



HOFSTRA
UNIVERSITY®

EMPLOYMENT STATISTICS

The Lawrence Herbert School
of Communication - Undergraduate

Employment Statistics – Herbert School of Communication Undergraduate

The career outcomes rate of Hofstra’s 2014-2015 job seeking Communication undergraduates is 99%¹.

Career Outcomes Rate *	99%
Employment Rate	96%
Graduate School Rate	10%
Employment + Graduate School Rate	7%

**Career Outcomes Rate = (employed + graduate school) / (total survey respondents + other reliable data sources – not job seeking)*

96% of Communication undergraduate respondents reported being employed and 42% accepted their position before graduation. Another 44% reported that they were employed within six months after graduation.

Among those who reported salary (41%), a self-reported figure volunteered by the undergraduate respondent, **the median annual salary for these undergraduate alumni was \$35,000**, the mean was \$38,175, and the middle 50% range was \$32,000-\$41,000.

10% of these undergraduate respondents have reported that they are attending another institution or applied for an advanced degree within the next semester of graduation. Thirty-eight percent of these undergraduate students attending graduate school are attending full-time and the most popular program is communication (41%).

Of the 259 Communication undergraduate students who graduated between August 2014 and May 2015, data was collected via a survey from 146 students for a 56% response rate. Data was gathered on another 81 students from LinkedIn resulting in knowledge about the outcomes for 88% of the graduates. The data collection period for the 2014-2015 Hofstra graduates was between December 2014 and May 2016.

This report uses the best practices recommended by the National Association of Colleges and Employers’ (NACE) First Destination Survey Standards in January 2014. Many of the tables have been created from different sources, therefore the base size used to calculate percentages is varied. The source for each table is noted throughout. See the notes for further clarification on the methodology.

¹ Includes those employed (full-time or part-time) and not employed but are attending graduate school (full-time or part-time) next semester.

Outcomes Summary by College, Department, & Program

Outcomes Summary (Source: Hofstra survey & other reliable data sources)					
	Grads	Knowledge %	Career Outcomes Rate	Employment Rate	Grad School Rate
UG	1524	74%	99%	92%	29%
Herbert School of Communication	259	88%	99%	96%	10%
<u>Journalism, Media Studies, & Public Relations</u>	<u>161</u>	<u>92%</u>	<u>99%</u>	<u>96%</u>	<u>11%</u>
Journalism	79	92%	97%	93%	14%
Public Relations	79	92%	100%	99%	8%
<u>Radio, Television, Film</u>	<u>98</u>	<u>81%</u>	<u>100%</u>	<u>96%</u>	<u>8%</u>
Film Studies & Production	37	65%	100%	96%	13%
Radio Production and Studies	10	70%	100%	86%	14%
Video/Television	29	97%	100%	100%	4%
Video/Television and Film	13	100%	100%	92%	8%

All data must meet a test of data integrity. The outcomes data reported is determined by the level at which data may be deemed reliable (University-wide, school, division or department).

Knowledge Percentage – the percentage of students on whom we have information from the Hofstra surveys and other reliable data sources

Career Outcomes Rate – (Employed + Graduate School) / (Total Survey Respondents + other reliable data sources – Not Job Seeking)

Employment Rate – employed full or part time (Hofstra surveys, LinkedIn, and faculty feedback)

Grad School Rate – enrolled in another degree program full or part time (sources: Hofstra surveys, National Student Clearinghouse, and Hofstra enrollment files) + reported planning to start another degree program after graduation (source: Hofstra surveys)

Employment

Employment responses are based on data collected via Hofstra surveys & LinkedIn.

What is your current employment status, or if you have an accepted job offer, will your status be any of the following?

	%
Employed	96%
<i>Employed Full-time</i>	77%
<i>Employed Part-time</i>	19%
Not employed – enrolled in graduate school	3%
Not employed – job seeking	1%
Not employed – not job seeking	< 1%

Base: Hofstra surveys & LinkedIn

About how many months after graduation did you accept this position? (Of those employed)

	%
Before graduation	42%
1-3 months after graduation	29%
4-6 months after graduation	15%
7-9 months after graduation	7%
10-12 months after graduation	6%
More than 1 year after graduation	2%

Base: Hofstra surveys & LinkedIn

Annual Salary by College, Department, & Program

	Salary Summary (includes FT & PT employed)				
	Salary N	Mean	Median	75th %tile	25th %tile
UG	278	\$45,930	\$43,000	\$56,000	\$35,000
Herbert School of Communication	56	\$38,175	\$35,000	\$41,000	\$32,000
<u>Journalism, Media Studies, & Public Relations</u>	<u>43</u>	<u>\$37,047</u>	<u>\$35,000</u>	<u>\$40,000</u>	<u>\$32,000</u>
Journalism	14	\$37,071	\$36,000	\$40,000	\$30,000
Public Relations	28	\$37,107	\$35,500	\$40,000	\$35,000
<u>Radio, Television, Film</u>	<u>13</u>	<u>\$41,908</u>	<u>\$35,000</u>	<u>\$46,800</u>	<u>\$32,000</u>
Film Studies & Production	4	\$46,200	\$40,900	\$58,400	\$34,000
Video/Television	5	\$37,600	\$32,000	\$43,000	\$31,000

All data must meet a test of data integrity. The average salary reported is determined by the level at which data may be deemed reliable (University-wide, school, division or department).

Salary data is self-reported voluntarily by graduates and are based upon a 41% response rate. Salary figures vary from year-to-year based upon a number of factors, including, but not limited to, market conditions as well as the number of graduates reporting salary information to us. In addition, please note that these figures are based solely on information that is self-reported to us by our graduates, and the salary data provided is based on the accuracy and completeness of the information provided by our graduates to us. Salary figures only include annual base salary. They do not include bonus, commission or any other guaranteed compensation.

What is your organization's industry?

	%
Accommodations & Food Service/Hospitality	2%
Accounting	1%
Communication (e.g., public relations, journalism)	30%
Consulting Services	1%
Consumer Products/Retail	6%
Educational Services	4%
Finance and Insurance	2%
Healthcare/Pharmaceuticals/Biotechnology (e.g., doctors, psychologist, social worker)	3%
Manufacturing	<1%
Media/Entertainment/Arts	34%
Professional Services (e.g., law, marketing, advertising)	6%
Sports/Leisure	6%
Technology/Science (e.g., IT, engineering)	1%
Transportation	1%
Other	1%

Base: Hofstra surveys & LinkedIn

Graduate School

Responses for the following graduate school questions are based on data collected via Hofstra surveys, National Student Clearinghouse, and Hofstra enrollment data.

Do you plan to start another degree program after graduation?

	%
Yes	10%
Plan to apply next semester	< 1%
Plan to start within 1 year	3%
Plan to start within 5 years	4%
No/not sure	37%
No information	45%

Base: Hofstra surveys, NSC, & Hofstra enrollment

Do you plan to attend school full time or part time?

	%
Full-time	38%
Part-time	41%
Not sure	21%

Base: plan to start another degree - Hofstra surveys, faculty input, NSC, & Hofstra enrollment

In what program area do you plan to pursue another degree?

	%
Arts & Sciences	9%
Business	9%
Communication	41%
Law	9%
Other health profession	3%
Other	19%
Not sure	9%

Base: plan to start another degree - Hofstra surveys

Selected Recent Companies

The following employers are among those that have hired Hofstra SOC undergraduate students who graduated between August 2014 and May 2015:

ABC News/News Radio/TV	Lincoln Square Productions
Adventure Publishing Group	Long Island Ducks Baseball Club
Allied Integrated Marketing	Madison Square Garden
Amazon	Major League Baseball
America's Got Talent	Mount Sinai Health System
Busboy Productions	NBC Universal
Candy Factory Films	NBC's Today Show
CBS News/Radio/TV	Ogilvy Public Relations
Cox Media Group	Paramount Pictures
DeVries Global	People Magazine
East Meadow School District	PriMedia Inc.
Entertainment Fusion Group	Sirius XM Radio Inc.
Ernst & Young LLP	TD Bank
Facebook	The Chew
Fox News Channel	The Rachael Ray Show
HBO	Thomson Reuters
Hearst Magazines	Time Warner Cable Inc.
HGTV Magazine	Verizon Wireless
InStyle Magazine	Viacom/MTV
Kwittken	Walt Disney Company
Leigh Adams Advertising	Washington Capitals

The economy is constantly changing, and employment for past classes is not an accurate predictor of employment for future classes. In addition, a degree from Hofstra or any other school is not a guarantee of employment in any field.

NOTES

Due to the number of resources used to gather outcomes data, many of the tables have been created from different sources, therefore the base size used to calculate percentages is varied. The source for each table is noted throughout. This report is largely based on the responses of graduates completing Hofstra surveys, not the total number of graduates, and may not be representative of the total graduating population. LinkedIn was used to track employment information on survey non-respondents and National Student Clearinghouse and Hofstra enrollment files were used to track graduate school enrollment for all of our students.

This report uses the best practices recommended by NACE in January 2014. In accordance with those practices, this report uses multiple data sources to understand our graduates' outcomes. The sample sizes are detailed in the table below.

Some tables may not sum to 100% due to rounding.

Total Population	259	100%
Survey	146	56%
LinkedIn	81	31%
Total Response Rate	227	88%

GLOSSARY OF TERMS

Career Outcomes Rate – calculated as the percentage of students who are employed full or part time or enrolled in another degree program full or part time divided by the total number of graduates for which we have career outcomes information minus students not seeking employment (employed + grad school) / (total survey respondents + other reliable data sources – not job seeking)

Employed full-time – employed 35+ hours per week (including freelance work, consulting, performance or other hours worked)

Employed part-time – employed less than 35 hours per week (including freelance work, consulting, performance or other hours worked)

Employment Rate – employed full or part time (sources: Hofstra surveys, LinkedIn and faculty feedback)

Graduate School – students who indicate they are already enrolled in another degree program, been accepted to another degree program, or applied to another degree program for next semester

Grad School Rate – enrolled in another degree program full or part time (sources: Hofstra surveys, National Student Clearinghouse and Hofstra enrollment files) + reported planning to start another degree program after graduation (sources: Hofstra surveys)

Job Seeking – students who are not employed, but are seeking full-time employment

Not Job Seeking – students who are not employed and are not seeking full-time employment

Knowledge Percentage – the percentage of students on whom we have information from the Hofstra surveys and other reliable data sources

National Student Clearinghouse (NSC) – a service that tracks student enrollment. NSC was used to see if students who graduated from Hofstra were enrolled into another degree program.

Outcomes – refers to student placement post-graduation, including employment and further study

Response Rate – the percentage of students responding to the Hofstra surveys

Salary – annual base salary reported by students employed full or part time