

# NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES • DATA REPORTED BY EMPLOYERS

## JANUARY 2014 EXECUTIVE SUMMARY

### Featuring:

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



# NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES

## ABOUT THE SURVEY

Data contained in the NACE *Salary Survey* are produced through a compilation of data derived from the Bureau of Labor Statistics, the Census Bureau, and a master data set developed by Job Search Intelligence. Data for the January 2014 *Salary Survey* report were retrieved in November 2013, 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](http://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](http://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 January 2014 Salary Survey issue contains employer-based data from approximately 400,000 employers; gathered from government and other sources, the data are actual starting salaries, not offers.*

## EXECUTIVE SUMMARY

The overall average starting salary for Class of 2013 graduates has increased 2.6 percent to \$45,633 from the final overall average of \$44,482 for the Class of 2012.

The current overall average starting salary is buoyed by the 2.9 percent increase to humanities and social sciences majors' average salary and the 2.3 percent bump to the average salary of business majors.

Average salaries within the other broad categories of disciplines remain essentially flat, with some groups even slipping a little from last year—albeit by decreases of less than 1 percent. (See Figure 1.)

FIGURE 1 | AVERAGE SALARIES BY DISCIPLINE

Broad Category	2013 Average Salary	2012 Average Salary	Percent Change
Business	\$55,144	\$53,900	2.3%
Communications	\$44,552	\$43,717	1.9%
Computer Science	\$59,084	\$59,221	-0.2%
Education	\$40,590	\$40,668	-0.2%
Engineering	\$62,564	\$62,655	-0.1%
Humanities & Social Sciences	\$38,045	\$36,988	2.9%
Math & Sciences	\$42,956	\$42,471	1.1%
<b>Overall</b>	<b>\$45,633</b>	<b>\$44,482</b>	<b>2.6%</b>

### BUSINESS

Business majors had one of the higher increases to the overall average salary—2.3 percent—to bring their average starting salary to \$55,144. All the individual business majors also had increases in salary, except hospitality services management, whose salary decreased by 0.2 percent. International business majors, whose average starting salary rose 3.8 percent to \$46,900, had the largest increase of the group, however, management information systems majors earn the highest average salary—\$60,700.

### COMMUNICATIONS

The overall average salary for communications graduates rose almost 2 percent to \$44,552. In addition, all three specific fields within this category received increases to their individual average starting salaries: advertising, 1.9 percent to \$48,100; communications, 1.8 percent to \$45,300; and journalism, 2.4 percent to \$41,900.

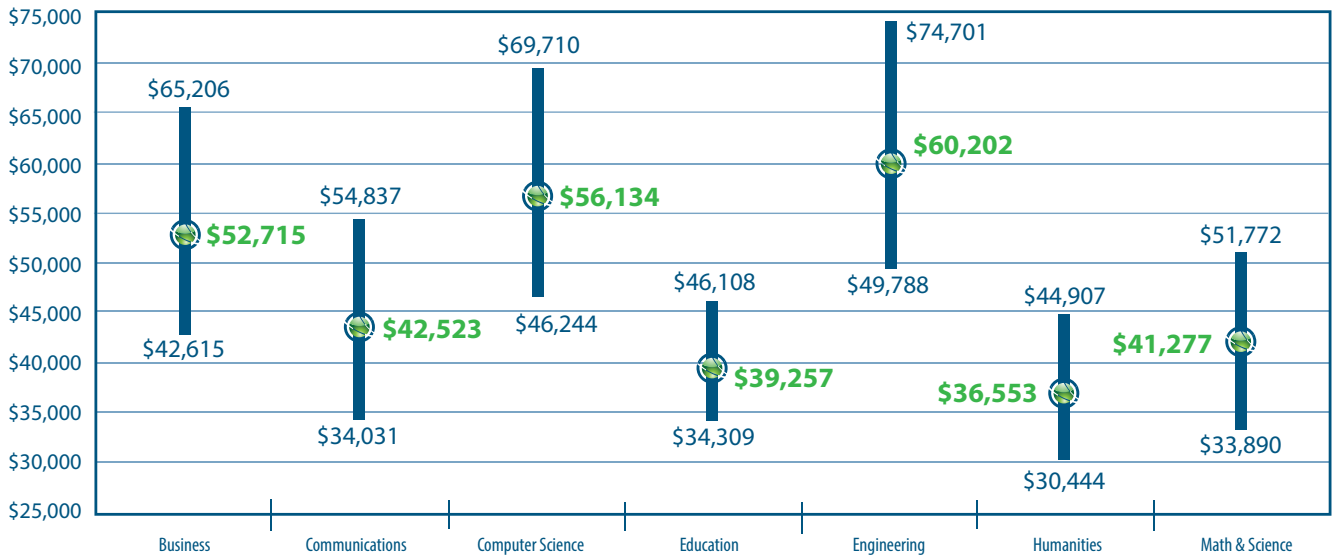
### COMPUTER SCIENCES

In the September 2013 issue of *Salary Survey*, computer science graduates (as a group) were the only ones to lose ground when their overall average starting salary decreased by 2.5 percent. While this issue reports another decrease for these graduates, it was only a 0.2 percent drop to \$59,084. Specific computer science graduates even saw an increase of 0.5 percent, bringing their starting salary to \$64,700.

### EDUCATION

Like computer science majors, education graduates saw a decrease of 0.2 percent to their overall average starting salary, which dropped to \$40,590. However, all but one individual education discipline posted increases in starting salaries, with special education majors earning the highest average salary of \$46,000.

FIGURE 2 | SALARY RANGES | BY DISCIPLINE



## ENGINEERING

Starting salaries for engineering majors barely moved from last year's average of \$62,655 to \$62,564 this year, a decrease of just 0.1 percent. And, like most of the other categories of majors in this report, starting salaries within the reported engineering disciplines increased across the board. The average starting salary for mechanical engineering graduates climbed 2.5 percent to \$64,500, the highest increase among this group. Meanwhile, the top-paid engineering degree continues to be petroleum engineering, with a current average starting salary of \$97,000.

## HEALTH SCIENCES

Within the health sciences, nursing graduates saw their average starting salary rise to \$52,800, an increase of just slightly more than 1 percent. Throughout the 2013 reporting year, nursing salaries have remained near \$52,000.

## HUMANITIES AND SOCIAL SCIENCES

With their 2.9 percent increase, humanities and social sciences graduates' overall average salary rose from an average of \$36,988 last year to \$38,045 this year. Most of the individual majors had increases in the 1 to

2 percent range, however, visual and performing arts majors posted a 5.9 percent increase to their average starting salary, bringing it to \$35,800. This increase may be due to the industries and positions reported for these particular graduates: Professional, scientific, and technical services employers reported a large number of salaries, averaging \$36,200. And, the top-paying positions reported for these students were sales and marketing positions, with an average salary of \$59,900.

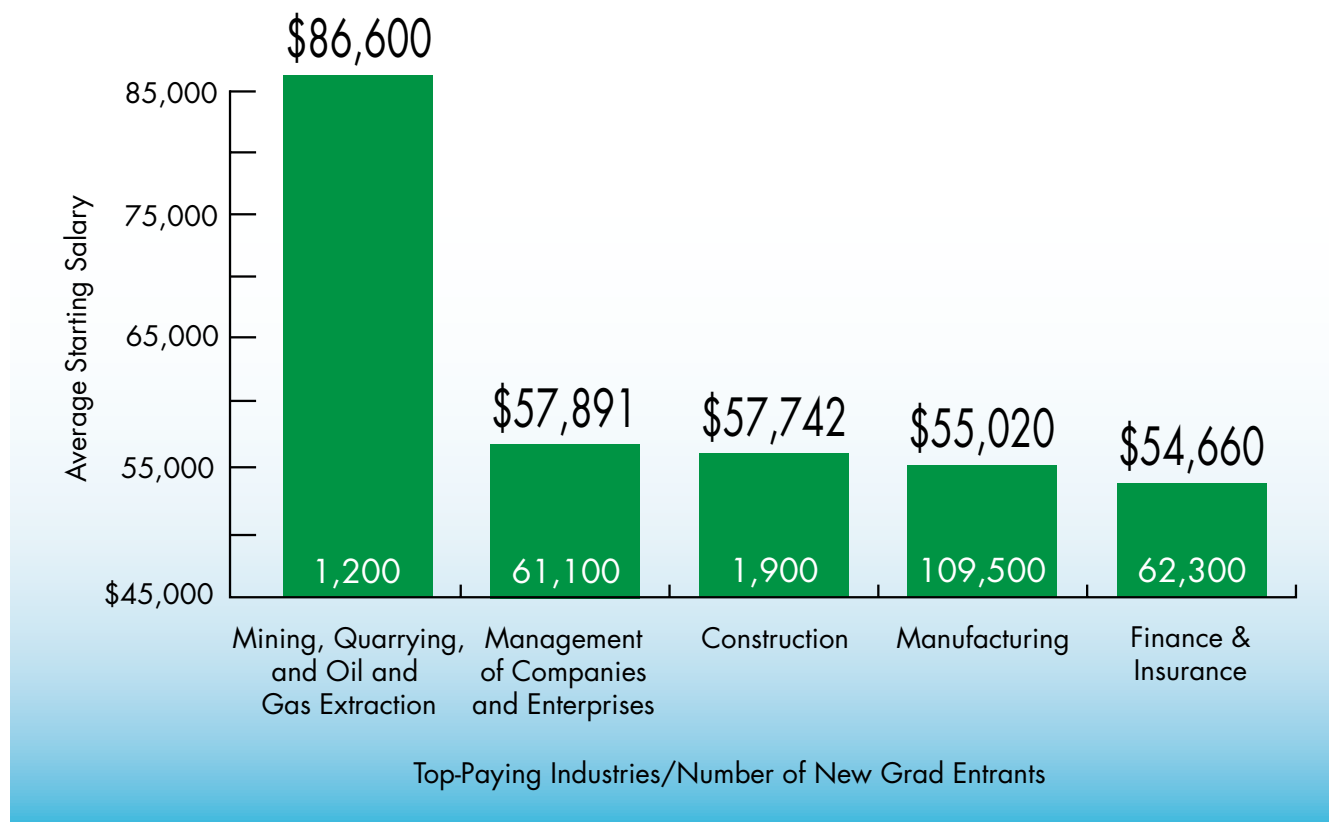
## MATHEMATICS AND SCIENCES

Students graduating with math and science degrees saw an overall increase in line with the other categories in this report. Collectively, the average starting salary rose 1.1 percent to \$42,956. Mathematics majors posted an increase of 1.8 percent to their average starting salary, bringing it to \$50,200. Chemistry majors, on the other hand, saw their average salary decrease by 0.4 percent to \$45,300. And, while construction science/management majors received a slight 0.5 percent increase, they are the highest-paid of these particular disciplines with an average starting salary of \$56,900.

*The first look at salaries for the Class of 2014 will appear in the next issue of Salary Survey, which will be published in April 2014.*

## TOP-PAYING | INDUSTRIES

The chart below shows the top five industries that paid the highest starting salaries to 2013 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).

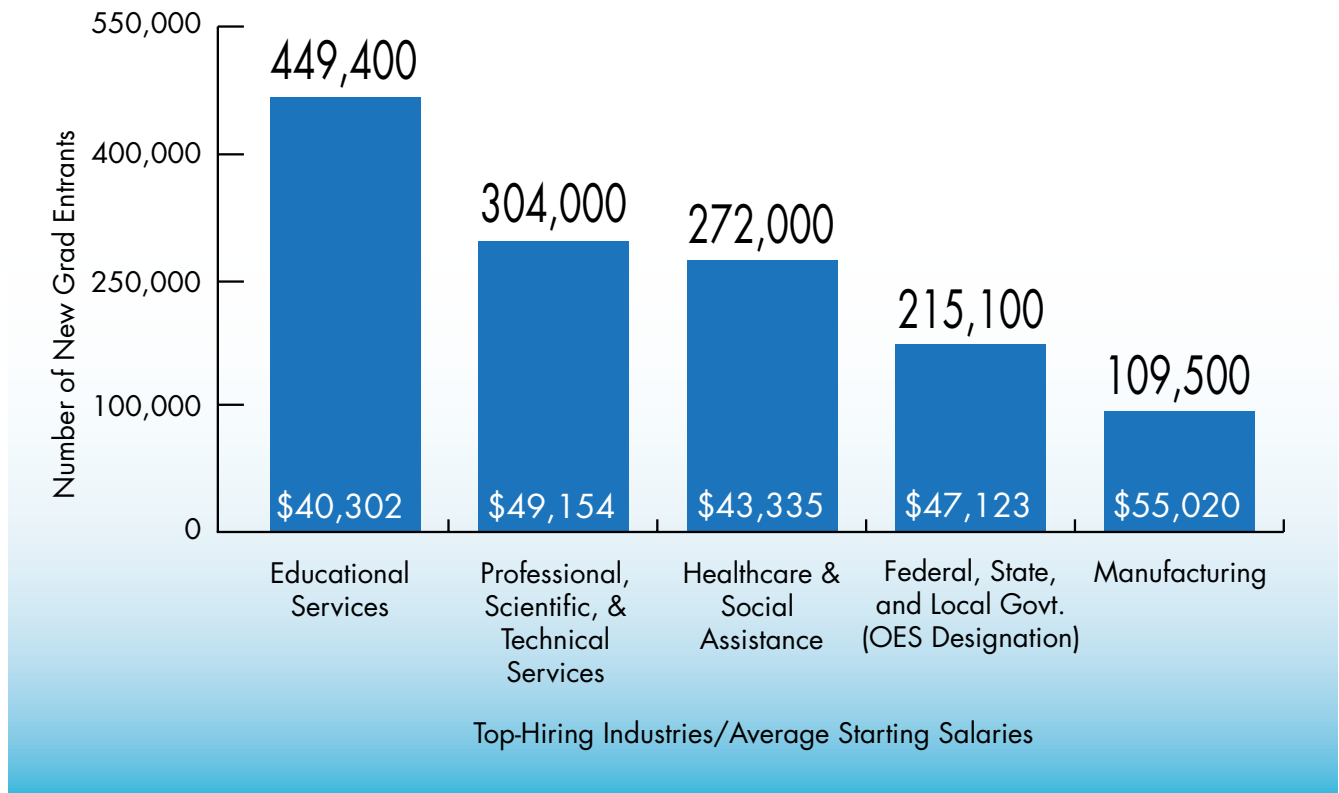
**Manufacturing:** The manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

**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/](http://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 2013 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:** This 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):** This sector comprises federal, state, and local government, excluding state and local schools and hospitals, and the U.S. Postal Service.

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

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

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