

# OUTCOMES REPORT

*Undergraduate Business | Class of 2024*



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## Methodology

### NACE STANDARDS

The Office of Career Development & Professional Engagement adheres to standards for first destination survey guidelines set by the National Association of Colleges and Employers (NACE). In addition to standard questions regarding post-graduation plans (e.g., employment data, graduate/professional school data), the survey collects applied learning data, next destination alignment with career goals, and 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 August; then, it is sent monthly to non-respondents and re-sent to those who indicate their status as 'job seeking' or 'applying to graduate/professional 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 the William & Mary Office of Career Development & Professional Engagement 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 Office of Career Development & Professional Engagement's goal is the highest rate possible; the national average for Bachelor degrees is 55% according to NACE's First Destinations Dashboard for the Class of 2024. 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.

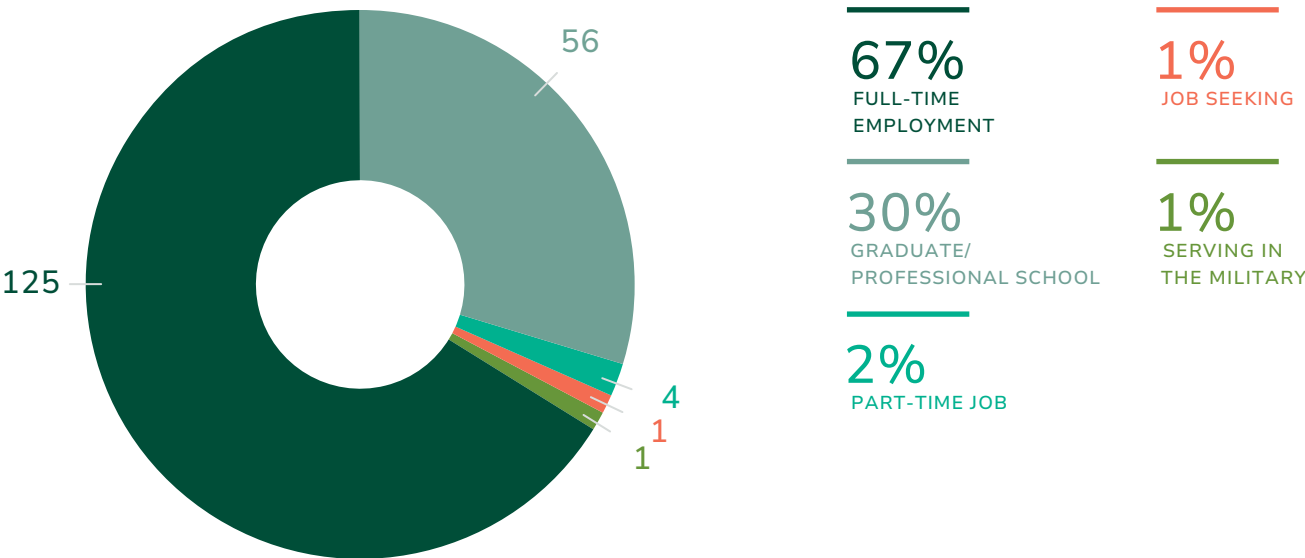
# Results

Class of 2024 BBA: Major 1 and Major 2

93% knowledge rate, n=187/201

Career outcomes rate: 99% (185/187) reported employment or attending graduate/professional school

## Business Majors Next Destination



## Salary & Bonus

70% (87/125) of those reporting full-time employment also reported salary information.

Mean salary	Median salary
\$78,142	\$79,600

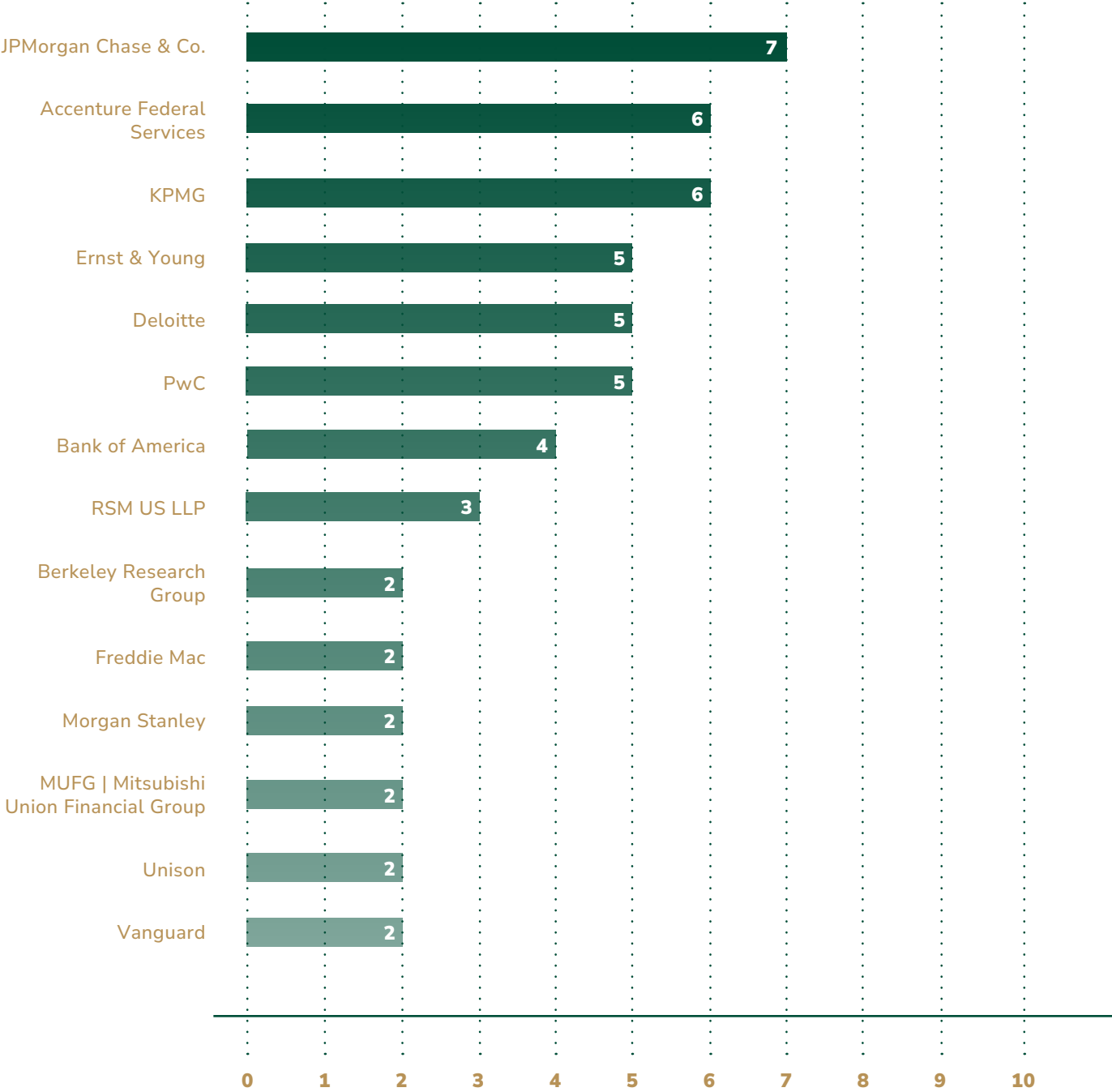
\$  
\$  
\$  
\$

Mean bonus	Median bonus
\$6,504	\$7,588

49% (61/125) of those reporting full-time employment also reported bonus information.

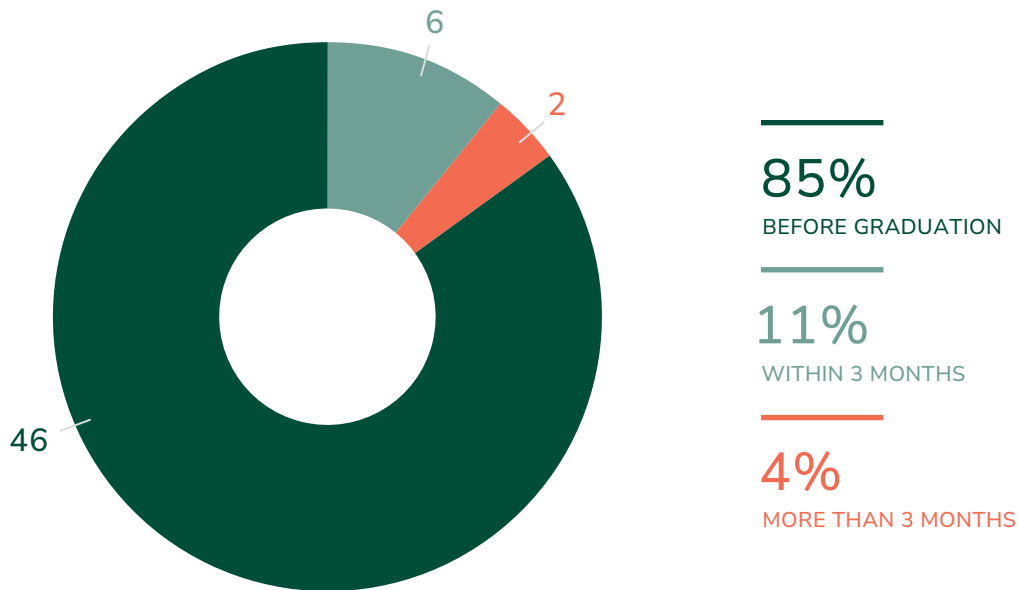
# Top Employers

Employers with 2 or more undergraduate hires



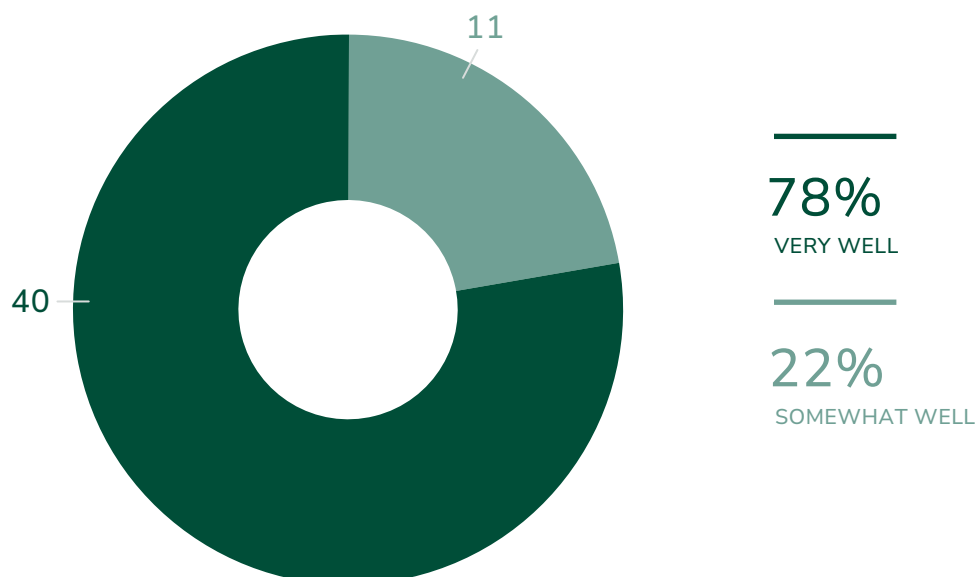
## Timing of Employment Offer Acceptance

42% (54/129) knowledge rate for full-time and part-time employment



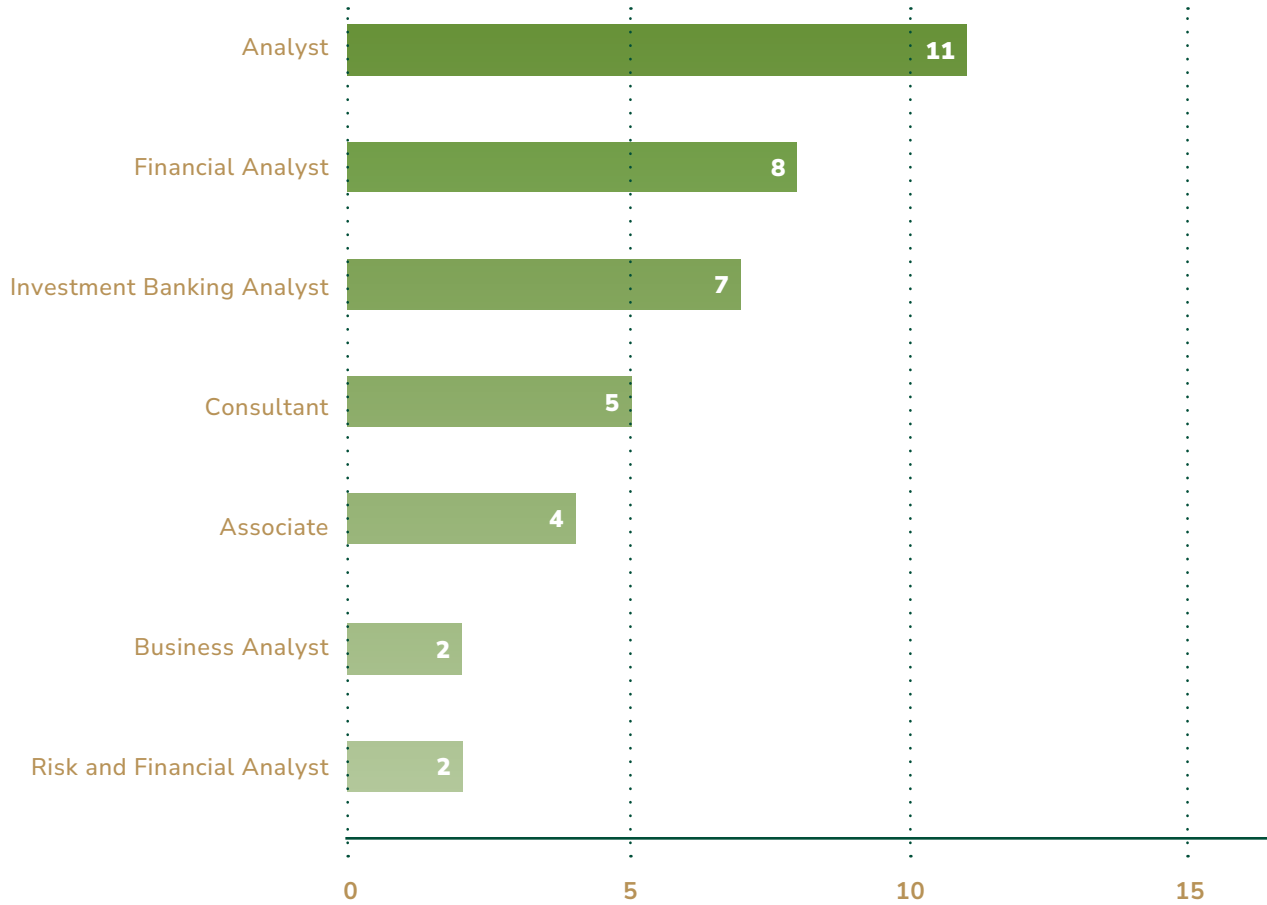
## Employment Alignment with Career Goals

100% (51/51) combined response for somewhat well and very well



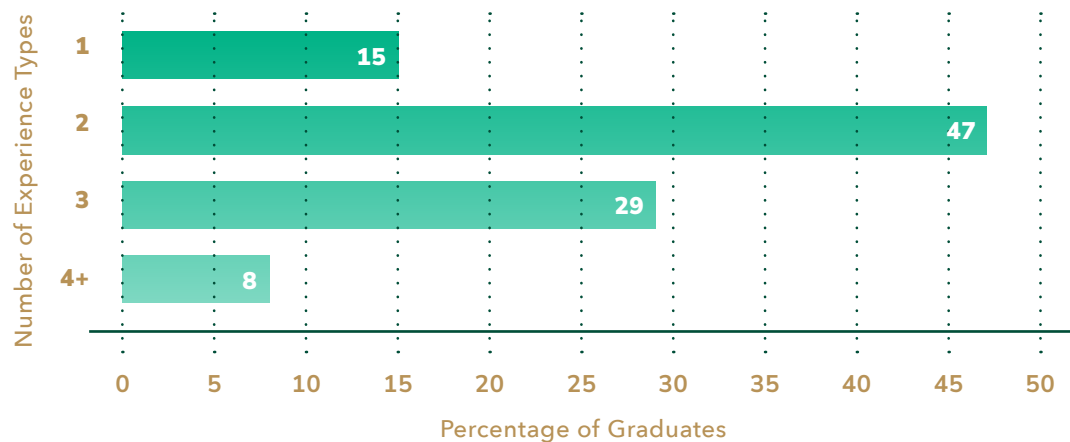
## Employment: Title or Rank

Employment titles occurring 2 or more times



## Applied Learning Participation Frequency

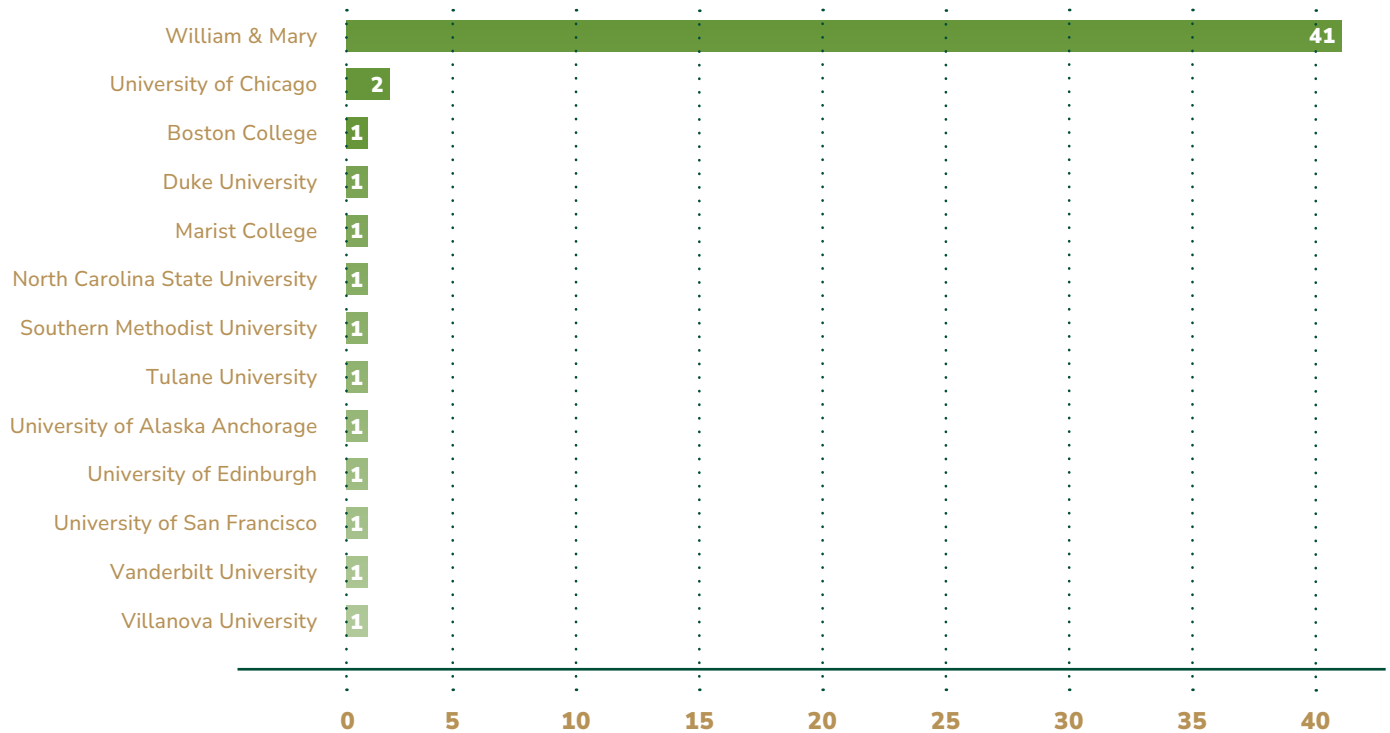
33% (62/187) reported completing at least one applied learning experience prior to graduation



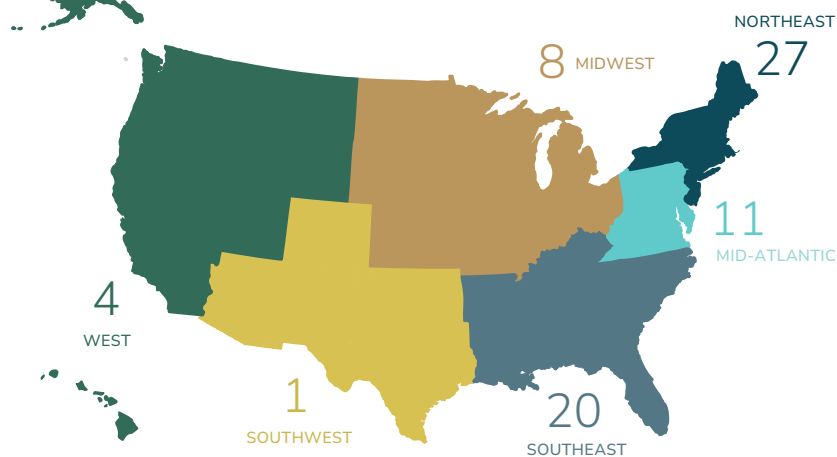
## Graduate/Professional Institutions

30% (56/187) reported attending graduate/professional schools after receiving a bachelor's degree

96% (54/56) disclosed the graduate/professional school they are to attend



## Geographic Distribution



94

VIRGINIA

14

D.C.

\* 179 locations representing the career outcomes rate (employment and graduate/professional school)

# Accounting Major 1

Knowledge rate: 93% (25/27)



100%  
(25/25)

Employed or attending  
graduate school



19/25 (76%)  
working full time



6/25 (24%)  
attending graduate school



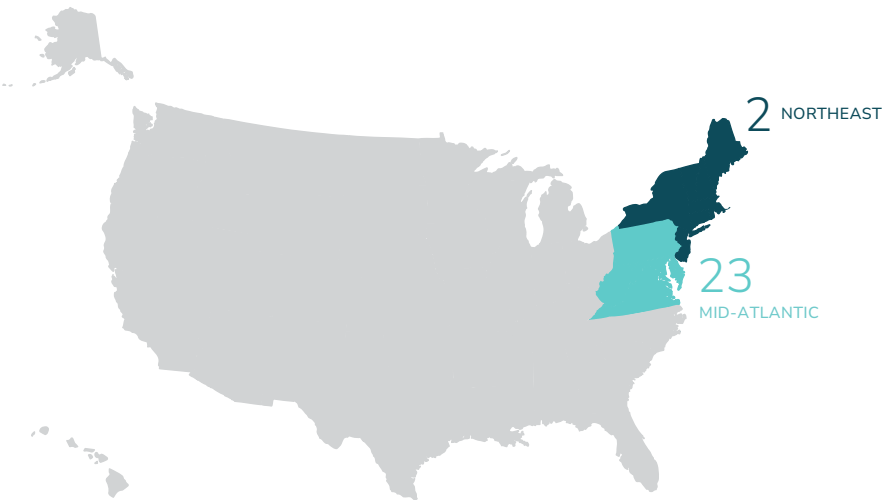
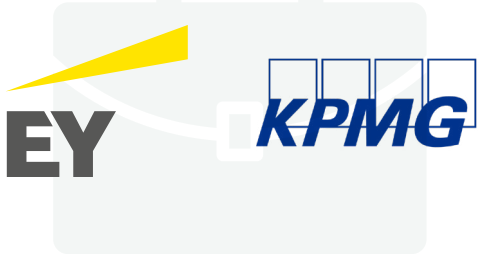
Average starting salary

\$10,000

Average bonus

## TOP EMPLOYERS

Data for Accounting Major 1 revealed 4 unique employers.  
Those hiring 2 or more members of the graduating class were:



21  
VIRGINIA

2  
D.C.



# Business Analytics Major 1

Knowledge rate: 82% (31/38)  
Includes BADS and BASC



97%  
(30/31)  
Employed or attending  
graduate school



20/31 (65%)  
working full time



10/31 (32%)  
attending graduate school



1/31 (3%)  
job-seeking



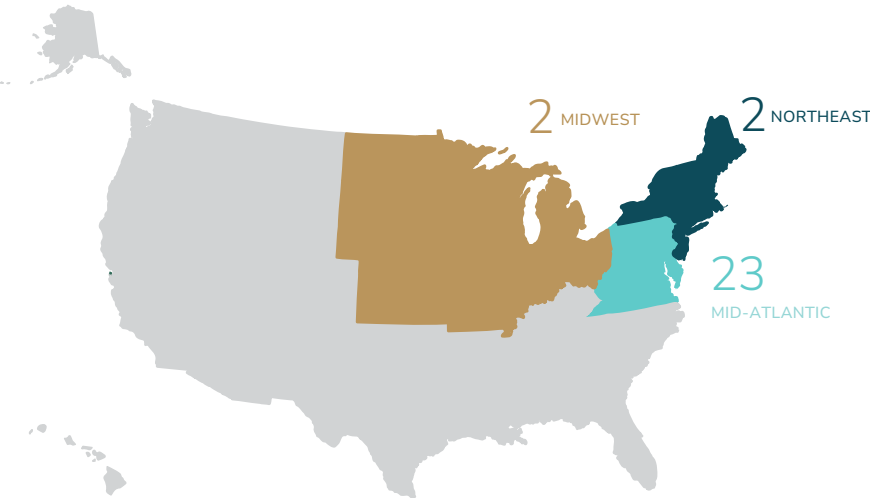
Average starting salary



Average bonus

## TOP EMPLOYERS

Data for Business Analytics Major 1 revealed 18 unique employers.  
Featured employers are:



20  
VIRGINIA

2  
D.C.

1  
INTERNATIONAL

3  
UNKNOWN

# Finance Major 1

Knowledge rate: 96% (89/93)



100%  
(89/89)

Employed or attending  
graduate school



Average starting salary

\$9,205

Average bonus

## TOP EMPLOYERS

Data for Finance Major 1 revealed 54 unique employers.  
Those hiring 2 or more members of the graduating class were:



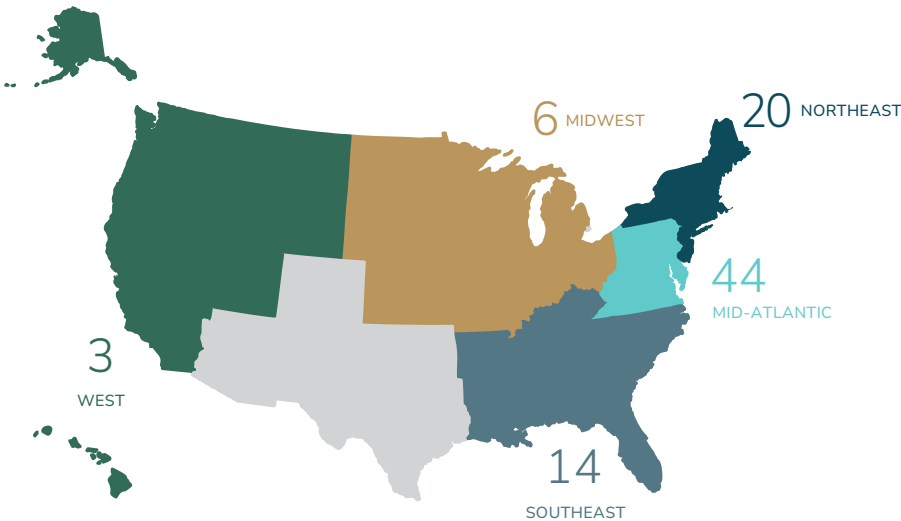
74/89 (83%)  
working full time



14/89 (16%)  
attending graduate school



1/89 (1%)  
serving in the military



# Marketing Major 1

Knowledge rate: 97% (34/35)



100%  
(34/34)

Employed or attending  
graduate school



22/34 (65%)  
working full time



9/34 (26%)  
attending graduate school



3/34 (9%)  
working part time



\$71,827

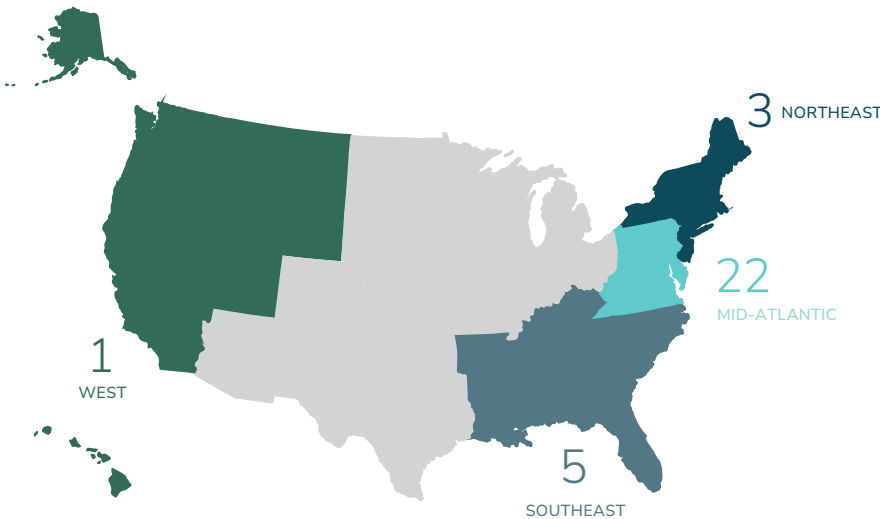
Average starting salary

\$7,588

Average bonus

## TOP EMPLOYERS

Data for Marketing Major 1 revealed 23 unique employers.  
Featured employers are:

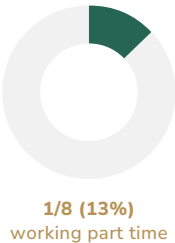
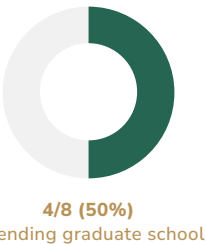
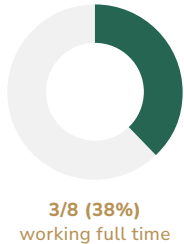
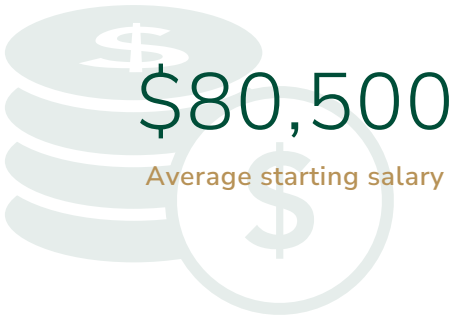


20  
VIRGINIA

3  
UNKNOWN

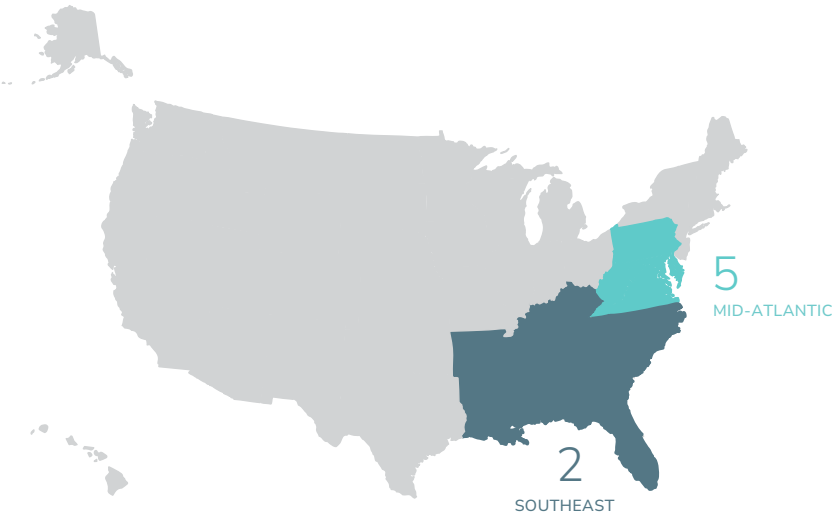
# Business Major 2

Knowledge rate: 100% (8/8)  
Includes BADS, FIN, and MKT



## TOP EMPLOYERS

Data for Business Major 2 revealed 4 unique employers.  
Featured employers are:



3  
VIRGINIA

1  
UNKNOWN

# Employers

90 Unique Employers

14 Top Employers

Abrdn	Cenvar Roofing	Financial Industry Regulatory Authority (FINRA)	MainStreet Investment Advisors, LLC	RSM US LLP
Accenture Federal Services	Chatham Financial	Five Tier, Inc.	Marsh	Running Lights LLC
aDataExpert.com	Chester Upland Youth Soccer	Freddie Mac	Matrix Capital Markets Group	Ryan
Adelphi Research	Citizens Bank	General Dynamics Information Technology	Microsoft	Ryan Homes
Ally Financial	Clearsight Advisors	Georgetown Events	Morgan Stanley	Sunburst Solar LLC
Alvarez and Marsal	Club K-9	Guidehouse	MUFG   Mitsubishi Union Financial Group	Tampa Bay Buccaneers
Ankura	Coastal Athletic Association	HSBC	Naval Air Systems Command	TE Connectivity
Apollo Global Management	Cornerstone Research	J.P. Morgan Chase	Nestle USA	The Christos Companies
Avyance	CoStar Group	Jefferies	New Engen, Inc.	The Ritz-Carlton, Sarasota
Bank of America	Deloitte	JWP Connatix	Northern Trust Asset Management	The TARA Group
Berkeley Research Group	Denali Growth Partners	KCIC	Old Dominion University	Treaty United FC
Big T RSL, Inc	Department of Commerce	Kensington Senior Living	Pipaya	Unison
Bloomberg LP	Dewberry	Kenzal	PNC Bank	Vanguard
Booz Allen Hamilton	Dodd Rv of the Peninsula	Kopernik Global Investors, LLC	PwC	Verizon
Brown Brothers Harriman	DTS Consulting	Landmark Dividend	Radley Run Country Club	Vertex
Capital One	Epic Systems	Lipscomb University	Reformed University Fellowship	Violy & Company
Cary Street Partners	Ernst & Young			Wake Forest Athletics
Cason Financial Group, LLC	Federal Reserve Bank of Chicago			Wayfair
CBIZ MHM				West Monroe Partners
				William & Mary