



2010 Graduate Employment Report

Two-Year Associate Degree Program Marketing

| <u>3 Year Trend Summary</u> | Number | | | Percent | | |
|--|--------|------|------|---------|-------|--------|
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Total Graduates | 61 | 58 | 61 | | | |
| Graduate Responses | 40 | 26 | 30 | 65.6% | 44.8% | 49.2% |
| Available for Employment (employed/seeking) | 35 | 21 | 27 | 87.5% | 80.8% | 90.0% |
| Graduates Employed | 31 | 20 | 27 | 88.6% | 95.2% | 100.0% |
| Employed in Related Occupation | 14 | 10 | 10 | 45.2% | 50.0% | 37.0% |
| Employed in Unrelated Occupation | 17 | 10 | 17 | 54.8% | 50.0% | 63.0% |
| Employed - No Response | 0 | 0 | 0 | 0.0% | 0.0% | 0.0% |
| Seeking Employment | 4 | 1 | 0 | 11.4% | 4.8% | 0.0% |
| Not in the Labor Market | 5 | 5 | 3 | 12.5% | 19.2% | 10.0% |

Reaction to Training at Madison College

| | | | | | | |
|---------------------|----|----|----|-------|-------|-------|
| Number of Responses | 40 | 26 | 30 | | | |
| Very Satisfied | 12 | 9 | 14 | 30.0% | 34.6% | 46.7% |
| Satisfied | 25 | 17 | 16 | 62.5% | 65.4% | 53.3% |
| Unsatisfied | 2 | 0 | 0 | 5.0% | 0.0% | 0.0% |
| Very Unsatisfied | 1 | 0 | 0 | 2.5% | 0.0% | 0.0% |

Primary Reason for Attending Madison College

| | | | | | | |
|-----------------------------------|----|----|----|-------|-------|-------|
| Number of Responses | 40 | 26 | 30 | | | |
| Preparation for Getting a Job | 15 | 10 | 13 | 37.5% | 38.5% | 43.3% |
| Career Change | 3 | 1 | 6 | 7.5% | 3.8% | 20.0% |
| Improvement of Existing Skills | 4 | 5 | 2 | 10.0% | 19.2% | 6.7% |
| Preparation for Further Education | 14 | 9 | 6 | 35.0% | 34.6% | 20.0% |
| Personal Interest | 2 | 1 | 2 | 5.0% | 3.8% | 6.7% |
| Other | 2 | 0 | 1 | 5.0% | 0.0% | 3.3% |

Employment Location (related and unrelated)

| | | | | | | |
|---|----|----|----|-------|-------|-------|
| Number of Responses | 31 | 20 | 27 | | | |
| In Madison College District | 26 | 16 | 21 | 83.9% | 80.0% | 77.8% |
| In Wisconsin, not in Madison College District | 4 | 3 | 4 | 12.9% | 15.0% | 14.8% |
| Outside of Wisconsin | 1 | 1 | 2 | 3.2% | 5.0% | 7.4% |
| Employer Location Unknown | 0 | 0 | 0 | 0.0% | 0.0% | 0.0% |

When Employment was Obtained

| | | | | | | |
|-----------------------------------|----|----|----|-------|-------|-------|
| Number of Responses | 31 | 20 | 27 | | | |
| Before Enrollment | 7 | 8 | 12 | 22.6% | 40.0% | 44.4% |
| While Attending Madison College | 10 | 5 | 7 | 32.3% | 25.0% | 25.9% |
| After Training at Madison College | 14 | 7 | 8 | 45.2% | 35.0% | 29.6% |

Salary Information (related)

| | 2008 | 2009 | 2010 |
|--|-----------------------------------|----------------------------------|----------------------------------|
| Full/Part-time Salary Responses | 12 | 10 | 10 |
| Average Mnthly / Hrly Full-time Salary | \$2,649 / \$15.28 | \$2,435 / \$14.05 | \$2,488 / \$14.35 |
| Mnthly / Hrly Full-time Salary Range | \$1,733-\$4,167 / \$10.00-\$24.04 | \$1,387-\$4,219 / \$8.00-\$24.34 | \$1,563-\$3,792 / \$9.02-\$21.88 |
| Average Full-time Hours Per Week | 41 | 42 | 44 |
| Average Part-time Hourly Salary | No Responses | \$14.60 | No Responses |

*Data note: All data as reported. % subject to rounding errors. Care should be taken when interpreting unusually high/low salary information due to volunteer or self/previous employment.

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Job Postings Through the TechConnect System

| <i>In/Out of District</i> | <i>Full-time Jobs</i> | <i>Part-time Jobs</i> | <i>Total</i> |
|----------------------------------|------------------------------|------------------------------|---------------------|
| In MATC District | 156 | 62 | 218 |
| Out of District | 1572 | 853 | 2425 |

| <u>Employer(s)</u> | <i>*Blank if Madison or WI</i> | <u>City*</u> | <u>State*</u> | <u>JobTitle</u> | <u>Positions >1</u> |
|----------------------------------|--------------------------------|--------------|---------------|----------------------------------|------------------------|
| Aeival Beauty Supply | | | | Sales Associate | |
| American Family Insurance | | | | Underwriter | |
| Epic Systems Corp | | Verona | | Marketing | |
| Full Sail University | | Winter Park | FL | Admissions Connection Specialist | |
| Liphatech Inc | | Milwaukee | | Marketing Manager | |
| Literacy Network | | | | Volunteer Manager | |
| McFarland Liquor | | McFarland | | Retail Manager | |
| Micron Bio Systems | | Buena Vista | VA | Sales Representative | |
| Tanworld | | | | Salon Manager | |
| Wisconsin Restaurant Association | | | | Creative Marketing Manager | |