OUTCOMES REPORT

Undergraduate Business | Class of 2020
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

- 57% FULL TIME JOB
- 18% GRADUATE/PROFESSIONAL SCHOOL
- 18% JOB SEEKING
- 1% PART-TIME JOB
- 2% APPLYING TO GRADUATE PROFESSIONAL SCHOOL
- 4% OTHER

*Neither job seeking, attending graduate/professional school, or employed*

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

- Deloitte: 8
- EY: 7
- Accenture: 5
- Capital One: 4
- JPMorgan Chase: 4
- Bank of America: 3
- Booz Allen Hamilton: 3
- KPMG: 3
- AlphaSights: 2
- Genworth Financial: 2
- KCIC: 2
- Morgan Stanley: 2
- Truist Securities: 2
Timing of Employment Offer Acceptance
100% (106/106) knowledge rate for full-time and part-time jobs

- 48% BEFORE GRADUATION
- 48% WITHIN 3 MONTHS
- 4% MORE THAN 3 MONTHS

Employment Alignment with Career Goals
92% of (44/48) combined response for somewhat well and very well

- 67% VERY WELL
- 8% NOT WELL/UNSURE
- 25% SOMEWHAT WELL
### Employment Title or Rank

Employment titles listed occurred two or more times when capturing outcomes.

<table>
<thead>
<tr>
<th>Title or Rank</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst</td>
<td>12</td>
</tr>
<tr>
<td>Investment Banking Analyst</td>
<td>5</td>
</tr>
<tr>
<td>Consultant</td>
<td>4</td>
</tr>
<tr>
<td>Associate</td>
<td>3</td>
</tr>
<tr>
<td>Advisory Analyst</td>
<td>2</td>
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<tr>
<td>Associate, Client Services</td>
<td>2</td>
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<tr>
<td>Associate Consultant</td>
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<tr>
<td>Audit Associate</td>
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<tr>
<td>Business Analyst</td>
<td>2</td>
</tr>
<tr>
<td>Corporate Development</td>
<td>2</td>
</tr>
<tr>
<td>Management Rotational Program Associate</td>
<td>2</td>
</tr>
<tr>
<td>Marketing Intern</td>
<td>2</td>
</tr>
</tbody>
</table>
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

- William & Mary: 20
- University of St. Andrews: 3
- Columbia University: 1
- Georgetown University: 1
- George Washington University: 1
- University of South Carolina: 1
- University of Southern California: 1
- University of Mississippi: 1
- Vanderbilt University: 1
- Villanova University: 1
- Virginia Commonwealth University: 1

*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

Average starting salary
$62,000

Average bonus
$5,000

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

Deloitte
KPMG

TOTAL KNOWLEDGE: 84% (31/37) GRADUATES

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.

19 MID- ATLANTIC

2 NORTHEAST

1 SOUTHEAST
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
- 23/30 (77%) working full time
- 3/30 (10%) attending graduate/professional school
- 4/30 (13%) job seeking

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

- Accenture
- Capital One
- EY

Employers by Region:
- 4 NORTH EAST
- 20 MID-ATLANTIC
- 1 SOUTH EAST
- 1 WEST
- 16 VIRGINIA
- 4 D.C.
- 1 NEW YORK
Finance Major 1

Total knowledge: 95% (71/75) graduates

- Employed or attending graduate school: 86% (61/71)
- Average starting salary: $74,900
- Average bonus: $17,583

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

- Accenture
- EY
- Booz | Allen | Hamilton
- Bank of America
- JPMorgan Chase
- Deloitte
- Truist
- Morgan Stanley

Geographic Distribution:
- Virginia: 13
- D.C.: 11
- New York: 2
- International: 2

Regions:
- West: 4
- South West: 1
- South East: 2
- Mid-Atlantic: 27
- Mid-West: 2
- Northeast: 23
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

16/39 (41%) working full time
6/39 (15%) attending graduate/professional school
16/39 (41%) job-seeking
1/39 (3%) other

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

TOP EMPLOYERS

Map indicating distribution of graduates by region:
- **1 MID-WEST**
- **3 NORTH EAST**
- **8 VIRGINIA**
- **3 INTERNATIONAL**
- **2 D.C.**
- **2 SOUTHEAST**
- **1 MID-ATLANTIC**
Business Major 2

Total knowledge: 92% (11/12) graduates

- Employed or attending graduate school: 73% (8/11)
- Average starting salary: $82,500
- Average bonus: $60,000


- 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

3 NORTH EAST
5 MID-ATLANTIC
3 VIRGINIA
1 D.C.
Employers

57 Unique Employers
14 Top Employers

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

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