

2023-2024 College of Business Career Engagement Report

Office of Career Services • Texas State University

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FORWARD

To share career engagement and outcomes of Texas State students with university leadership, Career Services staff have again prepared college career engagement reports. The following report covers the 2023-24 academic year, which spans from August 13, 2023, to August 18, 2024, highlighting information specific to your college and comparing it to data collected and reported last year.

Below you will find summaries of student and alumni career engagement as indicated by career advising appointments; utilization of career resources; workshops, career fairs, and on-campus interviewing participation; service usage; and job/internship application activity. In addition, we are reporting results of the 2023-2024 first destination survey, providing insight into graduates' post-graduation intentions and successes. You will also notice that we have provided a new section, *Where are the Now – Class of 2019*, sharing current employment and continuing education outcomes from your college's 2019 graduates. This is just one example of the type of reports and data available to you through our new Alumni Pathways platform, provided by Lightcast.

It is our ongoing goal to reinforce the collaborative nature of career readiness work by developing and sustaining collaborative relationships with faculty, staff, and administrators within your college. Toward this goal, please let me know of additional assistance or support we may provide to help ensure career readiness and future success of our students.

Ray Rogers

Ray Rogers
Director, TXST Career Services

1. Career Educator/College Liaison to the College of Business



The role of the Career Educator and College Liaison for the McCoy College of Business is to assist the College of Business students in their transition from student to professional through resume reviews, job search strategy discussions, mock interview preparation, guidance on career issues or concerns, and additional needed support areas. The Career Educator also partners with staff and faculty from a variety of McCoy departments and provides numerous presentations throughout the year, while also offering support during college-specific career fairs and events.

Ross Wood, Associate Director Career Services, acted as the Career Educator/Liaison for McCoy that was previously filled by Corbin Johnson, who left the university at the beginning of September 2023.

Ashleigh Holley-Butler was the Career Educator and College Liaison for the McCoy College of Business during the remaining portion of the 2023-2024 academic year. Ashleigh has a master's degree in Mental Health Counseling from Houston Baptist

University, and previously worked as an Academic Advisor within the McCoy College of Business. In February 2024, she transitioned to the Career Educator role within Career Services. An awareness of the academic requirements for degrees within The McCoy College of Business in combination with a background in counseling has proven to be a valuable knowledge base when advising students on career opportunities.

While liaisons conducted numerous one-on-one appointments with College of Business students throughout the year, College of Business students were also served by a larger team of staff within Career Services, including multiple career counselors and interns as well as employer relations and internship support teams.

2. Student & Alumni Outreach and Engagement

There are numerous ways the Career Services team supports students and alumni of the university. The department regularly tracks student and alumni engagement through one-on-one career advising meetings, faculty-requested or student organization presentations, drop off resume/cover letter critiques, and career fair participation. Overall career engagement was up 81% within the College of Business.

Appointments

AY24 Career Advising and Services Usage (Appointments & Drop-ins) Year to Year Change						
	All College Grand Totals			College of Business		
	Total Usage Count AY23*	Total Usage Count AY24*	% Increase	Total Usage Count AY23*	Total Usage Count AY24*	% Increase
Career Advising						
Direct Contact Meetings	3,017	3,621	20%	375	459	22%
Services						
Asynchronous Document Critiques	1,397	1,677	20%	156	177	13%
Career Closet Visit	305	1,108	263%	122	378	210%
Headshot Photo Session	238	782	229%	72	221	207%
Computer Lab Usage	3	43	1,333%	2	0	-100%
Interview Room Reservation	6	0	-100%	0	0	0%
Totals	5,149	7,708	50%	760	1,375	81%

*Note: Several students were seen for multiple and/or reoccurring appointments.

Classroom and Student Organization Presentations

There were 25 College of Business in-person presentations provided this past year, with approximately 933 non-unique student attendees. In comparison, in 2022-2023, 33 College of Business in-person presentations were provided, with approximately 1,469 non-unique student attendees.

Most of the requested career topics for these presentations covered the following: resumes/cover letters, professionalism, interview prep, networking/LinkedIn, career fair prep, and professional image.

College of Business In-Person Presentations by Departments & Blended Classes/Student Orgs			
Department		Number of Presentations	
Blended (McCoy Events, Student Orgs)		7	28%
Management		16	64%
Marketing		2	8%
Totals		25	100%

Career Fairs

During the 2023-2024 academic year, Career Services continued an in-person career event model, with fairs grouped into industry areas. Over the course of the year, 7,186 non-unique students/alumni and 678 employers or graduate

school representatives attended 19 career fairs/events, most of which were in-person events. By comparison, during the prior year, 5,307 non-unique students/alumni and 790 non-unique employers/graduate schools participated in 17 fairs/events. The College of Business had a total of 935 attendees participating in various career fairs over the year.

Class of 2023-24 Career Fair Attendance									
Career Fair	Applied Arts	Business Admin.	Education	Fine Arts & Comm.	Health Professions	Liberal Arts	Science & Engineering	University College	All
Fall 2023 Bobcat Bonanza Resource & Job Fair	67	71	59	119	104	114	133	21	688
Fall 2023 Prepare for the Fair	4	34	2	5	4	12	52	4	117
Fall 2023 TXST Construction & Concrete Industries Fair	3	12	0	7	5	5	416	6	454
Fall 2023 TXST Law School Fair	54	29	3	17	1	105	4	1	213
Fall 2023 TXST All Industries Job & Internship Fair	114	112	22	109	39	77	155	9	636
Fall 2023 TXST Business and Technology Job & Internship Fair	18	439	6	55	12	36	292	2	879
Fall 2023 TXST Engineering Job & Internship Fair	4	26	6	4	4	10	421	2	477
Fall 2023 Exploring Graduate School Fair	24	16	25	17	10	55	66	2	214
Fall 2023 Mock Interview Event	2	7	1	2	1	4	4	0	21
Fall 2023 Teacher Job Fair	3	3	175	44	3	29	4	0	260
Spring 2024 TXST Just-in Time Virtual Job Fair	4	12	4	4	1	12	8	1	46
Spring 2024 Prepare for the Fair	4	25	1	5	2	5	9	0	50
Spring 2024 TXST Construction & Concrete Industries Fair	4	12	3	5	7	11	398	3	443
Spring 2024 TXST All Industries Job & Internship Fair	97	96	17	71	19	82	124	6	510
Spring 2024 TXST Business and Communication Job & Internship Fair	16	374	6	106	14	20	61	9	603
Spring 2024 TXST Engineering and Technology Job & Internship Fair	13	97	5	8	9	20	464	4	620
Spring 2024 TXST Health Professions Programs Fair	9	7	73	8	197	48	228	5	575
Spring 2024 TXST Summer & On-Campus Job Fair	3	13	7	10	5	15	19	0	72
Spring 2024 Teacher Job Fair	12	3	175	61	0	43	14	0	308
Unique Attendee by College	371	935	551	531	388	607	1,917	77	7,186

Career Engaged Students

To better assess student engagement with career center services and programs, the career center tracks usage of key services and participation at larger career events/programs. The career center utilizes a metric for reporting career engaged students by identifying the percentage of students who completed one or more of the following during the academic year: one-on-one career advising meetings, resume critiques, submission of a job or internship application through Handshake, participation in on-campus interviews, attendance at a job fair, or other large career event attendance. The table below details, by college and classification, the percentage of students who engaged in one or more of these programs or services during the last academic year.

AY 2024 Student & Alumni Career Planning Engagement*									
	Applied Arts	Business Admin	Education	Fine Arts & Comm	Health Professions	Liberal Arts	Science & Engineering	No College Designated	All
Freshman	23%	20%	22%	25%	27%	24%	26%	14%	23%
Sophomore	29%	34%	23%	30%	35%	35%	41%	23%	32%
Junior	33%	42%	22%	30%	32%	37%	50%	36%	36%
Senior	51%	64%	41%	45%	33%	47%	63%	46%	51%
All Undergraduate	36%	42%	29%	33%	31%	36%	45%	20%	36%
Masters	40%	46%	20%	28%	14%	28%	63%	11%	34%
Doctorate	14%	0%	16%	0%	2%	27%	44%	0%	22%
All Graduate	38%	46%	19%	28%	11%	28%	58%	11%	33%
*Unique students/alumni who participated in one or more of the following during the 2023-2024 academic year: appointment, job application, interview, events, and/or fair.									

Student & Alumni Career Planning Engagement – AY23 / AY24 Comparison						
	All Colleges – AY23	All colleges – AY24	% Increase	Business – AY23	Business – AY24	% Increase
Freshman	29%	23%	-19%	29%	20%	-9%
Sophomore	29%	32%	12%	30%	34%	4%
Junior	29%	36%	26%	44%	42%	-1%
Senior	41%	51%	24%	58%	64%	6%
All Undergraduate	32%	36%	12%	43%	42%	-1%
Masters	39%	34%	-11%	57%	46%	-11%
Doctorate	15%	22%	53%	0%	0%	0%
All Graduate	35%	33%	-7%	57%	46%	-11%

3. First Destination Survey (FDS) Results

Career Services continued to conduct the at-graduation component of the university's first destination survey for the Class of 2023, generally receiving close to a 27% response rate from undergraduate students and a 35% response rate from graduate students. The career center follows the National Association of College's and Employers (NACE) first destination survey standards and protocols. The class is comprised of all students, undergraduate and graduate, who completed degree requirements fall of 2023, spring of 2024 and summer of 2024.

Of the 2,427 first destination surveys that were received for the class, 455 of those respondents were from the College of Business. Three-hundred and forty-five surveys were received for graduates of the college's undergraduate programs, representing a 31% response rate, and one-hundred and ten were received from college's graduate programs, representing 48% response rate.

It should also be noted that these survey results represent graduate's plans at the time of graduation. If a graduate has multiple statuses following graduation (such as working while also taking graduate coursework) they are asked to identify which they consider to be their primary role, which is what is reported below.

Bachelor's Degree Recipients First Destination Data

Class of 2023-24 First Destination Statistics - Bachelor's Degree Recipients*								
	Applied Arts	Business Admin.	Education	Fine Arts & Comm.	Health Professions	Liberal Arts	Science & Engineering	All
Number of Graduates	996	1,126	909	1,085	487	1,190	993	6,786
Number of Respondents	313	345	254	235	145	363	251	1,906
Response Rate	31%	31%	28%	22%	30%	31%	25%	28%
Primary Reported Status Following Graduation								
Working	49%	47%	50%	45%	52%	39%	52%	47%
Continuing Education	19%	20%	25%	8%	24%	23%	13%	19%
Volunteering	0%	0%	0%	0%	0%	1%	0%	0%
Military	1%	0%	0%	0%	0%	1%	1%	1%
Still Looking	31%	32%	24%	46%	23%	34%	33%	32%
Not Seeking	0%	0%	1%	1%	1%	1%	0%	1%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%
Additional Activities While Earning Degree								
Cooperative Education	2%	3%	3%	1%	0%	0%	7%	2%
Faculty-Led Research	7%	2%	5%	1%	8%	7%	21%	7%
Internship	40%	45%	58%	41%	33%	39%	48%	44%
Voluntary work	33%	23%	31%	25%	41%	37%	26%	30%
Part-time job	57%	71%	67%	75%	62%	68%	69%	67%
Full-time job	44%	33%	31%	31%	30%	34%	33%	34%
*Reflects student's primary college at the time of graduation.								

First Destination Statistics - Bachelor's Degree Recipients – Class of 2024 Comparison with Class of 2023						
	All Colleges – Class of 2023	All Colleges – Class of 2024	% Increase	College of Business – Class of 2023	College of Business – Class of 2024	% Increase
Number of Graduates	6,816	6,786	0%	1,129	1,126	0%
Number of Respondents	1,166	1,906	63%	363	345	-5%
Response Rate	17%	28%	9%	32%	31%	-1%
Primary Reported Status Following Graduation						
Working	54%	47%	-7%	56%	47%	-9%
Continuing Education	14%	19%	5%	12%	20%	8%
Military	1%	0%	-1%	1%	0%	-1%
Volunteering	1%	1%	0%	1%	0%	-1%
Still Looking	30%	32%	2%	31%	32%	1%
Not Seeking	1%	1%	0%	0%	0%	0%
Additional Activities While Earning Degree						
Cooperative Education	2%	2%	0%	1%	3%	2%
Faculty-Led Research	7%	7%	0%	2%	2%	0%
Internship	43%	44%	1%	43%	45%	2%
Voluntary work	14%	30%	16%	13%	23%	10%
Part-time job	71%	67%	-4%	73%	71%	-2%
Full-time job	32%	34%	2%	32%	33%	1%
<i>Reflects student's primary college at the time of graduation.</i>						

For **Continuing Education Destination - Bachelor's Degree Recipients** – see attached **appendix 1.1**

Master's and Doctoral Degree Recipients First Destination Data

Class of 2023-24 First Destination Statistics - Master's & Doctoral Degree Recipients								
	Applied Arts	Business Admin.	Education	Fine Arts & Comm.	Health Professions	Liberal Arts	Science & Engineering	All
Number of Graduates	194	227	367	51	148	263	219	1,469
Number of Respondents	56	110	111	14	42	85	103	521
Response Rate	29%	48%	30%	27%	28%	32%	47%	35%
Primary Reported Status Following Graduation								
Working	61%	58%	68%	64%	81%	58%	47%	60%
Continuing Education	7%	4%	6%	21%	2%	12%	17%	9%
Military	0%	0%	0%	0%	0%	2%	1%	1%
Volunteering	2%	0%	2%	0%	0%	0%	0%	1%
Still Looking	30%	38%	23%	14%	17%	28%	35%	30%
Not Seeking	0%	0%	1%	0%	0%	0%	0%	0%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%
Additional Activities While Earning Degree								
Cooperative Education	0%	1%	1%	0%	0%	0%	4%	1%
Faculty-Led Research	12%	3%	17%	20%	13%	22%	38%	18%
Internship	68%	41%	47%	30%	31%	49%	31%	44%
Voluntary work	24%	10%	22%	10%	19%	23%	12%	18%
Part-time job	42%	55%	44%	70%	41%	55%	41%	48%
Full-time job	54%	43%	53%	50%	56%	49%	33%	47%
<i>Reflects student's primary college at the time of graduation.</i>								

First Destination Statistics - Master's & Doctoral Degree Recipients – Class of 2024 Comparison with Class of 2023						
	All Colleges – Class of 2023	All Colleges – Class of 2024	% Increase	College of Business – Class of 2023	College of Business – Class of 2024	% Increase
Number of Graduates	1,503	1,469	-2%	208	277	9%
Number of Respondents	313	521	66%	87	110	26%
Response Rate	21%	35%	14%	42%	48%	6%
Primary Reported Status Following Graduation						
Working	69%	60%	-9%	72%	58%	-14%
Continuing Education	7%	9%	2%	5%	4%	-1%
Military	0%	1%	1%	0%	0%	0%
Volunteering	0%	1%	1%	0%	0%	0%
Still Looking	24%	30%	6%	23%	38%	15%
Not Seeking	0%	0%	0%	0%	0%	0%
Additional Activities While Earning Degree						
Cooperative Education	2%	1%	-1%	3%	1%	-2%
Faculty-Led Research	16%	18%	2%	8%	3%	-5%
Internship	52%	44%	-8%	59%	41%	-18%
Voluntary work	20%	18%	-2%	13%	10%	-3%
Part-time job	47%	48%	1%	42%	55%	13%
Full-time job	43%	47%	4%	42%	43%	1%
<i>Reflects student's primary college at the time of graduation.</i>						

For Continuing Education Destination - Master's/Doctoral Degree Recipients – see attached **appendix 1.2**

For College of Education First Destination Survey – Employers – see attached **appendix 1.3**

4. Where are they Now – Class Of 2019?

Texas State University now has access to *Alumni Pathways*, powered by *Lightcast*, helping us identify post-graduation employment and educational outcomes for over 77,000 undergraduate and graduate level alumni graduating between 2004 and 2024. The Alumni Pathways tool collects data from over 100 social and professional networking sites as well as other publicly available resources including the National Student Clearinghouse. The result now gives TXST the ability to analyze alumni career outcomes and pathways in far more detail than was previously possible.

Identified faculty and staff within your college will soon be able to gain access to the Alumni Pathways dashboard enabling them to research various educational outcomes and career trajectories of your graduates, too.

As a demonstration, Career Services has used the *Alumni Pathways* tool to look five years back at College of Applied Arts graduates from the **Class of 2019** to see “*Where are they Now?*”

For the College of Business, the *Alumni Pathways* tool was able to identify 926 identified persons that graduated from the **Class of 2019**. Data supports that these individuals went on to become employed and/or sought continuing education as demonstrated in the following charts.

COLLEGE OF BUSINESS <i>List of Industries Identified from Alumni Pathways (Top 10 in order of frequency)</i>	
Industries (NAICS 3-Digit) *	Percent
Professional, Scientific, and Technical Services	12.38%
Credit Intermediation and Related Activities	3.28%
Real Estate	3.17%
Food Services and Drinking Places	3.17%
Merchant Wholesalers, Durable Goods	2.46%
Computer and Electronic Product Manufacturing	2.35%
Educational Services	2.35%
Administrative and Support Services	2.25%
Food and Beverage Stores	2.05%
Publishing Industries (except Internet)	2.05%

* This is from the Federal North American Industry Classification System

COLLEGE OF BUSINESS <i>List of Occupation Identified from Alumni Pathways (Top 10 in order of frequency)</i>	
Occupation (SOC 5-Digit) *	Percent
Accountants and Auditors	6.86%
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	4.91%
Human Resources Specialists	3.48%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3.28%
Customer Service Representatives	3.17%
Sales Managers	2.97%
General and Operations Managers	2.87%
Managers, All Other	2.87%
Marketing Managers	2.76%
First-Line Supervisors of Office and Administrative Support Workers	2.76%

* This is from the Federal Government's Standard Occupational Classification System

COLLEGE OF BUSINESS <i>List of Employers Identified from Alumni Pathways (Top 10 in order of frequency)</i>	
Employers	Percent
H-E-B	1.02%
Shi International Ltd	0.82%
Ferguson Enterprises	0.72%
Dell Technologies	0.72%
Texas State University	0.72%
State Of Texas	0.72%
Enterprise Rent-A-Car	0.61%
Arrive Logistics	0.61%
Amazon	0.51%
JPMorgan Chase	0.51%

Below are the top 10 academic programs pursued after graduation from Texas State, which indicates that 27.20% of that class pursued some type of subsequent education after graduating from Texas State, and 6.13% pursued that subsequent education at Texas State.

COLLEGE OF BUSINESS <i>List of Institutions after attending TXST as Identified from Alumni Pathways (Top 10 in order of frequency)</i>	
Top Subsequent Programs at Institutions	Percent
Accounting - Austin Community College District	1.39%
Business/Commerce, General - Austin Community College District	1.39%
Business Administration and Management, General - Texas A&M University - Corpus Christi	0.66%
General Studies - Austin Community College District	0.49%
Business Administration and Management, General - University of North Texas	0.41%
Business Administration and Management, General - University of The Incarnate Word	0.41%
Business Administration and Management, General - Louisiana State University - Shreveport	0.33%
Business Administration and Management, General - Texas State University - San Marcos	0.33%
Law - South Texas College of Law Houston	0.33%
Business Administration and Management, General - Lamar University - Beaumont	0.25%

In regard to salary estimates, the current estimated average wage of **Class of 2019** graduates that were identified and employed is **\$51,087**. For that same group, the potential wage, assuming they were to obtain the optimal degree(s) within their field and were to be at the age for optimal earnings is **\$88,528**.

5. Trends and Goals

TRENDS

Staff identified several trends within the area of career services, both nationwide as well as circumstances at the university that are unique to the Texas State career center. Below are some of the trends identified during the 2023-2024 academic year.

Entry Level Hiring: Based upon NACE research, overall hiring was projected to decrease slightly this past year, which did indeed occur. We saw some evidence of this through the number of employers recruiting through job fairs. College recruiters nationally are projecting a decrease (5.8%) in hiring for the 2024-25 academic year as well. While the overall unemployment rate of 4.2% is what is widely communicated, the unemployment of bachelor's degree graduates between the ages of 20-24 is a more relevant statistic for our primary population and is always higher, rising to 9.0% this past August compared to 7.1% in August 2023. Our primary indicator of employer engagement remained stable.

In addition, another important set of performance indicators tracked by the career center is engagement from employers who hire Texas State students and alumni. The number of employers posting jobs (12,954) as well as the number of jobs being posted (140,615) rose significantly this year while the number of employers attending job fairs (678) remained relatively flat.

Career Fair Attendance: During the 2023-24 academic year, 7,186 non-unique students attended 19 career fairs/events, representing a 35.4% increase over the prior year. This mainly seems to be the result of greater numbers of students/alumni participating in all fairs compared to the year prior. While we expect fair attendance to remain high, depending on the current state of the economy, we may see a drop in employer attendance next year.

Artificial Intelligence Support for Resumes and Interviews: We did see the use of the drop-off/asynchronous document reviews increase by 20% this past year. The adoption of Quinncia, the department's AI resume and

interview feedback platform, has enhanced the drop-off service in many instances as it provides a more convenient and immediate method for students to receive feedback. There were 5,167 resumes reviewed using the Quinncia platform during the 2023-24 academic year. Like the traditional resume drop-off service in 2022-23, the majority of resumes submitted for review through Quinncia stemmed from classroom assignments.

COLLEGE OF BUSINESS CAREER READINESS GOALS FOR 2024-25

As mentioned earlier in the report, unfortunately, Corbin Johnson left the university in September of 2023 and the position was being filled in an acting capacity once again, by Ross Wood, until the new Career Educator and College Liaison for the McCoy College of Business was hired in February of 2024 by Ashleigh Holley-Butler. With this full-time position absence in mind for most of the past academic year, Ashleigh plans to pursue the following goals over the 2024-2025 academic year.

Increase Career Advising/Counseling Survey Response Rate: It has long been the practice to survey students and alumni following career counseling/advising appointments. However, it was observed that the response rate of 5% is probably too low to draw many meaningful conclusions from these results. Therefore, the goal is to alter the way in which the post-appointment surveys are disseminated, such as frequency and delivery method, to lead to an improved response rate next year.

Increase First Destination Surveys Response Rate: The career center staff plan to work directly with the colleges to develop a comprehensive plan to reverse the lower overall College of Business response rate for the 2024-25 surveys.

Increase Classroom and Student Organization Presentations: Though the classroom and student organization presentations did decrease slightly this past academic year, it is the ongoing goal to increase the number of classroom and student organization presentations even more to better maximize the outreach efforts of the college's Career Educator with a goal of increasing presentations to 40+ throughout the college. A career prep workshop series will also be created to be more proactive in providing career presentation topics rather than just waiting to be invited into the classroom to present. These workshops will target student organizations to help provide professional development opportunities. Tabling within the McCoy building and increased collaboration with the McCoy Student Success Center is also planned to increase student engagement and Career Services visibility.

Marketing the use of career topic class presentations and the "Don't Cancel Class" option to faculty will continue with the goal of increasing faculty partnerships and to provide a service to faculty that may need to attend conferences, trainings or are too ill to teach.

Also, once staff are assigned to presentations, we will continue to reach out directly to the presentation requestors to hold a pre-presentation meeting to ensure that the requested presentation is appropriately targeted to the specific needs of the intended audience.

Increase College of Business Handshake (online job and student engagement platform) Activity: Continue to increase Handshake activity from College of Business students. The more active and involved students are within Handshake; to include active searching for jobs and completing their Handshake profiles, the more students will learn about on-campus/off-campus jobs, internships, and full-time job opportunities that are available. Also, active students and robust profiles tend to attract more employer attention, which in turn, will bring more opportunities to College of Business students.

The Career Educator/Liaison will seek more opportunities to partner with the various College of Business departments and the McCoy Student Success Center to market and encourage more Handshake activity. The student engagement in Handshake increase will be measured by logins and profile completion.

Increase the College of Business students and faculty/staff use of Self-Service Professional Headshots: Getting College of Business faculty, staff and students in the Career Services office for a headshot offers a huge engagement opportunity. Though the College of Business increased the use of the Career Services photobooth by 207% last year, we plan to increase the marketing of this photobooth service to students, staff and faculty this coming year with a goal of increasing the student engagement in Handshake event more as measured by headshot appointment logins.

6. Appendix

Continuing Education Destination - Bachelor's Degree Recipients – *appendix 1.1*

Business	
Continuing Education Destination - Bachelor's Degree Recipients	Count
Austin Community College District	1
Accounting	1
Hult International Business School	1
International Business	1
Loyola University New Orleans	1
Law	1
Prairie View A&M University	1
Business Administration	1
Texas State University	61
Accounting	44
Accounting	5
Business Administration	5
Computer Information Systems	1
Marketing	1
Quantitative Finance	1
Quantitative Finance and Economics	2
Marketing	1
Marketing Research and Analytics	1
Universitat Internacional de Catalunya	2
Arts And Entertainment Management	1
Production Systems	1
University of Houston, Downtown	1
Accounting	1
University of Texas, Rio Grande Valley	1
Business Administration	1
Grand Total	69

The above data reflects student's continuing education destinations and the advanced degree they are seeking.

Continuing Education Destination - Master's/Doctoral Degree Recipients – *appendix 1.2*

Business	
Continuing Education Destination - Graduate Degree Recipients	Count
Texas State University	3
Accounting	2
Business Administration	1
University of Texas Medical Branch at Galveston	1
Medical Doctor	1
Grand Total	4

The above data reflects student's continuing education destinations and the advanced degree they are seeking.

College of Business First Destination Survey - Employers – *appendix 1.3*

List of Employers Identified on First Destination Survey for AY24		
Business Administration		

- | | | |
|--|-------------------------------------|---|
| • 3M | • Bath and Body Works | • Crowe, LLP |
| • Aaron's, LLC | • BDO USA, P.C. | • Cuibble |
| • Abbott | • Bumble | • Datum Software |
| • AbbVie | • Canworks Printing | • Dell Technologies |
| • ABC Supply Co., Inc. | • CASA of Travis County | • Deloitte |
| • Action Behavior Centers | • Caterpillar, Inc. | • Delta Air Lines, Inc. |
| • Air Force | • CC - Goldman Sachs | • Discount Tire |
| • Air Force Civilian Personnel | • Cedar Fair Entertainment Co. | • DOZ, LLC |
| • Alamo Group | • CHANEL | • eBay |
| • Alliance Flooring Service | • Charles Schwab & Company | • Education Service Center
Region 13 |
| • Ama International | • Chase | • Electronic Arts |
| • Amazon | • Cherry Bekaert | • Enterprise Mobility |
| • AMD | • Cintas Corporation | • Enterprise Rent-A-Car |
| • Ameriprise Financial | • City of Austin | • Equitable Advisors |
| • Anywhere Real Estate, Inc. | • City of Buda | • Escobar, Inc. |
| • Apple | • City of Round Rock | • Evercore |
| • Applied Materials &
Engineering, Inc. | • Cleaveland/Price, Inc. | • Expedia Group |
| • Applied Research Solutions | • CliftonLarsonAllen, LLP | • EY, LLP |
| • Aprio | • CMC | • Fastenal Company |
| • Arrive Logistics | • Comal ISD | • Federal Deposit Insurance
Corp. |
| • AT&T | • Commonwealth Financial
Network | • Ferguson |
| • AYRO, Inc. | • Conifer Health Solutions | • Fifth Generation, Inc. |
| • Bank of America | • Criado Law Group | |

- First United Bank
- First United Methodist Church Preschool/MDO
- ForeFlight, LLC
- Forest Creek, Inc.
- Gartner
- Grainger
- Grant Thornton
- Graybar Electric Company
- Great American Life Insurance Company
- Guide Dogs of Texas
- Harper & Pearson Company
- Hatch Resources, LLC
- Hayleycakes and Cookies
- HCA Healthcare
- H-E-B
- Henry Schein
- IBC Bank
- Insight
- Insight Global
- Internal Revenue Service
- J.B. Hunt Transport
- JPMorgan Chase & Co.
- Kaspar Companies
- Kerbey Lane
- Kind Dental Care
- KPMG, LLP
- Lenovo
- Lighthouse on the Lake, Inc.
- LyondellBasell Industries
- Made In America Mfc.
- Mary's Tacos
- McCoy's Building Supply
- McDonald's
- Meritage Homes
- Multiview
- NAC Construction Group, Inc.
- NASCAR
- Nordstrom
- Northwestern Mutual
- Oak View Group
- Oracle
- Ottobock Healthcare
- Oxy
- Park7 Group
- PepsiCo
- Perfected Claims
- Personal Contracting
- PlanPlus Online
- PricewaterhouseCoopers
- Randolph Brook FCU
- Real Time Strategies, LLC
- Renue Systems of Texas
- RPM Living
- Saint Paul's Outreach
- Schlitterbahn
- Schneider Electric
- Security Service FCU
- SEDALCO
- Self-Employed
- Shimadzu Scientific Instruments
- State Securities Board
- SWBC
- Tech-Keys
- Texas Department of Information Resources
- Texas Medical Liability Trust
- Texas Partners Bank
- Texas State Auditor's Office
- Texas State University
- TWC - Workforce Solutions South Plains
- The Bottom-line Tax Services
- The Helper Bees
- The OutFit
- The Porter Co.
- Therapy Contracting Services
- Thermon, Inc.
- Tijerina Construction, LLC
- Tom James Company
- Travis County
- Trek Bicycle
- Trinity Property Consultants
- TTI Power Equipment
- UPS (United Parcel Service)
- USAA
- USI Insurance Services
- Valero
- Verizon Wireless
- Visa, Inc.
- VKore Solutions, LLC
- Weathermatic
- Weaver
- White Lodging
- Zara