



**WILLIAM  
& MARY**  
CHARTERED 1693

**COHEN CAREER CENTER**

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# OUTCOMES REPORT

*Undergraduate Business — Class of 2019*



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# Methodology

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### 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.

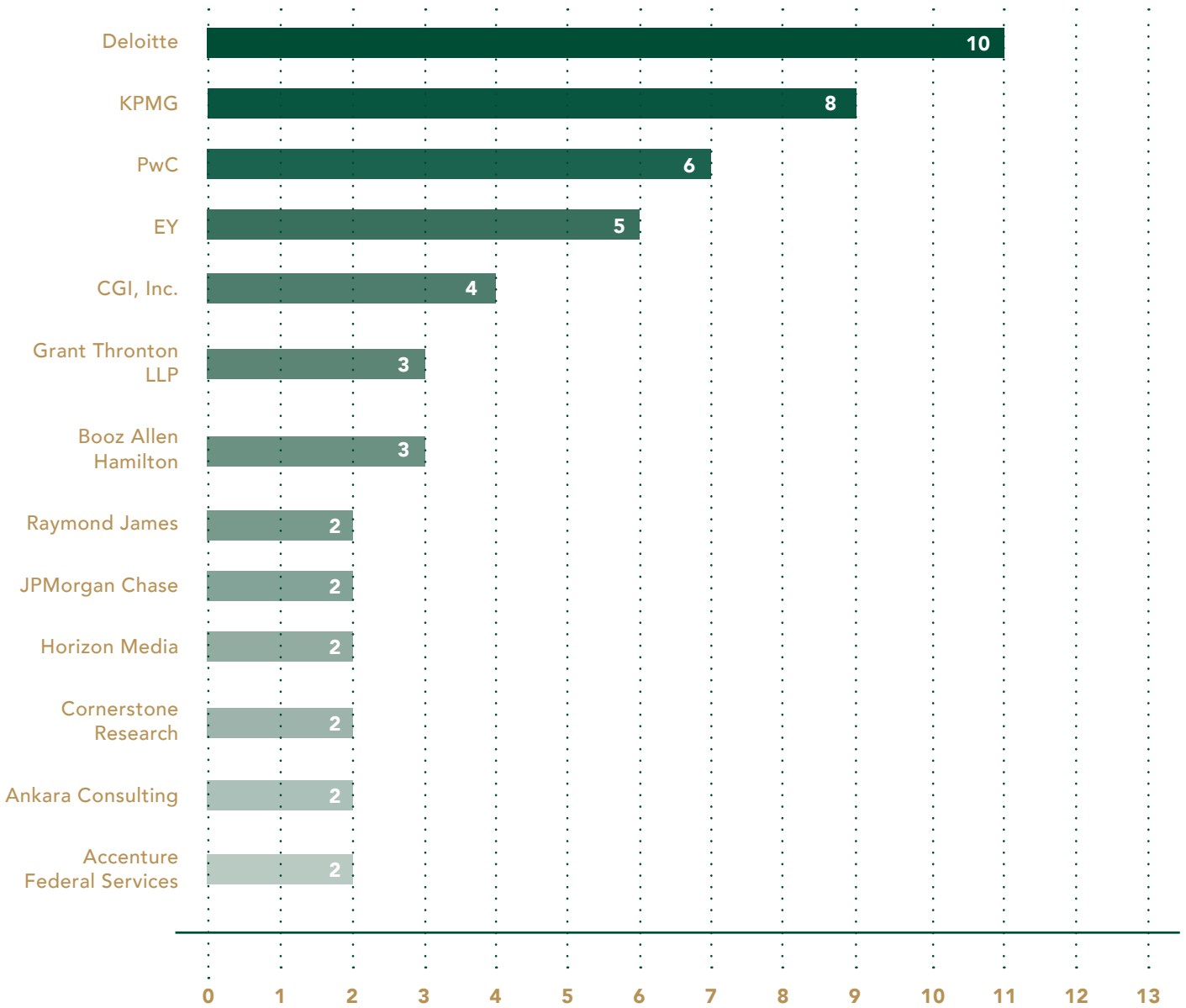
The Cohen Career Center's goal is the highest rate possible; the national average is 65% according to NACE Standards and Protocols for the Collection and Dissemination of Graduating Student Initial Career Outcomes Information for Undergraduates, July 2019.

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.



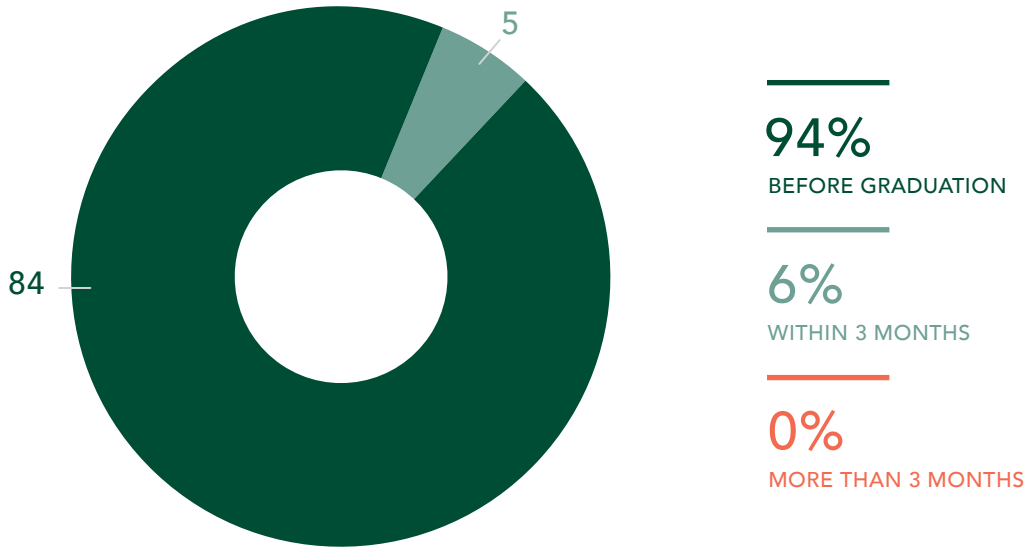
# Top Employers

Employers with 2 or more undergraduate hires



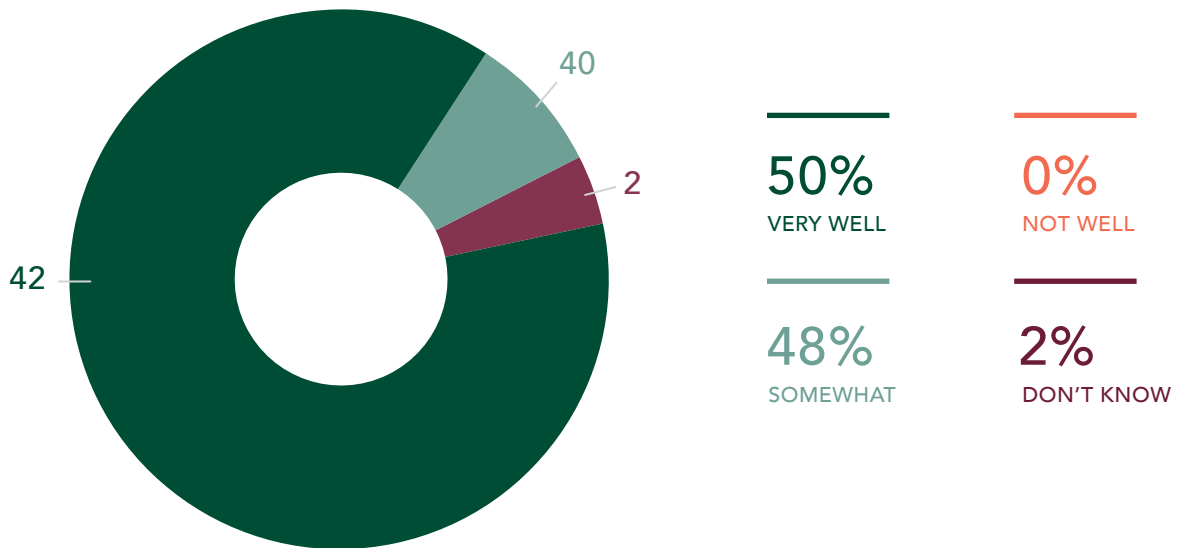
## Timing of Job Offer Acceptance

72% (89/123) reported timing of employment acceptance



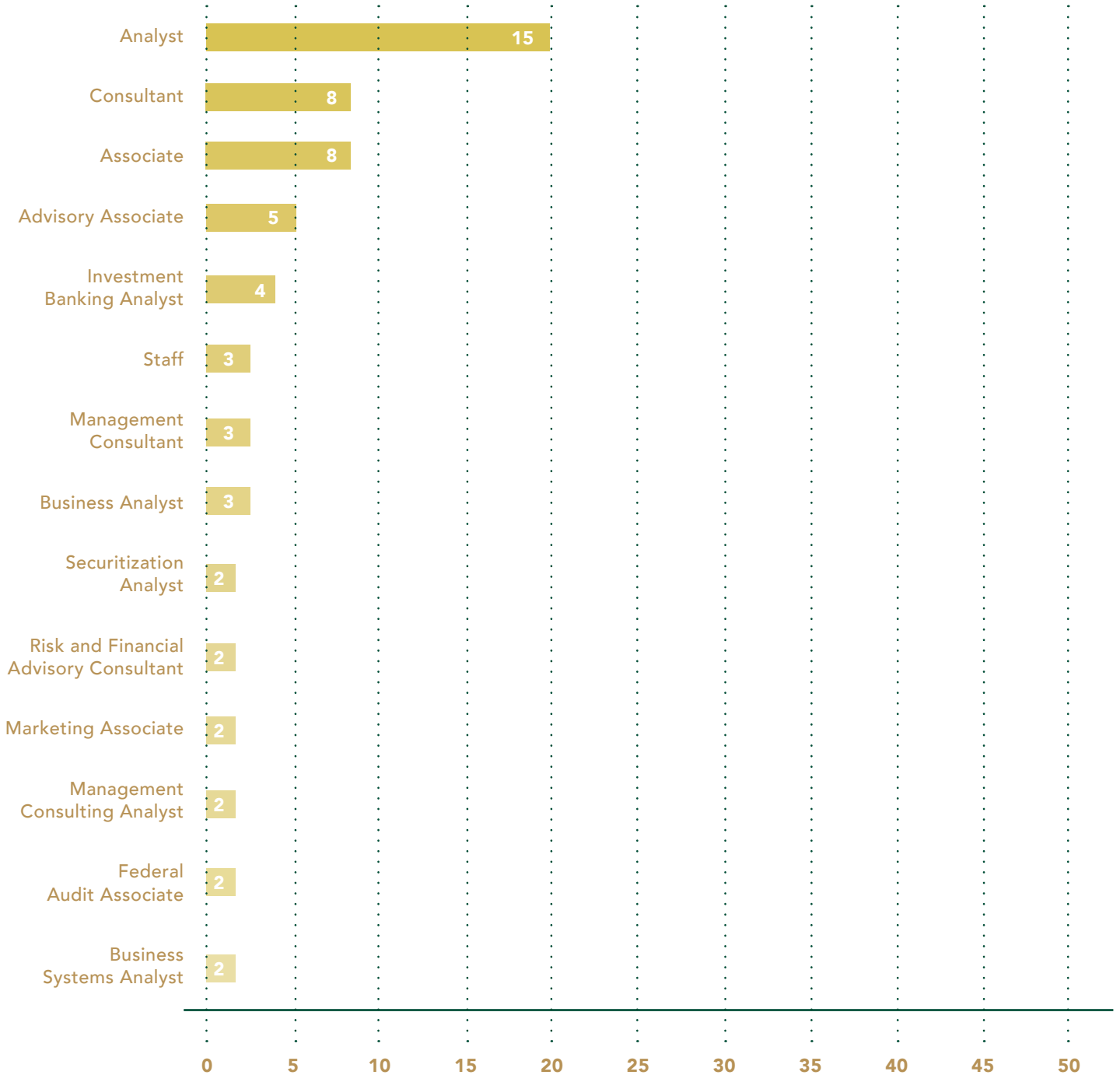
## Employment Alignment with Career Goals

98% (82/84) reported employment aligned somewhat well or very well with career goals



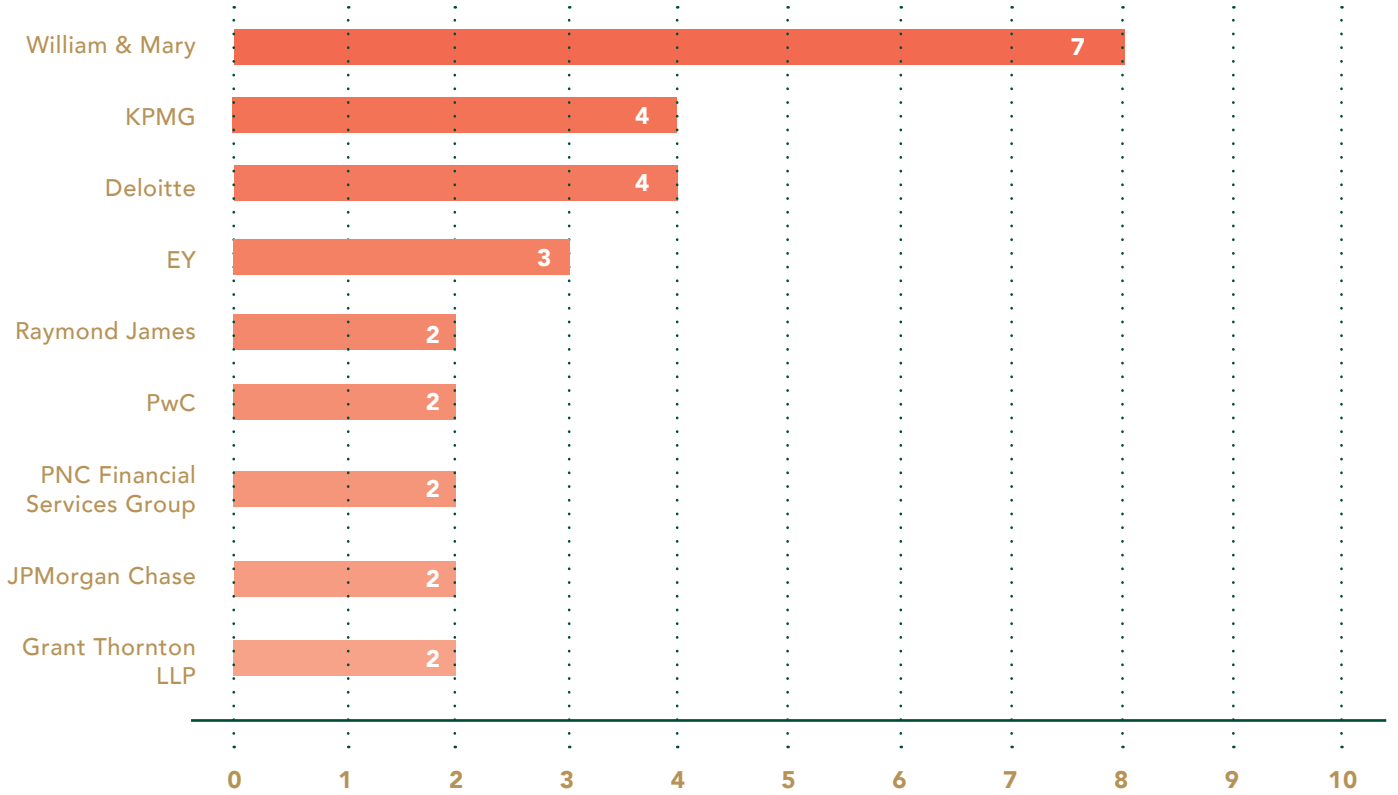
# Occupational Titles

Job titles or rank listed more than twice by respondents



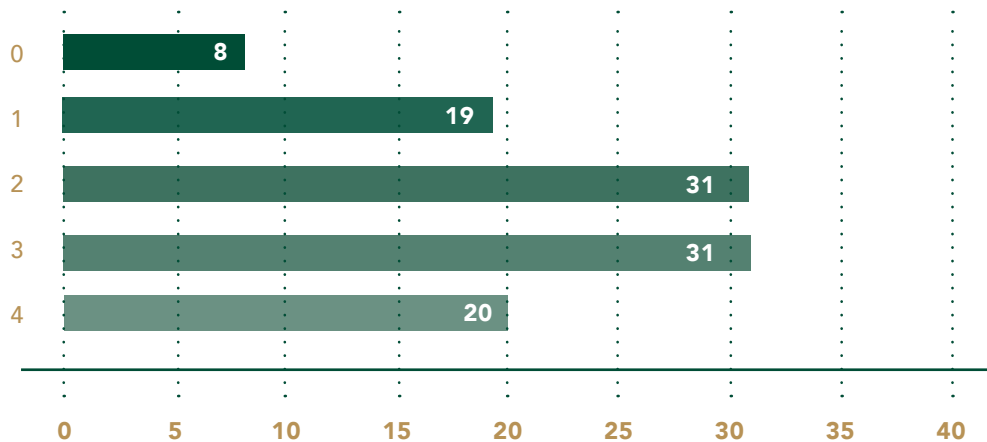
## Top Internship Sites

Sites hosting 2 or more interns



## Internship Frequency

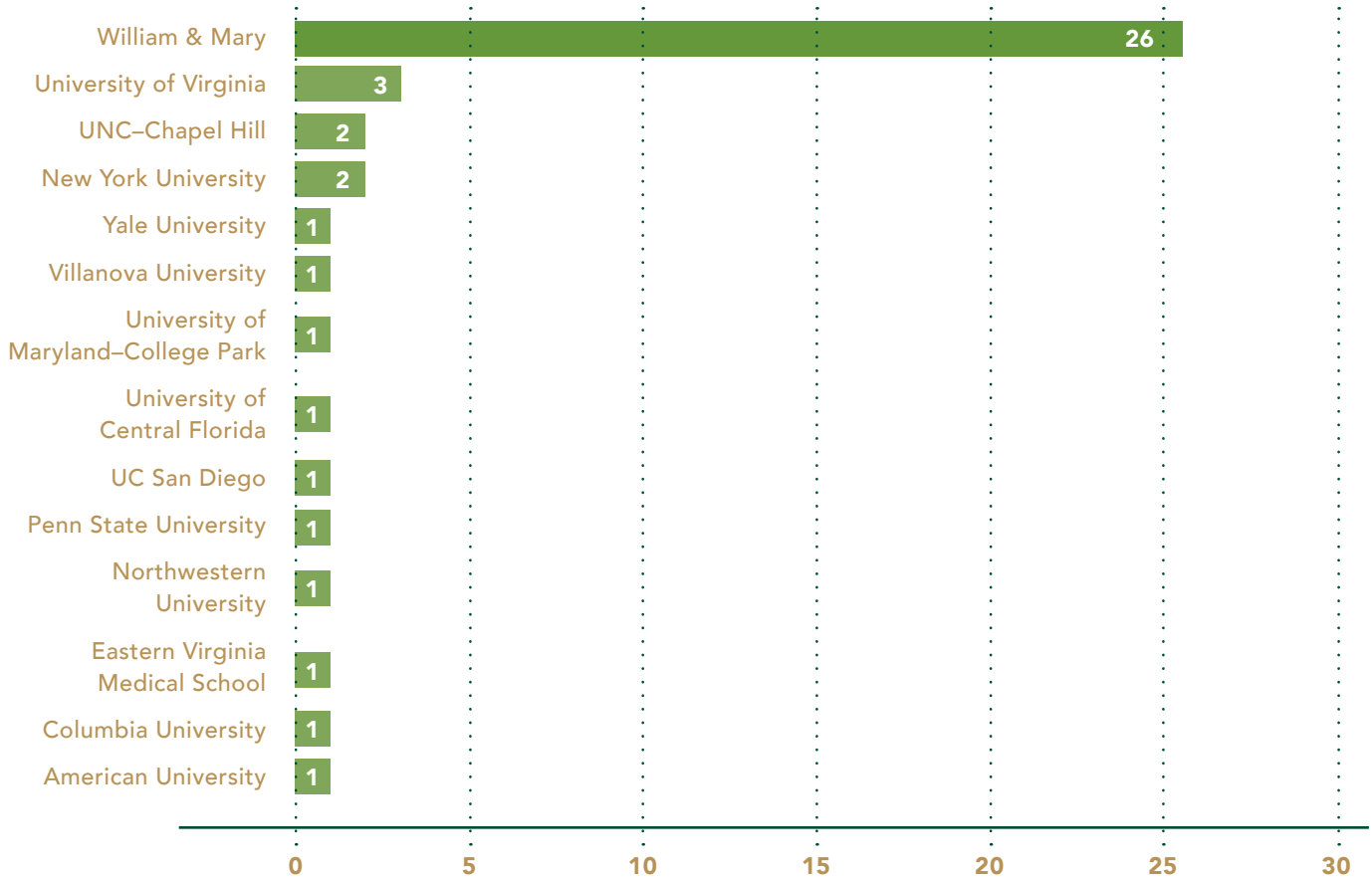
62% (109/175) reported completing at least one internship



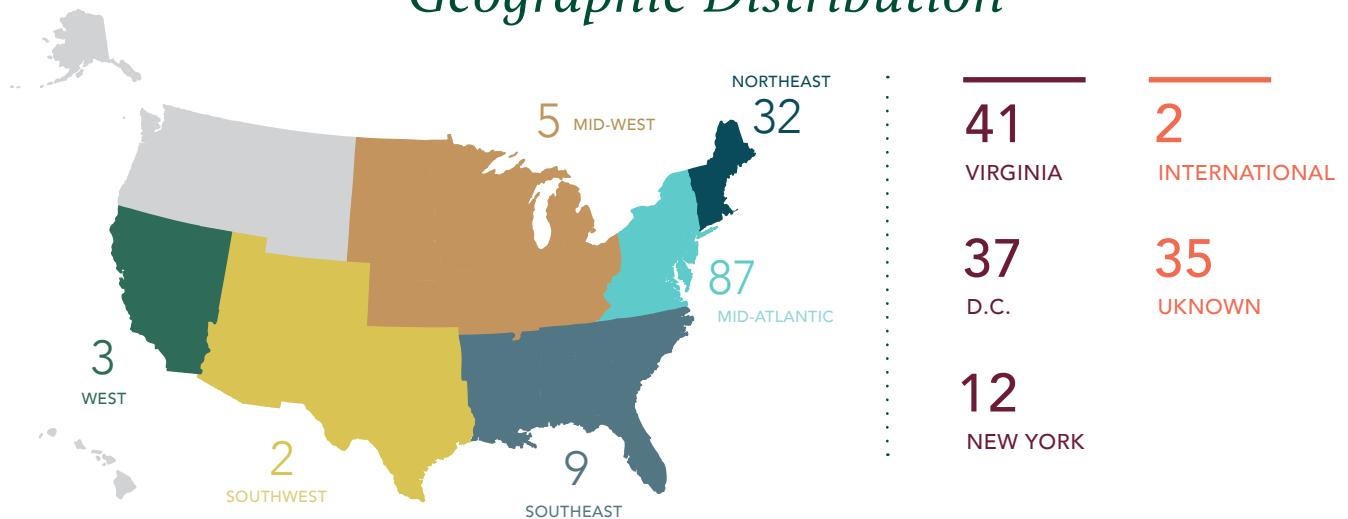


## Graduate and Professional Programs

25% (43/175) students reported going to graduate school



## Geographic Distribution





# Accounting Major 1

Total Respondents: 36



97% (35/36)

Employed full-time or attending graduate school



\$62,750

Average starting salary

\$7,000

Average bonus



13/36 (36%)  
working full time



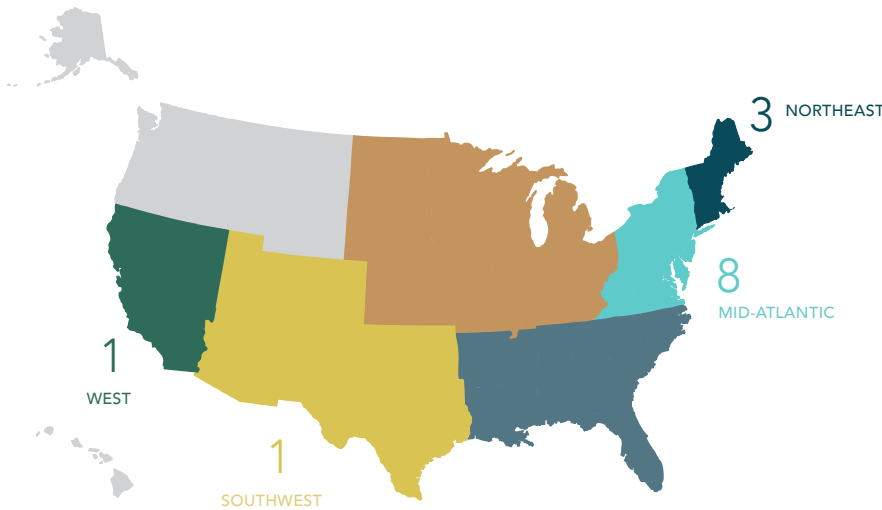
22/36 (61%)  
attending graduate school

## TOP EMPLOYERS

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



1/36 (3%)  
still seeking jobs



5  
VIRGINIA

3  
D.C.

2  
NEW YORK

0  
INTERNATIONAL

23  
UNKNOWN

# Business Analytics Major 1

Total Respondents: 35



97% (34/35)

Employed full-time or attending graduate school



Average starting salary

\$7,250

Average bonus

### TOP EMPLOYERS

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

accenture Deloitte CGI



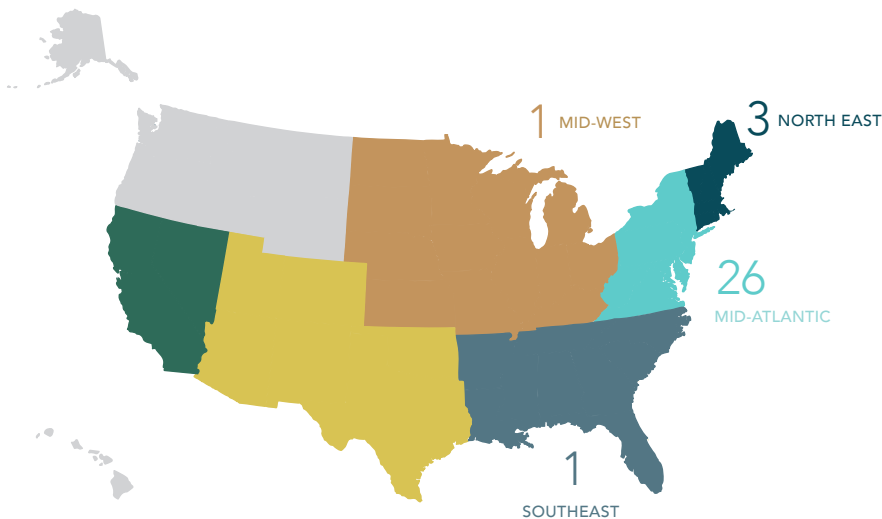
25/35 (71%)  
working full time



9/35 (26%)  
attending graduate school



1/35 (3%)  
internship



12  
VIRGINIA

4  
UNKNOWN

9  
D.C.

1  
NEW YORK

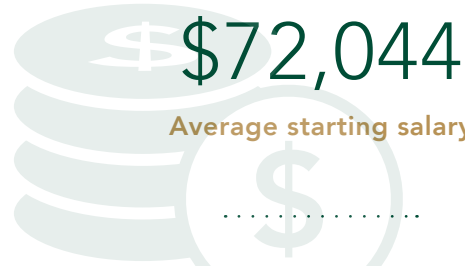
# Finance Major 1

Total Respondents: 56



98% (55/56)

Employed full-time or attending graduate school



\$72,044

Average starting salary

\$14,437

Average bonus

### TOP EMPLOYERS

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



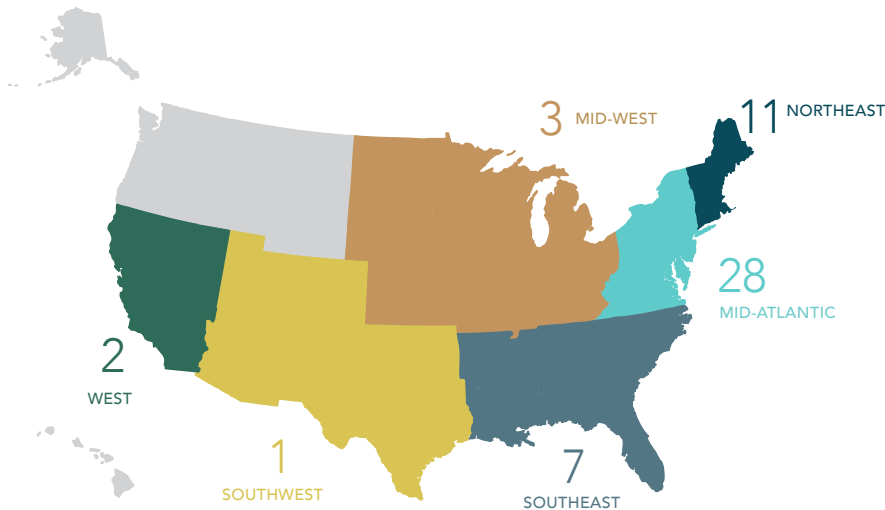
46/56 (82%)  
working full time



9/56 (16%)  
attending graduate school



1/56 (2%)  
Internship



# Marketing Major 1

Total Respondents: 43



91% (39/43)

Employed full-time or attending graduate school



Average starting salary

\$11,583

Average bonus

## TOP EMPLOYERS

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

horizonmedia



36/43 (84%)  
working full time



3/43 (7%)  
attending graduate school



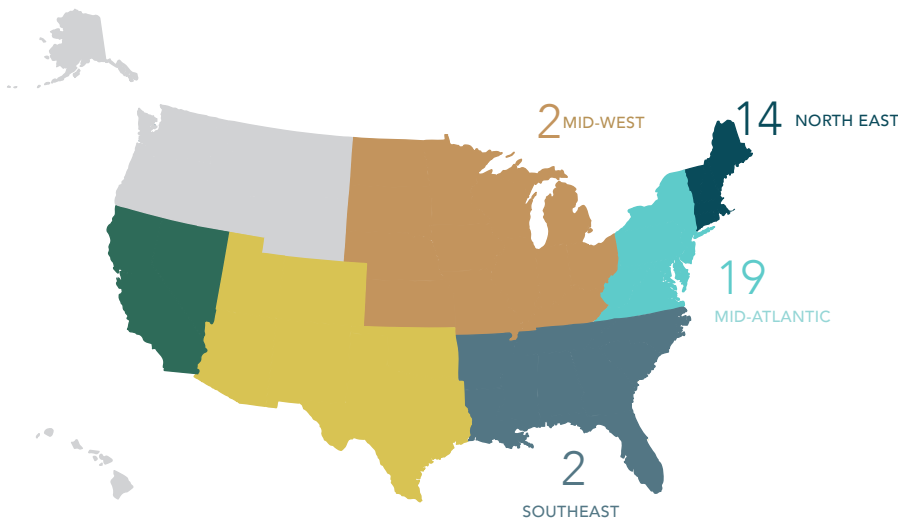
1/43 (2%)  
still seeking jobs



1/43 (2%)  
part-time



2/43 (5%)  
accepted a summer internship



8  
VIRGINIA

9  
D.C.

4  
NEW YORK

1  
INTERNATIONAL

5  
UNKNOWN

# Business Major 2

Total Respondents: 7



86% (6/7)

Employed full-time or attending graduate school



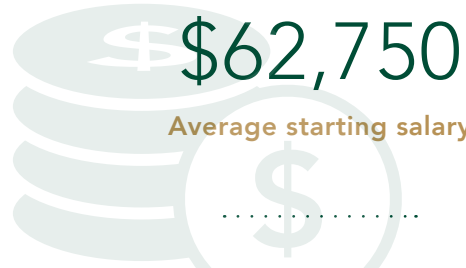
4/7 (57%)  
working full time



2/7 (29%)  
attending graduate school



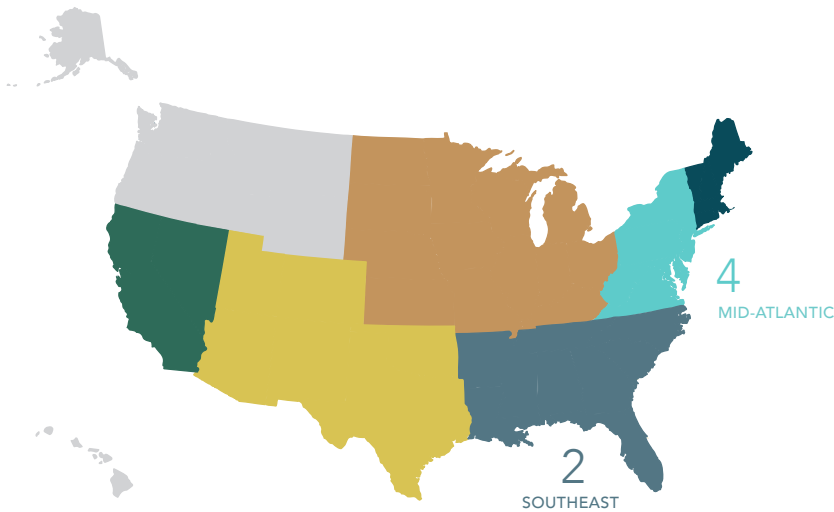
1/7 (14%)  
seeking



\$10,000  
Average bonus

### TOP EMPLOYERS

All students that reported entering the field of Business Major 2 did so with a unique employer.



2  
VIRGINIA

1  
UNKNOWN

2  
D.C.

# Employers

75 Unique Employers

13 Top Employers

9 Story Media Group	Boyd Caton Group	Fit Small Business	m/SIX	The Carlyle Group
Abrigo	Cambridge Associates	GEICO	Map My Customers	The John F Kennedy Center for the Performing Arts
Accenture	Cedar Hill Management	GMMB	MarketBridge	United Nations World Food Programme
Accenture Federal Services	Censeo Consulting Group Inc.	Goldman Sachs	Marketsmith, Inc	USA TODAY
Allianz	CGI	Grant Thornton LLP	McCann	USDA Animal and Plant Health Inspection Services (APHIS)
American Express	CGI Inc.	Greater Than One	MicroStrategy	VidMob
American Institutes for Research	Clearsight Advisors	Gresham Partners	Morgan Stanley	Virtu Financial
Ankura Consulting	Compass Wealth Strategies	Guidehouse	NVR Inc. / Ryan Homes	Walmart E-commerce at Jet.com
Apex Systems	Cornerstone Research	Harris Williams	PBS Distribution	Washington Redskins
Area Staage at the Mead Center for American Theater	CVP (Customer Value Partners)	Horizon Media	Pfizer	William & Mary Football
Ayco Goldman Sachs	Deloitte	Huntington Bank	PNC Financial Services	Yes& Agency
Bain & Company	Deloitte	IBM iX	PNC Financial Services	Zoom Video Communications
BANDAI NAMCO Entertainment America Inc	Discovery Inc	Imagination Stage	PwC	
Bank of America	Edelman	Insight Sourcing Group	R2integrated	
Battle Monument Partners	Educe Group	Johnson Lambert	Raymond James	
Blackstone	Epic Systems	JPMorgan Chase	Sea Dragon Education	
Booz Allen Hamilton	EY	JPMorgan Chase & Company	Seale & Associates	
	Fannie Mae	KPMG	Siebert Williams Shank	
		Lana Jewelry	Signal Vine	
		Love Thy Neighborhood	Skyword	
			Stout Risius Ross	