

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, 2016, and 2017.

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
2017	49	41	35	3	\$35,001-\$45,000
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
Graphic Designer	Air Wisconsin Airlines	Wisconsin
Claims Processing Specialist	Allstate Insurance Company	Illinois
Project Manager	AmeriLux International, LLC	Wisconsin
Design Coordinator	Amy Carman Design	Wisconsin
Account Manager	Annondax Local Media	Sweden
Operations Technician	Associated Bank	Wisconsin
Commercial Insurance Underwriter	Auto-Owners Insurance Company	Wisconsin
Teller	Bank Mutual	Wisconsin
Review Agent	BCForward	Texas
Marketing & Communication Specialist	Big Brothers Big Sisters of Northeastern WI	Wisconsin
Director of Marketing	Bonded Collections of Wisconsin	Wisconsin
Assistant Manager	Boy Scouts of America	Illinois



OFFICE OF
CAREER & PROFESSIONAL
 DEVELOPMENT

Associate	Cathedral Consulting	Wisconsin
Music Director	CBS Radio	Illinois
Sales Consultant	Cellcom	Wisconsin
Account Coordinator	CH Robinson	Wisconsin
Coordinator, Market Research and Sponsorship Event	Chicago Blackhawks	Illinois
Marketing Specialist	Compass Group	Illinois
News Director Assistant	Cumulus Broadcasting	Wisconsin
Communications Specialist	DAAR Engineering	Wisconsin
Staff Writer	Daily Press	Wisconsin
Trainee Rotational Program	Darren	Wisconsin
Sales / Customer Service	Dubois Formalwear	Wisconsin
Reservation Desk	East Bank Club	Illinois
Brand Coordinator	Elevate97	Wisconsin
Quality Assurance	Epic Systems	Wisconsin
Product Specialist	Epsilon	Illinois
Inside-Sales Account Manager	Expera	Wisconsin
Sales Trainee	Ferguson Enterprise	North Carolina
General Merchandise Hardlines Assistant	Follett Higher Education Group	Illinois
Marketing and Events Coordinator	Fox Cities Building for the Arts	Wisconsin
Administrative Assistant	Gannett/USA Today	Wisconsin
Operations Resolution Specialist / Logistics Specialist / Sales Account Executive	Genco ATC	Wisconsin
Marketing Intern	Glenview Park District	Illinois
CSR for Specialty Brands	Grainger	Wisconsin
Creative Marketing Specialist	Graphic Marketing Systems	Illinois
Program Support Specialist	Habitat for Humanity	Wisconsin
Coach	Heartland Hockey Camp	Minnesota
Maintenance Tech.	Hospitality & Real Estate Group	Wisconsin
Customer Care Specialist	Humana	Wisconsin
Graphic Designer	iCanvas	Illinois
Assistant Football Coach	Illinois College	Illinois
Website Builder	Inception Website	Wisconsin
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
Inside Sales Representative	KI	Wisconsin
Communications Specialist / Corporate	Kimberly Clark	Wisconsin



OFFICE OF
CAREER & PROFESSIONAL
 DEVELOPMENT

Communication Coordinator		
Marketing and Sales Representative	Lakeside International Trucks	Wisconsin
Mental Health Specialist	Lutheran Social Services	Wisconsin
Receptionist	M3 Insurance	Wisconsin
	Magnetrol International, INC	Illinois
Special Events Intern	Make-A-Wish Wisconsin	Wisconsin
Visitor Experience Coordinator	Marquette University- Haggerty Museum of Art	Wisconsin
Scheduling Coordinator	McCormick Place	Illinois
Client Services	McPeak	Illinois
Sales Trainee	Midwest Insurance	Wisconsin
PR Associate	Morgan & Myers	Wisconsin
Patient Registration Representative	Northwestern Memorial Hospital	Illinois
Financial Representative	Northwestern Mutual Financial	Wisconsin
Billing Analyst	Nsigh Telservice	Wisconsin
PASS AmeriCorps member	O'Keefe Middle School	Wisconsin
Public Relations Support Specialist	OtterBox	Colorado
Outside Sales	Packer Fastener	Wisconsin
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
Office Manager	Reserve Advisors, Inc.	Wisconsin
Fantasy Sports Writer	RotoWire Inc.	Wisconsin
Development VISTA	Sargent Shriver National Center on Poverty Law	Chicago
Customer Service/Account Manager/ Logistics Sales Account Representative/ Sales associate	Schneider National	Wisconsin
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
Media Associate	Starcom	Illinois
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
Assistant Manager	Tradehome Shoes	Wisconsin
Program Assistant	Villa Hope, Inc.	Wisconsin



OFFICE OF
CAREER & PROFESSIONAL
 DEVELOPMENT

Account Coordinator	Wahlstrom	Minnesota
Promotions Producer	WBAY-TV 2	Wisconsin
Teller	Wells Fargo	Wisconsin
Sales Associate	West Business Services	Wisconsin
Local Producer / Reporter	WFRV-TV 5	Wisconsin
Educational Content Marketing Coordinator	Wilton Brands	Illinois
Deliverability Analyst	Yesmai	Illinois
SACC Staff	YMCA	Wisconsin
Assistant Account Executive	Zizzo Group	Wisconsin
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.

Programs	Universities
International Affairs	American University
Higher Education and Student Affairs	Bowling Green State 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
Curriculum and Instruction	UW-Madison

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
2017	429	250	58.3%	78.6%		2.1%	2.4%	\$35,001-\$45,000	15.6%
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. 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 BayCare 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
- 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/>