

## COMMUNICATION Graduate Survey Data

### Overview of Data

Each year the Office of Career & Professional Development surveys new graduates about their post-graduation pursuits to learn whether they have secured employment, are attending graduate school, or are full-time volunteering. Graduate data is gathered through online surveys, college records, and LinkedIn. Tables below include information for the classes of 2011, 2012, 2013, 2014, 2015, and 2016.

### Communication Graduate Survey Data

The results below are specific to graduates who indicated they were communication majors when replying to the surveys. (Note: the numbers might not add up because not all respondents completed all survey questions)

Grad Year	# of Graduates	# Grads with Data	# Employed	# Attending Grad School	Average Salary
2016	66	49	39	4	\$25,001-\$35,000
2015	64	44	39	1	\$25,001-\$35,000
2014	33	29	24	1	\$25,001-\$35,000
2013	49	21	20	0	\$20,001-\$30,000
2012	51	39	33	2	\$20,001-\$30,000
2011	57	17	9	0	\$25,001-\$35,000

### Communication Employment Data

Below is a sample of employers and position titles as reported by SNC graduates.

Job Title	Employer	Location of Employers
Marketing Account Coordinator	ADROC Productions	Illinois
Operations Technician	Associated Bank	Wisconsin
Assistant manager	Boy Scouts of America	Illinois
Associate	Cathedral Consulting	Wisconsin
Claims Processing Specialist	Allstate Insurance Company	Illinois
Commercial Insurance Underwriter	Auto-Owners Insurance Company	Wisconsin
Teller	Bank Mutual	Wisconsin
Marketing & Communication Specialist	Big Brothers Big Sisters of Northeastern WI	Wisconsin
Music Director	CBS Radio	Illinois
Cellcom	Cellcom	Wisconsin
Coordinator, Market Research and Sponsorship Event	Chicago Blackhawks	Illinois
Communications Specialist	DAAR Engineering	Wisconsin
News Director Assistant	Cumulus Broadcasting	Wisconsin
Staff Writer	Daily Press	Wisconsin
Sales/Customer Service	Dubois Formalwear	Wisconsin
Reservation Desk	East Bank Club	Illinois



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Brand Coordinator	Elevate97	Wisconsin
Quality Assurance	Epic Systems	Wisconsin
Product Specialist	Epsilon	Illinois
General Merchandise Hardlines Assistant	Follett Higher Education Group	Illinois
Marketing and Events Coordinator	Fox Cities Building for the Arts	Wisconsin
Operations Resolution Specialist/ Logistics Specialis/ Sales Account Executive	Genco ATC	Wisconsin
CSR for Specialty Brands	Grainger	Wisconsin
Program Support Specialist	Habitat for Humanity	Wisconsin
Maintenance Tech.	Hospitality & Real Estate Group	Wisconsin
Customer Care Specialist	Humana	Wisconsin
Graphic Designer	iCanvas	Illinois
Assistant Football Coach	Illinois College	Illinois
National Account Services Representative	Independent Printing	Wisconsin
Diageo Spirits Specialist	Inspira Marketing Group	Wisconsin
Account Manager	Journal Broadcast Group	Wisconsin
Transportation Planning Specialist	KBX Logistics	Wisconsin
Communications Speciali Corporate Communication Coordinator t	Kimberly Clark	Wisconsin
	Magnetrol International, INC	Illinois
Visitor Experience Coordinator	Marquette University- Haggerty Museum of Art	Wisconsin
Scheduling Coordinator	McCormick Place	Illinois
Client Services	McPeak	Illinois
PR Associate	Morgan & Myers	Wisconsin
Patient Registration Representative	Northwestern Memorial Hospital	Illinois
Financial Representative	Northwestern Mutual Financial	Wisconsin
PASS AmeriCorps member	O'Keeffe Middle School	Wisconsin
Public Relations Support Specialist	OtterBox	Colorado
Rental Sales Rep.	Penske Truck Rental	Wisconsin
Assistant Strategist	PHD Worldwide	Illinois
Assistant Banquets & Events Manager	Pine Hills Country Club	Wisconsin
National IT Recruiter	Planet Forward & Apelago Group	Illinois
Sales Assistant	ProBuild	Alaska
Hockey Player	Quad City Mallards	Iowa
Office Manager	Reserve Advisors, Inc.	Wisconsin
Fantasy Sports Writer	RotoWire Inc.	Wisconsin
Customer Service/Account Manager/ Logistics Sales Account Representative/	Schneider National	Wisconsin



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Sales associate		
Customer Account Specialist	Schreiber Foods INC	Wisconsin
Website Developer, Social Media Marketer	Scuba.com	California
Data Entry Intern	SHARP Literacy, Inc.	Wisconsin
District Manager Trainee	Speedway SuperAmerica, LLC	Wisconsin
Travel Coordinator	State of Wisconsin Investment Board	Wisconsin
Associate Director of SNC Fund	St. Norbert College	Wisconsin
Community Relations Intern	Syracuse Chiefs	New York
Marketing Intern	The Dieringer Research Group	Wisconsin
Program Assistant	Villa Hope, Inc.	Wisconsin
Account Coordinator	Wahlstrom	Minnesota
Teller	Wells Fargo	Wisconsin
Sales Associate	West Business Services	Wisconsin
Deliverability Analyst	Yesmai	Illinois
Communication/Marketing Specialist	42 Insurance Agency, LLC	Wisconsin

**Communication Graduate School Data**

Below is a sample of graduate schools and programs as reported by SNC graduates.

<b>Programs</b>	<b>Universities</b>
International Affairs	American University
Master of Arts in Communication	Illinois State University
Masters in Communication	Marquette University
Counseling Psychology	Northwestern University
Education	Texas A&M University
Student Personnel in Higher Education	University of Central Florida

### All Majors Graduate Survey Data

The results below are reflective of all graduates who completed the Graduate Survey  
(Note: the percentages might not add up to 100% as Military and Other categories are not included)

Grad Year	# of Grads	# of Responses	Response Rate	Working Full-Time	Working Part-Time	Seeking Employment	Full-Time Volunteer	Average Salary	Attending Grad School
2016	506	298	59.0%	77.0%		5.2%	1.0%	\$35,001-\$45,000	13.3%
2015	505	262	51.9%	75.9%		4.0%	3.2%	\$35,001-\$45,000	14.3%
2014	506	275	54.4%	70.6%		6.5%	2.9%	\$30,001-\$40,000	10.9%
2013	439	249	57.2%	81.1%		5.2%	1.2%	\$30,001-\$40,000	12.1%
2012	404	271	67.0%	78.2%		7.0%	1.5%	\$30,001-\$40,000	12.5%
2011	460	204	44.3%	59.3%	19.2%	3.0%	3.0%	\$30,001-\$40,000	13.7%

For questions or more detailed information please contact the Office of Career & Professional Development.

### Communication Internships

Up to 60% of employers offer full-time jobs to their interns. Internships are just about the best thing you can do for your career. Learn more at: [www.snc.edu/go/studentinternships](http://www.snc.edu/go/studentinternships). The list below provides information on where several SNC communication students have interned in the past.

- 103.1 WOGB Radio
- American Cancer Society
- Arthritis Foundation
- Aurora Bay Care Medical Center
- Baer Performance Marketing
- Bellin Health
- Big Brothers Big Sisters
- CBS Radio
- City of Chicago
- Clear Channel Radio
- Cumulus Radio
- Disney College Program
- Family Services of Northeast Wisconsin, Inc.
- Golden House
- Global Association of Holistic Psychotherapy
- Green Bay Blizzard
- Green Bay Botanical Gardens
- Green Bay Bullfrogs Baseball
- Green Bay Packers
- Hills Marketing
- Journal Broadcast Group
- Literacy Green Bay
- Marion House
- Midwest Communications
- Milwaukee Journal Sentinel
- NBC26/WGBA
- NBC-WJFW Newswatch 12
- Neville Public Museum
- Newsradio 620
- WTMS 94.5 Lake FM
- Northwestern
- Mutual Financial Network
- On Broadway, Inc.
- PMI Entertainment Group
- Residential Education & Housing
- Schreiber Foods, Inc.
- St. Vincent Hospital
- Time Warner Cable
- UW-Fox Valley
- WBAY-Channel 2
- WFRV Channel 5
- WGN Radio
- Wisconsin Early Autism Project
- Wisconsin Radio Network
- WIXX (Midwest Communications)
- WLUK-TV Fox 11
- WNFL-AM 144



**Career & Professional Development Resources**

Every student, freshman through senior, should be working with the Office of Career & Professional Development. You can turn to Career & Professional Development for help and information about:

- Choosing a major
- Exploring your interests, values, skills, and personality
- Choosing a major
- Resume/cover letter writing
- Interview preparation
- Internship search and registration
- Job search strategies
- Networking connections
- Graduate school research and applications
- Post-graduate volunteer opportunities
- Individual career counseling

**For additional information on the Communications program at St. Norbert College:**

**<http://www.snc.edu/communicationandmedia/>**



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