NYS DISTRIBUTION: EMPLOYMENT

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 - 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 - 3%
Liberal Arts and Sciences - 6%

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 - 6%
Business - 4%
Education - 6%
Liberal Arts and Sciences - 5%

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 - 0%
Education - 7%
Liberal Arts and Sciences - 8%

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 - 5%
Liberal Arts and Sciences - 5%

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

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

NEW YORK CITY
Communication, Media and the Arts - 0%
Business - 15%
Education - 7%
Liberal Arts and Sciences - 7%

NORTH COUNTRY
Communication, Media and the Arts - 0%
Business - 4%
Education - 3%
Liberal Arts and Sciences - 1%

SOUTHERN TIER
Communication, Media and the Arts - 10%
Business - 0%
Education - 4%
Liberal Arts and Sciences - 4%

WESTERN NEW YORK
Communication, Media and the Arts - 0%
Business - 13%
Education - 1%
Liberal Arts and Sciences - 15%

SELECTED GRADUATE SCHOOLS

Boston College
Canisius College
College of St. Rose
Crouse Hospital of Nursing
D’Youville College
Hunt College

LeMoyne College
Loyola University
Robert J. Hochstom School of Radiology
Sage Colleges
Saint Joseph’s College

SUNY System
University of Texas at Austin

Sample of Graduate Schools Visiting Campus

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
Shipensburg 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
Vanderbilt University
Vermont Law School
Western New England University, School of Law
Wheelock College
NATIONAL HIRING TRENDS
2012-13 College Labor Market Recruiting Trends Survey, Michigan State University
*(Based on 4,300 employer responses)

- 3% market gain over previous year across all degrees.
- Average starting salaries across all majors: $57,000. 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 (ie. fiscal cliff/sequestration).

SAMPLE OF EMPLOYERS

American Studies 1 1 0 1 0 0 0
Anthropology 13 6 3 3 0 0 0
Applied Mathematical Economics 6 3 2 0 1 0 0
Applied Mathematics 3 3 1 2 0 0 0
Biochemistry 13 11 1 4 5 1 0
Biology 51 37 16 14 7 0 0
Chemistry 8 7 2 4 1 0 0
Cinema & Screen Studies 31 20 13 3 1 3 0
Cognitive Science 4 2 2 0 0 0 0
Computer Science 9 6 6 0 0 0 0
Creative Writing 32 15 13 2 0 0 0
Economics 12 5 5 0 0 0 0
English 15 22 13 8 1 0 0
French 2 1 1 0 0 0 0
Geology 15 8 3 4 0 1 0
German 1 0 0 0 0 0 0
Global & International Studies 16 8 4 2 1 1 0
History 49 29 14 9 4 1 1
Human Development 32 26 10 8 6 2 0
Information Science 5 5 4 1 0 0 0
Language & International Trade 5 4 4 0 0 0 0
Linguistics 3 3 2 1 0 0 0
Mathematics 4 4 3 1 0 0 0
Meteorology 28 19 10 6 2 1 0
Online Public Justice 3 1 1 0 0 0 0
Operations Management & Information Systems 6 5 3 1 0 0 1
Philosophy 6 3 2 1 0 0 0
Philosophy-Psychology 5 4 3 2 0 0 0
Physics 4 4 3 1 0 0 0
Political Science 16 9 7 1 1 0 0
Psychology 155 98 35 36 18 9 0
Public Justice 87 42 28 7 4 2 1
Sociology 44 14 6 4 3 1 0
Software Engineering 2 2 2 0 0 0 0
Spanish 5 2 1 1 0 0 0
Women's Studies 2 1 1 0 0 0 0
Zoology 36 26 16 5 2 3 0

School of Business

369 Graduates • Information on 247 (66.9%)
203 Employed (82.2%) • 23 Graduate School (9.3%)
10 Employed & Graduate School (4%) • 11 Still Seeking (4.5%) • 4 Not Seeking (0%)

SAMPLE OF EMPLOYERS

BNY Mellon 46 38 24 9 4 1 0
CH Robinson 29 22 22 0 0 0 0
Cincinnati Financial Corp. 182 112 97 5 4 6 0
Citrix 24 18 13 4 1 0 0
Enterprise Holdings 29 19 17 2 0 0 0
Environmental Corp. 50 31 23 3 1 4 0
Ernst & Young 9 7 7 0 0 0 0
Fest Charles Chambers 0
Geico 0
Google 0
Hannaford Bros. 0
JPMorgan Chase 0
KPMG 0
Market Corporation 0
Merrill Lynch 0
National Bank of Australia 0
National Grid 0
Northwestern Mutual 0
Oneida Nation Enterprises 0
Oppenheimer & Co. 0
Paychex 0
Price Waterhouse Coopers 0
Saab/Scania Corporation 0
Sherritt-Williams 0
Southernier Global Services 0
Stratton Mountain Resort 0
Target Corporation 0
UnitedHealthcare 0
Utica Comets 0
The Bonadio Group 0
The Dannon Company 0
Whipper Hill Consulting Inc. 0
YouPlc 0
School of Education

331 Graduates • Information on 220 (66.5%) • 95 Employed (43.3%) • 65 Graduated School (29.5%) • 54 Employed & Graduated School (24.5%) • 6 Still Seeking (2.7%) • 0 Not Seeking (0%)

| Total |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Graduates | Responding | Employed | Graduate Study | Employed and Study | Still Seeking | Not Seeking |
| Biology | 4 | 3 | 1 | 1 | 1 | 0 | 0 |
| Earth Science | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| English | 16 | 13 | 5 | 5 | 3 | 0 | 0 |
| French | 1 | 1 | 0 | 1 | 0 | 0 | 0 |
| German | 2 | 1 | 1 | 0 | 0 | 0 | 0 |
| Math | 13 | 10 | 7 | 2 | 1 | 0 | 0 |
| Physics | 3 | 0 | 0 | 0 | 0 | 0 | 0 |
| Social Studies | 32 | 21 | 9 | 7 | 5 | 0 | 0 |
| Spanish | 4 | 2 | 2 | 0 | 0 | 0 | 0 |
| Agricultural Education | 1 | 1 | 1 | 0 | 0 | 0 | 0 |

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

295 Graduates • Information on 209 (70.8%) • 169 Employed (80.8%) • 19 Graduate School (9.1%) • 10 Employed & Graduate School (4.8%) • 11 Still Seeking (5.3%) • 0 Not Seeking (0%)

| Total |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Graduates | Responding | Employed | Graduate Study | Employed and Study | Still Seeking | Not Seeking |
| (Art) Graphic Design Emphasis | 30 | 18 | 13 | 1 | 1 | 3 | 0 |
| (Art) Humanities Emphasis | 1 | 1 | 0 | 0 | 0 | 1 | 0 |
| (Art) Studio Emphasis | 10 | 4 | 1 | 1 | 2 | 0 | 0 |
| Broadcasting & Mass Comm. | 85 | 59 | 56 | 1 | 1 | 1 | 0 |
| Communication & Social Interaction | 30 | 24 | 21 | 2 | 1 | 0 | 0 |
| Communication | 4 | 3 | 3 | 0 | 0 | 0 | 0 |
| Fine Arts | 15 | 10 | 6 | 4 | 0 | 0 | 0 |
| Graphic Design | 27 | 19 | 17 | 2 | 0 | 0 | 0 |
| Journalism | 24 | 18 | 12 | 2 | 3 | 1 | 0 |
| Music | 7 | 6 | 2 | 3 | 0 | 1 | 0 |
| Public Relations | 51 | 40 | 33 | 2 | 2 | 3 | 0 |
| Theatre | 11 | 7 | 5 | 1 | 0 | 1 | 0 |

SAMPLE OF EMPLOYERS
- Albany Devils
- Bentley-Hall Publishing
- Brentwood Communications
- Bravo Media Inc.
- Brand Imaging Group
- Bruhnhaus Design LLC
- CBS Corporation
- CGI Communications
- Clear Channel Radio
- Cumulus Broadcasting
- Disney World
- E.W. Smith Publishing
- Galaxy Communications
- Goodspeed Musicals
- Indra Public Relations
- Jaycor Studio
- Katz Media Group
- Late Show with David Letterman
- McVeigh Associates, Ltd.
- Media Sales Plus
- Nexstar Broadcasting
- NFL Films
- NBC Universal Inc.
- Omnicom Group
- Regus
- Spanfeller Media
- The History Channel
- Townsquare Media
- Union Street Media
- YAHOO!
OUT-OF-STATE DISTRIBUTION: EMPLOYMENT

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

SOUTH
Communication, Media and the Arts - 50%
Business - 41%
Education - 6%
Liberal Arts and Sciences - 26%

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

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

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

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

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 - 0%
Business - 17%
Education - 33%
Liberal Arts and Sciences - 25%

NORTHEAST*
Communication, Media and the Arts - 25%
Business - 50%
Education - 25%
Liberal Arts and Sciences - 30%

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

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

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

*Does not include NYS distribution.
Words of Wisdom from the Class of 2013

~ Realize how important your grades, professionalism, and connections are (I received this position after being a practicum and student teacher in the district). You’re not just ‘in college’- you’re preparing for your future.

~ Put in the work during college. Push yourself above and beyond what you think your abilities are. Try to make yourself uncomfortable everyday.

~ My perseverance and the ability to research (which I acquired in college) have both helped tremendously. Never take anything personally and always think anything is possible. Once you have those two mastered everything else will be a piece of cake.

~ Know what you want to do before graduation and lay out your plan. Oswego offers everything you need to prepare for life after graduation, so take advantage of it before you leave. Go to resume workshops, career fairs, talk to your professors, and participate in any professional development programs you can. Having a plan will make saying goodbye bearable.

~ Keep pushing. It is so important to not allow the economy or employment to put you down. Yes, it is difficult, but if you fight enough for you, you can catch a break. No one ever said life would be a ride in the park, but it is what you make it.

~ I would say stay the course of your major and luckily my capstone class was completely geared towards marketing yourself to future employers, interview tactics, resume building, etc. I think that was a massive plus within the Communications department when most capstone classes hold no value to students. I think all capstones should be geared towards students becoming prepared for the real world after school.

~ Find what you love and work hard for it - if you don't know early on, pursue your liberal arts and take a few classes to try things out. You don't have to be a 'traditional' four-year, one college, student. It's better to look into yourself and discover that which you are willing to work for, rather than focus on the traditional image of a successful college student. We all have a niche. Don't be afraid to take the time to find yours.

~ Do what you love. Where there's a will there's a way.

~ Be hungry, work hard, get an internship.

~ I would recommend that students participate in some form of reflection. Taking a step back and reflecting on your experiences will aid you in your job search and help you figure out which opportunities may be a good fit. In the end, you will learn a lot about yourself and be closer to finding a job you will love.
Based on knowledge of 65% of the Class of 2013

96% of graduates are working full-time or in graduate school within one year of graduating

86% of graduates are placed in a field of their preference

100% PLACEMENT IN FIELD OF CHOICE

COLLEGE OF LIBERAL ARTS AND SCIENCES
• American Studies BA
• Applied Mathematics BS
• Chemistry BS
• Computer Science BA
• Computer Science BS
• Geology BA
• Information Science BA
• Mathematics BA
• Operations Management & Information Systems/MIS BS
• Physics BA
• Software Engineering BS

SCHOOL OF EDUCATION
• Adolescent Education 7–12 French BS
• Agricultural Education BS
• Childhood Education 1–6 Biology BS
• Childhood Education 1–6 Math BS
• Childhood Education 1–6 Science BS
• Technology Education (B–12) BS
• Technology Management BS

SCHOOL OF COMMUNICATION, MEDIA & THE ARTS
• Communication and Social Interaction
• Communication BA
• Graphic Design BFA
• Music BA
• Accounting/Management 5–year
• Marketing BS

SCHOOL OF BUSINESS
• Accounting/Management 5–year
• Marketing BS

Career Services at the Compass
145 Marano Campus Center • Oswego, New York 13126 • 315.312.2255 • oswego.edu/careerservices
For more information on our First Destination Outcomes, please visit [www.oswego.edu/careerservices](http://www.oswego.edu/careerservices)