



## Degree Outcomes For the Undergraduate Class of 2024

### Settled Vs. Seeking

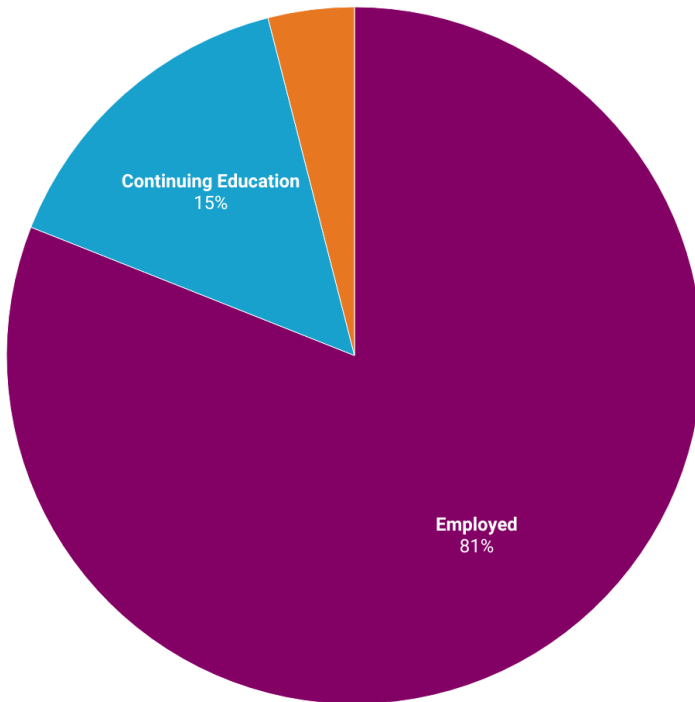
Based on the most recent survey completed at the end of 2024, 96% of College of Communication Undergraduate Students found their path within six months of graduation, reporting themselves as settled into employment, graduate or professional school, or other chosen activity.

Knowledge Rate = 77% (456 out of 594 COM undergraduate student degree recipients)

### Among All College of Communication 2024 Graduates

**96% Settled** (students who are reporting themselves as settled in employment, graduate or professional school, or other chosen activity)

■ Employed ■ Continuing Education ■ Still Seeking



*Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.*

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### All 2024 College of Communication Graduates:

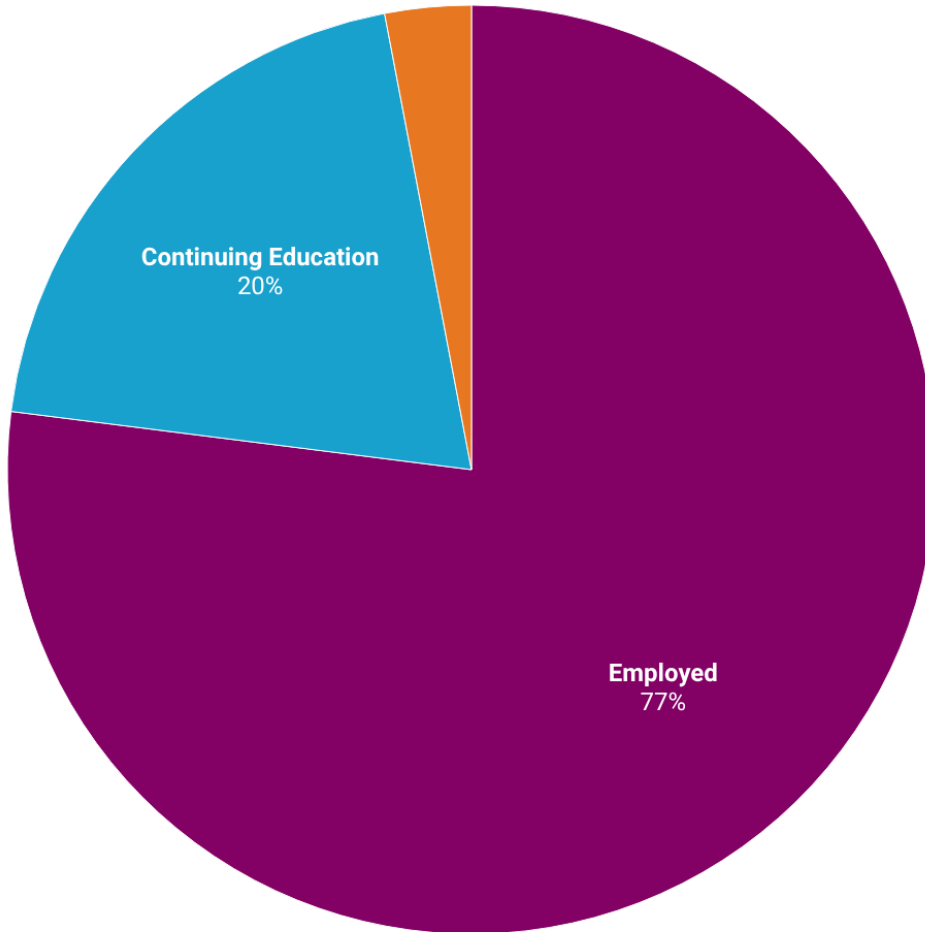
96% Settled: 81% Employed, 15% Continuing Education, 4% Still Seeking



## Among All Advertising 2024 Graduates

**97% Settled** (132 of 171 graduates are reporting themselves as settled in to employment, graduate or professional school, or other chosen activity)

■ Employed ■ Continuing Education ■ Still Seeking



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### All 2024 Advertising Graduates

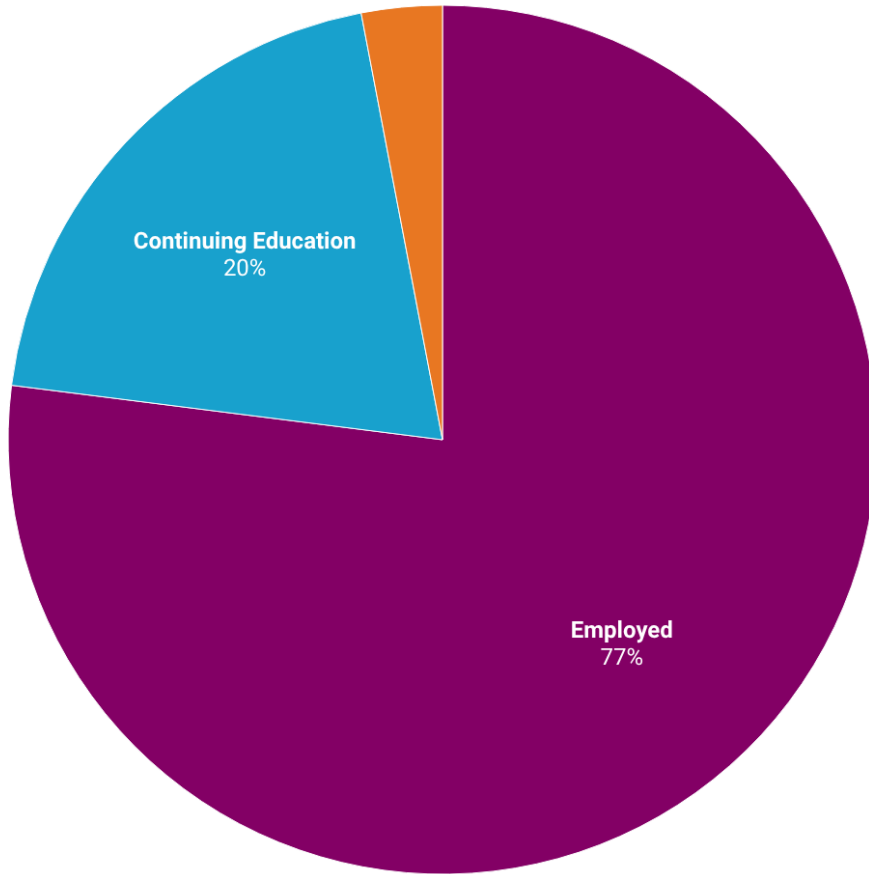
97% Settled: 77% Employed, 20% Continuing Education, 3% Still Seeking



## Among All Public Relations 2024 Graduates

**97% Settled** (103 of 128 graduates are reporting themselves as settled in to employment, graduate or professional school, or other chosen activity)

■ Employed ■ Continuing Education ■ Still Seeking



*Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.*

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### All 2024 Public Relations Graduates

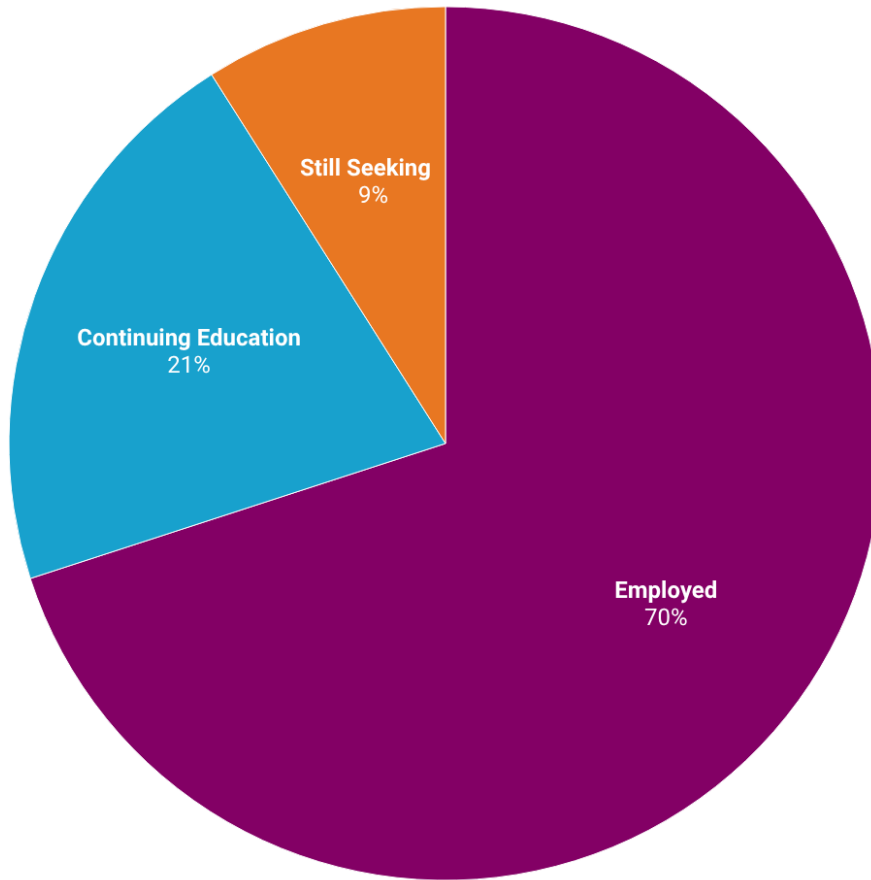
97% Settled: 77% Employed, 20% Continuing Education, 3% Still Seeking



## Among All Media Science 2024 Graduates

**91% Settled** (33 of 44 graduates are reporting themselves as settled in to employment, graduate or professional school, or other chosen activity)

■ Employed ■ Continuing Education ■ Still Seeking



*Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.*

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### All 2024 Media Science Graduates

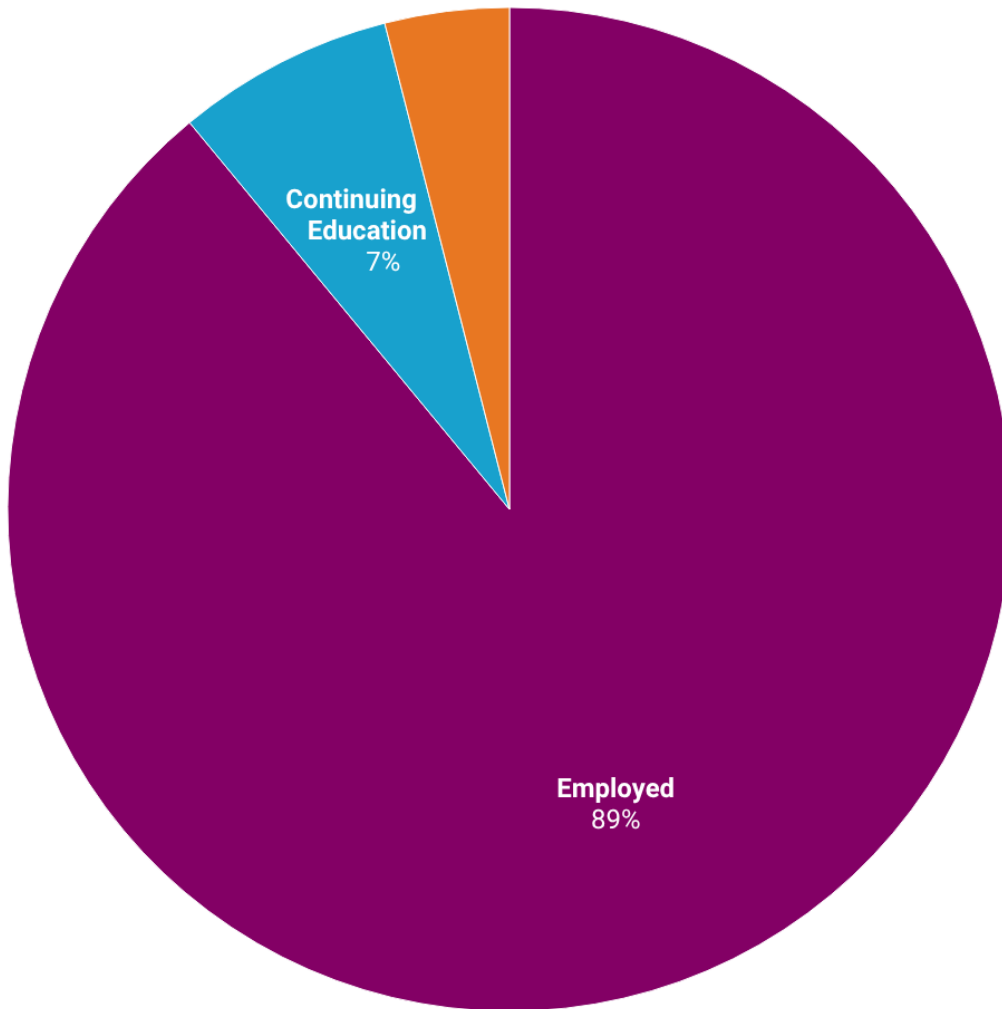
91% Settled: 70% Employed, 21% Continuing Education, 9% Still Seeking



## Among All Film and TV 2024 Graduates

**96% Settled** (123 of 173 graduates are reporting themselves as settled in to employment, graduate or professional school, or other chosen activity)

Employed Continuing Education Still Seeking



Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.

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### All 2024 Film and TV Graduates

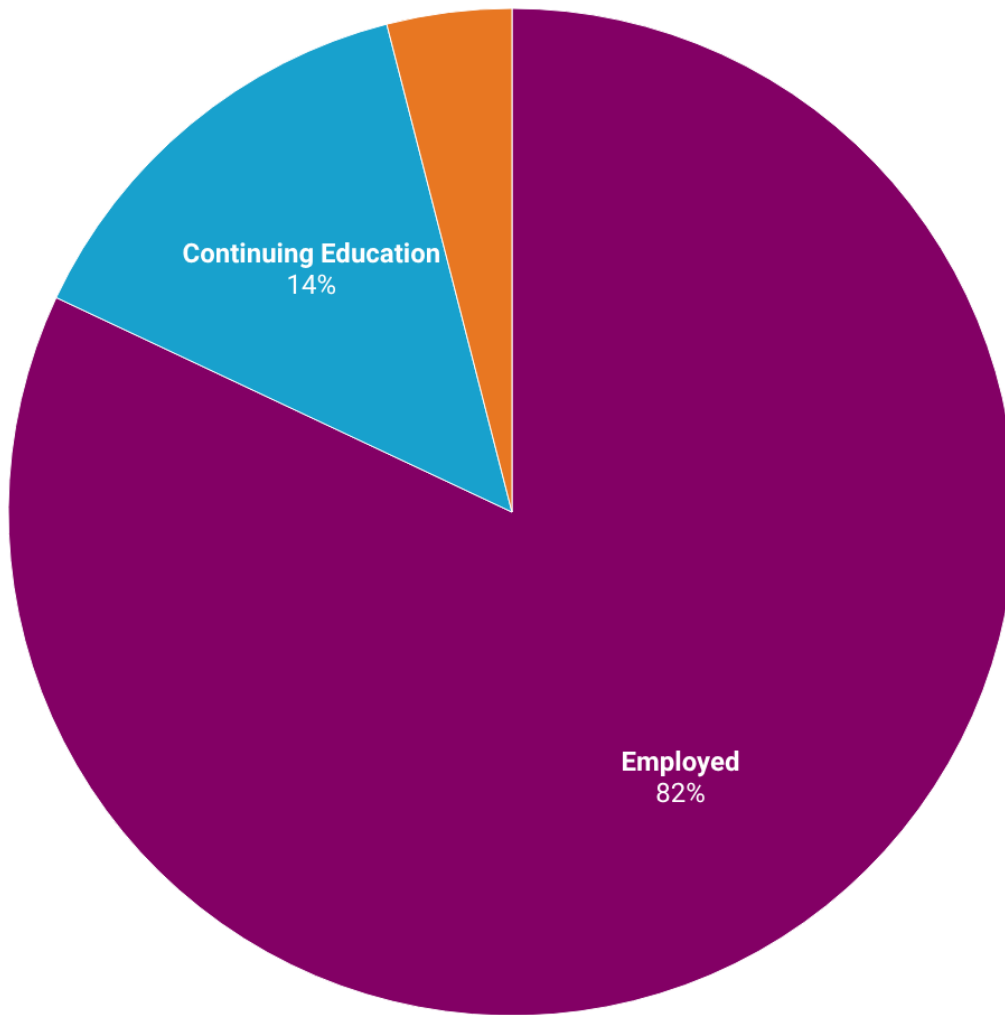
96% Settled: 89% Employed, 7% Continuing Education, 4% Still Seeking



## Among All Journalism 2024 Graduates

**96% Settled** (71 of 89 graduates are reporting themselves as settled in to employment, graduate or professional school, or other chosen activity)

■ Employed ■ Continuing Education ■ Still Seeking



*Data collection started prior to graduation and concluded in December 2024. Methods included web-based and telephone surveys, and research through LinkedIn and the National Student Clearinghouse.*

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### All 2024 Journalism Graduates

96% Settled: 82% Employed, 14% Continuing Education, 4% Still Seeking



## Everything about First Destination Survey at BU

The First Destination Survey (FDS) is an annual survey that examines the initial landing spot for undergraduate alumni within their first six months of graduating from Boston University. Data are collected according to standards set by the National Association for Colleges and Employers (NACE) and contains information related to employment outcomes, starting salaries, continuing education, and more. For more information about this national survey, please visit the [NACE website](#).

## Who is included in the survey?

The survey includes all bachelors degree recipients from Boston University. Each survey cycle includes graduates from the Summer II, Fall, and Spring terms. The class year is based on the Spring term. For example, the Class of 2024 includes graduates from Summer 2023, Fall 2023, and Spring 2024.

## How long is the data collection process?

Data collection for a given class year goes on from Summer graduation until December 31<sup>st</sup> of the following year. For example, the Class of 2024 data collection process began in August 2023 and concluded on December 31<sup>st</sup>, 2024. This data collection period provides sufficient time for alumni to share information with us, update their LinkedIn profiles, etc.

## When does First Destination data become available?

After the data collection period closes, data are validated, cleaned, and prepared for reporting. Data for a class year typically is available in Spring of the following year. For example, the Class of 2024 data became available in Spring 2025.

## How does BU use First Destination data?

Data are used across campus for a variety of purposes, including but not limited to federal reporting, grant applications, accreditation, recruitment, campus planning, etc. Data from the First Destination Survey are always shared at an aggregated level, and never at the individually-identifiable level.