



Introduction

In their final semester, graduating seniors enroll in a non-credit course “University Graduation” requiring several administrative tasks to be completed prior to graduation. Enrollees in the course receive 2 emails from the Office of the Registrar reminding them of those tasks (bursar and adviser checks) along with a link to the Graduating Senior Exit Survey. Completing the exit survey is not mandatory. This survey, initiated by the Career Development Center is designed to capture career plans along with measuring the influence of the Career Development Center in locating employment.

During fall 2009, December 1, 2009, 1,129 undergraduate students received the email, with 487 completing the survey for a response rate of 43%. Spring 2010 semester, on April, 27, 2010, 2,170 students received the email, with 1,107 completing the survey for a response rate of 51%. Reminder emails were sent two weeks after each date above. In total, the exit survey for this group of 2009-2010 baccalaureate recipients during fall and spring terms yielded a response rate of 48.3%.

Response Rate by College

While the college/school make-up of the respondents appear to be closely representative of all baccalaureate recipients in fall 2009 and spring 2011, the sample of respondents may be slightly over represented by students from the College of Education (3.6 %) and slightly under represented by the College of Science and Mathematics (3.2 %). The college make-up of the respondents is displayed below and is shown in comparison to the total graduating class.

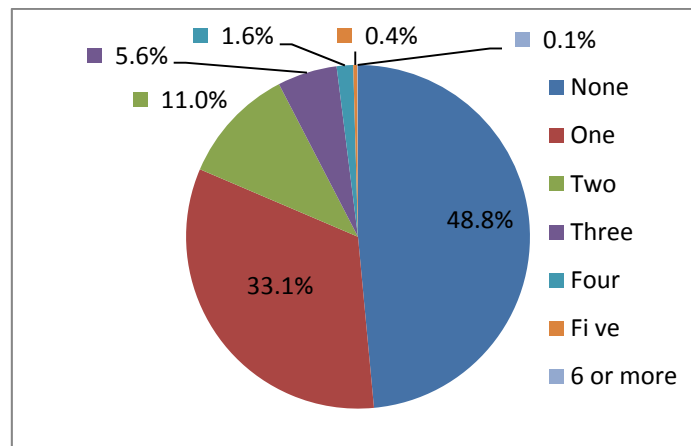


Response Rate By College	Number of Responses	% Respondents	% All Bachelor Degree Recipients
Agriculture	79	4.10%	4.40%
Architecture	101	6.30%	6.90%
Business	343	21.50%	23.90%
Education	221	13.90%	10.30%
Engineering	206	12.90%	12.30%
Forestry	17	1.10%	1.20%
Human Sciences	104	6.50%	5.70%
Liberal Arts	356	22.30%	23.50%
Nursing	36	2.30%	2.70%
College of Science and Mathematics	94	5.90%	9.10%
No Response/Not Reported	37	2.30%	
Total	1,594	100.00%	100.00%

Change of Major

Based on this sample, slightly more than half (51.8%) of Auburn undergraduates report changing majors. Almost one third (33.1%) of the sample reported changing majors only once, 11.0% reported changing majors twice, with 7.7% reporting making more than two major changes. This self-reported data calls for additional studies on recorded major changes and potential impact on persistence and matriculation.

Major Changes





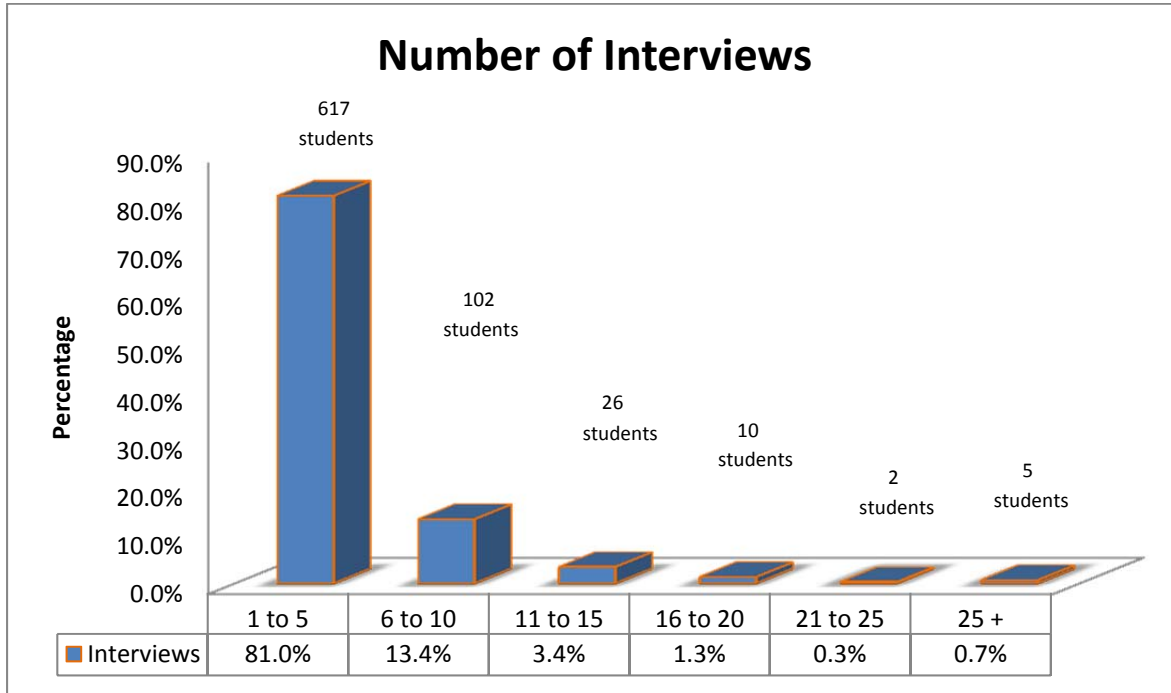
Future Career Plans

When asked about future plans, responses revealed that 50.6% of the students plan to be employed full time following graduation (5.2% part-time). An additional 31.7% of the students reported plans to enroll in graduate school full-time or part-time. Of the 33 students who responded ‘Other’, open-ended responses revealed the following plans: interview for jobs (14), internships (9), travel (4), with 5 reporting ‘Undecided’.

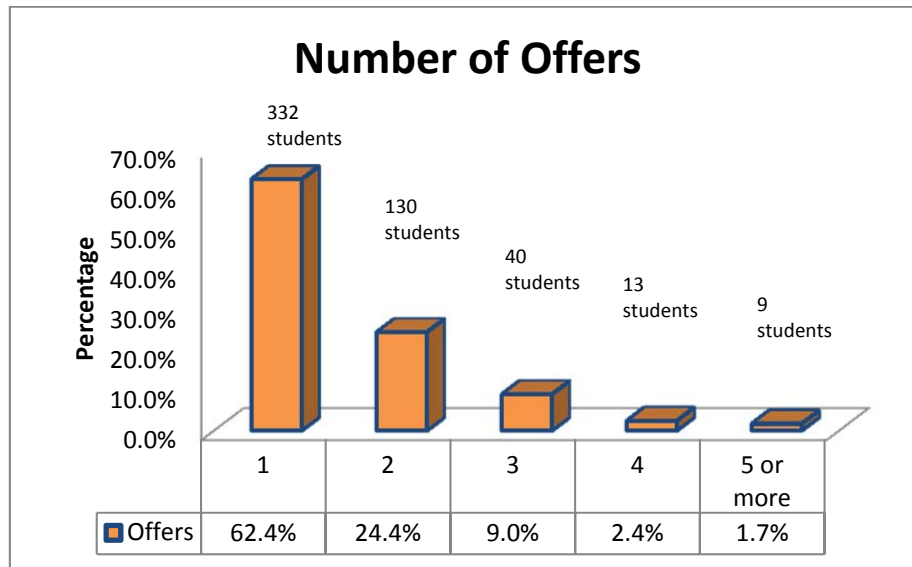
Future Career Plans	Frequency	Percent
Additional Undergrad	35	2.3%
Employment Full-Time	783	50.6%
Employment Part-Time	80	5.2%
Family	43	2.8%
Grad School Full Time	418	27.0%
Grad School Part Time	72	4.7%
Military	53	3.4%
Volunteer	30	1.9%
Other	33	2.1%
TOTAL	1,547	100.0%

Job Interviews and Resulting Offers

Students were asked a series of questions about their job search, offers and employment. Prompts included, “How many interviews (on campus and off) did you have during your job search?” and “How many offers of employment did you receive as a result of the interviews?” Only 47.8% (762 students) of the total respondents indicated participation in interviews prior to graduation. Results were as follows for this group of students on page 4.



In response to questions collecting number of offers received, a little over a third (33.4 %) of the total respondents to the entire survey indicated they had obtained jobs offers at or near the time of graduation. However, out of the 762 students who reported interviewing prior to graduation, 530 (69.8%) received at least one offer. The offers are show below on page 5.



Employment Location

Additional information was collected from students who were employed or had job offers. Students were asked, “If employed, please provide the city and state of employer and job”. Nineteen percent (302 out of 1,594 total responses) provided information as to being employed. Half (50.2%) of those had located employment in Alabama, followed by Georgia (23.7 %), Florida (3.5%), and Tennessee, Texas and Virginia (all with 2.5%). Within Alabama, almost a third (29.8%) of the students reported remaining in the Auburn/Opelika area, followed by Birmingham (20.6%), Huntsville (13.0%), Montgomery (12.2%) and Mobile (3.8%). The majority of respondents (86.9%) had located employment in the southeastern region (including the states of AL, GA, FL, MS, SC, NC, TN, VA). Three jobs were located outside of the United States in Germany, Nigeria, and Australia.

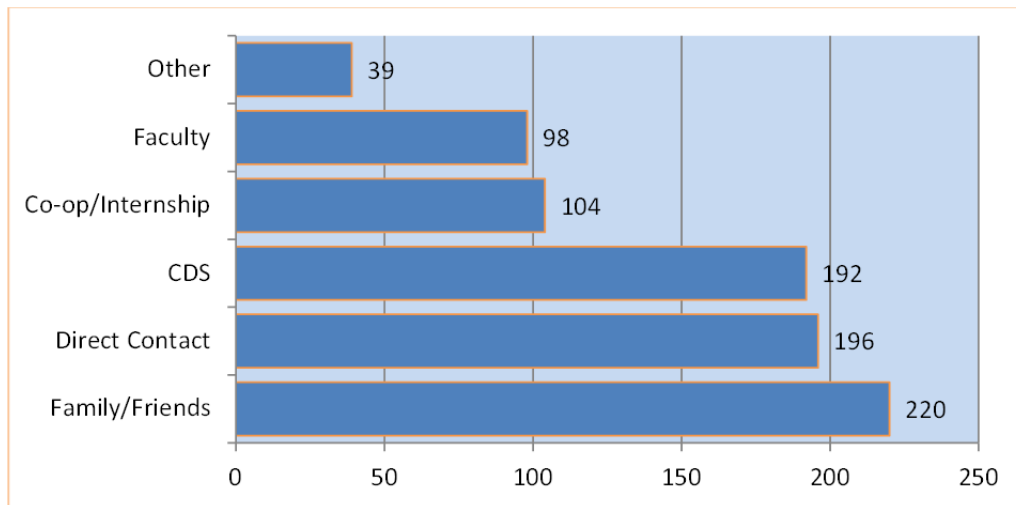
Of those students employed, the average self-reported salaries by college/school and a list of employers can be in seen in Appendix A (pg. 8) and B (pg. 9), respectively.



Job Search Resources

Respondents were asked to identify resources most helpful to them in their job search. Checking multiple resources was allowed with the option to list other resources.

Resources Helpful in Job Search



Five hundred and thirty seven students listed one or more resources as being helpful in their job search. The resource listed the greatest number of times was contacts with family and friends (220), followed by direct contact with employers (196), Career Development Center - CDS (192), Co-op/Internship opportunities (104), faculty or other departmental contacts (98). Other resources listed included: using web sites such as Monster.com and AgCareers.com (12), College/School sponsored career events (4), military contacts (3), and professional organizations (3). Many students mentioned personal efforts (16) such as “my own hard work”, “networking in my industry”, and “working summers”. Career Development Services includes interviews through Tiger Recruiting Link, Expos/Fairs, along with counseling services. Since only 537 out of the 1,594 students responded to the questions it is difficult to interpret these results. Many of the resources listed, such as direct



contact with employers, co-op/internship experiences could have also been coordinated by the CDS.

However 1,464 students responded to a final question resulting in a good measure of the services used at the Career Development Center. Students were asked to identify all services utilized which were sponsored by Career Development Services. Only 325 out of 1,464 (22%) reported not using any services offered by the Career Development Services. Out of the 1,464 students who responded, 47.9 % utilized Tiger Recruiting Link, followed by 43.9 % using career fairs, and 45.6 using online services. Counseling and assessment services (38%), along with workshops/seminars (28%) may be the least utilized services of CDS.

CDS Services	YES	NO	UNSURE
Tiger Recruiting Link	683	712	30
Career Expo, Interview Days, Job Fairs, etc.	628	776	25
CDS online resources	644	724	44
Workshops or seminars	206	1,156	28
Career Counseling/Assessment	401	965	38

Summary

With almost half of a graduating class (48.3%) responding to the survey, the results can be generalized to the total population, with caution, due to differences in college make-up of the sample. The most positive news is that students who are actively interviewing prior to graduation are fairly successful at receiving job offers (69.8%). However, a little less than half (47.8%) of the respondents reported interviewing for jobs prior to graduation. Participation in interviews is down slightly from 2008-09 responses which showed 63% of students participating in on-campus or off-campus interviews. Either students are signing up for interviews less frequently or fewer employers are available.



The proportion of graduates locating employment at the time of graduation may also be decreasing slightly. Nineteen percent of the total group of students responding to the survey provided job information indicating they had located employment. This is a slight reduction in comparison to the previous year report of employment information, showing 24.5% of the class had accepted job offers by graduation.

Students continue to prefer services provided by the Career Development Services which provide contact with employers such as recruiting links and career fairs. The majority (78%) of our students are using the services of Career Development Services though not necessarily for interviewing. Online recruiting links may have become more important to students than career fairs and expos. Career Development Services continued to be reported as being helpful in job searches, behind direct contact with employers, and friends and families. A summary of comments in Appendix C (pg. 13) reveals some strengths and opportunities for improvement for Career Development Center to consider.



Appendix A: Salaries by College

College	Total Survey Responses	Salaries Reported	Average Salary	Median Salary
College of Agriculture	79	10	\$31,574.00	\$32,000.00
College of Architecture	101	9	\$48,733.33	\$50,000.00
College of Business	343	50	\$60,927.60	\$40,000.00
College of Education	221	14	\$34,941.36	\$35,500.00
College of Engineering	206	54	\$53,815.69	\$55,000.00
School of Forestry & Wildlife Sciences	17	*	\$30,000.00	\$30,000.00
College of Human Sciences	104	11	\$29,690.91	\$30,000.00
College of Liberal Arts	356	20	\$29,944.71	\$32,500.00
School of Nursing	36	10	\$41,180.00	\$40,500.00
College of Science & Mathematics	94	*	\$36,840.00	\$37,680.00

For more specific salary information, please contact the AU Career Center at, www.auburn.edu/career.



Appendix B: List of Employers

AAI Corporation	Aviagen Inc (2)
ACES	Baptist Medical Center East
Adtran	Baptist Medical Center South
Adventure Advertising	Belk Department Store
AFL Network Services	Bennett Thrasher (2)
Aflac	Big Blue Bookstore
AGI In-store	Big Cedars Nursery
Air Force	Birmingham Children's Theatre
AirTek Construction, Inc.	Blue Bell
Alabama Cooperative Extension System	Brasfield & Gorrie, LLC (4)
Alabama Department of Transportation (3)	Brick Oven Pizza Company
Alabama Farmer's Cooperative	Brookwood Medical Center (2)
Aldi Inc.	Buffalo Connection
ALDOT	Buster Miles Chevy
Alltech Inc.	Bytewise Measurement Systems
Alpha Omicron Pi	C.H. Robinson
American College of Rheumatology (2)	Caddell Construction
American Eagle Outfitters	Cagle's Inc.
Americorps (2)	Campgemini
Arthur A. Jones and Associates	Campus Church
Atkins Global (2)	Campus Crusade for Christ
Atlanta Food and Wine	Candi Pearson-Shelton
Atlantix Global Systems	Capella Resort
Auburn Audiology Center	Capgemini
Auburn Christian Student Center	Cartel Properties and Restaurants
Auburn City Schools	CGI
Auburn Fire Division	Chambers County School System
Auburn Network	Chartwells
Auburn Police Department	Chatham Landscaping
Auburn University (25)	Children's Hospital of Birmingham
Auburn University Sleep, Health and Development Lab	Children's Hospital of Birmingham
Auburn Water Works Board	Children's Hospital of Birmingham
Auburn Bank	Christ Community Church
	City of Auburn (3)



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Connectivity Wireless Solutions
Consolidated Pipe & Supply
Cooper Industries
Cornerstone United Methodist Church
Cornervision Improvements
Cowan Inc
CPSI
Davis Development
Day's Chevrolet
Deloitte & Touche, LLP (4)
DePrince, Race, & Zollo
Dewey Destin Seafood Inc.
Disney World Resort, Epcot Science center
Dollar Tree Inc
Domino's
Drummond Company Inc.
Dynetics (3)
E!
Eastbrook Homes
Eaton
Edward Jones (2)
ELS Advantage
EMI
English Language Institute China
Epic
Ernst & Young, LLP
ESPN
Exxon Mobil (2)
Fairfax Elementary
Fed Ex
First Baptist Opelika
FM Global (3)
French and Associates
French Government
Frito Lay (2)
Fruit of the Loom
Gencon Associates Inc.
General Repair Service
Georgia Pacific (2)
Georgia Rehabilitation
Gibbs Landscaping
Glowtech Computer Engineering and Consultancy
Grassroots Natural Market
Habersham Properties
Habif, Arogeti & Wynne, LLP
Harris Corporation
Hastings
HealthPlus
Healy Point Golf Club
Helen Costello & Associates
Hester Landscaping
Hilton Garden Inn
Home Depot
HRI Associates
Hubbard Systems, Inc.
Hudson Public Schools
Hudson Alpha Institute for Biotechnology
Huntsville Hospital
IMS Ready
Ingersoll Rand Co.
Initial Outfitters
Institute for Reading Development
International Paper Riverdale Mill
J.F. Drake Middle School
Jackson Thornton
Johnson & Johnson
Kappa Kappa Gamma
Konica Minolta
KPMG, LLP
Lee County Schools
LifeSavers Ministries
Lisa Torbett Interiors
Logonation
Lovoy, Summerville, & Shelton, P.C
Lynch Automotive
M & W Forestry Consultants, LLC
Mando
Marriott



McKesson
Memphis Teaching Fellows
Mendel Biotechnology
Message in a Bottle Productions
Metro Bank
Milestones Learning Center (2)
Professional Baseball Umpire Corporation
Moore's Mill Golf Course (2)
Municipal Consultants
Nash Electrical Contractors
Nashville Teaching Fellows
National Institutes of Health
National Sports Publications
Naval Surface Warfare Center Panama City Division
NAVSEA
Niche Cubed
Nordstrom
Old Navy
Opelika Middle School
Oregon Dept of Transportation
Orphanage Emmanuel
Packaging Corporation of America
Parkland Hospital
Peachtree Window Cleaning
Peterson and Smith Equine Hospital
Petland Inc.
Plato's Closet
Powell Design Studio
Premier Collaborations Child Development Center
Pricewaterhouse Coopers
Prommis Solutions
R.C. Mathews Construction
Randle Farms
RC Construction
Red Salt
Redstone Arsenal
Redstone Test Center
Wake Forest University
Republic Logistics
Resource MFG
Robert Trent Jones
Robinson & Grimes
Rock Apartment Advisors
Rocky Mountain National Park
Rolling Green Village
Russell Landscape Group
Russell Medical Center
Rutherford County Schools
Santa Cruz Biotechnology
Seay, Seay, and Litchfield Architects (2)
Sherwin Williams
Shoal Creek Golf Club
Skybar
Smith, Dukes, and Buckalew
Smiths Station High School
SNL Distribution Services
Somerset CPA
Southern Company (3)
Southern Nuclear (2)
Southern Progress
Southwest High School
Space and Missile Defense Command
SunGard
Susan G. Komen for the Cure
Tahoe Mountain Club
Target (3)
Teach for America (3)
The Georgia Cotillion
The Heritage School
The Home Depot (2)
The Little Tree Preschool
The Lost Colony
The Montgomery Civic Ballet
The Sports LAB of Atlanta
The University of Alabama at Birmingham
Vestavia Hills School District
Victor Sign Company
Villa Rica WIC Office



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Vision Landscape (2)	United States Marine Corps (4)
Walt Disney Company (5)	U.S. Navy (4)
Ware Jewelers	USA Children's and Women's
Wedding Savvy, Inc	Vestavia Hills School District
Weiss Lake Egg Co	Victor Sign Company
Wells Fargo (2)	Villa Rica WIC Office
Werner Enterprises (3)	Vision Landscape (2)
Westin Peachtree Plaza	Walt Disney Company (5)
Williamsburg Community Chapel	Ware Jewelers
Winterboro High School	Wedding Savvy, Inc
Zazu	Weiss Lake Egg Co
ZOI Greek Directory	Wells Fargo (2)
The Villager	Werner Enterprises (3)
The Wellness Center	Westin Peachtree Plaza
ThyssenKrupp Steel USA	Williamsburg Community Chapel
Tripp Girdler Photography	Winterboro High School
Tubular Products Company	ZOI Greek Directory
U.S. Navy	Zazu
United State Air Force	
U.S. Army (7)	
U.S. Army Corps of Engineers (3)	
United States Air Force (7)	



Appendix C: Summary of Comments

Students' comments provided evidence of both well-received services from CDS and opportunities for improvement. Mock interviews, building resumes for job searches and curriculum vitas for graduate school applications were listed as "very helpful" in the comment field by several students. Some examples:

"Career services definitely helped me with building a resume and interviewing skills. They are probably one of the most underutilized resources at Auburn.

"Career Development Services did an outstanding job in helping me prepare for my interviews. I think all graduating seniors should have to do mock interviews in preparation for the real thing."

There were both praises and suggestions for improvement in the CDS career fairs and expos.

"The job fair was perfect for job searches! It helps with the overwhelming process and helped focus in particular companies I am interested in. Thank you!"

Suggestions for improving career fairs and expos included: providing career fairs and expos on days of the week other than Tuesday and Thursday, because of heavy class schedules on those days. Additionally there were calls for more opportunities at career fairs for "creative majors" (such as theatre) and non-technical majors. There were also requests for including smaller firms in the mix of recruiters.

The comments indicated a possible need to market the services of the CDS. Although one comment suggested students may be aware of services available even



after graduation, several other comments showed a possible lack of awareness of CDS services across campus.

“The Career Services website really helped me in my job search! I don't think most students know about it, unfortunately, and maybe there should be a way to get the word out more to raise awareness.”

One other suggestion was to offer more services to seniors at graduation, since it appeared to this student that CDS was focusing heavily on incoming freshmen:

“The CDS... primarily geared towards freshman with a four year plan...there was not a lot of assistance offered towards seniors with questions.”

Since workshops and counseling were listed as the least utilized services of CDS (28% and 38%, respectively), two comments may be worth exploring for improvement in the future. One student said that seminars and workshops need to be offered around students' working schedules. However, no particular time or schedule was suggested. Only one comment was raised about counseling and assessment services. It claimed that the session consisted of heavy use of library literature and online searches, although these resources had already been exhausted by this student.