



2011-2012 Success Report

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California State University East Bay
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Selected Job Titles by Major and Degree

Success Report Summary

Every institution of higher education should be interested in how their graduates are doing in the larger world after they leave. At Cal State East Bay, we survey our graduates shortly after they leave, to determine how many are employed, how many are continuing their education, and how many are still in search of adequate employment. AACE (Academic Advising and Career Education) has conducted these surveys off-and-on for the past 20 years.

Survey forms are mailed to graduates at their last known home address, shortly after graduation. Recipients are invited to respond either by completing an on-line survey or returning a hard-copy of the survey. Copies are also emailed to them at their CSUEB email account. Reminders are sent, and in some years reminder telephone calls have been made. (This year, due to budgetary restrictions, no temporary staff were hired to make phone calls.) Response rates have regularly been between sixteen and twenty-one percent; this year the response rate was twenty-one percent.

The information that follows provides breakdowns by College and major, and lists employers as reported by our graduates. We hope the information is helpful to those interested in knowing what happens to our graduates after they leave Cal State East Bay.

Data	Description
3,504	Total graduates earning degrees at both campuses (December 2011, March 2012, June 2012, and September 2012)
732	Total number of graduates responding to the survey
20.89%	Actual response rate (732 divided by 3,504)
20	Total graduates not seeking employment. These graduates were removed from the survey.
712	Basis for all Success Report percentages (732 less 20)
81%	Success Rate. This includes a combination of graduates who are "Employed" (67%), and "Continuing Education" (14%).

NOTES:

- 1) Percentages may be off up to one percentage point due to rounding.
- 2)

College of Business and Economics by Degree and Major

UNDERGRADUATE

MAJOR	Total Graduates	Total Responses	Actual Response Rate	Not Seeking Employment	Number Employed	Percent Employed	Number Continuing Education	Percent Continuing Education	Number Unemployed	Percent Unemployed	Success Rate
Business Administration	909	147	16%	4	100	68%	14	10%	29	20%	78%
Economics											

College of Business and Economics Graduate Destinations

Selected Job Titles, Employers, and Continuing Educational Interests by Major and Degree

BS, Business Administration

Employer	Position Title
Solflower Computer Inc.	Office Assistant
24 Hour Fitness	Personal Trainer, Group X instructor, Activity Group Lead
ACG Certified Public Accountant	Tax Associate
Alameda County	Eligibility Support Clerk
Alameda County	Library Page
Alamo Capital	Administrative Assistant
Alere Home Monitoring	Manager, Business Operations
Alta Bates Summit Medical	

Employer	Position Title
SnydersLance	District Sales Manager
Soares Financial, Inc.	Accountant/Administration
Solano County Dept. of Health and Human Services	Benefits Specialist
StartUp	Business Development Manager
Stevens Creek BMW	Finance Manager
T-Mobile	Sales Leader
The Academic Advantage	Student Assignment & Customer Service Representative
TReXGlobal	Director of Marketing
US Bank	Operations Specialist
Vien Thao Media	Manager Assistant
Walnut Creek Honda	Marketing Coordinator
WatchDox, Inc.	Office Manager
Wells Fargo	Service Manager
Yapstone	Staff Accountant

BA, Economics

Employer	Position Title
Attune Foods	Production Manager
Gagen McCoy	Accountant
General Atomics Aeronautical	Analyst
University of California, San Francisco	Senior Analyst
California State University, East Bay	Research Analyst

MBA, BusinessAdministration

Employer	Position Title
Accenture	Consultant
Anthony Pontes Financial Advisor	Accounts Manager
Aricent	Technical Lead
Coca Cola Refreshment, Inc.	

College of Education and Allied Studies Graduate Destinations

Selected Job Titles, Employers, and Continuing Educational Interests by Major and Degree

Major	Degree	Employer	Position Title
Counseling	MS	Anova Center for Education	Classroom Facilitator
Counseling	MS	Apple	Specialist
Counseling	MS		

Major	Degree	Employer	Position Title
Educational Leadershi			

College of Letters, Arts and Social Sciences by Degree and Major

UNDERGRADUATE

MAJOR	Total Graduates	Total Responses	Actual Response Rate	Not Seeking Employment	Number Employed	Percent Employed	Number Continuing Education	Percent Continuing Education	Number Unemployed	Percent
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GRADUATE

MAJOR	Total Graduates	Total Responses	Actual Response Rate	Not Seeking
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Major (at CSU East Bay)	Degree	University	Academic Program
Liberal Studies	BA	Boston College/Norte Dame De Nam	MA Education
Liberal Studies	BA	CSU East Bay	Teaching Credential
Criminal Justice Admin	BS	CSU East Bay	Master of Public Administration
Sociology	BA	CSU East Bay	Social Worker
Anthropology	MA	CSU East Bay	Biological Sciences

College of Science by Degree and Major

UNDERGRADUATE

MAJOR	Total Graduates	Total Responses	Actual Response Rate	Not Seeking Employment	Number Employed	Percent Employed	Number Continuing Education	Percent Continuing Education	Number Unemployed	Percent Unemployed	Success Rate
Biochemistry	29	9	31%	0	5	56%	2	40%	2	40%	78%

College of Science Graduate Destinations

Selected Job Titles, Employers, and Continuing Educational Interests by Major and Degree

Major	Degree	Employer	Position Title
Biochemistry	BS	CellScape Corp	Lab Technician
Biochemistry	BS	Genentech	Lab Technician
Biological Science	BA		



Survey Summaries

Salary Information by College and Degree

College Undergraduate/Graduate	Number of Responses to Salary Question	Low Salary	High Salary	Average Salary
UNDERGRADUATE				
College of Business and Economics	71	13,000	110,000	46,936
College of Education and Allied Studies	4	10,000	98,000	45,360
College of Letters, Arts and Social Sciences	49	7,000	187,000	42,816
College of Science	58	8,000	120,000	42,446
UNDERGRADUATE TOTAL	182	7,000	187,000	44,362
GRADUATE				
College of Business and Economics	7	40,000	140,000	76,429
College of Education and Allied Studies	40	12,000	150,000	65,495
College of Letters, Arts and Social Sciences	33	7,000	130,000	53,427
College of Science	11	10,000	158,000	63,909
GRADUATE TOTAL	91	7,000	158,000	62,098
UNDERGRADUATE AND GRADUATE				
College of Business and Economics	78	13,000	140,000	49,583
College of Education and Allied Studies	44	10,000	150,000	64,347
College of Letters, Arts and Social Sciences	82	7,000	187,000	47,087
College of Science	69	8,000	158,000	45,868
UNDERGRADUATE AND GRADUATE TOTAL	273	7,000	187,000	50,274

Top Employers and Graduate Schools

Organizations employing or graduate schools admitting more than five Cal State East Bay graduates in 2009-2010, as reported by the student

Number of Graduates	Employer or Graduate School	Category
40	CSU East Bay	Graduate School
13	Kaiser	Employer
12	CSU East Bay	Employer
9	Alameda County	Employer
4	Saint Mary's College of California	Graduate School

Success Report Comparisons: 2006-2007 to Present

Historical comparison of previous Success Reports

Academic Year	Employed	Continuing Education	Unemployed	Success Rate	Average Salary
2010-2011	75%	14%	11%	89%	56,095
2009-2010	71%	19%	10%	90%	56,095
2008-2009	74%	16%	10%	90%	53,979
2007-2008	78%	12%	10%	90%	56,418
2006-2007	77%	12%	11%	89%	55,962

Employer Recruiting Activities

Organizations r

Academic Advising & Career Education

Academic Advising and Career Education (AACE) is a one-stop center for both academic advising and career development assistance. Our counselors guide students in understanding and completing all General Education and graduation requirements in addition to helping them clarify and attain their career goals. AACE is also home to PACE (Program

