

ILLINI SUCCESS

Individual achievements. Global impact. *Experience our points of pride.*

2016-17 College of Media Report

The Illini Success initiative was launched in August 2014 to gather career-related information about the next steps of bachelor's degree recipients at the University of Illinois at Urbana-Champaign.

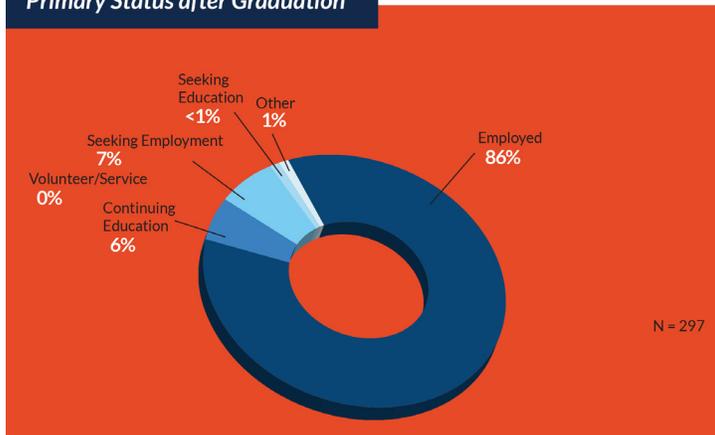
The information here focuses on the 2016-2017 bachelor's degree graduates from the College of Media, sharing what they are doing with their Illinois degrees. Information is also provided about learning opportunities Illinois students pursue outside of the classroom to support their career goals.

We reached out to 343 bachelor's degree recipients in the College of Media graduating classes of August 2016, December 2016, and May 2017. After following this group for six months, we learned about the outcomes of 299 of our graduates.

87% of College of Media graduates shared information about their post-graduation destinations

Where did College of Media graduates go after graduation? To work!

Primary Status after Graduation



Geographic Locations of Employment



73% employed graduates indicated that they are working in Illinois

5% indicated that they are in the Midwest (excluding Illinois)

8% are in the Northeast
6% are in the South
6% are in the West
3% are International

N = 236

92% of College of Media graduates indicated having secured a first destination

"I am extremely grateful for my 4 years as a student in the College of Media. I was surrounded by students and professors who challenged me to never be satisfied and push myself to reach my goals. The College of Media became a home base that enabled me to network, take on new challenges, and prepare for my career with Anheuser-Busch InBev in sales and marketing."
Maggie Spring, Advertising '17

"The College of Media provided me with the academic and professional experiences needed to succeed in the working world. From the intimate classroom setting to the one-on-one engagement with Media Career Services, the College of Media takes a holistic approach to its curriculum and helps shape its students into effective contributors and networkers post-graduation. Spending time to develop your professional career is just as important as spending time on assignments for your classes - take advantage of all the opportunities the College of Media has to offer!"

Jeff Ohmer, Journalism '17

Type of Employment

90%

TRADITIONAL

employed by an organization

2%

TRANSITIONAL

employed in a temporary/contract work assignment

employed in a postgraduate internship/fellowship

4%

ENTREPRENEURIAL

engaged in an entrepreneurial/start-up effort as an owner

+

employed freelance

+

self-employed

3% other work category
1% rather not answer

N = 212

Select employers



See the full report at illinoisuccess.illinois.edu for additional employers and salary data.

“The Department of Advertising is full of such incredibly passionate, smart, and supportive staff that provided me with countless opportunities to grow personally and professionally. The industry-like experiences I had in the classroom coupled with my involvement in the American Advertising Federation are two reasons I was able to start my career off strong. If you have the ambition and drive to succeed, the College of Media can absolutely help get you there.”
 Alex Studer, Advertising '17

92% of College of Media graduates participated in one or more **experiential learning opportunities**

Experiential Learning

Experiential learning activities connect classroom knowledge to the world in which students live and work. These experiences help students explore career and personal interests, develop transferable skills, expand networks and references, and strengthen their portfolios as they prepare to transition beyond their bachelor's degrees.

All online survey respondents were asked to indicate what type of experiential learning activities they engaged in during their time at Illinois. A total of 204 College of Media respondents (68 percent of the total respondents) answered the experiential learning questions.

Experiential Learning Activity	Number of Respondents Who Completed	Percent of Respondents Who Completed
Internship	164	80%
Study Abroad with internship or practicum component	46	23%
Field experience / practicum	23	11%
Service learning / volunteering	17	8%
Assistantship (research, teaching, etc.)	15	7%

✓ **Note: Twenty-two percent of students who participated in experiential learning activities indicated they received a full-time job offer as a result.**