



**WILLIAM
& MARY**
CHARTERED 1693

COHEN CAREER CENTER

OUTCOMES REPORT

Undergraduate Business | Class of 2020



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Methodology

NACE STANDARDS

The Cohen Career Center adheres to standards set by the National Association of Colleges and Employers (NACE) first destination survey guidelines. In addition to standard questions, regarding post-graduation plans (e.g., employment data, graduate school data), the survey collects internship data, next destination alignment with personal career goals, and primary university career influencers.

DATA COLLECTION

The online survey is distributed to William & Mary seniors graduating in August, January, or May of the current academic year. The survey is sent initially in February; then, it is sent monthly to non-respondents and re-sent to those who indicate their status as 'job seeking' or 'pursuing graduate school.'

Other primary sources of data retrieval are the National Student Clearinghouse, initiatives with campus partners, and data mining via social media. Data collection closes each December following May graduation. All forms of data collection follow NACE protocols.

KNOWLEDGE RATE

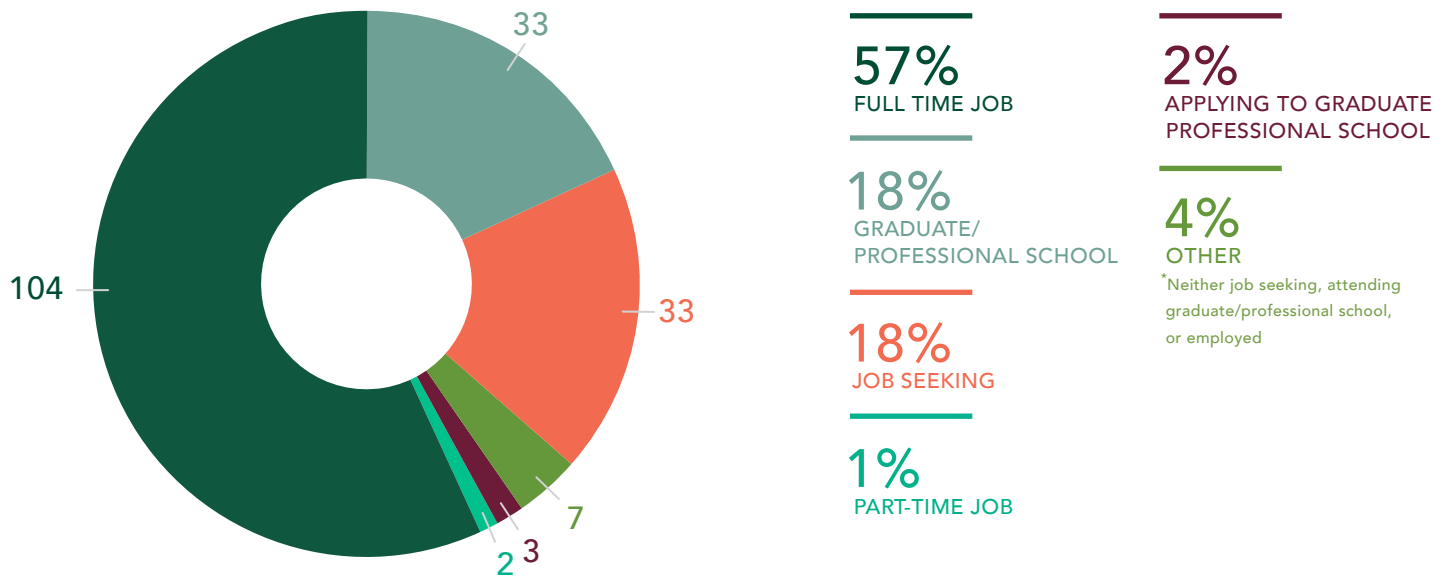
Our knowledge rate is the percent of graduates for which William & Mary Cohen Career Center has reasonable and verifiable information concerning graduates' post-graduation career outcomes. Information is retrieved directly from students/recent alumni, employers, campus partners, social media, and the National Student Clearinghouse. The Cohen Career Center's goal is the highest rate possible; the national average is 65.6% according to NACE's *First Destination for the College Class of 2019: Findings and Analysis*, published February 2021. Outcomes are reported on conferred graduates. Information is shared in aggregate and published annually in the *Next Destination Survey Report* and the *Career Success Report*.

Results

Class of 2020 BBA: Major 1 or Major 2
 93% knowledge rate, n=182/196

Positive outcomes: 76% (139/182) reported employment or attending graduate/professional school

Business Majors Next Destination



Salary/Bonus

41% (42/103) of those reporting full-time employment also reported salary information

Mean salary was
\$69,671

Median salary was
\$68,000

\$
 \$
 \$
 \$

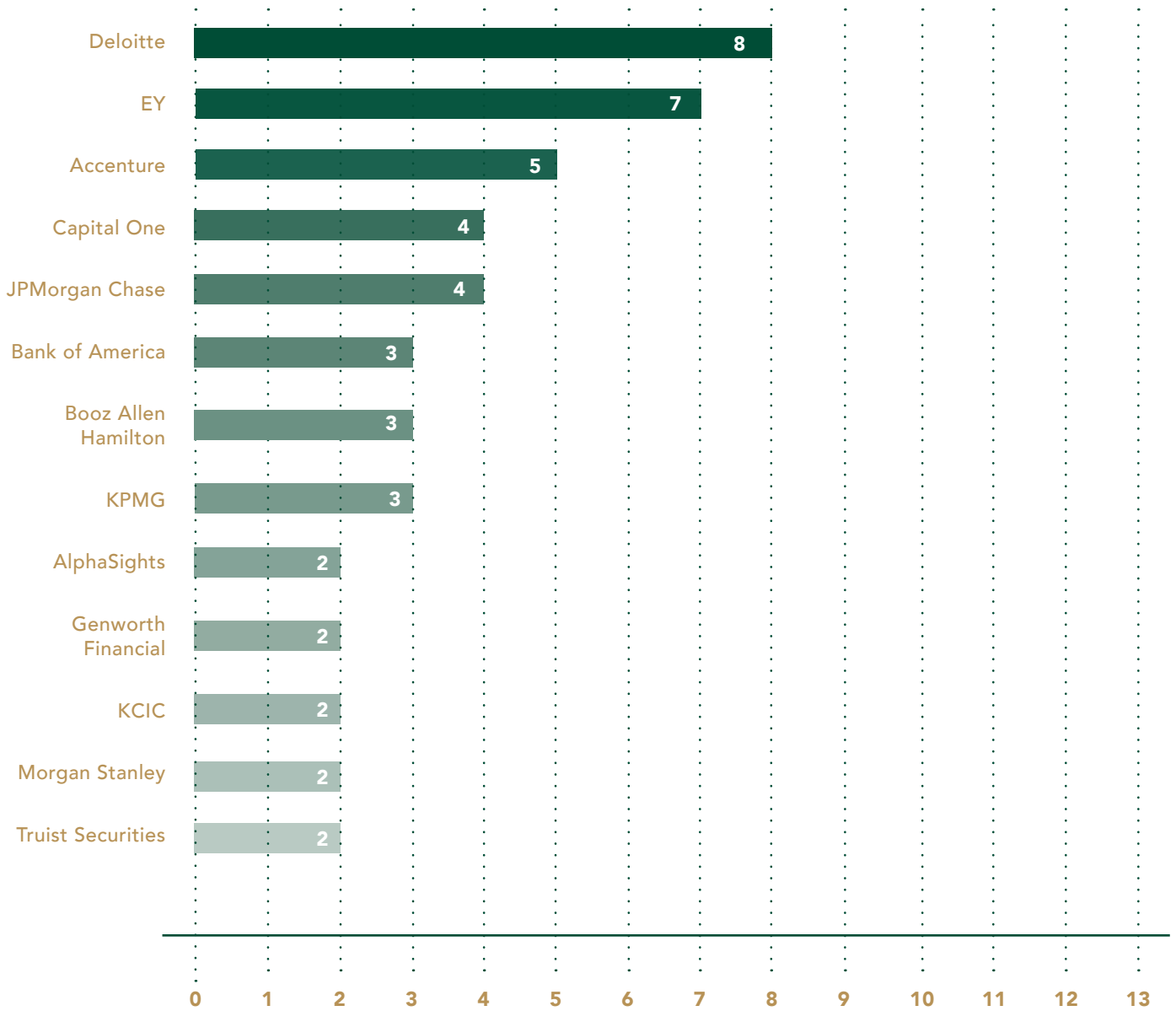
The mean bonus was
\$13,202

The median bonus was
\$5,000

20% (21/103) of those reporting full-time employment also reported earning a bonus

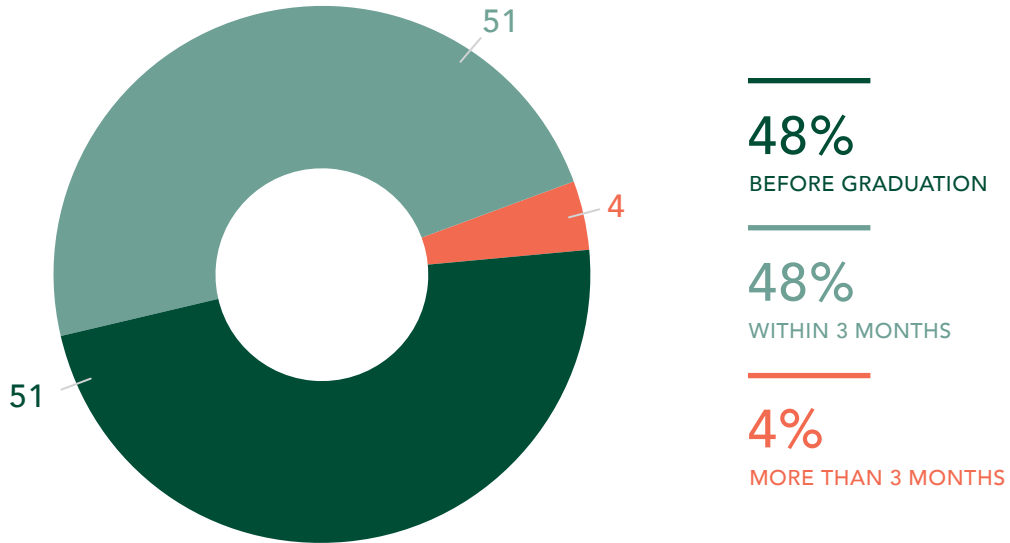
Top Employers

Employers with 2 or more undergraduate hires



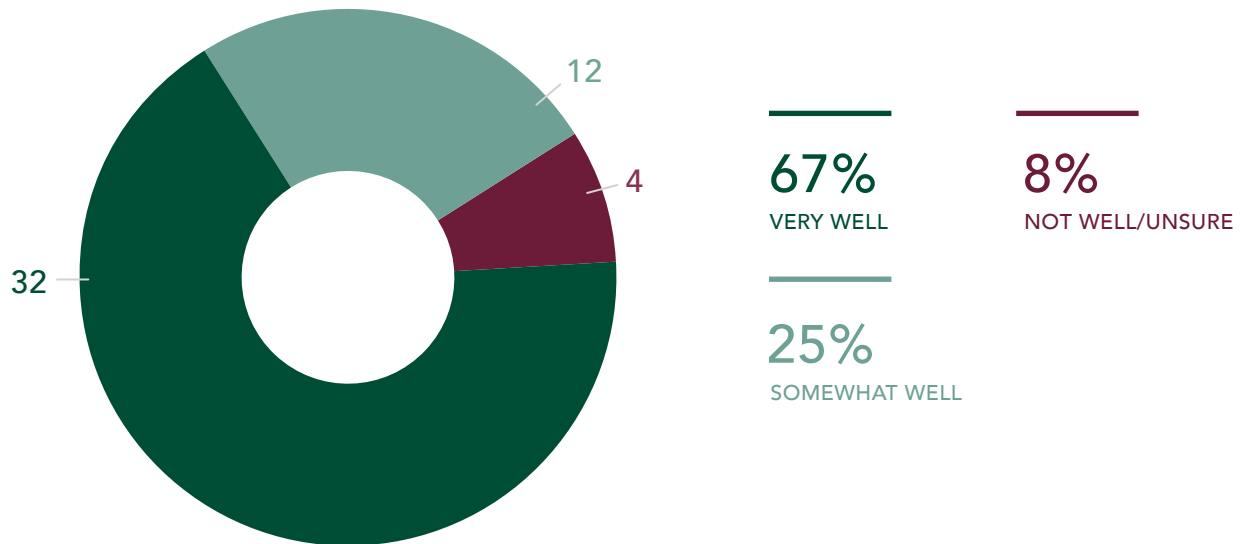
Timing of Employment Offer Acceptance

100% (106/106) knowledge rate for full-time and part-time jobs



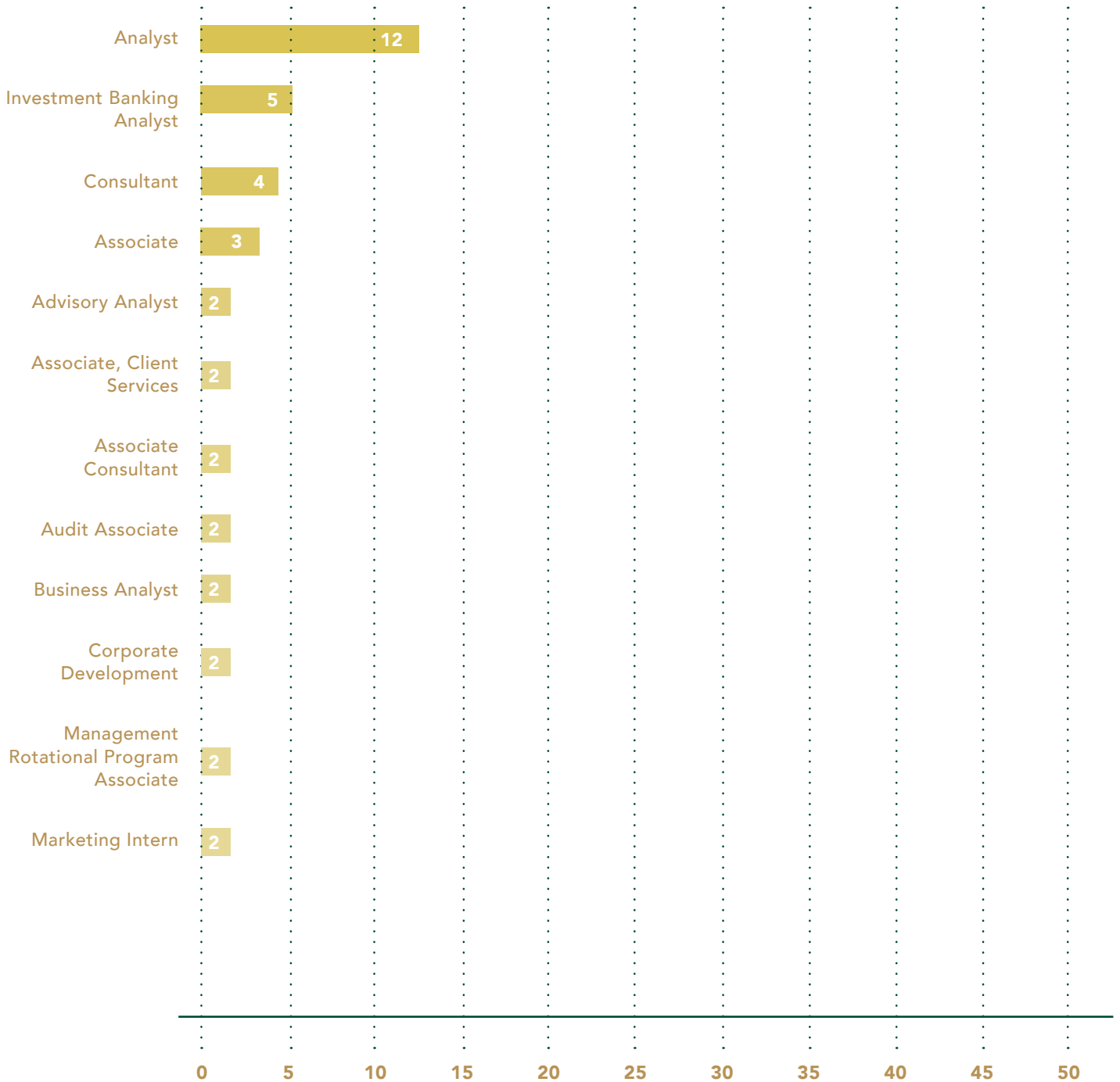
Employment Alignment with Career Goals

92% of (44/48) combined response for somewhat well and very well



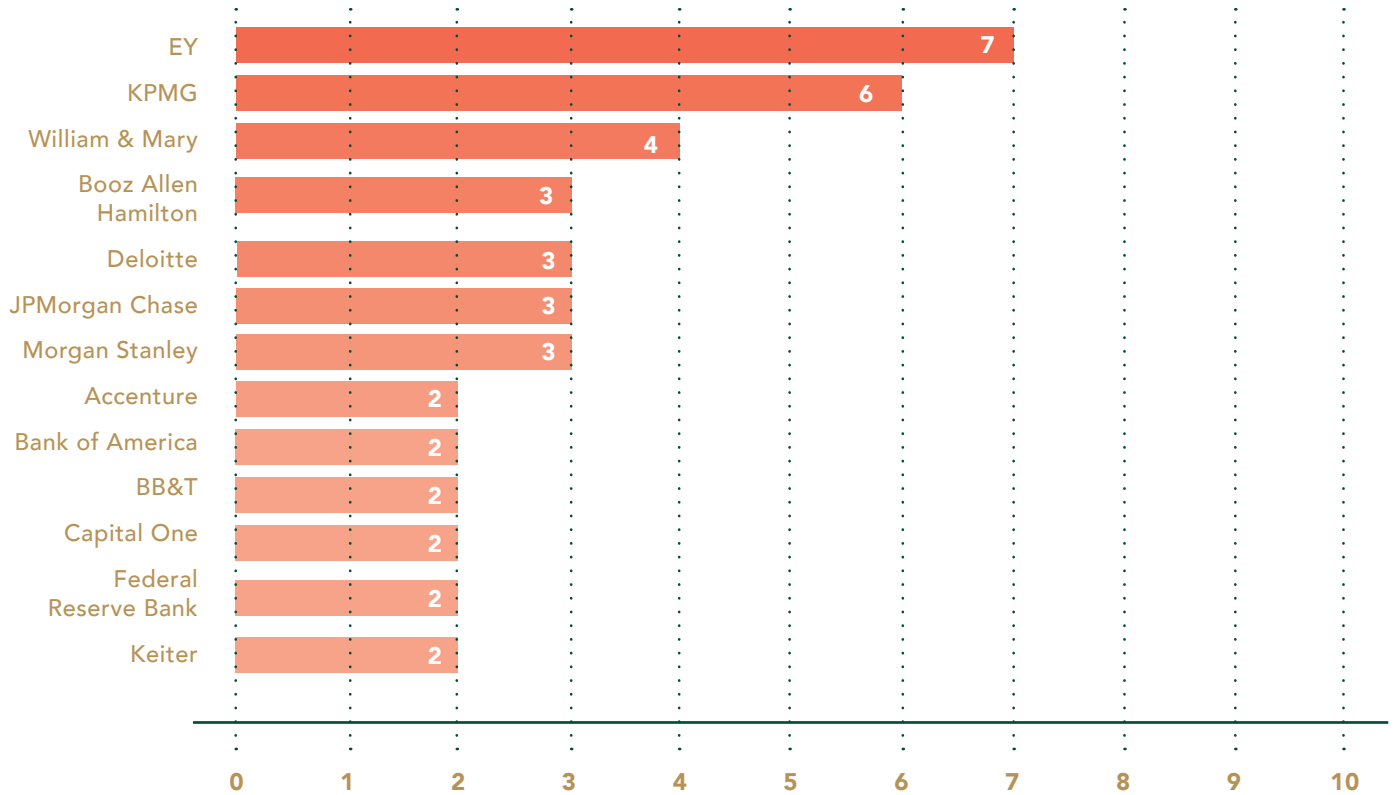
Employment Title or Rank

Employment titles listed occurred two or more times when capturing outcomes



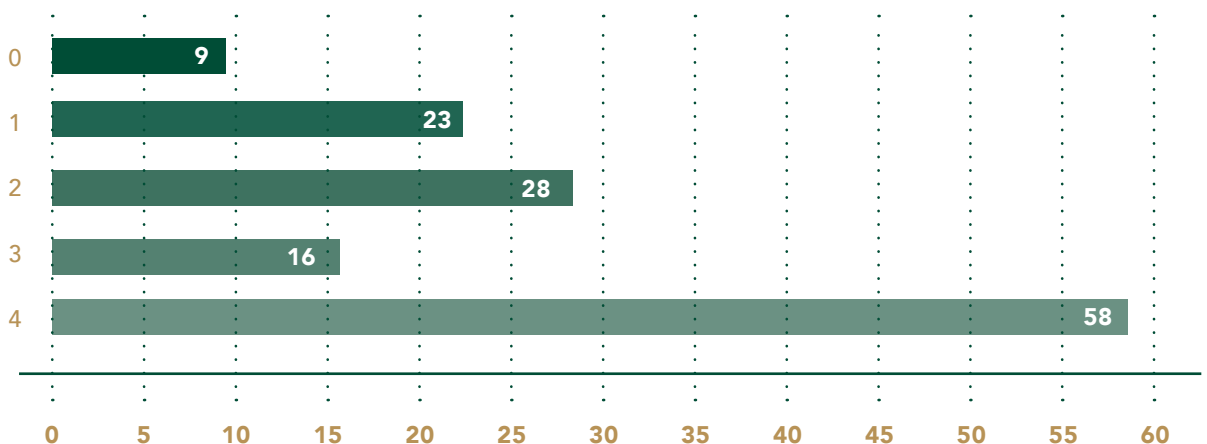
Top Experiential Learning Sites

Sites hosting 2 or more interns



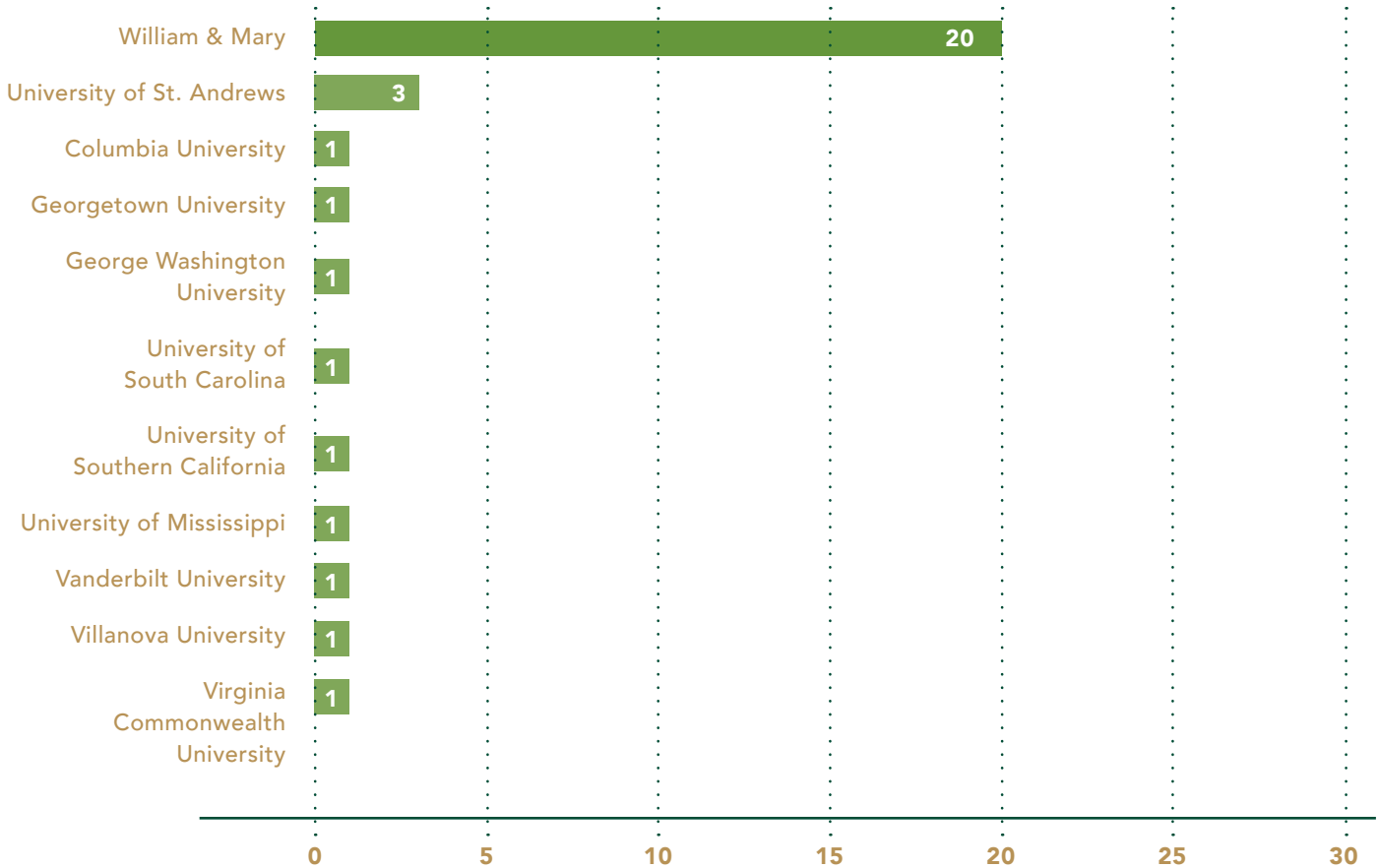
Experiential Learning Frequency

Knowledge rate of completing at least one experience prior to graduation: 73% (134/183)

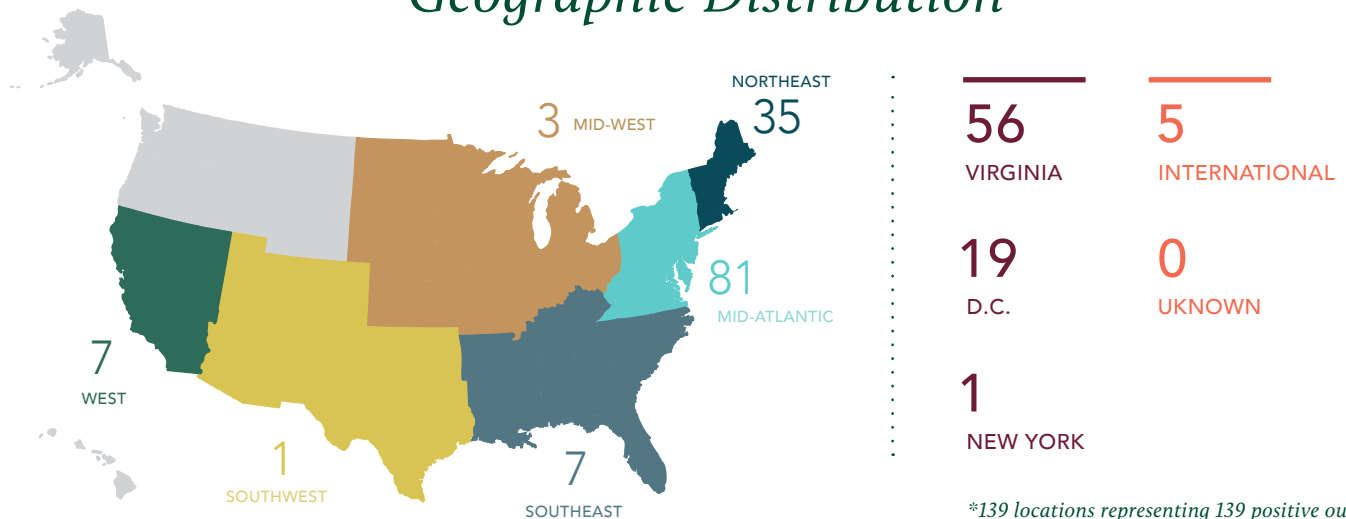


Graduate and Professional Programs

17% (32/183) knowledge of those attending graduate/ professional school



Geographic Distribution



*139 locations representing 139 positive outcomes (employment and graduate/professional school)

Accounting Major 1

Total knowledge: 84% (31/37) graduates



71% (22/31)

Employed or attending graduate school



\$62,000

Average starting salary

\$5,000

Average bonus

TOP EMPLOYERS

(Employers with 2 or more hires, student-reported)

Deloitte. KPMG



8/31 (26%)
working full time



14/31 (45%)
attending graduate school



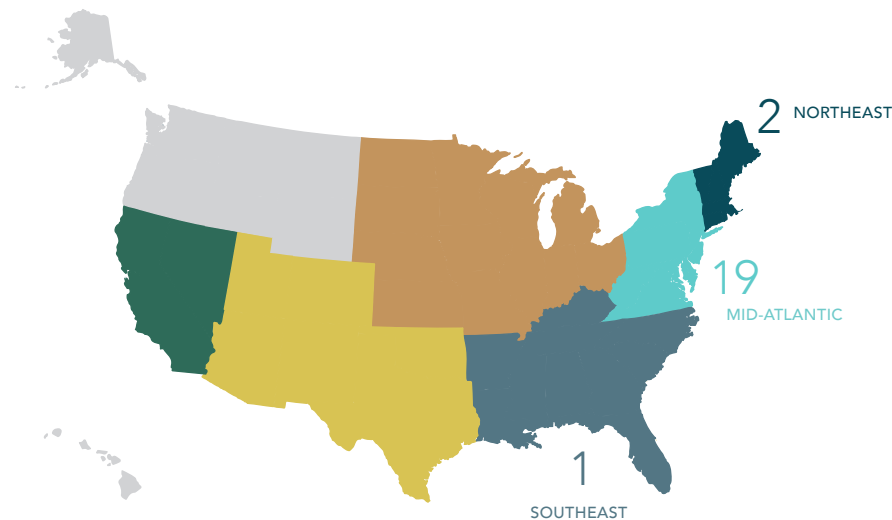
4/31 (13%)
job seeking



3/31 (10%)
applying to graduate/
professional school



2/31 (6%)
other
*Neither job seeking, attending graduate/
professional school, or employed



17

VIRGINIA

1

D.C.

Business Analytics Major 1

Total knowledge: 97% (30/31) graduates



87% (26/30)

Employed or attending graduate school

\$68,381

Average starting salary

\$6,167

Average bonus

TOP EMPLOYERS

(Employers with 2 or more hires, student-reported)

accenture

CapitalOne

EY



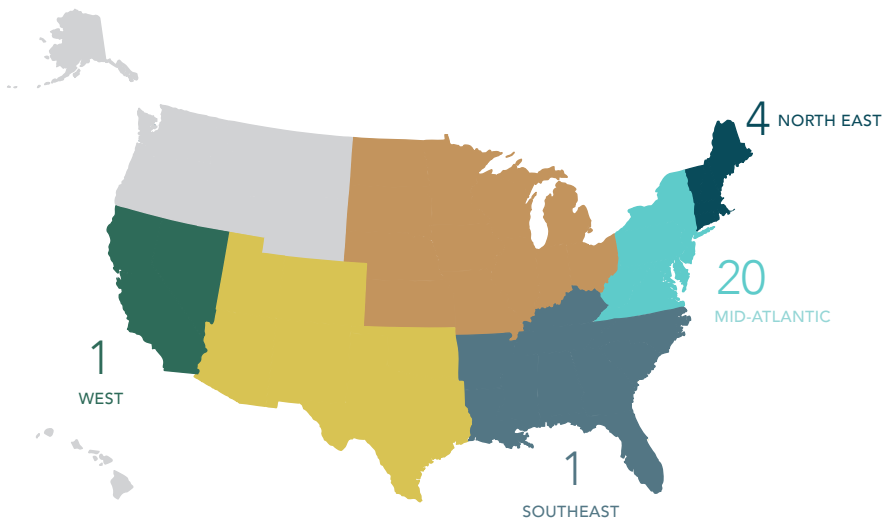
23/30 (77%)
working full time



3/30 (10%)
attending graduate/
professional school



4/30 (13%)
job seeking



16

VIRGINIA

4

D.C.

1

NEW YORK

Finance Major 1

Total knowledge: 95% (71/75) graduates



86% (61/71)

Employed or attending graduate school

\$74,900

Average starting salary

\$17,583

Average bonus



52/71 (73.2%)
working full time



8/71 (11.2%)
attending graduate/
professional school



1/71 (1.4%)
working part-time

TOP EMPLOYERS

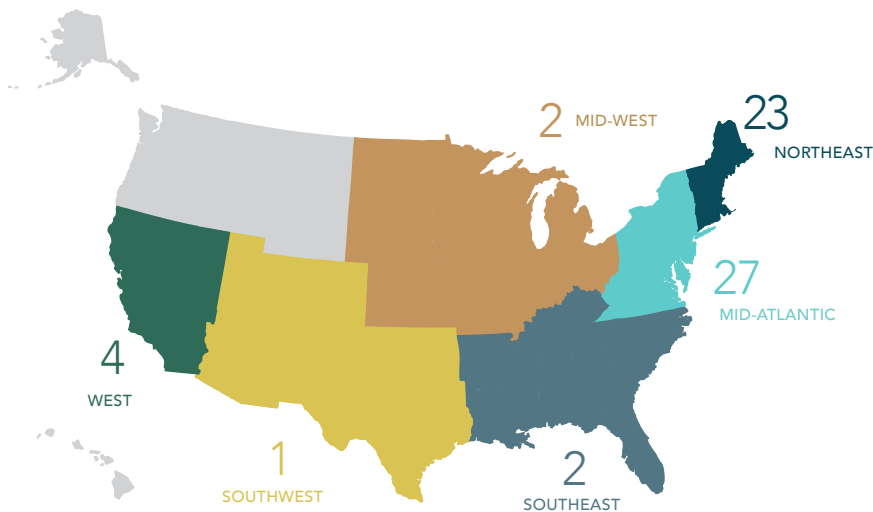
(Employers with 2 or more hires, student-reported)



7/71 (10%)
job seeking



3/71 (4.2%)
other



13

VIRGINIA

11

D.C.

1

NEW YORK

2

INTERNATIONAL

Marketing Major 1

Total knowledge: 95% (39/41) graduates



56% (22/39)

Employed or attending graduate school



\$50,250

Average starting salary

\$3,500

Average bonus

TOP EMPLOYERS

Data for Marketing Major 1 revealed 16 unique employers. Of note: Cleveland Indians, JPMorgan Chase, and PBS.



JPMorganChase



16/39 (41%)
working full time



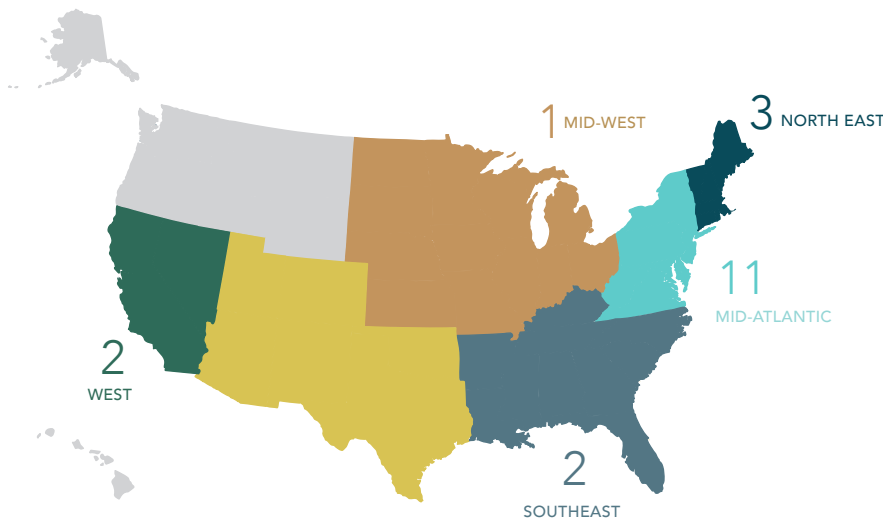
6/39 (15%)
attending graduate/
professional school



16/39 (41%)
job-seeking



1/39 (3%)
other



8
VIRGINIA

3
INTERNATIONAL

2
D.C.

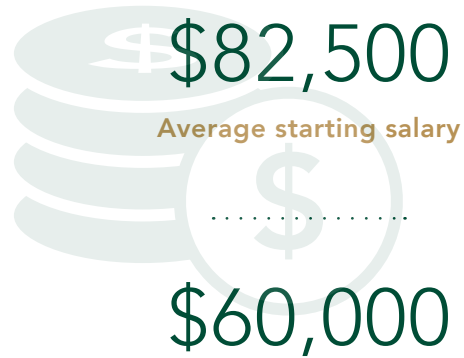
Business Major 2

Total knowledge: 92% (11/12) graduates



73% (8/11)

Employed or attending graduate school



\$82,500

Average starting salary

\$60,000

Average bonus

TOP EMPLOYERS

Data for Business Major 2 revealed 5 unique employers. Of note: ClearSight Advisors, Deloitte, and the Federal Reserve Bank of New York.



5/11 (45.4%)
working full time



2/11 (18.2%)
attending graduate/
professional school



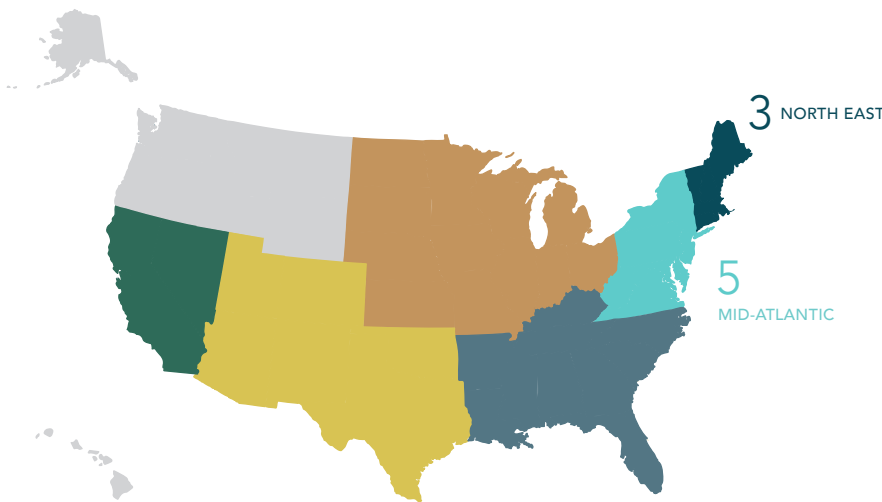
1/11 (9.1%)
working part-time



2/11 (18.2%)
job seeking



1/11 (9.1%)
other



Employers

57 Unique Employers

14 Top Employers

A-C Beverage	Cleveland Indians	Fidelity Investments	McKinsey	Sepulveda Partners
Accenture	CoStar Group	Freddie Mac	Mesa Properties LLC	Stephens, Inc.
Accenture Federal Services	Credit Suisse	Future Now	MicroStrategy	Techtronic Industries
AlphaSights	CVP	Genworth Financial	Morgan Stanley	The Kenrich Group
Amazon	Deloitte	Gonzaga College High School	MUFG	Truist Securities
Ankura	DeVal Lifecycle Support	Grant Thornton LLC	Nasdaq	U.Group
Audley Consulting Group	Devon Yacht Club	Gresham	New River Kinematics	UHY LLP, Certified Accountants
Bank of America	Eldridge Industries	HKA	PBS	UNREAL Snacks
Bloomberg LP	ELS Shenzhen Technology Co. Ltd	IBM	Penzance	Venture for America
BMO Capital Markets	Enterprise Solutions Inc.	Industry Drive	Piper Sandler	Whisperrings
Booz Allen Hamilton	Epic Systems	Infinitive	PNC Bank	William & Mary Raymond Mason School of Business
Capital One	EY	JPMorgan Chase	RBC Wealth Management	
CarMax	Fannie Mae	KCIC	Red Ventures	
CGI	Federal Reserve Bank of New York	Kekst CNC	RVA Paddlesports	
Clearsight Advisors		KPMG	Seale & Associates	