



2012

Bachelor's Degree Graduates

Degrees awarded September 2011, December 2011, March 2012, and June 2012

Table of Contents

Section 1:	FDS OVERVIEW	2
Section 2:	OVERALL TRENDS - First Destinations, Industries & Regions	5
Section 3:	COMPANIES & ORGANIZATIONS THAT HIRED UCLA GRADUATES	8
Section 4:	GRADUATE SCHOOL DESTINATIONS	9
Section 5:	FIRST DESTINATION SALARY INFORMATION	11
Section 6:	2012 CAREER FAIRS	13

UCLA Career Center Statement of Purpose

“To promote the career development and related life planning skills of UCLA students and alumni, and to provide access to experiential learning and employment opportunities so students may effectively explore career choices and nurture career goals.”

© 2013 Career Center, University of California, Los Angeles. All rights reserved.

No part of this publication may be reproduced or transmitted in any form, by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission. Contact Marketing, Publications, and Media Relations, UCLA Career Center, 501 Westwood Plaza, Los Angeles, CA 90095-1573, or by email at publications@career.ucla.edu, for authorizations.

Section 1: Overview

About UCLA's 2012 First Destination Survey:

2012 presented a significant challenge for the *First Destination Survey (FDS)*. In August of 2011, due to significant budget cuts, the contractor providing the survey deployment aspect of the *FDS* was eliminated without notice. Due to the abrupt termination, two of the four quarters were missed. Although aggressive follow-up attempts were made, the overall response rate was significantly impacted. As a result, the 2012 cohort consists primarily of graduates from March 2012 and June 2012 and a reduced percent of September 2011 and December 2011 graduates. The item most effected by missing these specific quarters was the "Applied for graduate school; awaiting a response." The overall rate of FDS response for the class of 2012 was 11.7% (865 responses out of 7,353 conferred Bachelor Degrees).

Methodology:

The *First Destination Survey* is distributed by the Career Center via email to students graduating every quarter. Multiple follow-ups are sent to graduates who have not yet replied and have not opted out. The quarterly invitations are sent four weeks prior to the end of classes. Following the initial invitation email, reminder messages are sent, in some cases for up to six months after graduation. This "non-stop" surveying technique is unique compared to many other universities' "once-a-year" or "at-graduation" methodologies, this process provides a more comprehensive and accurate picture of the status of UCLA's graduating class. At this time, graduates' participation in the *UCLA First Destination Survey* is entirely voluntary.

The *UCLA First Destination Survey* instrument employs skip logic to ensure that the respondents' experience completing the survey is fast and intuitive. Not every graduate is presented every question. For example, if a respondent indicates that they will be matriculating directly to graduate school, they then only receive questions pertinent to the graduate school experience. They are not asked questions regarding full-time employment. However, every question presented to a student must be answered in order to proceed through the survey. To ensure uniformity of answers, pull-down menus are used wherever appropriate. For example, the survey contains a list of every accredited post-graduate college and university in the U.S., accessed via an alpha sort to make reporting a school especially convenient. Students have the option of filling in a text box "Other" in the event their school or program is not listed. We also present several hundred popular UCLA employers in the same fashion.

The *FDS* data reside in a secure, off-site server. Final reports are generated either by custom SQL queries or Excel reports. For reporting purposes, students with double and triple majors are represented in each of their majors.

Majors Represented in the 2012 First Destination Survey

UCLA currently offers 125 undergraduate majors in five academic divisions.

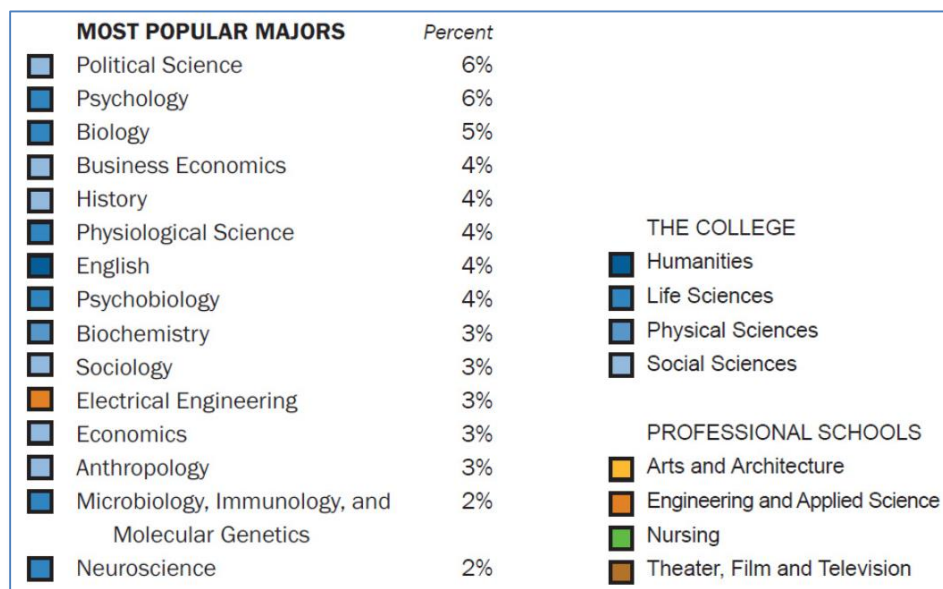
A total of eighty-seven (87) academic majors are represented in the Career Center's 2012 *First Destination Survey*. Of these eighty-seven, forty (40) had five (5) or more graduates respond to the survey. The *First Destination Survey* does not publish data for majors with fewer than five (5) respondents. We do retain all of the information collected on every major but only report the results for majors with less than five (5) respondents under very specific circumstances; such as requests from UCLA administrators an academic department interested in learning more about how their graduates responded.

AEROSPACE ENGINEERING	EAST ASIAN STUDIES	MATHEMATICS
AMERICAN LIT. & CULTURE	ECOLOGY, BEHAVIOR, & EVOL.	MATHEMATICS FOR TEACHING
ANTHROPOLOGY	ECONOMICS	MATHEMATICS OF
APPLIED MATHEMATICS	ELECTRICAL ENGINEERING	COMPUTATION
ARCHITECTURAL STUDIES	ENGLISH	MATHEMATICS/APPLIED SCIENCE
ART	ENVIRONMENTAL SCI.	MATHEMATICS/ECONOMICS
ART HISTORY	ETHNOMUSICOLOGY	MECHANICAL ENGINEERING
ASIAN AMERICAN STUDIES	FILM AND TELEVISION	MICRO., IMM., & MOLEC. GEN
ASTROPHYSICS	GEOGRAPHY	MID. EAST. & N. AFRICAN STUD.
ATMOS., OCEANIC, & ENV. SCI.	GEOGRAPHY & ENV. STUDIES	MOLECULAR, CELL, & DEV. BIO
BIOCHEMISTRY	GERMAN	MUSIC
BIOENGINEERING	GLOBAL STUDIES	MUSIC HISTORY
BIOLOGY	GREEK	NEUROSCIENCE
BIOPHYSICS	HISTORY	NURSING
BUSINESS ECONOMICS	HUMAN BIO. & SOC.	PHILOSOPHY
CHEMICAL ENGINEERING	INTERNATIONAL DEV. STUDIES	PHYSICS
CHEMISTRY	JAPANESE	PHYSIOLOGICAL SCIENCE
CHEMISTRY/MATERIALS SCIENCE	JEWISH STUDIES	POLITICAL SCIENCE
CHICANA AND CHICANO	LATIN	PSYCHOBIOLOGY
STUDIES	LATIN AMERICAN STUDIES	PSYCHOLOGY
CHINESE	LINGUISTICS	SCANDINAVIAN LANG. & CULT.
CIVIL ENGINEERING	LINGUISTICS & ASIAN LANG. &	SOCIOLOGY
CLASSICAL CIVILIZATION	CULTURES	SPANISH
COGNITIVE SCIENCE	LINGUISTICS & COMP. SCI.	SPANISH/COMM. & CULTURE
COMMUNICATION STUDIES	LINGUISTICS AND FRENCH	STATISTICS
COMPARATIVE LITERATURE	LINGUISTICS AND PSYCHOLOGY	STUDY OF RELIGION
COMPUTER SCIENCE	LINGUISTICS AND SPANISH	THEATER
COMPUTER SCIENCE & ENG.	MARINE BIOLOGY	WOMEN'S STUDIES
EARTH & ENV. SCI.	MATERIALS ENGINEERING	WORLD ARTS AND CULTURES

Academic Departments with the Best Response Rates for 2012:

Presented in rank order are the majors with the best overall response rate to the 2012 *FDS*. The Career Center would like to say thank you and acknowledge the extra efforts various departments have put toward helping promote the *FDS*.

1. Political Science
2. Physiological Science
3. Psychology
4. History
5. Sociology
6. Business Economics
7. English
8. Psychobiology
9. Biochemistry
10. Electrical Engineering



Largest Majors at UCLA as Reported by the UCLA Office of Analysis & Information Management (AIM).

How the First Destination Survey Supports the Mission of UCLA:

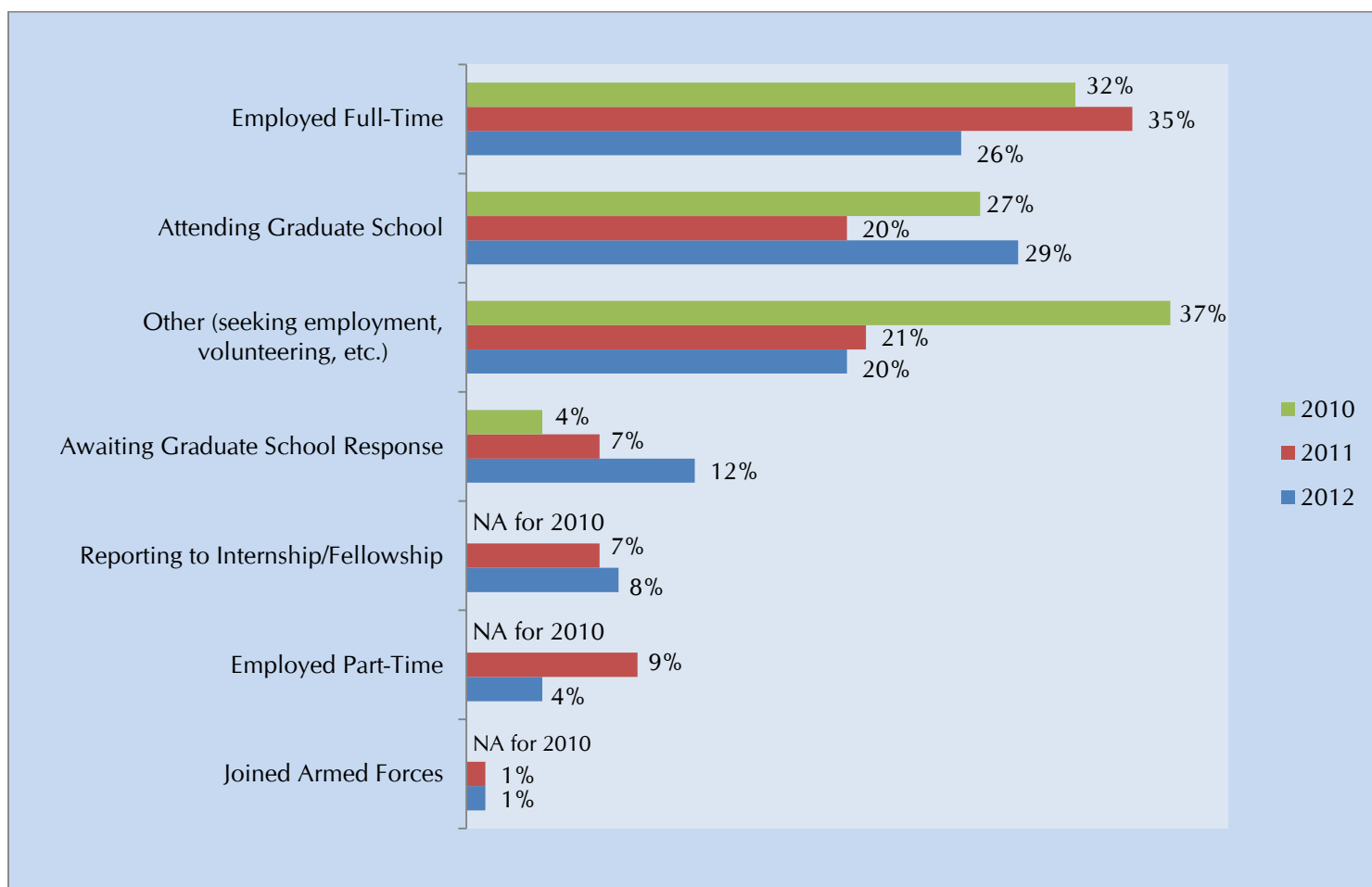
The primary objective of the First Destination Survey (FDS) is to provide data which can be used to accurately inform and shape career expectations of current undergraduates, new alumni, and prospective students. Equally important, the FDS fulfills data requirements of the Higher Education Opportunities Act and provides accurate post-graduation outcomes information to a wide variety of interested constituents, including, but not limited to: the UCLA community at large (administrators, academic departments, etc.), parents, employers, hiring organizations, and media outlets, and the general public.

Section 2: Overall Trends – First Destination, Industries & Regions

FIRST DESTINATION

Being the third administration of the First Destination Survey, we are beginning to report data in trend format. Ultimately, we will be reporting in five year blocks. Being the first year in trend format, we get a much better sense of the evolution of our reporting. Most noticeable is our on-going commitment to providing greater detail in our first destination reporting. In 2010, the first administration of the *FDS*, several first destination categories did not exist and the “Other” category was, in our minds, misleading. By developing and breaking out categories like part-time employment, internships, and fellowships, we see a valuable truth that a significant percent of UCLA graduates are engaging in important and fulfilling work after graduation, even if they are not under the easy to categorize or “preferred” labels like full-time work or Graduate school.

Reported First Destination of UCLA Undergraduates

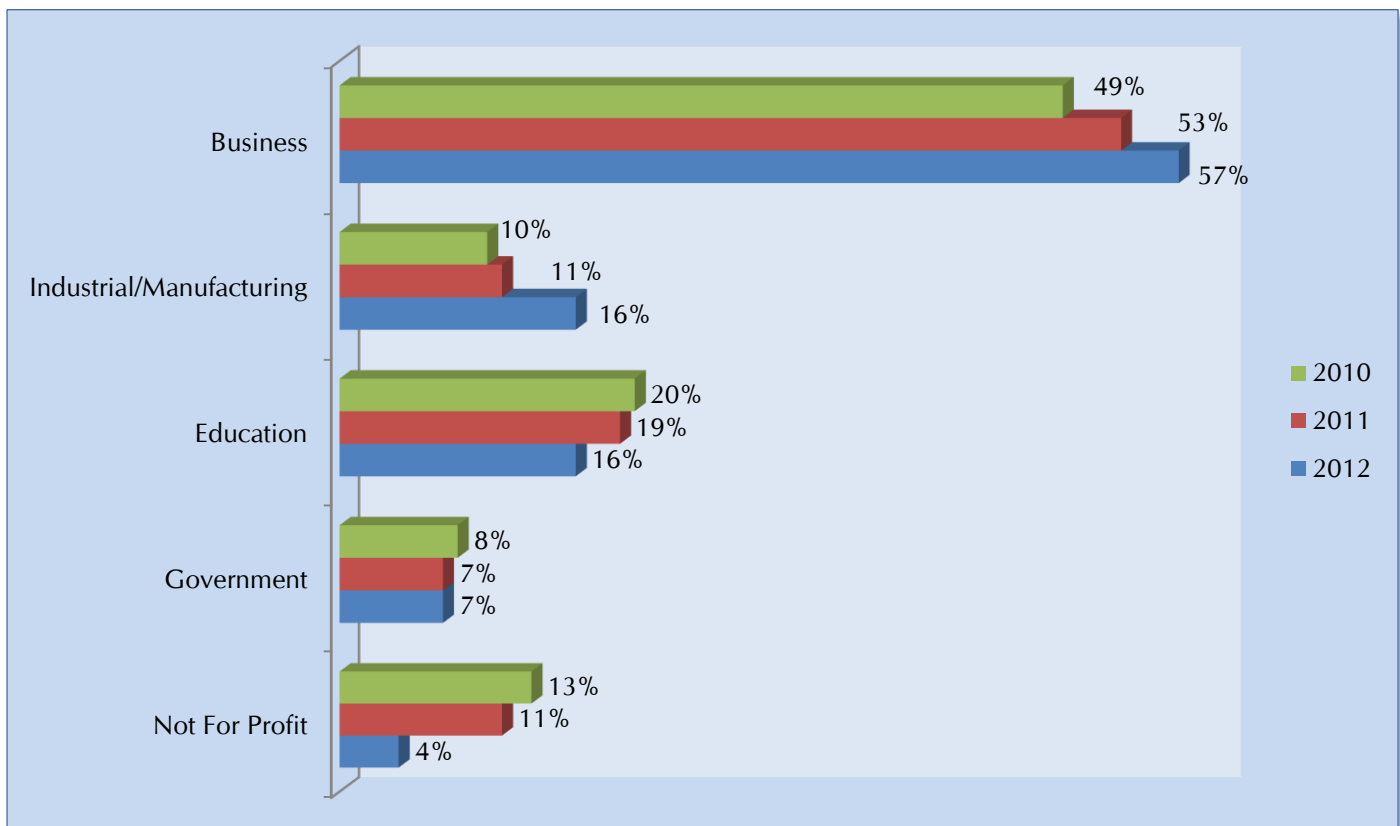


REPORTED INDUSTRY DESTINATION

Surprisingly, of all the elements of the First Destination Survey, reporting the destination industry of students pursuing employment is one of the more problematic aspects. For example, a popular employer of UCLA students is the Los Angeles Unified School District (LAUSD). LAUSD can legitimately be categorized as Education, Government and, even though a stretch, Not For Profit (we consider it Education). Judgment calls are a commonly required.

Another challenge, depending on the level of specificity desired, is the almost limitless number of potential industries. The list below could easily be 25 or 50 categories. Currently, we use the highest level possible but future iterations of the *FDS* may present more detailed breakdowns of Business and Industrial/Manufacturing.

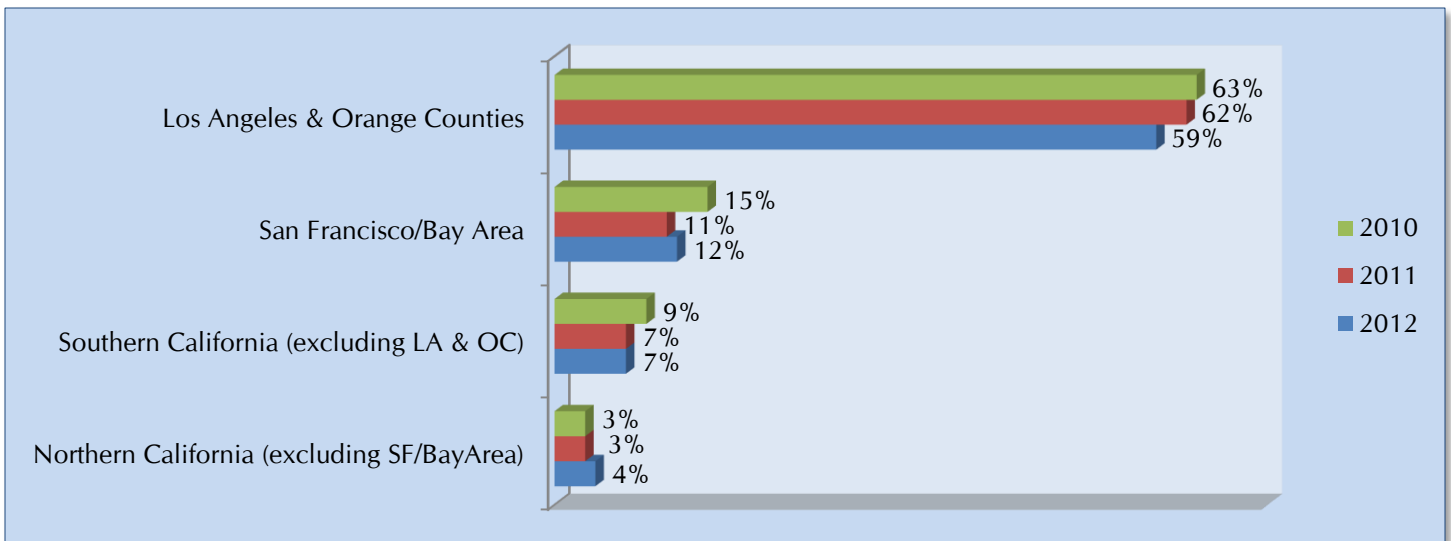
Industry Trends



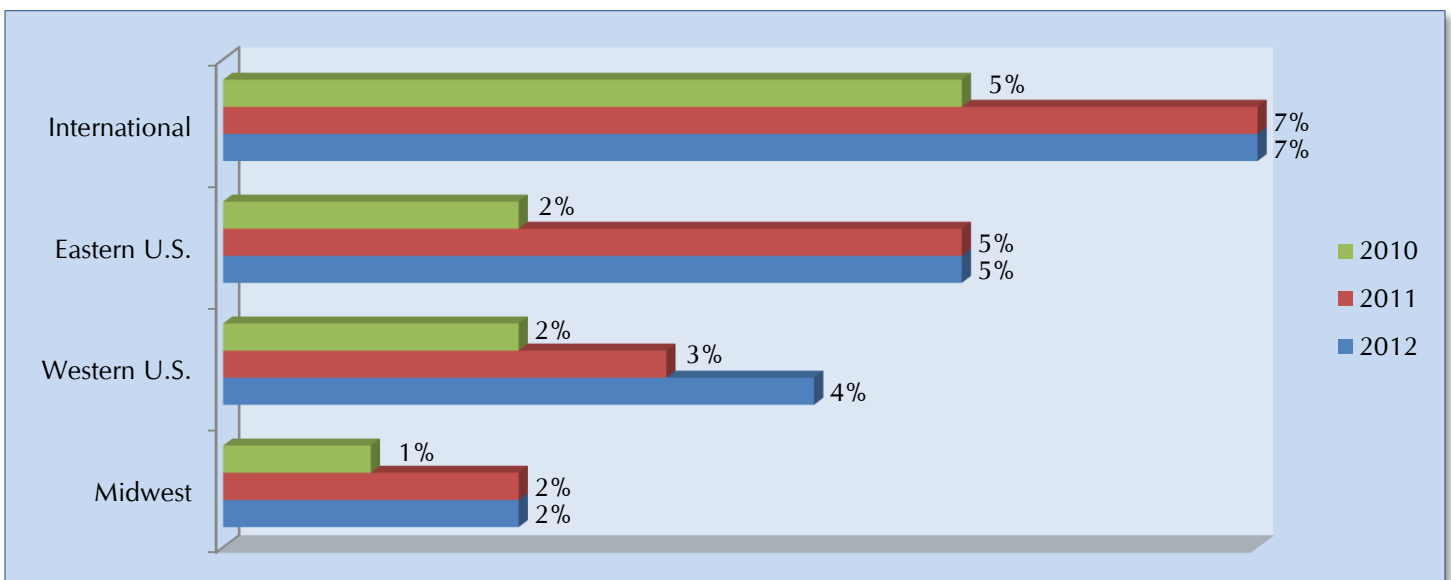
EMPLOYMENT DESTINATION BY REGION

Although UCLA is dramatically diversifying its enrollment based on the geographic origin of admitted students, from the stand-point of the *First Destination Survey*, we have yet to see the impact of these changes. Until then, we continue to see the complete dominance of Los Angeles & Orange counties as the preferred home for the majority of UCLA graduates.

Within California



Outside of California



Section 3: Companies & Organizations that Hired 2012 Graduates

The list below highlights the companies and organizations who hired the most Bruins from the class of 2012. With names like; Amazon, Americorps, Microsoft and Teach For America, it becomes obvious that when Bruins leave UCLA, they go to work in every major sector of the economy. At minimum, each organization hired at least five (5) graduates.

Employers

(listed alphabetically)

Accenture
Amazon.com
Americorps
Bain & Company
Bank of America
Boeing
Chevron Texaco
Cisco Systems
City of Los Angeles
Deloitte & Touche
Deloitte Consulting
Ernst & Young
Fox Networks Groups
Google
Hewlett-Packard
IBM
KPMG
Lockheed Martin
Los Angeles Unified School District
Mercer HR Consulting
Microsoft
Northrop Grumman
Peace Corps
PricewaterhouseCoopers
Shell Oil Company
Sony
Teach For America
Triage Consulting
United States Air Force
University of California, Los Angeles
Walt Disney
ZS Associates

The “top” employers in this list each hired well over 20 new UCLA graduates. Our research (verified for accuracy by the organization) shows that the #1 employer of new UCLA graduates in 2012 was Teach For America who hired 75 Bruins. This statistic confirms that Bruins are not only future contributors and leaders in sectors of the economy such as business, manufacturing and finance but also in education, community service and not-for-profit work.



Inside “The Zone” at the Career Center where students

can find domestic & international internship,
fellowship, volunteer & experiential learning
opportunities

Section 4: Graduate School Destinations

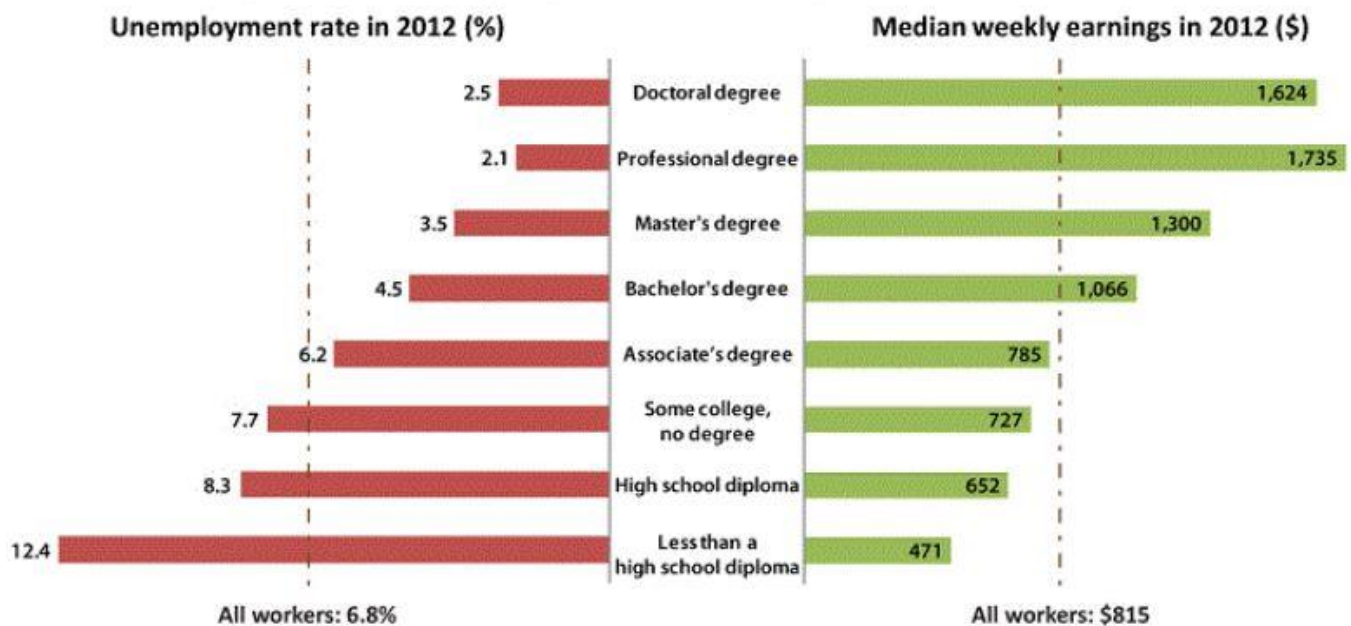
The following tables represent the 20 institutions and the 20 academic areas that UCLA 2012 graduates that Bruins most commonly report are attending within a year after graduation. The tables are independent and listed in alphabetical order.

Institutions	Academic Areas
California State University, Los Angeles	Architecture
California State University, Fullerton	Biological & Biomedical Sciences
California State University, Northridge	Business/Management
Duke University	Communications/Journalism
George Mason University	Computer & Information Sciences
Loma Linda University	Education
Loyola Marymount University	Engineering
New York University	English/English Literature
Pepperdine University	Foreign Language
San Diego State University	Health & Clinical Science
Stanford University	History
Univ. of California, Hastings College of Law	Law
University of California, Berkeley	Multi/Interdisciplinary Studies
University of California, Irvine	Natural Resources & Conservation
University of California, Los Angeles	Philosophy
University of California, San Diego	Physical Sciences
University of Michigan	Psychology
University of Pennsylvania	Public Administration & Social Services
University of Southern California	Social Sciences
University of Washington	Visual & Performing Arts

Section 5: First Destination Salary Information

According to the *National Center for Public Policy and Higher Education* individuals who earn a baccalaureate degree earn, on average, \$2,300,000 over the course of their lifetime. A person who obtains an associate degree earns, on average, \$1,500,000, while individuals with a high school diploma can expect to earn \$1,300,000. Granted, all college majors may not be equal when it comes to average or median income but, overall, a college degree, *from any discipline*, significantly enhances an individual's earning potential.

Earnings and unemployment rates by educational attainment



With initiatives like President Obama's *College Scorecard* and the *Students Right to Know Before You Go* both gaining momentum, there is a growing interest in identifying "the best" college majors to pursue, as defined by average earning potential. Although both well intentioned – to provide college applicants with information about the "value" of a college degree – we believe these types of initiatives will ultimately, negatively impact the public's perception of higher education. Using salary to select a major, although an entirely valid criterion, it should not be the focus or defining aspect.

Although we may not entirely agree with quantifying the value of a degree solely by starting salary, we cannot deny there is significant interest in the information. Therefore, we do offer the average salary by major. For 2012 there were 32 majors which had enough respondents (more than 5) to enable reporting the average starting salary.

AVERAGE SALARY BY MAJOR FOR 2012

MAJOR	AVERAGE SALARY
AEROSPACE ENGINEERING	\$61,500
ANTHROPOLOGY	\$31,248
ART HISTORY	\$30,000
BIOPHYSICS	\$36,000
BIOCHEMISTRY	\$36,902
BIOENGINEERING	\$76,500
BIOLOGY	\$36,288
BUSINESS ECONOMICS	\$56,082
CHEMICAL ENGINEERING	\$67,822
CHICANA & CHICANO STUDIES	\$20,160
CIVIL ENGINEERING	\$35,312
COGNITIVE SCIENCE	\$55,000
COMMUNICATION STUDIES	\$42,334
COMPUTER SCIENCE	\$83,345
CLASSICAL CIVILIZATION	\$33,600
ECONOMICS	\$50,854
ELECTRICAL ENGINEERING	\$52,485
ETHNOMUSICOLOGY	\$40,320
GEOGRAPHY	\$37,504
GEOGRAPHY/ENVIR. STUDIES	\$31,081
GLOBAL STUDIES	\$35,000
HISTORY	\$39,069
INTERNATIONAL DEV. STUDIES	\$32,500
MATHEMATICS/ECONOMICS	\$55,188
MECHANICAL ENGINEERING	\$70,332
MICROBIO, IMM. & MOL. GEN.	\$40,320
MOLEC, CELL, & DEV BIO.	\$37,000
NEUROSCIENCE	\$44,227
POLITICAL SCIENCE	\$39,160
PSYCHOLOGY	\$42,860
SOCIOLOGY	\$39,704
THEATER	\$45,000

Section 6: 2012 Career Fairs

The UCLA Career Center hosted the following 10 career fairs during the 2012 academic year:

Industry Welcome Night	September 2012
Bruin Career Connections	October 2012
Engineering & Technical	October 2012
Global Opportunities Night	November 2012
Internship Night	January 2013
Bruin Career Connections	January 2013
Engineering & Technical Fair	January 2013
Government & Nonprofit	February 2013
International Opportunities	April 2013
Bruin Career Connections	May 2013



UCLA Career Counselor, Stacy Harriman, assisting an employer at the May 2013 Bruin Career Connections Fair

Cumulative attendance:

Total Companies	604
Unique Companies	509
Total Student Attendance	7440

Employer attendance at the 2012 career fairs makes us tentatively optimistic that the overall economy is on the mend. To take the data these data a step further, we are exploring methods for encouraging organizations that attend our fairs to report back regarding their hiring outcomes. However, similar in that we cannot require UCLA students to complete the FDS, the likelihood of being able to mandate employer's to report hiring activity is rather unlikely. With literally hundreds of employers represented at our career fairs, presenting a full list here is not practical. Below is a random sampling of employers from the 5 major industries used in the First Destination Survey.

Not-For-Profit:

City Year, Teach For America, Peace Corps, Fund for the Public Interest, Found Animals Foundation

Industrial/Manufacturing:

SpaceX, Boeing, TiVo, Toyota, Raytheon

Education:

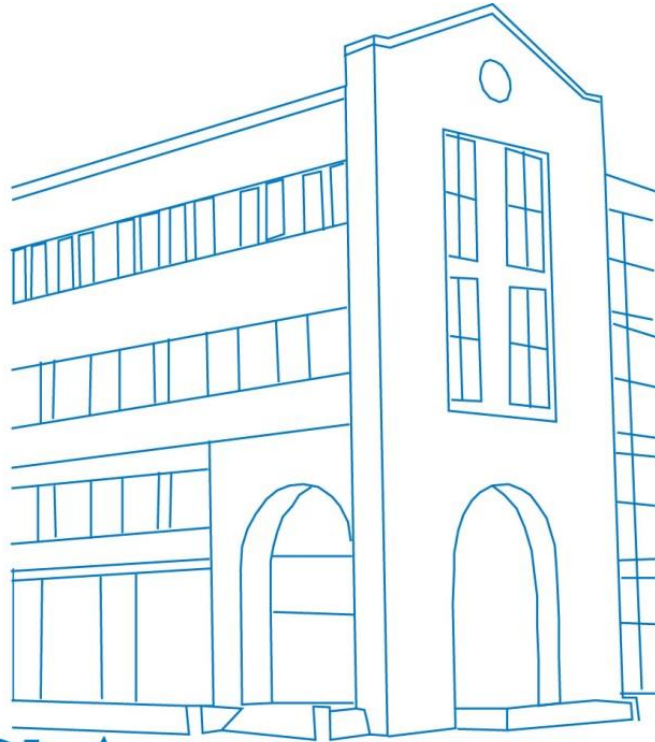
UCLA, Academy of Art University, Camino Nuevo Charter Academy, Urban Teacher Center, MathWorks

Business:

Abercrombie & Fitch, Amazon, Apple, Facebook, Ernst & Young

Government:

CIA, Monterey Institute, City of Beverly Hills, NASA, County of Los Angeles



UCLA Career Center

Excellence. Delivered.

A Department of Student Affairs

501 Westwood Plaza, Los Angeles, CA 90095

career.ucla.edu