

NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES • DATA REPORTED BY EMPLOYERS

SEPTEMBER 2014 EXECUTIVE SUMMARY

Featuring:

- Top Industries | Individual Majors
- Top-Hiring Industries
- Major by Occupational Position | Industry
- Top-Paying Positions
- All Data Reported by Employers



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ABOUT THE SURVEY

Data contained in the NACE *Salary Survey* are produced through a compilation of data derived from the U.S. Bureau of Labor Statistics, the U.S. Census Bureau, and a master data set developed by Job Search Intelligence. Data for the September 2014 *Salary Survey* report were retrieved in July 2014, and were compiled using a proprietary methodology created by Job Search Intelligence.

Salary Survey (ISSN 1520-8648) is available to individuals holding membership in the National Association of Colleges and Employers; it is also available on a subscription basis. The *Salary Survey* report is published three times a year—January, April, and September—by the National Association of Colleges and Employers, 62 Highland Ave., Bethlehem, PA 18017-9085. For more information, see www.nacweb.org or contact NACE at 610.868.1421.

ADDITIONAL DATA AVAILABLE ONLINE: Additional data are available to NACE members and *Salary Survey* subscribers through the Salary Survey Online tool (www.nacweb.org/salary-resources/salary-survey-online.aspx). Featuring data updated monthly, the tool provides in-depth national and regional salary data for new college graduates by industry.

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SALARY SURVEY

The September 2014 Salary Survey report contains employer-based data from approximately 400,000 employers; gathered from government and other sources, the data are actual starting salaries, not offers.

A final look at salaries for the Class of 2014 will be available in the January 2015 Salary Survey report.

EXECUTIVE SUMMARY

The overall average starting salary for Class of 2014 college graduates stands at \$48,707, up 7.5 percent from the average of \$45,327 posted by the Class of 2013 at this time last year.

Driving the sizable overall salary increase are the gains made by the communications and computer science disciplines, which are the biggest for Class of 2014 graduates. (See Figure 1.) This is especially good news for computer science graduates, who were the only group who saw their overall average salary decrease last year.

FIGURE 1 | **AVERAGE SALARIES BY DISCIPLINE**

Broad Category	2014 Average Salary	2013 Average Salary	Percent Change
Business	\$57,229	\$55,635	2.9%
Communications	\$48,253	\$43,835	10.1%
Computer Science	\$62,103	\$58,547	6.1%
Education	\$40,267	\$40,337	-0.2%
Engineering	\$62,891	\$62,062	1.3%
Humanities & Social Sciences	\$38,049	\$37,791	0.7%
Math & Sciences	\$44,299	\$42,731	3.7%
Overall	\$48,707	\$45,327	7.5%

BUSINESS

Average starting salaries for graduates within the business disciplines rose 2.9 percent to \$57,229. The average salaries for all majors in this category improved, but logistics/materials management majors and marketing majors fared the best, with double-digit increases of 11.4 percent and 10.8 percent, respectively.

COMMUNICATIONS

Graduates in the communications disciplines witnessed the largest overall increase in this report—10.1 percent—bumping up their overall average starting salary to \$48,253. The main reason for the overall average increase to the group is that the average salary reported for students majoring specifically in communications rose 17.5 percent to \$52,300. Also, professional services employers—who paid starting salaries that averaged \$56,100—reported the most salaries for these particular majors.

COMPUTER SCIENCES

As a group, graduates in the computer sciences disciplines saw their overall average starting salary bounce back from a 2.5 percent decrease last year to

a 6.1 percent increase this year. The overall average now stands at \$62,103. Students majoring specifically in computer science saw an increase of 5.3 percent, bringing their average starting salary to \$67,500. Meanwhile, information sciences and systems majors saw an even higher increase—6.5 percent—as their average starting salary climbed to \$58,800.

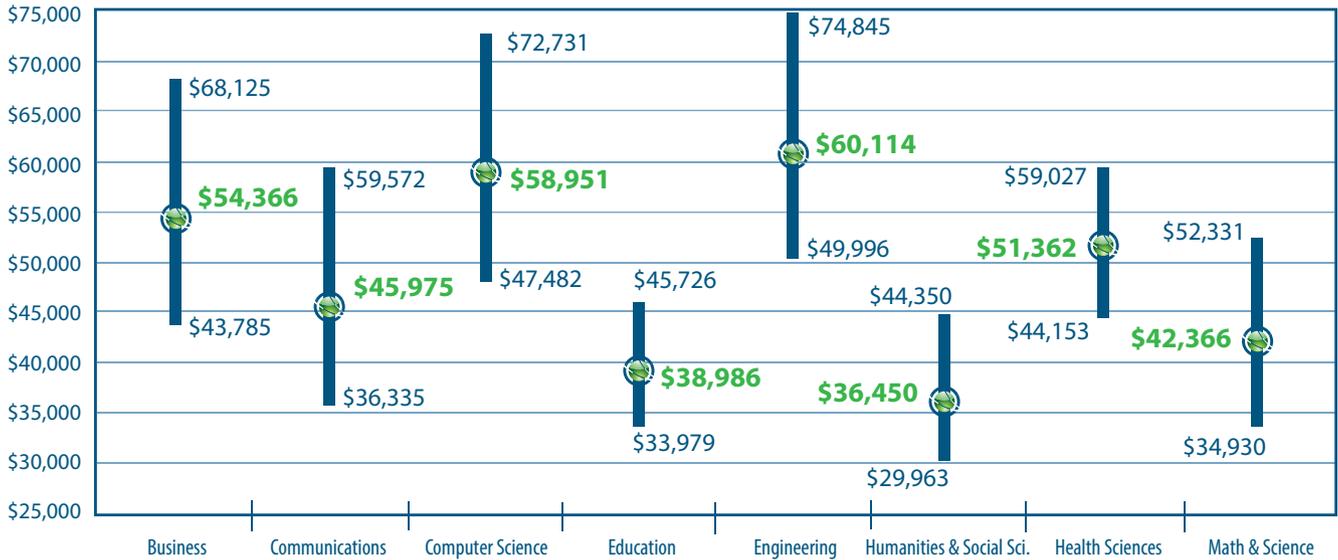
EDUCATION

The average starting salary for education majors overall remained fairly level, slipping by just 0.2 percent to \$40,267. Although most of the individual education majors saw their average starting salaries decrease slightly, two majors posted small increases. Elementary teacher education majors now earn an average starting salary of \$39,700—up 1.8 percent over last year's average; physical education teaching majors now start at an average salary of \$43,000, a 0.7 percent increase.

ENGINEERING

Engineering graduates saw their overall average starting salary nudge up 1.3 percent to \$62,891. Industrial/manufacturing engineering disciplines saw the largest increase to their average starting salaries (nearly 5 percent to \$57,100); computer engineering

FIGURE 2 | SALARY RANGES | BY DISCIPLINE



graduates saw the largest decrease (2 percent to \$68,900). Even the highest-paid engineering major—petroleum engineering—saw a small decrease of 1.8 percent, dropping the average starting salary to \$94,500.

HEALTH SCIENCES

Nursing graduates saw their average starting salary jump by a healthy 6.3 percent to \$55,300. The average starting salary for health and related sciences majors, however, stood pat at \$46,800.

HUMANITIES AND SOCIAL SCIENCES

Overall, the average starting salary for graduates in the humanities and social sciences crept up less than 1 percent from last year to \$38,049. More of the majors reported within this group saw decreases to their aver-

age starting salaries than increases, but the decreases were mainly less than 2 percent. The largest decrease reported was for history majors, who saw their average starting salary drop 6.4 percent to \$39,400. Among the majors that saw increases, criminal justice saw the highest at 11.5 percent, raising the average starting salary to \$38,800.

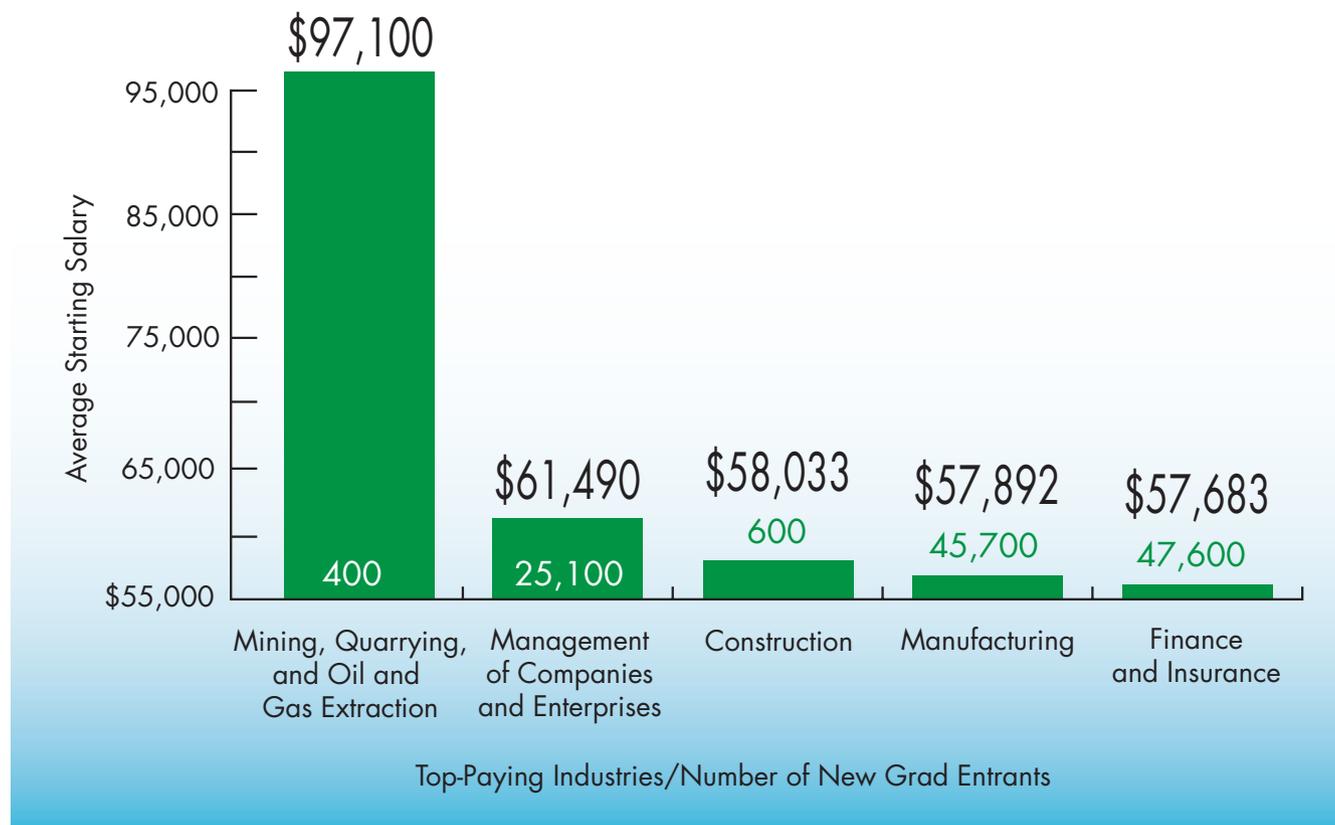
MATHEMATICS AND SCIENCES

Graduates earning degrees in the math and sciences disciplines saw reasonable movement in their average starting salary. The overall average salary for the group rose 3.7 percent over last year, making it \$44,299. Contributing to the healthy gain is the fact that all reported majors in the group posted increases, which ranged from 1.4 percent for mathematics majors (to \$50,500) to 10.1 percent for architecture majors (to \$45,900).

*Not currently available.

TOP-PAYING | INDUSTRIES

The chart below shows the top five industries that paid the highest starting salaries to 2014 bachelor's degree graduates, regardless of major. The number of new graduate entrants reported by each particular industry is also listed here.



INDUSTRY | DEFINITIONS

Mining, Quarrying, and Oil and Gas Extraction: This sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas.

Management of Companies and Enterprises: This sector comprises 1) establishments that hold the securities of companies and enterprises for the purpose of owning a controlling interest or influencing management decisions, or 2) establishments that administer, oversee, and manage establishments of the company or enterprise.

Construction: The construction sector comprises establishments primarily engaged in the construction of buildings or engineering products (e.g., highways and utility systems).

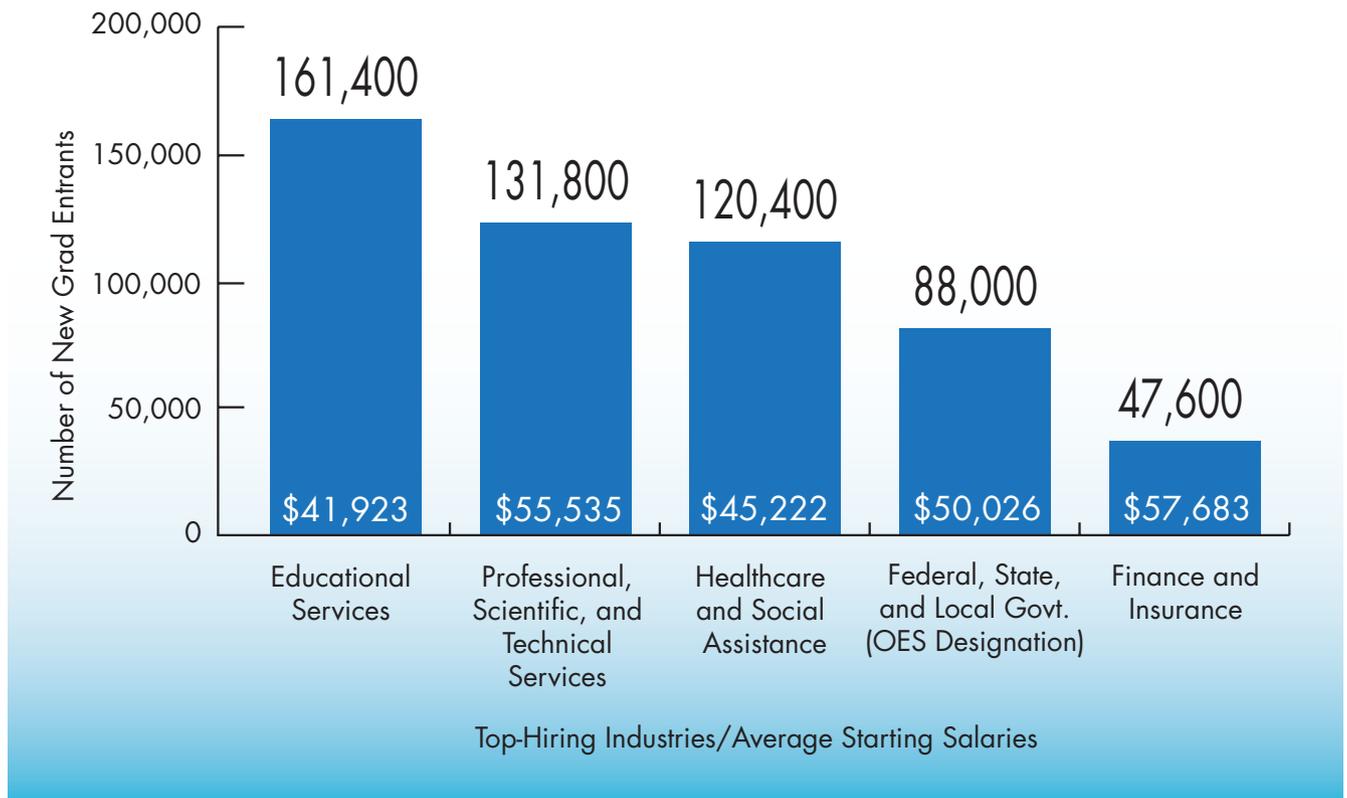
Manufacturing: The manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

Finance and Insurance: This sector includes establishments primarily engaged in financial transactions and/or in facilitating financial transactions.

Source: U.S. Census Bureau, North American Industry Classification System (NAICS), 2007. www.census.gov/eos/www/naics/

TOP-HIRING | INDUSTRIES

This chart shows the top five industries that reported the highest number of new graduate entrants for 2014 bachelor's degree graduates, regardless of major. The average starting salary reported by each particular industry is also listed here.



INDUSTRY | DEFINITIONS

Educational Services: This sector comprises establishments that provide instruction and training in a wide variety of subjects. The instruction and training is provided by establishments such as schools, colleges, universities, and training centers.

Professional, Scientific, and Technical Services: This sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. (Examples include accounting, bookkeeping, payroll services, architectural, engineering, and computer services.)

Healthcare and Social Assistance: The Healthcare and Social Assistance sector comprises establishments providing healthcare and social assistance for individuals. The sector includes both healthcare and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities.

Federal, State, and Local Government (OES Designation): Federal, State, and Local Government, excluding state and local schools and hospitals, and the U.S. Postal Service.

Finance and Insurance: This sector includes establishments primarily engaged in financial transactions and/or in facilitating financial transactions.

Source: U.S. Census Bureau, North American Industry Classification System (NAICS), 2007. www.census.gov/eos/www/naics/

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