

# 2017-2018 First Destination Report

## Oklahoma Baptist University Paul Dickinson College of Business

### Executive Summary Summer 2019

#### **Introduction**

The Paul Dickinson College of Business (PDCB) annually surveys December and May graduates receiving their bachelor's and master's degrees from Oklahoma Baptist University regarding their career fields, graduate/professional schools, employers, geographic locations, salaries, and other data. A total of 52 undergraduates earned a bachelor's degree in December of 2017 and May of 2018. Out of this number of graduates, a total of 20 outcomes were known (38%).

#### **Methodology**

The Exit Survey data includes students who completed a bachelor's degree from Oklahoma Baptist University in December of 2017 and May of 2018.

#### **Metrics**

There are a number of standard metrics established by NACE to help evaluate the data collected in the First Destination Survey. These metrics include the total success rate, standard employment, continuing education, without an outcome, and mean starting salary. Each of these metrics are defined and evaluated below according to five year trends for OBU.

#### **Summary**

In January 2014 the National Association of Colleges and Employers (NACE) established standards for collecting and reporting first destination outcomes<sup>1</sup>. Career Services at OBU utilized these standards when compiling data for the First Destination Survey for the graduating class of 2017-2018. Data for this graduating class was compiled for all graduates over a period of six months after graduation which is the same benchmark for data collection by NACE.

It is important to note that some of the outcomes reported in this document are based on self-report data. The data reflect outcomes within six months of graduation for students graduating with a bachelor's or master's degree; therefore, the outcomes do not project the long-term career prospects of these graduates.

#### **Total Success Rate**

The total success rate is the percentage of bachelor's degree graduates who achieved a positive outcome (employment, self-employment, service/military, or continuing education) within six-month's after graduation. The total success rate for OBU for the class of 2017-2018 was 95%.

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<sup>1</sup> NACE definitions, standards, and averages taken from the NACE First Destinations for the College Class of 2014

### **Standard Employment Rate**

Based on the NACE standard, the standard employment rate includes full-time defined as being employed for 30 hours per week or more on a regular basis. The standard employment rate for OBU for the class of 2017-2018 was 85%.

### **Continuing Education Rate**

Based on the NACE standard, continuing education refers to students who are actively engaged in pursuing another degree completion or certificate that may be required for their profession, e.g., certified public accountant (CPA). The continuing education rate for OBU for the class of 2017-2018 was 40%.

### **Not Seeking/Taking Time Off/Other Outcomes**

As defined by NACE, graduates who the institution knows have decided not to pursue any landing (employment, service, the military, or continuing education) in this period after graduation are to be designated as “not seeking.” The “not seeking” rate for OBU for the class of 2017-2018 was 0%.

### **Still Seeking an Outcome**

As defined by NACE, graduates who have not landed in any of the preceding categories and are known by the institution to be still pursuing a landing are identified as “still seeking an outcome”. They may be principally interested in obtaining employment (still seeking employment) or the primary goal may be to be admitted to a graduate or professional program (still seeking continuing education). The Still Seeking an Outcome rate for OBU for the class of 2017-2018 was 5%.

## **2017-2018 PDCB First Destination Report Summary**

<b>Data Point</b>	<b>Metric</b>
52	Total number of students who earned a bachelor’s degree in 2017-2018
20	Total number of known outcomes (compiled from student surveys, employer feedback, departmental reports, and social media outlets)
38%	Total knowledge rate of graduate outcomes (i.e. response rate to survey).
85%	Employed full-time
88%	Employed in related field
40%	Pursuing further education
0%	Not seeking employment/taking time off/working part time/other outcomes
5%	Still seeking employment
\$45,000-54,999 Median Salary Range of PDCB Alum	