



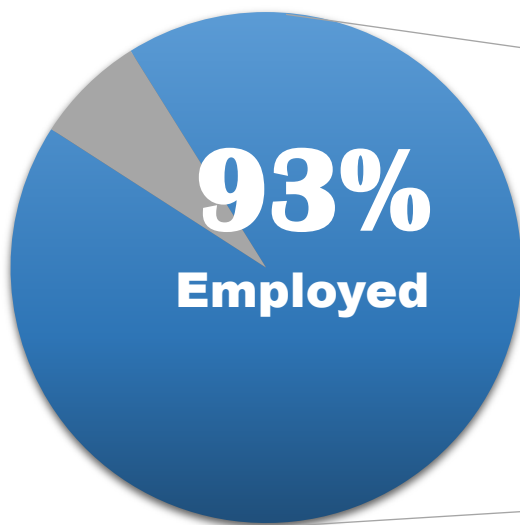
EMPLOYMENT STATISTICS

The Lawrence Herbert
School of Communication
- Graduate

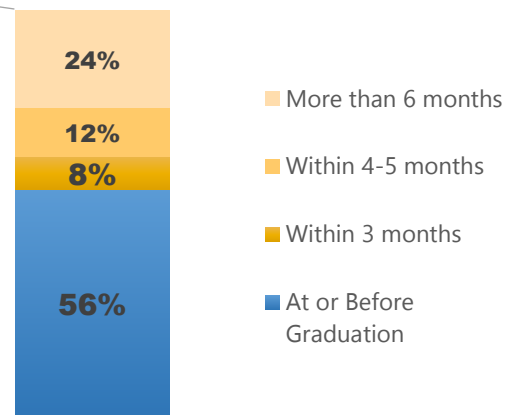
GRADUATE OUTCOMES 2018-2019

HERBERT SCHOOL OF COMMUNICATION

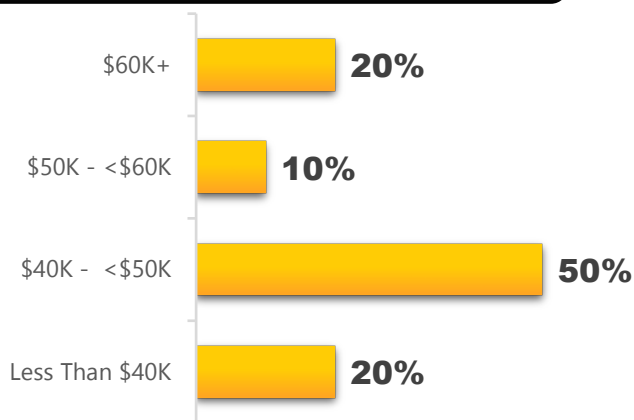
93% of the 2018-2019 degree recipients are **employed**, attending **graduate school**, or both



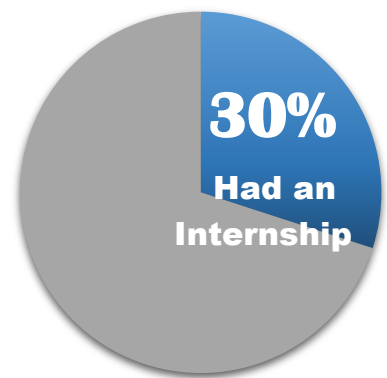
When Did They Accept?



Average Salary: **\$48K**



Avg. # Internships: **3.00**



Results are based on individuals surveyed in the 18-19 Cap & Gown Survey, LinkedIn, National Student Clearinghouse, and Hofstra enrollment. Internship data is based on self-reported data from the 19-20 Cap & Gown Graduate Surveys

By Program:

| | Outcomes | | | When Accept Job | | | | Salary |
|--|----------------------|-----------------|------------------|-------------------------|-----------------|-------------------|--------------------|-----------------|
| | Career Outcomes Rate | Employment Rate | Grad School Rate | At or before graduation | Within 3 months | Within 4-6 months | More than 6 months | Average |
| Herbert School of Communication | 93% | 93% | 11% | 56% | 8% | 12% | 24% | \$47,950 |
| <u>Journalism, Media Studies, & Public Relations</u> | <u>93%</u> | <u>93%</u> | <u>11%</u> | <u>56%</u> | <u>8%</u> | <u>12%</u> | <u>24%</u> | <u>\$47,950</u> |
| Journalism | 88% | 88% | 13% | 29% | 29% | 14% | 29% | \$47,950 |
| Public Relations | 95% | 95% | 11% | 67% | 0% | 11% | 22% | \$49,389 |
| <u>Radio, Television, Film</u> | <u>93%</u> | <u>93%</u> | <u>11%</u> | <u>56%</u> | <u>8%</u> | <u>12%</u> | <u>24%</u> | <u>\$47,950</u> |
| Documentary Studies & Production* | 93% | 93% | 11% | 56% | 8% | 12% | 24% | \$47,950 |

Definitions:

- **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)
- **Grad School Rate** – enrolled in or applied to another degree program full or part time (sources: Hofstra surveys, National Student Clearinghouse, and Hofstra enrollment files)

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 (college, department, or program).

* Indicates data reported at the department level

Selected Recent Companies

The following employers are among those that have hired Hofstra Herbert School of Communication graduate students who graduated between August 2018 and May 2019:

| |
|---|
| A Plus |
| A So Hemp Production |
| ABC / ABC News |
| CBS/ CBS News |
| C-Squared PR, Inc. |
| Edelman |
| Entertainment Tonight |
| FOX/ FOX News/ FOX News Radio |
| Full Scale Media |
| Glitter Magazine, Soeurs Media Group Inc. |
| Hearst Digital Media |
| Hofstra University |
| LIU Brooklyn |
| Long Island Herald Community Newspapers |
| Long Island Press |
| MLB Advanced Media, L.P. |
| National Cable Communications LLC, |
| NBCUniversal Media, LLC |
| News 12 Long Island |
| NY1 News |
| Zimmerman/Edelson Inc. |

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.

About The Outcomes Data

Alumni outcomes data is based on the results of Hofstra's annual Alumni Outcomes Survey and other reliable sources. 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.

The data collection period for the 2018-2019 Hofstra alumni outcomes was between December 2018 and May 2020. Of the 1,256 graduate students who graduated between August 2018 and May 2019, data was collected via surveys and other reliable sources resulting in knowledge about the outcomes for 77% of the 18-19 graduate alumni. For the Hofstra Herbert School of Communication, the knowledge rate for 17-18 graduate alumni was 96%

This data uses the best practices recommended by the National Association of Colleges and Employers' (NACE) First Destination Survey Standards in January 2014. In accordance with those practices, this data uses multiple data sources to understand our graduates' outcomes. The NACE recommended threshold knowledge rate is 65%.

The average salary reported is determined by the level at which data may be deemed reliable. Salary data is self-reported voluntarily by students and are based upon a 72% response rate for full-time employed graduate survey respondents. For the Hofstra Herbert School of Communication, the salary response rate was 77%.

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.

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

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