



**WILLIAM
& MARY**
CHARTERED 1693

**OFFICE OF CAREER DEVELOPMENT
& PROFESSIONAL ENGAGEMENT**

OUTCOMES REPORT

Undergraduate Business | Class of 2023



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Methodology

NACE STANDARDS

The Office of Career Development & Professional Engagement adheres to standards for first destination survey guidelines set by the National Association of Colleges and Employers (NACE). In addition to standard questions regarding post-graduation plans (e.g., employment data, graduate/professional school data), the survey collects applied learning data, next destination alignment with career goals, and university career influencers.

DATA COLLECTION

The online survey is distributed to William & Mary seniors graduating in August, January, or May of the current academic year. The survey is sent initially in August; then, it is sent monthly to non-respondents and re-sent to those who indicate their status as ‘job seeking’ or ‘applying to graduate/professional school.’

Other primary sources of data retrieval are the National Student Clearinghouse, initiatives with campus partners, and data mining via social media. Data collection closes each December following May graduation. All forms of data collection follow NACE protocols.

KNOWLEDGE RATE

Our knowledge rate is the percent of graduates for which the William & Mary Office of Career Development & Professional Engagement has reasonable and verifiable information concerning graduates’ post-graduation career outcomes. Information is retrieved directly from students/recent alumni, employers, campus partners, social media, and the National Student Clearinghouse. The Office of Career Development & Professional Engagement’s goal is the highest rate possible; the national average for Bachelor degrees is 56% according to NACE’s First Destinations Dashboard for the Class of 2023. Outcomes are reported on conferred graduates. Information is shared in aggregate and published annually in the *Next Destination Survey Report* and the *Career Success Report*.

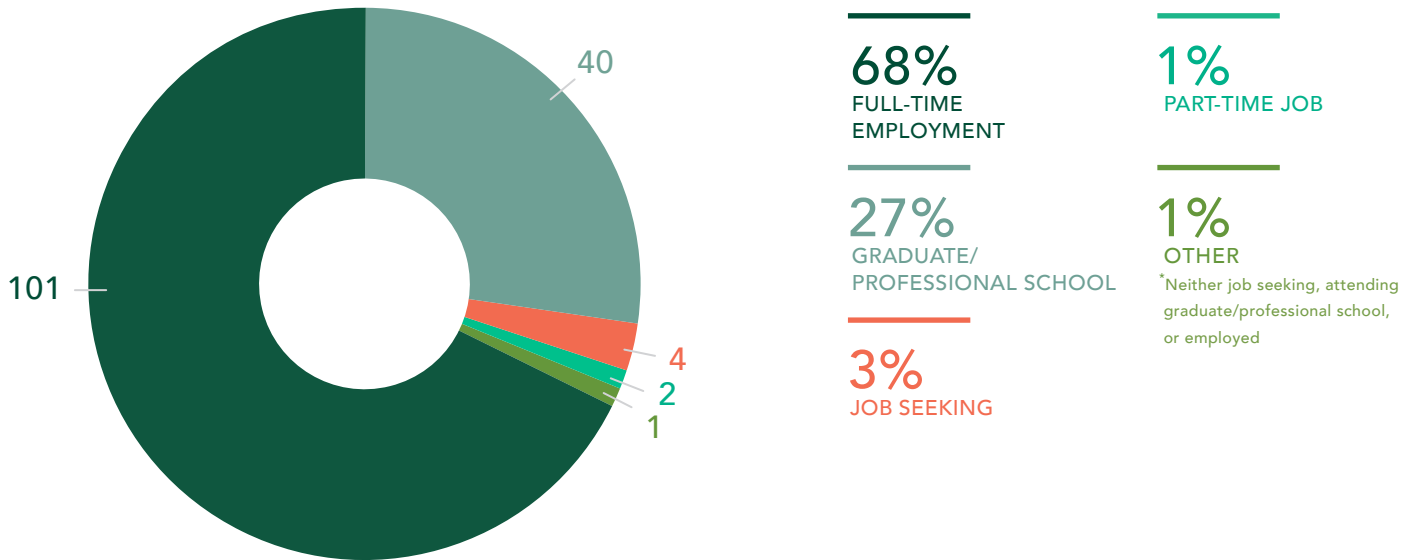
Results

Class of 2023 BBA: Major 1 and Major 2

74% knowledge rate, n=148/200

Career outcomes rate: 97% (143/148) reported employment or attending graduate/professional school

Business Majors Next Destination



Salary & Bonus

36% (53/148) of those reporting full-time employment also reported salary information.

Mean salary
\$84,064

Median salary
\$82,000



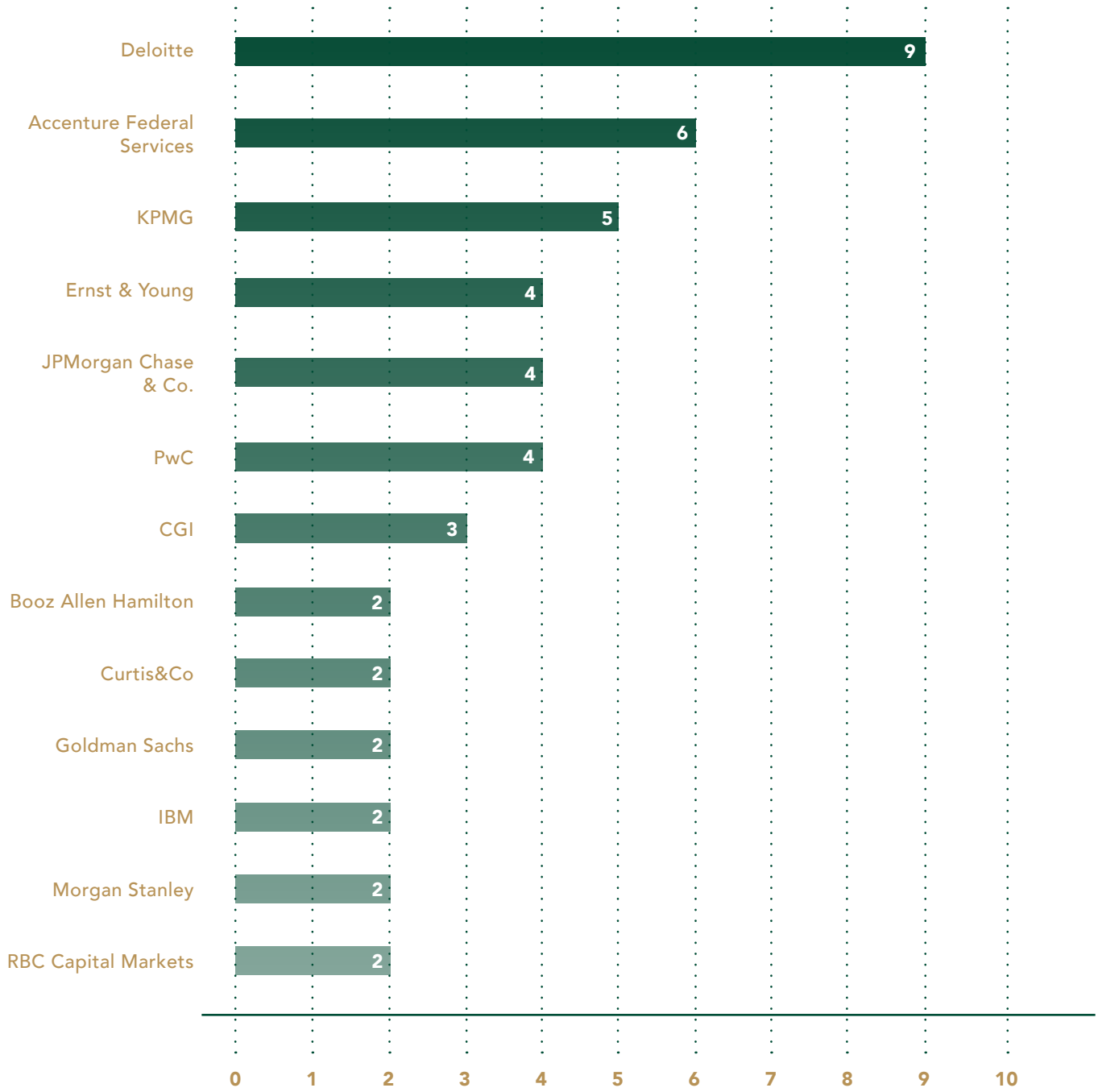
Mean bonus
\$9,727

Median bonus
\$7,500

22% (33/148) of those reporting full-time employment also reported bonus information.

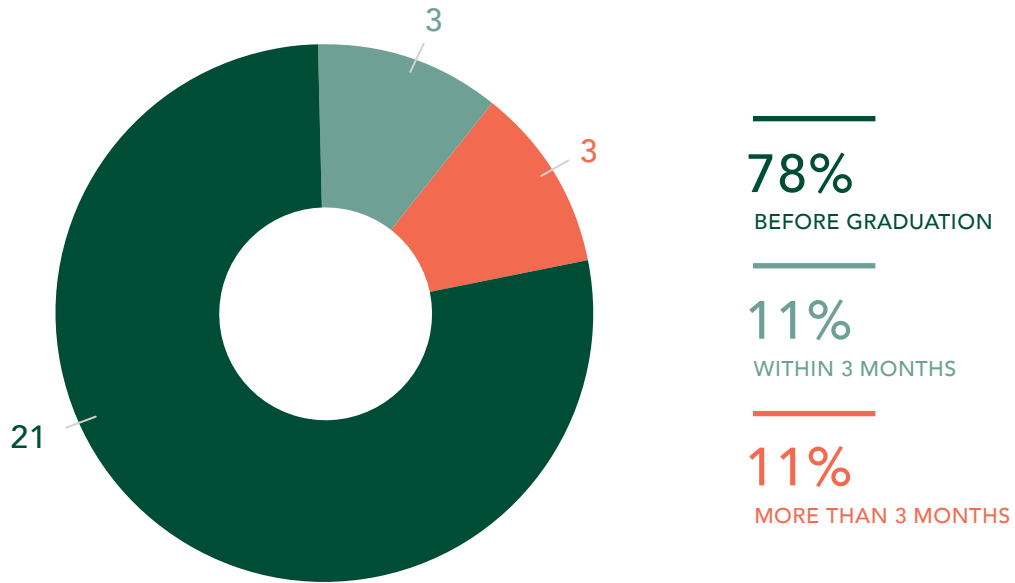
Top Employers

Employers with 2 or more undergraduate hires



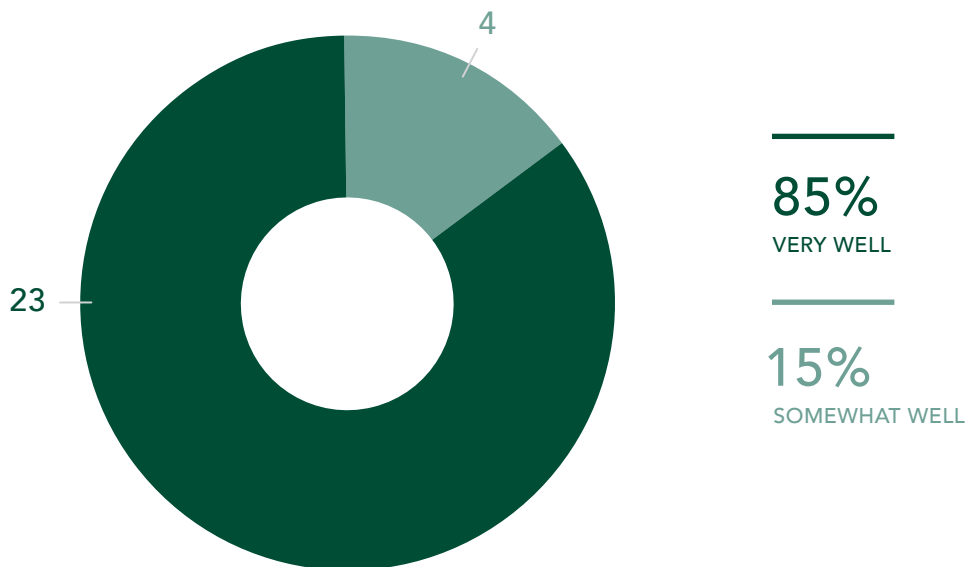
Timing of Employment Offer Acceptance

18% (27/148) knowledge rate for full-time and part-time employment



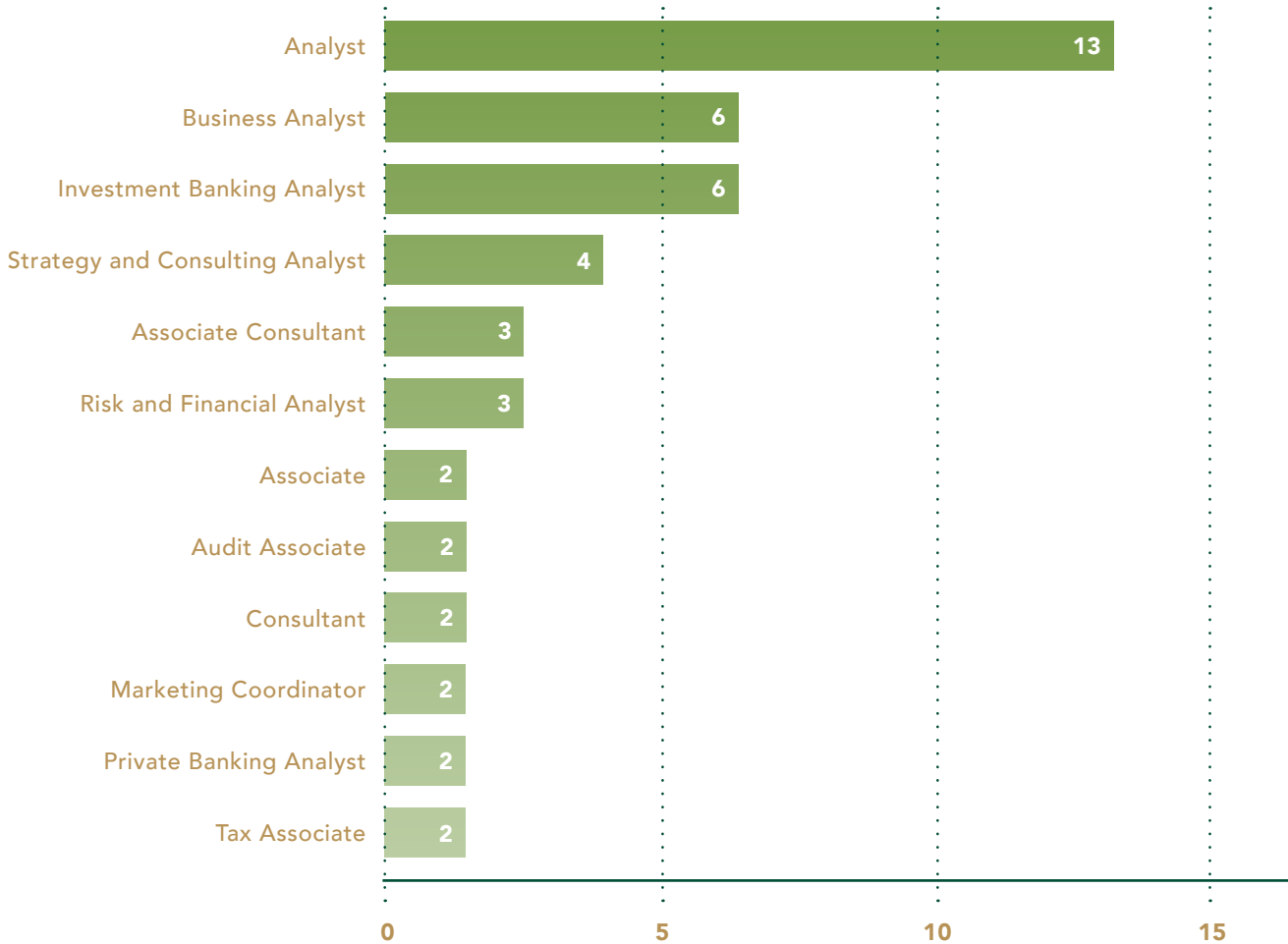
Employment Alignment with Career Goals

100% (27/27) combined response for somewhat well and very well



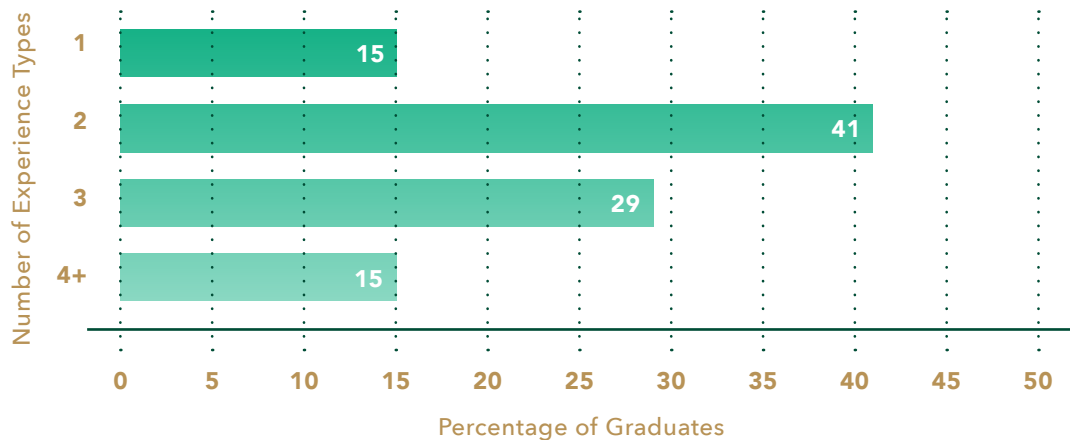
Employment: Title or Rank

Employment titles occurring 2 or more times



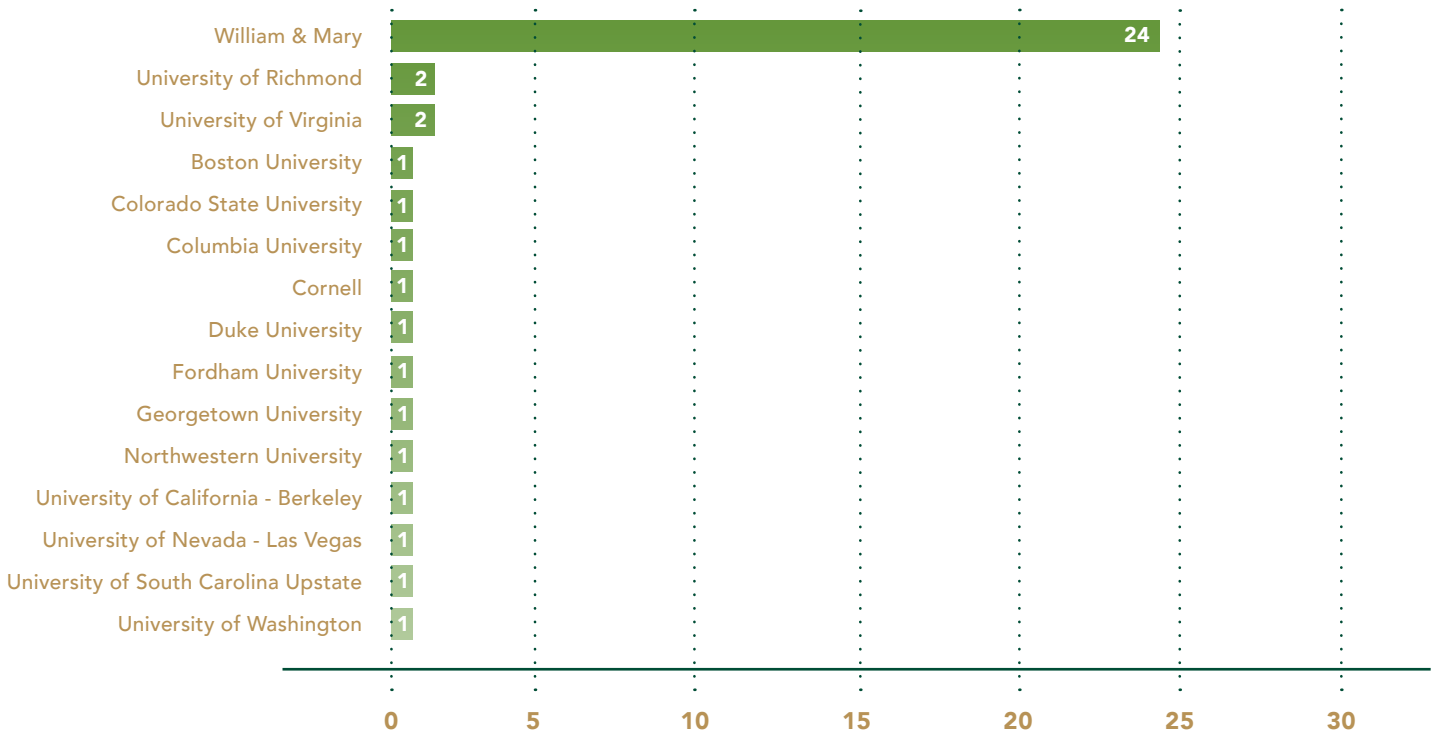
Applied Learning Participation Frequency

23% (34/148) reported completing at least one applied learning experience prior to graduation

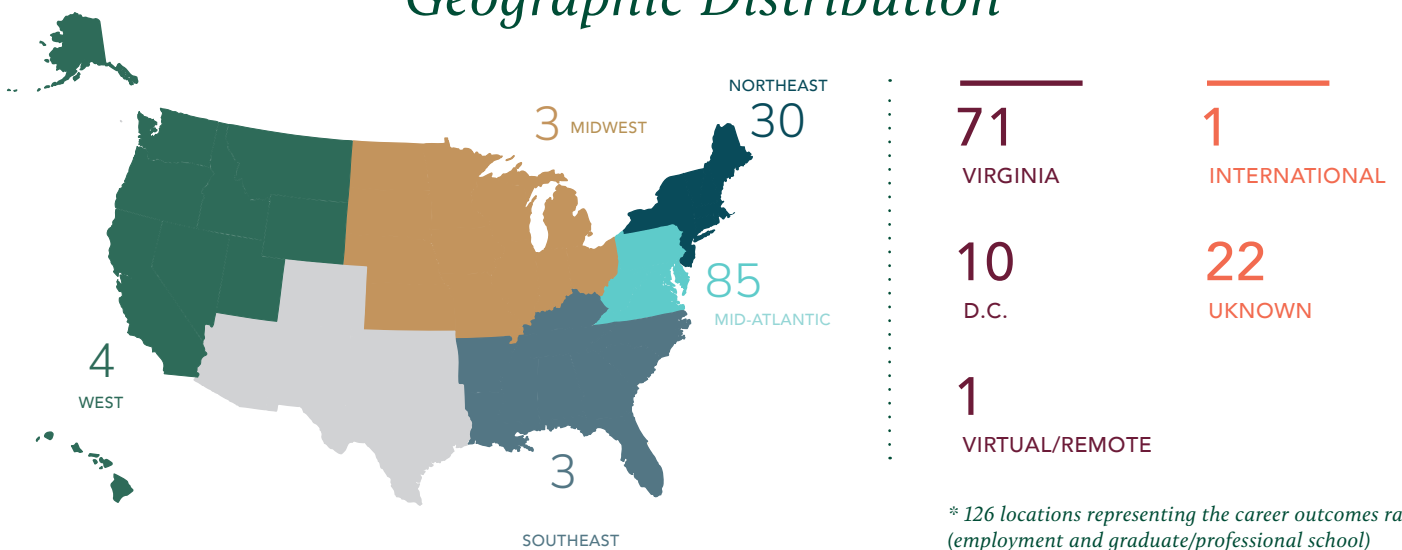


Graduate/Professional Institutions

27% (40/148) reported attending graduate/professional schools after receiving a bachelor's degree
 100% (40/40) disclosed the graduate/professional school they are to attend



Geographic Distribution



* 126 locations representing the career outcomes rate (employment and graduate/professional school)

Accounting Major 1

Knowledge rate: 100% (24/24)



100% (24/24)

Employed or attending graduate school



\$75,470

Average starting salary

\$3,500

Average bonus

TOP EMPLOYERS

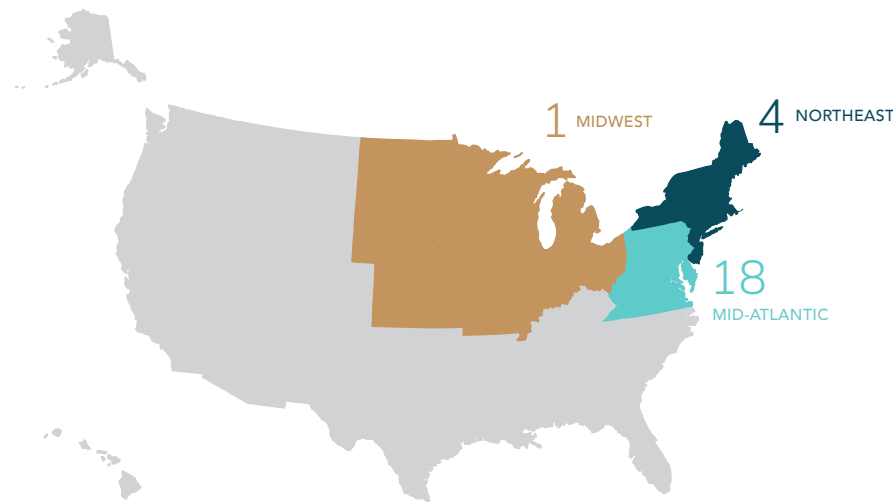
Data for Accounting Major 1 revealed 6 unique employers
Those hiring 2 or more members of the graduating class were:



10/24 (42%)
working full time



14/24 (58%)
attending graduate school



18

VIRGINIA

1

INTERNATIONAL

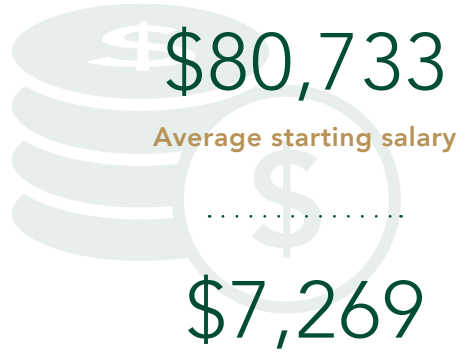
Business Analytics Major 1

Knowledge rate: 90% (45/50)
Includes BADS and BASC



100% (45/45)

Employed or attending graduate school



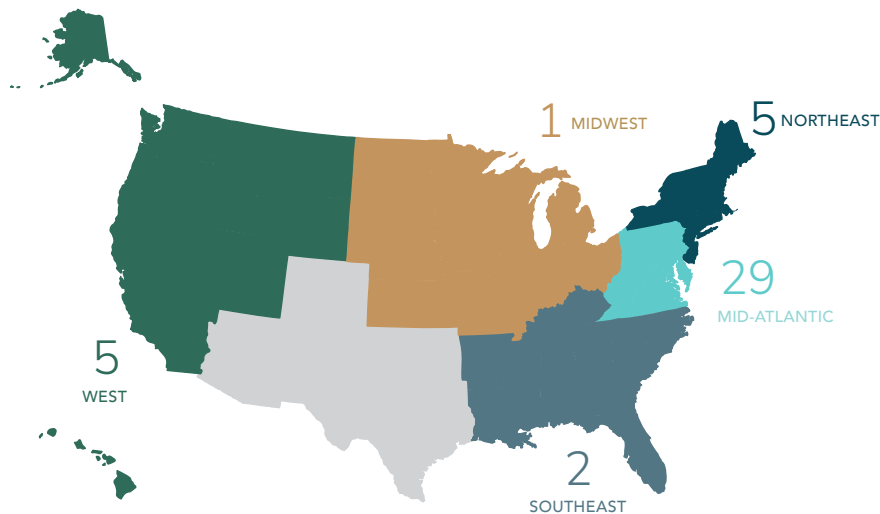
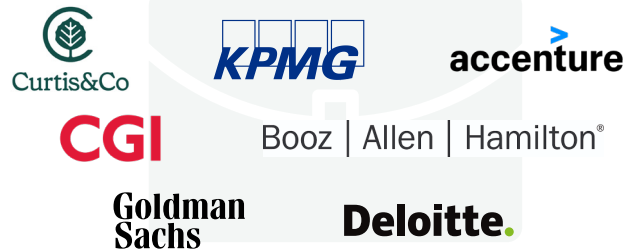
35/45 (78%)
working full time



10/45 (22%)
attending graduate school

TOP EMPLOYERS

Data for Business Analytics Major 1 revealed 26 unique employers.
Those hiring 2 or more members of the graduating class were:



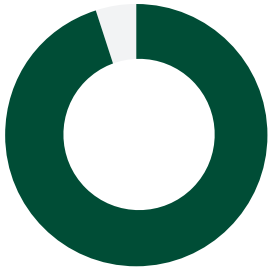
24
VIRGINIA

3
UNKNOWN

4
D.C.

Finance Major 1

Knowledge rate: 47% (38/81)



95% (36/38)
Employed or attending graduate school



\$14,615
Average bonus

TOP EMPLOYERS

Data for Finance Major 1 revealed 22 unique employers. Those hiring 2 or more members of the graduating class were:

Deloitte.

JPMorganChase



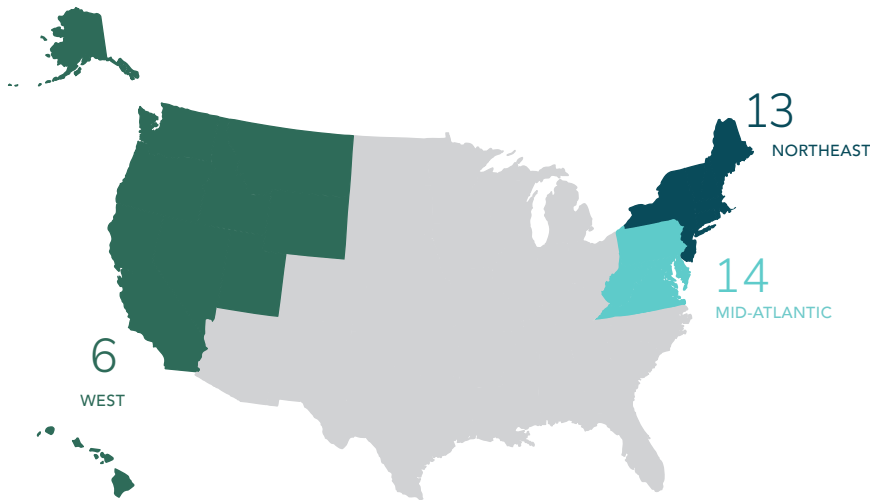
28/38 (74%)
working full time



8/38 (21%)
attending graduate school



2/38 (5%)
job-seeking



10

VIRGINIA

4

D.C.

5

UNKNOWN

Marketing Major 1

Knowledge rate: 92% (34/37)



94% (32/34)

Employed or attending graduate school



\$78,167

Average starting salary

\$7,500

Average bonus



23/34 (68%)
working full time



8/34 (24%)
attending graduate school



1/34 (3%)
job-seeking



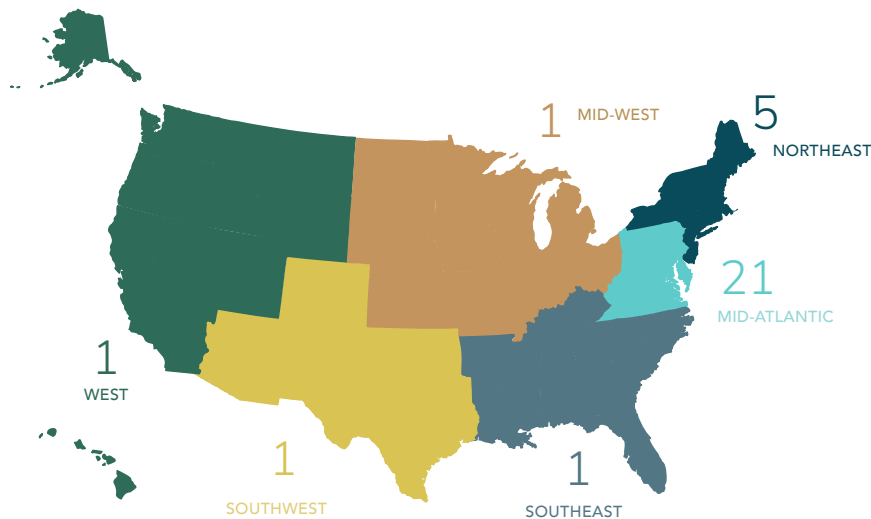
1/34 (3%)
working part time



1/34 (3%)
other

TOP EMPLOYERS

Data for Marketing Major 1 revealed 21 unique employers.
Featured employers are:



16

VIRGINIA

4

UNKNOWN

2

D.C.

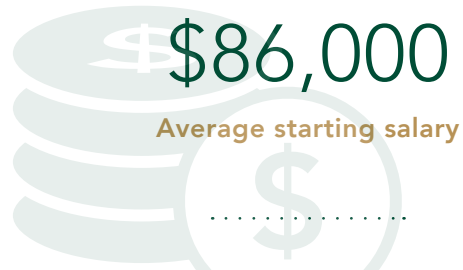
Business Major 2

Knowledge rate: 88% (7/8)
Includes BADS, FIN, and MKT



86% (6/7)

Employed or attending graduate school



Average starting salary

\$7,500

Average bonus

TOP EMPLOYERS

Data for Business Major 2 revealed 6 unique employers.
Featured employers are:



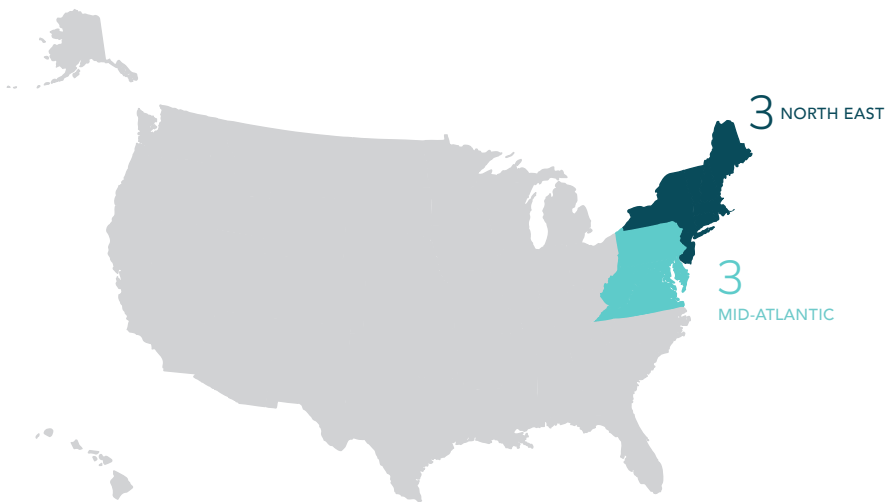
5/7 (71%)
working full time



1/7 (14%)
attending graduate school



1/7 (14%)
job-seeking



3

VIRGINIA

1

UNKNOWN

Employers

68 Unique Employers

13 Top Employers

Accenture Federal Services	Chess Consulting LLC	Frederick Flying Cows	Marcus Thomas, LLC	PwC
Adylic	Cook County State's Attorney's Office	FTI Consulting	Mastercard	Raymond James Financial
Alexion Pharmaceuticals	C-Suite Coach	Goldman Sachs	Matthews, Carter & Boyce	RBC Capital Markets
Apogem Capital	Culmen International	Grant Thornton	Mitsubishi Union Financial Group	RCLCO Real Estate Consulting
Aramark	Curtis&Co	Greystones Group	Mobius Materials	Seattle Mariners
Audi of America	Deloitte	Guidehouse	Morgan Stanley	TD Securities
Bain & Company, Inc.	DGS	Hilb Group	MUSC Health	The Boston Consulting Group
Berkeley Research Group	Driveway Technologies	Hilton Worldwide	New York Presbyterian Hospital	Thomas Jefferson Foundation
BlackRock	Ernst & Young	IBM	PGP Capital Advisors LLC	Travelers
Booz Allen Hamilton	Experian	Intact Technology	PIMCO	U.S. Army
Burke & Herbert Bank	Financial Technology Partners	JPMorgan Chase & Co.	Pipaya	Virginia Center for Health Innovation
Carahsoft	First Citizens Bank	KPMG	PNC	WKH Solutions
CGI	Fitch Ratings	Lazard	Price Benowitz Accident Injury Lawyers, LLP	Your Linen Service
Cherry Bekaert	Forrester	Liberty Mutual Insurance		