

AQUINAS COLLEGE

**FIRST DESTINATION  
SURVEY**

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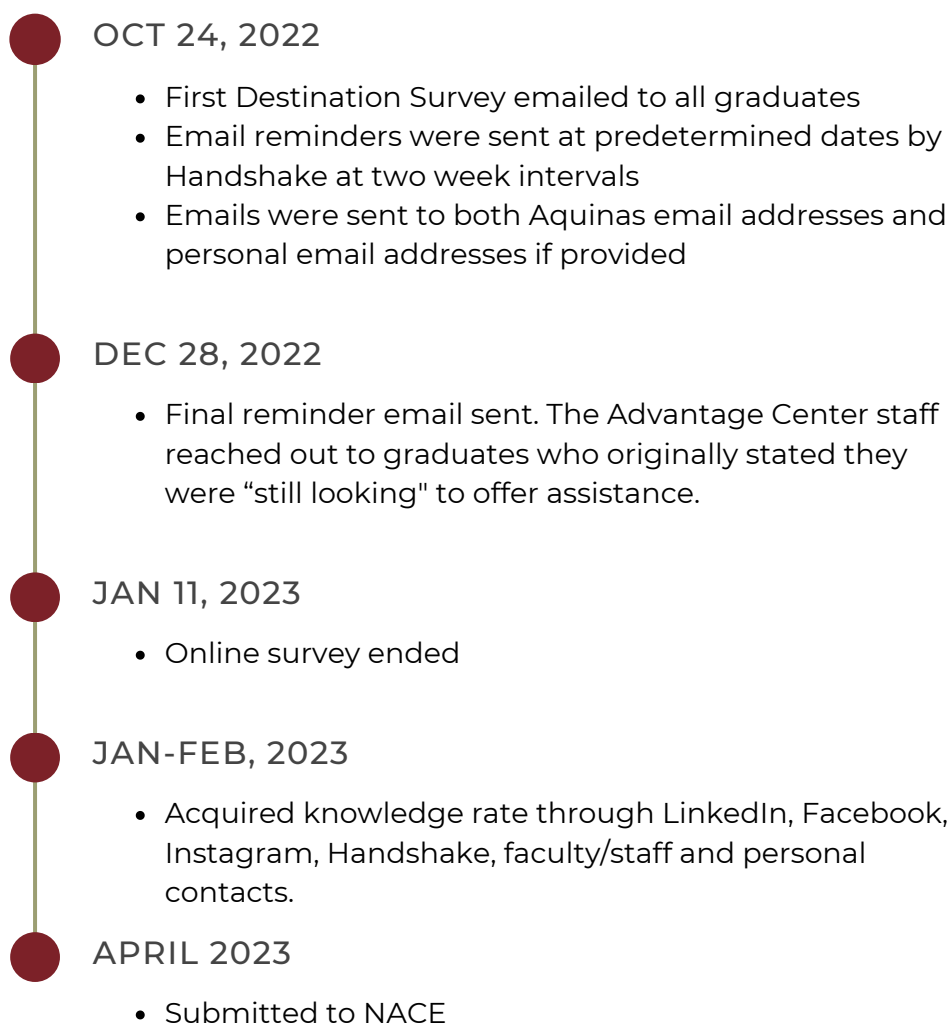
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## EXECUTIVE SUMMARY

- The overall survey response rate for 2021 - 2022 graduates was 269/341 or **79%**
- The placement rate for graduates is **96%**, including working full-time, part-time, attending graduate school, and volunteering/participating in service work.
- **84%** of undergraduates and graduates who responded in the Class of 2022 reported being employed within three months after graduation.
- **82%** of undergraduates in the Class of 2022 were employed at the time of completing the survey in fall of 2022.
- **100%** of Masters graduates in the Class of 2022 are employed full-time after receiving their degree.
- The top advanced degrees being pursued post-graduation are: Master's of Management, Clinical Mental Health Counseling, Master's of Education, Human Resource Management, and Master's of Public Health.
- The average yearly salary for employed graduates in the Class of 2022 is **\$49,674**, which is an increase from the average last year.

## SURVEY METHODOLOGY

On October 24, 2022, an invitation to participate in the 2022 First Destination Survey was emailed to Aquinas College graduates from August 2021, December 2021, or May 2022 using Handshake. The survey sample included individuals who completed an undergraduate or graduate program with Aquinas College. A number of different methods were used to contact recent graduates.

- 
- OCT 24, 2022**
    - First Destination Survey emailed to all graduates
    - Email reminders were sent at predetermined dates by Handshake at two week intervals
    - Emails were sent to both Aquinas email addresses and personal email addresses if provided
  - DEC 28, 2022**
    - Final reminder email sent. The Advantage Center staff reached out to graduates who originally stated they were "still looking" to offer assistance.
  - JAN 11, 2023**
    - Online survey ended
  - JAN-FEB, 2023**
    - Acquired knowledge rate through LinkedIn, Facebook, Instagram, Handshake, faculty/staff and personal contacts.
  - APRIL 2023**
    - Submitted to NACE

\*HANDSHAKE WAS USED TO COLLECT AND COMPILE ONLINE SURVEY RESPONSES.  
AN EXPLANATION OF THE SURVEY INSTRUMENT CAN BE FOUND IN APPENDIX B.

## SURVEY TERMS

Following the [National Association of College and Employers \(NACE\)](#) Standards and Protocol;

**“Response Rate”** is defined as information that was gathered directly from those graduates who have returned the survey.

**“Knowledge Rate”** is defined as information gathered on graduates from other sources; i.e. LinkedIn, Facebook, parents, for those graduates who have not responded to the survey.

The National Association of College & Employers has partnered with Handshake to create a survey tool that allows colleges to collect data using the same timeline, procedures, and protocol. For this reason we decided to use Handshake for our 2017 First Destination Survey. This change allowed us to have additional information to share in our survey. An explanation of terms are below;

**“Online Submission”** is defined as a submission where a graduate completed and submitted their response online through the Handshake portal.

**“Partial Submission”** is defined as a submission where a graduate started their response online through the Handshake portal, never finished/submitted, but included all of the necessary information to count as a submission.

**“Never Completed”** is defined as a submission where a graduate started their response online through the Handshake portal, but did not finish and did not have the necessary information to count as a submission.

**“No Response”** is defined as not receiving any form of response, as well as not being able to locate information for the Knowledge Rate.

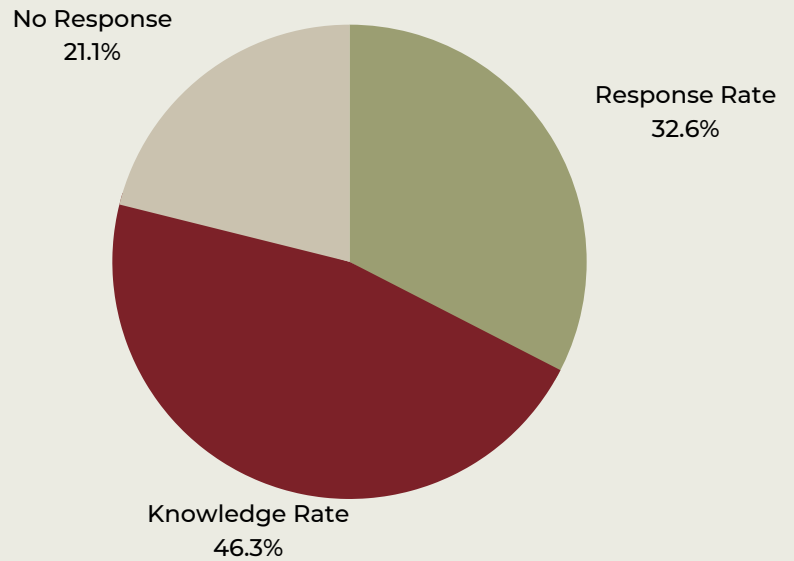
## RESPONSE AND KNOWLEDGE RATES

Response Type	No. of responses
Response Rate	111
Knowledge Rate*	158
No Response	72
<b>Total</b>	<b>341</b>

\*Knowledge sources included in this count were derived from social media (LinkedIn, Facebook) and from faculty members.

### GRADUATE RESPONSE BY PERCENTAGE

(n=341)



Source of information	No. of responses
Online Submission of Survey	111
Social Media	139
Aquinas College Faculty Members	19
<b>Total</b>	<b>269</b>

Of the 341 graduates that were sent the First Destination Survey,

**78.9%**

responses were acquired.

## EXPANDED EXECUTIVE SUMMARY

### RESPONSE RATE

Response	No.
Employed Full-Time	78
Employed Part-Time	12
Graduate/Professional School	18
Service/Volunteer Work	0
Still Seeking	3
<b>Total</b>	<b>111</b>

### KNOWLEDGE RATE

Response	No.
Employed Full-Time	122
Employed Part-Time	11
Graduate/Professional School	14
Service/Volunteer Work	1
Still Seeking	7
<b>Total</b>	<b>155</b>

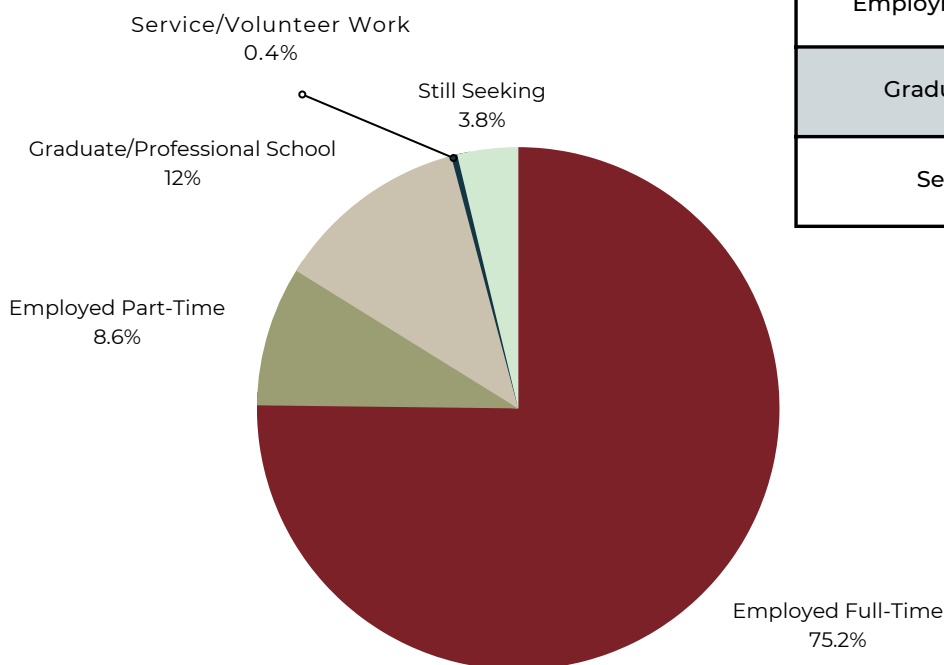
### COMBINED RESPONSE

Response	No.
Employed Full-Time	200
Employed Part-Time	23
Graduate/Professional School	32
Service/Volunteer Work	1
Still Seeking	10
<b>Total</b>	<b>266</b>

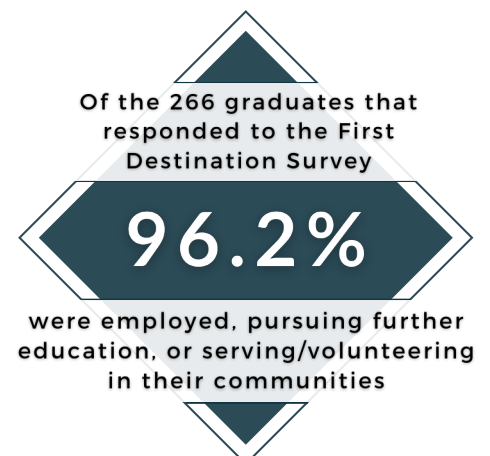
\*3 individuals who noted they were not seeking employment were removed from the study

### FIRST DESTINATION PLACEMENT RATE

(n=266)



Placement	% of respondents
Employment (Full-Time/Part-Time)	83.8%
Graduate/Professional School	12.0%
Service/Volunteer Work	0.4%





# **Part One:**

## Undergraduate Level Findings

# UNDERGRADUATE OVERVIEW

TOTAL NUMBER OF UNDERGRADUATES: 312/341

## OVERALL RESPONSE RATE

Response	No.
Response Rate	106
Knowledge Rate	143
<b>Total</b>	<b>249</b>

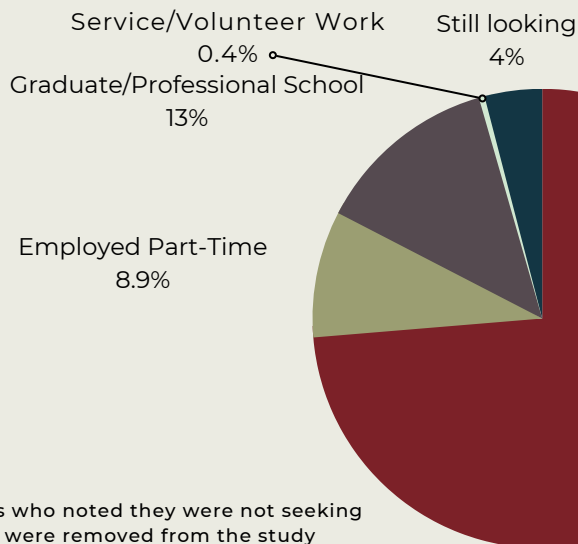
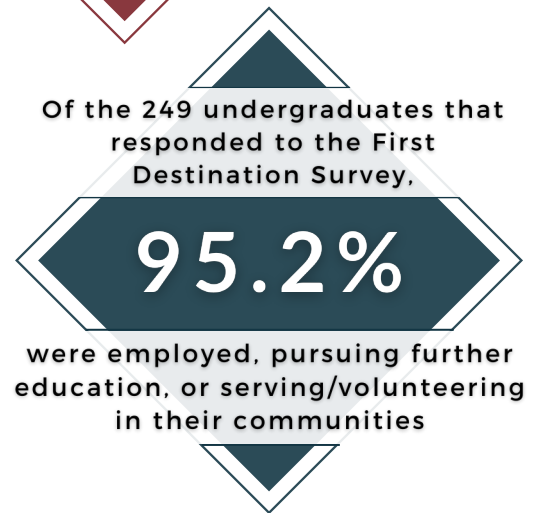
Of the 312 undergraduates that were sent the First Destination Survey,



## UNDERGRADUATE PLACEMENT RATE

Response	No.
Employed Full-Time/Part-Time	204
Graduate/Professional School	32
Service/Volunteer Work	1
<b>Total</b>	<b>237</b>

Of the 249 undergraduates that responded to the First Destination Survey,



## UNDERGRADUATE PLACEMENT RATE

(n=247)\*

\*2 individuals who noted they were not seeking employment were removed from the study

## LIST OF UNDERGRADUATE MAJORS

### Top Majors of 2021-2022 Undergraduates:

- Business Administration (91)
- Psychology (41)
- Communication (16)
- Elementary Education (16)
- Biology (14)
- Clinical Exercise Science (12)
- English (12)
- Sociology (11)

Major	No.
Accounting	4
Art	7
Art History	1
Biochemistry and Molecular Biology	5
Biology	14
Business Administration (including duals)	91
Chemistry	2
Child Life	5
Clinical Exercise Science	12
Communication	16
Community Leadership	1
Computer Information Systems	6
Data Analytics	5
Economics	1
Early Childhood Education	11
Education: Integrated Science	1
Education: Learning Disabilities K 12	6
Education: Mathematics	4
Education: Music Choral Supervision	1
Education: Spanish	3
Elementary Education	16
English	12
Environmental Studies	8
Exercise Science	2

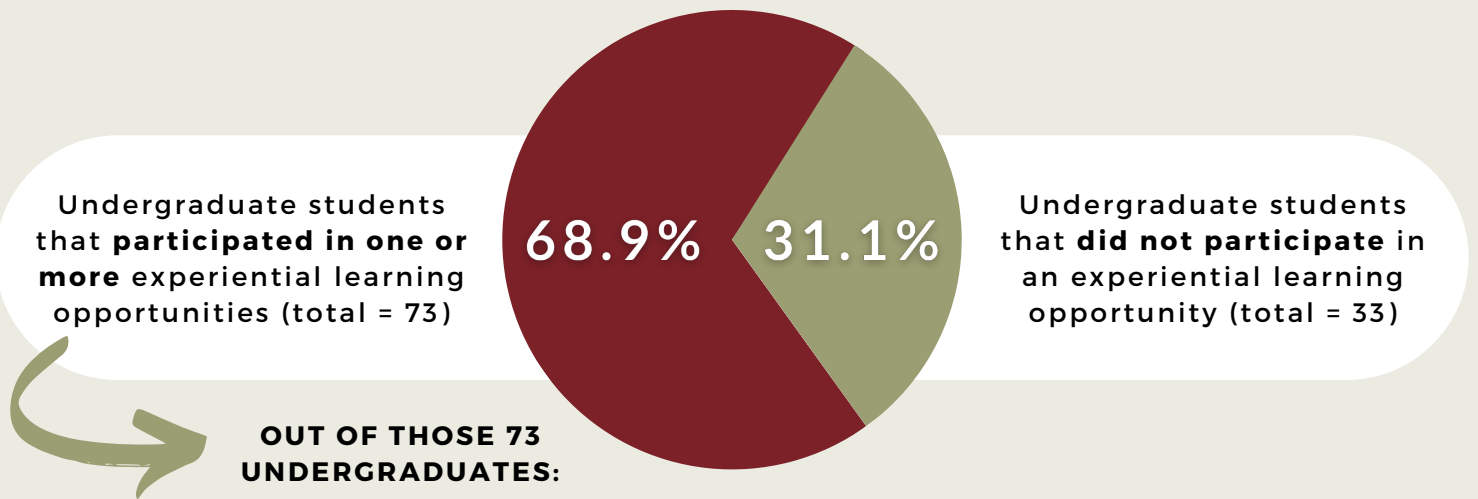
Major	No.
Finance	1
French	2
General Education	7
Geography	1
German	1
Health Science	9
History	7
Interdisciplinary Communication	1
Integrated Science	1
International Business	2
International Studies	3
Kinesiology	4
Mathematics	6
Music	3
Philosophy	1
Political Science	10
Psychology	41
Secondary Education	3
Sociology	11
Spanish	2
Sustainable Business	5
Theatre	3
Theatre for Social Change	2
Translation & Interpretation: Spanish	3

\*Alumni who completed more than one major are counted twice including dual majors. Majors included here are self-reported.

## IMPACT OF EXPERIENTIAL LEARNING

Only individuals who completed the survey were included in this study, so we could accurately determine whether an individual participated in an experiential learning opportunity. A total of 106 undergraduate students submitted survey responses.

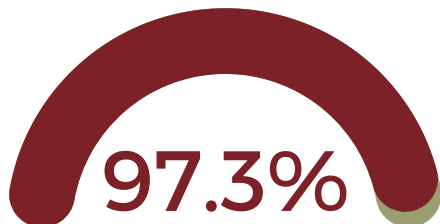
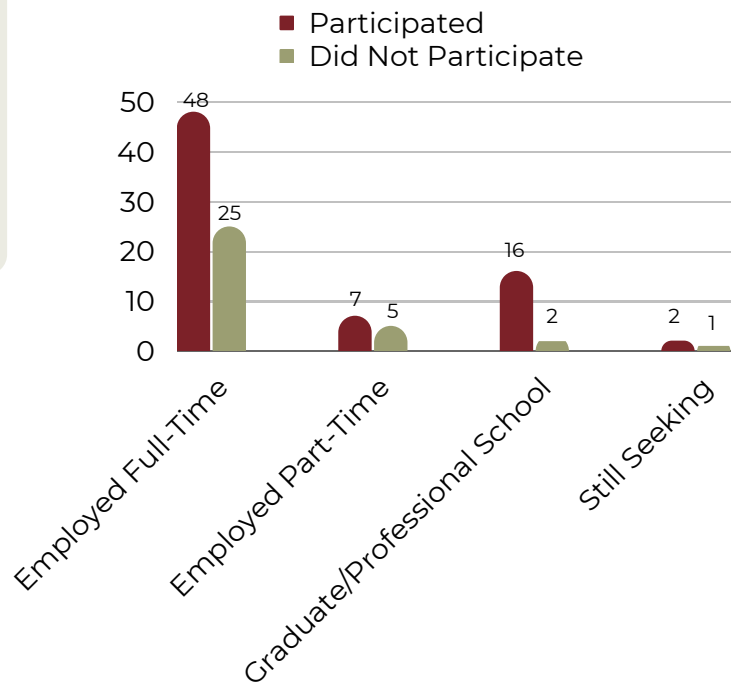
### UNDERGRADUATE STUDENT PARTICIPATION IN ENGAGED LEARNING OPPORTUNITIES



- 59** completed an internship
- 22** conducted academic research
- 7** performed service learning
- 5** studied abroad

\*Undergraduates who selected multiple options were counted twice

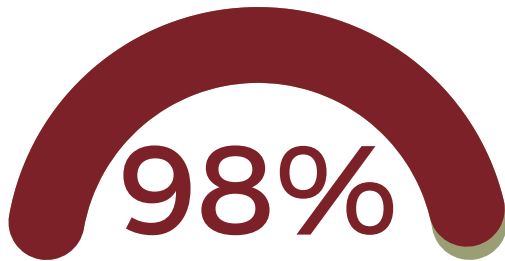
### PLACEMENT RATE BY PARTICIPATION



of students who completed one or more experiential learning opportunity were employed or continuing education six months after graduation.

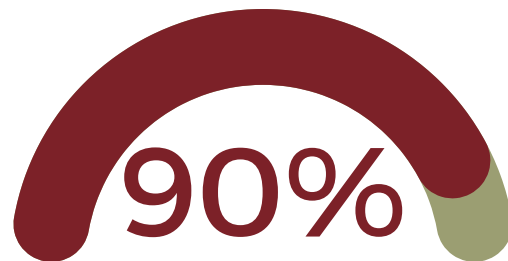
## IMPACT OF EXPERIENTIAL LEARNING (CONT.)

### INTERNSHIPS



of students who completed an internship were employed or continuing education six months after graduation.

### ACADEMIC RESEARCH



of students who conducted academic research were employed or continuing education six months after graduation.

### STUDY AWAY AND SERVICE LEARNING



of students who studied away or did service learning were employed or continuing education six months after graduation.

It should be noted that out of the 106 undergraduate students that submitted responses to the First Destination Survey, only 10 (9%) students indicated that they completed a service learning or study abroad opportunity, as such opportunities were limited during the COVID-19 Pandemic.

That said, of those that participated, all were employed or continuing education six months after graduation.

# GRADUATE/PROFESSIONAL SCHOOL ENROLLMENT

## UNDERGRADUATES THAT PURSUED ADVANCED DEGREES BY MAJOR (n=32)

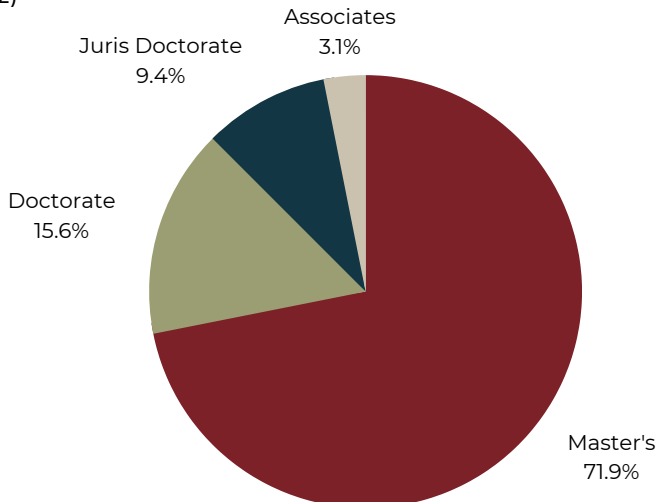


\*Business Administration Dual Majors also obtained degrees in: Accounting (1), Communications (1), Economics (1) and Sports Management (2)

## TOP UNIVERSITIES ATTENDED POST-GRADUATION

- |                              |                               |
|------------------------------|-------------------------------|
| Aquinas College              | Grand Valley State University |
| Cornell University           | Lakeland University           |
| Davenport University         | University of Alabama         |
| Eastern Michigan University  | University of Iowa            |
| Erasmus University Rotterdam | Western Michigan University   |

## LEVEL OF ADVANCED DEGREES BEING PURSUED (n=32)



## TOP ADVANCED DEGREES BEING PURSUED POST-GRADUATION

- Master's of Management
- Clinical Mental Health Counseling
- Master's of Education
- Human Resource Management
- Master's in Public Health

# **Part Two:**

## Graduate Level Findings

## GRADUATE OVERVIEW

TOTAL NUMBER OF GRADUATES: 29/341

### LIST OF GRADUATE DEGREES

Degree	No.
Master of Art in Teaching	11
Master in Education	8
Master of Management	6
Master of Art in Counseling	4
<b>Total</b>	<b>29</b>

### OVERALL RESPONSE RATE

Response	No.
Response Rate	5
Knowledge Rate	15
<b>Total</b>	<b>20</b>

### PLACEMENT RATE FOR GRADUATES

Response	No.
Employed Full-Time/Part-Time	19
Not Seeking	1
<b>Total</b>	<b>20</b>

Of the 29 graduates that were sent the First Destination Survey,

69%

responses were acquired

Of the graduates that responded to the First Destination Survey,

100%

were employed either full-time or part-time.\*

### NOTABLE EMPLOYERS

Kentwood Public Schools  
 Godfrey Lee Public Schools  
 Grand Rapids Public Schools  
 Rockford Public Schools  
 UFP Industries

\*The individual who noted they were not seeking employment were removed from the study



## **Part Three:**

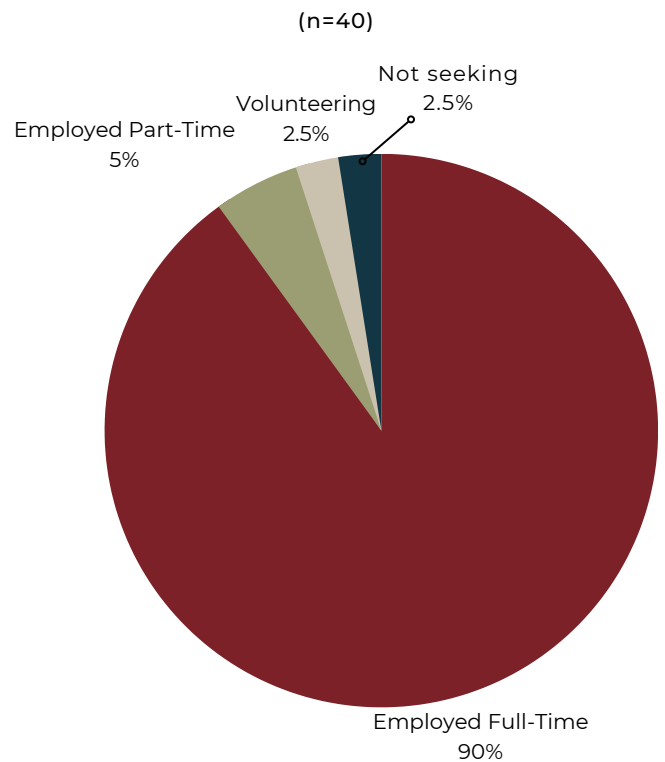
# Combined Graduate and Undergraduate Results

# OUTCOMES FOR EDUCATION GRADUATES IN 2022

## EDUCATION LEVEL OF 2022 GRADUATES THAT PURSUED EDUCATION DEGREES

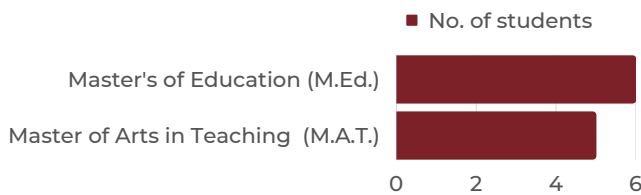
Education Level	No.
Bachelor's	29
Master's	11
<b>Total</b>	<b>40</b>

## PLACEMENT RATE OF 2022 EDUCATION GRADUATES



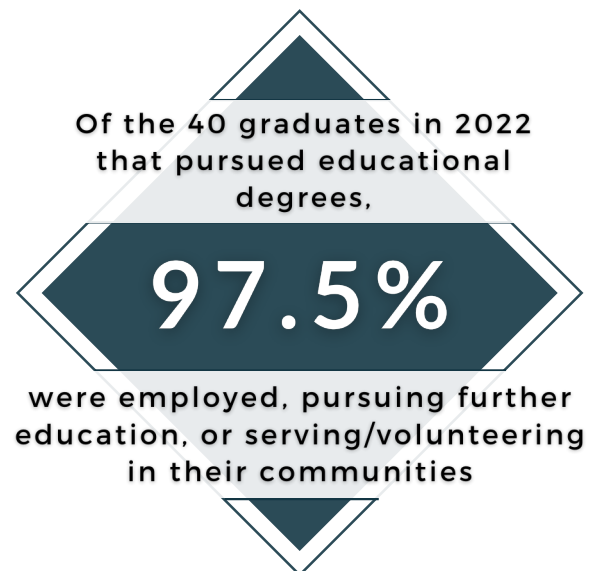
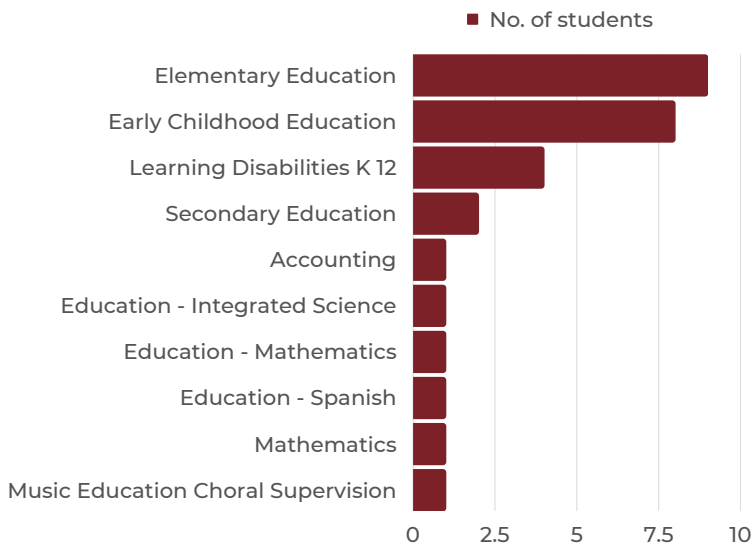
## GRADUATES IN TEACHING BY DEGREE

(n=11)



## UNDERGRADUATES IN TEACHING BY DEGREE

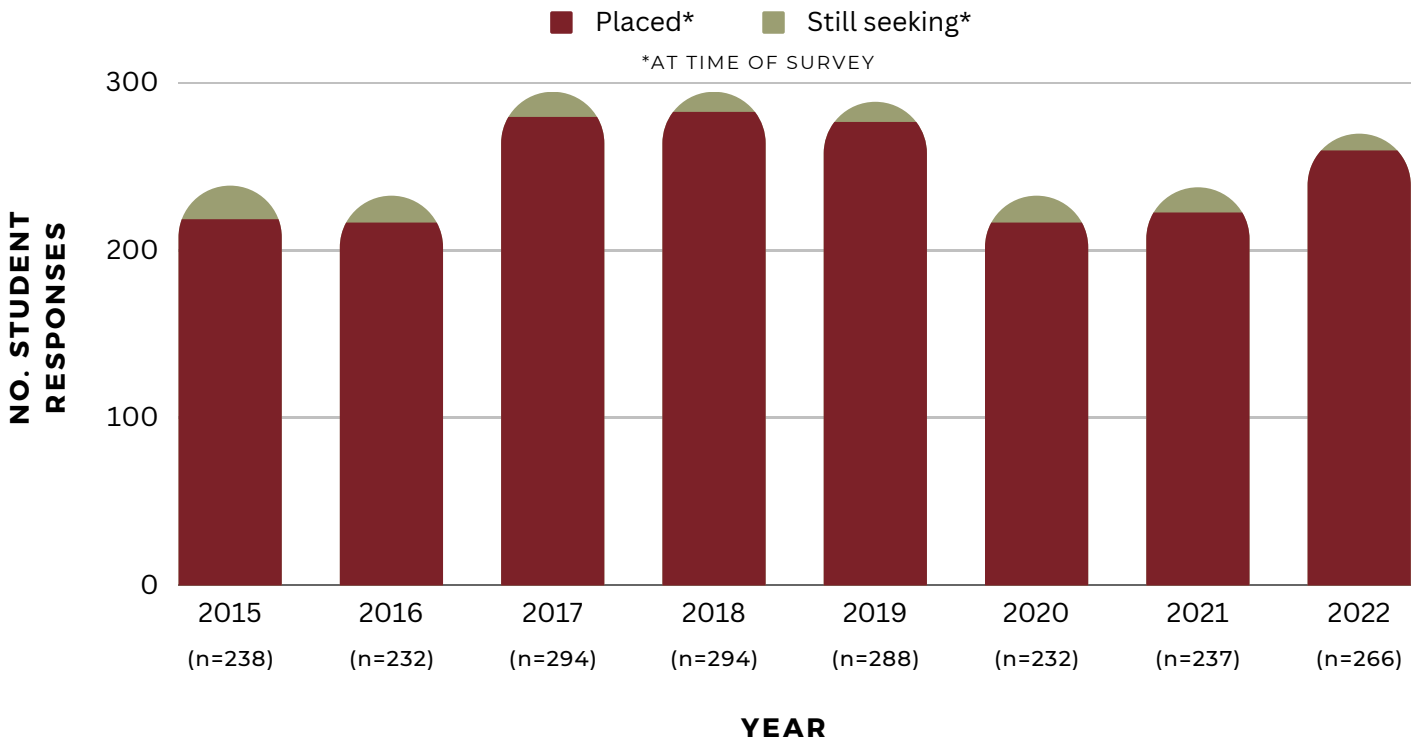
(n=29)



## LONGITUDINAL SUMMARY OF PLACEMENT RATE

Year	2015	2016	2017	2018	2019	2020	2021	2022
# of Graduates	388	389	376	356	365	319	334	341
Combined Response Rate	62%	60%	78%	83%	79%	73%	72%	79%
% of Employed Graduates	81%	80%	82%	84%	81%	79%	77%	84%
% of Continuing Education Graduates	10%	11%	10%	10%	12%	12%	15%	12%
% of Graduates Volunteering or Serving	0.4%	2%	4%	2%	3%	2%	1%	0.4%
<b>Overall Placement Rate (employed, continuing education, volunteering/serving)</b>	<b>92%</b>	<b>93%</b>	<b>95%</b>	<b>96%</b>	<b>96%</b>	<b>93%</b>	<b>94%</b>	<b>96%</b>

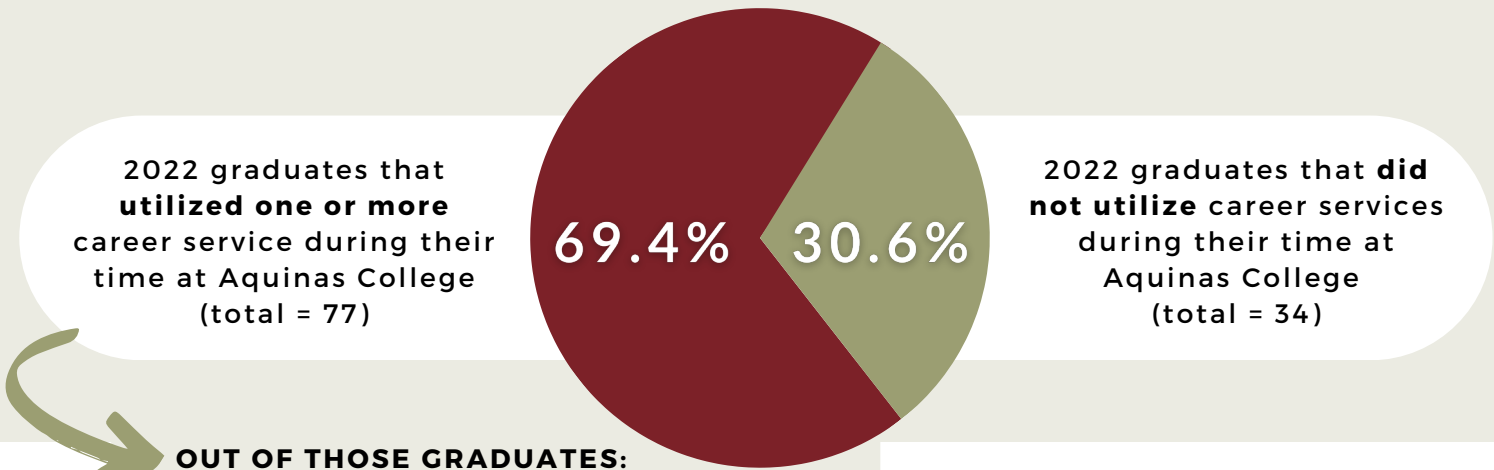
### OVERALL PLACEMENT RATE PER YEAR



## IMPACT OF CAREER SERVICES

Only individuals who completed the survey were included in this study, so we could accurately determine whether an individual utilized a career service. A total of 111 undergraduate and graduate students submitted survey responses.

### 2022 GRADUATES THAT UTILIZED A CAREER SERVICE

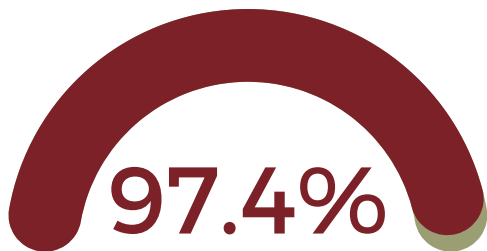
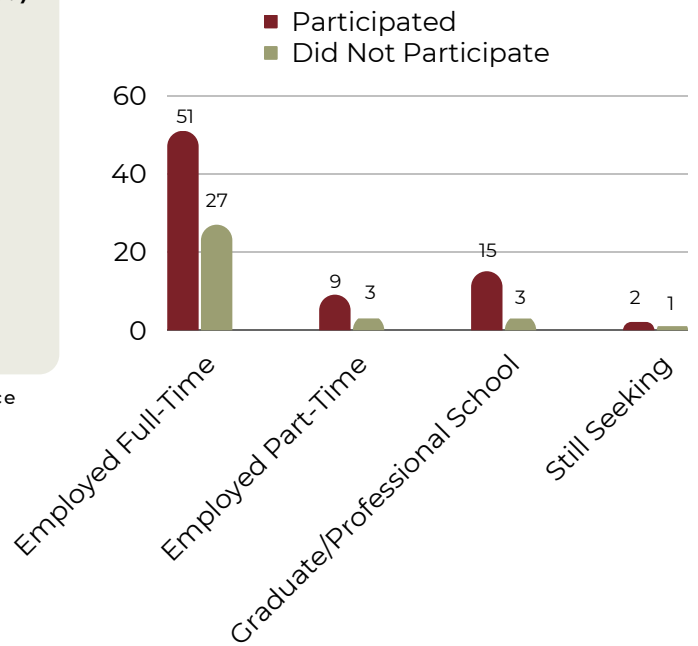


#### OUT OF THOSE GRADUATES:

- 78** utilized an electronic career resources (Handshake, Advantage website, etc.)
- 59** completed an internship
- 39** took a Career Development course and/or scheduled an appointment
- 29** indicated attendance at a career fair

\*Graduates who selected multiple options were counted twice

#### PLACEMENT RATE BY PARTICIPATION



of students who utilized a career service were employed or continuing education six months after graduation.

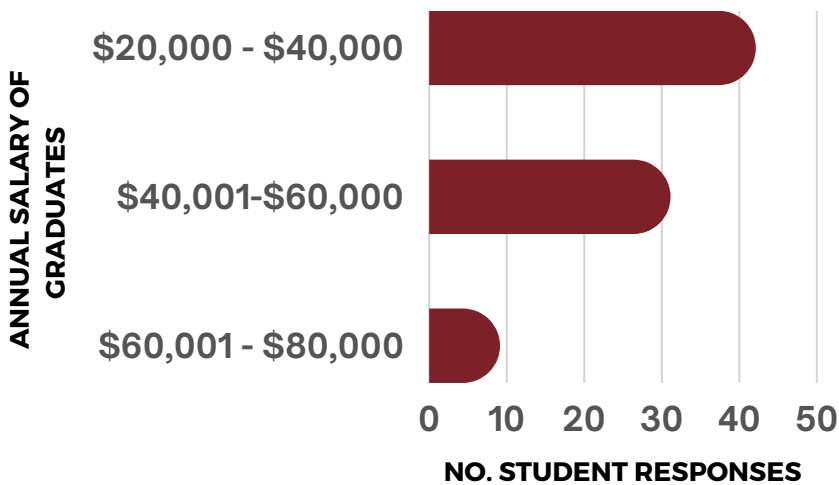
# Appendices

# **Appendix A:**

## Top Employers

## 2022 GRADUATE EMPLOYER OVERVIEW

### INCOME LEVEL BY PAY SCHEDULE (ANNUAL)



The salary information is undergraduates and graduates employed full-time and part-time.



### NOTABLE EMPLOYERS

Hulst Jepsen Physical Therapy  
Kenwood Public Schools  
TEKsystems  
Trinity Health  
Grand Rapids Public Schools  
Michigan State University  
Corewell Health  
Gordon Food Services

### TOP INDUSTRIES

K-12 Education  
Healthcare  
Higher Education  
Non-Profit (Other)  
Accounting  
Manufacturing  
Transportation/Logistics  
Civil Engineering  
Sports and Leisure

# **Appendix B:**

## Survey Tool - Handshake



## WHAT IS HANDSHAKE?

Handshake is an online resource for college students and graduates to market themselves to more diverse opportunities with potential employers. Handshake has also partnered with NACE and offers additional services for the First Destination Survey for colleges and universities.

This is the fifth year Career Services has decided to use Handshake for the First Destination Survey. We used Handshake as the means for creating and distributing the survey, as well as collecting and organizing data results.

The first step was uploading the graduates from August 2022, December 2021, and May 2022 to the student portal. Once this was completed, we were able to create our survey through Handshake, and distribute it through the website. Handshake includes an automatic feature which reminds students to complete the survey in various intervals. As graduates submitted their responses, the website then collected the data from each response, and the software organized the data in to downloadable Excel spreadsheets.

Once we received the total response rate, we started acquiring information to supply the knowledge rate. We used Handshake as a tool to not only record the knowledge rate, but also indicate where the knowledge rate information was gathered for each individual student.

When we finished receiving surveys, Handshake then automatically compiled and organized NACE formatted data. Our responsibility was to download the information, review it, and submit it to NACE.

# *Handshake*

<https://aquinas.joinhandshake.com/login>



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