

Post-Graduation Survey Graduate Class of 2008

Prepared by Matt Cardin
Associate Director, Career Services
Emerson College





Post-Graduation Survey Graduate Class of 2008

Introduction

At commencement each year, Career Services surveys Emerson graduates about their career plans following graduation. This report summarizes the responses received from degree recipients of the class of 2008. The information presented can be helpful in identifying trends in employment, salary, and job search strategies of recent Emerson graduates.

Methodology

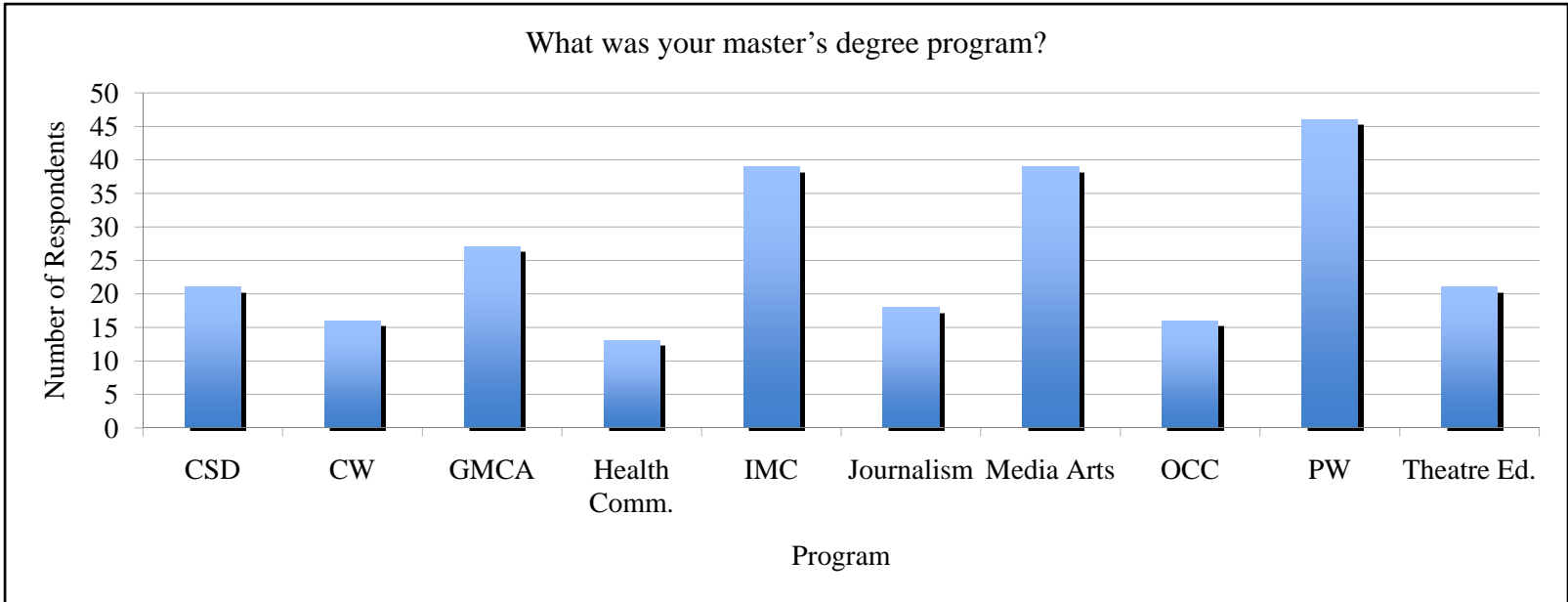
Emerson College's class of 2008 was surveyed during the period month of May 19, 2008 through June 20, 2008. Non-respondents and respondents who did not indicate employment were surveyed again six months later (December 2007 through January 2008) by email.

Approximately 67 % of the 2008 graduate degree recipients responded to this survey. Please note the following data reflects this population.

Percentages were calculated by number of responses per survey item.

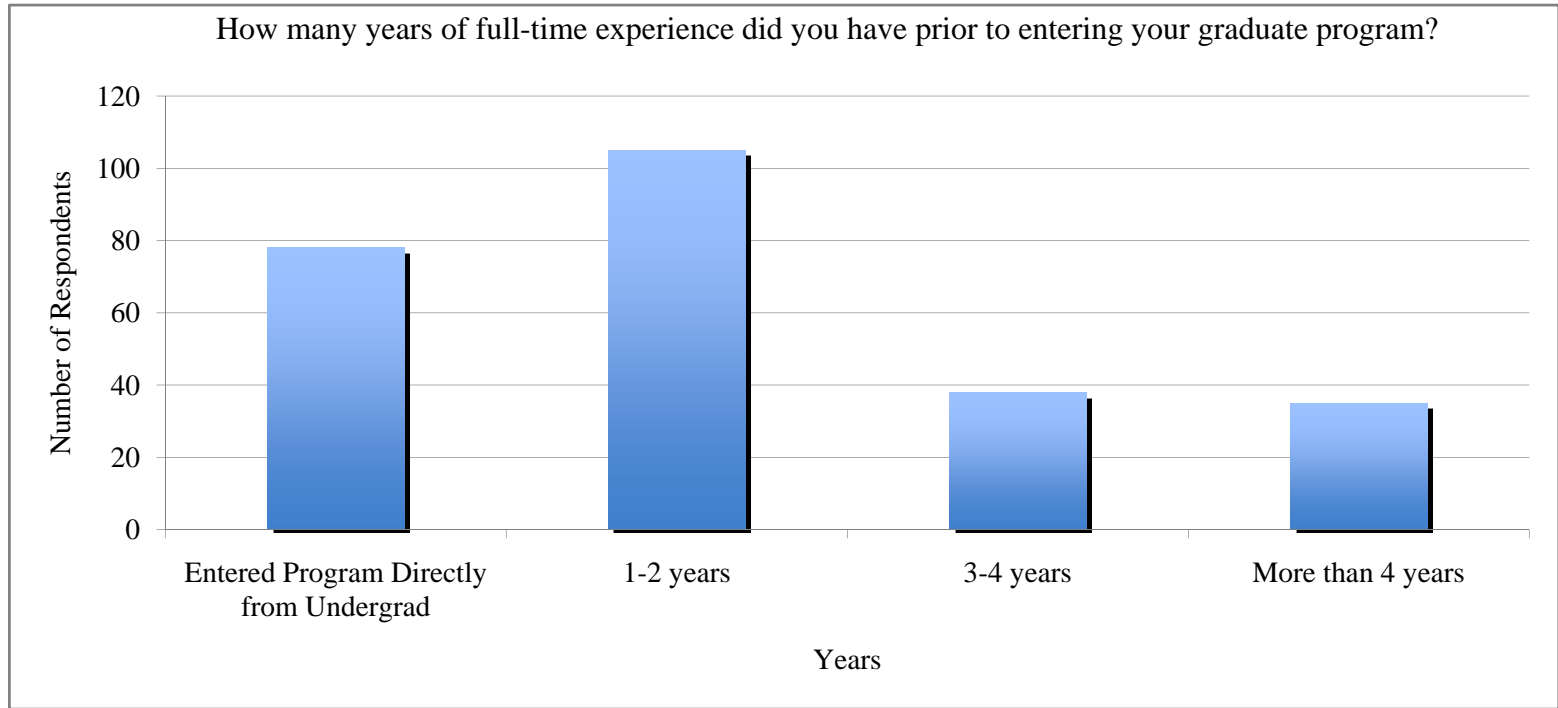
Summary

- Received a 67% response rate from the Class of 2008. 380 graduate degrees were conferred. Total number of survey respondents was 256.
- 69% of respondents indicated having post-graduation plans. 61% of respondents cited employment. From those who indicated employment, 65% reported their job was directly related to their major. 26% reported their employment was somewhat related.
- 2% reported enrolling in graduate or professional school
- 2% planned to travel or take time off
- 5% reported participating in a post-graduation internship
- The top 5 industries of employment:
 - Writing and Publishing
 - Education & Teaching
 - Marketing
 - Speech Pathology
 - Advertising
- 45% of respondents reported participating in an internship before graduating



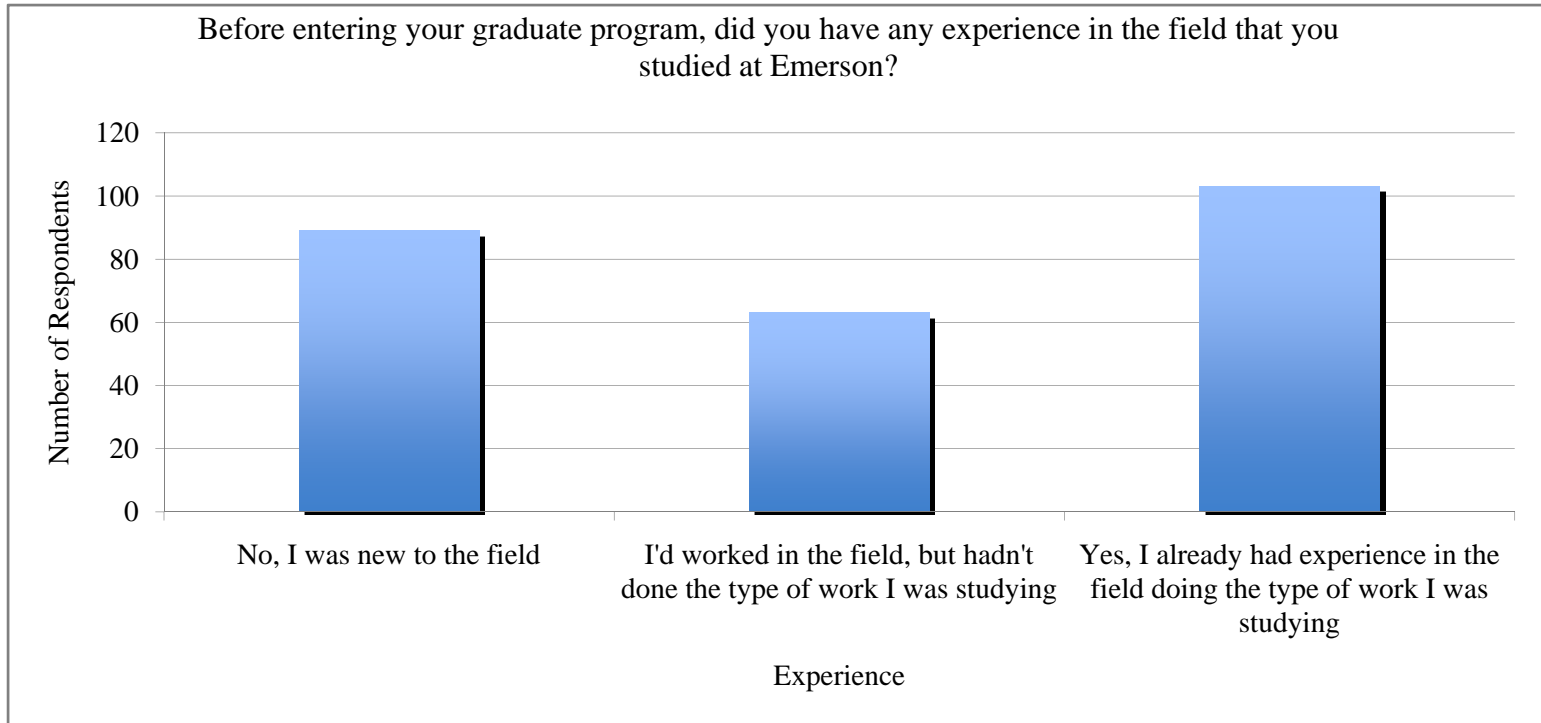
What was your master's degree program?

Program	Number of Respondents	Percentage
Communication Studies & Disorders	21	8%
Creative Writing	16	6%
Global Marketing Communication & Advertising	27	10%
Health Communication	13	5%
Integrated Marketing Communication	39	16%
Journalism	18	7%
Media Arts	39	16%
Organizational & Corporate Communication	16	6%
Publishing & Writing	46	18%
Theatre Education	21	8%
Total	256	100%



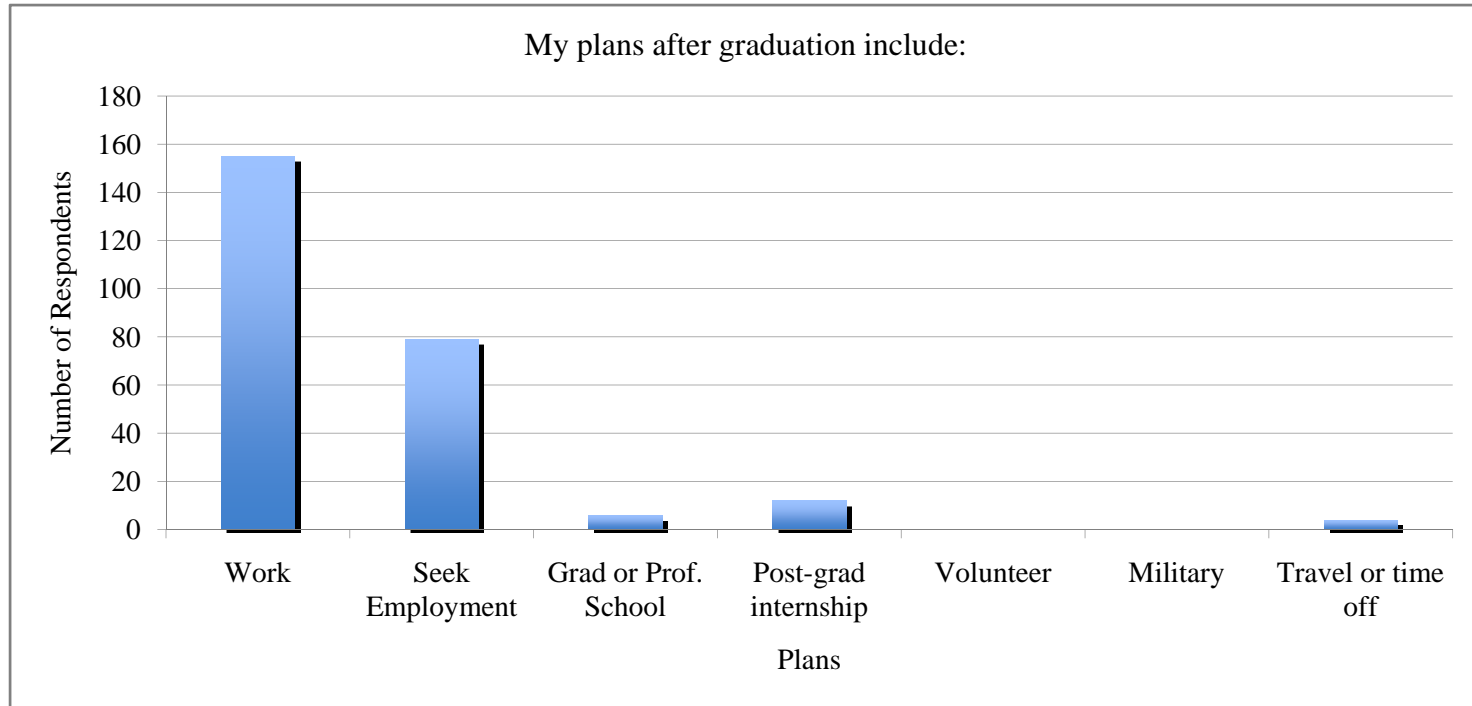
How many years of full-time work experience did you have prior to entering your graduate program?

Years	Number of Respondents	Percentage
Entered Program Directly from Undergrad	78	30%
1-2 years	105	41%
3-4 years	38	15%
More than 4 years	35	14%
Total	256	100%

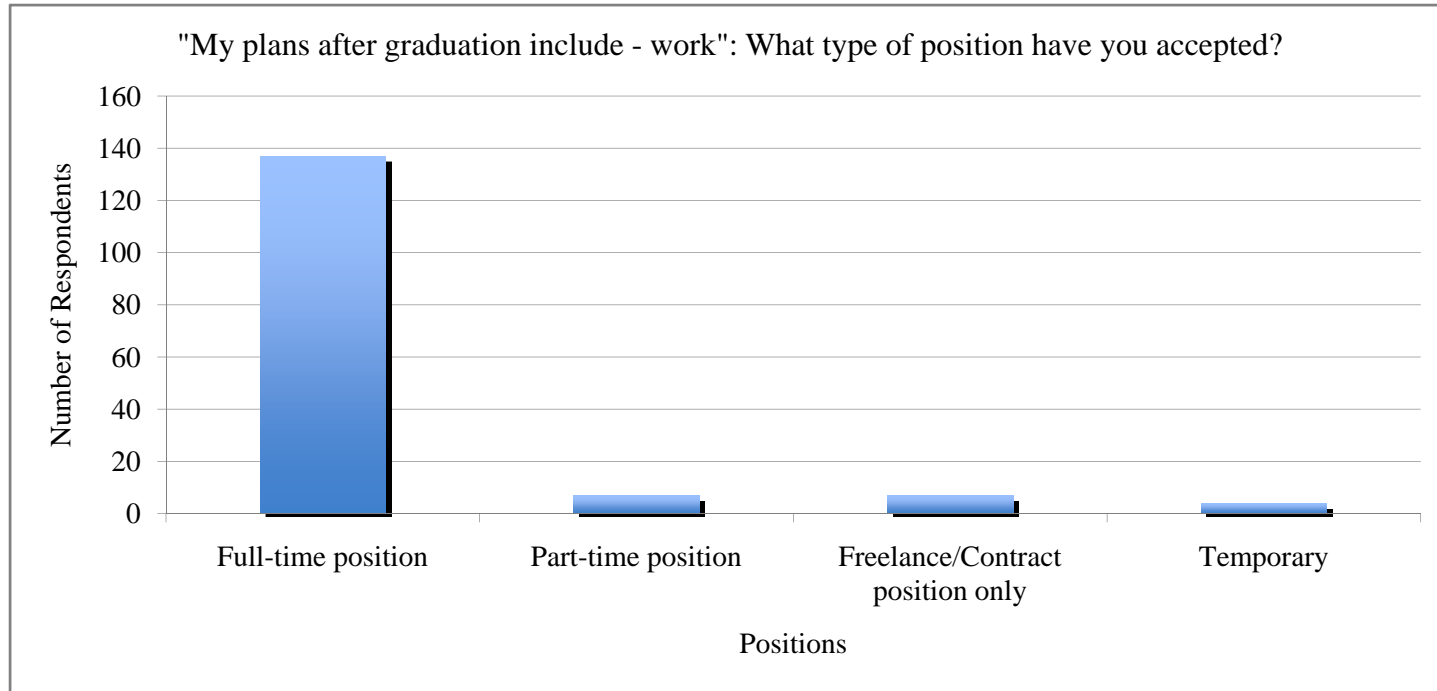


Before entering your graduate program, did you have any experience in the field that you studied at Emerson?

Experience	Number of Respondents	Percentage
No, I was new to the field	89	35%
I'd worked in the field, but hadn't done the type of work I was studying	63	25%
Yes, I already had experience in the field doing the type of work I was studying	103	40%
Total	255	100%

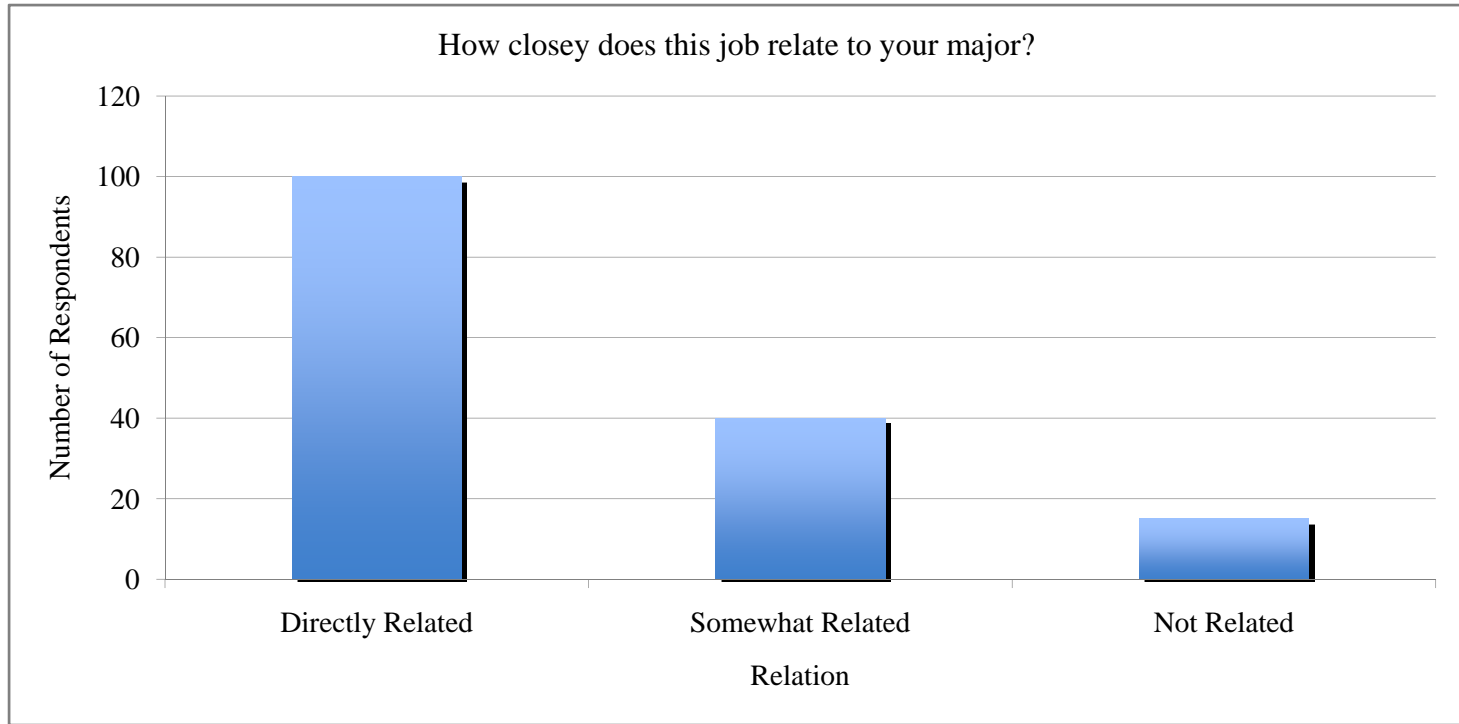


My plans after graduation include:		
Plans	Number of Respondents	Percentage
Work - I have currently accepted a position	155	61%
Seek employment - I am currently job searching	79	31%
Enroll in graduate or professional school or other training	6	2%
Participate in a post-graduation internship	12	5%
Do volunteer work	0	0%
Enter the military or begin military training	0	0%
Travel or take planned time off	4	2%
Total	256	100%



What type of position have you accepted?		
Postions	Number of Respondents	Percentage
Full-time position	137	88%
Part-time position	7	5%
Freelance/Contract position only	7	5%
Temporary	4	3%
Total	155	100%

Please identify the primary industry you work in:		
Industry	Number of Respondents	Percentage
Advertising	11	7%
Arts Management/Administration	1	1%
Arts Performance/Creative	1	1%
Arts Technical	0	0%
Business Administration/Management	1	1%
Education & Teaching	21	14%
Entertainment Management	1	1%
Event Planning	3	2%
Fashion	0	0%
Government & Civil Service	3	2%
Graphic Design	0	0%
Hospitality & Tourism	0	0%
Journalism (Broadcast & Print)	5	3%
Law/Legal Services	0	0%
Marketing	20	13%
Media Production (Audio/Radio)	0	0%
Media Production (Film)	1	1%
Media Production (TV/Video)	5	3%
Media Production (Web/Multimedia)	4	3%
Non-Profits	4	3%
Public Relations	5	3%
Sales	1	1%
Speech Pathology	15	10%
Writing and Publishing	35	23%
Other	18	12%
Total	155	100%

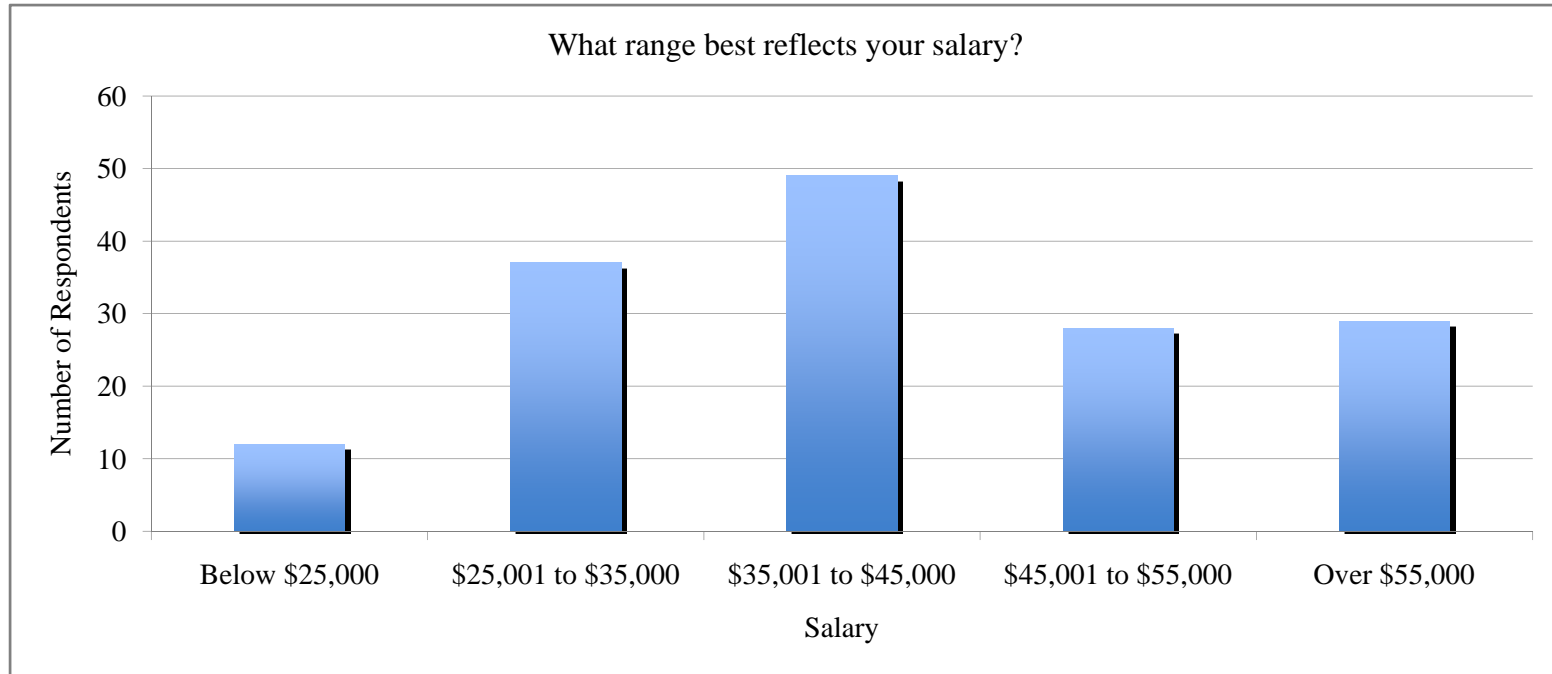


How closely does this job relate to your major?

Relation	Number of Respondents	Percentage
Directly Related	100	65%
Somewhat Related	40	26%
Not Related	15	10%
Total	155	100%

What was the primary resource you used to find this job?

Resource	Number of Respondents	Percentage
Networked through family & friends' industry connection	21	14%
Networked through Emerson industry connections (alumni/faculty/industry/professionals)	24	15%
Returned to a previous internship site as an employee	11	7%
Returned to a pre-Emerson employer	3	2%
Through a job posting online/newspaper/trade publication	48	31%
Career Services' online job board, Experience	0	0%
Career Services' on-campus recruiting	0	0%
Found job through a Career Fair - not hosted by Career Services	2	1%
Found job through a recruiter	7	5%
Applied directly to the company - I had no job lead	17	11%
Other	22	14%
Total	155	100%



What range best reflects your salary?

Salary	Number of Respondents	Percentage
Below \$25,000	12	8%
\$25,001 to \$35,000	37	24%
\$35,001 to \$45,000	49	32%
\$45,001 to \$55,000	28	18%
Over \$55,000	29	19%
Total	155	100%

Examples of Positions Acquired

Company Names and Job Titles



A-B

- 3 Dog Communications, *Account Manager*
- American Public Television, *Communications Coordinator*
- Ames Safety Envelope Company, *Marketing Coordinator*
- Arnold Worldwide, *Business Development Manager*
- Art New England Magazine, *Editorial and Production Assistant*
- Avid Technology, *Video Editor*
- Bain & Company, *Global Training Coordinator*
- BATV, *Government Coordinator and Educational Liaison*
- Beacon Press, *Sales and Marketing Associate*
- BEAM Interactive & Relationship Marketing, *Manager, Consulting*
- Bedford/St. Martin's, *Editor of New Media*
- Bedford/St. Martin's, *Editorial Assistant*
- Bernice B. Godine JJC Early Learning Center, *Administrative Assistant*
- Blogcosm, *Researcher/Blogger*
- Boston Architectural College, *Assistant Director, Marketing*
- Boston Children's Museum, *Public Relations Manager*
- Boston Culinary Group, *Bank of America Pavilion - VIP Manager*
- The Boston Globe/Boston.com, *Multimedia Producer*
- The Boston Phoenix, *Staff Writer*
- Bowne/GCom2 Solution, *Proofreader*
- Braintree Public Schools, *Speech and Language Pathologist*
- Braintree Rehabilitation Hospital's Outpatient Pediatric Clinic, *Pediatric Speech Language Pathologist*
- The Brimmer and May School, *Director of Extended Day Programming*
- Bunker Hill Community College Bookstore, *Textbook Supervisor*
- Business Wire, *Marketing Specialist*

Examples of Positions Acquired

Company Names and Job Titles

C-G



- C.H. Newton Builders, Inc., *Construction Accountant*
- Cambridge Community Television, *Community Media Coordinator*
- Candlewick Press, *Inventory and Distribution Coordinator*
- Carat, *Program Coordinator*
- Cayman National, *Assistant Manager - Bank Marketing*
- Cell Press, *Deputy Managing Editor*
- Cengage Learning, *Executive Assistant*
- Cengage Learning, *Marketing Coordinator*
- The Christian Science Publishing Society, *Production Assistant*
- Communispace, *Community Associate*
- Community Rehab Care, Inc., *Speech Language Pathologist-Clinical Fellowship*
- Cone, *Assistant Account Executive*
- Cone, *Business Development Assistant*
- ConforMIS, *E marketing Specialist*
- Connections family-centered therapies, *Speech Language Pathologist*
- Crittenden Research Inc., *Reporter*
- Cubist Pharmaceuticals, Inc., *Publication Specialist*
- Dana Press Books, *Associate Editor*
- Dana-Farber Cancer Institute, *Clinic Manager*
- Dana-Farber Cancer Institute, *Communication Specialist*
- Deloitte Research, *Writer/Editor*
- Deutsch, Inc., *Data Strategist*
- Digital Bungalow, *Front End Developer*
- Digitas, *Associate Marketing Operations*
- Dow Jones, *Assistant Marketing Communications Manager*
- Eaton Vance, *Marketing Manager*
- Elsevier, *Assistant Editor*
- Elsevier, *Copyeditor*
- Elsevier, *Journal Manager*
- Emerson College, *Executive Assistant*
- Emerson College, *Instructor*
- Emerson College, *Lecturer*
- Fidelity Investments, *Account Supervisor*
- Franciscan Hospital for Children, *Speech Language Pathologist*
- Genesis HealthCare, *Speech Language Pathologist-Clinical Fellow*

Examples of Positions Acquired

Company Names and Job Titles



H-O

- Haborside Healthcare, *Speech Language Pathologist*
- Harvard Business School, *Program Coordinator*
- Harvard University Press, *Publicity Assistant*
- Hasbro Children's Hospital, *Speech-Language Pathologist- Early Intervention*
- Health Dialog, *Campaign Planner*
- Heinle - Cengage Learning, *Editorial Assistant*
- Houghton Mifflin, *Publicity Assistant*
- Houghton Mifflin Harcourt, *Associate Project Editor*
- Houghton Mifflin Harcourt, *Communications Associate*
- inlingua, *English Trainer*
- InSpeech Inc., *Speech-Language Pathologist, Clinical Fellow*
- Jumptap, Inc, *Advertising Campaign Coordinator*
- Kelley Habib John, *Sr. Account Manager*
- The Kessler Group, *Marketing Manager*
- Killeen Independent School District, *Theater Arts Teacher*
- KIPP Academy Nashville, *Teacher*
- LimeLife, *Senior Editor*
- Lincoln-Way Area Special Education Co-operative, *Speech-Language Pathologist*
- Magic Beans, *Assistant Manager*
- Martha Stewart Living Omnimedia: Dr. Andrew Weil's Self Healing newsletter / Body and Soul Magazine, *Assistant Editor*
- Massachusetts Department of Mental Health, *Communications Coordinator*
- Mediaedge:cia, *Senior Analyst*
- Merrimack Special Education Collaborative, *SLP*
- MIT News Office, *Web Editor/Producer*
- The MIT Press, *Acquisitions Assistant*
- Mullen Advertising, *PA, MTVNAccount Supervisor*
- Myvu Corporation, *Direct Sales Manager*
- National Geographic School Publishing, *Project Manager*
- Needham Music, *Piano Teacher*
- New England Conservatory, *Data Assistant*
- New England Healthcare Institute, *Member and Communications Associate*
- The New England Institute of Art, *Academic Advisor*
- NJ.com, *Associate News Producer*
- Noble & Greenough School, *Teacher*
- North River Collaborative, *Speech Language Pathologist*
- NYU Press, *E-Marketing Specialist*
- O'Neill and Associates, *Senior Account Executive*

Examples of Positions Acquired

Company Names and Job Titles



P-Y

- Paradigm Talent and Literary Agency, *Assistant to Talent Agent*
- Pearson Education, *Associate Editor*
- Pentucket Regional High School, *Theatre Arts Teacher*
- Pierrot Bistrot Français, *Owner*
- Planned Parenthood of Rhode Island, *Social Marketing Initiative Manager*
- Plus One Health Management, *General Manager*
- The Pohly Company, *Production Coordinator*
- Pope John XXIII High School, *English Teacher*
- R/GA, *Associate Producer*
- Ruder Finn, *Marketing Associate*
- San Francisco Art Institute, *Assistant Director of Student Life*
- Schwartz Communications, *Senior Account Executive*
- Scientific Learning, *Content Production Associate*
- Scribner, *Publicity Assistant*
- Shibolet, *Marketing Manager*
- Siemens Communications, Inc., *Internal Communications Manager*
- Sony Pictures Imageworks, *Senior Production Engineer*
- South End Press, *Editor/Publisher*
- Staples, *Account Executive*
- Stony Hill Pictures, *President, Director, Producer*
- Suffield Academy, *Faculty - Theatre and English*
- Suffolk University, *Digital Producer*
- Suffolk University, *Office Coordinator*
- System Planning Corporation, *Emergency Management Analyst*
- Universal McCann, *Media Planner*
- Universal Studios Home Entertainment, *Proofreader*
- US Investigations Services, *Communications Specialist*
- Watertown Children's Theatre, *Theatre Director*
- Wellesley High School, *Teacher*
- WGBH Captioning Center, *Broadcasting Coordinator*
- Windstar Technologies, Inc., *Marketing Coordinator*
- Wolters Kluwer Financial Services, *Marketing Specialist*
- Yodle, *Interactive Marketing Specialist*
- Youville Hospital, *Speech Language Pathologist*



How long have you been job searching?

Months	Number of Respondents	Percentage
I haven't started searching	13	16%
Less than one month	17	22%
1-3 months	21	27%
3-6 months	20	25%
Over 6 months	8	10%
Total	79	100%



“My plans after graduation include – graduate or professional school”:
Examples of the types of graduate or professional programs pursued

- Brandeis University – Acting, MFA
- Georgia Tech – Digital Media, Ph.D
- Harvard University – Education, Ph.D
- Temple University – Mass Media & Communication, Ph.D