83% of the Class of 2020 reported positive career outcomes – employed or attending graduate/professional school – within 6 months of graduation. Knowledge rate for the Class of 2020 is 79% compared to the national average, which is 65%. (NACE, 2019)

N=1,652 surveyed. (Knowledge rate: 79%. National average is 65% – NACE, 2019.)

The Cohen Career Center’s data collection for student career outcomes, reflected in this report, adheres to the standards and guiding principles established by the National Association of Colleges and Employers.

Average Salaries

Reported by W&M Class of 2020

OVERALL FT MEAN SALARY
National Mean Salary: $55,260
(NACE Salary Survey, Summer 2021)

MEAN FT SALARY FOR BBA
$69,671

MEAN FT SALARY FOR ARTS & SCIENCES
$70,774

INDUSTRIES

BUSINESS CAREERS
$74,200

CREATIVE CAREERS
$58,200

PUBLIC SERVICE CAREERS
$88,153

EDUCATION CAREERS
$36,564

STEM CAREERS
$55,310

Top Employers

The Class of 2020 reported 371 unique employers. Below are employers who hired 4 or more members:

accenture  AlphaSights  BofA SECURITIES  Booz | Allen | Hamilton
Capital One  CGI  City Year  Deloitte  Epic  EY
JPMorgan Chase & Co.  KCIC  KPMG  Lafayette Group  Leidos
SENTARA  William & Mary

* To learn more about salaries based on occupational field and geographic location, visit the Occupational Outlook Handbook published by the Bureau of Labor Statistics at https://www.bls.gov/ooh/.
Top Graduate/Professional Schools

36% of the undergraduate Class of 2020 matriculated to 61 distinct graduate/professional programs. Those enrolling 4 or more students:

According to the National Student Clearinghouse, the W&M Next Destination Survey, and mined data, the following advanced degrees and certifications were sought by the Class of 2020.

- **First Professional Degree***: 68
- **Doctoral Degree**: 60
- **Master’s Degree**: 243
- **Graduate Program, Unspecified**: 76
- **Post-Baccalaureate Certification or Coursework**: 43

* Includes law and medicine
First Destination Geographic Distribution

*Geographic locations for employment and graduate/professional school were derived from NDS respondents, the National Student Clearinghouse, and mined data.

**UNITED STATES**

- **NORTHEAST**: 143
- **MID-ATLANTIC**: 674
- **MIDWEST**: 41
- **WEST**: 48
- **SOUTHWEST**: 24
- **SOUTHEAST**: 86
- **UNKNOWN**: 26
- **REMOTE**: 13

**INTERNATIONAL**

- **NORTH AMERICA, OTHER**: 3
- **SOUTH AMERICA**: 1
- **AFRICA**: 1
- **EUROPE**: 11
- **ASIA**: 9
One of the keys to successful career planning is an early start. The Cohen Career Center delivers programs and opportunities open to all class years, majors, and areas of interest. The graphic below illustrates the number of advising contacts from July 1, 2020 to June 30, 2021.

**Funding for Unpaid Summer Experience (F.U.S.E.)**
13 students were funded for participation in unpaid summer internships, allowing them to gain valuable skills and work experience in a variety of industries. (Please note, F.U.S.E. is not intended to make up for lost wages, but to allow greater access to experiential learning.)

- Students Funded: 13
- Awarded More Than: $29,000

*Students needs were greatly reduced due to sites shifting to virtual internships (COVID-19)*

**Externships & Career Chats**
218 students participated in Externships and Career Chats which allowed them to network and gain exposure to industries of interest at 39 unique sites.

- Students Participated: 218
- Sites/Employers: 39
Mock Interviews

48 unique students participated in practice interviews with career advisors, employers, alumni, and industry volunteers which included parents and community partners.

Big Interview

442 students used Big Interview -- a free, online interview preparation service for W&M students. Big Interview is paid for and provided by Cohen Career Center.

Programs

Programs are hosted year round by the Cohen Career Center and are designed to teach students about relevant topics such as resumes, cover letters, the job search, interviews, networking, graduate and professional school, and more.

Programs include workshops, meet ups, crash courses, roundtable discussions, themed series, chats/talks, panels, virtual visits, seminars, and presentations.

Cohen-Produced Newsletters

8 TYPES OF NEWSLETTER

AUDIENCE

ALL
Career Conversations
FIRST-YEARS/SOPHOMORES
JumpStart
ATHLETES
Tribe Athlete Career Guide
INDUSTRIES
Business, Creative,
Education & Human Service,
Public Service,
Science & Technology

149 TOTAL ISSUES

403,280 CIRCULATION

Students may subscribe and have access to all newsletters regardless of major, class year, or interest.
In the Next Destination Survey, experiential learning was defined as applied research, internships, externships, field experience, and student employment in order to capture the most meaningful experiences reported by the Class of 2020. To the right are those sites with 2 or more responses from this cohort.
# Recruiting Engagement

![Total employer/grad school engagements (in-person and virtual)](image)

Total employer/grad school engagements (in-person and virtual)

5,494

- Numbers represent all touchpoints between recruiters and students, not unique values. Total includes fairs, information sessions, interview days, OCR employers, externship sites, and employer mock interviews.

---

## Annual Recruitment Events*

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Fall 2020</th>
<th>Spring 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meet the Firms 2020</strong></td>
<td>267</td>
<td>38</td>
</tr>
<tr>
<td>Students</td>
<td>27</td>
<td>224</td>
</tr>
<tr>
<td>Employers</td>
<td>35</td>
<td>38</td>
</tr>
<tr>
<td><strong>Graduate &amp; Professional School Fair 2020</strong></td>
<td>23</td>
<td>44</td>
</tr>
<tr>
<td>Students</td>
<td>62</td>
<td>38</td>
</tr>
<tr>
<td>Representatives</td>
<td>23</td>
<td>44</td>
</tr>
<tr>
<td><strong>2020 New York</strong></td>
<td>44</td>
<td>53</td>
</tr>
<tr>
<td>W&amp;M Students</td>
<td>224</td>
<td>91</td>
</tr>
<tr>
<td>Employers</td>
<td>15</td>
<td>38</td>
</tr>
<tr>
<td><strong>2021 Government, Education &amp; Nonprofit Career Fair at Georgetown University in DC</strong></td>
<td>53</td>
<td>91</td>
</tr>
<tr>
<td>W&amp;M Students</td>
<td>94</td>
<td>27</td>
</tr>
<tr>
<td>Employers</td>
<td>1,437</td>
<td></td>
</tr>
</tbody>
</table>

---

*Annual recruitment events were moved to virtual format due to the pandemic.
Each fall and spring, employers set up interviews with W&M students for jobs and internships. All majors are recruited for a variety of industries.

**On-Campus Recruitment (OCR)**

<table>
<thead>
<tr>
<th>Schedules</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews</td>
<td>285</td>
</tr>
</tbody>
</table>

**TribeCareers**

TribeCareers is the hub for William & Mary students seeking opportunities. Our Employer Engagement team introduces our students to a wide variety of jobs, internships, fellowships, and other career experiences available throughout the Commonwealth, the nation, and the world.

**Signature Events**

Each year the Cohen Career Center hosts a number of trips where students from any academic background can attend site visits and gain in-depth industry exposure.

A. W&M Wall Street Trip (Virtual)
   - 13 Employers
   - 76 Alumni
   - 23 Students

B. Science Careers Expo (Virtual)
   - 21 Employers
   - 124 Students

C. Day in DC (Virtual)
   - 59 Employers/Panelists
   - 2 Keynote Speakers
   - 95 Students

D. Creative Careers (Virtual)
   - 18 Alumni/Panelists
   - 84 Students

E. TechTrek (Virtual)
   - 11 Alumni/Panelists
   - 30 Students

*Annual recruitment events were moved to virtual format due to the pandemic.

*Due to global pandemic, trips were moved to virtual format.