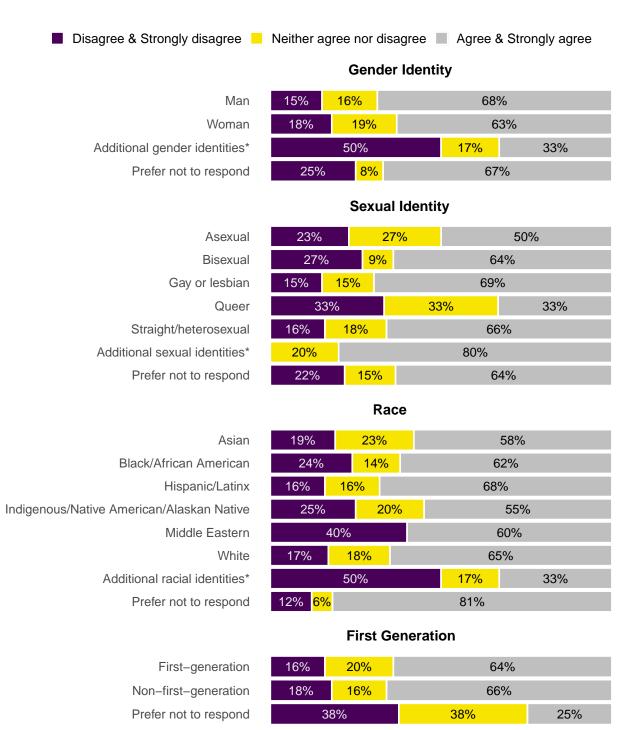
Persons with disability	29	9%	20%	51%
Persons without disability	259	%	25%	50%
Prefer not to respond	14%	29	%	57%

### Disability



### CAREER OPPORTUNITIES BY DEMOGRAPHIC

Below is the distribution of alumni responses to the item, "My institution helped me to understand career opportunities." Categories with fewer than five individuals are combined.





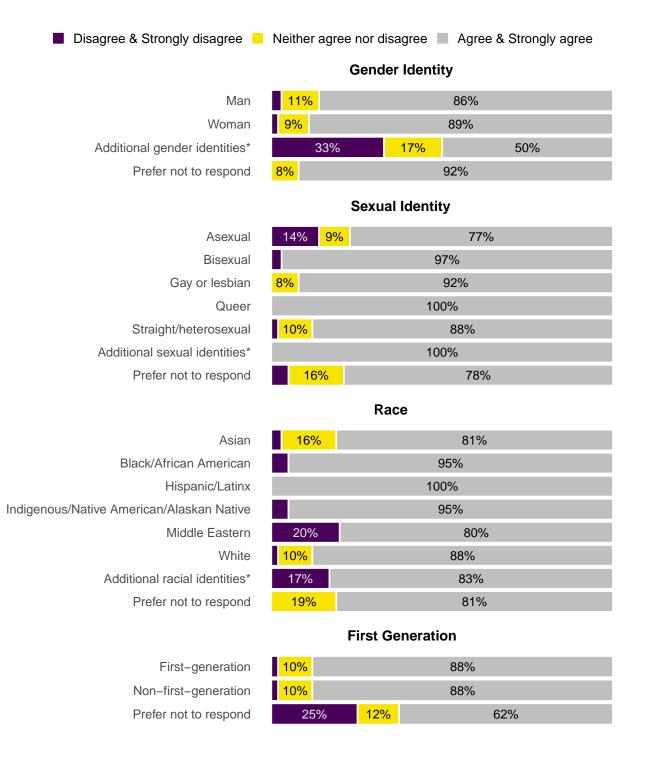
			•
Persons with disability	20%	22%	59%
Persons without disability	17%	18%	65%
Prefer not to respond	19%	<mark>10%</mark>	71%





### CRITICAL THINKING SKILLS BY DEMOGRAPHIC

Below is the distribution of alumni responses to the item, "My institution helped me to understand career opportunities." Categories with fewer than five individuals are combined.





### Disability

Persons with disability		90%
Persons without disability	<mark>10%</mark>	88%
Prefer not to respond	<mark>10%</mark>	86%



# RECOMMENDATIONS

After assessing your NACM survey results, The Career Leadership Collective recommends the following for your campus:

### WHAT YOU CAN DO NEXT

- 1. EDUCATE YOUR CAMPUS: Create your slide deck and 7-minute video overview of the results to share across campus.
- 2. SHARE SUCCESSES EXTERNALLY: Embed successes from the findings into your External Career Outcomes webpage. See an example here: https://www.careerlead ershipcollective.com/outcomes-example
- ADAPT YOUR PRACTICES: You have incredible insights about how you can adapt your practices toward a high likelihood of career mobility for your alumni. We encourage you to gather a campus working group to discuss how you can embed high impact career practices across the campus.

### HOW WE CAN HELP YOUR CAMPUS USE YOUR RESULTS

- STAKEHOLDER PRESENTATION ON NACM DATA: The Collective staff are available to provide a virtual presentation of your NACM results to key stakeholders. For example, presentation of NACM highlights to your President's cabinet, Board of Trustees, Deans, etc.
- 2. FURTHER DATA ANALYSIS OR VISUALIZATION CONSULTING: The Collective can provide consultation on strategic use of your data, including providing additional analytics to help you effectively tell a story with your data, and decide which data to display on external or public websites. For example, combining additional institutional data on interactions with your career center or engagement with high impact practices while a student, combining with FDS data, or digging deeper into demographics or peer comparisons.
- 3. HIGH IMPACT CAREER MOBILITY PRACTICE CONSULTING: The Collective can provide consulting services that use your NACM and First Destination Survey results to help university leaders weave career development into the fabric of campus experience. For example, leveraging NACM data to help transform the co-curricular experience of students, such as student employment or residence life programming. In addition, NACM data consulting can help analyze curricular areas of success and areas of improvement, by individual colleges, academic units, and areas of study.
- FDS OUTCOMES: The Collective team can assist your campus by handling your First Destination Survey with EMBARK: FDS Services. Learn more at https://www. careerleadershipcollective.com/embark



# METHODOLOGY

The Career Leadership Collective created the National Alumni Career Mobility Survey (NACM) to assess the career pathways of US college and university alumni more effectively.

The specific goal of the assessment is to better understand multiple areas of interest: educational satisfaction, career pathways, career satisfaction, economic mobility, and community engagement.

NACM was developed in response to many years of listening to higher education administrators who recognized the lack of data about their graduates.

- A targeted needs assessment began in January of 2018 and continued over the course of eight months as the consultants with The Career Leadership Collective so-licited feedback from college and university administrators across the United States.
- An initial instrument was drafted in September of 2018 using data from formal listening sessions.
- Face validity of NACM was established at a national convening in March 2019 where administrators and career leaders from 25 public and private colleges and universities came together to review, edit, and refine the instrument.
- Item analysis after two subsequent pilot administrations established statistical validity of multiple constructs addressing the areas of interest.
- Care was taken to ensure that the instrument includes items critical to understanding graduates' educational experiences and competency outcomes, in addition to the formal constructs.



## FIVE CORE RESEARCH DIMENSIONS

NACM views career success and mobility through a multi-dimensional lens that includes five core areas.

- 1. **CAREER SATISFACTION**: Career purpose, preparation, aspirations, responsibility, and enthusiasm.
- 2. **CAREER PATHWAY PREPARATION**: Number and type of jobs, industries, geography, graduate school, and internships during and after graduation.
- 3. **ECONOMIC MOBILITY**: Salary growth, loan debt, family income while growing up, current salary range, and institutional investment.
- 4. **INSTITUTIONAL CAREER INVESTMENT**: Marketability of the major, career mentoring, career preparation, and affinity.
- 5. **COMMUNITY ENGAGEMENT**: Community involvement, philanthropy, and recognitions.

## ADDITIONAL CAMPUS ENGAGEMENT THEMES

NACM also assesses areas of campus engagement through the duration of a degree program, how each area correlates with the five core research themes, and how each is associated with overall career success.

- **CAREER ADVICE**: The presence, effectiveness, and mode of career advice.
- **CAREER EXPERIENCES**: The presence, effectiveness, and mode of hands-on career experiences such as internships and research projects.
- ENGAGEMENT WITH EMPLOYERS: Engagement level with employers.
- ENGAGEMENT WITH ALUMNI: Engagement level with alumni.
- **COMPETENCY DEVELOPMENT**: Development of competencies, which include the NACE competencies, some of the World Economic Forum's Future of Jobs Report competencies, and the AAC&U / Hart Research competencies.
- **HIGH IMPACT EDUCATIONAL PRACTICES**: Engagement in high impact educational practices as defined by the AAC&U.



# **OVERVIEW OF THE CAREER MOBILITY INDEX**

The High Impact Career Mobility Index<sup>™</sup> (CMI) was created from NACM data to understand which campus practices are most likely to influence the career mobility of students and alumni over the first 10 years of their career post-graduation. Career Mobility is defined as a combination of career pathway preparation, career satisfaction, and economic mobility.



There are fourteen variables represented in the three specific research domains which look at alumni success related to: 1. Possessing the skills to do quality work, 2. Being happy in a career, and 3. Feeling financially stable and satisfied. The make-up of each of the three research domains of the CMI can best be described as follows:

- Career Pathway Preparation: Educational impact on preparedness prior to starting their career, the beginning of their career, career advancement, and preparedness for current job.
- Career Satisfaction: Educational impact on satisfaction with their whole career, which includes progression of career, career so far, current career, and level of responsibility in current job.
- Economic Mobility: Educational impact on earning history, trajectory, potential, satisfaction, and comparison to the household in which they grew-up.



# APPENDIX

### DEMOGRAPHICS

#### **Graduation Year**

# What best describes your age when you were obtaining this degree?

- $\Rightarrow$  76% Traditional Age (17-24)
- $\Rightarrow$  23% Adult Student (25 or older)
- $\Rightarrow$  2% Prefer not to respond

#### What is your current gender identity?

$\Rightarrow$	0%	Agender
$\Rightarrow$	36%	Man
$\Rightarrow$	1%	Nonbinary/Gen- derqueer/Genderfluid
$\Rightarrow$	61%	Woman
$\Rightarrow$	2%	Prefer not to respond

#### Do you identify as cisgender or transgender?

$\Rightarrow$	89%	Cisgender
$\Rightarrow$	0%	Transgender

 $\Rightarrow$  11% Prefer not to respond

# Were you a first-generation college student during your bachelor's degree?

- $\Rightarrow$  38% Yes
- $\Rightarrow$  61% No
- $\Rightarrow$  1% Prefer not to respond

# With which race(s) do you self-identify?

- $\Rightarrow$  5% Asian
- $\Rightarrow$  3% Black/African American
- $\Rightarrow 3\% \qquad \mbox{Indigenous/Native} \quad \mbox{Amer-ica/Alaskan Native} \qquad \label{eq:amer-ica}$
- $\Rightarrow$  3% Latinx
- $\Rightarrow$  1% Middle Eastern
- $\Rightarrow$  0% Native Hawaiian/Pacific Islander
- $\Rightarrow$  88% White
- $\Rightarrow$  1% None of the above
- $\Rightarrow$  2% Prefer not to respond

# What was your status while earning your bachelor's degree?

- $\Rightarrow$  87% In-state student
- $\Rightarrow$  4% International student
- $\Rightarrow$  9% Out-of-state domestic student



### Do you identify as a person with a disability?

$\Rightarrow$	6%	Yes
$\Rightarrow$	91%	No
$\Rightarrow$	3%	Prefer not to respond

### What is your sexual identity?

$\Rightarrow$	3%	Asexual
$\Rightarrow$	5%	Bisexual
$\Rightarrow$	2%	Gay or lesbian
$\Rightarrow$	1%	Pansexual
$\Rightarrow$	1%	Queer
$\Rightarrow$	80%	Straight/heterosexual
$\Rightarrow$	0%	Another identity not listed here
$\Rightarrow$	8%	Prefer not to respond

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

- $\Rightarrow$  4% Yes
- $\Rightarrow$  96% No

Since graduating with your bachelor's degree, how many years have you lived in the same state where your institution is located?

- $\Rightarrow$  9% 1-2 years
- $\Rightarrow$  47% 3-5 years
- $\Rightarrow$  3% 6-7 years
- $\Rightarrow$  30% 8-10 years
- $\Rightarrow \quad 10\% \qquad I \text{ have not lived in that state} \\ since graduating$





