

# Digital Media Innovation Survey of Graduates 2016-2021



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# Digital Media Innovation Survey of Graduates, 2016-2021

## Executive Summary

The Digital Media Innovation (DMI) program launched in August 2016 in the School of Journalism and Mass Communication at Texas State University, with the goal of immersing students in the breadth of digital knowledge to prepare them for new and emerging media roles. It is a STEM (Science, Technology, Engineering and Math)-designated program with CIP Code 09.0702 (Digital Communication and Media/Multimedia), a federal designation defined by the Department of Homeland Security. The emphasis of the major includes strategy and problem-solving skills that will serve graduates throughout their digital media careers, through coursework in web development, social media and analytics, product management, design, innovation and related electives in emerging media areas.

The program has grown quickly since its inception, with current enrollment of 300 students. Part of the degree's mission is to provide technology skills in a communication context to groups underserved in other technology-based programs. The program now includes 52.7% females and 36.7% Hispanic students. In 5 ½ years through December 2021, 290 students (54% female, 34% Hispanic/Latinx) have graduated with the DMI degree (enrollment and graduate data via Texas State Institutional Research - <https://www.ir.txstate.edu/>).

During Spring 2022, a survey was developed and distributed to DMI alumni to assess demographic and employment trends. This report represents the first detailed analysis of DMI graduates.

## Report Highlights

- The DMI Survey of Graduates received 54 responses, representing 18.6% of total DMI graduates.
- 56% of survey respondents indicated gaining employment within 6 months of graduation. Only 6% of respondents indicated not having secured full-time, professional employment.
- 38% of respondents reported working in the Marketing/Advertising/PR industry; 34% in the Technology industry.
- Position titles for DMI graduates represent a broad range. Digital Marketing positions represent 31% of respondents, 29% in Web Management and 24% in Web Development roles. Organizations in which DMI alumni now work in digital roles include technology companies Microsoft and Dell, media conglomerate Gannett, ecommerce platform BigCommerce, real estate AI startup OJO Labs, media startup Austonia.com, web hosting company GoDaddy, marketing agency Blackhawk Digital, Austin Woman Magazine, retailer Petco and more.
- Respondent descriptions of responsibilities have an overwhelming emphasis on web and website functions. But more so, descriptions indicate that many are involved across the digital realm, including web design and management, social media, data analysis and content creation.
- Analyzing the positions and companies from an additional 40 DMI graduates from LinkedIn profiles and combining with DMI Survey responses, we identified the most common words in job titles of DMI graduates are "specialist" (20.9%), "marketing" (19.8%) and "manager" (18.7%). Eleven percent of graduates in this analysis have the phrase "social media" in their title. Another 11% have "web" in their title.
- 71% of respondents indicated a starting annual salary in the range of \$26k-\$50k. For current annual salaries, 47% now make in excess of \$50k, indicating starting salaries at the top of the \$26k-\$50k range and quick income growth for many.

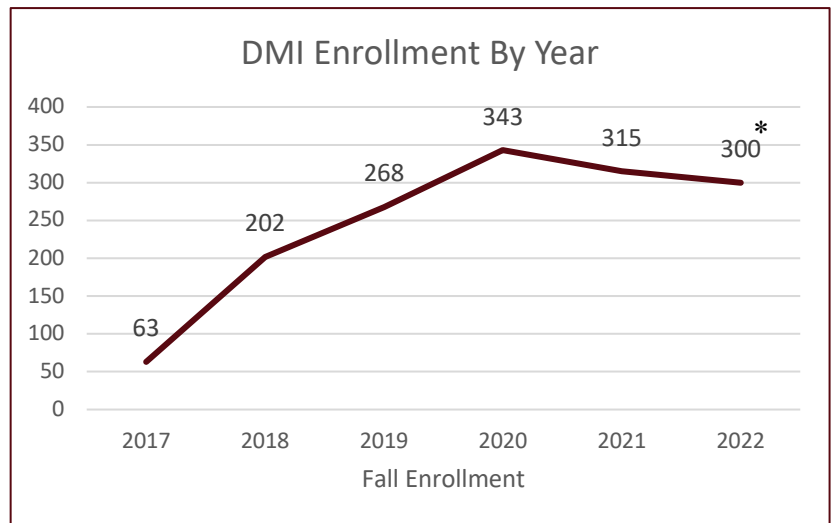
- On a scale of 1-5, respondents rated the value of the DMI degree to their current career at 4.5 and the value of the DMI Portfolio to their job search at 4.1, indicating strong value perceived in both concepts learned and deliverables of the program.
- Curriculum recommendations from respondents included enhancing social media topics to include search engine optimization (SEO), email marketing and a deeper dive into analytics, adding additional coding topics of JavaScript libraries (i.e. React, Vue.js or Angular) and user-experience design, more emphasis on spreadsheet skills and a desire to learn more about activities associated with professionalism, including effective interviewing techniques, securing internships, meeting etiquette and salary negotiation.
- General comments reflect broad satisfaction in the foundations of the DMI degree. Overall, DMI graduates have performed well in a challenging job market, gaining entry into a range of careers that capitalize on the perspectives and skills gained in the program.

DMI alumni featured in this report have been included with their permission.

## Digital Media Innovation Program

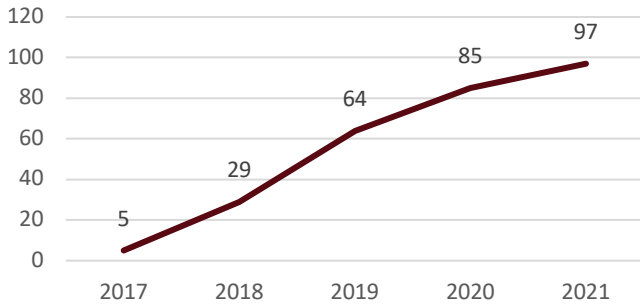
The Digital Media Innovation (DMI) program launched in August 2016 in the School of Journalism and Mass Communication at Texas State University, after two years of curriculum development and approvals. The DMI degree immerses students in the breadth of digital knowledge to prepare them for new and emerging media roles. It is a STEM (Science, Technology, Engineering and Math)-designated program, a federal designation defined by the Department of Homeland Security. STEM-based careers offer unique opportunities for those who demonstrate this hybrid of strong communication expertise and advanced technology savvy.

The emphasis of the major is on strategy and problem-solving skills that will serve graduates throughout their digital media careers, through coursework in web development, social media and analytics, product management, innovation, entrepreneurship and related electives in multimedia, immersive media, drones, graphic design and advanced coding. Broadly, the DMI degree's mission is to support graduates gaining employment in digital careers across industries, preparing them for roles in strategy and leadership.



\*2022 data indicates Spring enrollment

### DMI Graduates By Year



The program grew quickly since its inception, reaching an enrollment high in 2020 with 343 students. During that year, the program instituted grade requirements for two required courses in the degree, requiring students to maintain a B or better in MC4315 Web Design & Publishing and MC4326 Advanced Social Media & Analytics. This decision was made to assure that students attained skills necessary to be successful in the program. In addition, the pandemic of 2020 caused reduced enrollments across the University and School. Spring

2022 enrollment at 300 (52.7% female, 36.7% Hispanic) far exceeds projected enrollment from the initial proposal of 84 students by Year 5. In five years through December 2021, 290 students (54% female, 34% Hispanic/Latinx) have graduated with the DMI degree (Texas State Institutional Research).

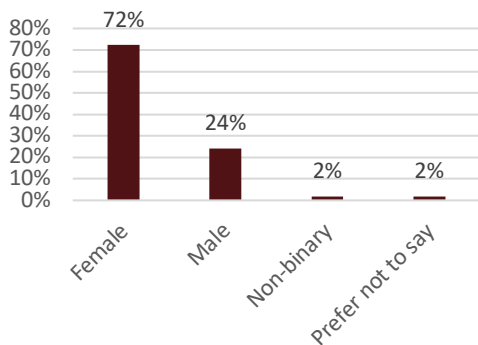
### DMI Survey of Graduates

During Spring 2022, a survey was developed to assess the demographic and employment trends of DMI graduates. The survey was communicated during mid-March to mid-April by several posts to a Facebook group of Digital Media Innovation graduates (170 members) hosted program faculty, as well as emails and messages to those indicating the DMI degree on LinkedIn. The survey received 54 responses which represents 18.6% of the total graduates since 2016. An additional 55 graduates were identified on LinkedIn with analyses of job titles and companies represented in the final section of this report. The total of 108 graduates represents 37% of total DMI graduates during the period 2016-2021.

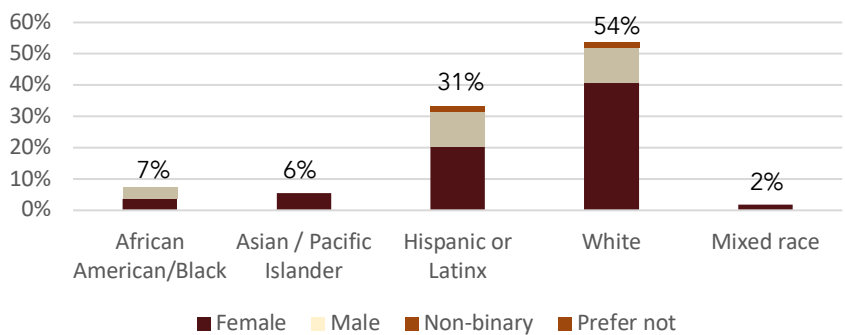
### Demographics of Survey Respondents

Females represent slightly more than half of all DMI graduates (54%), but make up 72% of DMI Survey respondents. This may be explained by females being more likely to respond to survey requests or more likely to be active on the platforms in which the survey was presented. Survey demographics in terms of ethnicity are close to the demographics of DMI graduates with 54% of respondents identifying as White and 31% identifying as Hispanic/Latinx.

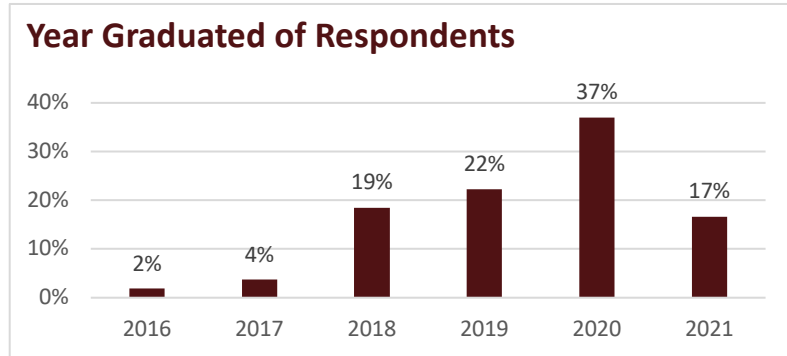
#### Gender of Respondents



#### Ethnicity of Respondents

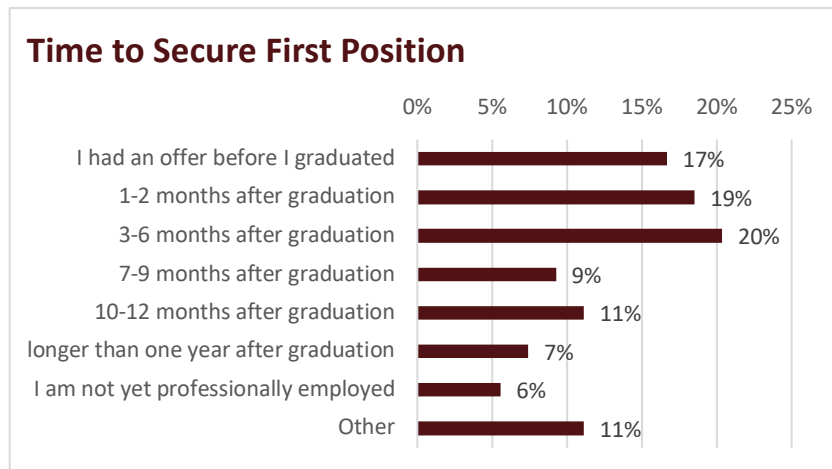


Graduates from 2020 were most represented in the survey (37%). While 1/3 of the DMI students graduated in 2021, 2021 represents only 17% of survey respondents. This may be due to effects of the global pandemic, as well as the recency of graduation, making graduates feel not prepared to respond to the survey.



### Job Searching and Employment

Respondents were asked to indicate the time it took to secure their first professional position. The majority took 3-6 months to secure employment (20%) with 56% gaining employment within six months. Responses in the Other category included those who worked in the same job they had in school, who had entered graduate school, who had purposely taken time off or were self-employed. Only 6% of Survey respondents indicated they were not yet professionally employed.



### Featured DMI Graduates



**Danielle Molinar** (DMI 2018) is a User-Experience Developer Architect at Microsoft. "I contribute technical expertise throughout all stages of product design and development, conceptual design, visual design, language and motion, personality, input language and user-interface platform."



**Juan Garcia Jiménez** (DMI 2020) is a Web Developer for the media conglomerate Gannett, owner of USA Today and Austin American-Statesman. "I build and maintain the main corporate website as well as help with any internal intranet builds that need to be done."



## Featured DMI Graduates

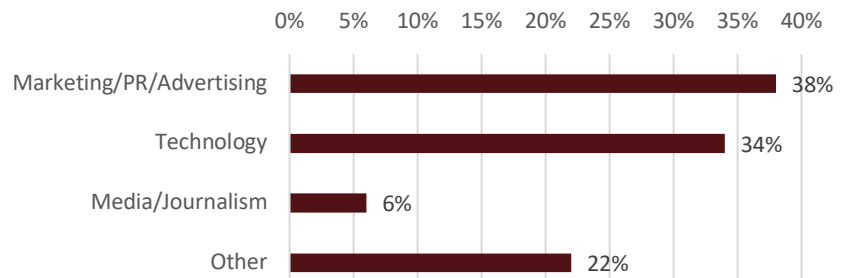


**Ashley Romo** (DMI 2020) is a Content and Engagement Specialist at real estate AI startup OJO Labs. "I manage online communities of 15,000 real estate agents who are part of OJO Select Network, which includes creating daily content, moderating posts, educating community members about product updates and focusing on increasing community engagement. I collect data about the user experience with our digital agent tools and share insights with the product design and development teams."



**Claire Hansen** (DMI 2018) is a Senior Web Content Developer at Petco. "I lead front-end development efforts for content on Petco.com."

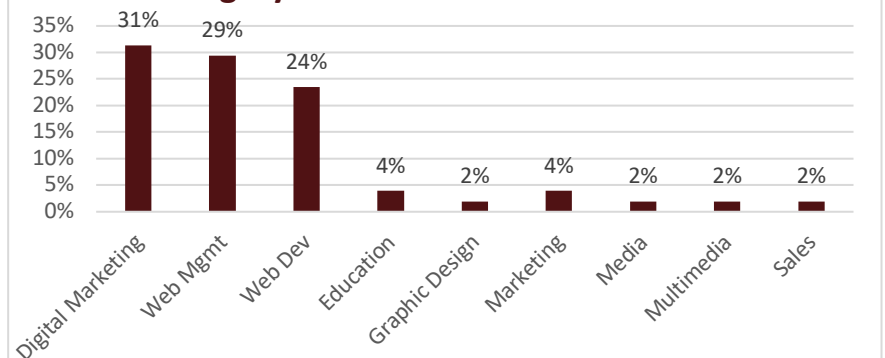
## Industry



The survey asked respondents to report the industry in which they were employed. The most reported industries were Marketing/PR/Advertising (38%) and Technology (34%). Only 6% work in media positions. While the program does not specifically train reporters and editors, we expect to see graduates moving into digital product roles in media organizations in the future. The Other category included the fields of Healthcare, Education, Retail, Automotive and Non-Profits.

Position Category was coded based on respondent job title and response to the following question **"We know that job titles don't always reflect responsibilities. Please provide a brief description of what you do in your current position, particularly if you deal with digital concepts or skills."** The Digital Marketing (31%) category includes general social media roles. Web Management (29%) includes roles that indicate responsibility for website management and content, but were not responsible for the development or design of websites, which was coded as Web Development (24%). The full list of job titles and companies of DMI graduates is available in Table 1.

## Position Category



One graduate had a User Experience title. The descriptions of that role best fit in the Web Development category. We expect User Experience Design to be a separate category in the future, as more graduates move into these roles.

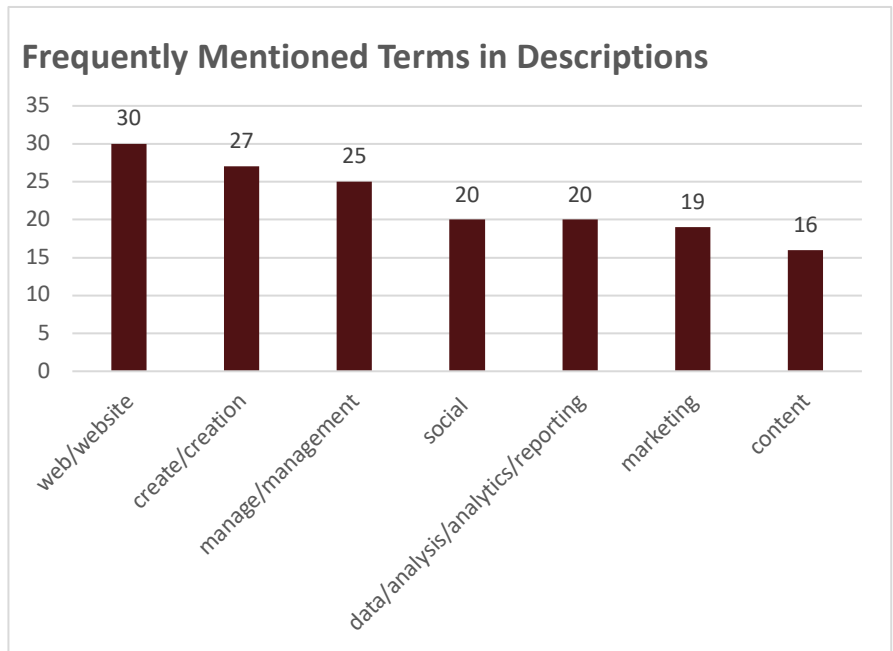
## Position Description Analysis of Terms

Additional analysis of position descriptions included an analysis of terms.

The most frequently mentioned term in these descriptions was “web/website.”

*“I create websites for clients using HTML, CSS & JavaScript. Heavy customization creating custom Wordpress themes and SEO optimization for websites.”*

*“Aside from changing content using basic HTML and CSS skills. I do website refreshes that is usually a redesign for particular departments.”*



Other respondents emphasized advanced content management and JavaScript library skills.

*“I maintain and build websites for several products, using a wide range of technologies from Wordpress to React.”*

Many indicated a wide range of responsibilities that included website design or management, emphasizing the value of a broad skill set.

*“I manage the website, review analytics, update social media outlets and organize participation within the community for a group of automotive dealerships. I also manage email communications and marketing to customers in their database.”*

*“I work on all things digital, including website design & management, advertising, social media, and digital analytics across our various concepts.”*

*“I do so much. Build emails, landing pages, integrations, data management, reporting, consulting, build out automated campaigns and programs, etc.”*

Several respondents used the words “manage” or “management” in their descriptions, but this was often associated with management of tasks and processes rather than human resources. In many cases, their responsibilities included web updates for clients.

*“Manage all client web updates and help with web development with new builds.”*

*“Manage and execute tasks for clients in relation to web projects.”*

The term “social” was used frequently in descriptions as related to “social media” roles, both for their own companies and for clients.

*“I manage organic social media campaigns for the global social accounts which entails content creation, writing social copy, creating calendars and campaigns, engaging with social audiences, etc.”*

*“I deal with social media content creation, video creation, project leads, campaign ideation, and overall brand impressions.”*

*“I help with community management for our client's social media channels. I work on several projects with different teams, and we work together to provide strategic guidance for our clients.”*

Several respondents indicated a range of responsibilities associated with data, analytics, analysis and reporting.

*“I look at performance of campaigns across social, traditional and web. I also look at audience analysis, trends and opportunities and anything else a PR client may need and use data and data visualization to clearly communicate insights to our client.”*

*“Manage and execute tasks for clients in relation to web projects. (I.e. Input and gather content, talk strategy, track and analyze data, etc.)”*

*“I also build analytics reports using data from our websites.”*

*“Optimize sites on the front and back end, manage organic rankings, create and publish new content, provide strategic recommendations, manage YouTube accounts, monthly performance meetings, creating detailed reports, keyword research, lead analysis, Google Analytics/Google Search Console data analysis, collaborating with my accounts paid search manager to create integrated strategies.”*



**Table 1: Position Titles and Companies Reported by Respondents**  
**Position Category (coded based on title and description)**

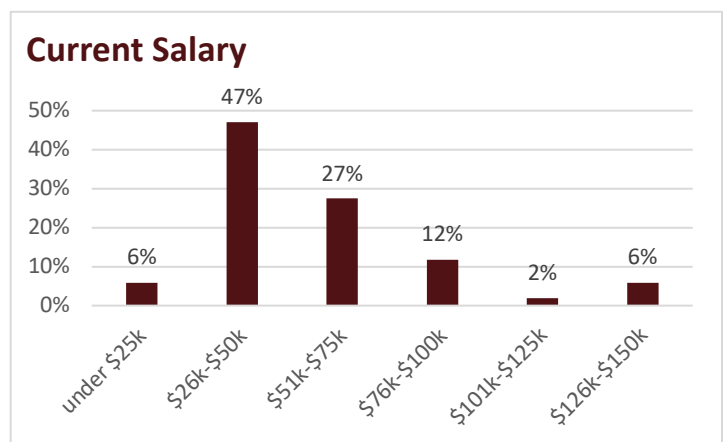
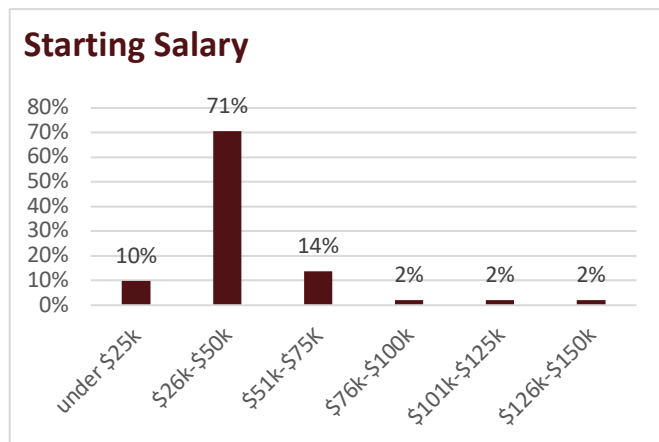
Position Title	Position Code	Company Name
Marketing Coordinator	Digital Marketing	Bob's Containers
CEO & Founder	Digital Marketing	Fairweather Marketing Solutions
Creative Specialist	Digital Marketing	GoDaddy
Community Engagement Manager	Digital Marketing	Unity
Social Media Specialist	Digital Marketing	Rackspace Technology
Paid Search Manager	Digital Marketing	MMI Agency
Content Strategist	Digital Marketing	Recreation Dallas
Special Events Assistant	Digital Marketing	The Menil Collection
Senior Research Manager	Digital Marketing	FleishmanHillard
Digital Marketing Strategist	Digital Marketing	TXST
Social Media Specialist	Digital Marketing	ReederVogel Advertising
Content and Engagement Specialist	Digital Marketing	OJO Labs
Digital Marketing Coordinator	Digital Marketing	Continental Tech
Content Specialist (II) - Events & Promotions	Digital Marketing	GoDaddy
Publicity and Recruitment Coordinator	Digital Marketing	Texas State Theatre and Dance
Social Media Coordinator	Digital Marketing	Khoros
Electives Teacher	Education	Idea Public Schools
Audio /Visual teacher	Education	Pflugerville ISD
Self-employed	Graphic Design	Hatching Media
Business Development associate	Marketing	Interfaith of the Woodlands
Marketing Manager	Marketing	Grin Orthodontic
Senior Producer	Media	Austonia.com
Teacher, Photographer/Videographer, Multimedia Specialist	Multimedia	My brand is "Valley Ant Transfigurations"
Sales Account Manager	Sales	Ottobock Healthcare
Web Developer II	Web Dev	Gannett   USA TODAY NETWORK
Webmaster	Web Dev	JPaulJonesLP/Nexersys
Senior Web Content Developer	Web Dev	Petco
Junior Web Developer	Web Dev	Socius Marketing
Full-Stack Web Developer	Web Dev	Continental Tech
Web Content Design Specialist	Web Dev	SHI International Corp.
Software Engineer	Web Dev	Dell Technologies
Web Developer 1	Web Dev	University of Houston

UX Developer Architect	Web Dev	Microsoft
Implementation Engineer	Web Dev	Virtru
Web Designer	Web Dev	Row Business Solutions
Associate	Web Dev	Infosys
Production Manager	Web Mgmt	AW Media Inc. (Austin Woman Magazine)
Communications Director	Web Mgmt	Timeout Sports Bars and Grill
Customer Support	Web Mgmt	Digital Pharmacist
Marketing Coordinator, Online Content	Web Mgmt	Inspirato
Digital Marketing Associate	Web Mgmt	Blackhawk Digital Marketing
Search Engine Optimization Specialist	Web Mgmt	TopSpot Internet Marketing
Digital Marketing Manager	Web Mgmt	Douglass Automotive Group
Web Building Associate	Web Mgmt	Blackhawk Digital Marketing
Project Manager	Web Mgmt	Sweb Development
Operation Associate	Web Mgmt	Clapper
Senior Automation Specialist	Web Mgmt	BigCommerce
Marketing Communication Consultant	Web Mgmt	Contract/self-employed
Marketing and Outreach Specialist	Web Mgmt	Youth Code Jam
Digital Marketing Manager	Web Mgmt	Centurion American
End User Support Specialist	Web Mgmt	Texas A&M University-Central Texas

## Starting and Current Salaries

Respondents were asked “What was your starting annual salary in your first professional job after graduation (include any financial compensation you expect, like bonuses, if applicable)?” The majority of graduates (71%) indicated salaries in the \$26k-\$50k range, with 20% indicating \$50k or higher starting salaries.

Respondents were asked to indicate their Current Salary with the same criteria. With 47% at current salary of \$50k or more, this indicates that starting salaries were likely in the upper end of the \$26k-\$50k range and quick income growth for many. Future surveys will fine-tune salary bands to improve this assessment.

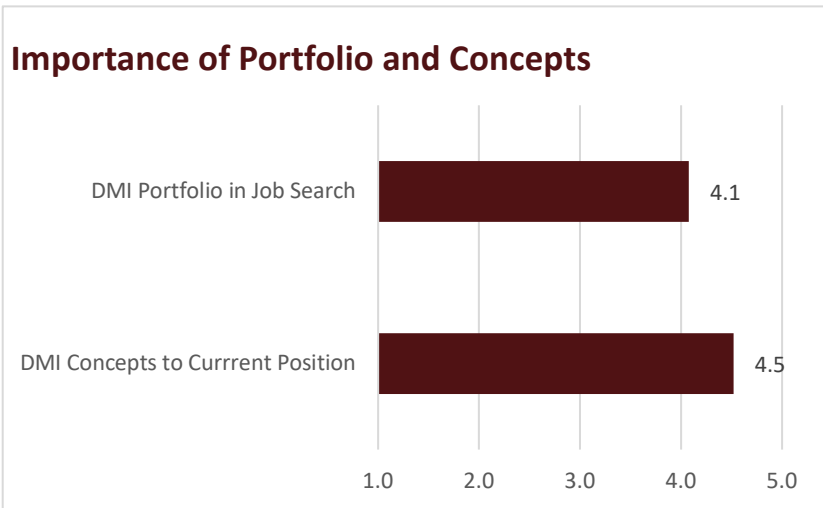


## Value of DMI Degree: Coursework and Deliverables

Respondents were asked to rate the following questions on a scale of 1-5 (5 - very important; 1 - not important):

How important do you feel concepts you learned in the DMI degree are in working in your current position?

How important was your online portfolio in your job search experience?



Responses were high for both questions, with the relationship of DMI Concepts to Current position rating slightly higher (4.5) than the value of the DMI Portfolio (4.1). The DMI Portfolio is a portfolio website that highlights work done in the program that a DMI student prepares in the Capstone course.

Respondents were asked to rate DMI required courses in relation to their career with the statement, "Which of the DMI courses do you feel have been valuable in your career? Choose all that apply. I have listed the required courses, but if there were other valuable courses, please specify in the space next to the Other option."

A majority of respondents indicated value in all the required course. With many students working in Digital Marketing/Social Media roles, strong responses to the value of Advanced Social Media & Analytics

## Featured DMI Graduates



**Jacklyn Mann** (DMI 2019) is a Senior Automation Specialist at ecommerce platform BigCommerce. "I build emails, landing pages, integrations, data management, reporting, consulting and build out automated campaigns and programs."



**Jonathan Campbell** (DMI 2019) is a Software Engineer at Dell Technologies. "I design, develop and maintain computer software from end to end. I solve complex problems every day and get to work on some of the world's toughest challenges. Thank you to the DMI degree program for helping me realize my passion for communication and technology."

## Featured DMI Graduates



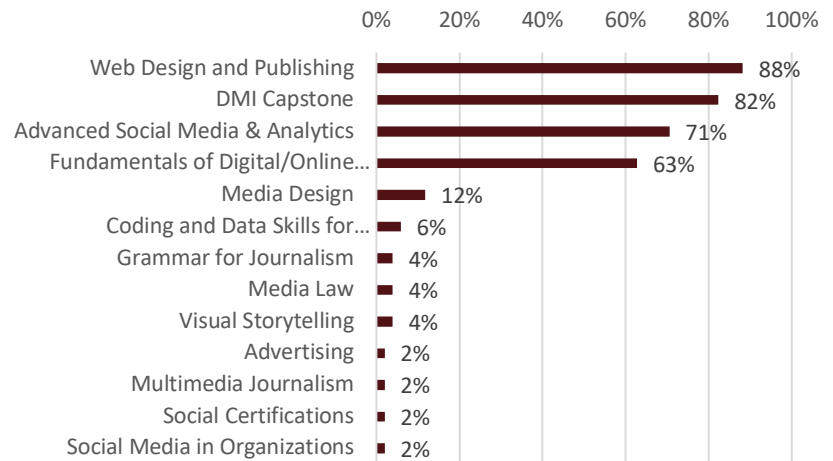
**Sonia Garcia** (DMI 2020) is Senior Producer/Managing Editor for the media startup Austonia.com. "I manage the news site, edit and assign stories, oversee social media accounts and am always looking for new ways to tell Austin stories."



**Anne Cox** (DMI 2020) is the Production Manager at Austin Woman Magazine. "I do a lot of graphic design, working in our customer relationship management system, handling scheduling and billing. I work on our website and other sites we manage, and I prepare our newsletters and design all assets associated with that."

and Fundamentals of Digital/Online Media were expected. However, with Web Design and Publishing at 88%, this indicates that many graduates use web design and development concepts (HTML, CSS, Wordpress), regardless of their job titles. A strong response to the value of the DMI Capstone course indicates applicability of those course concepts that include problem identification, research, design thinking and prototyping.

### Courses Mentioned



Elective courses were not included in the survey list, requiring students to mention courses they recalled. Courses mentioned include Media Design and Coding and Data Skills for Communicators. For future surveys, a more extensive list including electives will be provided to improve this area of assessment.

### Recommendations for Curriculum Topics

In order to assess areas of improvement in curriculum, an open-ended question asked "What topic(s) do you wish had been covered in college that would help you now in your career?"

Several respondents indicated a need for more advanced knowledge in the social media areas of email marketing, analytics and SEO.

*SEO!!! So many places want SEO experience but I really didn't get any from DMI. That's probably my only suggestion."*

*"I think a bit more focus on social media content strategy and marketing would be helpful. Additional data analysis training could also be helpful, especially for social media metrics and other various metrics for data tracking."*

*"I wish there would have been a course on email marketing and which programs are best for that."*

*"DMI is spread out a lot. It's nice learning a little bit of everything, but there's a lot I had to learn outside of the degree. Such as content marketing, SEO/PPC, CRMs, Google Analytics/Ads, etc."*

Some respondents indicated a desire to know more advanced coding and user-experience design skills.

*"ReactJS and interacting with databases. Nothing too in-depth but maybe working with a service like Firebase/Supabase."*

*"A more in-depth course for JavaScript covering topics like frameworks (e.g. React, VueJS, Angular etc.)."*

*"Advanced web design. Modern frameworks, such as React and Angular, or perhaps Vue."*

*"More topics relating to UX and design and learning different UX tools (Figma, Sketch, InVision, etc - wireframing tools and Miro, Mural, etc. - whiteboarding tools)."*

Some respondents requested more spreadsheet analysis skills.

*"Deeper knowledge and testing of more complex Excel."*

*"Excel/Google Sheets is used a LOT for organization and data, which I didn't have a lot of experience with and I'm still trying to figure out how to do a lot of things with it."*

Some alumni recommended coursework focused on improving professionalism, including interview techniques, meeting etiquette and salary negotiations.

*"How to interview effectively, how to sit in meetings and be a contributor."*

## Featured DMI Graduates



**Kenya Ramirez** (DMI 2021) is a Web Content Design Specialist at IT Solution Company SHI International. "I design brand pages for many renowned partners such as Apple, Microsoft, Dell, and Cisco, which we host on our site. I also frequently aid in other design projects for the marketing team."



**Jonathan Crouch** (DMI 2021) is a Full-Stack Developer at Continental Tech. "I create, maintain, customize and develop for Magento 2 e-commerce platforms, using React front-end distributions."



## Featured DMI Graduates



**Giselle Kowalski** (DMI 2021) is a Digital Marketing Strategist In University Marketing at Texas State. "I deal with social media content creation, video creation, project leads, campaign ideation and overall brand impressions."



**Caleb Horton** (DMI 2021) is Webmaster for JPaulJones, LP. "I maintain and build websites for several products, using a wide range of technologies from Wordpress to React."

*"I also wish I would have been told more in-depth about the interviewing process as it's been extremely difficult for me. One thing I've been asked to do a lot is complete an "assignment" either at the actual interview or I'm given a few days to complete it at home."*

*"Not sure if this would apply to any course, maybe the capstone, but it would be helpful to know how to ask for raises/promotions. It's something I've struggled with so far."*

In some cases, the suggestions have been part of the program or have been recently incorporated, like the inclusion of social analytics, spreadsheet techniques, UX/UI design and graphic design. The program is broad, but elective selection allows students to develop competency areas, and students are encouraged to improve their projects and portfolio throughout their coursework. Many alumni emphasize the value in the breadth of their knowledge.

Program faculty continue to update curriculum to include the emerging topics in the areas of coding libraries, immersive media, Blockchain and NFTs.

The program's emphasis has always been on problem solving and continuous learning, providing graduates with a foundation for learning new skills as required in their careers. But these comments are helpful in steering future improvements and resource allocation to the program.

## Comments

A final, open-ended question provided the opportunity for respondents to contribute to **“Other Comments? We'd love to hear what you think.”** We did not anticipate that this question would inspire the lively and enthusiastic responses that we received, which were overwhelmingly positive, examples of which include:

*“Love the emphasis on building a portfolio as that was very important for applying and interviewing. Allowed for talking points to show what you know and learned.”*

*“Overall, the DMI program was/is a tremendous program that prepared us for most of the things we see in our professions.”*

*“I would highly recommend this degree for anyone wanting to keep their skills diverse to figure out their true passion. This degree will help you show that, and the DMI portfolio at the end will lead you to success with job hunting!”*

*“I have a level of digital, social, design and software comprehension that far exceeds anyone on my team. I think Texas State has one of the best mass comm degrees and specifically DMI. With the state of the world currently, this major can give you job security or an upper hand with landing jobs because of the diverse skillset you gain.”*

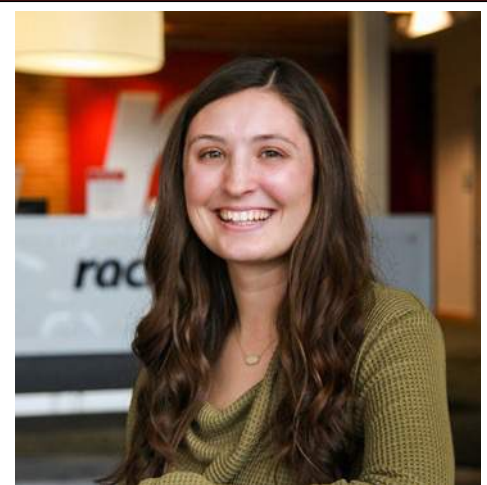
*“The courses definitely helped me become more rounded. Some things were covered that I had no interest in learning, but became an invaluable experience. For example, I had no interest in Wordpress, but my experience in it helped me get the job I have now.”*

*“Not everyone understood my major when I was still in school. My family would ask “what will you do with that degree?” or often be confused as to what DMI really was. It wasn't until I graduated, and they saw that there were so many different avenues and opportunities I could take that they saw the value. I believe DMI gave me the fundamentals to be able to thrive in the digital space.”*

## Featured DMI Graduates



**Breanna McMurray** (DMI 2019) is a Web Building Associate at Blackhawk Digital Marketing. “I handle all client web requests through a help desk, create new pages for existing clients and help with web development on new builds.”



**Meagan Fleming-Fretz** (DMI 2021) is a Social Media Specialist at Rackspace Technology. “I manage organic social campaigns for the global social accounts. Most days, I am creating content, monitoring our calendar, engaging with social audiences, innovating new ideas and delivering messages about our products, culture, events and announcements.”

## Additional LinkedIn Analysis

An analysis of LinkedIn by searching for “Digital Media Innovation” found an additional 55 DMI graduates, 40 of whom indicated updated, full-time, professional employment. It is difficult to make accurate, current assessments from LinkedIn profiles, as some may not regularly update their positions. However, Table 2 provides position, company and year graduated for those identified on LinkedIn who had not completed the DMI Survey.

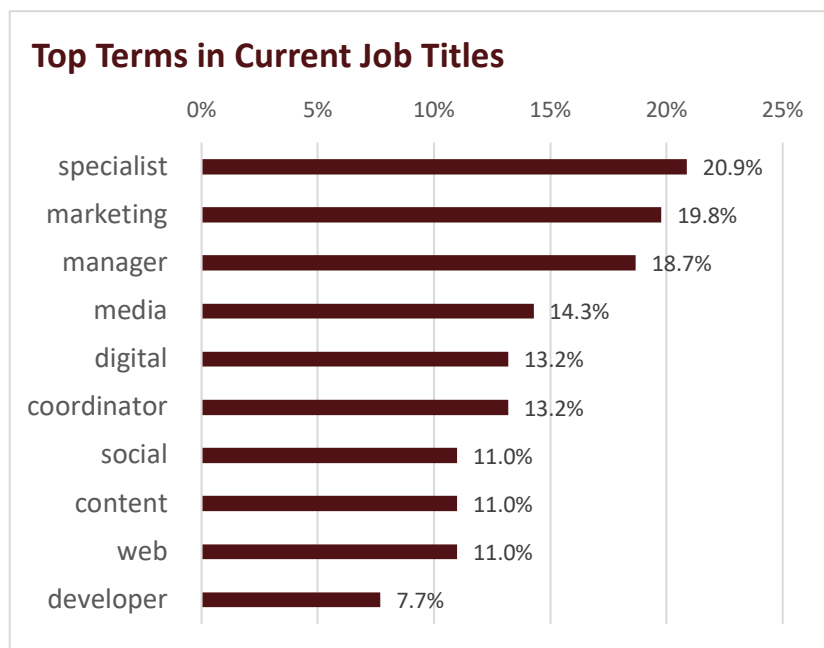
**Table 2: DMI Graduate LinkedIn Positions and Companies**

Position	Company	Year Graduated
SEO Operations Manager	Hypewired Digital Marketing	2016
Community School Director	United Community Schools	2017
Production Assistant	Bennett Creative	2017
Junior Customer Experience Specialist	Adthena	2018
Manager of Digital Marketing	Shamayim: Jewish Animal Advocacy	2018
Marketing Specialist	Bread Financial	2018
Senior Digital Media Specialist	Shaker Recruitment Marketing	2018
Technical SEO Manager	Kong, Inc.	2018
A/V Content Curator	Vaco (onsite at Google)	2019
Account Executive	Arrive Logistics	2019
Business Development Representative	Quest Software	2019
Content Manager	The Bayou Buzz	2019
Customer Service Supervisor	Albertsons	2019
Marketing & Outreach Specialist	Youth Code Jam	2019
Marketing Project Manager	EBQ	2019
Project Manager III	Texas Health and Human Services	2019
Brand Consultant and Production Engineer	DeepFriedHero	2020
Brand Strategy Consultant	The Ion Houston	2020
Digital Content Account Coordinator	Giant Noise	2020
Digital Marketing Coordinator	CyberCoders	2020
Digital Marketing Coordinator	Centurion American	2020
Digital Media Specialist	Freddie Records Inc	2020
Ecommerce Associate	Kendra Scott	2020
Founder	Cinnaminie Dot Com	2020
Marketing Designer/ Social Media Assistant	MotoMummy	2020
Marketing Manager	Greenbelt Botanicals	2020
Social Media and Marketing Specialist	True Blue Surfaces	2020
Social Media Coordinator	Rooster Teeth	2020
Social Media Manager / Product Coordinator	GRIT + GREY	2020
Social Media Specialist	DHI Mortgage	2020

Social Media Specialist	ReederVogel Advertising	2020
Strategic Account Executive	Arrive Logistics	2020
Media Coordinator	Infinite Digital	2021
Photographer	EmeryLPhotography	2021
Purchasing Assistant	STARK	2021
Senior Services Coordinator	Austin Telco Federl Credit Union	2021
Small Business Owner	StyledByWho	2021
Social and Digital Media Content Creator	Well Aware nonprofit	2021
Specialty Sales – Beauty	Target	2021
Web Developer II - Frontend & Interactions	Cat City Creative	2021

Many of those that did not indicate employment on LinkedIn since graduation had graduated in 2020 (5 of 14) and 2021 (5 of 14) graduates, which may be reflective of recency or issues associated with the global pandemic.

Combining position titles from the Survey and LinkedIn analysis yielded positions from 91 graduates, which represents 32% of all DMI graduates since the start of the program. The most frequently used terms in job descriptions included specialist (20.9%), marketing (19.8%) and manager (18.7%). The word “digital” was present in 13.2% of job titles.



Eleven percent of graduates in this analysis have the phrase “social media” in their title (i.e. social media coordinator, social media specialist, social media manager). Those with “web” in their title (11%) include “web developer” at varying levels, “web designer,” “web content design specialist” and “web building associate.” Those with developer in their title included “full-stack web developer,” “UX developer architect” and “senior web content developer.”

Currently, none of the graduates from the Survey nor the LinkedIn analysis included the word “product” in their title, although product concepts are a focus of the DMI program. Some may be performing product roles without a product title. And, “product management” jobs are still emerging in many industries and are not often considered entry-level positions at this time. We expect to see graduates moving into product roles in the future.

## Recommendations, Conclusions and Future

The DMI Survey of Graduates indicated positive trends among alumni. Many have secured positions across a spectrum of job titles, companies and industries. They are performing a range of roles and exercising broad skills in their positions that include social media, web development and management and general digital marketing functions. These roles represent jobs not previously available to those coming from traditional mass communication programs, but are characteristic of the modern communication environment. Overwhelmingly, DMI graduates indicated satisfaction with the value of the program and its deliverables.

As we move forward and fine-tune curriculum, we will take note of the recommendations provided here, by bolstering our social media curriculum, continuing to add advanced technology options and addressing professionalism topics. These concepts will be also be part of future hiring decisions, which will be critical as the program continues to grow. The program will continue to emphasize problem solving and continuous learning, providing graduates with a framework for acquiring new skills as necessary throughout their careers.

In order to improve participation in future surveys, we will exercise additional outreach activities, enhance engagement with alumni (beyond social media groups) and create programs leveraging alumni to assist current students with employment. Continued hosting of DMI alumni as guest speakers will further provide students the opportunity to learn about career opportunities and professionalism.

Now almost six years after receiving the approval for the DMI program, we are pleased to see the various paths that students have taken and the ways in which they are influencing the digital media space. We look forward to continued success in the future, as alumni progress into the emerging roles that define the communication landscape. Additional information about the DMI program can be found at <https://www.masscomm.txstate.edu/degrees-programs/digital-media-innovation.html>.

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