

NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES • DATA REPORTED BY EMPLOYERS

SEPTEMBER 2013 EXECUTIVE SUMMARY

Featuring:

- Top Industries | Individual Majors
- Top-Hiring Industries
- Major by Occupational Position | Industry
- Top-Paying Positions
- All Data Reported by Employers



NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES

ABOUT THE SURVEY

Data contained in the NACE *Salary Survey* are produced through a compilation of data derived from the Bureau of Labor Statistics, the Census Bureau, and a master data set developed by Job Search Intelligence. Data for the September 2013 *Salary Survey* report were retrieved in July 2013, and were compiled using a proprietary methodology created by Job Search intelligence.

Salary Survey (ISSN 1520-8648) is available to individuals holding organizational membership in the National Association of Colleges and Employers; it is also available on a subscription basis. The *Salary Survey* report is published three times a year—January, April, and September—by the National Association of Colleges and Employers, 62 Highland Ave., Bethlehem, PA 18017-9085. For more information, see www.nacweb.org or contact NACE at 610.868.1421.

ADDITIONAL DATA AVAILABLE ONLINE: Additional data are available to NACE organizational members and *Salary Survey* subscribers through the Salary Survey Online tool (www.nacweb.org/salary-resources/index.aspx). Featuring data updated monthly, the tool provides in-depth national and regional salary data for new college graduates by industry.

RESEARCH STAFF

Director of Foundation and Strategic Research: Edwin Koc
Employment Information Manager: Andrea Koncz
Research Assistant: Anna Longenberger

Copyright 2013 by the National Association of Colleges and Employers. No part of this publication may be used, adapted, or reproduced in any manner without written permission.

SALARY SURVEY

The September 2013 Salary Survey issue contains employer-based data from approximately 400,000 employers; gathered from government and other sources, the data are actual starting salaries, not offers.

The September 2013 report is the second report containing salary data for the Class of 2013.

EXECUTIVE SUMMARY

The overall average starting salary for Class of 2013 graduates currently stands at \$45,327, an increase of 2.4 percent over the reported average of \$44,259 for Class of 2012 graduates.

Bolstering this positive news is the fact that salary increases are not limited to certain fields of study that are “carrying” the class. In fact, they are evident in all disciplines except one, computer science. (See Figure 1.)

FIGURE 1 | AVERAGE SALARIES BY DISCIPLINE

Broad Category	2013 Average Salary	2012 Average Salary	Percent Change
Business	\$55,635	\$51,541	7.9%
Communications	\$43,835	\$42,286	3.7%
Computer Science	\$58,547	\$60,038	-2.5%
Education	\$40,337	\$39,080	3.2%
Engineering	\$62,062	\$60,639	2.3%
Humanities & Social Sciences	\$37,791	\$36,824	2.6%
Math & Sciences	\$42,731	\$42,355	0.9%
Overall	\$45,327	\$44,259	2.4%

BUSINESS

Among the Class of 2013, the business disciplines experienced the largest increase to their overall average starting salary, which rose 7.9 percent to \$55,635. Within this category, finance majors (10 percent) and business administration majors (6.7 percent) had the largest individual increases.

COMMUNICATIONS

The average starting salary for communications graduates increased by 3.7 percent—on the high end for the Class of 2013—to \$43,835. Within the individual disciplines, the average salary to advertising majors fell less than 1 percent to \$47,300, but specific “communications” majors saw their average starting salary increase more than 5 percent to \$44,500.

COMPUTER SCIENCES

As a group, graduates in the computer sciences field saw their overall average starting salary decrease 2.5 percent from \$60,038 last year to \$58,547 this year. However, students majoring specifically in computer science saw an increase of 3.1 percent, bringing their average starting salary to \$64,100. Information sciences and systems majors saw a minor decrease of

.5 percent to their average starting salary, as it slipped from \$55,500 to \$55,200. One factor contributing to this decrease is the type of positions that were reported for these graduates this year compared those reported last year. In last year’s September 2012 *Salary Survey* report, the average starting salaries reported by information sciences and systems majors were in the \$60,000 to \$65,000 range; this year, although they ranged from a low of just \$40,300 to a high of \$63,900, most were near the upper-\$50,000 range.

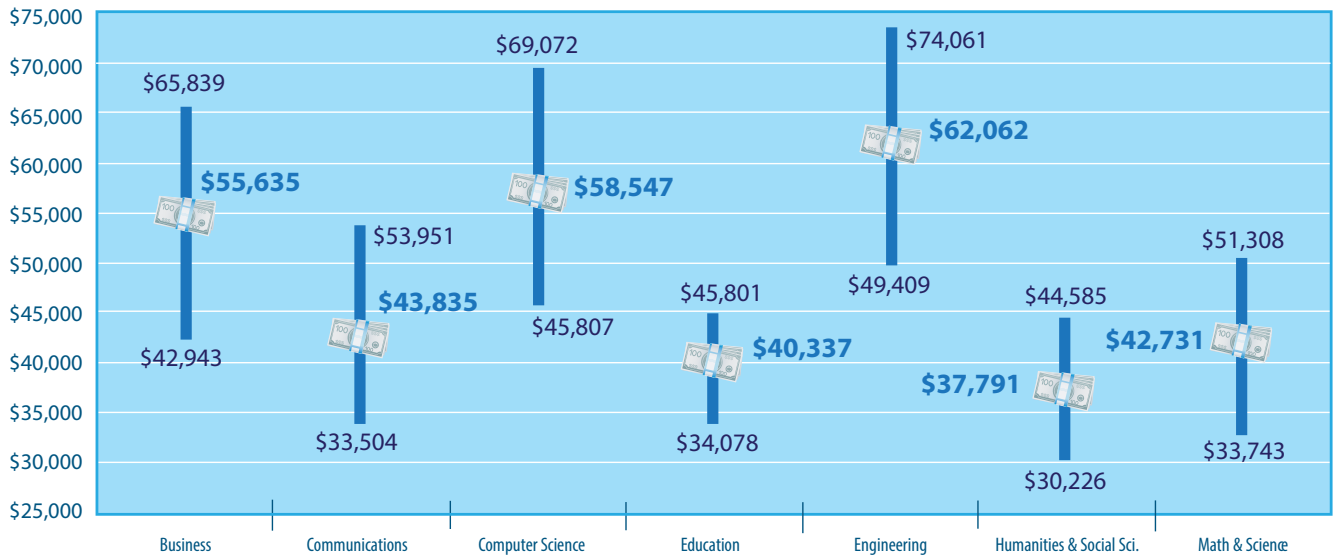
EDUCATION

Education majors not only saw their overall average salary bump up by 3.2 percent to \$40,337, but all of the individual education fields also posted increases to their individual starting salary averages. The increases ranged from 1.7 percent for physical education majors to 7 percent for pre-elementary education graduates.

ENGINEERING

The overall average salary for engineering graduates rose 2.3 percent to \$62,062. While some engineering disciplines saw large increases to their average starting salaries—e.g. bioengineering majors posted a 10.1 percent increase—some disciplines, such as

FIGURE 2 | SALARY RANGES | BY DISCIPLINE



computer engineering and aerospace engineering, saw decreases. As a group, however, engineering majors continue to earn the top salaries, as their individual fields command high pay. In fact, the highest-paid major in this report is petroleum engineering; the average starting salary for these majors approaches six-digits at \$96,200.

HEALTH SCIENCES

Class of 2013 nursing graduates saw their average starting salary increase 1.8 percent to \$52,000. Employers in the health care and social assistance employment sector reported a large number of salaries—averaging \$54,700—to these graduates.

HUMANITIES AND SOCIAL SCIENCES

Overall, the average starting salary to graduates in the humanities and social sciences increased 2.6 percent over last year, bringing it to \$37,791. Of the 11 reported majors within this group, eight posted increases to their average starting salaries, while just three posted decreases. On the higher end of the majors with increases were sociology (10.8 percent

to \$37,000) and criminal justice (8.1 percent to \$34,800). The lowest increase went to social work majors, who saw just 2.3 percent growth in their average starting salary (\$36,000). On the other side, students graduating in the visual and performing arts saw their average starting salary drop 3 percent to \$35,600 this year.

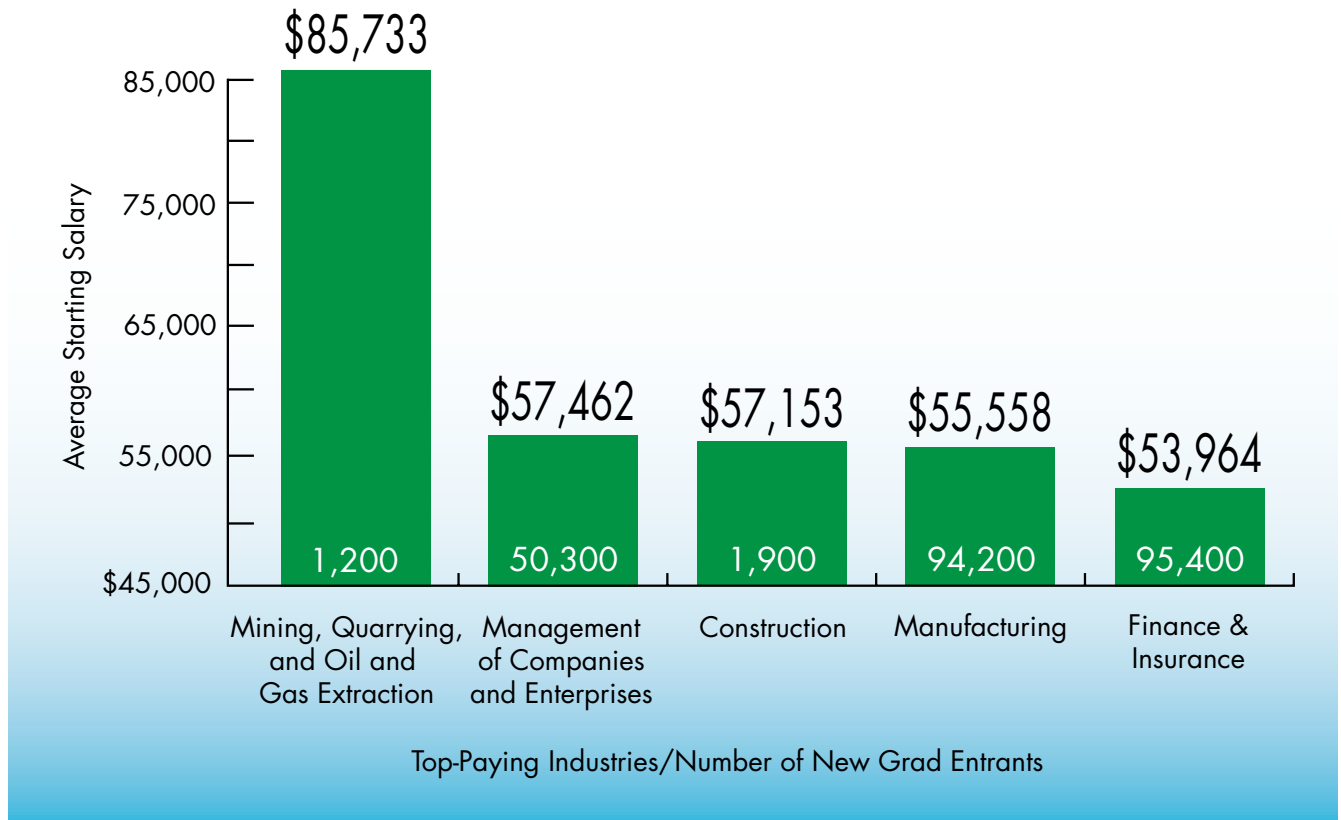
MATHEMATICS AND SCIENCES

Graduates earning degrees in the math and science disciplines saw the least movement in their average starting salary in this report. The overall average salary for the group rose just 0.9 percent over last year, which brings it to \$42,731. While just one of the five reported majors—construction science/management—posted a small decrease of 1.7 percent, the remaining increases weren't quite large enough to offset it. Architecture majors saw a 2.7 percent increase in starting salaries, while biological sciences majors posted a similar increase of 2.2 percent. However, chemistry and mathematics graduates experienced incremental increases to their average starting salaries of 0.9 percent and 0.6 percent, respectively.

The final Salary Survey report for Class of 2013 graduates will be published in early January 2014.

TOP-PAYING | INDUSTRIES

The chart below shows the top five industries that paid the highest starting salaries to 2013 bachelor's degree graduates, regardless of major. The number of new graduate entrants reported by each particular industry is also listed here.



INDUSTRY | DEFINITIONS

Mining, Quarrying, and Oil and Gas Extraction: This sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas.

Management of Companies and Enterprises: This sector comprises 1) establishments that hold the securities of companies and enterprises for the purpose of owning a controlling interest or influencing management decisions, or 2) establishments that administer, oversee, and manage establishments of the company or enterprise.

Construction: The construction sector comprises establishments primarily engaged in the construction of buildings or engineering products (e.g., highways and utility systems.)

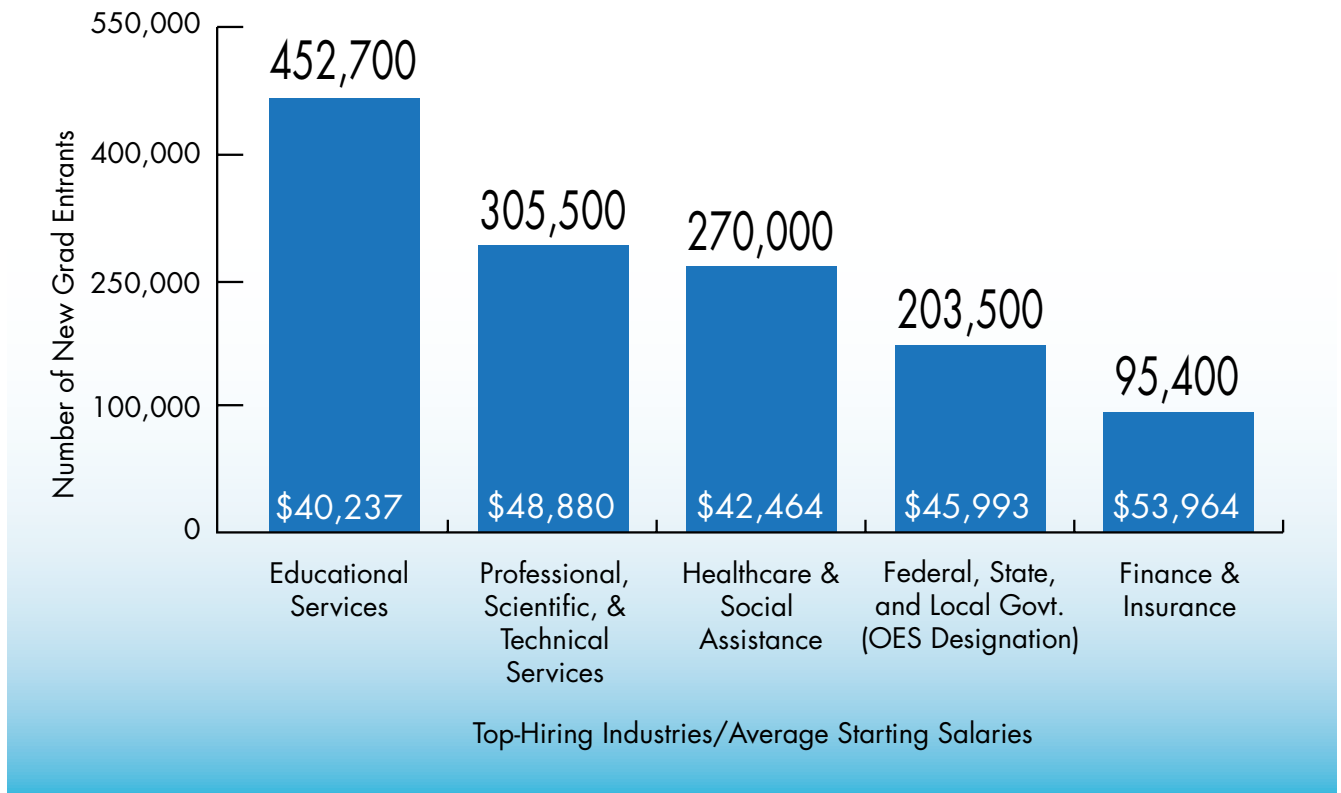
Manufacturing: The manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

Finance and Insurance: This sector includes establishments primarily engaged in financial transactions and/or in facilitating financial transactions

Source: U.S. Census Bureau, North American Industry Classification System (NAICS), 2007. www.census.gov/eos/www/naics/

TOP-HIRING | INDUSTRIES

This chart shows the top five industries that reported the highest number of new graduate entrants for 2013 bachelor's degree graduates, regardless of major. The average starting salary reported by each particular industry is also listed here.



INDUSTRY | DEFINITIONS

Educational Services: This sector comprises establishments that provide instruction and training in a wide variety of subjects. The instruction and training is provided by establishments such as schools, colleges, universities, and training centers.

Professional, Scientific, and Technical Services: This sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. (Examples - accounting, bookkeeping, payroll services, architectural, engineering, and computer services.)

Healthcare and Social Assistance: This sector comprises establishments providing healthcare and social assistance for individuals. The sector includes both healthcare and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities.

Federal, State, and Local Government (OES Designation): Federal, State, and Local Government, excluding state and local schools and hospitals, and the U.S. Postal Service.

Finance and Insurance: This sector includes establishments primarily engaged in financial transactions and/or in facilitating financial transactions.

Source: U.S. Census Bureau, North American Industry Classification System (NAICS), 2007. www.census.gov/eos/www/naics/

Subscribe to Salary Survey

- Get starting salary data for 90+ majors
- All data are reported by employers
- Data are reported by major, industry, and job function.
- Three reports a year (January, April, September)

Annual subscription:

\$315

Reports range from approximately 56 – 72 pages.

Join



Get Salary Survey

Become a member of NACE and get Salary Survey as part of your membership package.

Learn more/subscribe:

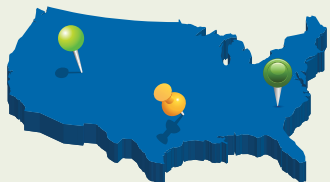
www.nacweb.org/salary-resources/salary-survey.aspx
or contact NACE, 800.544.5272.

www.nacweb.org/membership/index.aspx

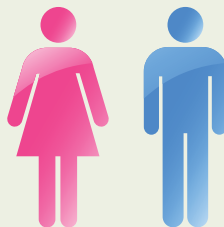
GET CUSTOMIZED SALARY INFORMATION

Salary data are available by

GEOGRAPHIC
LOCATION



GENDER



RACE/ETHNICITY



For more information, contact Andrea Koncz, 610.868.1421, ext. 121; akoncz@nacweb.org.

SALARY SURVEY
62 Highland Avenue
Bethlehem, PA 18017

