

NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES

JANUARY 2012 EXECUTIVE SUMMARY



National Association of Colleges and Employers | www.nacweb.org

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 Winter 2012 *Salary Survey* report were retrieved in October 2011, 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 (See www.nacweb.org/research/salary_survey/subscribe_to_Salary_Survey.aspx). *Salary Survey* 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 800.544.5272.

RESEARCH STAFF

Director of Foundation and Strategic Research: Edwin Koc

Employment Information Manager: Andrea Koncz

Research Assistant: Anna Longenberger

Copyright 2012 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.

THE NEW SALARY SURVEY

Since 1960, when the first issue of Salary Survey was published, NACE has been providing information about salaries for new college graduates. Compiled from data provided by participating colleges and universities that collected the information from their graduates, the report featured starting salary offers.

The Winter 2012 Salary Survey issue marks the first report using NACE's new data collection method. This new and improved report contains employer-based data gathered from government and other sources, and the data are actual starting salaries, not offers. Because the data come from a statistically valid sample of employers rather than from voluntary reports by students, the new report is more representative of the college population as a whole; the old report was heavily weighted toward engineering, accounting, and other disciplines that traditionally receive job offers prior to graduation. The new report contains more data, and the data are more robust, allowing for additional analysis.

The change in methodology and the shift from salary offer data to actual salary data necessitate two additional changes: First, in the past, the Winter report has been the first report for the new year's class. Instead, the Winter 2012 report continues to provide salary data for the Class of 2011. Second, it is not possible to compare the Winter 2012 report data with data published in earlier reports. Consequently, NACE has recalculated some of the data reported for 2011 graduates and compares it to data that also have been recalculated for 2010 college graduates.

EXECUTIVE SUMMARY

This first issue of *Salary Survey* for 2012 begins on a positive note, with good news regarding outcomes for the college Class of 2011. The overall average salary for Class of 2011 graduates is up to \$41,701, which is 2.3 percent higher than the Class of 2010 average of \$40,766. Figure 1 shows the reported average salaries by broad category in this report, and their corresponding percent changes. More good news is that average salaries have increased across the board.

FIGURE 1 | AVERAGE SALARIES BY DISCIPLINE

Broad Category	2010 Average Salary	2011 Average Salary	Percent Change
Business	\$46,378	\$48,144	3.8%
Communications	\$38,450	\$39,577	2.9%
Computer Science	\$58,229	\$60,594	4.1%
Education	\$37,040	\$37,830	2.1%
Engineering	\$60,971	\$61,872	1.5%
Health Sciences	\$44,451	\$44,955	1.1%
Humanities & Social Sciences	\$34,856	\$35,503	1.9%
Math and Sciences	\$39,749	\$40,204	1.1%

BUSINESS

As a group, the overall average salary reported for business majors is up 3.8 percent to \$48,144. (See Figure 2.) As is illustrated in Figure 1, this is the second highest increase recorded among the broad academic disciplines in this report.

The average salary for accounting majors is up 3.7 percent to \$50,500. For these graduates, the top industry—in terms of number of hires—is accounting, tax preparation, bookkeeping and payroll services, with an average salary of \$47,050. Highest-paying employers of accounting majors, however, were securities, commodities, and financial investments employers; the average salary in this industry stands at \$53,910.

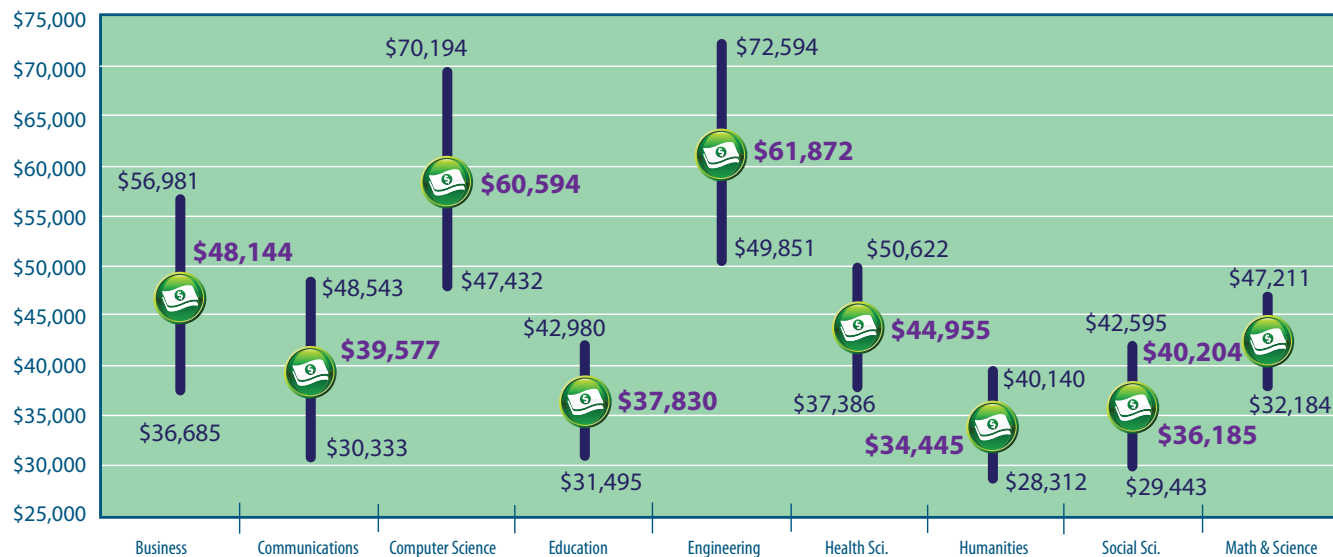
Business administration/management majors recorded the weakest growth in starting salary among the general group of business majors; their average salary grew just 2.8 percent to \$43,600. The industry sector reporting the highest number of business administration/management entrants was retail trade. Business administration majors entering retail trade had starting salaries averaging \$35,190. By contrast, business administration majors who began their careers in hospitals saw a considerably higher average starting salary—\$60,040. Note, however, that just a handful of business administration majors landed jobs with hospitals.

Of the business majors represented in this report, economics majors are the highest-paid and saw the biggest increase in salary. They currently average \$54,400—up 6.3 percent over the average posted in 2010. The most likely explanation for this: Securities, commodities, funds, trusts, and other financial investment firms are both the largest employer for these graduates and provided the highest average starting salary—\$77,640.

The average salary for finance majors rose 3.9 percent to \$48,300. Most of their reported salaries are from employers in the banking industry, where their average salary sits at \$43,830. Finance majors found their highest average starting salary—\$68,770—with securities, commodities, funds, trusts, and other financial investment firms.

The average salary reported for marketing majors is up 4.1 percent to \$51,200. Retail trade and manufacturing employers supplied the greatest number of opportunities, but provided distinctly different salaries. On average, marketing majors landing in the retail trade industry averaged \$35,680, while those who got jobs with manufacturers averaged \$45,550. Those lucky enough to land with computer systems design companies pulled in the highest average salary in this major—\$57,300.

FIGURE 2 | SALARY RANGES | BY DISCIPLINE



COMMUNICATIONS

Overall, the starting salary for graduates in the communications disciplines rose 2.9 percent to \$39,577. Among the majors in this group, advertising majors had the strongest showing; their average salary rose 4 percent to \$52,300. General communications majors and journalism majors did not do nearly as well; both posted 2.7 percent increases in their average salary. For communications majors, the average now stands at \$37,400, while journalism majors now average \$38,400.

Retail trade also supplied the greatest number of opportunities for communications majors, providing an average starting salary of \$30,650. For journalism majors, the top industry in terms of employment was radio and television broadcasting, which paid an average starting salary of \$33,460.

COMPUTER SCIENCES

Overall, graduates in the computer sciences disciplines are now averaging \$60,594, up 4.1 percent over the 2010 average for this category.

EDUCATION

The average salary for education majors rose a modest 2.1 percent to \$37,830. Within the specific disciplines, special education majors now average \$39,100, up 2.9 percent over the average posted for the Class of 2010.

ENGINEERING

The overall average salary for 2011 engineering graduates currently stands at \$61,872, up just 1.5 percent over the 2010 average for this group.

Of the reported engineering majors in this issue, computer engineering majors saw the biggest increase: Their average salary is up 2.5 percent from \$68,700 to \$70,400.

Average salaries for aerospace engineering majors and civil engineering majors increased 1.8 percent. The average salary is \$69,600 for aerospace engineering grads, and \$57,100 for civil engineering graduates.

Electrical engineering graduates saw their average salary rise just 1 percent, but that average is a hefty \$62,200. The situation is similar for chemical engineering graduates; their average salary is up a mere 0.6 percent, but now stand at \$63,900.

HEALTH SCIENCES

For graduates in the field of health sciences, there isn't a large change in the overall average salary from 2010 to 2011. Currently, the overall average for these graduates is \$44,955, up 1.1 percent.

The average salary for nursing majors rose 0.8 percent to \$48,100.

As would be expected, hospitals are the largest employers of students graduating in the health sciences. Hospitals are also the highest payers for both the general health sciences major (\$38,440) and for the nursing major (\$47,080).

HUMANITIES AND SOCIAL SCIENCES

The overall average salary to the group of humanities and social sciences majors in this report is up 1.9 percent to \$35,503.

Among the individual disciplines in this category, social work majors got the biggest increase—3.9 percent; their average salary now stands at \$34,900.

Criminal justice and corrections majors now average \$30,500, up 1 percent over 2010.

The average salary to English majors is up 2.5 percent over last year to \$37,400. Elementary and secondary schools are the biggest employer for these graduates; they provide English majors with an average salary of \$35,540.

Where do majors graduating in the liberal arts and social sciences find their initial job? Retail trade and elementary and secondary education are clearly the dominant landing spots for the plurality of liberal arts and social sciences majors. Retail trade is the industry employing more graduates majoring in history, political science, sociology, and the visual and performing arts than any other sector. Retail trade is the second largest initial employer for criminal justice,

English, and psychology majors. Average starting salaries among these liberal arts and social sciences majors in the retail trade sector ranges from a high of \$30,870 for history majors to a low of \$23,560 for English majors.

In what industries can liberal arts and social sciences majors find relatively high starting salaries? The criminal justice system ranks high on this list for a number of these majors. It is the industry with the highest average starting salary not only for criminal justice majors (\$38,830) but also for psychology (\$47,560) and sociology majors (\$44,870). Other industries notable for providing high pay to liberal arts/social sciences majors include management consulting firms, providing political science majors with an average salary of \$43,59; securities, providing English majors with an average salary of \$45,660; and museums/art galleries, which give visual and performing arts graduates an average salary of \$47,580.

MATH AND SCIENCES

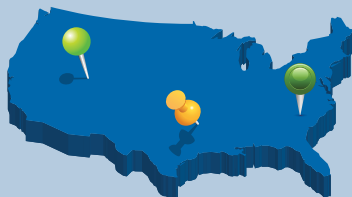
Overall, graduates in the math and sciences field are seeing slightly higher starting salaries. Their overall average salary for 2011 is up 1.1 percent to \$40,204.

Graduates earning mathematics degrees now average \$43,800—up 3.1 percent. Moreover, four of five employers providing these graduates with the greatest number of opportunities (insurance, management consulting, computer systems design, and manufacturing) provide average starting salaries that exceed \$50,000.

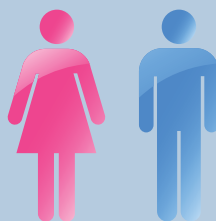
The Class of 2011 appears to have ended the year with encouraging news. The Spring 2012 issue of *Salary Survey* will provide a first glance at average salaries for the Class of 2012; the report will be published in early April.

GET CUSTOMIZED SALARY INFORMATION

Salary data are available by



GEOGRAPHIC
LOCATION



GENDER

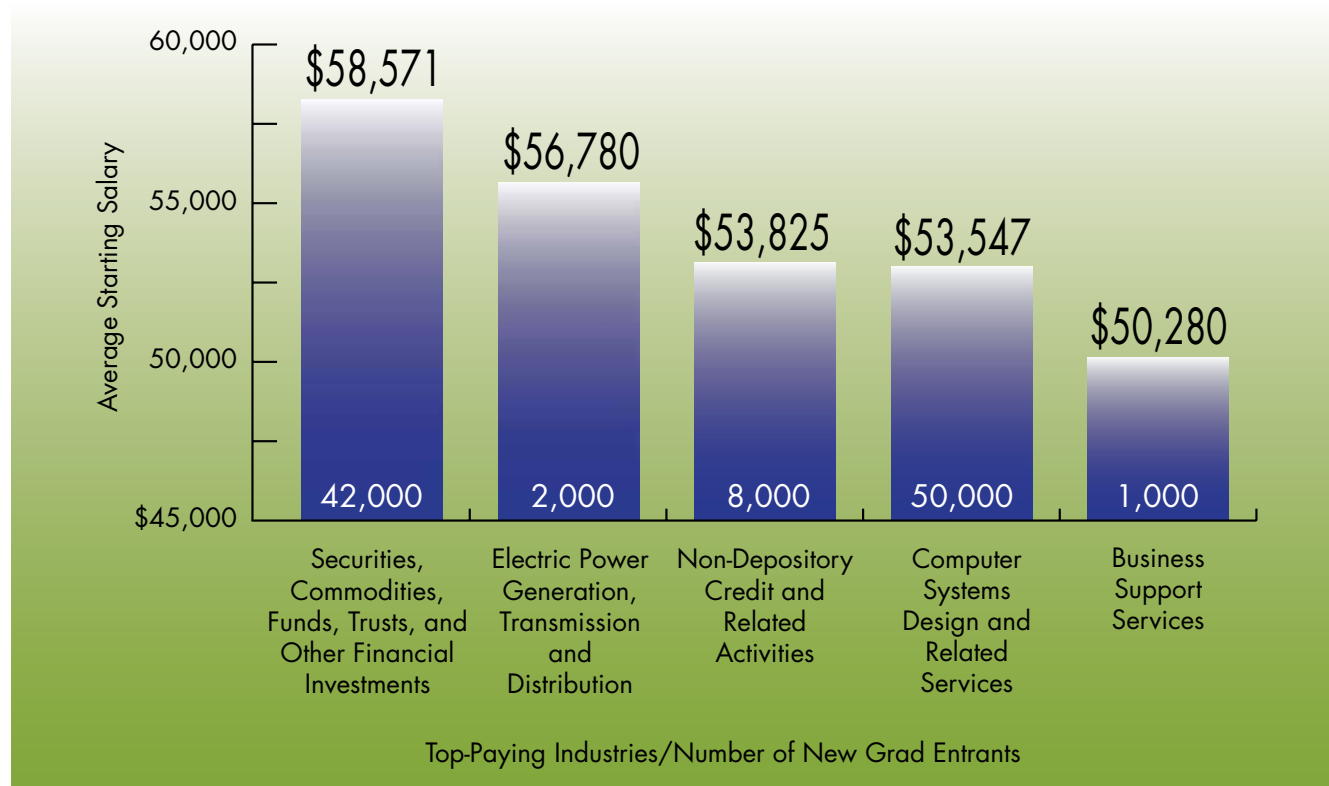


RACE/ETHNICITY

For more information, contact Andrea McEwen, 800.544.5272, ext. 126; amcewen@naceweb.org.

TOP-PAYING | INDUSTRIES

The chart below shows the top five industries that paid the highest starting salaries to 2011 bachelor's degree graduates, regardless of major. The number of new graduate entrants reported by each particular industry is also listed here.



INDUSTRY | DEFINITIONS

Securities, Commodities, Funds, Trusts, and Other Financial Investments: This industry comprises establishments engaged in one of the following: 1) underwriting securities issues; 2) acting as agents (i.e., brokers); 3) providing securities and commodity exchange services; and 4) providing services, such as managing portfolios, and providing investment advice.

Electric Power Generation, Transmission and Distribution: This industry comprises establishments primarily engaged in generating, transmitting, and/or distributing electric power.

Non-Depository Credit and Related Activities: This industry comprises establishments primarily engaged in extending credit or lending funds raised by credit market borrowing. (Example: Discover Financial Services)

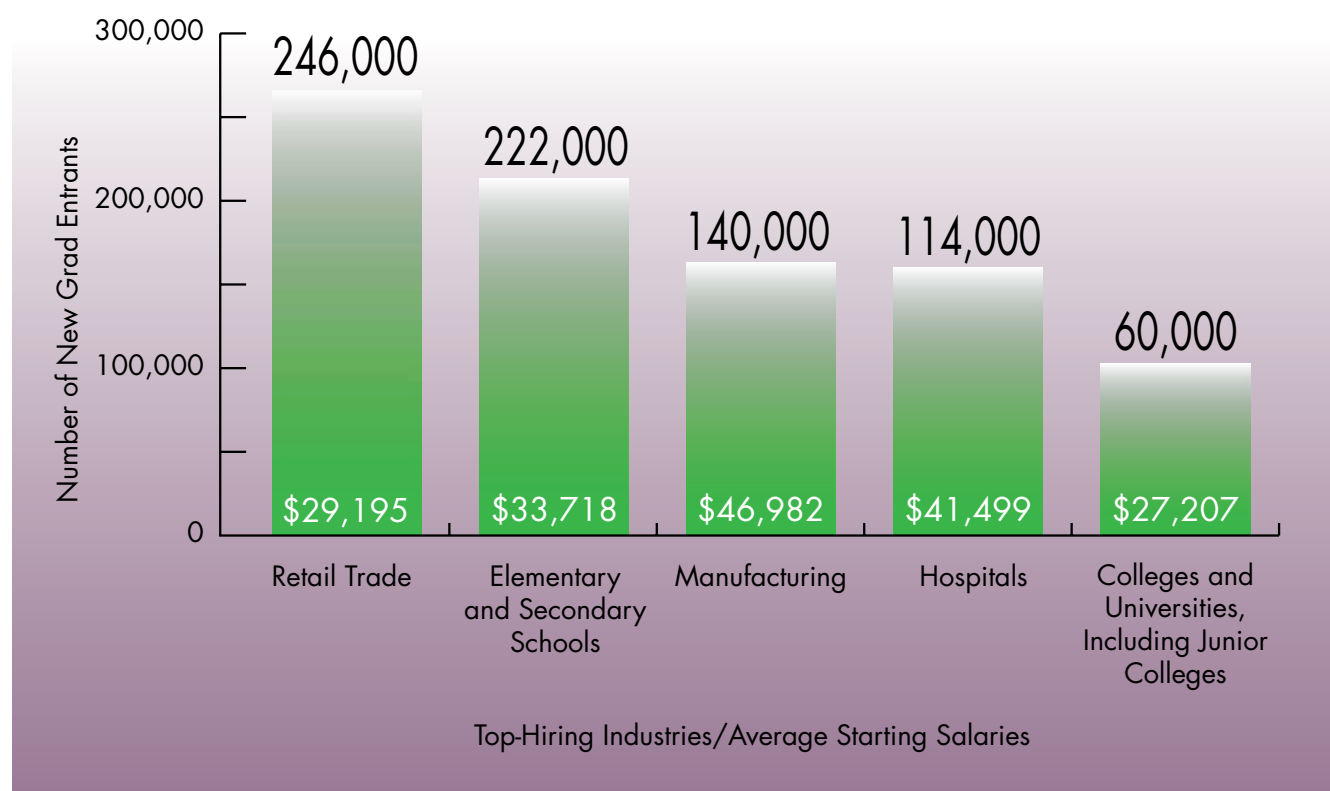
Computer Systems Design and Related Services: This industry comprises establishments primarily engaged in providing expertise in the field of information technologies through one or more of the following activities: 1) writing, modifying, testing, and supporting; 2) planning and designing computer systems that integrate computer hardware, software, and communication technologies; and 3) on-site management and operation of clients computer systems.

Business Support Services: This industry group comprises establishments engaged in performing activities that are ongoing routine business support functions that businesses and organizations traditionally do for themselves. (Example: Robert Half International)

Source: U.S. Census Bureau, North American Industry Classification Systems (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 2011 bachelor's degree graduates, regardless of major. The average starting salary reported by each particular industry is also listed here.



INDUSTRY | DEFINITIONS

Retail Trade: This comprises establishments engaged in retailing merchandise.

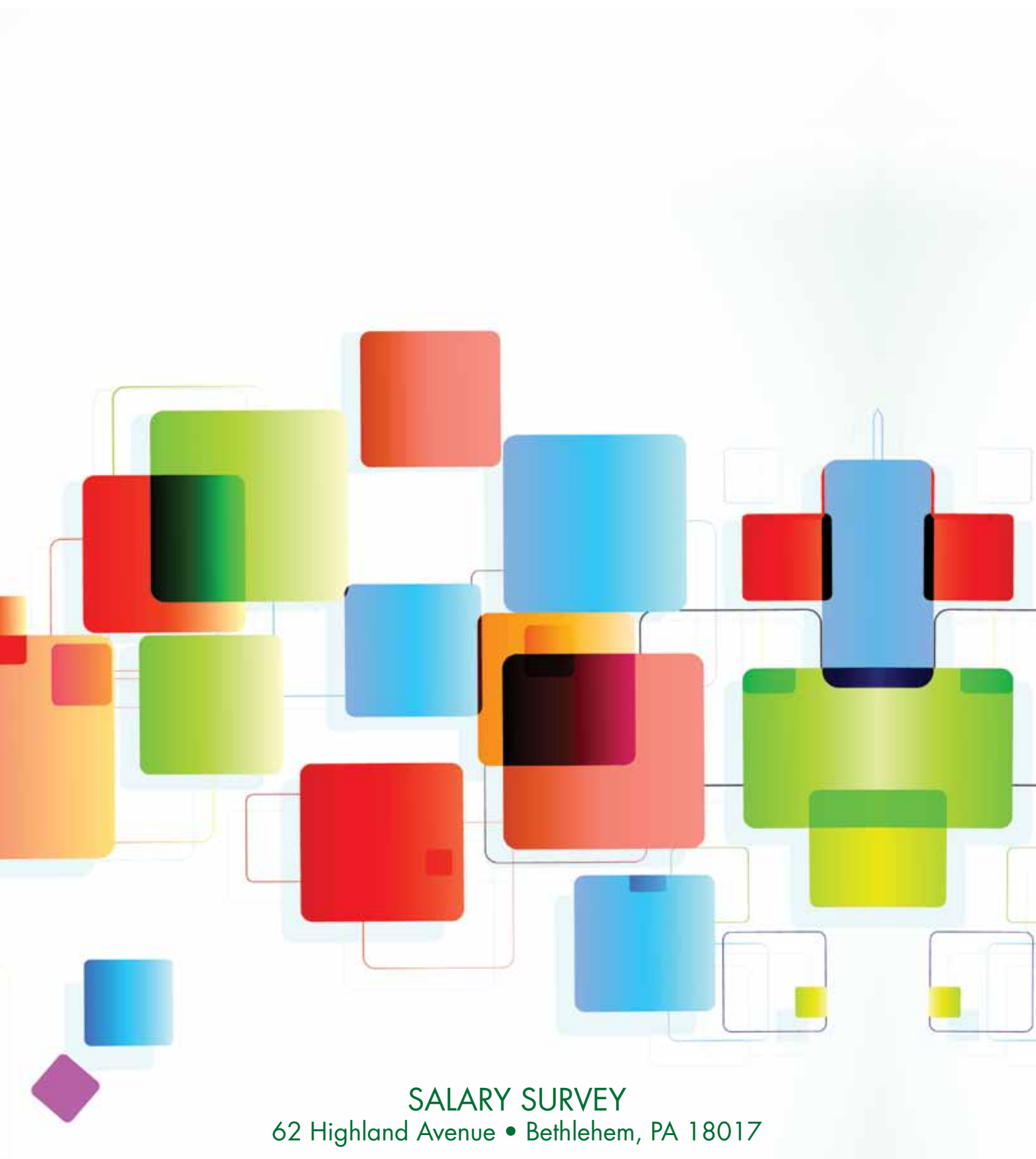
Elementary and Secondary Schools: Educational establishments covering kindergarten through 12th grade. This industry includes school boards and school districts.

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

Hospitals: Hospitals provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients, and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity.

Colleges and Universities, Including Junior Colleges: Colleges/universities are establishments primarily engaged in furnishing academic courses and granting degrees at baccalaureate or graduate levels. The requirement for admission is at least a high school diploma or equivalent general academic training. Junior colleges are establishments primarily engaged in furnishing academic, or academic and technical, courses and granting associate degrees, certificates, or diplomas below the baccalaureate level.

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



SALARY SURVEY
62 Highland Avenue • Bethlehem, PA 18017