

# Class of 2013 Graduate Survey

School of Communication, Media & the Arts



**SUMMARY OF  
AUGUST 2012 & DECEMBER 2012  
GRADUATES**



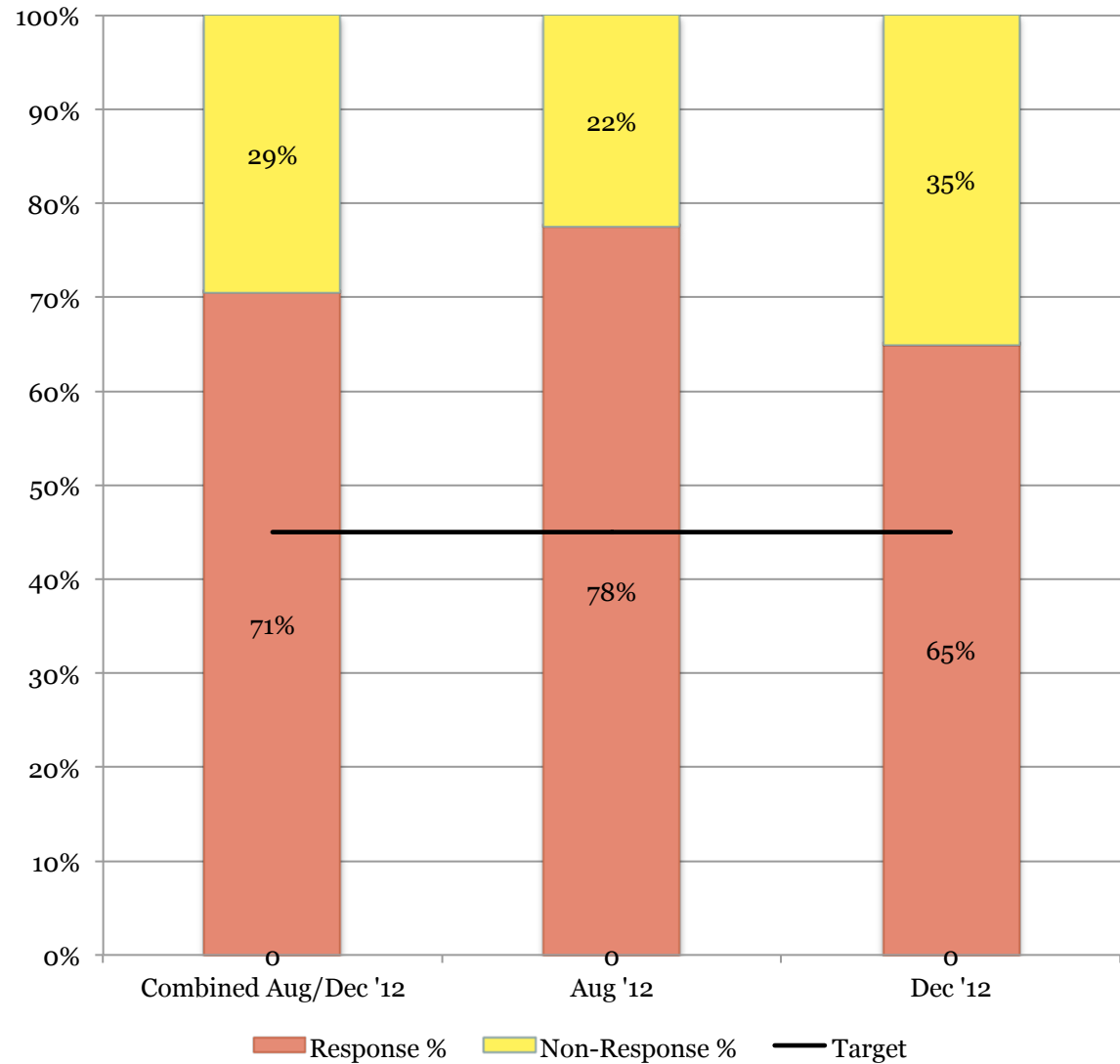
# Class of 2013

**Goal:** 45% Response  
**Actual:** 71% Response

August 2012  
49 graduates  
Total respondents = 38  
Response rate = 77.55%

December 2012  
63 graduates  
Total respondents = 41  
Response rate = 65.08%

Combined Aug/Dec 2012  
112 graduates  
Total respondents = 79  
Response rate = 70.54%



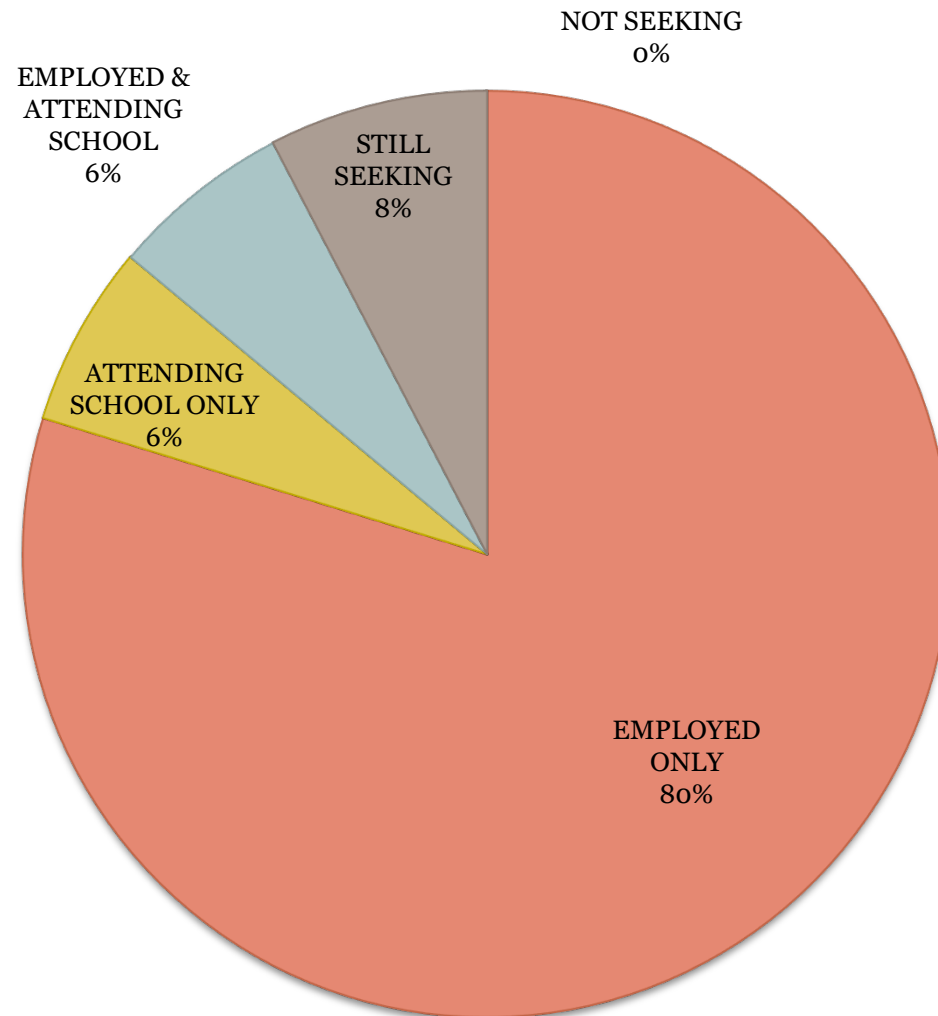


## Overall Summary

August & December  
2012 graduates

Breakdown in numbers

What our graduates are doing	Count
Employed only	63
Attending school only	5
Employed & attending school	5
Still seeking	6
Not seeking	0



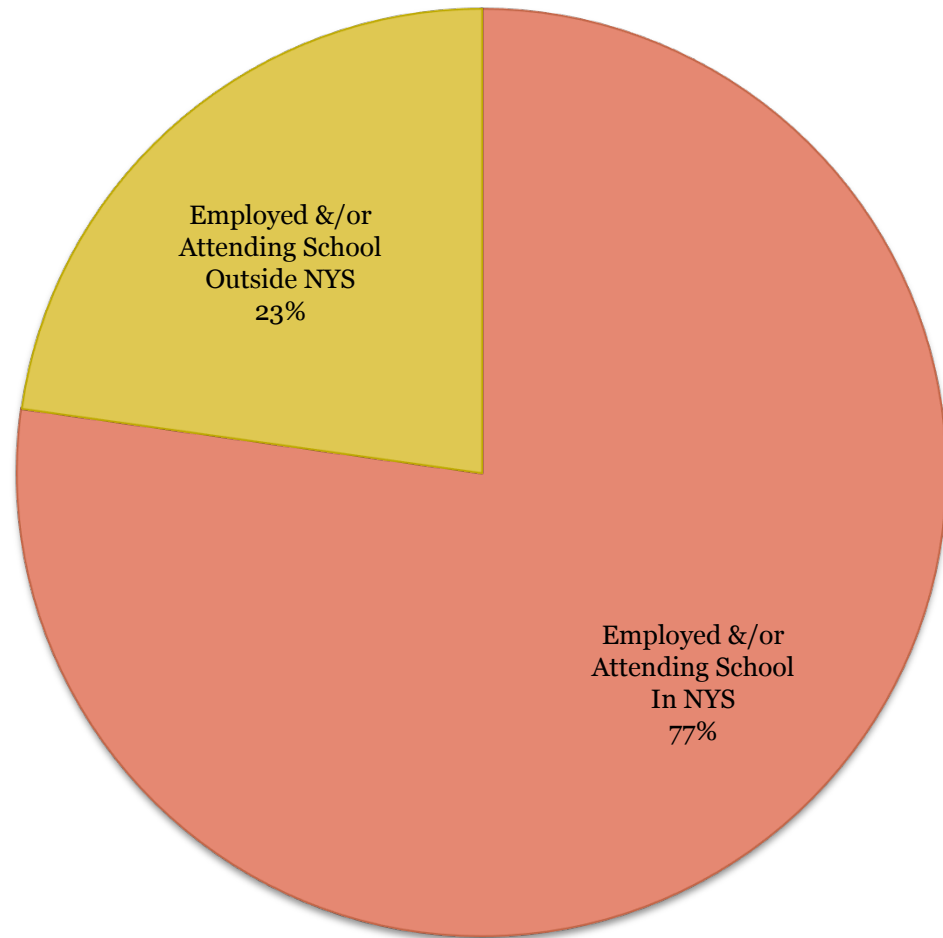


## In-state vs. Out-of-State

### Working and/or Attending School

#### Breakdown in numbers

What our graduates are doing	Count
Inside of New York State	61
Outside of New York State	18

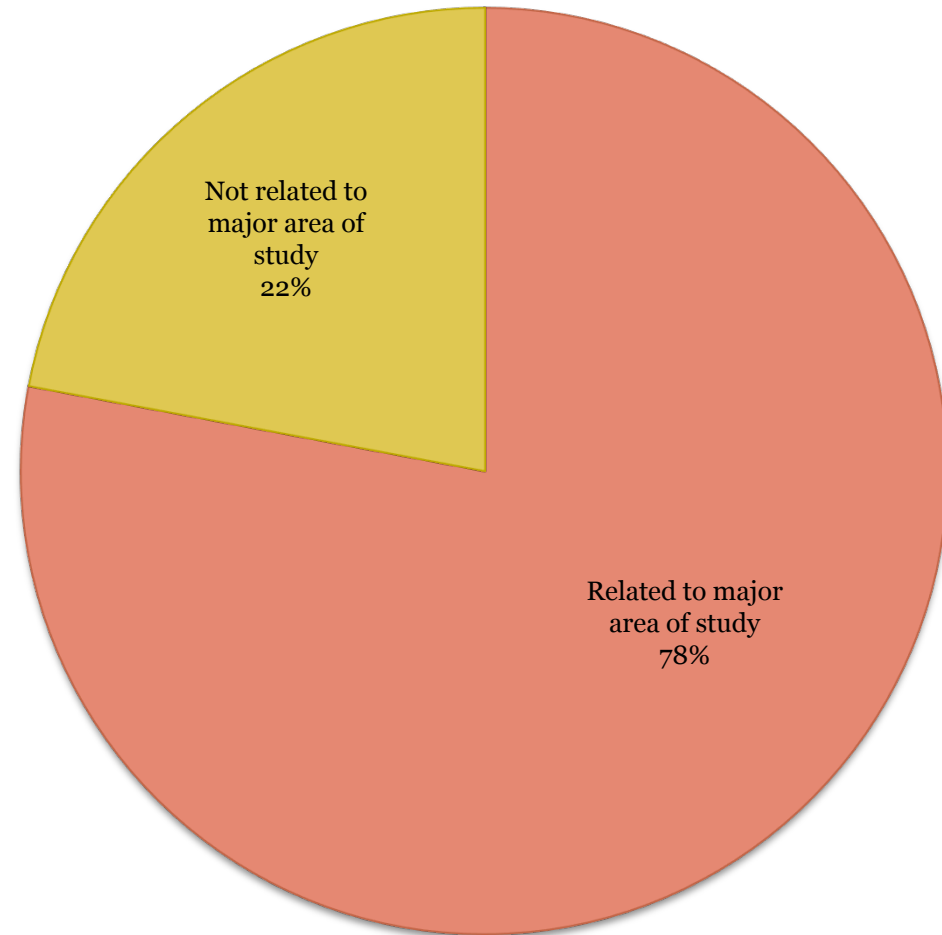




## Related or not to Major Area of Study

Breakdown in numbers

What our graduates are doing	Count
Employment related to major area of study	53
Employment not related to major area of study	15



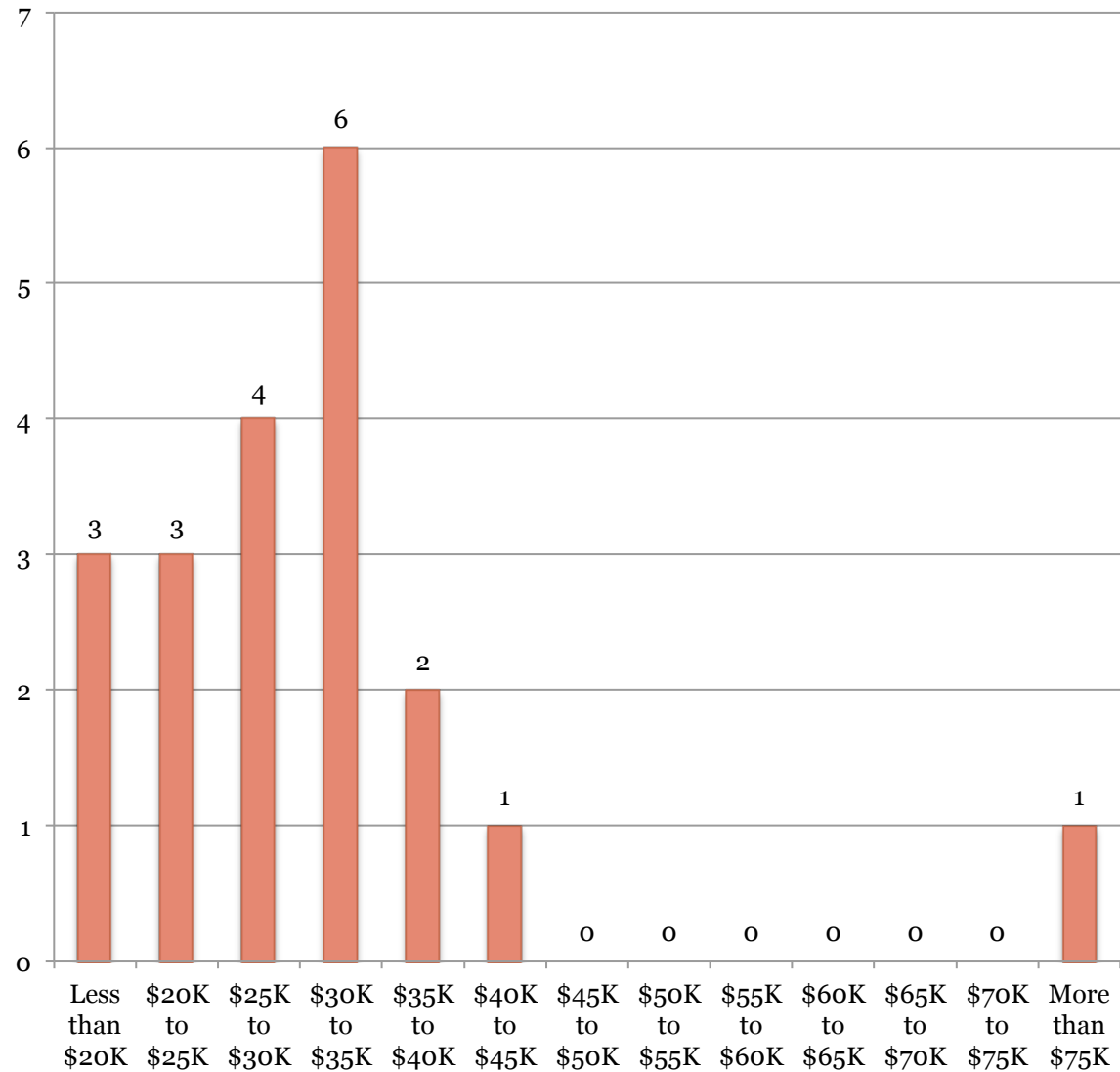


# Salary Range

## Full-time Employment

Breakdown in numbers

How our graduates are doing	Salary Range
Mean	\$30K to \$35K
Median	\$30K to \$35K
Mode	\$30K to \$35K



# Employment & Education Summary

## SAMPLE EMPLOYER ORGANIZATIONS

ANGIODYNAMICS  
BENTLEY-HALL PUBLISHING  
BRAVO MEDIA INC.  
BRENTWOOD COMMUNICATIONS, INTL  
CNY CENTRAL  
COMPANY 3  
CUMULUS BROADCASTING  
CYBERNET  
EVERYTHING GIRLS LOVE LLC  
GALAXY COMMUNICATIONS  
GOODSPEED MUSICALS  
JAYCOX STUDIO  
LCO DESTINY INC.  
MEDIA ARTISTS INC.  
MOVIN 100.3/96.5FM  
ONEIDA NATION ENTERPRISES  
SPECIAL KOLA PHOTOGRAPHY  
SYMPHONY SPACE  
THE SARATOGIAN NEWSPAPER  
TIME WARNER CABLE SPORTS  
UNION ST MEDIA  
WABC-TV  
WCNY PUBLIC BROADCASTING  
WROC NEWS STATION  
WWNY-TV  
YAHOO!

## SAMPLE EMPLOYMENT POSITIONS

ADVERTISING ASSISTANT  
ANCHOR/REPORTER  
ASSOCIATE DIRECTOR OF DEVELOPMENT  
BUSINESS DEVELOPER  
CAMERA OPERATOR/FILM EDITOR/ENGINEER  
CLIENT SUPPORT SPECIALIST  
COMMUNICATIONS ASSISTANT  
CREATIVE/DESIGN BRAND CONSULTANT  
CREW CHIEF/ASSISTANT TO THE PRODUCER  
DESIGN COORDINATOR  
ELECTRONICS APPRENTICE  
ENTERTAINMENT TECHNICIAN  
ENTERTAINMENT WRITER  
GRAPHIC DESIGNER  
INSTRUCTOR/PROFESSOR  
INTERNET SALES MANAGER  
MAKEUP ARTIST  
MARKETING ASSISTANT/SPECIALIST  
MEDIA SPECIALIST  
OFFICE PRODUCTION ASSISTANT  
PRODUCER  
PROFESSIONAL PHOTOGRAPHER  
PROJECT ASSOCIATE  
PROMOTIONS ASSISTANT  
RECEIVING SPECIALIST  
SALES OPERATIONS MANAGER  
STAFF WRITER  
STUDIO ASSISTANT  
TAPE OPERATOR  
VIDEO PRODUCER/MULTIMEDIA SPECIALIST  
WEB DESIGNER

## SAMPLE CONTINUING EDUCATION SCHOOLS

KANSAIGAI DAI UNIVERSITY  
MARIST COLLEGE  
NAZARETH COLLEGE OF ROCHESTER  
RUTGERS  
SUNY OSWEGO  
SUNY UNIVERSITY AT BUFFALO  
UNIVERSITY OF DUNDEE

## SAMPLE CONTINUING EDUCATION PROGRAMS

ARCHITECTURAL TECHNOLOGY  
ART  
ART THERAPY  
FINE ARTS & HUMANITIES  
INTEGRATED MARKETING COMM