NYS DISTRIBUTION: EMPLOYMENT

**CENTRAL NEW YORK**
- Communication, Media and the Arts: 26%
- Business: 40%
- Education: 33%
- Liberal Arts and Sciences: 41%

**FINGER LAKES**
- Communication, Media and the Arts: 6%
- Business: 8%
- Education: 11%
- Liberal Arts and Sciences: 6%

**WESTERN NEW YORK**
- Communication, Media and the Arts: 6%
- Business: 5%
- Education: 10%
- Liberal Arts and Sciences: 8%

**SOUTHERN TIER**
- Communication, Media and the Arts: 7%
- Business: 2%
- Education: 4%
- Liberal Arts and Sciences: 3%

**NEW YORK CITY**
- Communication, Media and the Arts: 10%
- Business: 17%
- Education: 11%
- Liberal Arts and Sciences: 14%

**MOHAWK VALLEY**
- Communication, Media and the Arts: 6%
- Business: 6%
- Education: 6%
- Liberal Arts and Sciences: 5%

**NORTH COUNTRY**
- Communication, Media and the Arts: 3%
- Business: 7%
- Education: 7%
- Liberal Arts and Sciences: 2%

**CAPITAL REGION**
- Communication, Media and the Arts: 13%
- Business: 7%
- Education: 4%
- Liberal Arts and Sciences: 7%

**HUDSON VALLEY**
- Communication, Media and the Arts: 9%
- Business: 5%
- Education: 10%
- Liberal Arts and Sciences: 8%

**LONG ISLAND**
- Communication, Media and the Arts: 0%
- Business: 9%
- Education: 3%
- Liberal Arts and Sciences: 6%

*All calculations based on the number of graduates for whom we have information. See back for out-of-state distribution.*

NYS DISTRIBUTION: GRADUATE SCHOOL

**CAPITAL REGION**
- Communication, Media and the Arts: 14%
- Business: 18%
- Education: 12%
- Liberal Arts and Sciences: 7%

**CENTRAL NEW YORK**
- Communication, Media and the Arts: 48%
- Business: 40%
- Education: 50%
- Liberal Arts and Sciences: 48%

**FINGER LAKES**
- Communication, Media and the Arts: 14%
- Business: 4%
- Education: 9%
- Liberal Arts and Sciences: 5%

**HUDSON VALLEY**
- Communication, Media and the Arts: 14%
- Business: 4%
- Education: 9%
- Liberal Arts and Sciences: 5%

**LONG ISLAND**
- Communication, Media and the Arts: 0%
- Business: 0%
- Education: 7%
- Liberal Arts and Sciences: 8%

**SOUTHERN TIER**
- Communication, Media and the Arts: 10%
- Business: 15%
- Education: 4%
- Liberal Arts and Sciences: 15%

**WESTERN NEW YORK**
- Communication, Media and the Arts: 0%
- Business: 0%
- Education: 4%
- Liberal Arts and Sciences: 4%

**NEW YORK CITY**
- Communication, Media and the Arts: 0%
- Business: 15%
- Education: 11%
- Liberal Arts and Sciences: 11%

**MOHAWK VALLEY**
- Communication, Media and the Arts: 0%
- Business: 2%
- Education: 2%
- Liberal Arts and Sciences: 2%

**NORTH COUNTRY**
- Communication, Media and the Arts: 0%
- Business: 0%
- Education: 0%
- Liberal Arts and Sciences: 0%

**CAPITAL REGION**
- Communication, Media and the Arts: 13%
- Business: 7%
- Education: 4%
- Liberal Arts and Sciences: 7%

**HUDSON VALLEY**
- Communication, Media and the Arts: 9%
- Business: 5%
- Education: 10%
- Liberal Arts and Sciences: 8%

**LONG ISLAND**
- Communication, Media and the Arts: 0%
- Business: 9%
- Education: 3%
- Liberal Arts and Sciences: 6%

SELECTED GRADUATE SCHOOLS

Boston College
Canisius College
College of St. Rose
Crouse Hospital of Nursing
D’Youville College
Hunter College
LeMoyne College
Loyola University
Robert J. Hochstert School of Radiology
Sage Colleges
Saint Joseph’s College

SUNY System
University of Texas at Austin

Albany College of Pharmacy and Health Science
Albany Law School
Bard College
Binghamton University
Case Western Reserve University
Hofstra University
John Jay College of Criminal Justice
La Salle University
Marywood University
New England Law Boston
 Pace University
Penn State
RIT

Roger Williams University
Shippensburg University
St. John’s University
SUNY Colleges—various
SUNY Upstate Medical University
Syracuse University
Touro Law Center
University of New England
University of New Haven
Valparaiso University
Vermont Law School
Western New England University, School of Law
Wheelock College

SAMPLE OF GRADUATE SCHOOLS VISITING CAMPUS

Boston College
Canisius College
College of St. Rose
Crouse Hospital of Nursing
D’Youville College
Hunter College
LeMoyne College
Loyola University
Robert J. Hochstert School of Radiology
Sage Colleges
Saint Joseph’s College

SUNY System
University of Texas at Austin

Albany College of Pharmacy and Health Science
Albany Law School
Bard College
Binghamton University
Case Western Reserve University
Hofstra University
John Jay College of Criminal Justice
La Salle University
Marywood University
New England Law Boston
 Pace University
Penn State
RIT

Roger Williams University
Shippensburg University
St. John’s University
SUNY Colleges—various
SUNY Upstate Medical University
Syracuse University
Touro Law Center
University of New England
University of New Haven
Valparaiso University
Vermont Law School
Western New England University, School of Law
Wheelock College
### College of Liberal Arts and Sciences

#### SAMPLE OF EMPLOYERS

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<th>Major</th>
<th>Total Graduates</th>
<th>Responding</th>
<th>Employed</th>
<th>Graduate Study</th>
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### School of Business

369 Graduates - Information on 247 (66.9%)

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<th>Total Graduates</th>
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### NATIONAL HIRING TRENDS

2012-13 College Labor Market Recruiting Trends Survey, Michigan State University

- 3% market gain over previous year across all degrees.
- Average starting salaries across all majors: $37,000. More employers offering performance incentives after first 12 months.
- 33% of employers expect to increase Internship/Co-op programs, primarily to identify and develop talent.
- Strong demand for marketing, finance, H.R., advertising, nonprofits, government positions, construction, transportation, retail, natural resources, mining/oil.
- Healthcare Services slightly down amid uncertainty over government policies and programs.
- Market extremely tight for international students seeking internships and one year of work.
- Opportunities abound across all Southern states, midlevel growth in mid-Atlantic and Great Lakes region, poor in Northwest. No change of 3% growth in Northeast from previous year.
- Employers continue to cite concerns about student’s sense of entitlement, expectations, and level of preparedness being totally out of sync with the reality of the workplace.
- Opportunities are there for graduates who are directed, understand the strategies, and have a network of professional relationships.
- Majority of employers entered the recruiting season with no definite hiring plans.
- Top Recruiting Strategies: Career Fairs, Internship/Co-op Programs, Information Sessions, Alumni Networking, Resume Referrals. Social media becoming a well established strategy.
- Higher Education urged to help our students become focused, directed, and connected.
- Negative factors affecting job market: Europe’s financial mess, China’s sluggish economy, and the US political scene (i.e. fiscal cliff/sequestration).

### RATING OF OVERALL MARKET

415 Businesses, Industries and Governmental Agencies Surveyed

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<th>Category</th>
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### SAMPLE OF EMPLOYERS

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### NEGATIVE FACTORS

- European financial mess, China’s sluggish economy, US political scene (i.e. fiscal cliff/sequestration).
## School of Education

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## Selected Positions - Teaching
- Teacher - all grades / disciplines
- Substitute - all grades / disciplines
- Teaching Assistant / Classroom Aide
- Teaching Associate

## Selected Positions - Non-teaching
- Wellness Ambassador
- Physical Therapy Aid
- Fitness Trainer
- Field Energy Supervisor
- Bookkeeper
- Operations Manager
- Assistant Hall Director

## School of Communication, Media and the Arts

<table>
<thead>
<tr>
<th>Total Graduates</th>
<th>Responding</th>
<th>Employed</th>
<th>Graduate Study</th>
<th>Employed and Study</th>
<th>Still Seeking</th>
<th>Not Seeking</th>
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<tbody>
<tr>
<td>(Art) Graphic Design Emphasis</td>
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OUT-OF-STATE DISTRIBUTION: EMPLOYMENT

WEST
Communication, Media and the Arts - 10%
Business - 16%
Education - 0%
Liberal Arts and Sciences - 12%

MIDWEST
Communication, Media and the Arts - 15%
Business - 6%
Education - 13%
Liberal Arts and Sciences - 11%

SOUTH
Communication, Media and the Arts - 25%
Business - 16%
Education - 0%
Liberal Arts and Sciences - 12%

ALASKA
Communication, Media and the Arts - 0%
Business - 0%
Education - 0%
Liberal Arts and Sciences - 2%

ABROAD
Communication, Media and the Arts - 0%
Business - 15%
Education - 6%
Liberal Arts and Sciences - 5%

*Does not include NYS distribution.

OUT-OF-STATE DISTRIBUTION: GRADUATE SCHOOL

WEST
Communication, Media and the Arts - 13%
Business - 0%
Education - 17%
Liberal Arts and Sciences - 9%

MIDWEST
Communication, Media and the Arts - 25%
Business - 17%
Education - 17%
Liberal Arts and Sciences - 21%

SOUTH
Communication, Media and the Arts - 25%
Business - 17%
Education - 33%
Liberal Arts and Sciences - 25%

ALASKA
Communication, Media and the Arts - 0%
Business - 0%
Education - 0%
Liberal Arts and Sciences - 2%

ABROAD
Communication, Media and the Arts - 25%
Business - 16%
Education - 0%
Liberal Arts and Sciences - 9%

ONLINE
Communication, Media and the Arts - 12%
Business - 0%
Education - 8%
Liberal Arts and Sciences - 4%

*Does not include NYS distribution.