



**Hope** COLLEGE

# **NACM 2023**

## **UNDERGRADUATE STUDENT RESULTS**

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## NATIONAL ALUMNI CAREER MOBILITY SURVEY

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NACM was developed by the Career Leadership Collective and is now part of Lightcast's suite of data-driven solutions powering learner career success.

Lightcast and the Collective maintain a strategic partnership to meet the alumni tracking and career-readiness needs of higher education.



# TABLE OF CONTENTS

<b>ABOUT NACM</b>	4
<b>EXECUTIVE SUMMARY</b>	5
<b>CAREER MOBILITY INDEX</b>	6
HIGH IMPACT CAREER MOBILITY PRACTICES .....	7
CAREER MOBILITY RESEARCH THEMES .....	10
<b>CAREER PREPARATION</b>	12
CAREER ADVICE .....	13
INTERNSHIP EXPERIENCES DURING DEGREE .....	15
CAREER PATHWAY PREPARATION .....	16
INSTITUTIONAL CAREER INVESTMENT .....	18
<b>CAREER EXPERIENCES SINCE GRADUATION</b>	20
APPLICATION OF DEGREE TO CURRENT CAREER .....	21
CAREER EXPERIENCES .....	22
CAREER GROWTH AND STABILITY .....	25
CAREER SATISFACTION .....	27
OTHER CAREER EXPERIENCES ITEMS .....	29
<b>LEARNING OUTCOMES AND EXPERIENCES</b>	31
COMPETENCIES .....	32
FROM THE NSSE HIGH IMPACT EDUCATIONAL PRACTICES	34
COMMUNITY ENGAGEMENT .....	36
<b>RETURN ON INVESTMENT</b>	38
MOTIVATION FOR DEGREE .....	39
ECONOMIC MOBILITY .....	40
STUDENT LOAN DEBT .....	41
<b>EQUITY INSIGHT</b>	43
EQUITY AND CAREER MOBILITY .....	44
HELPFUL CAREER ADVICE BY DEMOGRAPHIC .....	45
EMPLOYER CONNECTIONS BY DEMOGRAPHIC .....	46
CAREER-RELATED INTERNSHIPS BY DEMOGRAPHIC .....	47
CAREER PLANS BY DEMOGRAPHIC .....	48
CAREER OPPORTUNITIES BY DEMOGRAPHIC .....	49
CRITICAL THINKING SKILLS BY DEMOGRAPHIC .....	50
<b>RECOMMENDATIONS</b>	51
<b>METHODOLOGY</b>	52
<b>APPENDIX</b>	55
DEMOGRAPHICS .....	55
ADDITIONAL PEER GROUPS - CARNEGIE CLASSIFICATIONS	57

# ABOUT NACM

## YOUR NACM DELIVERABLES

Each NACM partner school receives the following:

1. **Raw 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.

## PEER COMPARISONS

The peer comparisons provided in this report are based on public/private designation of participating institutions. Private institutions included in the peer data of this report include:

Augustana College

Bentley University

Boston University - Questrom  
School of Business

Case Western Reserve University

Centenary College of Louisiana

Centre College

Duke University

Hope College

Lehigh University

LeMoyne College

New York University - School of  
Professional Studies

Salve Regina

Seattle University

Suffolk University

The University of the South - Sewanee

Trinity College

University of Redlands

University of St. Thomas

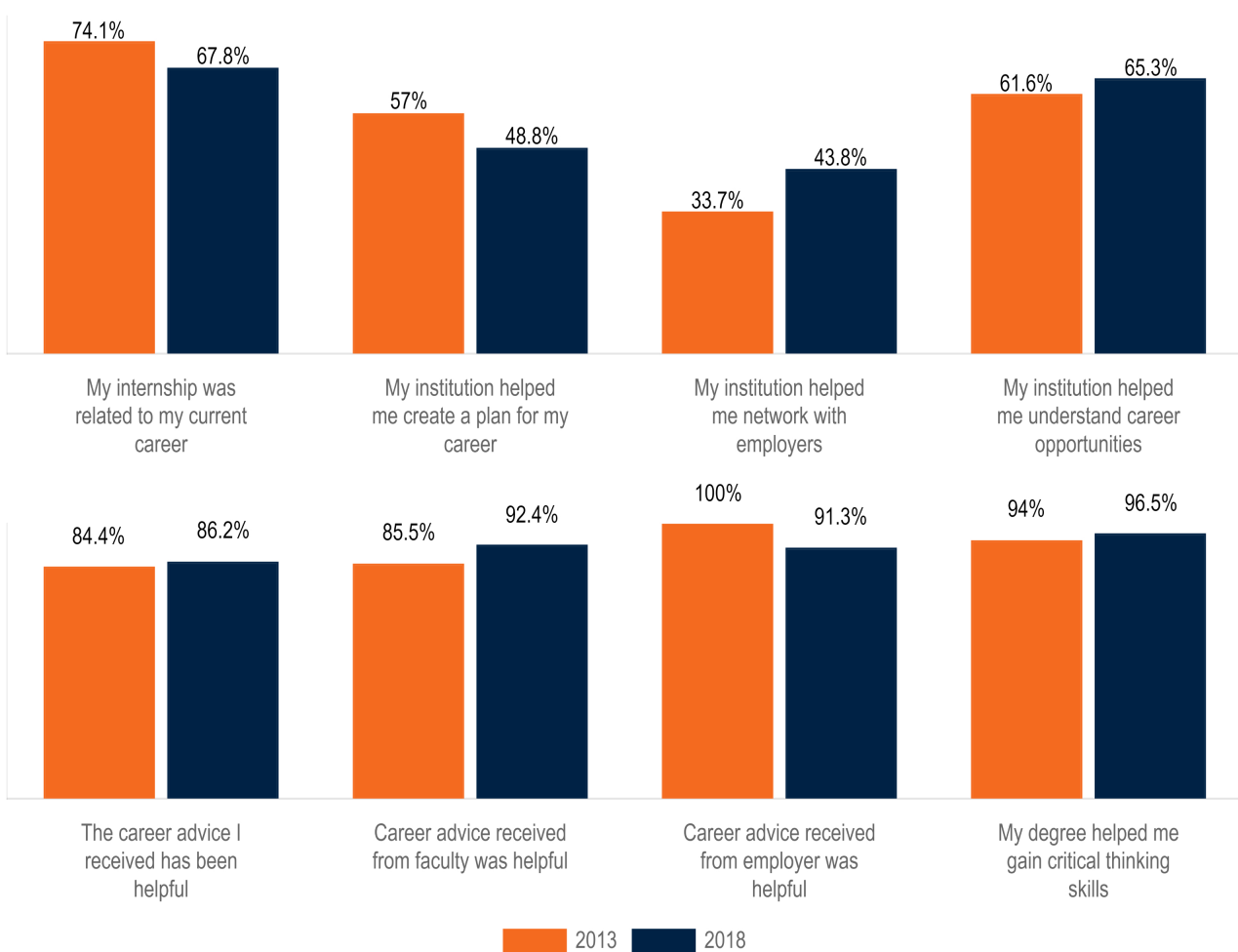
# EXECUTIVE SUMMARY

## DATA SOURCES

	HOPE COLLEGE	PEER INSTITUTIONS	ALL NACM PARTNERS
Number of Responses	207	2,965	9,292
Response Rate	15.2%	10.9%	7.8%

## ALUMNI SNAPSHOT

Alumni engaging in high impact career mobility practices during their degree





# CAREER MOBILITY INDEX

## HIGH IMPACT CAREER MOBILITY PRACTICES

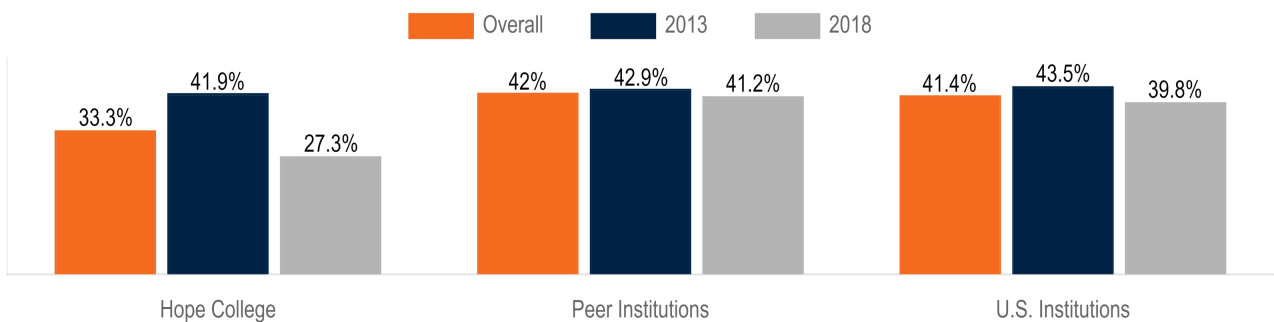
In-depth analysis of our national sample revealed six Career Mobility Practices that stood out as the factors most likely to influence overall alumni career mobility. An overview of the Career Mobility Index™ (CMI) that was used to discern these practices can be found in the methodology section. The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

1. Completing internships or related experiences related to current career
2. Receiving helpful career advice
  - a. Receiving helpful advice in general
  - b. Receiving helpful advice from faculty
  - c. 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.

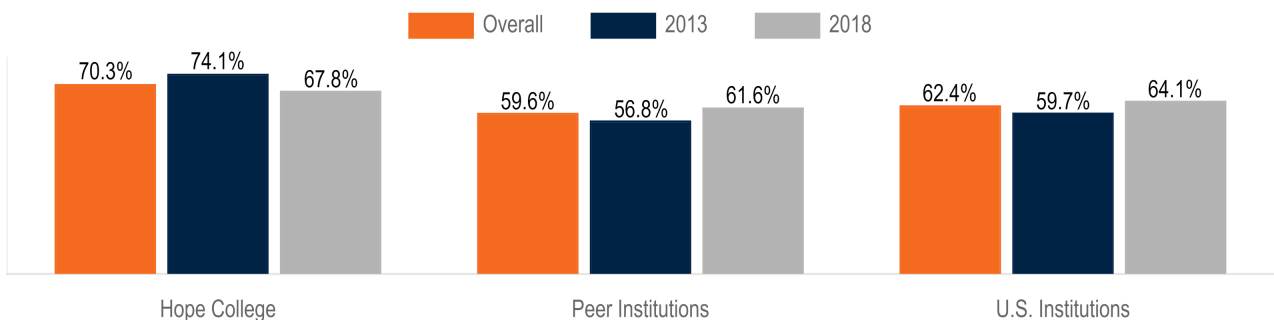
### Overall Career Mobility Index Score

% of alumni who scored High (4-5 on 5 point scale):



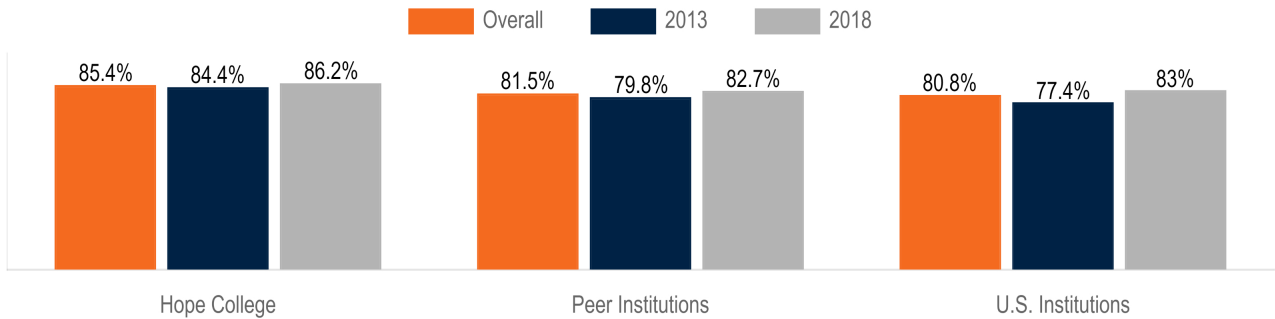
The internship(s) or related experience(s) that I completed while earning my degree were related to my current career.

% of alumni who agree or strongly agree:



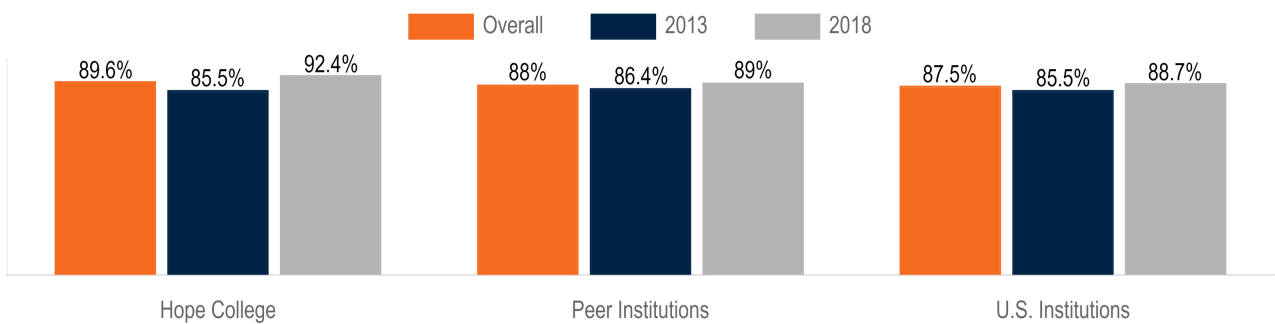
**The career advice I received has been helpful.**

% of alumni who agree or strongly agree:



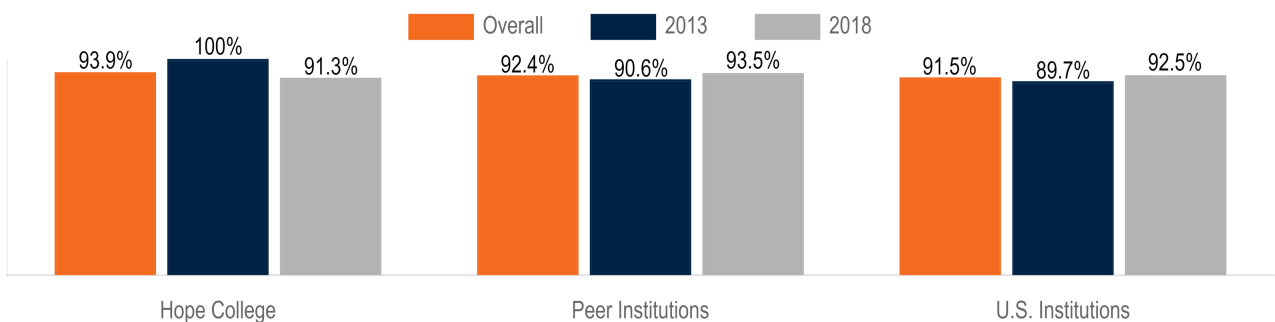
**The career advice I received from faculty has been helpful.**

% of alumni who agree or strongly agree:



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

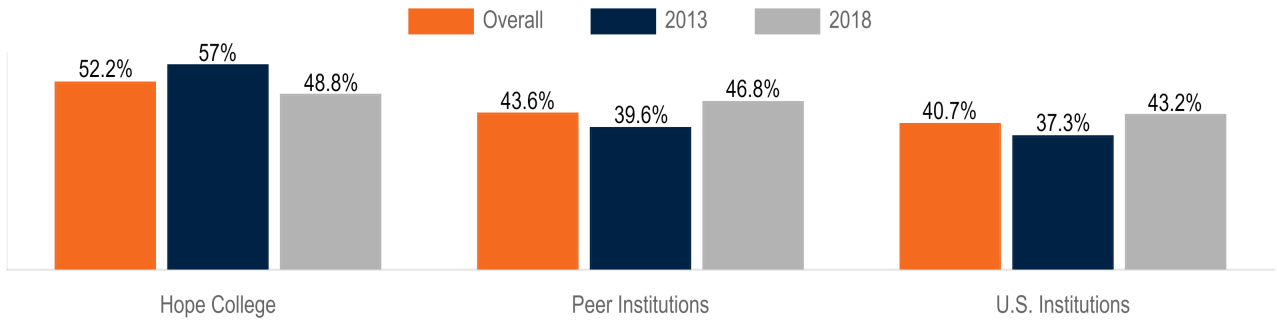
% of alumni who agree or strongly agree:





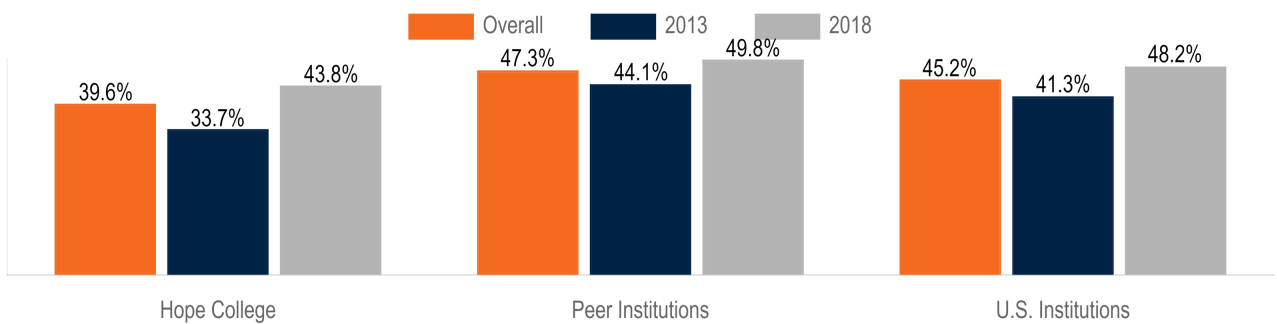
**My institution helped me create a plan for my career.**

% of alumni who agree or strongly agree:



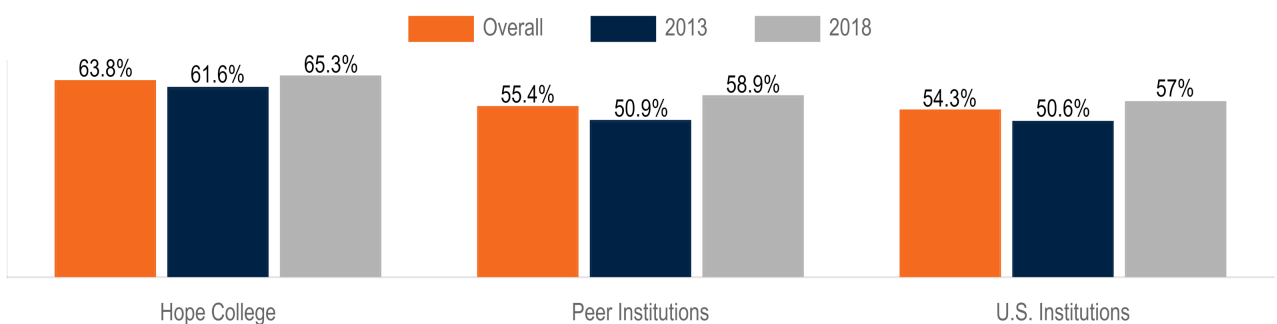
**My institution helped me to network with employers.**

% of alumni who agree or strongly agree:



**My institution helped me to understand career opportunities.**

% of alumni who agree or strongly agree:

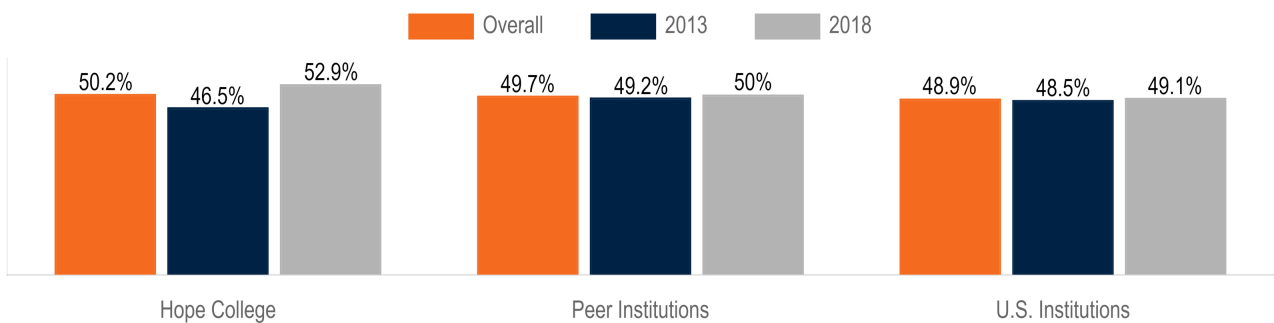


## CAREER MOBILITY RESEARCH THEMES

Below are your results regarding the five core research themes of the National Alumni Career Mobility Survey. Percentages indicate the proportion of alumni who scored High on each factor, defined as 4.0 - 5.0 on a 5-point scale.

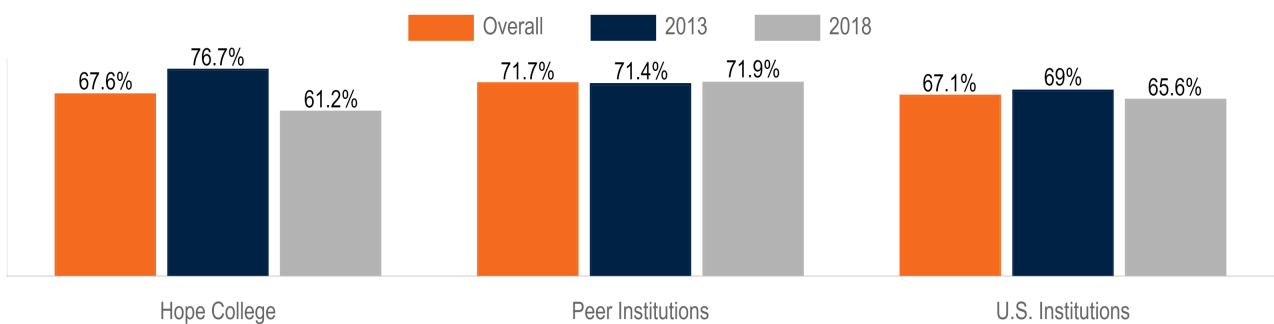
### Average Career Pathway Preparation

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



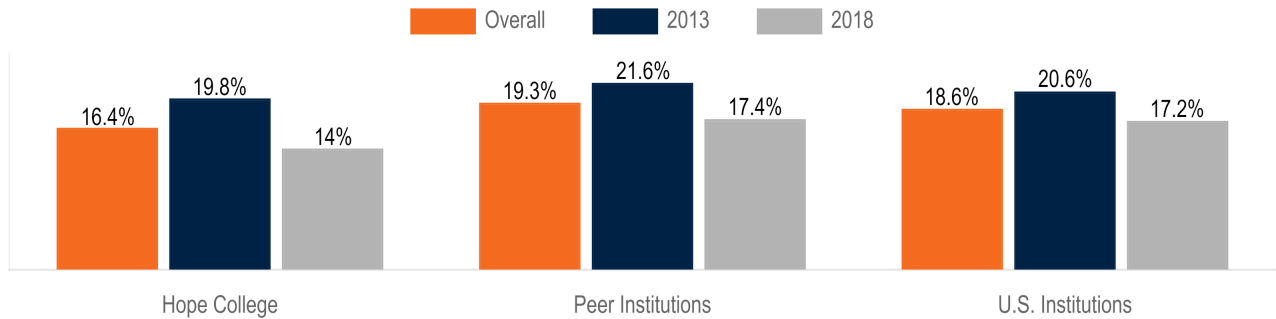
### Average Career Satisfaction

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



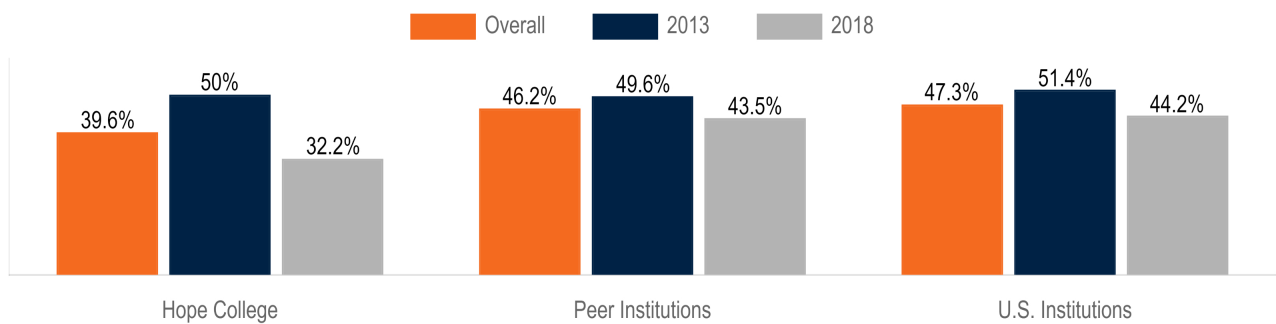
## Average Community Engagement

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



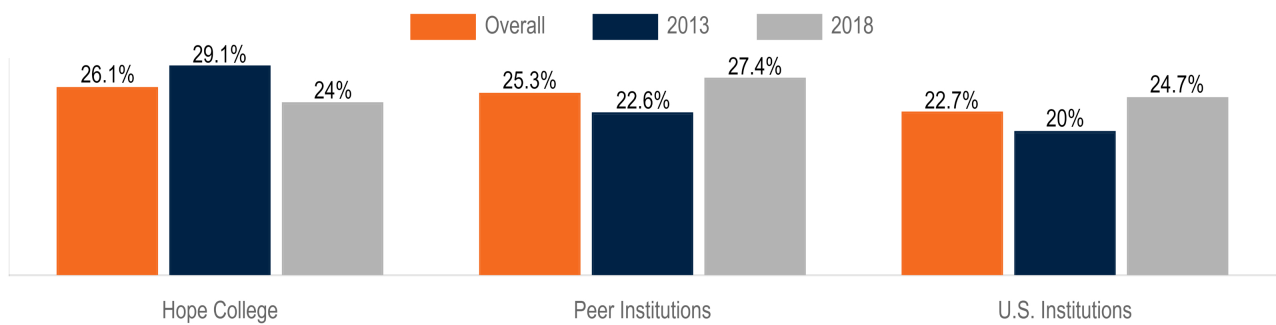
## Average Economic Mobility

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



## Average Institutional Career Investment

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):





# 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	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	75.6%	64.0%	58.0%
2018	80.0%	72.3%	64.2%
Overall	78.2%	68.7%	61.6%

### The career advice I received has been helpful.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	84.4%	79.8%	77.4%
2018	86.2%	82.7%	83.0%
Overall	85.4%	81.5%	80.8%

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

% selected		HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2013	19.6%	18.8%	19.5%
	2018	24.7%	19.5%	20.0%
Career services staff	2013	10.7%	20.2%	15.9%
	2018	4.5%	18.7%	12.7%
Faculty member	2013	60.7%	49.2%	52.5%
	2018	58.4%	50.9%	56.6%
Other staff member	2013	1.8%	3.5%	4.2%
	2018	6.7%	4.5%	4.4%

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

% selected		HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2013	56.9%	56.4%	56.0%
	2018	67.0%	63.9%	62.0%
Alumni	2013	30.8%	40.0%	31.7%
	2018	37.2%	41.5%	34.3%
Career services staff	2013	40.0%	55.4%	41.8%
	2018	44.7%	52.2%	41.7%
Classmates	2013	41.5%	44.5%	45.1%
	2018	37.2%	49.2%	50.4%
Employer during my degree	2013	15.4%	20.5%	22.6%
	2018	24.5%	25.0%	26.4%
Faculty member	2013	87.7%	75.0%	73.6%
	2018	87.2%	78.9%	77.9%
Mentor	2013	18.5%	18.7%	20.1%
	2018	19.1%	23.1%	24.5%

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

% agree/strongly agree		HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Academic advisor	2013	80.6%	75.5%	74.5%
	2018	85.5%	77.1%	75.7%
Alumni	2013	84.2%	88.9%	88.9%
	2018	91.2%	89.6%	89.6%
Career services staff	2013	80.0%	68.1%	68.5%
	2018	78.6%	73.9%	73.1%
Classmates	2013	85.2%	84.0%	83.8%
	2018	88.2%	86.1%	84.2%
Employer during my degree	2013	100.0%	90.6%	89.7%
	2018	91.3%	93.5%	92.5%
Faculty	2013	85.5%	86.4%	85.5%
	2018	92.4%	89.0%	88.7%
Mentor during my degree	2013	91.7%	89.7%	91.6%
	2018	94.1%	94.6%	94.3%

## 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	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	73.4%	70.3%	65.3%
2018	76.3%	77.8%	71.8%
Overall	75.1%	74.5%	69.0%

**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	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	91.4%	81.6%	85.8%
2018	90.8%	83.3%	85.6%
Overall	91.0%	82.6%	85.7%

**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	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	89.7%	81.9%	84.0%
2018	89.7%	81.1%	84.2%
Overall	89.7%	81.4%	84.1%

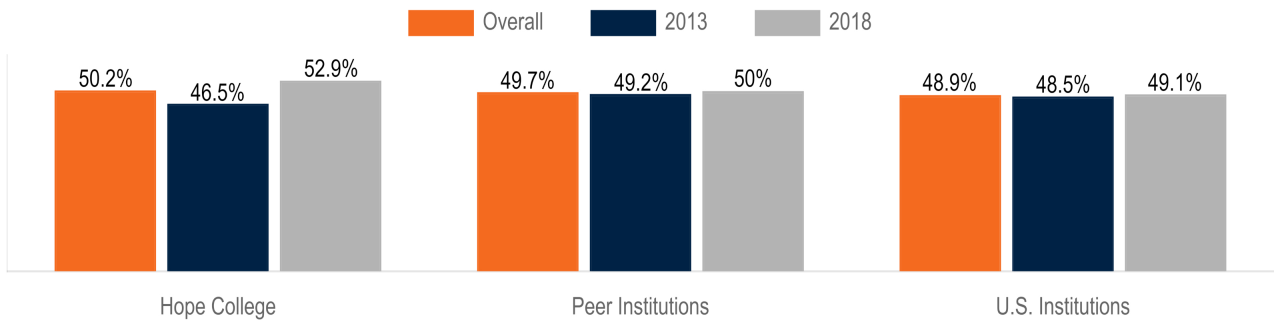
**The internship(s) or related experience(s) that I completed while earning my bachelor's degree were related to my current career.**

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	74.1%	56.8%	59.7%
2018	67.8%	61.6%	64.1%
Overall	70.3%	59.6%	62.4%

## CAREER PATHWAY PREPARATION

### Overall Average on Career Pathway Preparation

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



### My degree helped prepare me for my career.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	79.1%	74.0%	74.4%
2018	86.8%	79.1%	75.6%
Overall	83.6%	76.9%	75.1%

### I am satisfied with my educational experience.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	87.2%	84.8%	83.2%
2018	91.7%	86.4%	83.3%
Overall	89.9%	85.7%	83.3%

### My degree is worth the tuition I paid.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	47.7%	51.0%	57.5%
2018	49.6%	50.9%	53.9%
Overall	48.8%	50.9%	55.5%



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

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	57.0%	58.2%	55.5%
2018	62.8%	62.3%	59.2%
Overall	60.4%	60.5%	57.6%

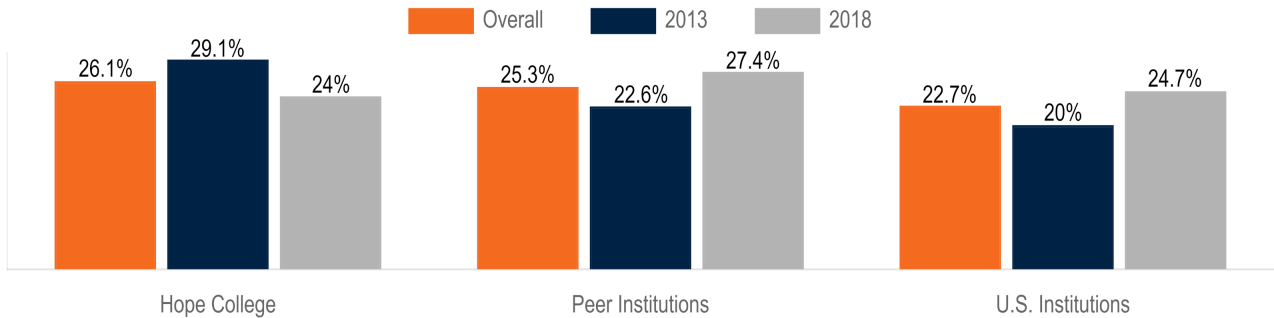
**The degree I earned helped me get started in my career.**

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	79.1%	75.7%	75.0%
2018	83.5%	79.5%	77.8%
Overall	81.6%	77.9%	76.6%

## INSTITUTIONAL CAREER INVESTMENT

### Overall Average on Institutional Career Investment

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



### My institution helped me to understand career opportunities.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	61.6%	50.9%	50.6%
2018	65.3%	58.9%	57.0%
Overall	63.8%	55.4%	54.3%

### My institution helped me create a plan for my career.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	57.0%	39.6%	37.3%
2018	48.8%	46.8%	43.2%
Overall	52.2%	43.6%	40.7%

### My institution helped me envision my career options.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	61.6%	46.4%	45.5%
2018	61.2%	56.1%	52.8%
Overall	61.4%	51.9%	49.7%

**My institution helped me network with alumni.**

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	34.9%	41.8%	35.4%
2018	36.4%	47.0%	38.0%
Overall	35.7%	44.7%	36.9%

**My institution helped me network with employers.**

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	33.7%	44.1%	41.3%
2018	43.8%	49.8%	48.2%
Overall	39.6%	47.3%	45.2%

**My institution invested in my career.**

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	53.5%	42.4%	36.8%
2018	43.0%	44.4%	40.4%
Overall	47.3%	43.6%	38.9%



# CAREER EXPERIENCES SINCE GRADUATION

## APPLICATION OF DEGREE TO CURRENT CAREER

**My current position is related to my major.**

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	82.3%	62.0%	63.3%
2018	73.0%	68.2%	67.9%
Overall	76.8%	65.5%	65.9%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	82.3%	77.6%	77.2%
2018	82.9%	80.7%	77.9%
Overall	82.6%	79.3%	77.6%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	63.3%	53.8%	53.0%
2018	60.4%	60.4%	59.6%
Overall	61.6%	57.5%	56.8%

## 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	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	100.0%	98.2%	97.7%
2018	93.9%	96.3%	96.4%
Overall	96.4%	97.1%	96.9%

### Part-Time Employment

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	39.5%	29.2%	30.9%
2018	36.0%	23.6%	26.7%
Overall	37.4%	26.1%	28.5%

### Contract/Temporary Work

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	28.4%	25.8%	25.6%
2018	23.7%	18.5%	19.3%
Overall	25.6%	21.7%	22.0%

### Internship or Similar Experience

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	18.5%	23.0%	22.2%
2018	22.8%	18.6%	18.2%
Overall	21.0%	20.5%	19.9%

## Post-Grad Fellowship

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	9.9%	5.3%	4.5%
2018	8.8%	5.0%	3.6%
Overall	9.2%	5.1%	4.0%

## Self-Employment

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	17.3%	15.0%	14.2%
2018	8.8%	7.0%	9.2%
Overall	12.3%	10.5%	11.3%

## Founded a Company or Non-Profit

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	6.2%	7.1%	6.5%
2018	3.5%	3.0%	3.0%
Overall	4.6%	4.8%	4.5%

## Earned Additional Degree(s)

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	39.5%	34.6%	32.1%
2018	35.1%	28.6%	24.5%
Overall	36.9%	31.3%	27.7%

## Service Work

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	1.2%	4.2%	3.6%
2018	2.6%	3.3%	2.5%
Overall	2.1%	3.7%	3.0%

## Military Service

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	1.2%	1.5%	1.9%
2018	0.0%	0.8%	1.3%
Overall	0.5%	1.1%	1.5%

## Unemployed by Choice

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	6.2%	7.4%	7.2%
2018	1.8%	3.4%	4.1%
Overall	3.6%	5.1%	5.4%

## Unemployed and Seeking

% experienced	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	3.7%	5.5%	5.4%
2018	2.6%	4.4%	4.8%
Overall	3.1%	4.9%	5.1%



## 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	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	64.6%	65.2%	66.6%
2018	68.8%	74.2%	72.1%
Overall	67.0%	70.3%	69.8%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	83.5%	82.5%	82.8%
2018	87.4%	83.7%	80.3%
Overall	85.8%	83.2%	81.4%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	91.1%	88.7%	88.0%
2018	94.6%	92.4%	89.5%
Overall	93.2%	90.8%	88.9%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	91.1%	92.0%	93.1%
2018	96.4%	93.6%	92.8%
Overall	94.2%	92.9%	92.9%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	87.3%	84.9%	85.7%
2018	93.7%	83.8%	83.0%
Overall	91.1%	84.3%	84.2%

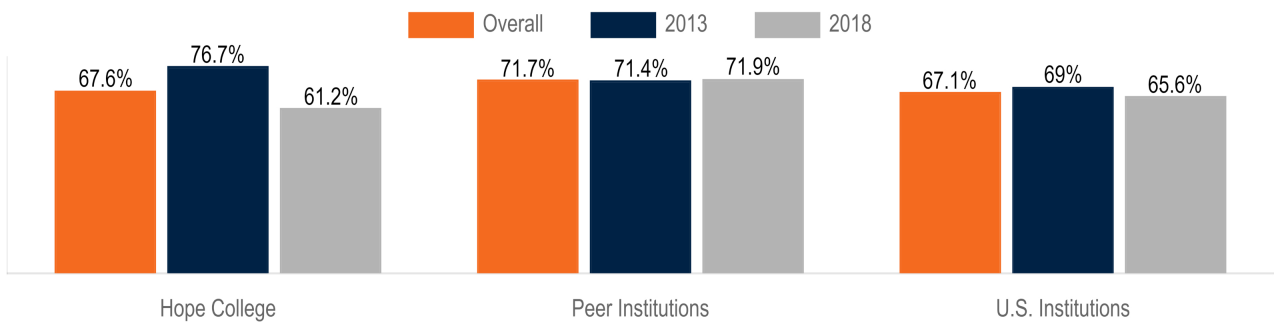
Do you feel that you are underemployed?

% responding "yes"	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	20.3%	18.1%	18.6%
2018	13.4%	16.3%	20.1%
Overall	16.2%	17.1%	19.4%

## CAREER SATISFACTION

### Overall Average on Career Satisfaction

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



### I am satisfied with my career so far.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	90.6%	88.7%	88.2%
2018	91.7%	90.9%	87.5%
Overall	91.2%	90.0%	87.8%

### I am satisfied with my current career.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	91.9%	88.9%	88.0%
2018	90.0%	88.6%	85.9%
Overall	90.8%	88.7%	86.8%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	87.2%	87.3%	86.4%
2018	87.5%	88.7%	85.2%
Overall	87.4%	88.1%	85.7%

**I am content with the progression of my career.**

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	83.7%	80.7%	80.9%
2018	82.6%	83.6%	80.0%
Overall	83.1%	82.3%	80.4%

**I have advanced in my career as I had hoped.**

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	80.2%	75.0%	71.7%
2018	66.9%	73.8%	69.0%
Overall	72.5%	74.3%	70.2%

**My salary is enough to pay my bills every month.**

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	84.9%	86.4%	83.4%
2018	76.9%	83.7%	78.4%
Overall	80.2%	84.9%	80.5%

## OTHER CAREER EXPERIENCES ITEMS

I currently own my own business.

% responding "yes"	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	12.3%	10.8%	11.0%
2018	5.3%	5.9%	6.6%
Overall	8.2%	8.0%	8.5%

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

% selected		HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
0 positions	2013	0.0%	0.0%	0.1%
	2018	0.0%	0.0%	0.0%
1-2 positions	2013	21.0%	18.5%	21.8%
	2018	44.7%	40.8%	43.1%
3-4 positions	2013	39.5%	43.8%	42.3%
	2018	38.6%	45.5%	44.1%
5-6 positions	2013	30.9%	23.3%	23.2%
	2018	12.3%	11.0%	10.3%
7-9 positions	2013	6.2%	11.5%	9.6%
	2018	4.4%	2.5%	2.1%
10+ positions	2013	2.5%	2.9%	3.1%
	2018	0.0%	0.2%	0.4%

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

% selected		HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
High school or earlier	2013	13.8%	15.5%	16.8%
	2018	27.4%	20.6%	20.0%
While earning my bachelor's degree	2013	42.5%	29.7%	30.2%
	2018	32.7%	34.2%	36.7%
After graduating with my bachelor's degree	2013	36.2%	41.7%	40.9%
	2018	28.3%	31.6%	29.9%
Still feel that I am deciding	2013	7.5%	13.1%	12.1%
	2018	11.5%	13.6%	13.4%

What job level best describes your current role?

% selected		HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Entry level	2013	1.4%	2.2%	4.3%
	2018	13.6%	9.6%	11.6%
Intermediate or experienced level	2013	47.9%	40.4%	43.5%
	2018	57.3%	59.2%	61.1%
First level management	2013	14.1%	17.9%	16.4%
	2018	16.5%	17.3%	14.5%
Middle-level management	2013	25.4%	25.6%	23.5%
	2018	9.7%	9.5%	8.7%
Senior, executive, or top-level management & chiefs	2013	11.3%	13.8%	12.2%
	2018	2.9%	4.4%	4.0%



# 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	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	88.8%	81.6%	79.3%
Career & Self-Development	82.7%	75.3%	73.5%
Change Management	60.4%	55.8%	53.1%
Communication	94.4%	88.1%	86.2%
Creativity	72.1%	60.9%	60.7%
Critical Thinking	95.4%	92.1%	89.5%
Customer Service	50.3%	37.8%	38.7%
Decision Making	86.8%	81.2%	78.9%
Equity & Inclusion	59.9%	55.6%	57.0%
Leadership	83.8%	73.6%	67.2%
Negotiation	41.6%	41.7%	39.1%
Professionalism	91.9%	84.7%	81.1%
Teamwork	88.8%	84.0%	80.9%
Technology	72.1%	65.4%	66.3%



2013	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	80.7%	78.2%	77.1%
Career & Self-Development	79.5%	72.5%	71.5%
Change Management	54.2%	51.7%	50.0%
Communication	91.6%	86.5%	84.9%
Creativity	65.1%	58.6%	60.2%
Critical Thinking	94.0%	91.0%	89.0%
Customer Service	47.0%	36.9%	37.6%
Decision Making	86.7%	80.5%	77.6%
Equity & Inclusion	51.8%	48.6%	52.3%
Leadership	77.1%	71.1%	64.8%
Negotiation	42.2%	40.6%	37.9%
Professionalism	91.6%	83.0%	78.8%
Teamwork	83.1%	81.6%	78.9%
Technology	68.7%	60.7%	63.4%

2018	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Adaptability	94.7%	84.3%	80.9%
Career & Self-Development	85.1%	77.5%	75.1%
Change Management	64.9%	59.1%	55.3%
Communication	96.5%	89.3%	87.1%
Creativity	77.2%	62.7%	61.0%
Critical Thinking	96.5%	93.0%	89.9%
Customer Service	52.6%	38.5%	39.6%
Decision Making	86.8%	81.8%	79.8%
Equity & Inclusion	65.8%	61.1%	60.5%
Leadership	88.6%	75.6%	69.0%
Negotiation	41.2%	42.6%	40.0%
Professionalism	92.1%	86.1%	82.8%
Teamwork	93.0%	85.9%	82.4%
Technology	74.6%	69.1%	68.4%

## 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	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Athletics	26.4%	27.7%	18.2%
Campus Employment	53.8%	43.7%	38.4%
Capstone Course(s) and Project(s)	35.0%	43.1%	40.6%
First-Year Seminar(s) and Experience(s)	76.6%	48.0%	31.7%
Greek Life	21.3%	37.6%	24.8%
Learning Communities	8.6%	9.1%	12.1%
Project-Based Learning	26.9%	29.6%	28.2%
Service Learning/Community-Based Learning	23.9%	26.6%	20.2%
Student Organizations/Clubs	76.1%	80.4%	75.3%
Study Abroad/International Education	48.2%	43.2%	29.0%
Teaching/Teaching Assistantship	36.5%	18.1%	16.1%
Undergraduate Research	38.6%	26.6%	26.1%
Writing Intensive Course(s)	18.3%	25.2%	24.0%

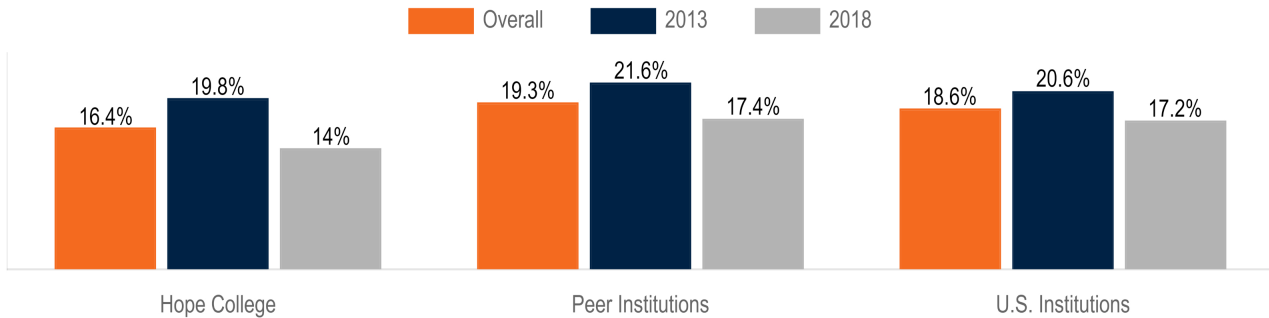
2013	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Athletics	31.3%	28.0%	19.0%
Campus Employment	44.6%	43.8%	39.1%
Capstone Course(s) and Project(s)	28.9%	40.9%	37.2%
First-Year Seminar(s) and Experience(s)	75.9%	43.6%	28.7%
Greek Life	18.1%	34.6%	23.0%
Learning Communities	8.4%	9.5%	11.1%
Project-Based Learning	20.5%	27.2%	26.2%
Service Learning/Community-Based Learning	20.5%	27.0%	20.5%
Student Organizations/Clubs	68.7%	78.3%	73.8%
Study Abroad/International Education	44.6%	42.2%	27.8%
Teaching/Teaching Assistantship	30.1%	15.9%	14.7%
Undergraduate Research	34.9%	25.0%	25.4%
Writing Intensive Course(s)	15.7%	24.0%	22.4%

2018	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Athletics	22.8%	27.5%	17.7%
Campus Employment	60.5%	43.7%	37.9%
Capstone Course(s) and Project(s)	39.5%	44.9%	43.2%
First-Year Seminar(s) and Experience(s)	77.2%	51.5%	34.0%
Greek Life	23.7%	39.9%	26.1%
Learning Communities	8.8%	8.7%	12.8%
Project-Based Learning	31.6%	31.5%	29.7%
Service Learning/Community-Based Learning	26.3%	26.2%	19.9%
Student Organizations/Clubs	81.6%	82.1%	76.4%
Study Abroad/International Education	50.9%	44.0%	29.9%
Teaching/Teaching Assistantship	41.2%	19.8%	17.2%
Undergraduate Research	41.2%	27.8%	26.6%
Writing Intensive Course(s)	20.2%	26.2%	25.2%

## COMMUNITY ENGAGEMENT

### Overall Average on Community Engagement

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



### I am involved in my community.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	75.6%	67.6%	67.0%
2018	70.2%	66.6%	64.6%
Overall	72.5%	67.0%	65.7%

### I have received recognition for my community involvement.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	23.3%	26.4%	24.7%
2018	23.1%	24.6%	23.5%
Overall	23.2%	25.4%	24.0%

### I regularly donate money to charitable causes.

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	61.6%	59.6%	55.7%
2018	45.0%	44.7%	41.5%
Overall	51.9%	51.2%	47.6%

**I regularly donate time to charitable causes.**

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	47.7%	40.9%	39.5%
2018	35.5%	36.8%	35.7%
Overall	40.6%	38.6%	37.4%

**I volunteer in my community regularly.**

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	45.3%	37.4%	38.1%
2018	38.0%	35.5%	35.8%
Overall	41.1%	36.4%	36.8%



# RETURN ON INVESTMENT

## MOTIVATIONS FOR DEGREE

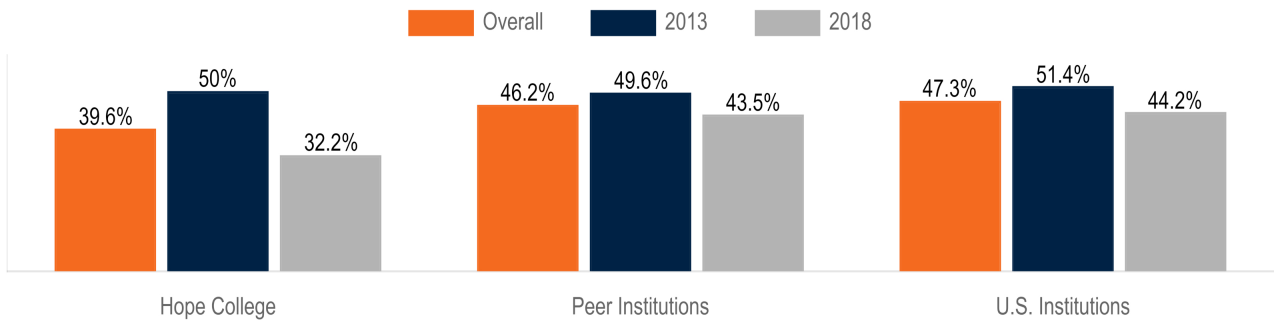
What were the top 3 motivations for choosing to pursue a bachelor's degree?

% selected		HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
Financial gain	2013	29.9%	39.2%	42.5%
	2018	28.2%	46.5%	46.2%
Career success	2013	53.2%	57.8%	58.5%
	2018	50.9%	60.9%	60.3%
Intellectual development	2013	42.9%	51.1%	48.8%
	2018	57.3%	56.8%	52.3%
Family expectations	2013	23.4%	23.4%	22.9%
	2018	24.5%	19.4%	20.5%
The college experience	2013	32.5%	31.1%	29.8%
	2018	28.2%	25.8%	24.6%
Social connections	2013	3.9%	6.5%	5.4%
	2018	11.8%	7.0%	6.6%
Peers were attending	2013	3.9%	2.3%	3.5%
	2018	2.7%	2.0%	2.7%
Social status as a college graduate	2013	7.8%	7.2%	7.0%
	2018	2.7%	5.0%	5.6%
Steppingstone to further education	2013	23.4%	20.8%	19.4%
	2018	28.2%	20.7%	20.7%
Required for my career aspirations	2013	50.6%	38.8%	40.9%
	2018	51.8%	39.0%	41.5%
Not sure of my aspirations	2013	7.8%	3.0%	2.6%
	2018	2.7%	1.8%	2.1%

## ECONOMIC MOBILITY

### Overall Average on Economic Mobility

% of alumni who scored High (4.0 - 5.0 on a 5-point scale):



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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	48.8%	49.8%	51.7%
2018	27.3%	39.9%	41.0%
Overall	36.2%	44.2%	45.5%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	59.3%	64.7%	66.5%
2018	49.6%	66.1%	65.9%
Overall	53.6%	65.5%	66.2%

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

% agree/strongly agree	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	62.8%	58.6%	59.7%
2018	40.5%	55.9%	56.6%
Overall	49.8%	57.0%	57.9%



## 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 you were earning your bachelor's degree?

% responding "yes"	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	57.0%	61.1%	60.8%
2018	54.4%	53.7%	56.6%
Overall	55.4%	56.9%	58.4%

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

% responding "yes"	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	25.3%	29.4%	26.0%
2018	29.8%	25.5%	23.3%
Overall	28.0%	27.2%	24.4%

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

% responding "yes"	HOPE COLLEGE	PEER INSTITUTIONS	U.S. INSTITUTIONS
2013	42.2%	50.5%	55.1%
2018	82.3%	78.6%	77.9%
Overall	65.4%	65.4%	67.7%

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

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	46.7%	46.0%	45.9%
2018	41.9%	45.8%	43.3%
Overall	43.9%	45.9%	44.5%

**My student loan debt has been manageable.**

<b>% agree/strongly agree</b>	<b>HOPE COLLEGE</b>	<b>PEER INSTITUTIONS</b>	<b>U.S. INSTITUTIONS</b>
2013	42.2%	48.9%	48.0%
2018	50.0%	47.2%	45.3%
Overall	46.7%	48.0%	46.5%



# 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.

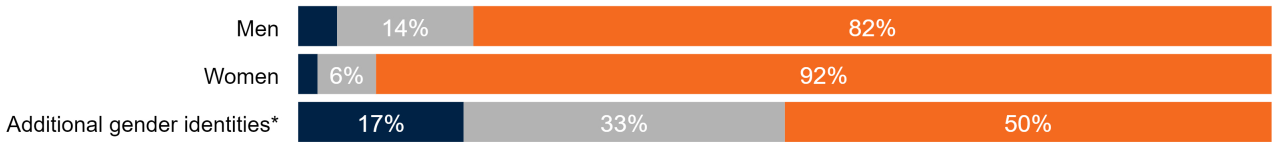


## HELPFUL CAREER ADVICE BY DEMOGRAPHIC

This section shows the distribution of responses to the item, "The career advice I received has been helpful."

■ Disagree & Strongly disagree  
 ■ Neither agree nor disagree  
 ■ Agree & Strongly agree

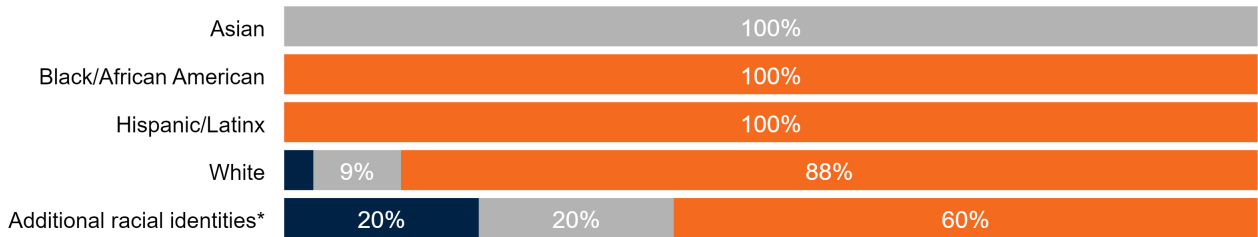
### Gender Identity



### Sexual Identity



### Race



### Disability



### First Generation

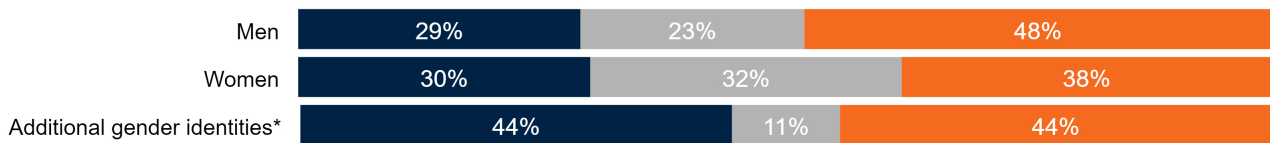


## EMPLOYER CONNECTIONS BY DEMOGRAPHIC

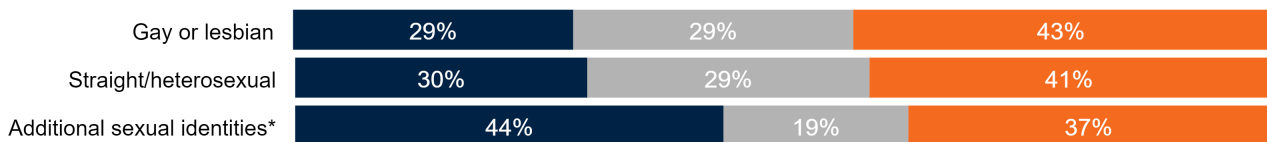
Below, find the distribution of alumni responses to the item, "My institution helped me to network with employers."

■ Disagree & Strongly disagree 
 ■ Neither agree nor disagree 
 ■ Agree & Strongly agree

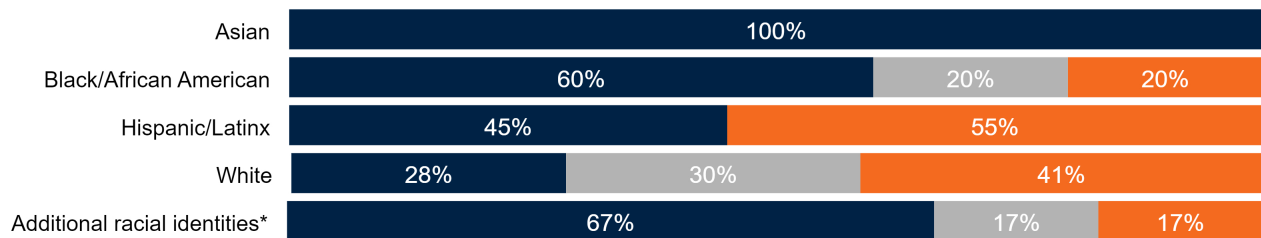
### Gender Identity



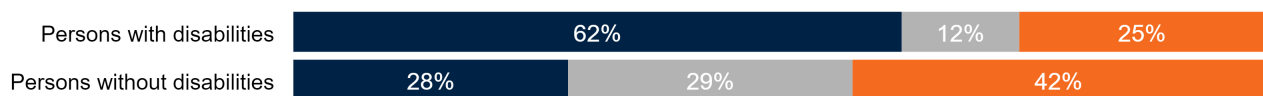
### Sexual Identity



### Race



### Disability



### First Generation

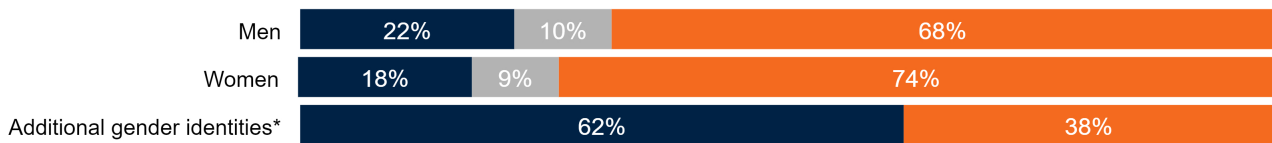


## CAREER-RELATED INTERNSHIPS BY DEMOGRAPHIC

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."

■ Disagree & Strongly disagree  
 ■ Neither agree nor disagree  
 ■ Agree & Strongly agree

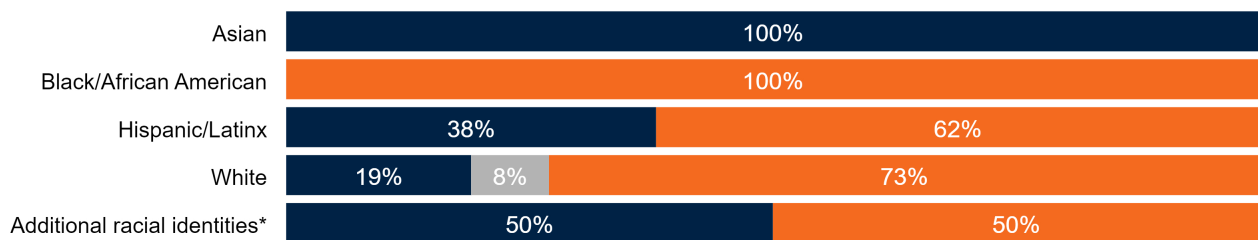
### Gender Identity



### Sexual Identity



### Race



### Disability



### First Generation

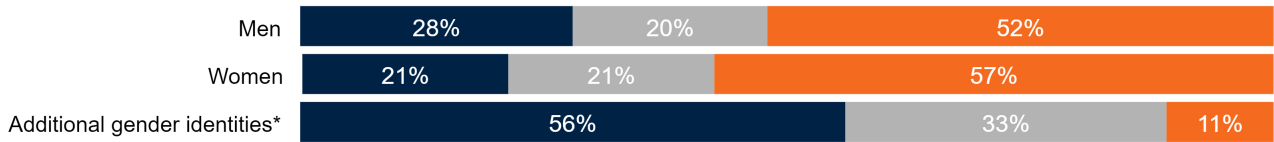


## CAREER PLANS BY DEMOGRAPHIC

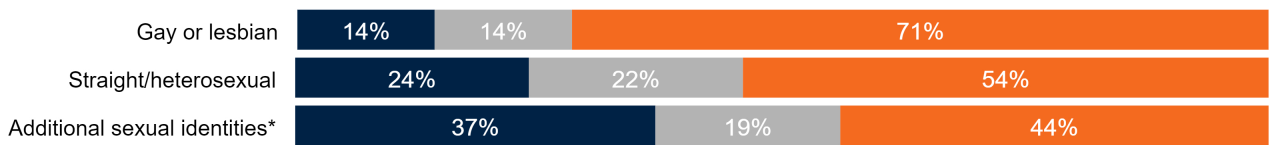
Below is the distribution of alumni responses to the item, "My institution helped me create a plan for my career."

■ Disagree & Strongly disagree  
 ■ Neither agree nor disagree  
 ■ Agree & Strongly agree

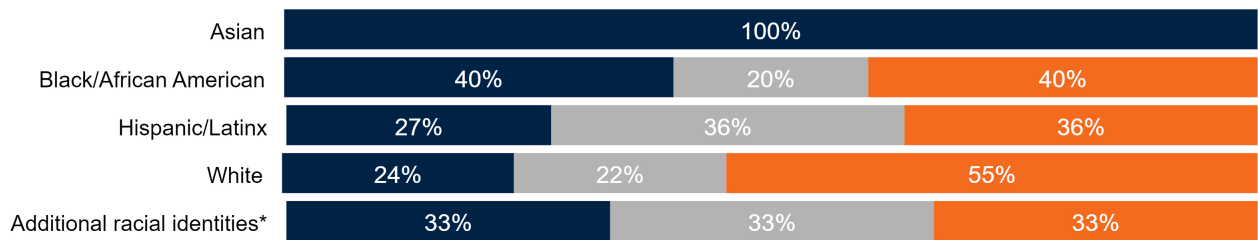
### Gender Identity



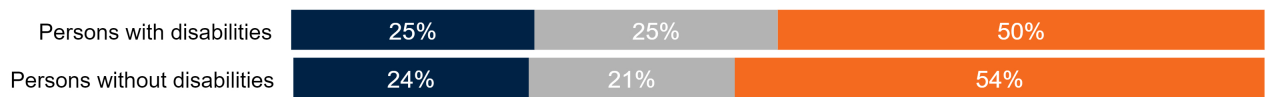
### Sexual Identity



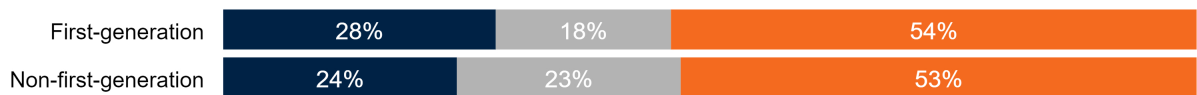
### Race



### Disability



### First Generation



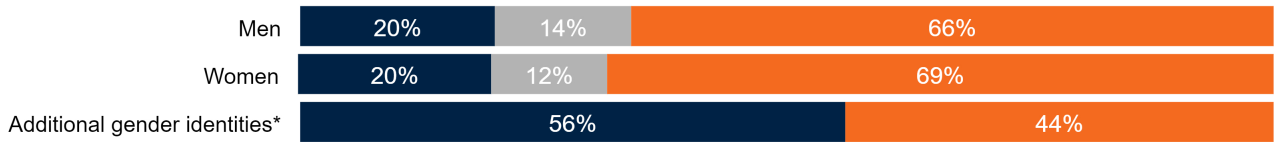


## CAREER OPPORTUNITIES BY DEMOGRAPHIC

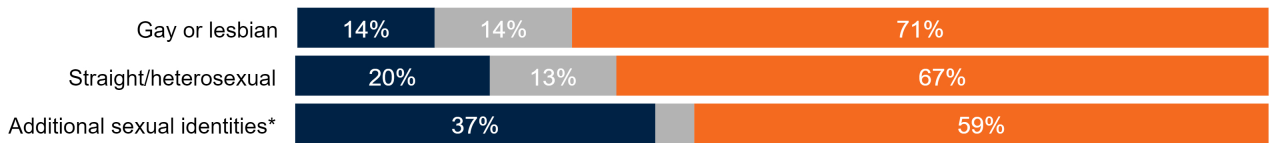
Below is the distribution of alumni responses to the item, "My institution helped me to understand career opportunities."

■ Disagree & Strongly disagree
 ■ Neither agree nor disagree
 ■ Agree & Strongly agree

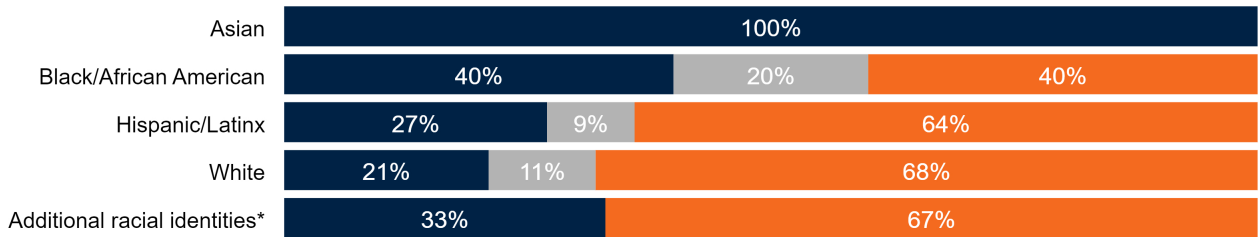
### Gender Identity



### Sexual Identity



### Race



### Disability



### First Generation



## CRITICAL THINKING SKILLS BY DEMOGRAPHIC

Below is the distribution of alumni responses to the item, "My degree helped me gain critical thinking skills."

■ Disagree & Strongly disagree  
 ■ Neither agree nor disagree  
 ■ Agree & Strongly agree

### Gender Identity



### Sexual Identity



### Race



### Disability



### First Generation



# RECOMMENDATIONS

After assessing your NACM survey results, Lightcast recommends the following for your campus:

## WHAT YOU CAN DO NEXT

1. EDUCATE YOUR CAMPUS: Create your slide deck and/or 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 an example here:
  - a. [Union College](#)
  - b. [University of North Carolina at Chapel Hill](#)
  - c. [University of St. Thomas](#)
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. Track alumni first destinations - The [Embark first destination survey \(FDS\)](#) allows campuses to collect first destination data alongside a NACM core set of questions. By streamlining the FDS process and automating data collection, Embark makes it easy to assess key aspects of the NACM survey in the first year after graduation.
2. Understand alumni education and career pathways - Our [Alumni Pathways](#) data software provides objective insight into the education and career pathways students take after they leave your institution. Match your student records against our robust profile database to get in-depth analytics on program performance through the lens of alumni's academic and professional success.
3. Clarify college-to-career pathways - The [Career Coach](#) white-label career exploration platform is customized to match your institution's branding so you can deliver a seamless experience to current and prospective students. Give learners a career vision by allowing them to take an interest assessment, explore related careers, and discover relevant programs at your institution.
4. Get custom consulting to implement high-impact practices: Our partners at the [Career Leadership Collective](#) can provide consulting services that use your NACM and Embark survey results to help institutional leaders weave career development into the fabric of your campus experience, including curricular and co-curricular transformation.

# METHODOLOGY

In 2019, 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. Today, NACM is maintained and operated by Lightcast.

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.

## 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

- 58.5% 2018
- 41.5% 2013

### In what year were you born?

- 95.2% 17-24 years old
- 4.8% 25 or older

### What is your current gender identity?

- 60.2% Woman
- 34.9% Man
- 2.7% Prefer not to respond
- 1.6% Nonbinary/Genderqueer/Genderfluid
- 0.5% Another identity not listed here (please provide):

### Do you identify as cisgender or transgender?

- 94.9% Cisgender (your gender identity and sex as assigned at birth are the same)
- 3.9% Prefer not to respond
- 1.1% Transgender (your gender identity and sex as assigned at birth are different)

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

- 78.9% No
- 21.1% Yes

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

- 0.5% Asian
- 2.7% Black/African American
- 5.9% Hispanic/Latinx
- 0.0% Middle Eastern
- 2.2% Indigenous/ Native American/Alaskan Native
- 0.0% Native Hawaiian/Pacific Islander
- 93.0% White
- 0.0% Another identity not listed here
- 1.1% Prefer not to respond

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

- 72.2% In-state student
- 27.3% Out-of-state domestic student
- 0.5% International student

**Do you identify as a person with a disability?**

- 92.5% No
- 4.3% Yes
- 3.2% Prefer not to respond

**What is your sexual identity?**

- 81.5% Straight/heterosexual
- 4.9% Prefer not to respond
- 3.8% Bisexual
- 3.8% Gay or lesbian
- 2.2% Queer
- 1.6% Another identity not listed here (please provide):
- 1.6% Asexual
- 0.5% Pansexual

**Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?**

- 99.5% No
- 0.5% Yes

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

- 37.8% 3-5 years
- 24.9% I have not lived in that state since graduating
- 18.9% 8-10 years
- 16.2% 1-2 years
- 2.2% 6-7 years



