The Information Gathering Process

Information from a variety of sources was used to determine the first destination, six months after graduation, of the undergraduates from the School of Communication (SoC) in the Class of 2014.

Primary sources for data include: The 2014 Post-Graduation Survey conducted by Northwestern Career Advancement between October 2014 and January 2015, and the 2014 Senior Survey administered by Institutional Research in April 2014.

Secondary sources for data include: The Association of American Medical Colleges Advisor Information System database (University Academic Advising Center) and the Law School Admission Council’s 2013 – 2014 Prelaw Advisor Action Reports, the National Student Clearinghouse, and the Department of Athletics, as well as the professional social networking service LinkedIn and Northwestern Directory.

According to the University Registrar, there are 275 undergraduate students who graduated from SoC in Fall 2013, Winter 2014, Spring 2014, and Summer 2014.

This report represents data from 71% or 196 members of the Class of 2014 from SoC.

The SoC Class of 2014

A description of the Class of 2014 and the study participants in SoC are described below.

<table>
<thead>
<tr>
<th>Total Number</th>
<th>Total SoC Class of 2014</th>
<th>SoC Survey Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>180 (65%)</td>
<td>128 (65%)</td>
</tr>
<tr>
<td>Male</td>
<td>95 (35%)</td>
<td>68 (35%)</td>
</tr>
<tr>
<td>Racial/Ethnic Background</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian</td>
<td>1 (0%)</td>
<td>1 (1%)</td>
</tr>
<tr>
<td>Asian American</td>
<td>26 (9%)</td>
<td>15 (8%)</td>
</tr>
<tr>
<td>African American/Black</td>
<td>16 (6%)</td>
<td>14 (7%)</td>
</tr>
<tr>
<td>Hispanic</td>
<td>27 (10%)</td>
<td>19 (10%)</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>186 (68%)</td>
<td>135 (69%)</td>
</tr>
<tr>
<td>Multiple Race</td>
<td>4 (1%)</td>
<td>2 (1%)</td>
</tr>
<tr>
<td>International</td>
<td>10 (4%)</td>
<td>6 (3%)</td>
</tr>
<tr>
<td>Not Specified</td>
<td>5 (2%)</td>
<td>4 (2%)</td>
</tr>
<tr>
<td>Majors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication Studies</td>
<td>79 (29%)</td>
<td>66 (33%)</td>
</tr>
<tr>
<td>Dance</td>
<td>1 (0%)</td>
<td>1 (1%)</td>
</tr>
<tr>
<td>Human Communication Sciences</td>
<td>22 (8%)</td>
<td>16 (8%)</td>
</tr>
<tr>
<td>Interdisciplinary Studies in Communication</td>
<td>1 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Performance Studies</td>
<td>3 (1%)</td>
<td>3 (2%)</td>
</tr>
<tr>
<td>Radio/Television/Film</td>
<td>85 (31%)</td>
<td>60 (31%)</td>
</tr>
<tr>
<td>Theater</td>
<td>84 (31%)</td>
<td>50 (25%)</td>
</tr>
</tbody>
</table>

Cumulative GPA

3.58

3.57
Where is the SoC Class of 2014 now?
The primary activity six months after graduation for members of the SoC Class of 2014 is listed below.

The table below illustrates the first destination of the SoC Class of 2014 by major.

Full Destination of SoC Class of 2014 by Major
The table below illustrates the first destination of the SoC Class of 2014 by major.

<table>
<thead>
<tr>
<th>Major</th>
<th>Full-Time Employment or Paid Public Service</th>
<th>Graduate or Professional School</th>
<th>Other Activities¹</th>
<th>Actively Job Searching</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Studies (66)</td>
<td>45 (68%)</td>
<td>7 (11%)</td>
<td>11 (17%)</td>
<td>3 (4%)</td>
</tr>
<tr>
<td>Dance (1)</td>
<td>0 (0%)</td>
<td>1 (100%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Human Communication Sciences (16)</td>
<td>3 (19%)</td>
<td>10 (62%)</td>
<td>3 (19%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Performance Studies (3)</td>
<td>1 (33%)</td>
<td>0 (0%)</td>
<td>2 (66%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Radio/Television/Film (60)</td>
<td>35 (58%)</td>
<td>3 (5%)</td>
<td>18 (30%)</td>
<td>4 (7%)</td>
</tr>
<tr>
<td>Theater (50)</td>
<td>17 (34%)</td>
<td>4 (8%)</td>
<td>26 (52%)</td>
<td>3 (6%)</td>
</tr>
</tbody>
</table>

¹ “Other Activities” includes part-time employment or paid public service, self-employed or freelance work, fellowship, post graduate internship/practicum/student teaching, volunteer or unpaid public service, additional undergraduate course work, military, other.
SoC Class of 2014 - Employment
Fifty-two percent (52%) or 101 of the recent graduates from SoC were employed full time after graduation. Data about the industries in which they are currently employed was available for 94% of these graduates and the locations in which they are working was available for 93% of these graduates.

Salary Information
Starting salary information was provided by 54 of the 101 recent graduates from SoC whose primary activity six months after graduation was full-time employment. The average salary was $40,135.

<table>
<thead>
<tr>
<th>Degree</th>
<th>Number of Respondents</th>
<th>Average Salary</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>All SoC Respondents</td>
<td>54</td>
<td>$40,135</td>
<td>$8,500 - $80,000</td>
</tr>
<tr>
<td>Communication Studies</td>
<td>21</td>
<td>$43,848</td>
<td>$8,500 - $80,000</td>
</tr>
<tr>
<td>Human Communication Sciences</td>
<td>2</td>
<td>$46,250</td>
<td>$32,500 - $60,000</td>
</tr>
<tr>
<td>Radio/Television/Film</td>
<td>21</td>
<td>$35,876</td>
<td>$12,000 - $80,000</td>
</tr>
<tr>
<td>Theater</td>
<td>10</td>
<td>$40,050</td>
<td>$15,600 - $52,000</td>
</tr>
</tbody>
</table>

Industry Information

Where are they working?
Organizations Employing the SoC Class of 2014

- 3D Lacrosse
- Abominable Pictures
- Accenture
- Aldi
- Allstate
- Aon Hewitt
- Bloomingdale's
- Bluelaces Theater Company
- Booz Allen Hamilton
- Chicago Fire Soccer Club
- Chicago Shakespeare Theater
- Chicago Teaching Fellows
- Clarity
- Comcast SportsNet Chicago
- comScore
- Cool Managers
- Cost Plus World Market
- Cox Media Group
- Creative Artists Agency
- Davis Polk & Wardwell LLP
- Department of Justice
- DigitasLBi
- Duo Consulting
- Education Development Center
- Epic Systems
- Flight A/V
- Fly Communications
- Flynn Family Office
- Free Spirit Media
- Freelance (contracted with several companies)
- French Ministry of Education
- Fusion92
- Good360
- Government of Singapore
- Grainger
- Gunderson Dettmer
- Horizon Media
- Industry Creative/The Ant Farm
- InnovateEDU
- Ipsos
- J.P. Morgan
- Jeff Tomsic
- Kaplan Perrone Entertainment
- LaunchSquad
- LeDuc Creative Co
- Lowe Campbell Ewald
- Macy's
- Mad Cow Productions
- Magical Elves
- Maxus North America
- McKinsey & Company
- NBC
- NBC Universal, Inc.
- New Sector Alliance
- Nielsen
- Northwestern University
- NUH-TAY-ZIK/HOF-FER
- Ogilvy & Mather
- Ogilvy Chicago
- Olson Engage
- Onion Inc.
- Oracle
- Pearson
- PepsiCo
- Prime Publishing LLC
- SapientNitro
- ServiceRocket
- Spotify
- Sun Valley Sports
- Sunflower Trilingual School
- Teach for America
- Telefantasy Studios
- The New York Botanical Garden
- Twentieth Century Fox
- Unbreakable Kimmy Schmidt, Universal Television LLC
- Universal Creative
- University of Texas at Austin
- Venture for America Fellowship Program
- Viacom
- Vosges Haut-Chocolat
- Walgreens Co.
- Waltzing Mechanics
- Weber Shandwick
- William Morris Endeavor
- Wolf Talent Group
- Zitter Health Insights

SoC Class of 2014 - Graduate/Professional School

Twenty-five (25 or 13%) of the recent graduates from SoC reported that their primary activity six months after graduation was graduate or professional school. The degrees they are seeking and their fields of study are illustrated below.

Degrees

- Master's 48%
- Professional Masters 24%
- Doctorate 9%
- Medical 19%

Fields of Study

- Business (Management or Finance) 24%
- Communications or Media 12%
- Education 6%
- Other Health Professions 6%
- Other 6%
- Visual or Performing Arts 12%
- Public Policy of Government 6%
- Medicine 18%
- Entertainment 12%

Selected Graduate and Professional Schools

- Central Europe University
- Duke University
- Loyola University
- Northeast Ohio Medical University
- Northwestern University
- Purdue University
- Queen Mary University of London
- Royal Central School of Speech & Drama
- The London School of Economics and Political Science
- University of Iowa
- University of Pennsylvania
- University of Texas
- University of Washington
- University of Wisconsin
Experiential Learning Opportunities, Internships, Research, and Deep Involvement

Experiential Learning Opportunities
On the 2014 Post-Graduation Survey, recent graduates were given a list of twenty-four experiential learning opportunities and asked to check all those in which they had participated as undergraduates. One hundred and thirteen (113) of the recent graduates from SoC responded to these questions.

- 89% of the recent graduates from SoC reported having engaged in one or more experiential learning opportunities while an undergraduate at Northwestern University
- Of the 89% who had engaged in one or more experiential learning opportunities . . .
  - 36% had engaged in 1 experiential learning opportunity
  - 33% had engaged in 2 experiential learning opportunities
  - 19% had engaged in 3 experiential learning opportunities
  - 13% had engaged in 4 or more experiential learning opportunities

Internships
- 76% of the 2014 Post-Graduation respondents from SoC reported having participated in at least one—sometimes more than one—internship experience.
- Of the 76% who participated in at least one internship experience, 19% reported having participated in only paid internships, 51% participated in only unpaid internships, 30% participated in both paid and unpaid internships.

Research
- 37% of the 2014 Post-Graduation respondents from SoC reported that they had participated in one or more research experiences as an undergraduate

Definition of Research
Research includes experience gained through an independent study, or in conjunction with an instructor/director primarily for the pursuit of knowledge. It can be for pay or on a volunteer basis. This definition of research does not include research performed in conjunction with a class project. Research can be completed at any time throughout the year.
Deep Involvement

- 96% of the 2014 Post-Graduation Survey respondents from SoC reported they had been “deeply” involved in one or more student organizations, clubs, or varsity athletics as an undergraduate
- 88% of the 2014 Post-Graduation Survey respondents from SoC reported having held a leadership position in one or more student organizations, clubs, or varsity athletic teams
- 42% of the 2014 Post-Graduation Survey respondents from SoC indicated they were “deeply” involved in one or more community service projects while an undergraduate
- 56% of the 2014 Post-Graduation Survey respondents from SoC reported having held a significant on-campus work-related position while an undergraduate at Northwestern

**Definition of “Deep Involvement”**

Deep involvement in a student organization, club, varsity athletic team, community service, or work-related position means more than just attending a meeting or two. Deep involvement includes attending meetings/activities of an organization/club/team on a regular basis over an extended period of time and contributing in some significant way to the organization, e.g., serving on a committee, participating in fund raising efforts, planning and implementing a program, playing on a team, exercising significant responsibility, etc.