

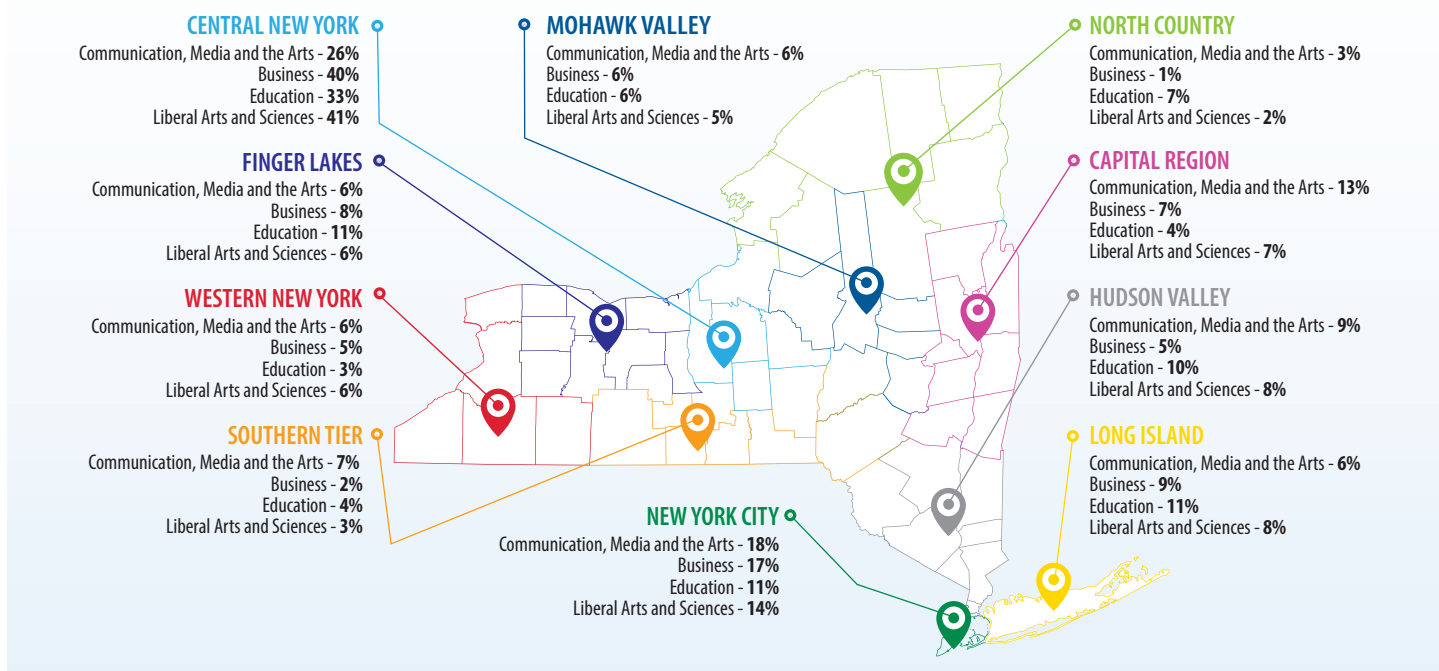
beyond oswego

- employer highlights
- hiring trends
- geographic distribution
- graduate & professional study data

An initiative of Career Services providing the latest information on the Class of 2013

NYS DISTRIBUTION: EMPLOYMENT

* 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 - 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 - 5%

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 - 15%
Education - 1%
Liberal Arts and Sciences - 15%

SELECTED GRADUATE SCHOOLS

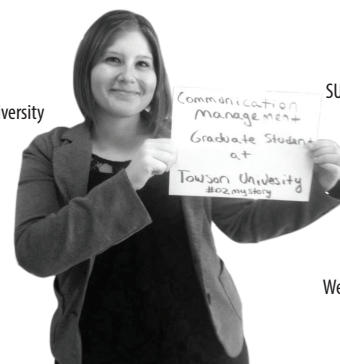
Boston College
Canisius College
College of St. Rose
Crouse Hospital of Nursing
D'Youville College
Hunter College

LeMoyné College
Loyola University
Robert J. Hochstim School of Radiology
Sage Colleges
Saint Joseph's College

Syracuse University
Touro 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
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

NATIONAL HIRING TRENDS

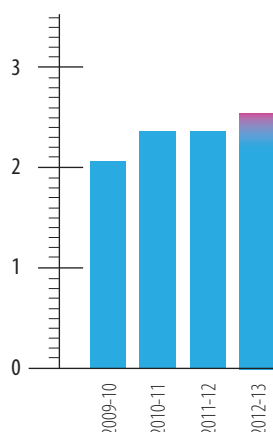
2012-13 College Labor Market Recruiting Trends Survey, Michigan State University
(*based on 4,300 employer responses)

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

RATING OF OVERALL MARKET

450 Businesses, Industries and Governmental Agencies Surveyed

Excellent Very Good
Good Fair Poor



College of Liberal Arts and Sciences

731 Graduates • Information on 456 (62.4%)

240 Employed (52.6%) • 130 Graduate School (28.5%)

58 Employed & Graduate School (12.7%) • 25 Still Seeking (5.5%) • 3 Not Seeking (0.7%)

SAMPLE OF EMPLOYERS

AccuWeather
Amtrust Financial
Arapahoe County Corrections
Boston College
Bousquet Holstein Law Firm
Catholic Charities
Community Services
Constellation Energy
Crystal Equation Corp.
Envisage Information Systems
Four Winds Hospital
Harlem Children's Zone
Johns Hopkins University
Liberty Resources
Life Science Laboratories
Monroe County Arc
Monroe Veterinary Associates
Museum of Science and Technology
NYS Office of Child & Family Services
New York Police Department
Novelis
Policy Research Associates, Inc.
Rapid Response
Rochester General Hospital
Spectrum Health Care
The Kelberman Center
Thomson Reuters
Turpentine Creek Wildlife Refuge
United States Supreme Court
US Army

	Total Graduates	Responding	Employed	Graduate Study	Employed and Study	Still Seeking	Not Seeking
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	35	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	0	1	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	26	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%) • 0 Not Seeking (0%)

	Total Graduates	Responding	Employed	Graduate Study	Employed and Study	Still Seeking	Not Seeking
Accounting	46	38	24	9	4	1	0
Accounting / Management 5-year	29	22	22	0	0	0	0
Business Administration	182	112	97	5	4	6	0
Finance	24	18	13	4	1	0	0
Human Resource Management	29	19	17	2	0	0	0
Marketing	50	31	23	3	1	4	0
Risk Management Insurance	9	7	7	0	0	0	0

SAMPLE OF EMPLOYERS

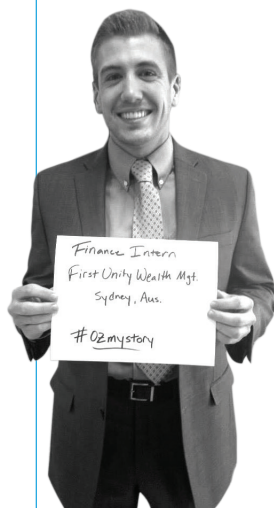
BNY Mellon
CH Robinson
Cincinnati Financial Corp.
Cktc
Enterprise Holdings
Environmental Corp.
Ernst & Young

Fust Charles Chambers
Geico
Google
Hannaford Bros.
JPMorgan Chase
KPMG
Markel Corporation

Merrill Lynch
National Bank of Australia
National Grid
Northwestern Mutual
Oneida Nation Enterprises
Oppenheimer & Co.
Paychex

Price Waterhouse Coopers
SaabSensis Corporation
Sherwin-Williams
Southernland Global Services
Stratton Mountain Resort
Target Corporation

UnitedHealthcare
Utica Comets
The Bonadio Group
The Dannon Company
Whisper Hill Consulting
Yelp



School of Education

331 Graduates • Information on 220 (66.5%)

95 Employed (43.3%) • 65 Graduate School (29.5%)

54 Employed & Graduate School (24.5%) • 6 Still Seeking (2.7%) • 0 Not Seeking (0%)

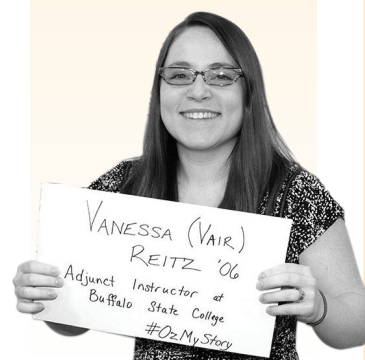
ADOLESCENCE EDUCATION (7-12)		Total Graduates	Responding	Employed	Graduate Study	Employed and Study	Still Seeking	Not Seeking
	Biology	4	3	1	1	1	0	0
	Earth Science	2	0	0	0	0	0	0
	English	16	13	5	5	3	0	0
	French	1	1	0	1	0	0	0
	German	2	1	1	0	0	0	0
	Math	13	10	7	2	1	0	0
	Physics	3	0	0	0	0	0	0
	Social Studies	32	21	9	7	5	0	0
	Spanish	4	2	2	0	0	0	0
CHILDHOOD EDUCATION (1-6)	Agricultural Education	1	1	1	0	0	0	0
	Biology	9	6	0	3	2	1	0
	English	43	30	9	8	13	0	0
	Math	7	4	1	3	0	0	0
	Science	8	8	3	4	1	0	0
	Social Studies	54	33	6	15	11	1	0
	Spanish	2	0	0	0	0	0	0
	Womens Studies	6	5	4	0	1	0	0
	Health Careers Education	2	2	1	0	1	0	0
	TESOL	11	7	3	2	2	0	0
	Technology Education (8 - 12)	39	27	21	5	1	0	0
	Technology Management	6	5	4	0	1	0	0
	Trade Education	5	3	1	1	1	0	0
	Wellness Management	61	38	16	8	10	4	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%)

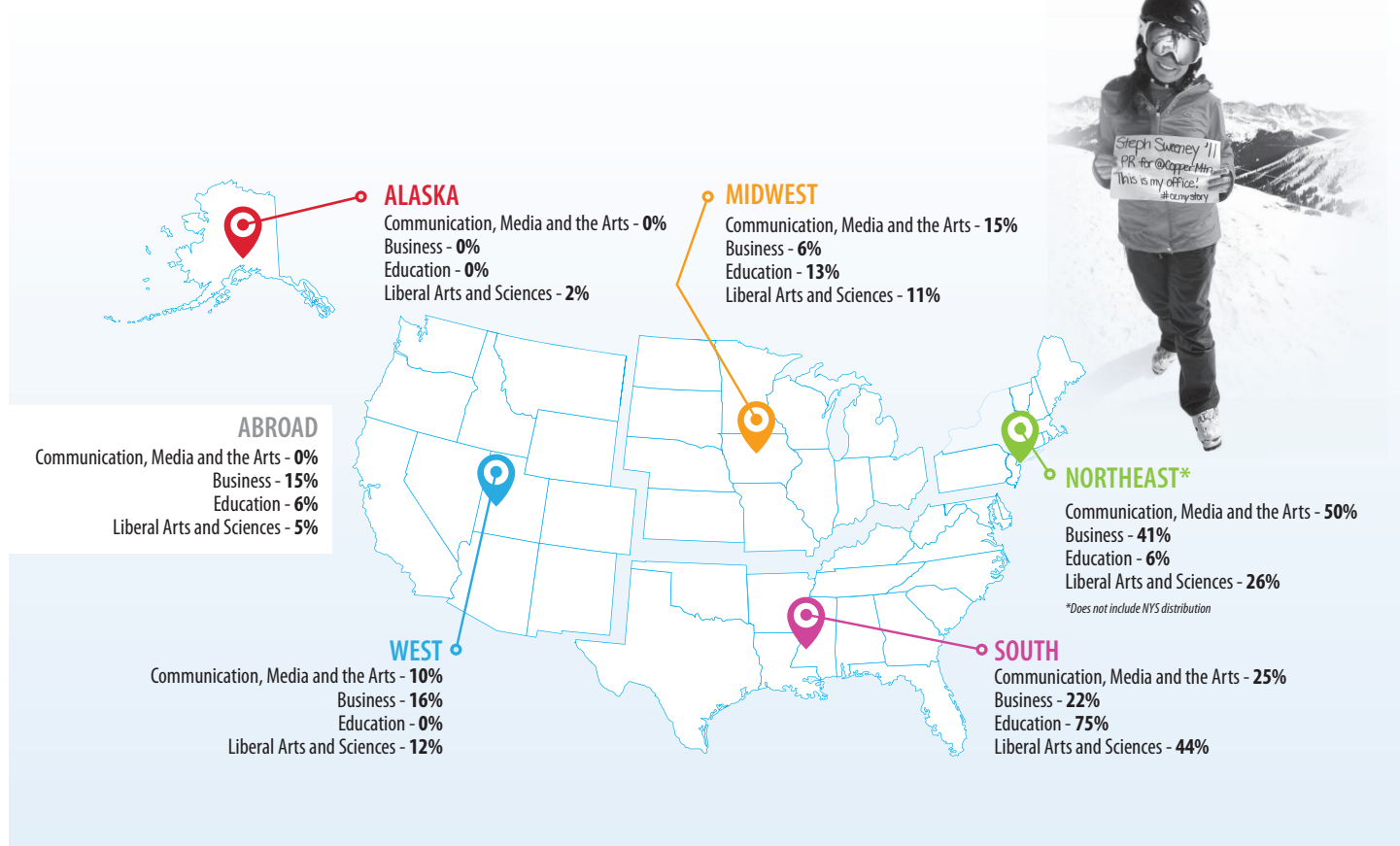
10 Employed & Graduate School (4.8%) • 11 Still Seeking (5.3%) • 0 Not Seeking (0%)

	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	McVeigh Associates, Ltd.
Bentley-Hall Publishing	Media Sales Plus
Brentwood Communications	Nexstar Broadcasting
Bravo Media Inc.	NFL Films
Brand Imaging Group	NBC Universal Inc.
Bruhnschhaus Design LLC	Omnicom Group
CBS Corporation	Regus
CGI Communications	Spanfeller Media
Clear Channel Radio	The History Channel
Central Media Group	TruSchoolSports.com
Cumulus Broadcasting	The Saratogian Newspaper
Disney World	The Stella Adler Studio of Acting
E.W. Smith Publishing	Townsquare Media
Galaxy Communications	Union Street Media
Goodspeed Musicals	Univision
Indra Public Relations	WWNY-TV
Jaycox Studio	YAHOO!
Katz Media Group	
Late Show with David Letterman	

OUT-OF-STATE DISTRIBUTION: EMPLOYMENT



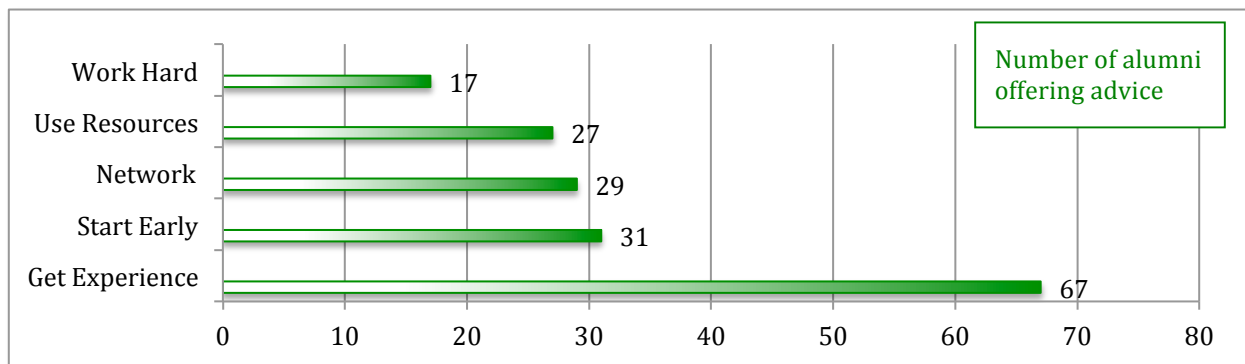
OUT-OF-STATE DISTRIBUTION: GRADUATE SCHOOL

WEST Communication, Media and the Arts - 13% Business - 0% Education - 17% Liberal Arts and Sciences - 9%	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%	ONLINE Communication, Media and the Arts - 12% Business - 0% Education - 8% Liberal Arts and Sciences - 4%
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%	ALASKA Communication, Media and the Arts - 0% Business - 0% Education - 0% Liberal Arts and Sciences - 2%	*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.



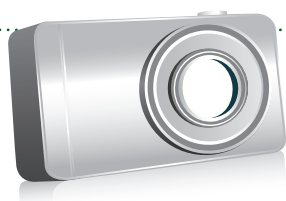
Based on knowledge of 65% of the Class of 2013



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



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

SCHOOL OF BUSINESS

- Accounting/Management 5–year
- Marketing BS



Career Services at the Compass

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90% PLACEMENT IN FIELD OF CHOICE



COLLEGE OF LIBERAL ARTS AND SCIENCES

- Biochemistry BS
- Biology BA
- Psychology BA

SCHOOL OF EDUCATION

- Technology Education (B-12) BS

SCHOOL OF COMMUNICATION, MEDIA & THE ARTS

- Public Relations BA

SCHOOL OF BUSINESS

- Finance BS
- Human Resource Management BS



75% PLACEMENT IN FIELD OF CHOICE

COLLEGE OF LIBERAL ARTS AND SCIENCES

- English BA
- Global & International Studies BA
- Human Development BA
- Zoology BA
- Zoology BS

SCHOOL OF EDUCATION

- Adolescent Education 7-12 English BS
- Adolescent Education 7-12 Math BS
- Adolescent Education 7-12 Social Studies BS
- Childhood Education 1-6 English BS

SCHOOL OF COMMUNICATION, MEDIA & THE ARTS

- Art BA with Graphic Design Emphasis
- Broadcasting and Mass Communication
- Fine Arts BFA
- Journalism BA
- Theatre BA

SCHOOL OF BUSINESS

- Accounting BS
- Business Administration BS
- Risk Management and Insurance BS



For more information on our First Destination Outcomes, please visit www.oswego.edu/careerservices