



NACM 2021

CAMPUS RESULTS



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NATIONAL ALUMNI CAREER MOBILITY SURVEY

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ABOUT NACM

OVERVIEW

The National Alumni Career Mobility (NACM) Survey is an annual, national survey offered by The Career Leadership Collective. The NACM report is for US Colleges & Universities on alumni career mobility at the 5- and 10-year marks. The assessment helps colleges and universities better understand alumni: educational satisfaction, career pathways, career satisfaction, economic mobility, and community engagement.

Founded in 2017, The Career Leadership Collective quickly found a niche as the premier consultancy for higher education related to increasing capacity around career development and career outcomes data. Having partnered with over 1,000 colleges and universities in their first three years, The Collective helps upper administrators and career leaders to thoughtfully weave career development into the campus fabric.

YOUR NACM DELIVERABLES

Each NACM partner school receives the following:

1. **Unit Data File:** Contains all campus raw survey data separated into responses, scraped data, and custom questions.
2. **Interactive Dashboard:** Created for you to identify trends, growth areas and success stories. We do not recommend making the complete, private dashboard available to the public.
3. **Campus report (this document):** This report contains institutional data, alongside peer and national data.
4. **Slide deck:** Contains a visual presentation of campus highlights and key data points, designed for sharing with stakeholders.
5. **LinkedIn Data File:** Contains a LinkedIn data scrape based on name and institution contained in the original alumni file. Campuses may choose to use this to supplement individual-level employment information in campus information systems.

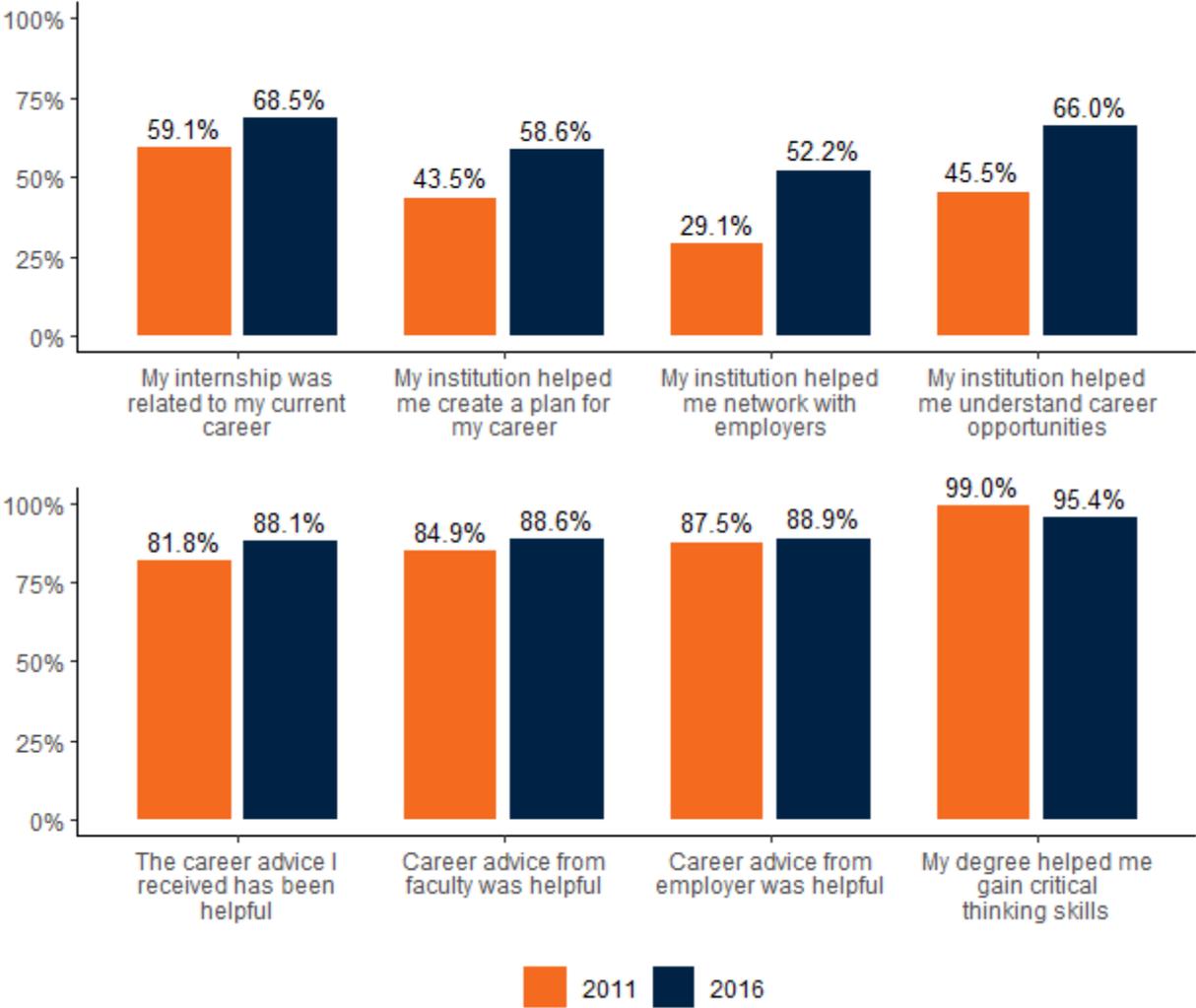
EXECUTIVE SUMMARY

DATA OVERVIEW

	HOPE COLLEGE	PRIVATE INSTITUTIONS	ALL NACM PARTNERS
Number of Responses	275	3,043	10,232
Response Rate	20.4%	12.7% (Average response rate of private institutions)	8.4% (Average response rate of all undergrad institutions)

ALUMNI SNAPSHOT

Alumni engaging in high impact career mobility practices during their degree





CAREER MOBILITY INDEX

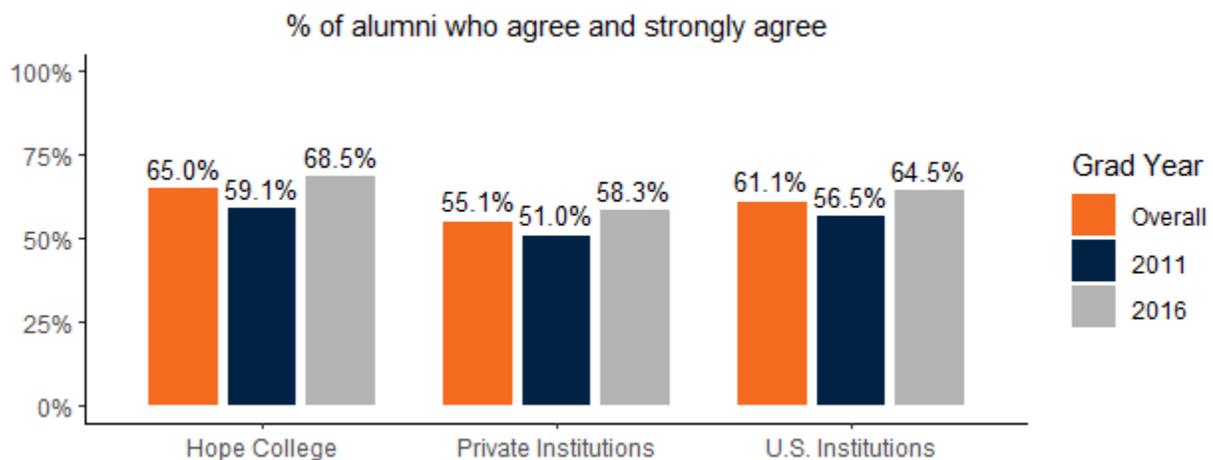
HIGH IMPACT CAREER MOBILITY PRACTICES

In-depth analysis of our national sample revealed six Career Mobility Practices that stood out as the factors most likely to influence overall alumni career mobility. An overview of the Career Mobility Index™ (CMI) that was used to discern these practices can be found in the methodology section. The top six High Impact Career Mobility Practices are:

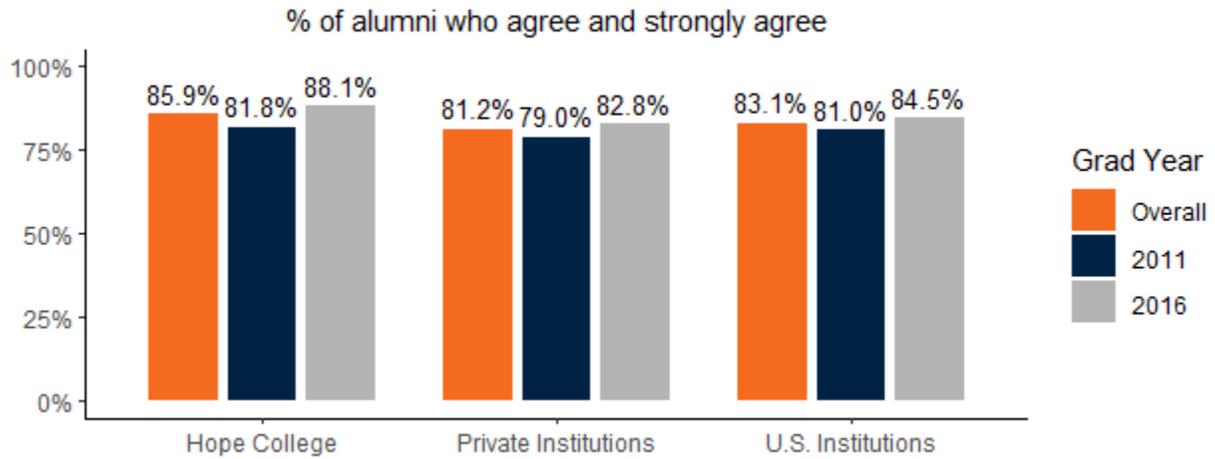
1. Completing internships or related experiences related to current career
2. Receiving helpful career advice
 - Receiving helpful advice in general
 - Receiving helpful advice from faculty
 - Receiving helpful advice from employers
3. Creating a career plan
4. Networking with employers
5. Understanding career opportunities
6. Learning critical thinking skills

Below are your results from the Career Mobility Index™ and High-Impact Career Mobility Practices.

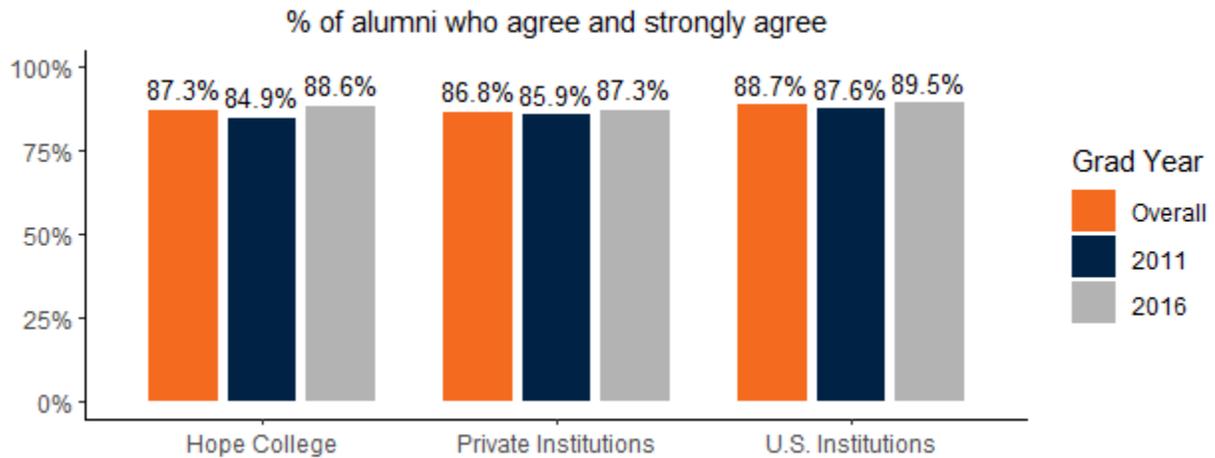
The internship(s) or related experience(s) that I completed while earning my degree were related to my current career.



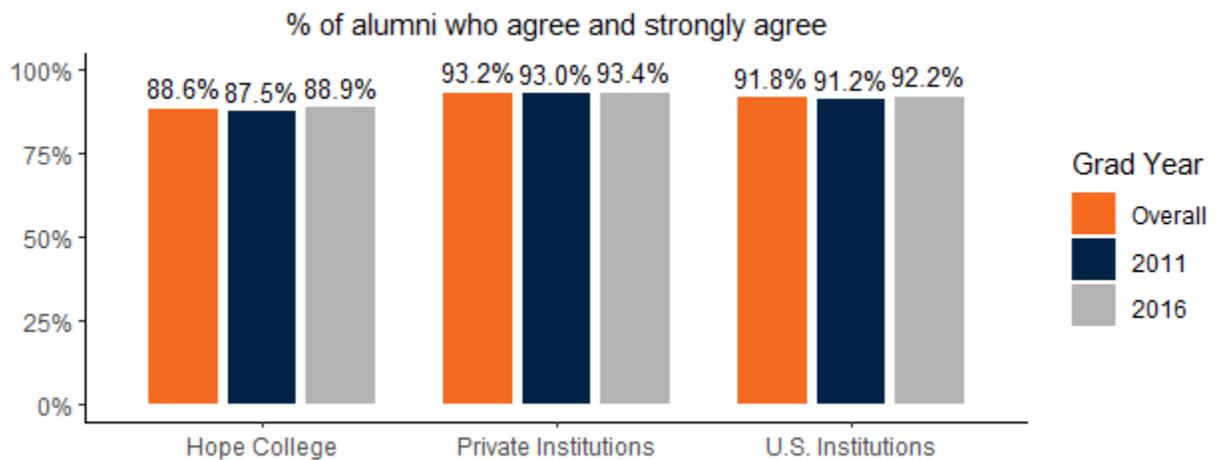
The career advice I received has been helpful.



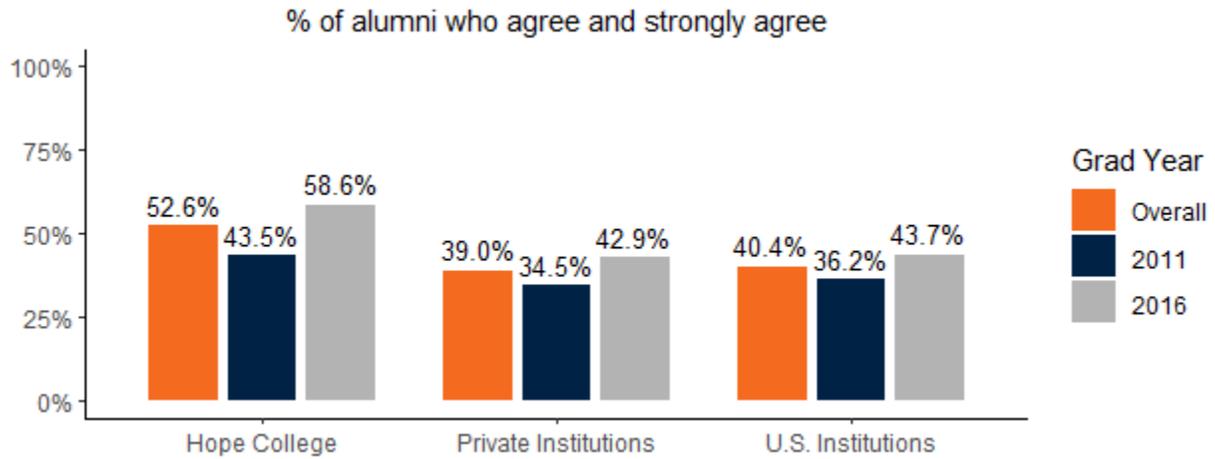
The career advice I received from faculty has been helpful.



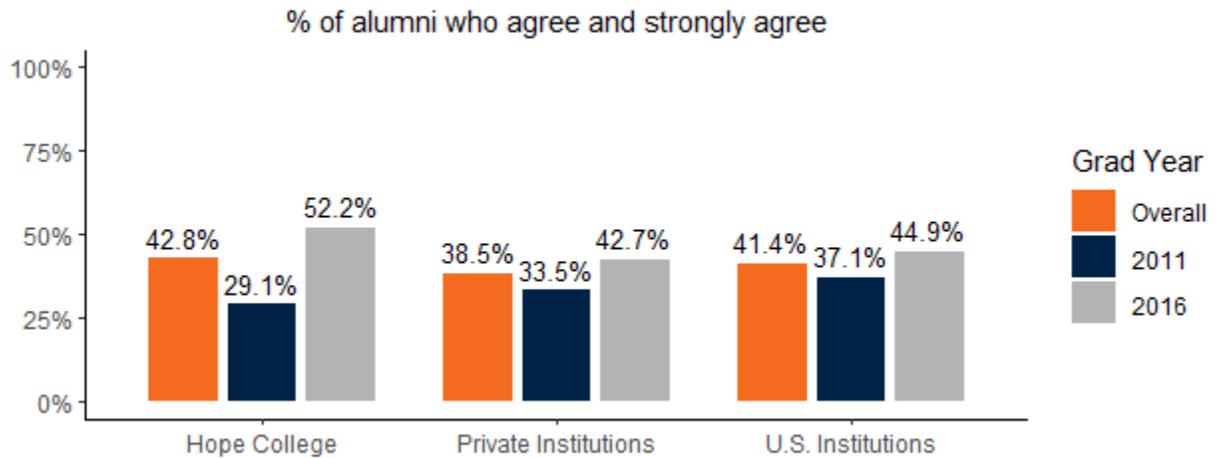
The career advice I received from my employer during my degree has been helpful.



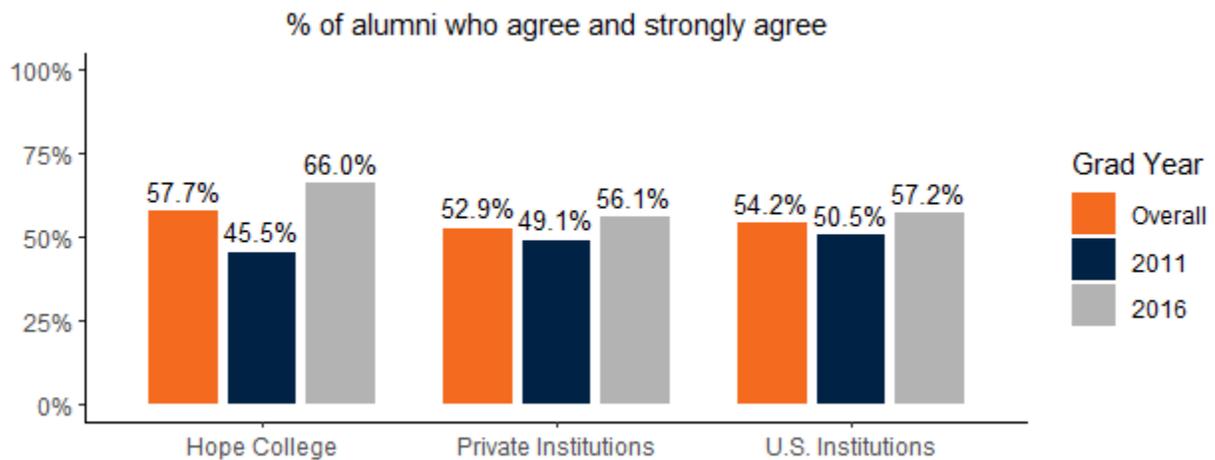
My institution helped me create a plan for my career.



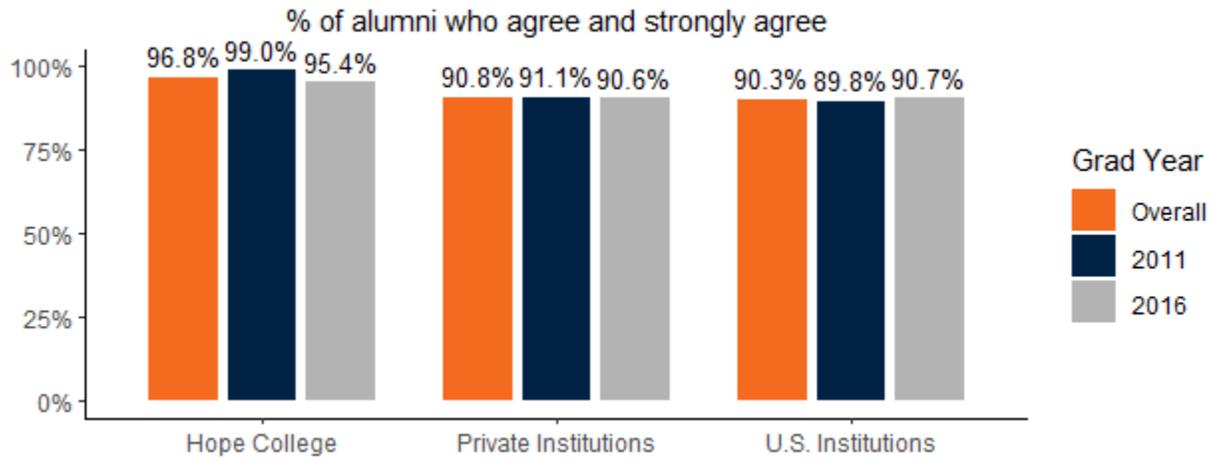
My institution helped me to network with employers.



My institution helped me to understand career opportunities.



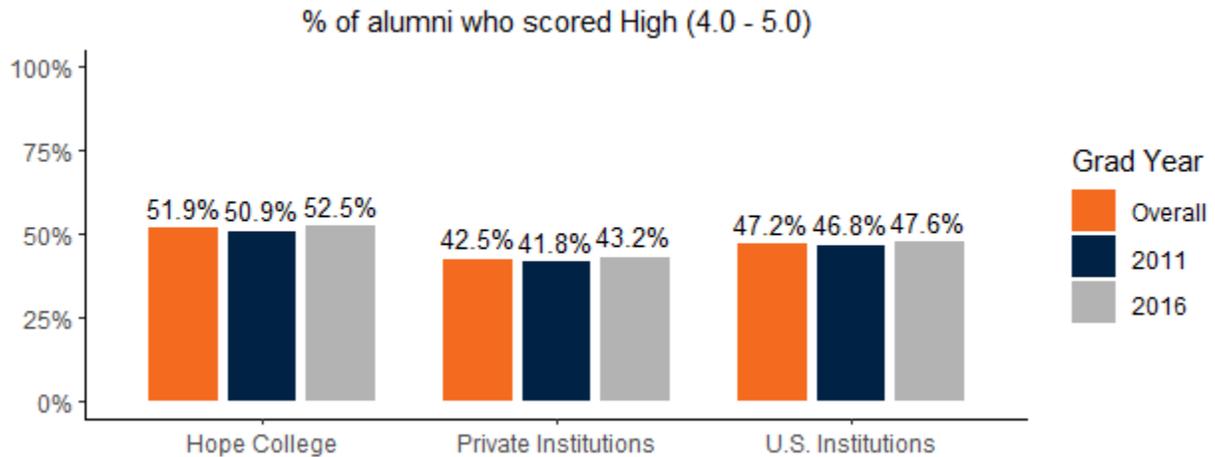
My degree helped me gain critical thinking skills.



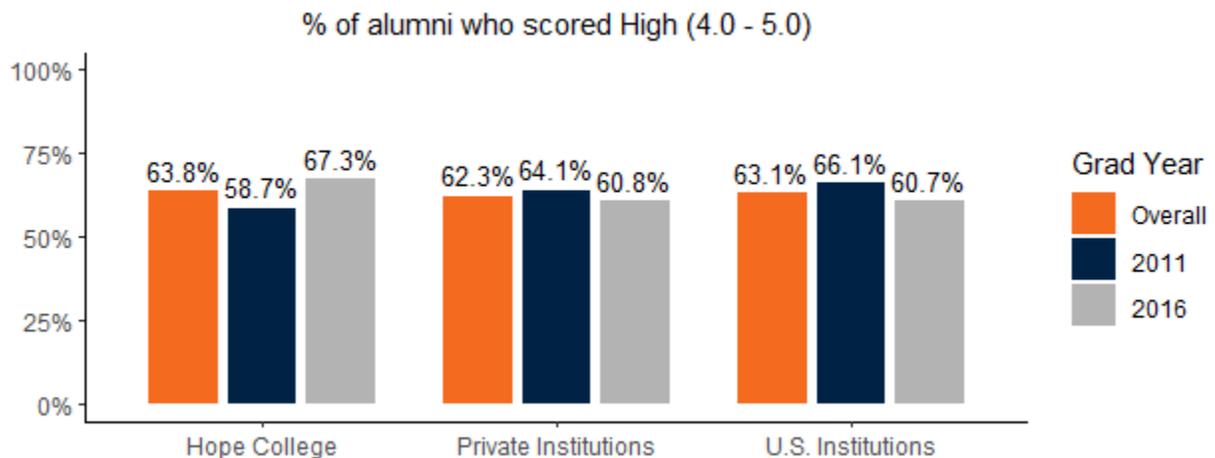
CAREER MOBILITY RESEARCH THEMES

Below are your results regarding the five core research themes of the National Alumni Career Mobility Survey. A breakdown of results of all questions within each research theme can be found in the Appendix. Percentages indicate the proportion of alumni who scored High on each factor, defined as 4.0 - 5.0 on a 5-point scale.

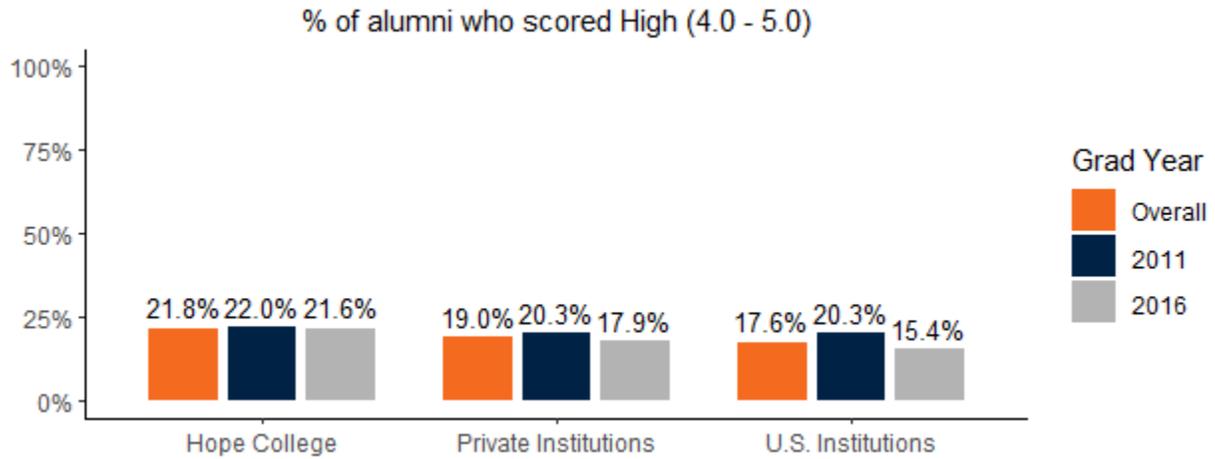
Average Career Pathway Preparation



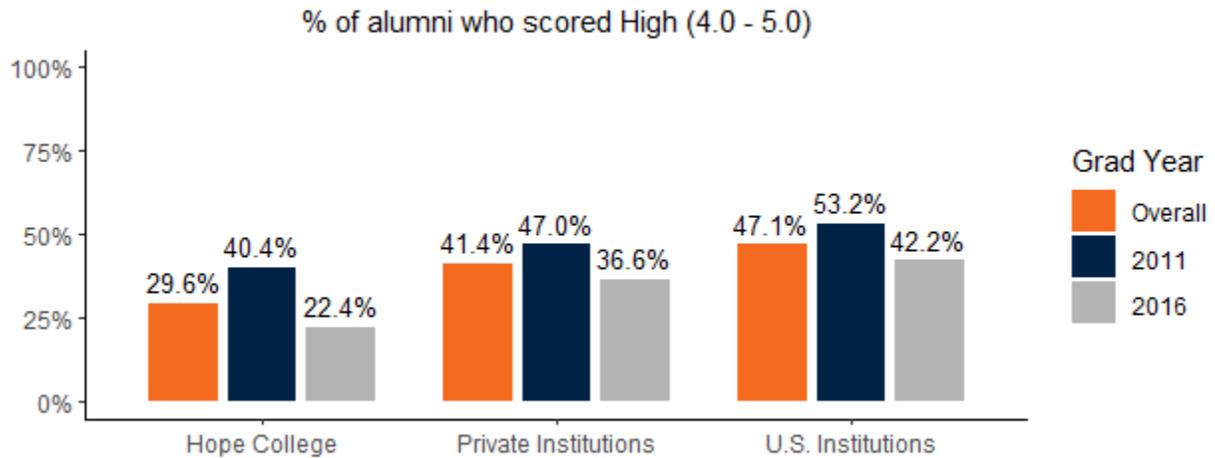
Average Career Satisfaction



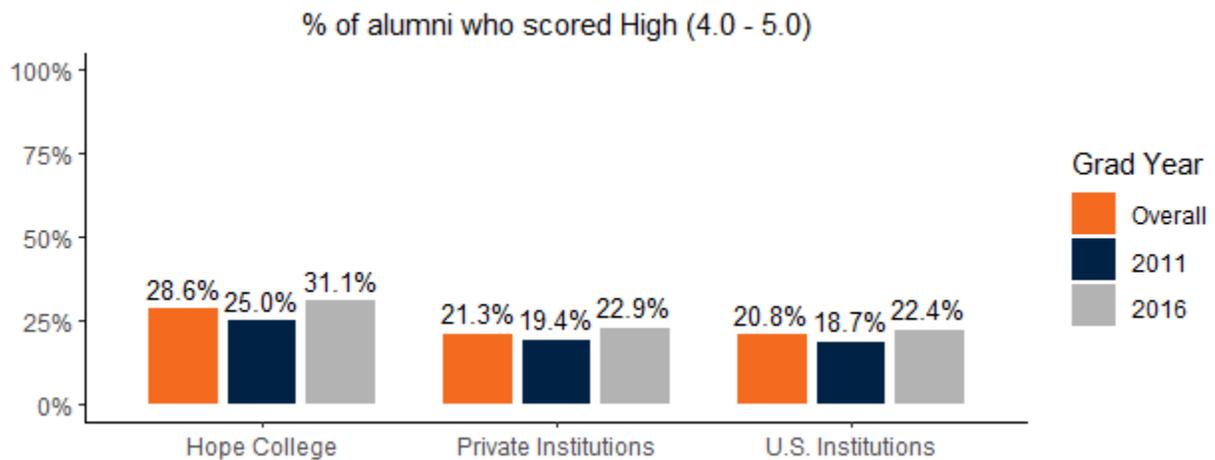
Average Community Engagement



Average Economic Mobility



Average Institutional Career Investment





CAREER PREPARATION

CAREER ADVICE

The following tables display alumni responses to questions about career advice received during their time at your institution, compared to alumni at peer and national institutions.

Did you receive career advice from your institution while you were there?

% responding "yes"	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	62.6%	53.6%	50.8%
2016	75.3%	62.5%	59.8%
Overall	70.2%	58.4%	55.8%

The career advice I received has been helpful.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	81.8%	79.0%	81.0%
2016	88.1%	82.8%	84.5%
Overall	85.9%	81.2%	83.1%

The person at my institution who helped me the most with my career can be described as:

% selected		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2011	33.3%	18.9%	18.0%
	2016	17.9%	20.6%	20.5%
Career services staff	2011	3.0%	12.4%	12.5%
	2016	11.1%	10.7%	11.7%
Faculty member	2011	45.5%	47.7%	49.3%
	2016	64.1%	52.7%	50.5%
Other staff member	2011	4.5%	5.7%	5.3%
	2016	3.4%	4.2%	4.6%

Did you receive career advice from any of the following? Select all that apply.

% Yes		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2011	64.2%	59.2%	56.1%
	2016	67.2%	60.9%	61.6%
Alumni	2011	22.4%	31.5%	26.9%
	2016	30.3%	34.9%	29.9%
Career services staff	2011	46.3%	46.2%	42.4%
	2016	54.6%	45.5%	42.1%
Classmates	2011	31.3%	36.4%	40.6%
	2016	52.1%	43.8%	46.7%
Employer during your degree	2011	11.9%	21.7%	24.3%
	2016	22.7%	26.9%	28.3%
Faculty member	2011	79.1%	76.2%	74.6%
	2016	88.2%	80.7%	77.9%
Mentor	2011	16.4%	19.6%	19.2%
	2016	31.1%	25.1%	23.5%

The career advice I received from the following has been helpful.

% strongly agree and agree		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2011	81.4%	78.8%	78.1%
	2016	86.1%	80.3%	80.6%
Alumni	2011	85.7%	86.4%	87.8%
	2016	80.6%	88.5%	89.6%
Career services staff	2011	77.4%	63.4%	71.6%
	2016	87.5%	72.4%	76.5%
Classmates	2011	76.2%	80.0%	81.3%
	2016	80.6%	81.0%	82.4%
Employer during my degree	2011	87.5%	93.0%	91.2%
	2016	88.9%	93.4%	92.2%
Faculty	2011	84.9%	85.9%	87.6%
	2016	88.6%	87.3%	89.5%
Mentor during my degree	2011	90.9%	89.8%	92.9%
	2016	91.9%	88.5%	92.8%

INTERNSHIP EXPERIENCES DURING DEGREE

The following tables display alumni responses to questions about internship or related experiences during their time at your institution, compared to alumni at peer and national institutions.

Did you complete an internship or related experience while earning your bachelor's degree?

% responding "yes"	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	68.4%	58%	59.4%
2016	74.5%	64.8%	66.0%
Overall	72.1%	61.7%	63.0%

The internship(s) or related experience(s) that I completed while earning my bachelor's degree were related to my *major*.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	89.4%	81.5%	84.5%
2016	92.8%	82.7%	85.3%
Overall	91.5%	82.2%	84.9%

The internship(s) or related experience(s) that I completed while earning my bachelor's degree were related to my *career goal at the time*?

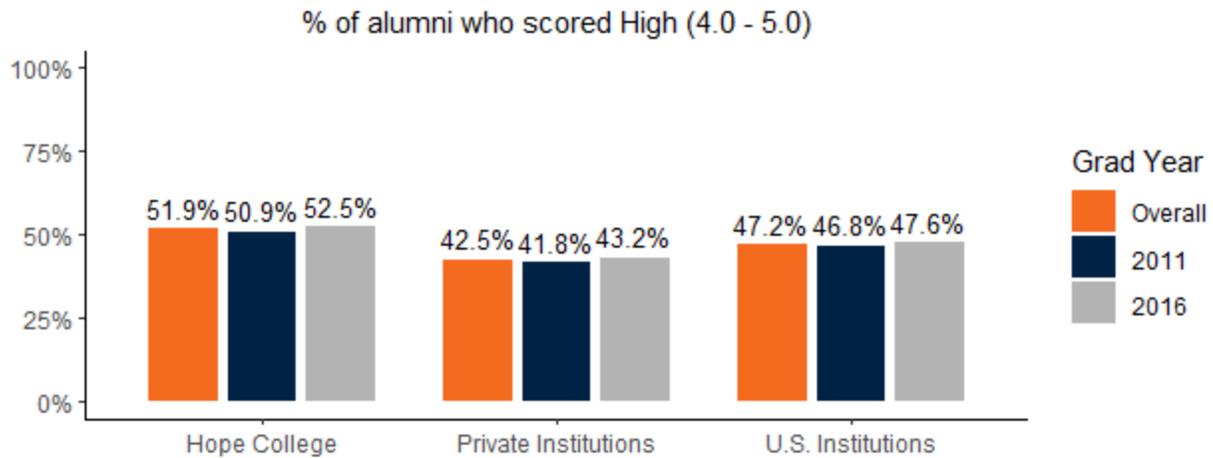
% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	90.9%	83.3%	82.6%
2016	91.0%	82.5%	83.8%
Overall	91.0%	82.8%	83.3%

The internship(s) or related experience(s) that I completed while earning my bachelor's degree were related to my *current career*?

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	59.1%	51.0%	56.5%
2016	68.5%	58.3%	64.5%
Overall	65.0%	55.1%	61.1%

CAREER PATHWAY PREPARATION

Overall Career Pathway Preparation



My bachelor's degree helped prepare me for my career.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	83.6%	69.8%	71.7%
2016	81.5%	73.9%	74.2%
Overall	82.4%	72.0%	73.1%

I am satisfied with my bachelor's degree educational experience.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	89.1%	81.5%	81.9%
2016	87.0%	81.8%	81.5%
Overall	87.9%	81.7%	81.7%

My bachelor's degree is worth the tuition I paid.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	58.7%	48.0%	58.7%
2016	54.9%	45.0%	55.1%
Overall	56.5%	46.4%	56.7%

I was well prepared to begin my career when I graduated.

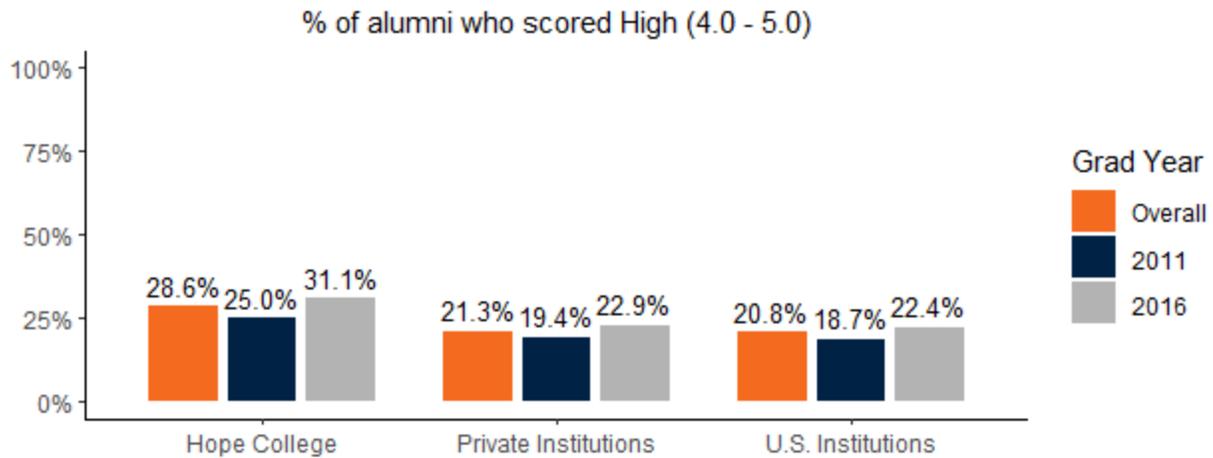
% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	60.6%	53.3%	55.3%
2016	70.4%	58.2%	60.1%
Overall	66.4%	56%	58%

The bachelor's degree I earned helped me get started in my career.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	79.1%	69.3%	73.1%
2016	82.7%	74.4%	76.7%
Overall	81.2%	72.1%	75.1%

INSTITUTIONAL CAREER INVESTMENT

Overall Institutional Career Investment



My institution helped me to understand career opportunities.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	45.5%	49.1%	50.5%
2016	66.0%	56.1%	57.2%
Overall	57.7%	52.9%	54.2%

My institution helped me create a plan for my career.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	43.5%	34.5%	36.2%
2016	58.6%	42.9%	43.7%
Overall	52.6%	39.0%	40.4%

My institution helped me envision my career options.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	57.3%	48.6%	48.9%
2016	67.3%	54.2%	55.4%
Overall	63.2%	51.6%	52.5%

My institution helped me network with alumni.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	29.1%	34.9%	30.8%
2016	38.9%	39.5%	33.7%
Overall	34.9%	37.4%	32.4%

My institution helped me network with employers.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	29.1%	33.5%	37.1%
2016	52.2%	42.7%	44.9%
Overall	42.8%	38.5%	41.4%

My institution invested in my career.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	50.0%	39.7%	39.1%
2016	64.8%	46.9%	45.4%
Overall	58.8%	43.6%	42.6%



CAREER EXPERIENCES SINCE GRADUATION

APPLICATION OF DEGREE TO CURRENT CAREER

My current position is related to my major.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	59.2%	52.5%	58.4%
2016	77.0%	64.4%	65.8%
Overall	69.9%	58.9%	62.5%

My current position requires me to use the skills I learned during my degree.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	82.7%	74.4%	75.3%
2016	91.2%	77.2%	77.1%
Overall	87.8%	75.9%	76.3%

My current position is related to the career goal I had during my degree.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	56.1%	46.1%	49.7%
2016	61.5%	56.2%	58.5%
Overall	59.3%	51.5%	54.6%

CAREER EXPERIENCES

The following tables display alumni responses to questions about career experiences since their time at your institution, compared to alumni at peer and national institutions. Percentages reflect the proportion of alumni who selected each type of experience in response to the question, “Which of the following career experiences have you had since earning your bachelor’s degree? Select all that apply.”

Full-Time Employment

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	84.8%	87.2%	87.4%
2016	88.3%	83.3%	85.1%
Overall	86.9%	85.1%	86.1%

Part-Time Employment

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	38.4%	36.9%	32.4%
2016	31.3%	31.0%	29.2%
Overall	34.2%	33.7%	30.7%

Contract/Temporary Work

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	25.0%	28.3%	25.0%
2016	17.2%	23.4%	20.3%
Overall	20.4%	25.6%	22.4%

Internship or Similar Experience

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	16.1%	22.3%	21.5%
2016	22.7%	20.9%	18.8%
Overall	20.0%	21.5%	20.0%

Post-Grad Fellowship

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	8.0%	5.3%	4.6%
2016	4.3%	4.5%	3.4%
Overall	5.8%	4.8%	3.9%

Self-Employment

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	13.4%	15.9%	12.8%
2016	8.0%	11.6%	9.1%
Overall	10.2%	13.6%	10.8%

Founded a Company or Non-Profit

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	0.9%	6.3%	5.1%
2016	0.6%	2.8%	3.0%
Overall	0.7%	4.4%	4.0%

Earned Additional Degree(s)

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	35.7%	35.8%	34.1%
2016	31.9%	27.6%	24.9%
Overall	33.5%	31.4%	29%

Service Work

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	7.1%	5.3%	4.2%
2016	3.7%	3.0%	2.7%
Overall	5.1%	4.0%	3.4%

Military Service

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	0.9%	2.3%	1.9%
2016	0.0%	1.1%	0.9%
Overall	0.4%	1.7%	1.4%

Unemployed by Choice

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	9.8%	6.8%	6.1%
2016	0.6%	4.9%	4.7%
Overall	4.4%	5.8%	5.3%

Unemployed and Seeking

% experienced	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	8.0%	8.1%	5.8%
2016	2.5%	6.2%	5.6%
Overall	4.7%	7.1%	5.7%

CAREER GROWTH AND STABILITY

The first job I secured after my bachelor's degree helped me pursue my career goals.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	79.6%	60.6%	62.7%
2016	73.6%	64.5%	66.6%
Overall	76.0%	62.7%	64.8%

My current position is related to the career goal I have now.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	78.6%	80.0%	79.7%
2016	83.1%	77.4%	78.3%
Overall	81.3%	78.6%	78.9%

My current position provides opportunities for further learning and skill development.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	86.7%	88.1%	88.1%
2016	91.9%	87.7%	87.9%
Overall	89.8%	87.9%	88.0%

I am likely to retain my current employment until I choose to leave.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	95.9%	94.5%	94.3%
2016	95.9%	91.9%	92.5%
Overall	95.9%	93.1%	93.3%

The work I do in my current position is meaningful to me.

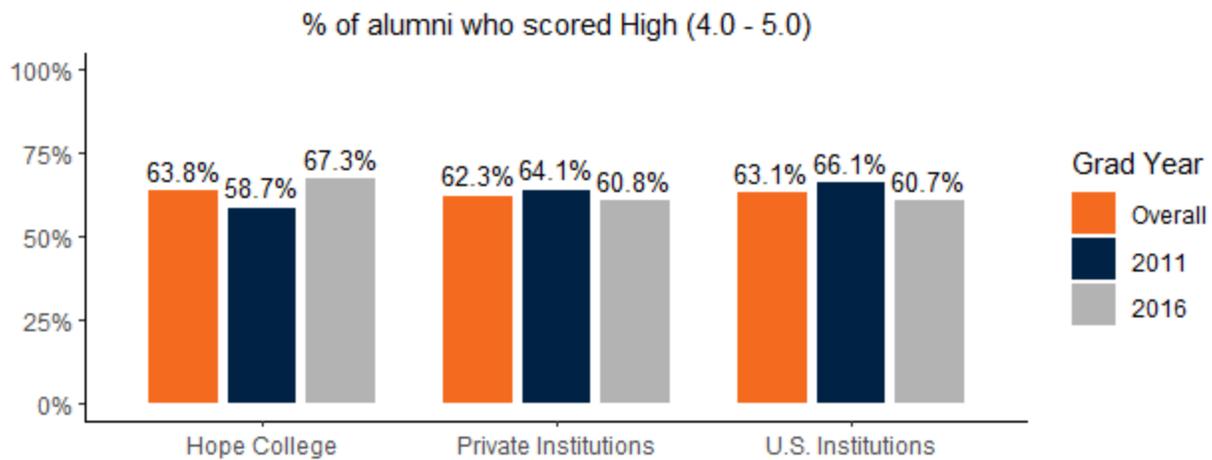
% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	85.7%	85.3%	85.5%
2016	87.8%	83.4%	83.6%
Overall	87.0%	84.3%	84.5%

Do you feel that you are underemployed?

% responding "yes"	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	23.5%	19.6%	20.5%
2016	17.6%	23.6%	23.1%
Overall	19.9%	21.8%	22.0%

CAREER SATISFACTION

Overall Career Satisfaction



I am satisfied with my career so far.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	78.2%	81.5%	82.6%
2016	86.4%	78.9%	80.5%
Overall	83.1%	80.1%	81.4%

I am satisfied with my current career.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	79.1%	81.5%	82.1%
2016	85.3%	77.4%	78.8%
Overall	82.8%	79.3%	80.3%

I am satisfied with the level of responsibility of my current job.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	82.7%	83.8%	83.4%
2016	85.8%	80.6%	80.6%
Overall	84.6%	82.1%	81.8%

I am content with the progression of my career.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	75.7%	76.7%	77.9%
2016	80.9%	76.5%	76.4%
Overall	78.8%	76.6%	77.1%

I have advanced in my career as I had hoped.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	64.2%	68.2%	70.4%
2016	74.7%	68.8%	68.7%
Overall	70.5%	68.5%	69.5%

My salary is enough to pay my bills every month.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	79.1%	86.0%	86.3%
2016	85.2%	79.4%	79.8%
Overall	82.7%	82.4%	82.7%

OTHER CAREER EXPERIENCES ITEMS

I currently own my own business.

% responding "yes"	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	4.1%	9.4%	9.7%
2016	3.4%	5.9%	6.4%
Overall	3.6%	7.5%	7.9%

How did the COVID-19 pandemic impact your current job or career status?

% selected		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
No impact at all	2011	74.5%	68.8%	70.5%
	2016	62.4%	61.8%	63.4%
Temporary furlough	2011	4.1%	4.4%	4.5%
	2016	2.7%	3.9%	5.1%
Unemployment	2011	1.0%	4.1%	3.6%
	2016	6.0%	7.5%	5.8%
Changed jobs intentionally	2011	6.1%	7.2%	6.7%
	2016	7.4%	11.0%	9.8%

How many distinct paid positions have you held since earning your degree?

% selected		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
1-2 positions	2011	28.9%	24.0%	26.5%
	2016	59.1%	47.2%	48.8%
3-4 positions	2011	41.2%	41.7%	41.8%
	2016	30.2%	40.7%	40.5%
5-6 positions	2011	22.7%	23.3%	22.0%
	2016	4.7%	8.7%	8.3%
7-9 positions	2011	6.2%	7.8%	7.4%
	2016	3.4%	2.2%	1.7%
10+ positions	2011	1.0%	3.2%	2.4%
	2016	2.7%	1.3%	0.8%

Please select which of the following best represents when you felt decided about pursuing your current career path.

% selected		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
High school or earlier	2011	30.4%	16.2%	17.0%
	2016	24.3%	18.7%	18.5%
While earning my bachelor's degree	2011	25.0%	25.6%	30.2%
	2016	35.5%	30.7%	35.8%
After graduating with my bachelor's degree	2011	33.9%	42.9%	36.5%
	2016	29.9%	33.2%	28.6%
Still feel that I am deciding	2011	10.7%	15.1%	15.8%
	2016	10.3%	17.0%	16.4%

What job level best describes your current role?

% selected		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Entry level	2011	10.8%	5.8%	5.9%
	2016	16.1%	16.1%	15.4%
Intermediate or experienced level	2011	53.8%	46.1%	48.5%
	2016	65.7%	59.9%	60.2%
First level management	2011	6.5%	15.5%	15.0%
	2016	8.4%	12.4%	12.9%
Middle-level management	2011	20.4%	21.1%	19.5%
	2016	7.7%	8.5%	7.7%
Senior, executive, or top-level management & chiefs	2011	8.6%	11.5%	11.2%
	2016	2.1%	3.2%	3.8%



LEARNING OUTCOMES & EXPERIENCES

COMPETENCIES

The following charts display average alumni-reported competency scores for your campus compared to peer and U.S. institutions. Percentages reflect the percent of alumni who responded Agree or Strongly agree (4 or 5 on a 5-point scale) to items about competencies gained during their degrees.

OVERALL (% agree/strongly agree)	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	88.9%	80.6%	81.2%
Career & Self-Development	74.6%	68.5%	68.9%
Change Management	51.2%	48.4%	48.9%
Communication	93.2%	87.2%	87.0%
Creativity	75.0%	66.6%	64.7%
Critical Thinking	96.8%	90.8%	90.3%
Customer Service	54.6%	42.5%	42.5%
Decision Making	81.3%	78.0%	78.4%
Equity & Inclusion	56.7%	56.8%	55.9%
Leadership	82.1%	71.8%	70.8%
Negotiation	37.7%	37.2%	37.0%
Professionalism	89.2%	81.2%	81.4%
Teamwork	89.2%	82.7%	82.4%
Technology	69.4%	59.2%	64.6%

2011 (% agree/strongly agree)	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	86.0%	80.0%	78.8%
Career & Self-Development	66.0%	65.0%	66.0%
Change Management	44.4%	44.5%	45.3%
Communication	92.9%	86.1%	86.6%
Creativity	73.0%	65.5%	63.6%
Critical Thinking	99.0%	91.1%	89.8%
Customer Service	52.0%	40.5%	40.4%
Decision Making	77.8%	77.8%	77.0%
Equity & Inclusion	45.0%	53.7%	51.1%
Leadership	79.0%	68.5%	67.8%
Negotiation	29%	35.4%	34.8%
Professionalism	84.8%	79.5%	79.8%
Teamwork	89.0%	83.2%	81.4%
Technology	58%	53.0%	61.0%

2016 (% agree/strongly agree)	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	90.8%	81.2%	83.1%
Career & Self-Development	80.3%	71.5%	71.2%
Change Management	55.6%	51.8%	51.8%
Communication	93.4%	88.0%	87.3%
Creativity	76.3%	67.5%	65.6%
Critical Thinking	95.4%	90.6%	90.7%
Customer Service	56.3%	44.2%	44.2%
Decision Making	83.6%	78.2%	79.6%
Equity & Inclusion	64.5%	59.4%	59.9%
Leadership	84.2%	74.7%	73.3%
Negotiation	43.4%	38.8%	38.8%
Professionalism	92.1%	82.7%	82.7%
Teamwork	89.4%	82.2%	83.1%
Technology	77.0%	64.5%	67.5%

FROM THE NSSE HIGH IMPACT EDUCATIONAL PRACTICES

The following charts display average alumni-reported high impact educational practice scores for your campus compared to peer and U.S. institutions. Percentages reflect the percent of alumni who indicated that they participated in each activity during their degrees.

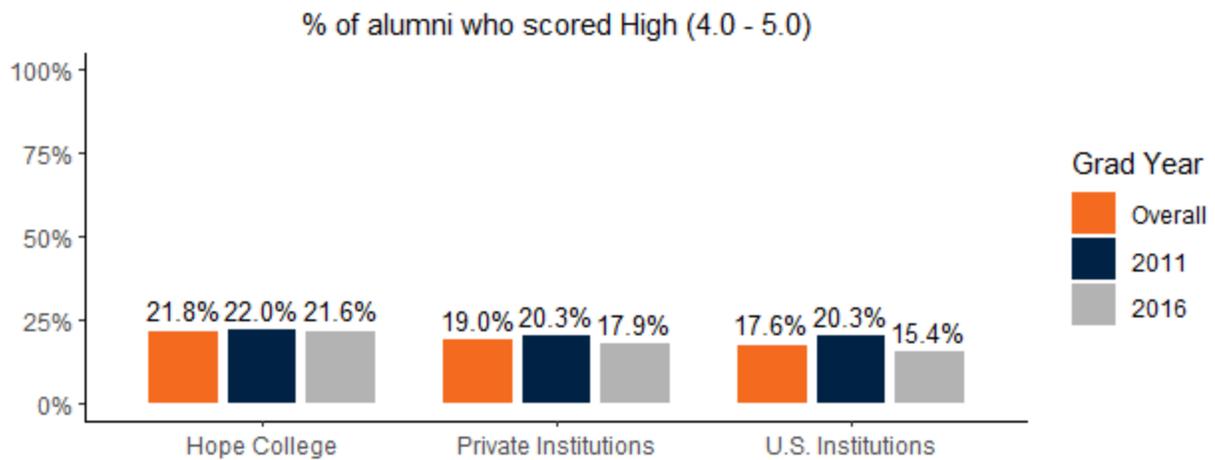
OVERALL (% selected)	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Athletics	25.8%	22.3%	16.7%
Campus Employment	68.4%	47.9%	45.5%
Capstone Course(s) and Project(s)	33.5%	43.7%	35.7%
First-Year Seminar(s) and Experience(s)	79.6%	50.2%	29.5%
Greek Life	14.5%	15.8%	16.8%
Learning Communities	8.7%	9.0%	9.6%
Project-Based Learning	25.1%	29.5%	26.8%
Service Learning/Community-Based Learning	22.9%	26.5%	19.0%
Student Organizations/Clubs	74.2%	64.6%	66.3%
Study Abroad/International Education	40.0%	39.3%	26.5%
Undergraduate Research	33.5%	22.1%	22.3%
Writing Intensive Course(s)	21.5%	25.1%	21.8%

2011 (% selected)	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Athletics	22.3%	23.9%	17.8%
Campus Employment	67.0%	48.4%	45.3%
Capstone Course(s) and Project(s)	33.9%	40.6%	32.0%
First-Year Seminar(s) and Experience(s)	74.1%	49.4%	27.9%
Greek Life	16.1%	15.2%	16.5%
Learning Communities	5.4%	7.9%	7.6%
Project-Based Learning	19.6%	26.7%	23.8%
Service Learning/Community-Based Learning	25.9%	29%	19.3%
Student Organizations/Clubs	67.9%	65.0%	65.8%
Study Abroad/International Education	37.5%	40.0%	26.5%
Undergraduate Research	26.8%	19.5%	20.3%
Writing Intensive Course(s)	16.1%	22.8%	19.6%

2016 (% selected)	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Athletics	28.2%	21.0%	15.9%
Campus Employment	69.3%	47.5%	45.8%
Capstone Course(s) and Project(s)	33.1%	46.3%	38.7%
First-Year Seminar(s) and Experience(s)	83.4%	50.9%	30.8%
Greek Life	13.5%	16.3%	17.0%
Learning Communities	11.0%	10.0%	11.2%
Project-Based Learning	28.8%	31.8%	29.2%
Service Learning/Community-Based Learning	20.9%	24.3%	18.8%
Student Organizations/Clubs	78.5%	64.2%	66.7%
Study Abroad/International Education	41.7%	38.8%	26.5%
Undergraduate Research	38.0%	24.3%	23.8%
Writing Intensive Course(s)	25.2%	27.1%	23.5%

COMMUNITY ENGAGEMENT

Overall Community Engagement



I am involved in my community.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	60.9%	60.7%	59.2%
2016	64.2%	59.1%	55.8%
Overall	62.9%	59.8%	57.3%

I have received recognition for my community involvement.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	20.2%	27.2%	26.6%
2016	25.9%	24.2%	23.1%
Overall	23.6%	25.5%	24.7%

I regularly donate money to charitable causes.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	69.4%	62.9%	57.6%
2016	54.3%	49.4%	42.9%
Overall	60.4%	55.6%	49.5%

I regularly donate time to charitable causes.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	49.1%	44.9%	42.1%
2016	42.0%	41.3%	36.4%
Overall	44.9%	43.0%	38.9%

I volunteer in my community regularly.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	40.9%	39.1%	37.7%
2016	38.9%	38.4%	34.4%
Overall	39.7%	38.7%	35.9%



RETURN ON INVESTMENT

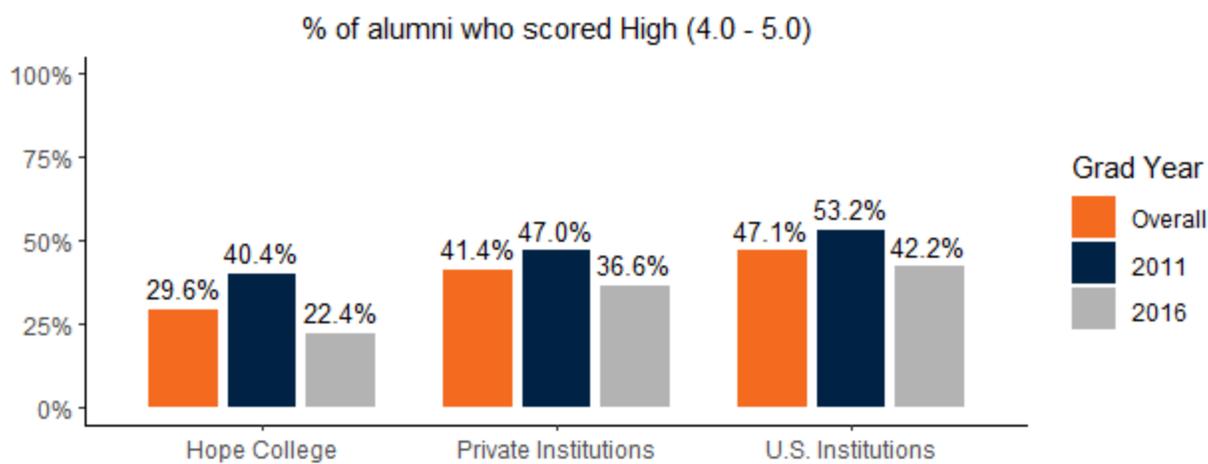
MOTIVATIONS FOR DEGREE

What were the top 3 motivations for choosing to pursue a bachelor's degree?

(% selected)		HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
Financial gain	2011	26.8%	34.6%	42.4%
	2016	22.4%	38.4%	45.0%
Career success	2011	58.8%	61.2%	60.9%
	2016	50.3%	62.1%	62.3%
Intellectual development	2011	51.5%	53.5%	47.1%
	2016	53.7%	48.9%	47.3%
Family expectations	2011	35.1%	34.3%	32.2%
	2016	33.3%	30.5%	29.1%
The college experience	2011	38.1%	36.0%	35.8%
	2016	41.5%	32.0%	30.7%
Social connections	2011	5.2%	3.8%	4.0%
	2016	12.2%	6.7%	5.1%
Peers were attending	2011	6.2%	3.5%	4.1%
	2016	0.7%	2.1%	3.2%
Social status as a college graduate	2011	6.2%	7.3%	7.3%
	2016	4.8%	6.8%	7.1%
Stepping stone to further education	2011	14.4%	17.4%	17.5%
	2016	25.2%	23.3%	20.5%
Required for my career aspirations	2011	51.5%	39.0%	38.3%
	2016	51.0%	41.0%	39.8%
Not sure of my aspirations	2011	4.1%	3.0%	3.8%
	2016	2.0%	2.4%	2.9%

ECONOMIC MOBILITY

Overall Economic Mobility



I currently earn a higher income than the household in which I grew up.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	41.3%	47.3%	53.1%
2016	21.0%	33.4%	38.3%
Overall	29.2%	39.8%	44.9%

I expect to earn more in the future than the household in which I grew up.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	56.4%	62.8%	68.7%
2016	48.1%	61.0%	65.2%
Overall	51.5%	61.8%	66.8%

My earning potential is higher than the house in which I grew up.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	52.7%	58.8%	64.4%
2016	41.0%	53.8%	58.4%
Overall	45.8%	56.1%	61.1%

STUDENT LOAN DEBT

The following tables display alumni responses to questions about debt incurred for their degree at your institution, compared to alumni at peer and national institutions.

Did you incur debt while earning your bachelor's degree?

% responding "yes"	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	66.3%	64.9%	63.7%
2016	60.4%	65.8%	64.5%
Overall	62.8%	65.4%	64.1%

Did anyone other than you incur debt for your bachelor's degree?

% responding "yes"	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	30.6%	31.0%	23.5%
2016	25.0%	26.8%	21.9%
Overall	27.2%	28.7%	22.6%

Are you still paying debt from your bachelor's degree?

% responding "yes"	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	46.2%	52.6%	52.3%
2016	68.9%	75.2%	75.0%
Overall	59.4%	64.9%	65.0%

My student debt is overwhelming.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	32.3%	37.7%	36.6%
2016	45.6%	47.4%	44.7%
Overall	40.0%	43.0%	41.1%

My bachelor's degree was worth my student loan debt.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	49.2%	44.9%	48.3%
2016	52.2%	40.1%	42.9%
Overall	51.0%	42.3%	45.3%

My student loan debt has been manageable.

% agree/strongly agree	HOPE COLLEGE	PRIVATE INSTITUTIONS	U.S. INSTITUTIONS
2011	49.2%	44.6%	47.5%
2016	51.1%	41.0%	44.8%
Overall	50.3%	42.6%	46.0%



EQUITY INSIGHTS

EQUITY AND CAREER MOBILITY

Equity insights are provided in this section for each of the six High Impact Career Mobility Practices: helpful career advice, employer connections, career-related internships, career plans, career opportunities, and critical thinking skills. Each of these items is broken down, when possible due to sample size, by gender identity, sexual identity, race, disability, and first-generation status.

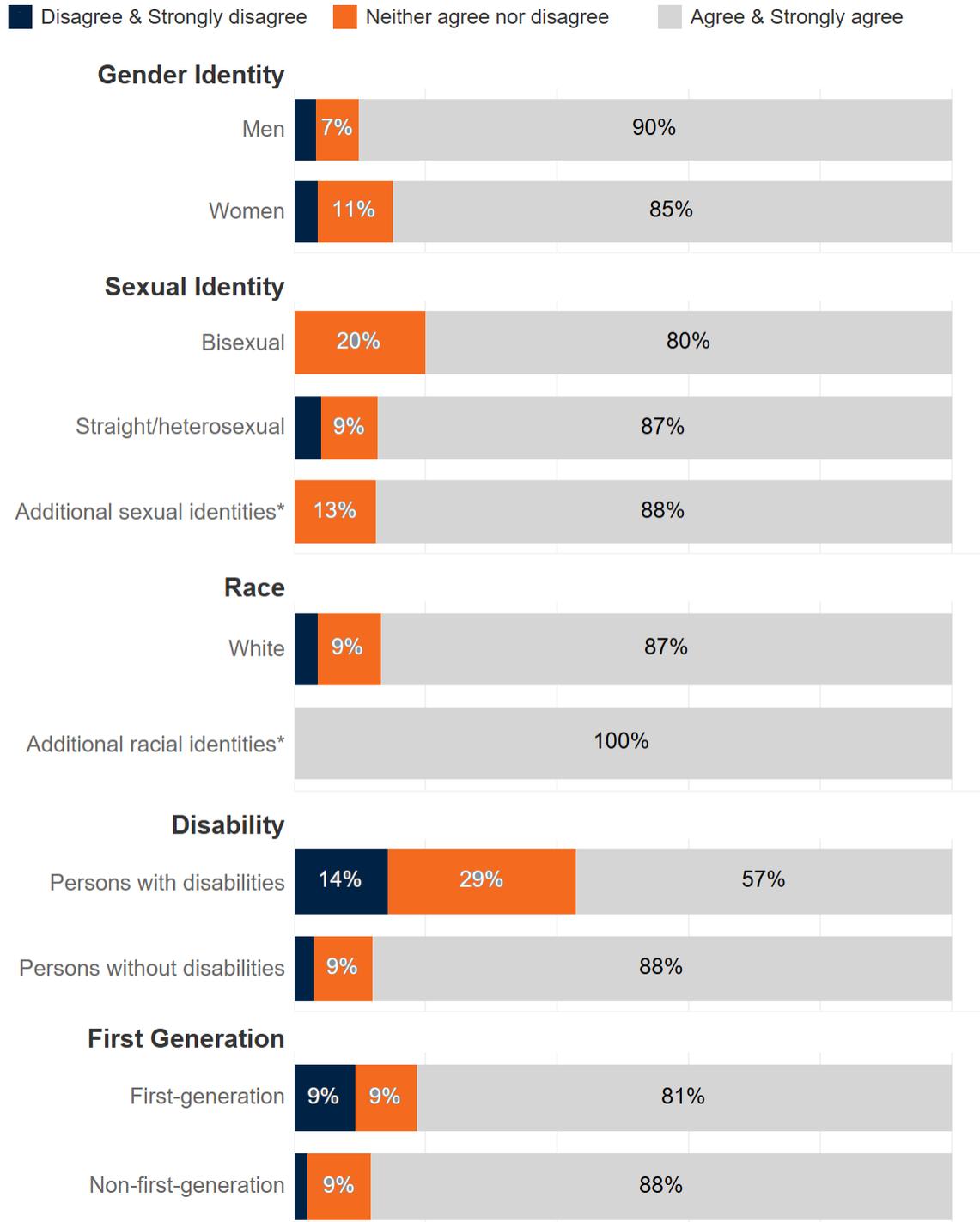
Groups with fewer than five individuals were combined to conduct more robust analyses and to protect the privacy of individuals. If combined groups for a demographic still did not meet the criterion of five responses, the analysis is not included in this report.

*We want to recognize the diverse experiences of individuals with differing identities, regardless of the size of each sample:

- Additional gender identities include the experiences of those who self-identified as Another identity not listed here (0.4%), Nonbinary/Genderqueer/Genderfluid (0.8%), Prefer not to respond (0.8%).
- Additional sexual identities include the experiences of those who self-identified as Another identity not listed here (0.8%), Gay or lesbian (1.2%), Pansexual (0.4%), Queer (1.2%).
- Additional racial identities include the experiences of those who self-identified as Asian (1.6%), Indigenous/Native American/Alaskan Native (0.4%), Middle Eastern (0.8%), Native Hawaiian/Pacific Islander (0.4%).

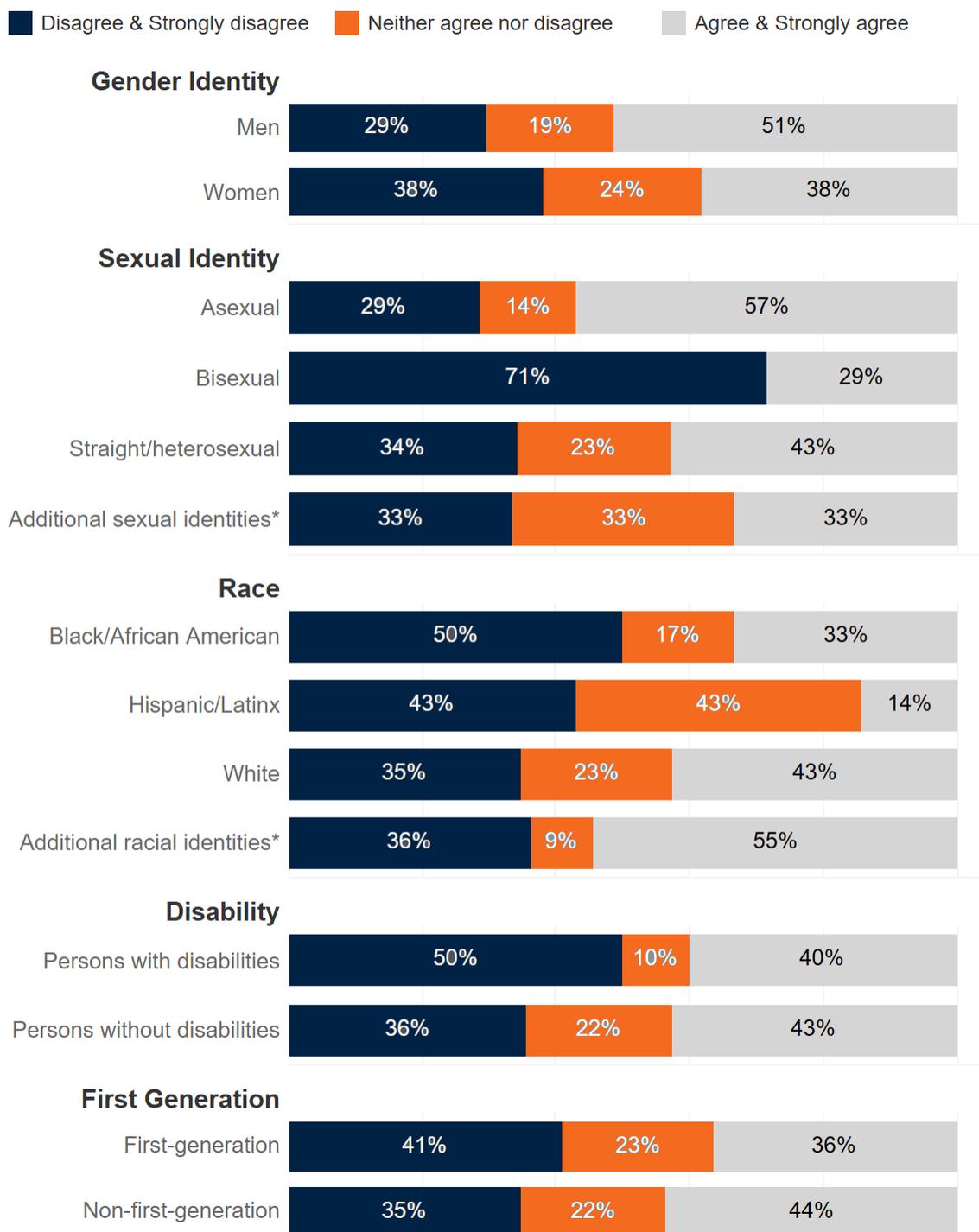
HELPFUL CAREER ADVICE BY DEMOGRAPHIC

This section shows the distribution of responses to the item, “The career advice I received has been helpful.” Groups with fewer than five responses to this question are combined.



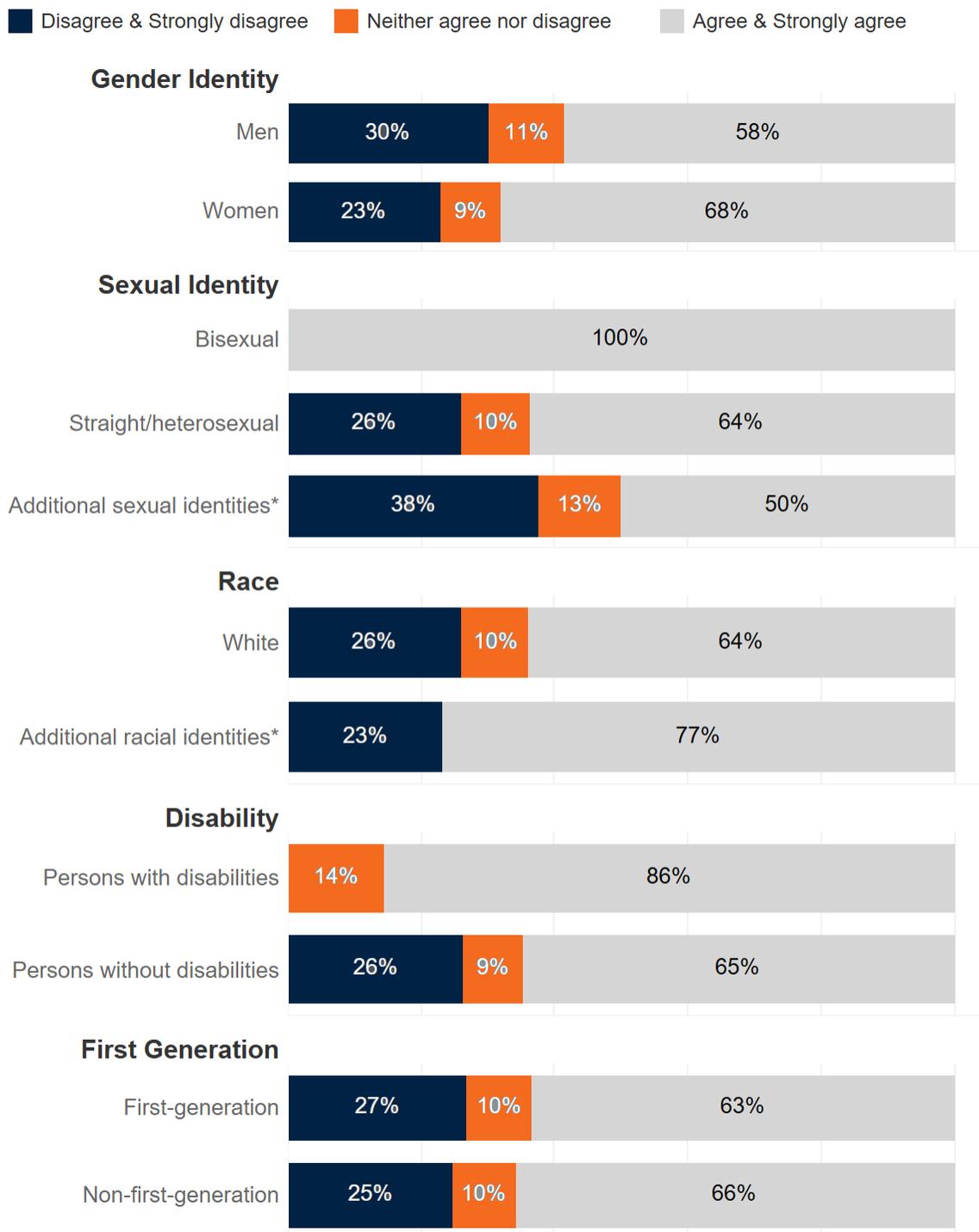
EMPLOYER CONNECTIONS BY DEMOGRAPHIC

Below, find the distribution of alumni responses to the item, “My institution helped me to network with employers.” Categories with fewer than five individuals are combined.



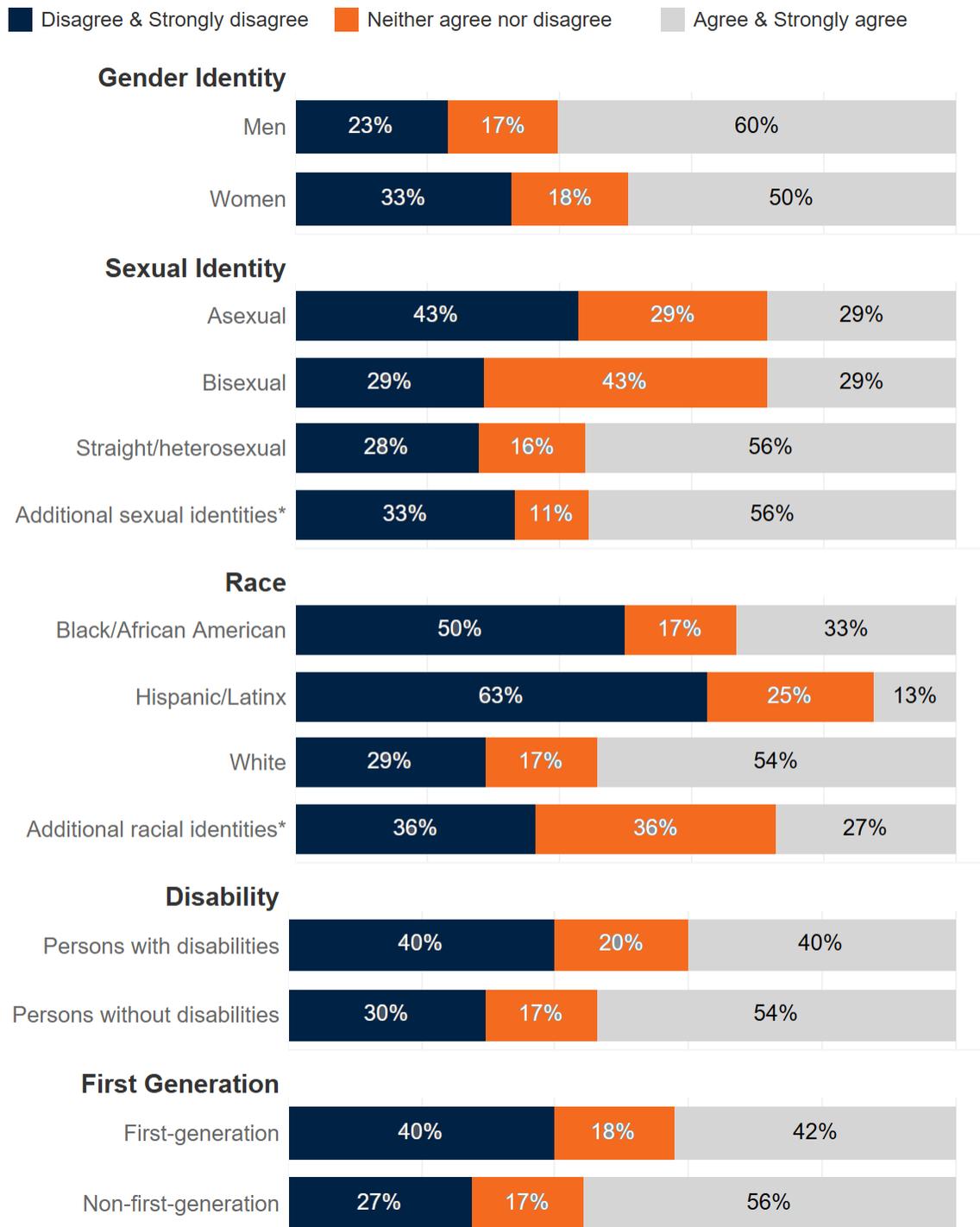
CAREER-RELATED INTERNSHIPS BY DEMOGRAPHIC

Below, find the distribution of alumni responses to the item, “The internship(s) or related experience(s) that I completed while earning my degree were related to my current career.” Categories with fewer than five individuals are combined.



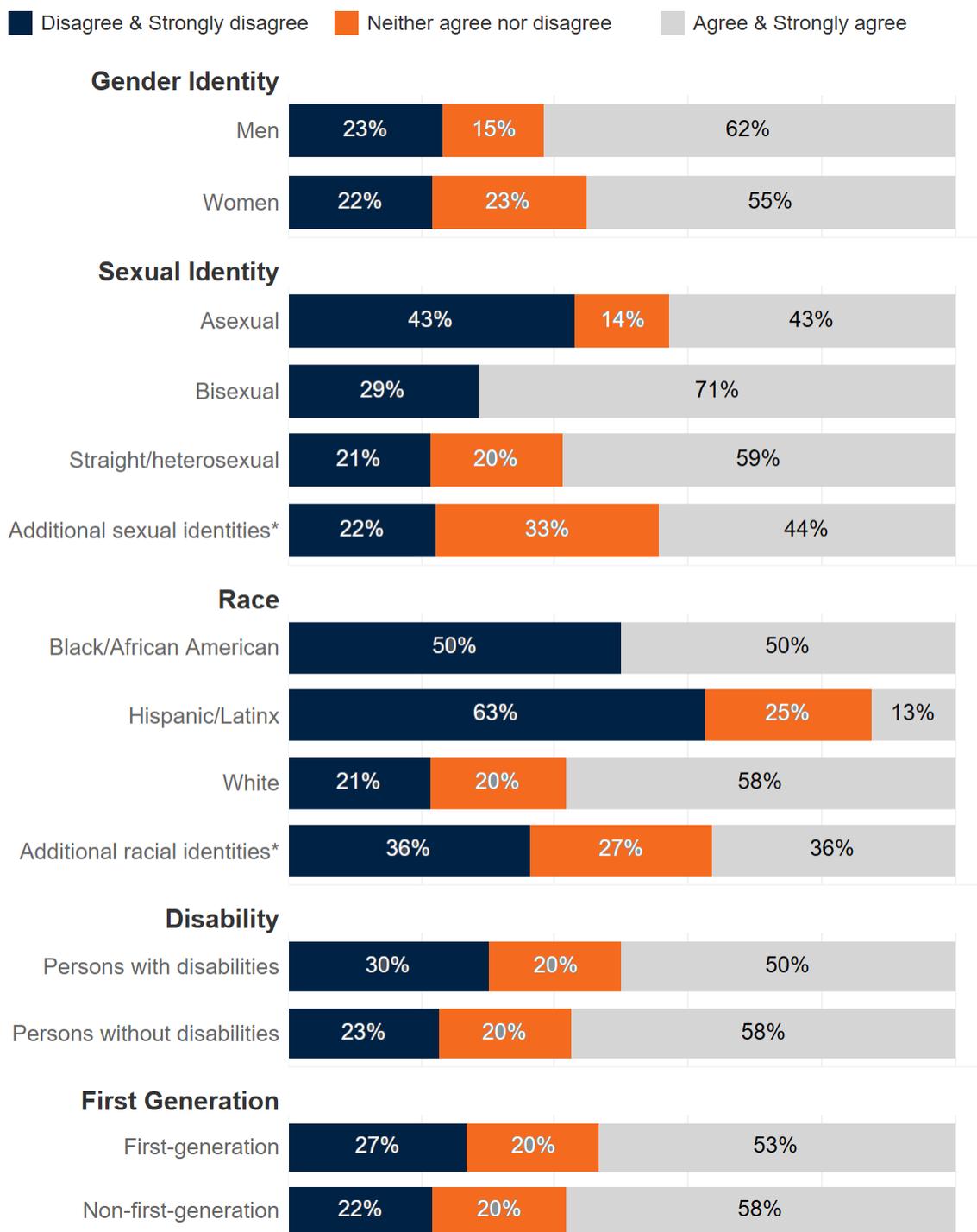
CAREER PLANS BY DEMOGRAPHIC

Below is the distribution of alumni responses to the item, “My institution helped me create a plan for my career.” Categories with fewer than five individuals are combined.



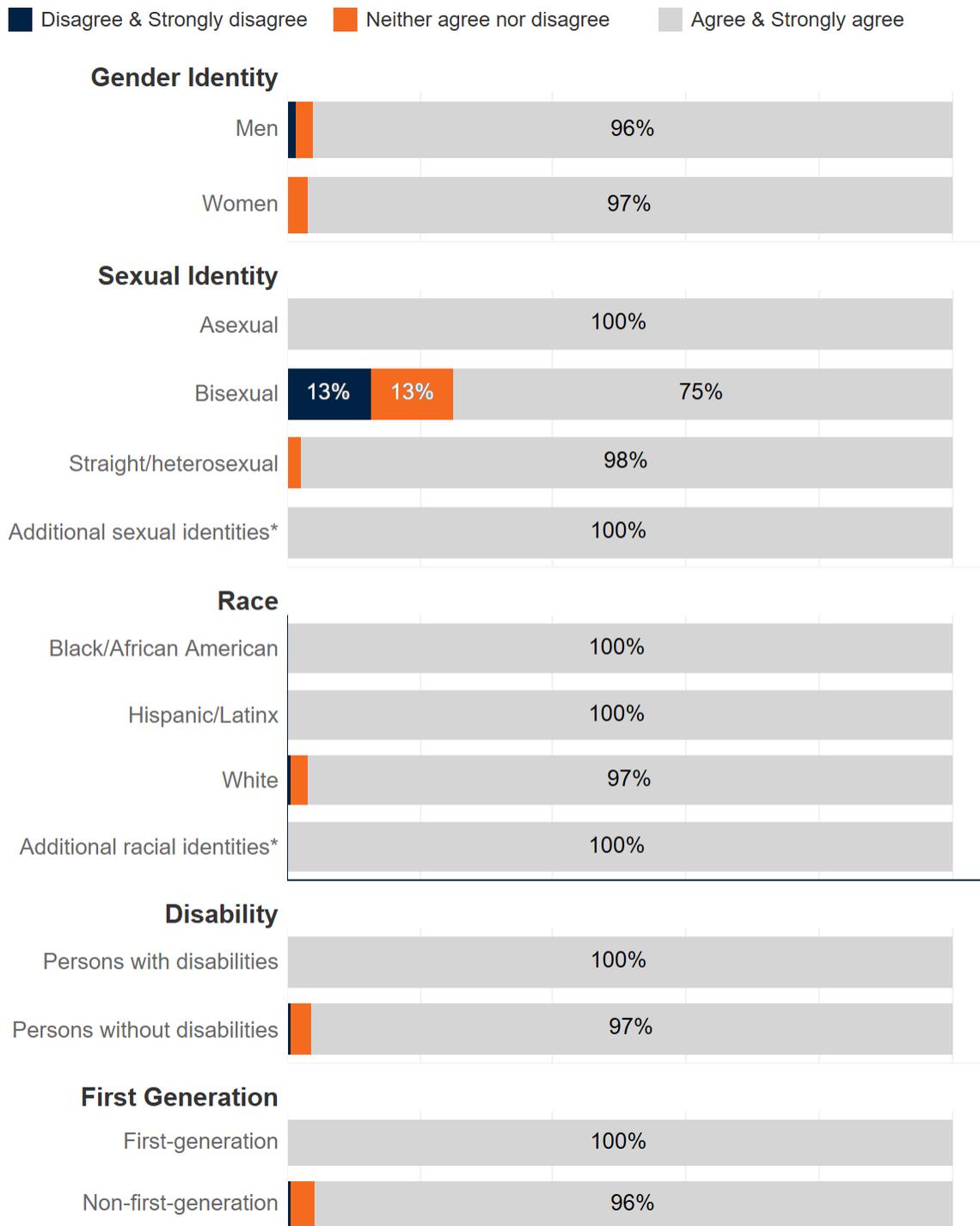
CAREER OPPORTUNITIES BY DEMOGRAPHIC

Below is the distribution of alumni responses to the item, “My institution helped me to understand career opportunities.” Categories with fewer than five individuals are combined.



CRITICAL THINKING SKILLS BY DEMOGRAPHIC

Below is the distribution of alumni responses to the item, “My degree helped me gain critical thinking skills.” Categories with fewer than five individuals are combined.



RECOMMENDATIONS

After assessing your NACM survey results, The Career Leadership Collective recommends the following for your campus:

WHAT YOU CAN DO NEXT

1. **EDUCATE YOUR CAMPUS:** Create your slide deck and 7-minute video overview of the results to share across campus.
2. **SHARE SUCCESSES EXTERNALLY:** Embed successes from the findings into your External Career Outcomes webpage. See example here: <https://www.careerleadershipcollective.com/outcomes-example>
3. **ADAPT YOUR PRACTICES:** You have incredible insights about how you can adapt your practices toward a high likelihood of career mobility for your alumni. We encourage you to gather a campus working group to discuss how you can embed high impact career practices across the campus.

HOW WE CAN HELP YOUR CAMPUS USE YOUR RESULTS

1. **STAKEHOLDER PRESENTATION ON NACM DATA:** The Collective staff are available to provide a virtual presentation of your NACM results to key stakeholders. For example, presentation of NACM highlights to your President's cabinet, Board of Trustees, Deans, etc.
2. **FURTHER DATA ANALYSIS OR VISUALIZATION CONSULTING:** The Collective can provide consultation on strategic use of your data, including providing additional analytics to help you effectively tell a story with your data, and decide which data to display on external or public websites. For example, combining additional institutional data on interactions with your career center or engagement with high impact practices while a student, combining with FDS data, or digging deeper into demographics or peer comparisons.
3. **HIGH IMPACT CAREER MOBILITY PRACTICE CONSULTING:** The Collective can provide consulting services that use your NACM and First Destination Survey results to help university leaders weave career development into the fabric of campus experience. For example, leveraging NACM data to help transform the co-curricular experience of students, such as student employment or residence life programming. In addition, NACM data consulting can help analyze curricular areas of success and areas of improvement, by individual colleges, academic units, and areas of study.
4. **FDS OUTCOMES:** The Collective team can assist your campus by handling your First Destination Survey with EMBARK: FDS Services. Learn more at <https://www.careerleadershipcollective.com/embark>

METHODOLOGY

The Career Leadership Collective created the National Alumni Career Mobility Survey (NACM) to assess the career pathways of US college and university alumni more effectively.

The specific goal of the assessment is to better understand multiple areas of interest: educational satisfaction, career pathways, career satisfaction, economic mobility, and community engagement.

NACM was developed in response to many years of listening to higher education administrators who recognized the lack of data about their graduates.

- A targeted needs assessment began in January of 2018 and continued over the course of eight months as the consultants with The Career Leadership Collective solicited feedback from college and university administrators across the United States.
- An initial instrument was drafted in September of 2018 using data from formal listening sessions.
- Face validity of NACM was established at a national convening in March 2019 where administrators and career leaders from 25 public and private colleges and universities came together to review, edit and refine the instrument.
- Item analysis after two subsequent pilot administrations established statistical validity of multiple constructs addressing the areas of interest.
- Care was taken to ensure that the instrument includes items critical to understanding graduates' educational experiences and competency outcomes, in addition to the formal constructs.

The NACM Survey was administered in three phases in partnership with US colleges and universities to alumni who graduated five and ten years ago.

- In Phase One, a custom branded and fully accessible online survey portal was created for each partner institution. Personalized messages were sent from the institution to direct alumni to the survey portal.
- In Phase Two, a social media data scrape was performed on alumni who did not complete the survey via the institutions' outreach efforts.
- In Phase Three of data collection, The Career Leadership Collective performed additional national outreach to all alumni who graduated from a US college or university at the five and ten-year mark.

FIVE CORE RESEARCH DIMENSIONS

NACM views career success and mobility through a multi-dimensional lens that includes five core areas.

1. **CAREER SATISFACTION:** Career purpose, preparation, aspirations, responsibility, and enthusiasm.
2. **CAREER PATHWAY PREPARATION:** Number and type of jobs, industries, geography, graduate school, and internships during and after graduation.
3. **ECONOMIC MOBILITY:** Salary growth, loan debt, family income while growing up, current salary range, and institutional investment.
4. **INSTITUTIONAL CAREER INVESTMENT:** Marketability of the major, career mentoring, career preparation, and affinity.
5. **COMMUNITY ENGAGEMENT:** Community involvement, philanthropy, and recognitions.

ADDITIONAL CAMPUS ENGAGEMENT THEMES

NACM also assesses areas of campus engagement through the duration of a degree program, how each area correlates with the five core research themes and how each is associated with overall career success.

- **CAREER ADVICE:** The presence, effectiveness, and mode of career advice.
- **CAREER EXPERIENCES:** The presence, effectiveness, and mode of hands-on career experiences such as internships and research projects.
- **ENGAGEMENT WITH EMPLOYERS:** Engagement level with employers.
- **ENGAGEMENT WITH ALUMNI:** Engagement level with alumni.
- **COMPETENCY DEVELOPMENT:** Development of competencies, which include the NACE competencies, some of the World Economic Forum's *Future of Jobs Report* competencies, and the AAC&U / Hart Research competencies.
- **HIGH-IMPACT EDUCATIONAL PRACTICES:** Engagement in high-impact educational practices as defined by the AAC&U.

OVERVIEW OF THE CAREER MOBILITY INDEX

The High Impact Career Mobility Index™ (CMI) was created from NACM data to understand which campus practices are most likely to influence the career mobility of students and alumni over the first 10 years of their career post-graduation. Career Mobility is defined as a combination of career pathway preparation, career satisfaction, and economic mobility.



There are fourteen variables represented in the three specific research domains which look at alumni success related to: 1. Possessing the skills to do quality work, 2. Being happy in a career, and 3. Feeling financially stable and satisfied. The make-up of each of the three research domains of the CMI can best be described as follows:

- **Career Pathway Preparation:** Educational impact on preparedness prior to starting their career, the beginning of their career, career advancement, and preparedness for current job.
- **Career Satisfaction:** Educational impact on satisfaction with their whole career, which includes progression of career, career so far, current career, and level of responsibility in current job.
- **Economic Mobility:** Educational impact on earning history, trajectory, potential, satisfaction, and comparison to the household in which they grew up.

APPENDIX

DEMOGRAPHICS

Graduation Year

- 40.7% 2011
- 59.3% 2016

In what year were you born?

- 0.0% 1997-2003
- 98.8% 1987-1996
- 0.4% 1977-1986
- 0.0% 1967-1976
- 0.0% 1957-1966
- 0.4% 1956 or earlier
- 0.4% Prefer not to respond

What is your current gender identity?

- 0.0% Agender
- 31.8% Man
- 0.8% Nonbinary, Genderqueer, Genderfluid
- 66.1% Woman
- 0.4% Another identity not listed
- 0.8% Prefer not to respond

Do you identify as cisgender or transgender?

- 96.7% Cisgender
- 0.4% Transgender
- 2.9% Prefer not to respond

Were you a first-generation college student during your bachelor's degree?

- 18.4% Yes
- 81.6% No
- 0.0% Prefer not to respond

With which race(s) do you self-identify?

- 1.6% Asian
- 2.5% Black/African American
- 3.7% Hispanic/Latinx
- 0.8% Middle Eastern
- 0.4% Indigenous/Native American/Alaskan Native
- 0.4% Native Hawaiian/Pacific Islander
- 93.0% White
- 1.2% Another identity not listed
- 2.5% Prefer not to respond

What was your status while earning your bachelor's degree?

- 65.7% In-state student
- 0.4% International student
- 33.9% Out-of-state domestic student

Do you identify as a person with a disability?

- 4.1% Yes
- 93.9% No
- 2.0% Prefer not to respond

Since graduating with your bachelor's degree, how many years have you lived in the same state where your institution is located?

- 13.9% 1-2 years
- 41.6% 3-5 years
- 3.3% 6-7 years
- 10.2% 8-10 years
- 31.0% I have not lived in that state

What is your sexual identity?

- 2.9% Asexual
- 3.3% Bisexual
- 1.2% Gay or lesbian
- 0.4% Pansexual
- 1.2% Queer
- 84.8% Straight/heterosexual
- 0.8% Another identity not listed
- 5.3% Prefer not to respond

ADDITIONAL PEER GROUPS - CARNEGIE CLASSIFICATIONS

Additional peer group overall comparisons are provided based on year graduated (5 and 10 year), basic Carnegie Classification, size of institution, and enrollment profile. Averages were calculated from items on a 5-point Likert scale, with 1 as the lowest score, and 5 as the highest. Percentages reflect the percent of alumni who scored High (4.0 - 5.0 on a 5-point scale) on each research factor.

Basic Carnegie Classification

		HOPE COLLEGE	BACCALAUREATE COLLEGES	U.S. INSTITUTIONS
Career Pathways	2011	50.9%	45.3%	46.8%
	2016	52.5%	48.7%	47.6%
Career Satisfaction	2011	58.7%	66.4%	66.1%
	2016	67.3%	66.3%	60.7%
Community Engagement	2011	22.0%	22.6%	20.3%
	2016	21.6%	20.7%	15.4%
Economic Mobility	2011	40.4%	41.4%	53.2%
	2016	22.4%	31.8%	42.2%
Institutional Career Investment	2011	25.0%	22.0%	18.7%
	2016	31.1%	25.9%	22.4%

Institution Size

		HOPE COLLEGE	SMALL INSTITUTIONS	U.S. INSTITUTIONS
Career Pathways	2011	50.9%	45.4%	46.8%
	2016	52.5%	48.6%	47.6%
Career Satisfaction	2011	58.7%	66.1%	66.1%
	2016	67.3%	66.5%	60.7%
Community Engagement	2011	22.0%	23.0%	20.3%
	2016	21.6%	19.4%	15.4%
Economic Mobility	2011	40.4%	43.4%	53.2%
	2016	22.4%	34.5%	42.2%
Institutional Career Investment	2011	25.0%	21.2%	18.7%
	2016	31.1%	26.0%	22.4%

Enrollment Profile

		HOPE COLLEGE	EXCLUSIVELY UNDERGRADUATE FOUR-YEAR	U.S. INSTITUTIONS
Career Pathways	2011	50.9%	50.8%	46.8%
	2016	52.5%	51.0%	47.6%
Career Satisfaction	2011	58.7%	67.2%	66.1%
	2016	67.3%	67.0%	60.7%
Community Engagement	2011	22.0%	21.2%	20.3%
	2016	21.6%	19.4%	15.4%
Economic Mobility	2011	40.4%	43.4%	53.2%
	2016	22.4%	29.8%	42.2%
Institutional Career Investment	2011	25.0%	26.4%	18.7%
	2016	31.1%	27.8%	22.4%

