



# First Destination Outcomes Report

## 2022-2023

The First Destination Survey is administered annually by University of Wisconsin Oshkosh Career & Professional Development using Handshake. The survey asks baccalaureate degree graduates to identify primary post-graduation outcome status. The survey content and procedures follow the National Association of Colleges and Employers (NACE) standards.

Data was collected from baccalaureate degree candidates prior to graduation and through follow up e-mails sent to graduates 6 months after graduation. Graduates who had already completed the survey were invited to update their previous responses if their post-graduation status had changed. Outcome information was also collected from campus community members, telephone calls, and web research. It is important to note that not all respondents answered every question. It is also notable that only the primary outcome upon graduation is reported for each individual graduate, such as an individual working full-time while attending graduate school part-time is reported only once as either working or continuing education. Data was collected through December 31, 2023.




The results for the class of 2022-2023 presented in this report include students who were on the official graduation list and awarded a bachelor's degree from the University of Wisconsin Oshkosh during the 2022-2023 academic year; this includes fall 2022, spring 2023, and summer 2023 graduates. In total, 1,566 graduates are included in this report.

# Overview of 2022-2023 Graduates



*“UWO talent drives growth in the Fox Valley region and beyond. Thank you to the hundreds of organizations and partners who provide internships and classroom-connected experiences for our students. Together, we’re launching rewarding careers, shaping success stories, and expanding our economy even before graduates cross the Commencement stage.” – Chancellor Andrew Leavitt*

**Number of Graduates**



**1566**  
students graduated with a baccalaureate degree

**Overall Response Rate**

**93%**  
1,454 students

**Career Outcome Rate**

**80%**

**Average Annual Starting Salary**

**\$55,856**  
76.7% reported salary



**Overall response rate** is defined as the percentage of graduates reported or identified by UW Oshkosh for which a post-graduation outcome is known. It includes the sum of all the employment categories (i.e., full-time, part-time, entrepreneur, freelance, postgraduate fellowship, other), military service, volunteer service, continuing education, not seeking an outcome, and the number of students still seeking an outcome. Student Response Rate: 80.5% + Knowledge Rate: 12.7% = Overall Response Rate: 93.3%.

**Career outcome rate** includes employed (full-time, part-time, entrepreneur, freelance, postgraduate fellowship, other), military service, volunteer service (e.g., Peace Corps, mission work), continuing education, and not seeking.

## Snapshot by College

	Overall Response Rate (NACE best practice target rate = 65%)		Career Outcome Rate		Average Annual Starting Salary	
	Class of 2021-22	Class of 2022-23	Class of 2021-22	Class of 2022-23	Class of 2021-22	Class of 2021-22
<b>All Colleges Total</b>	94.5%	92.9%	89.0%	80%	\$54,395	\$55,856
<b>College of Business</b>	99.2%	97.9%	92.8%	87.5%	\$53,798	\$53,228
<b>College of Education &amp; Human Services</b>	97.2%	96.6%	92.4%	65%	\$41,146	\$43,069
<b>College of Letters &amp; Science</b>	90.7%	91.2%	82.5%	76.7%	\$46,668	\$48,080
<b>College of Nursing</b>	96.9%	94.7%	93.6%	90.7%	\$67,400	\$70,407
<b>Online &amp; Continuing Education</b>	88.6%	71.1%	98.4%	94.9%	\$63,697	\$65,873

# Overview

Outcome	UWO Class of 2021-2022	UWO Class of 2022-2023	National Average Class of 2022
Working (employed part-time/full-time, entrepreneur, freelance, postgraduate fellowship, other)	76.9%	71%	64%
Continuing Education (accepted to and plan to matriculate into a program of further study)	10.6%	7.4%	19.4%
Military (serving in the U.S. Armed Forces)	0.4%	0.6%	0.8%
Volunteer Service (participating in a volunteer or service program)	0.1%	0.3%	0.4%
Not Seeking (not pursuing either employment or continuing education at this time)	0.6%	0.8%	1.3%
Still Seeking (seeking employment or continuing education)	11.2%	19.9%	14.1%

National Average is based on the National Association of Colleges and Employers First Destination data for the class of 2022

**76%** of those with a career outcome secured their outcome

**BEFORE Graduation**

**82.1%** of students who secured an outcome prior to graduation utilized at least one Career & Professional Development resource.



**Anna Murphy-Pociask, Public Relations**

“I recommend students attend events on campus, join clubs, and apply for internships! I felt that I learned best by putting what I learned in school to the test. I gained confidence and a larger network of professionals by doing these things. Some words of wisdom I have for students is to be your unique self always because that will get you where you are supposed to be..”



## Job Source



### Employment obtained through:

- 25.6%** Job Posting/Online Search
- 22.6%** Networking (Family & Friends, Faculty/Staff, Alumni)
- 18.8%** Internship, Clinical, Student Teaching, Field Placement
- 10.0%** Continuing Current Position/Promotion
- 15.2%** LinkedIn/Social Media/Handshake
- 4.3%** Career Fair/Networking Event
- 2.1%** Career & Professional Development
- 1.4%** Unreported



**Aubree Schmidt**  
*Communication Studies*

“Prior to starting my undergraduate degree, I had no idea what I wanted to do for my career. I took advantage of the internship program that UW-Oshkosh has to offer to try out potential career fields that I was interested in. Also, I utilized Career & Professional Development to help edit my resume and attended mock interviews to prepare for potential internship interviews. I secured an internship at SECURA Insurance as an Agency Training Intern. This internship eased all worries I previously had and helped me come to the realization that I wanted to build a career in the insurance industry. My advice, take advantage of every opportunity presented to you and work hard for what you want to achieve.”

## Top Industries

- 32.9%** Healthcare
- 16.1%** Manufacturing
- 13.3%** Education
- 12.1%** Service and Management
- 7.7%** Financial Services & Accounting



## Top Employers that Hired the Class of 2022-2023



# Where are they now?



**78.7%** of the 2022-2023 class are working, continuing their education, serving in the military, or volunteering in Wisconsin

**84.4%** of WI residents remained in WI after graduation

**30.9%** of nonresidents remained in WI after graduation

### TOP 10 CITIES

- Oshkosh
- Appleton
- Milwaukee
- Neenah
- Madison
- Green Bay
- Fond du Lac
- Menasha
- Greenville
- Sheboygan

### TOP COUNTIES

- Winnebago
- Outagamie
- Milwaukee
- Dane
- Brown
- Fond du Lac
- Waukesha
- Sheboygan
- Marathon
- Washington

# #TITANSGETHIRED



Andrea Rogers

**Hometown**  
Allenton, WI

**High School**  
Slinger High School

**College**  
College of Letters & Science

**Major**  
Radio, Tv, Film

**Hired As**  
Promotions Staff at Milwaukee Radio Group







**College of Business**  
**\$53,228**

<b>Number of Graduates</b>	<b>Overall Response Rate</b>	<b>Career Outcome Rate</b>
<b>287</b>	<b>97.9%</b>	<b>87.5%</b>

**Average Annual Starting Salary**  
 80.7% reported salary

<b>Outcomes</b>	
<b>84.7%</b>	Working
<b>12.5%</b>	Still Seeking
<b>2.1%</b>	Continuing Education
<b>0.4%</b>	Not Seeking
<b>0.4%</b>	Volunteering

**TOP EMPLOYERS THAT HIRED COB GRADUATES**

Amcor	Baker Tilly
SECURA Insurance	U.S. Bank
Oshkosh Corporation	Schneider
Plexus Corp.	CliftonLarsonAllen LLP
Deloitte	Jewelers Mutual

Major	Number of Graduates	Reported Outcomes	Overall Response Rate	Career Outcome Rate	% of Reported Salaries	Average Salary
Accounting	29	29	100.0%	93.1%	100%	\$58,950
Applied Computing	2	2	100.0%	100.0%	100%	--
Economics	30	30	100.0%	80%	90.9%	\$59,100
Finance	84	83	98.8%	91.6%	79.7%	\$55,894
Human Resource Management	27	25	92.6%	88%	100%	\$45,396
Information Systems	23	23	100.0%	78.3%	83.3%	\$63,477
Interactive Web Management	3	3	100.0%	66.7%	50%	--
Management	41	39	95.1%	94.9%	74.3%	\$50,838
Marketing	73	72	98.6%	86.1%	70.5%	\$46,063
Supply Chain Management	29	29	100.0%	89.7%	88%	\$60,525

Number of Graduates: Graduates receiving multiple majors are reported in each major group  
 -- Not Reported (Data is only reported if there were 5 or more responses)  
 Respondents may not have provided data for all categories




## #TITANS GET HIRED

# Alissa Reetz

**Hometown:** Waupaca, WI

**High School:** Waupaca High School

**College:** College of Business

**Major:** Marketing

**Hired as:** Marketing Associate



# College of Education and Human Services

Number of Graduates

**263**

Overall Response Rate

**96.6%**

Career Outcome Rate

**65%**

Number of Graduates: The total number of students that graduated from the college. Graduates receiving multiple degrees are counted only once in their primary college.

**\$43,069**

Average Annual Starting Salary  
62.6% reported salary

## Outcomes

**61%** Working  
**3.9%** Continuing Education  
**35%** Still Seeking

## TOP EMPLOYERS THAT HIRED COEHS GRADUATES

Oshkosh Area School District  
Appleton Area School District  
Hortonville Area School District  
Kimberly Area School District  
Green Bay Area Public School District  
Neenah School District  
Menasha Joint School District  
University of Wisconsin Oshkosh

Major	Number of Graduates	Reported Outcomes	Overall Response Rate	Career Outcome Rate	% of Reported Salaries	Average Salary
Elementary Education	99	97	98%	61.9%	62.7%	\$39,868
English as a Second Language	1	1	100%	100%	100%	--
Fine Arts - Education	12	12	100%	50%	50%	\$42,023
History - Education	3	3	100%	33.3%	100%	--
Human Services Leadership	54	53	98.1%	75.5%	70.6%	\$46,153
Music - Education	6	6	100%	83.3%	50%	\$45,342
Physical Education	15	15	100%	73.3%	60%	\$43,817
Secondary Education						
English	12	11	91.7%	36.4%	66.7%	\$31,200
Mathematics	14	14	100%	64.3%	62.5%	\$44,000
Natural Science	5	3	60%	0%	--	--
Social Science	20	20	100%	60%	58.3%	\$49,229
Spanish Education	1	1	100%	100%	100%	--
Special Education	42	38	92.9%	69.2%	59.3%	\$42,857

Number of Graduates: Graduates receiving multiple majors are reported in each major group  
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### Emily Grober, *Special Education*

“My recommendation is to get involved right away on campus with clubs but also in your classes with your classmates and professors. Meeting with professors and asking questions will help with your journey. I came to Oshkosh knowing what I wanted to study but later I was pushed by professors who saw more in me than I did myself. Through his encouragement, additional classes, and a high school placement I found this was my passion. I was also pushed by other professors to try a student teaching paid internship. This position boosted my confidence and prepared me for when I have my own classroom.”

# College of Letters and Science

<b>Number of Graduates</b>	<b>Overall Response Rate</b>	<b>Career Outcome Rate</b>
<b>650</b>	<b>91.2%</b>	<b>76.7%</b>

## \$48,080

**Average Annual Starting Salary**  
68.9% reported salary

Number of Graduates: The total number of students that graduated from the college. Graduates receiving multiple degrees are counted only once in their primary college.

Outcomes	
<b>59.2%</b>	Working
<b>15%</b>	Continuing Education
<b>23.3%</b>	Still Seeking
<b>1%</b>	Not Seeking
<b>0.8%</b>	Military
<b>0.7%</b>	Volunteering

- TOP EMPLOYERS THAT HIRED COLS GRADUATES**
- ThedaCare
  - Winnebago County
  - 4imprint Group Inc.
  - Advocate Aurora Health Care
  - UW Oshkosh
  - UW Health
  - Alliance Laundry Systems
  - Professional Services Group
  - YMCA
  - SSM Health

Major	Number of Graduates	Reported Outcomes	Overall Response Rate	Career Outcome Rate	% of Reported Salaries	Average Salary
Advertising	1	1	100%	100%	100%	--
Anthropology	15	15	100.0%	73.3%	71.4%	\$36,056
Art	2	2	100.0%	0%	--	--
Biology	51	46	90.2%	56.5%	61.9%	\$37,852
Biomedical Science	32	31	96.9%	80.6%	69.2%	\$47,956
Chemistry	12	10	83.3%	70%	50%	\$40,933
Communication Studies	32	31	96.9%	71%	66.7%	\$48,260
Computer Science	11	10	90.9%	100%	40%	\$64,170
Criminal Justice	52	46	88.5%	73.9%	82.8%	\$53,395
Economics	4	4	100%	75%	100%	--
Electrical Engineering Technology	16	15	93.8%	100%	93.3%	\$67,884
English	14	13	92.9%	61.5%	66.7%	\$38,948
Environmental Engineering Technology	5	4	80%	50%	50%	\$64,000
Environmental Studies/Health	23	20	87%	80%	66.7%	\$34,786
Exercise and Sport Science	17	15	88.2%	80%	55.6%	\$53,976
Fine Arts (2D Studio/Graphic Design)	16	15	93.8%	73.3%	60.0%	\$35,047
French	2	2	100%	50%	100%	--
Geography	8	8	100%	62.5%	75%	\$43,533
Geology	10	8	80%	62.5%	50.0%	\$51,480
History	15	14	93.3%	71.4%	37.5%	\$42,373
Interactive Web Management	5	5	100%	40%	50%	\$55,000
International Studies	9	9	100%	66.7%	50%	\$49,260
Japanese Studies	2	2	100%	100%	--	--
Kinesiology	2	2	100%	100%	100%	--



Major	Number of Graduates	Reported Outcomes	Overall Response Rate	Career Outcome Rate	% of Reported Salaries	Average Salary
Mathematics	7	5	71.4%	80%	100%	\$54,800
Mechanical Engineering Technology	12	9	75%	88.9%	100%	\$63,997
Medical Imaging	10	6	60%	100%	100%	\$63,423
Medical Laboratory Science	12	11	91.7%	100%	90.9%	\$61,780
Microbiology	5	5	100%	80%	66.7%	\$47,141
Multimedia Journalism	14	13	92.9%	69.2%	77.8%	\$40,051
Music	12	9	75%	88.9%	50%	\$28,600
Philosophy	6	5	83.3%	100%	--	--
Physics	2	2	100%	100%	--	--
Political Science	14	11	78.6%	81.8%	66.7%	\$43,386
Psychology	80	74	92.5%	71.6%	72.2%	\$39,905
Public Relations	19	19	100%	89.5%	68.8%	\$44,433
Radiological Science	18	14	77.8%	92.9%	92.3%	\$59,406
Radio-TV-Film	34	33	97.1%	75.8%	72%	\$39,683
Rehabilitation Science	28	26	92.9%	88.5%	60%	\$45,933
Social Work	38	38	100%	76.3%	56.3%	\$44,653
Sociology	16	16	100%	81.3%	60%	\$44,417
Software Technology	3	3	100%	100%	100%	--
Spanish	9	8	88.9%	87.5%	50%	\$44,075
Theatre Arts (Acting Emphasis)	1	1	100%	--	--	--
Women's and Gender Studies	3	3	100.0%	66.7%	100%	--

Number of Graduates: Graduates receiving multiple majors are reported in each major group

-- Not Reported (Data is only reported if there were 5 or more responses)

Respondents may not have provided data for all categories



### **Tyler Speirs** *Kinesiology*

“Being a non-traditional student returning to education, I was filled with uncertainty that was overshadowed by only one thing, the confidence that I had to dive in and figure it out along the way. Pursuing medical school was not even in my thought process when I started at UWO, and even when I did make that decision 3 years later, the Kinesiology department staff showed nothing but enthusiasm even though it ultimately meant that I would not make a career in that field. Working as a medical scribe in an emergency department for 2 years gave me knowledge, wisdom from the physicians, and friendships. This experience was invaluable to the admissions process and providing the certainty I needed to know that this is where I belong. Be prepared to feel overwhelmed but have confidence in your ability to figure it out and endure the challenges ahead. It’s your life, so take charge and make it happen.”

# College of Nursing

## \$70,407

**Average Annual Starting Salary**  
92.4% reported salary

Number of Graduates	Overall Response Rate	Career Outcome Rate
<b>283</b>	<b>94.7%</b>	<b>90.7%</b>

Number of Graduates: The total number of students that graduated from the college. Graduates receiving multiple degrees are counted only once in their primary college.


Outcomes	
<b>88.4%</b>	Working
<b>9.3%</b>	Still Seeking
<b>0.4%</b>	Continuing Education
<b>1.1%</b>	Not Seeking
<b>0.8%</b>	Military

TOP EMPLOYERS THAT HIRED CON GRADUATES	
Advocate Aurora Health Care	Children's Hospital of Wisconsin
Ascension Medical Group	UnityPoint Health - Meriter
ThedaCare	Aspirus, Inc.
UW Health	Mayo Clinic
Froedtert Health	Bellin Health

Major	Number of Graduates	Reported Outcome	Overall Response Rate	Career Outcome Rate	% of Reported Salaries	Average Salary
Nursing Accelerated	88	81	92%	85.2%	90.9%	\$73,399
Nursing Collaborative	16	9	56.3%	100.0%	100%	\$72,288
Nursing Traditional	179	178	99.4%	92.7%	92.6%	\$69,127

Number of Graduates: Graduates receiving multiple majors are reported in each major group  
 -- Not Reported (Data is only reported if there were 5 or more responses)  
 Respondents may not have provided data for all categories

## #TITANSGETHIRED



### Madison Horstman



**Hometown:** Franklin, WI

**High School:** Union Grove High School

**College:** College of Nursing

**Major:** Nursing

**Hired as:** Step Down Immediate Care Unit. Registered Nurse

**Online and Continuing Education**

**\$65,873**

**Average Annual Starting Salary**  
80.8 % reported salary

<b>Number of Graduates</b>	<b>Overall Response Rate</b>	<b>Career Outcome Rate</b>
<b>83</b>	<b>71.1%</b>	<b>94.9%</b>

Number of Graduates: The total number of students that graduated from the college. Graduates receiving multiple degrees are counted only once in their primary college.

<b>Outcomes</b>	
<b>88.1%</b>	Working
<b>5.1%</b>	Still Seeking
<b>3.4 %</b>	Military
<b>1.7%</b>	Continuing Education
<b>1.7%</b>	Not Seeking



Major	Number of Graduates	Reported Outcome	Overall Response Rate	Career Outcome Rate	% of reported Salaries	Average Salary
Criminal Justice	5	4	80%	75%	100%	\$66,000
Fire & Emergency Response Management	12	11	91.7%	90.9%	70%	\$96,523
Leadership & Organizational Studies	45	30	66.7%	96.7%	84.6%	\$64,545
Liberal Studies	21	14	67.7%	100%	76.9%	\$54,555

Number of Graduates: Graduates receiving multiple majors are reported in each major group  
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**Maggie Baiyewu**  
*Liberal Studies (Leadership Development)*

"I have always heard phrases like "go for it" and "just do it" but for me the fear of pursuing the unknown always clouded those statements. It felt crazy to want to return to college for a different degree while I had a young child at home and was happily working as a nurse until I did it. Pursuing a business on top of those things while still working as a nurse and still enrolled in school also seemed crazy until I started to do it. I challenged myself to pursue the ideas and dreams that seemed crazy, and I quickly learned that once you start pursuing your dreams, they do not seem so crazy after all. So, my advice would be if you are thinking about pursuing your ideas, challenge yourself to remove any thoughts of "what if it fails?" and ask yourself "what if it doesn't?"