

Introduction & Highlights: 2024 First Destination Survey

Includes data from classes graduating in Summer 2023, Winter 2023, and Spring 2024

The undergraduate First Destination Survey reports the initial post-graduation outcomes of Associate and Bachelor Degree recipients.

Data was collected through survey and outreach efforts conducted by the Advising and Career Development staff within approximately six months of graduation. Information either came directly from the graduate or was obtained through credible sources (e.g., family members, online sources, faculty, and other staff members). Good faith efforts were made to ensure the accuracy of the information obtained by any source other than the graduate.

All percentages in this report are based on the total number of graduates reporting (knowledge rate), not the total number of graduates. Graduates reporting that they are currently not working and not seeking employment are not included in the placement tabulations. In addition, percentage calculations above 0.5 have been rounded up to the nearest number, and those below 0.5 have been rounded down to the nearest whole number.

A total of 337 individual graduates were listed on the official graduation lists. **Two of these students completed studies in two majors, resulting in 339 majors being conferred degrees.** Graduates reporting post-graduation information were grouped into specific activity categories based on their survey responses. Each category is mutually exclusive, as graduates who were involved in more than one activity were asked to specify their primary activity.

Highlights:

- **The overall success rate is 92%** (8% lower than last year) and includes those who were employed in- or out-of-field, enlisted in the armed forces, involved in volunteer services, enrolled in graduate/professional school, or continuing their education at the vocational/associate/bachelor's level. Our overall success rate has consistently been in the 96-100% range for the past 10 years.
- **The success rate in-field is 88%** (8% lower than last year) which includes those individuals who achieved a placement related to their academic field of study.
- **The knowledge rate is 86%** (9% higher than last year). This number has ranged from 78-89% over the past 10 years and exceeds the 65% minimum knowledge rate recommended by the National Association of Colleges and Employers.
- **62% of our graduates remained in Wisconsin** (9% lower than last year). This number has ranged from 67%-75% over the past 10 years.
- **64% of those enrolled in graduate/professional school & other continuing education are in programs at Viterbo** (15% higher than last year). The most popular program is the MBA (6) followed by NUTR (5) and MAED (2).

On campus users can find a more detailed report in [Tableau](#).