



**Passing the Torch**  
*Post-Graduation Outcomes*  
17/18 to 19/20



INSTITUTIONAL  
EFFECTIVENESS



**INSTITUTIONAL  
EFFECTIVENESS**

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# PROJECT OVERVIEW

The Northern Michigan University office of Institutional Effectiveness administers the Post-Graduation Outcomes Survey to attain a snapshot of alumni employment and educational activities since graduation.

The following report summarizes outcomes for students who graduated from Northern Michigan University between Summer 2017 and Winter 2020, or academic years<sup>1</sup> 2017/2018, 2018/2019, and 2019/2020.

The overall survey response rate is 33.5% and was achieved through an aggressive and multi-modal marketing campaign.

Interactive results are available on the Institutional Effectiveness website at [www.nmu.edu/ie](http://www.nmu.edu/ie).

## Key Highlights

### Placement

- **93.0% of recent graduates are employed or continuing their education**
  - ↳ 70.2% are employed full-time or part-time
  - ↳ 21.5% are continuing their education
    - ↳ 10.8% are continuing their education
    - ↳ 10.7% are both continuing their education *and* employed
  - ↳ 1.3% are serving in the U.S. military or a volunteer/service program (e.g., PeaceCorps)
- **7.0% of recent graduates are not currently employed nor continuing their education**
  - ↳ 6.2% report seeking employment or continuing education opportunities
  - ↳ 0.8% report not seeking employment at this time

### Employment

- **52.5% work in the for-profit sector, 28.1% work in the public sector, 16.5% work in the non-profit sector, and 2.9% are self-employed**
- **90.1% report the skills they developed at NMU are related to their current position**
- **84.3% report their major is related to their current position**
- **86.9% report their desired career is related to their current position**
- **85.7% report that they are satisfied with their current position**

### Continuing Education

- **21.5% of recent graduates are currently continuing their education or have earned an additional degree since graduation**
- **Most common continuing education institutions include: Northern Michigan University, Michigan State University, Central Michigan University, Grand Valley State University, University of Michigan, and Wayne State University**

### Ongoing Connection to NMU

- **3 out of 4 alumni (72.2%) believe feeling connected to NMU after graduation is important**
- **After graduation, alumni report they identify strongest with their Academic Discipline and to NMU as a Whole**

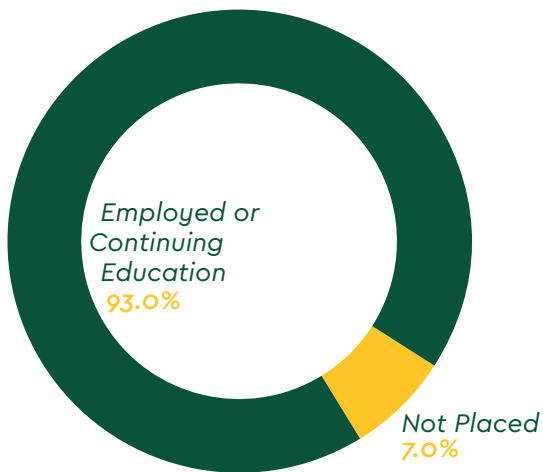




# Post-Grad Outcomes: 2017-2020 University Wide

The Northern Michigan University Post-Graduation Outcomes Project maintains a snapshot of alumni employment and educational activities since graduation. Find interactive dashboards and executive summary at [www.nmu.edu/ie](http://www.nmu.edu/ie).

## Placement Rate



# 80.3%

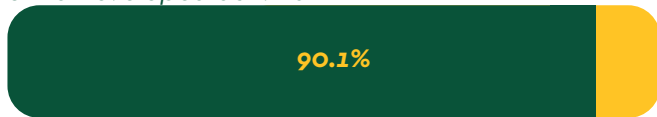
## Would enroll in the same program again

## Continuing Education



## Alignment of Current Position with...

*Skills Developed at NMU*



*Undergraduate Major*



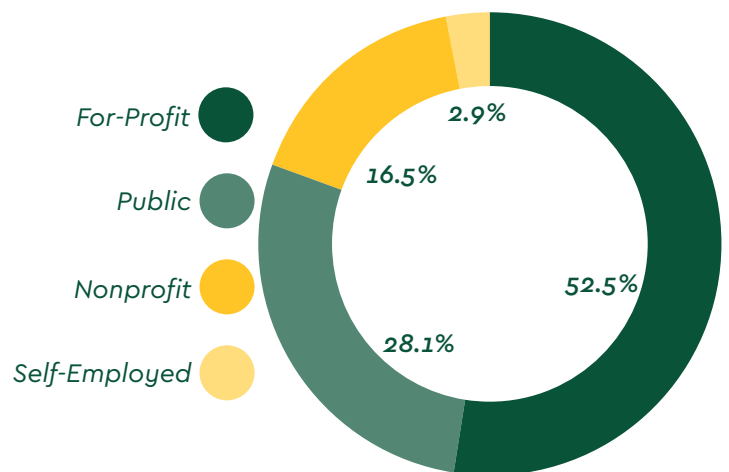
*Desired Career Path*



Very Related and Somewhat Related

Completely Unrelated

## Employment by Sector



# 85.7%

## Satisfied with Current Position



# SUMMARY OF METHODS

The Northern Michigan University office of Institutional Effectiveness administers the Post-Graduation Outcomes Survey at 3-year increments. The 2017-2020 cycle is the second administration of this survey, with the first occurring during summer 2018 in collaboration with the Assessment of Learning (AOL) committee.

The survey instrument was developed through a combination of best practice, evaluation of post-graduation outcomes projects implemented by peer institutions, and the National Association of Colleges and Employer's (NACE) First Destination Survey.

The survey was delivered via Qualtrics and data was collected from February to April 2021. NMU Alumni Relations extensively promoted the survey to eligible alumni via postcards, emails, and personalized outreach, and a social media campaign was implemented by NMU Marketing and Communications.

**A total of 1,445 alumni responded to the survey (out of 4,318 graduates), resulting in a response rate of 33.5%.**

The sample of respondents represented the total population adequately with the exception of gender where females participated at higher rates than males.

To complement this executive summary, an interactive dashboard has been created to further share results at finer levels of detail and to provide academic departments with individualized results.

The interactive dashboard can be accessed on the Institutional Effectiveness website at [www.nmu.edu/ie](http://www.nmu.edu/ie).



# RESULTS

## Overall Placement Rates

The Total Placement Rate, or the proportion of alumni who responded to the survey who are currently employed or continuing their education, is 93.0%. Among those placed, 61.1% are employed full-time<sup>3</sup>, 4.6% are employed part time, 10.7% are continuing their education and employed at the same time, 5.8% are placed in some other category of employment such as temporary/contract work, military service, or volunteer work, and 10.7% report continuing their education.

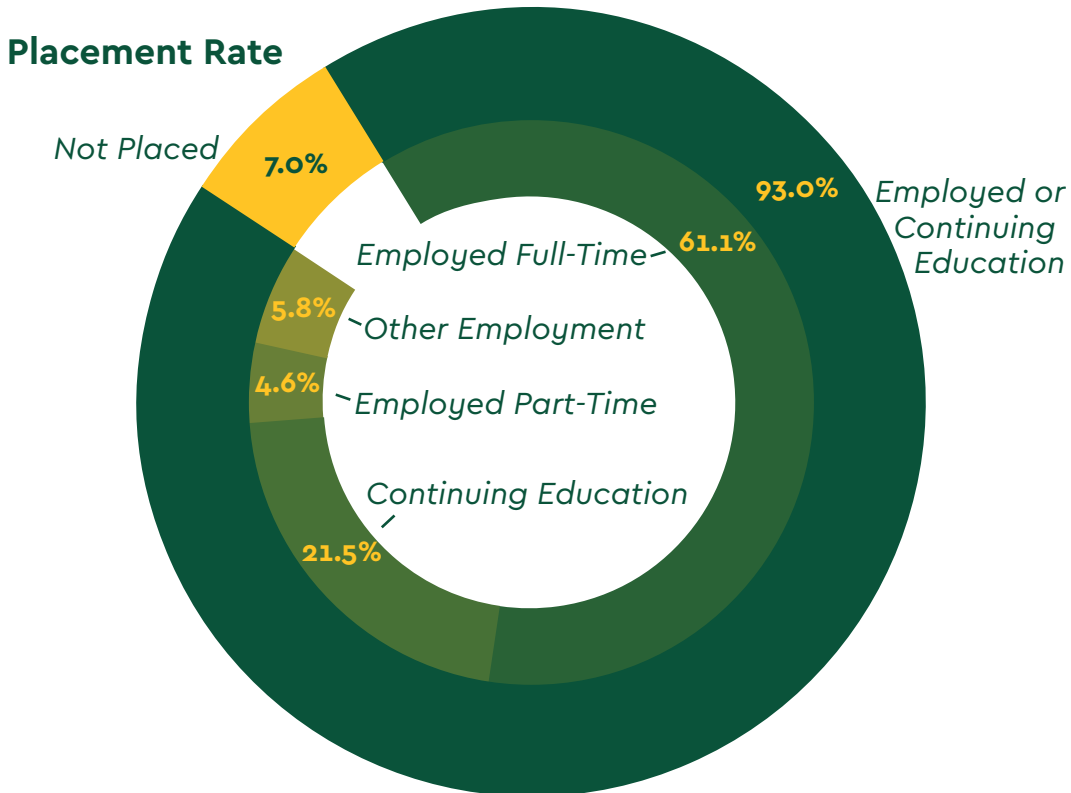
Of survey respondents, 7.0% were not placed. 6.8% report seeking employment or continuing education opportunities, and 0.8% report not seeking opportunities at this time.

## Placement Rate Details Appendix C

Of survey respondents who hold traditional employment positions, 61.1% are employed full-time and 4.6% are employed part-time. 10.8% of respondents indicate they are continuing their education and another 10.7% are continuing their education and employed at the same time.

Of those who responded that they hold “other employment,” 1.2% have a full-time temporary or contracted position; 1.1% are full-time entrepreneurs; 0.9% are serving in the U.S. military; 0.8% hold a part-time freelance position; 0.4% hold a part-time temporary or contracted position, a full-time post-graduate fellowship or internship, or are participating in a volunteer/service program (such as AmeriCorps or Peace Corps); 0.3% are working in a full-time freelance position; and 0.1% are completing a part-time post-grad fellowship or internship, or are part-time entrepreneurs.

Of survey respondents who are “not employed,” 4.9% are seeking employment, 1.3% are seeking continuing education, and 0.8% are not seeking employment.



## Placement Rates by Year <sup>Appendix D</sup>

Respondents 3 years post-graduation are more likely to work full-time (66.1%) in a traditional employment position than those 1 year post-graduation (59.1%). They are also less likely to work part-time in a traditional employment position (2.7% versus 6.5%). While the placement rate appears similar for respondents 2 and 3 years post-graduation (94.26% and 94.31%, respectively) it should be noted that, at 12.8%, respondents 2 years post-graduation are the most likely to report continuing their education when compared to 11.6% at 3 years and 8.4% at 1 year post-graduation. Respondents 2 years post-graduation are also most likely to report continuing their education while also employed, with 14.0% reporting versus 10.1% at 1 year and 8.0% at 3 years post-graduation.

Respondents 3 years post-graduation are slightly less likely to work in a category of “other employment” (5.9%) than those 1 year post-graduation (6.7%). Respondents 2 and 3 years postgraduation are less likely to report they are “not placed” (5.7%) than those 1 year out (9.1%).

**90.86%**

Placement Rate One  
Year Post-Grad

**94.26%**

Placement Rate Two  
Years Post-Grad

**94.31%**

Placement Rate Three  
Years Post-Grad

## Placement Rates by Gender <sup>Appendix E</sup>

Male respondents were more likely to hold traditional full-time employment positions (65.9%) in comparison to female respondents (58.3%). Female respondents were more likely to hold traditional part-time employment positions (5.3%) than male respondents (3.3%). Female respondents were slightly more likely to continue their education (11.1%) in comparison to male respondents (10.2%) and also more likely to be continuing their education and employed at the same time (13.1%) in comparison to male respondents (6.7%). Male respondents were more likely to be employed in the category of “other employment” (7.2%) in contrast to female respondents (5.0%).

Male respondents were less likely to report not being placed (6.7%) than female respondents (7.2%).

**95.7%**

Placement Rate for  
Females Three Years  
Post-Grad

**98.6%**

Placement Rate for  
Males Three Years  
Post-Grad





# Alignment of Employment with Skills Learned, Major, and Career Ambitions

## Appendix F

90.1% of survey respondents report their current employment is either “Very Related” or “Somewhat Related” to the skills they developed at NMU, 84.3% report their current employment is either “Very Related” or “Somewhat Related” to their undergraduate major, and 86.9% say their current employment is “Very Related” or “Somewhat Related” to their career ambitions.

Reasons current position was “Completely Unrelated” to major include:

- Looked, but could not find a job closely related to major (55.9%)
- Found an exceptional opportunity in an unrelated field (19.8%)
- Confined job search to a specific city/region and no options available at this time (14.1%)
- Jobs in the field of study did not pay well, had to look elsewhere (6.8%)
- Job search limited due to need to match career interests with someone else’s (e.g., partner, family) (2.3%)
- Jobs in the field of study did not offer opportunities for advancement (1.1%)

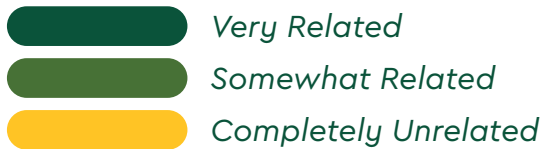
### Skills Developed at NMU



### Desired Career Path

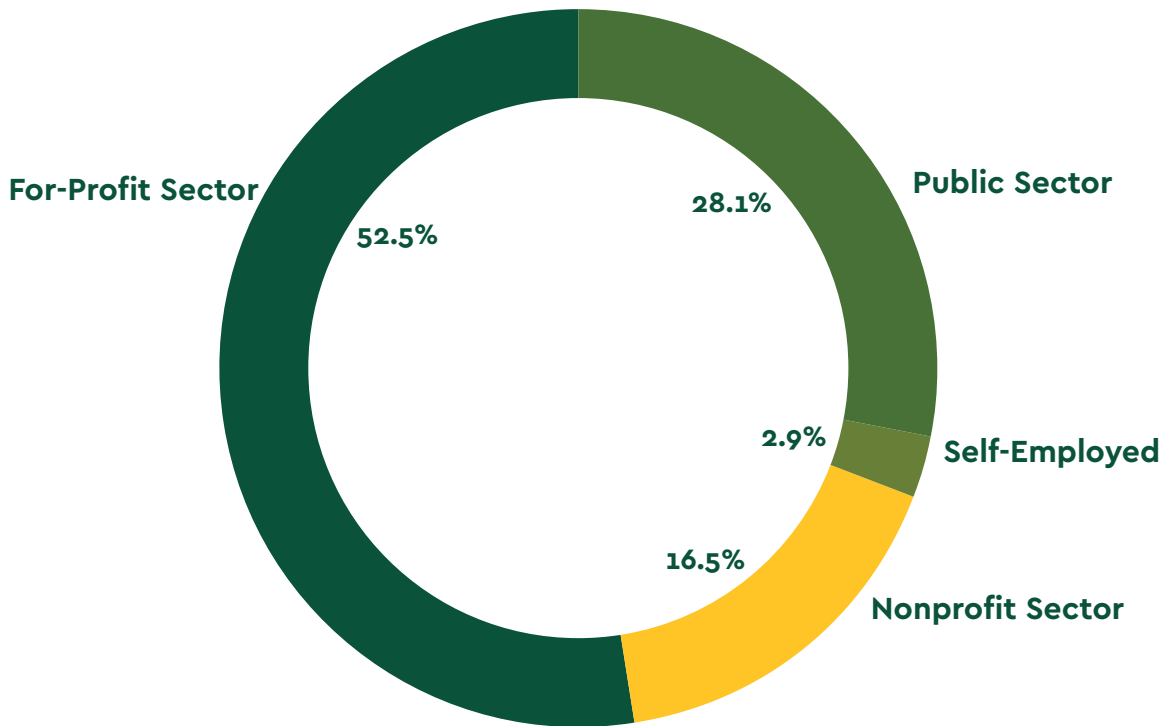


### Undergraduate Major



## Employment by Sector Appendix G

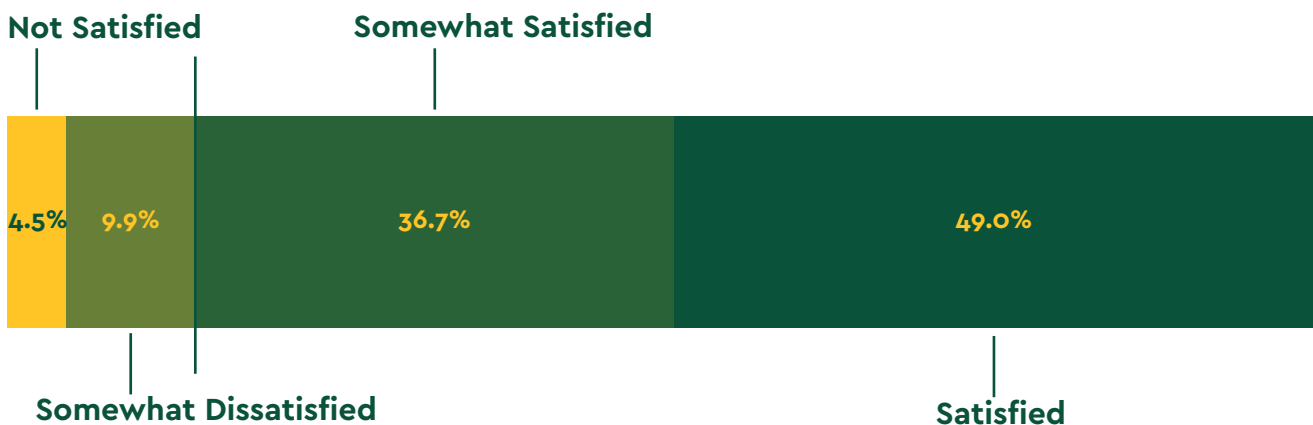
For survey respondents who report they are employed, 52.5% work in the for-profit sector, 28.1% in the public or governmental sector, 16.5% in the nonprofit sector, and 2.9% are self-employed.



## Satisfaction with Employment Appendix H

The majority of respondents report they are satisfied with their current employment, with almost half of respondents (49.0%) reporting they are “Satisfied” and an additional 36.7% reporting they are “Somewhat Satisfied.”

Less than 15% of respondents report dissatisfaction, with 9.9% reporting they are “Somewhat Dissatisfied” and 4.5% reporting they are “Not Satisfied” with their current employment.



## Most Commonly Reported Employers and Job Titles

<b>Employers</b>	<b>#</b>	<b>Job titles</b>	<b>#</b>
UP Health System – Marquette	46	Registered Nurse	93
Northern Michigan University	34	K-12 Teacher	82
United States Army	9	LPN	10
Meijer	9	Graduate Assistant	10
Spectrum Health	7	Owner	9
State of Michigan	6	Manager	8
Self Employed	6	Graphic Designer	8
Amazon	6	Sales Associate	6
Upper Peninsula Health Plan	5	Staff Accountant	6
Target	5	Project Engineer	6
Michigan Medicine	5	Graduate Teaching Assistant	6
Marquette Area Public Schools	5	Project Manager	5
Marquette Mountain Resort	5	Trooper	5
Cleveland Cliffs	3	Cashier	5

## Continuing Education Locations

Of the 21.5% who reported “Continuing Education” and “Continuing Education and Employed” as their placement status, Northern Michigan University was the most commonly reported continuing education institution.

	<b>#</b>
Northern Michigan University	99
Michigan State University	14
Central Michigan University	13
Grand Valley State University	8
University of Michigan	8
Wayne State University	8
American University of the Caribbean School of Medicine	5
Western Michigan University	5
Bay Mills Community College	4
Eastern Michigan University	4
Fox Valley Technical College	4
Oakland University	4
University of Wisconsin – Stevens Point	4
Walden University	4
Not Reported	30

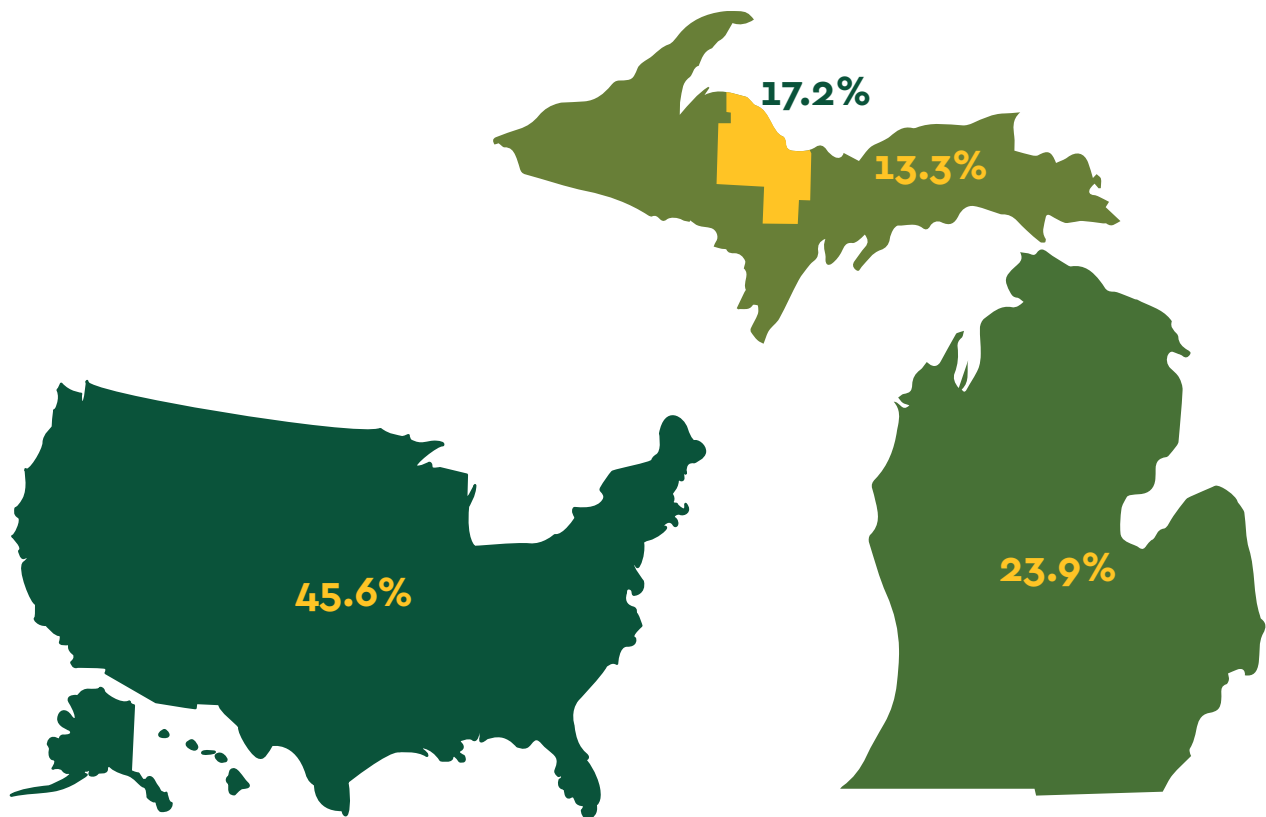
## Respondent Reported Residence

17.2% of survey respondents currently reside in Marquette County compared with 25.0% of alumni who are originally from Marquette County.

About 3 in 10 survey respondents currently live in the Upper Peninsula, similar to the number of alumni who are originally from the UP.

Of those who responded to the survey, 54.4% currently reside in Michigan and 45.6% currently reside outside of Michigan. This is also very comparable to the alumni population, with 52.5% originally from Michigan, and 47.5% hailing from out of state.

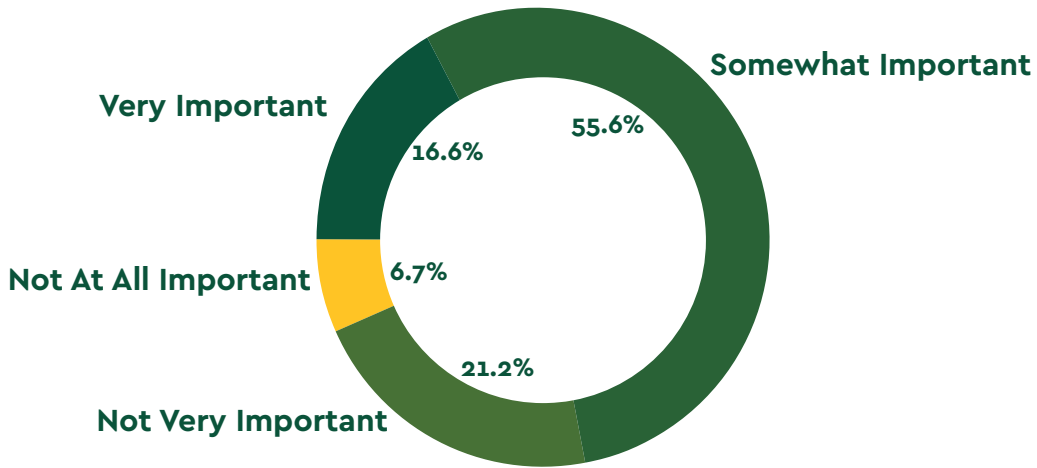
	Origin		Current	
	#	%	#	%
Marquette County	1079	25.0%	176	17.2
Upper Peninsula	1255	29.1	313	30.5
In State	2266	52.5	228	54.4
Out of State	2052	47.5	468	45.6
<b>Respondents</b>				
	4318	-	1026	23.8%



## Feeling Connected to NMU

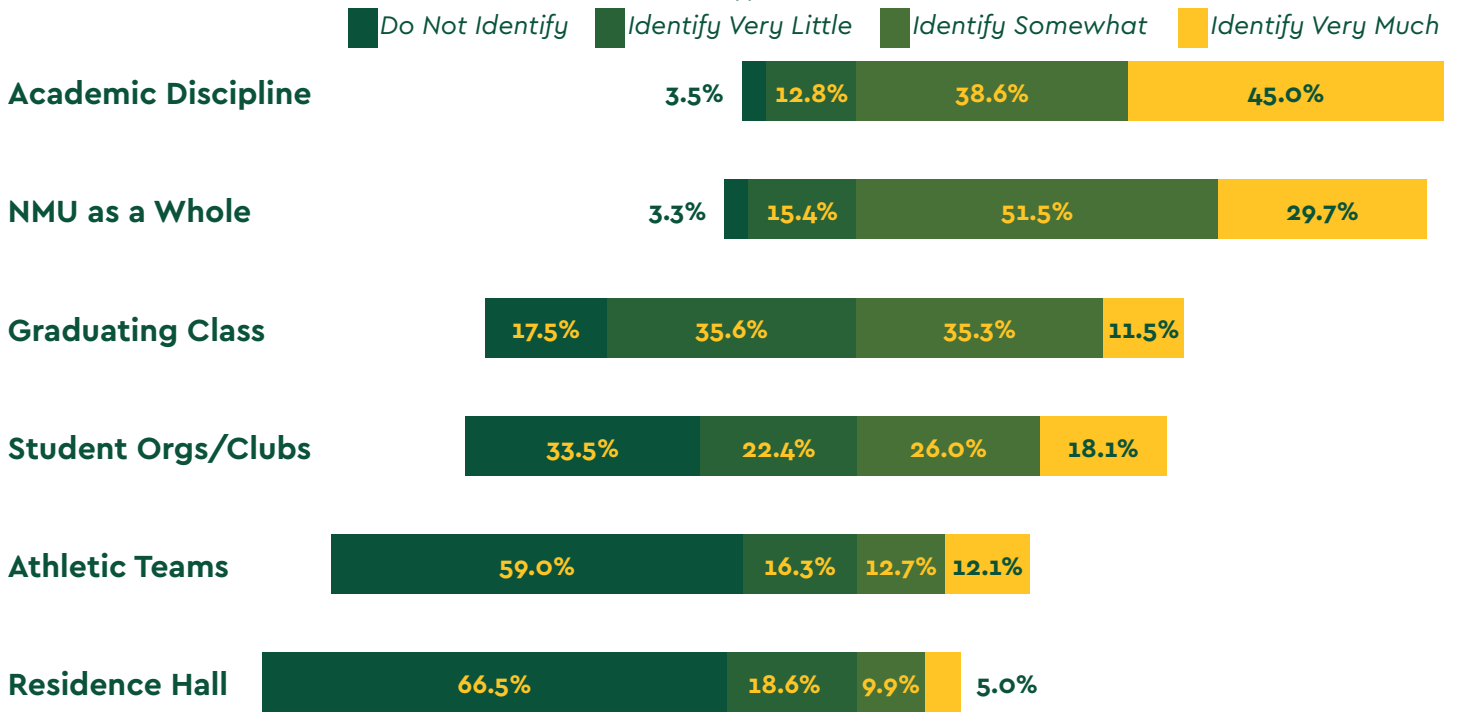
Almost 3 in 4 respondents (72.2%) believe it is “very important” (16.6%) or “somewhat important” (55.6%) to feel connected to NMU after graduation. 21.2% report feeling connected to NMU after graduation is “not very important” and 6.7% report it is “not at all important.”

### Importance of Feeling Connected to NMU Appendix I



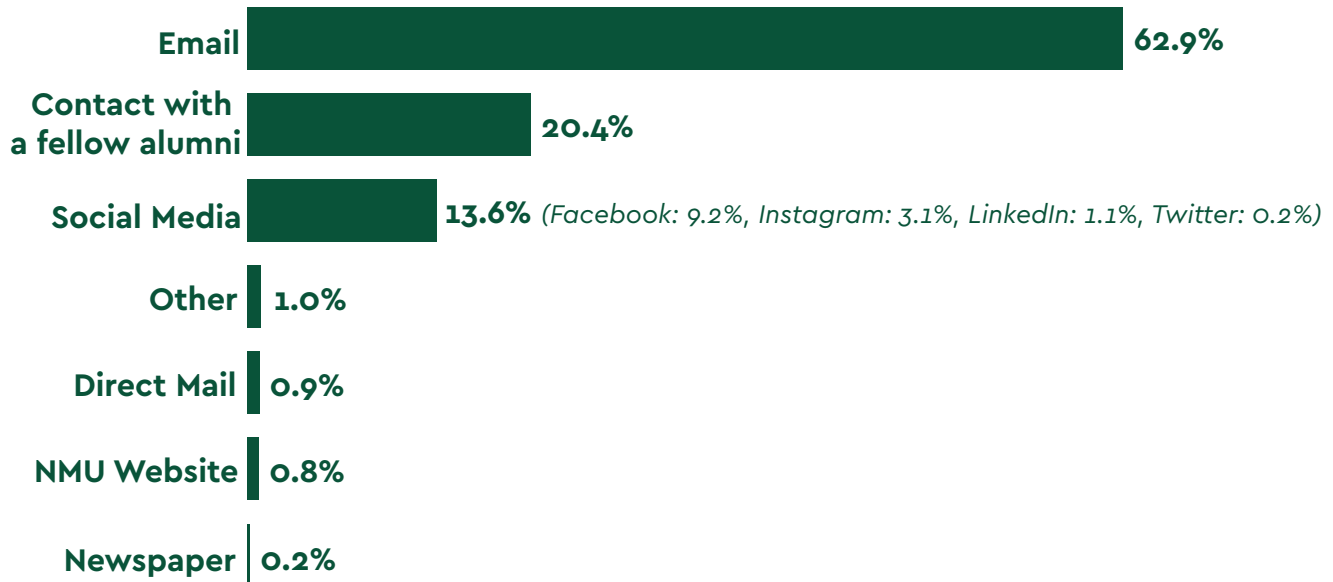
Respondents’ feelings of connection to NMU is measured by how much they continue to identify with certain aspects of the college experience after graduation. 83.6% of responding alumni report they continue to identify “very much” or “somewhat” with their Academic Discipline and 81.2% with NMU as a whole. 46.8% identify “very much” or “somewhat” with their Graduating Class, 44.1% with Student Clubs and Organizations, 24.8% with Athletic Teams, and 14.9% with their Residence Hall.

### Impacts on Feeling Connected to NMU Appendix J



## Preferred Contact Method

Most respondents (62.9%) want to receive information about NMU via email. 20.4% would prefer a fellow alumni to contact them, and 13.6% would prefer to receive this information via social media with 9.2% in favor of Facebook, 3.1% Instagram, 1.1% LinkedIn, and 0.2% Twitter. 0.9% of respondents prefer to receive information about NMU through direct mail, 0.8% on the NMU website, and 0.2% in the newspaper.



## DISSEMINATION OF RESULTS

This report is available online and can be downloaded from the NMU Institutional Effectiveness website at [www.nmu.edu/ie](http://www.nmu.edu/ie). Along with this report is an internal dashboard showcasing our analyses visually with graphics and interactive capabilities to analyze subsections of the data at finer levels of detail. Further, an external dashboard is publicly available for students, parents, and community members.

## ENDNOTES

<sup>1</sup>Academic years are calculated as summer, fall and winter.

<sup>2</sup>The federal minimum wage in 2020 was \$7.25. 2080 hours per year was used as the standard measure of full-time employment.

<sup>3</sup>Margin of error was calculated using a 95% confidence interval.



# APPENDICES

## Appendix A: Response Rates by Demographics

Demographics	Measure	Respondents	Population	Response Rate
Gender	Male	35.7%	45.7%	26.2%
	Female	64.3%	54.3%	39.6%
Ethnicity	Caucasian	92.0%	89.9%	34.2%
	Two or More Races	3.4%	3.8%	29.9%
	American Indian/ Alaska Native	1.2%	1.7%	23.6%
	African American	1.1%	1.8%	20.5%
	Asian or Pacific Islander	0.8%	0.7%	38.2%
	Hispanic	0.4%	0.2%	66.9%
	Not Reported	1.0%	1.7%	19.7%
Degree Type	Certificate	2.8%	7.4%	12.7%
	Associate	6.0%	10.1%	19.9%
	Baccalaureate	91.1%	82.4%	37.0%
Year of Graduation	17-18	30.4%	33.0%	30.8%
	18-19	32.5%	32.9%	33.1%
	19-20	37.1%	34.1%	36.4%
College	Arts and Sciences	49.7%	43.0%	39.0%
	Business	10.9%	11.3%	32.6%
	Technology and Occupational Sciences	3.2%	8.8%	12.2%
	Health Sciences and Professional Studies	36.2%	36.8%	33.1%



## Appendix B: Response Rates by Department

	Respondents	Population	Response Rate
Art and Design	5.4%	5.8%	31.4%
Arts and Science	1.2%	1.7%	24.0%
Biology	9.6%	8.2%	39.5%
Chemistry	2.6%	1.7%	52.6%
Clinical Sciences	5.2%	5.9%	30.2%
College of Business	10.1%	10.9%	31.4%
Communication and Media Studies	3.4%	3.2%	35.7%
Criminal Justice	4.2%	5.5%	25.8%
Earth, Environmental, and Geographical Sciences	6.9%	4.5%	52.5%
Economics	1.1%	1.0%	36.4%
Education, Leadership, & Public Service	3.4%	3.0%	37.8%
Engineering Technology	3.1%	2.8%	37.6%
English	3.1%	2.9%	36.2%
General Studies	0.3%	0.7%	12.1%
Health & Human Performance	6.1%	6.5%	31.7%
Health Science and Professional Studies	0.6%	0.4%	52.9%
History	2.0%	1.7%	40.0%
International Studies	1.1%	0.6%	61.5%
Language, Literatures, & International Studies	2.4%	1.5%	53.7%
Mathematics and Computer Science	2.9%	2.6%	38.6%
Music	0.2%	0.3%	21.4%
Native American Studies	0.3%	0.2%	44.4%
Nursing	7.0%	6.3%	37.7%
Philosophy	0.3%	0.5%	23.8%
Physics	0.6%	0.3%	75.0%
Political Science and Public Administration	2.0%	1.6%	41.1%
Practical Nursing	1.1%	1.7%	22.4%
Psychological Science	5.0%	4.5%	38.0%
Social Work	2.1%	1.7%	41.3%
Sociology & Anthropology	1.7%	1.2%	46.3%
Technical & Occupational Science	5.0%	10.4%	16.5%
Theatre and Dance	0.3%	0.2%	57.1%





## Appendix C: Placement Rate Details

Primary Role		#	%
Employed Full-Time		883	61.1%
Employed Part-Time		66	4.6%
Continuing Education		156	10.8%
Continuing Education and Employed		155	10.7%
Other Employment	Temporary/Contracted, Full-Time	18	1.2%
	Entrepreneur, Full-Time	16	1.1%
	Serving in the U.S. Military	13	0.9%
	Freelance, Part-Time	11	0.8%
	Temporary/Contracted, Part-Time	6	0.4%
	Post-Grad Fellowship/Internship, Full-Time	6	0.4%
	Volunteer/Service Program	6	0.4%
	Freelance, Full-Time	4	0.3%
	Post-Grad Fellowship/Internship, Part-Time	2	0.1%
	Entrepreneur, Full-Time	2	0.1%
	Total	84	5.8%
Total Placement Rate		1344	93.0%
Not Placed	Seeking Employment	71	4.9%
	Seeking to Continue Education	19	1.3%
	Not Seeking Employment or Education	11	0.8%
	Total	101	7.0%
Overall Total		1445	33.5%



## Appendix D: Placement Rates by Year

Primary Role	Graduation Year	#	%
Employed Full-Time	19-20 (1 Year Out)	317	59.1%
	18-19 (2 Years Out)	276	58.7%
	17-18 (3 Years Out)	290	66.1%
	<b>All Years</b>	<b>883</b>	<b>61.1%</b>
Employed Part-Time	19-20 (1 Year Out)	35	6.5%
	18-19 (2 Years Out)	19	4.0%
	17-18 (3 Years Out)	12	2.7%
	<b>All Years</b>	<b>66</b>	<b>4.6%</b>
Continuing Education	19-20 (1 Year Out)	45	8.4%
	18-19 (2 Years Out)	60	12.8%
	17-18 (3 Years Out)	51	11.6%
	<b>All Years</b>	<b>156</b>	<b>10.8%</b>
Continuing Education and Employed	19-20 (1 Year Out)	54	10.1%
	18-19 (2 Years Out)	66	14.0%
	17-18 (3 Years Out)	35	8.0%
	<b>All Years</b>	<b>155</b>	<b>10.7%</b>
Other Employment	19-20 (1 Year Out)	36	6.7%
	18-19 (2 Years Out)	22	4.7%
	17-18 (3 Years Out)	26	5.9%
	<b>All Years</b>	<b>84</b>	<b>5.8%</b>
Not Placed	19-20 (1 Year Out)	49	9.1%
	18-19 (2 Years Out)	27	5.7%
	17-18 (3 Years Out)	25	5.7%
	<b>All Years</b>	<b>101</b>	<b>7.0%</b>



## Appendix E: Placement Rates by Gender

Primary Role	Gender	#	%
Employed Full-Time	Male	355	65.9%
	Female	528	58.3%
	All Respondents	883	61.1%
Employed Part-Time	Male	18	3.3%
	Female	48	5.3%
	All Respondents	66	4.6%
Continuing Education	Male	55	10.2%
	Female	101	11.1%
	All Respondents	156	10.8%
Continuing Education and Employed	Male	36	6.7%
	Female	1419	13.1%
	All Respondents	155	10.7%
Other Employment	Male	39	7.2%
	Female	45	5.0%
	All Respondents	84	5.8%
Not Placed	Male	36	6.7%
	Female	65	7.2%
	All Respondents	101	7.0%



## Appendix F: Alignment of Employment with Skills Learned, Major, and Career Ambitions

Margins of error (all factors) =  $\pm 2.7\%$

Response	Skills you developed at NMU		Your undergraduate major		Your desired career path	
	#	%	#	%	#	%
Very Related	376	48.9%	390	50.4%	422	54.3%
Somewhat Related	317	41.2%	262	33.8%	253	32.6%
Completely Unrelated	76	9.9%	122	15.8%	102	13.1%
Respondents	769	17.8%	774	17.9%	777	18.0%

## Appendix G: Employment by Sector

Margins of error =  $\pm 2.7\%$

	#	%
For-Profit	402	52.5%
Public	215	28.1%
Nonprofit	126	16.5%
Self-Employed	22	2.9%
Respondents	756	17.7%



## Appendix H: Satisfaction with Employment

Margins of error =  $\pm 2.7\%$

	#	%
Satisfied	382	49.0%
Somewhat Satisfied	286	36.7%
Somewhat Dissatisfied	77	9.9%
Not Satisfied	35	4.5%
Respondents	780	18.1%

## Appendix I: Importance of Feeling Connected to NMU

Margins of error =  $\pm 2.6\%$

Response	#	%
Very Important	159	16.6%
Somewhat Important	533	55.6%
Not Very Important	203	21.2%
Not At All Important	64	6.7%
Respondents	959	22.2%



## Appendix J: Impacts of Feeling Connected to NMU

Margins of error (all factors) = ±2.6%

Response	Identify Very Much		Identify Somewhat		Identify Very Little		Do Not Identify	
	#	%	#	%	#	%	#	%
NMU as a Whole	285	29.7%	493	51.5%	148	15.4%	32	3.3%
Graduating Class	110	11.5%	337	35.3%	340	35.6%	167	17.5%
Academic Discipline	431	45.0%	370	38.6%	123	12.8%	34	3.5%
Student Orgs/ Clubs	173	18.1%	249	26.0%	214	22.4%	321	33.5%
Athletic Teams	115	12.1%	121	12.7%	155	16.3%	562	59.0%
Residence Hall	48	5.0%	94	9.9%	177	18.6%	634	66.5%

## Appendix K: Overall Gross Salary of Full-Time Employed Respondents

	#	%	Cumulative %
\$0-\$9,999	2	0.3%	0.3%
\$10,000-\$19,999	17	2.9%	3.2%
\$20,000-\$29,999	67	11.5%	14.7%
\$30,000-\$39,999	143	24.4%	39.1%
\$40,000-\$49,999	126	21.5%	60.7%
\$50,000-\$59,999	114	19.5%	80.2%
\$60,000-\$69,999	59	10.1%	90.3%
\$70,000-\$79,999	26	4.4%	94.7%
\$80,000-\$89,999	19	3.2%	97.9%
\$90,000-\$99,999	1	0.2%	98.1%
\$100,000-\$109,999	5	0.9%	99.0%
\$110,000-\$119,999	2	0.3%	99.3%
Greater than \$120,000	4	0.7%	100.0%
Total	585	100%	-

