

# NACE SALARY SURVEY

STARTING SALARIES FOR NEW COLLEGE GRADUATES • DATA REPORTED BY EMPLOYERS

## APRIL 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 April 2014 *Salary Survey* report were retrieved in February 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](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.

## RESEARCH STAFF

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## SALARY SURVEY

*The April 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.*

*To gain more insight on salaries for the Class of 2014, the next issue of Salary Survey will be published in September, 2014.*

# EXECUTIVE SUMMARY

*A first look at the starting salaries for the college Class of 2014*

The reporting year for the college Class of 2014 begins with an overall average starting salary of \$45,473. Although this salary is 1.2 percent higher than the April 2013 starting salary of \$44,928 reported for the Class of 2013, the increase is considerably lower than the more than 5 percent increase predicted for graduates at that time. This means, starting salaries for the newest crop of college graduates appear to be leveling.

In examining the average salaries by discipline, similar evidence is revealed. The percent changes within each category for 2014 are notably lower than they were in April 2013, ranging from nearly flat for business degrees to less than a 4 percent increase in salaries for health sciences graduates. (See Figure 1.) In contrast, the first report for Class of 2013 graduates showed percent changes in the broad categories that ranged from nearly 2 percent to as high as almost 10 percent.

**FIGURE 1 | AVERAGE SALARIES BY DISCIPLINE**

Broad Category	2014 Average Salary	2013 Average Salary	Percent Change
Business	\$53,901	\$54,234	-0.6%
Communications	\$43,924	\$43,145	1.8%
Computer Science	\$61,741	\$59,977	2.9%
Education	\$40,863	\$40,480	0.9%
Engineering	\$62,719	\$62,535	0.3%
Health Sciences	\$51,541	\$49,713	3.7%
Humanities & Social Sciences	\$38,365	\$37,058	3.5%
Math & Sciences	\$43,414	\$42,724	1.6%
<b>Overall</b>	<b>\$45,473</b>	<b>\$44,928</b>	<b>1.2%</b>

## BUSINESS

Graduates earning degrees in business fields are seeing their starting salaries fall from \$54,234 to \$53,901—a decline of less than one percent, as compared to the 2013 reporting year, when business grads saw one of the highest increases—at 7.1 percent—in their average starting salary. For the Class of 2014, average salaries dropped for nearly all business majors, except for business administration/management graduates, who saw their average salary rise less than one percent to \$55,600 and marketing majors, who saw a large increase of 6.1 percent, bringing their average salary to \$54,100.

## COMMUNICATIONS

Salaries to communications majors as a group posted a solid increase of 1.8 percent. Their average starting salary now stands at \$43,924. Examining the three individual majors of this group, however, indicates

that specific “communications” majors are driving the broad category increase. While salaries to individual communications majors rose 8 percent from \$43,900 to \$47,400, advertising majors saw their average salary head in the other direction, dropping almost 12 percent from \$46,600 to \$41,200. Journalism majors also lost ground in their average starting salary, which decreased slightly by 1.2 percent from \$40,400 to \$39,900.

## COMPUTER SCIENCES

In the first report for Class of 2013 graduates, computer sciences graduates began the year with a healthy increase of 4.3 percent to their overall average starting salary. However, in the September 2013 and January 2014 *Salary Survey* reports, their average salaries dropped by 2.5 percent and 0.2 percent, respectively. In this April 2014 issue, average starting salaries appear to be making a comeback, as the overall salary for the group

FIGURE 2 | SALARY RANGES | BY DISCIPLINE



rose almost 3 percent to \$61,741. Two individual majors within the computer sciences category posted increases as well, with the starting salary to computer science majors rising by 3.9 percent to \$67,300, and the starting salary to information sciences and systems majors increasing by 2.3 percent to \$58,400.

## EDUCATION

Education graduates saw a slight movement in their overall average starting salary, which rose just less than one percent to \$40,863. Two-thirds of the reported education disciplines posted increases to their starting salaries, but while special education majors started the 2013 recruiting year with the highest salary of the group, their average starting salary slipped the most to start the 2014 recruiting year, posting a nearly 7 percent drop to \$43,000. They are now the second-highest paid education degree behind physical education teaching/coaching majors, who currently average starting salaries of \$43,700.

## ENGINEERING

Starting salaries to engineering majors remained nearly flat. Their overall average salary rose just 0.3 percent to \$62,719. Movement in starting salaries by individual majors was split evenly, as half of the reported disciplines showed increases and the other half decreases. While the reigning top-paid major, petroleum engineering, has a very high average starting salary of \$95,300, it had one of the lowest increases, at just 1.9 percent. Industrial/manufacturing engineering majors saw the highest increase of 9.1 percent, bringing their average starting salary to \$61,400.

## HEALTH SCIENCES

While only two majors are reported in the health sciences category, the overall average starting salary for this group showed the best increase, of 3.7 percent, in the 2014 report, bringing the overall average salary to \$51,541. Driving the overall increase, nursing graduates saw their average starting salary rise by 5.7 percent to \$55,800, while health and related sciences majors saw minimal movement in their average starting salary, which crept up 0.2 percent to \$45,300.

## HUMANITIES AND SOCIAL SCIENCES

Graduates earning degrees in the humanities and social sciences fared fairly well in this report, as their overall average starting salary rose 3.5 percent to \$38,365. Five of the 11 reported disciplines saw decreases—only one was more than 2 percent. Of those majors that reported increases, most were in excess of 2 percent. Psychology majors saw one of the lowest increases to their average starting salary, which rose just 1.1 percent to \$37,900.

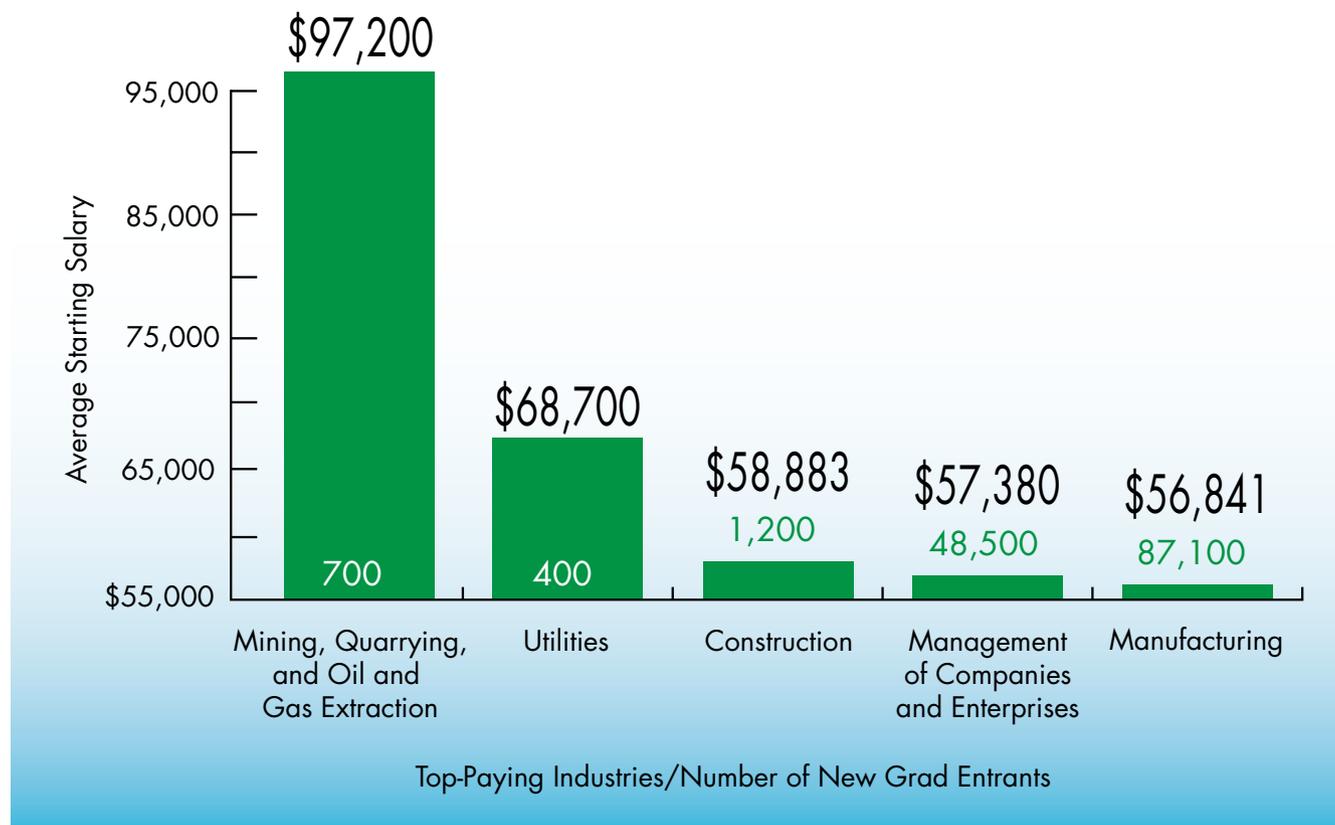
## MATHEMATICS AND SCIENCES

Graduates in the math and sciences fields saw an overall increase. As a group, their average starting salary rose 1.6 percent to \$43,414. Specific mathematics majors posted a small increase of 1.1 percent to their average starting salary, bringing it to \$50,400. Physics majors, on the other hand, saw their average salary decrease by almost 5 percent to \$40,600. Chemistry majors, the only other group that witnessed a decrease, posted a decrease of 2.8 percent, dropping its average starting salary to \$45,000.

*\*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.

**Utilities:** This sector comprises establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal.

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

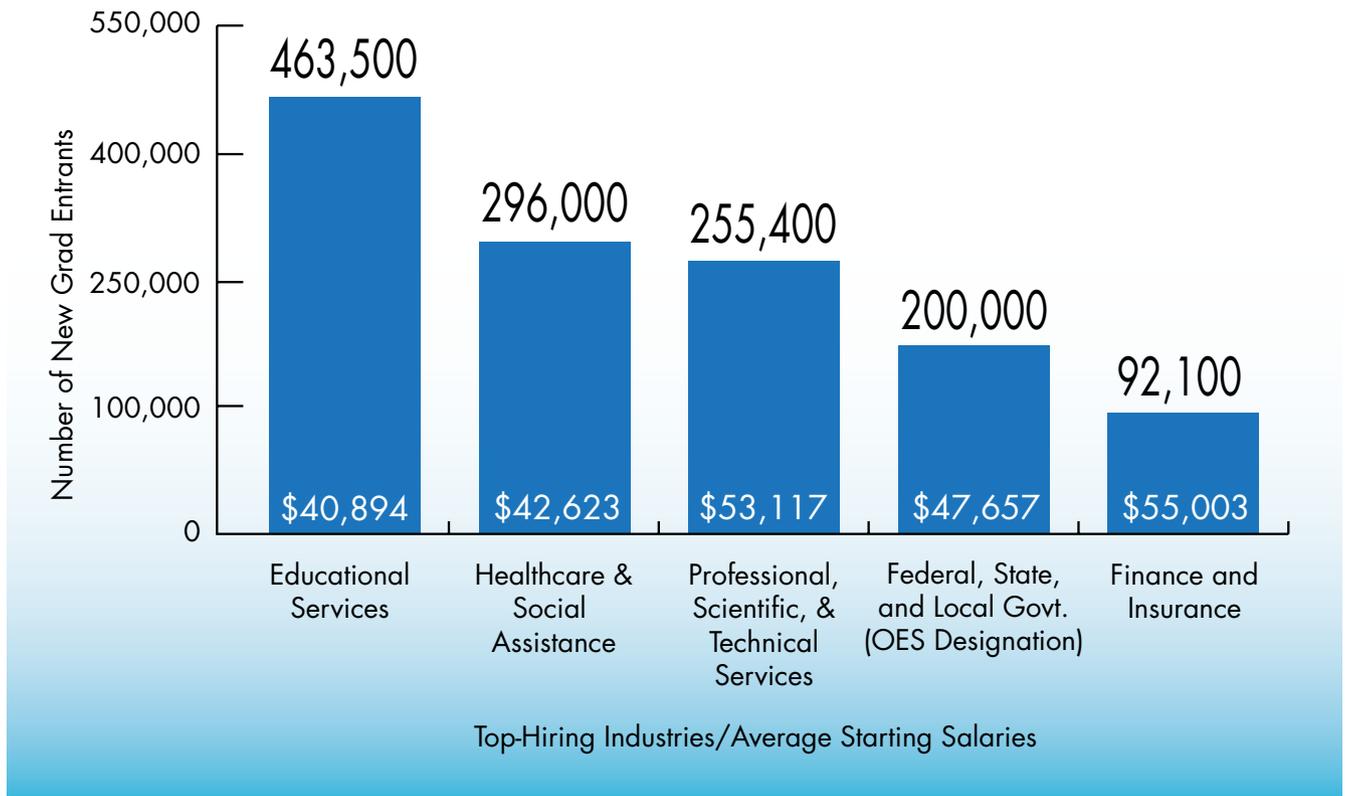
**Management of Companies and Enterprises:** This sector comprises 1) establishments that hold the securities of companies and enterprises for the purpose of owning a controlling interest or influencing management decisions, or 2) establishments that administer, oversee, and manage establishments of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

**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/)

## 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.

**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.

**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.)

**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.

**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/)



connect compare collaborate

Don't miss these and other exciting sessions, events, and activities!

naceweb.org/ConferenceExpo/default.htm

Sunday, June 8

Keynote Address:
Connect. Compare. Collaborate
Featuring Sarah Michel,
Tim Sanders, and Henry Cisneros
Opening Reception



Monday, June 9

Diversity & Inclusion Breakfast
Special Session: Internships 2014
And Beyond: A Crucial Conversation

Tuesday, June 10

College Communities Breakfast/
Employer Forums Breakfast
Special Session: Implementing the
First-Destination Surveys Standards
Awards Presentation/Meet the Award Winners/
Great Ideas Showcase
'Diamonds and Denim' Celebration!



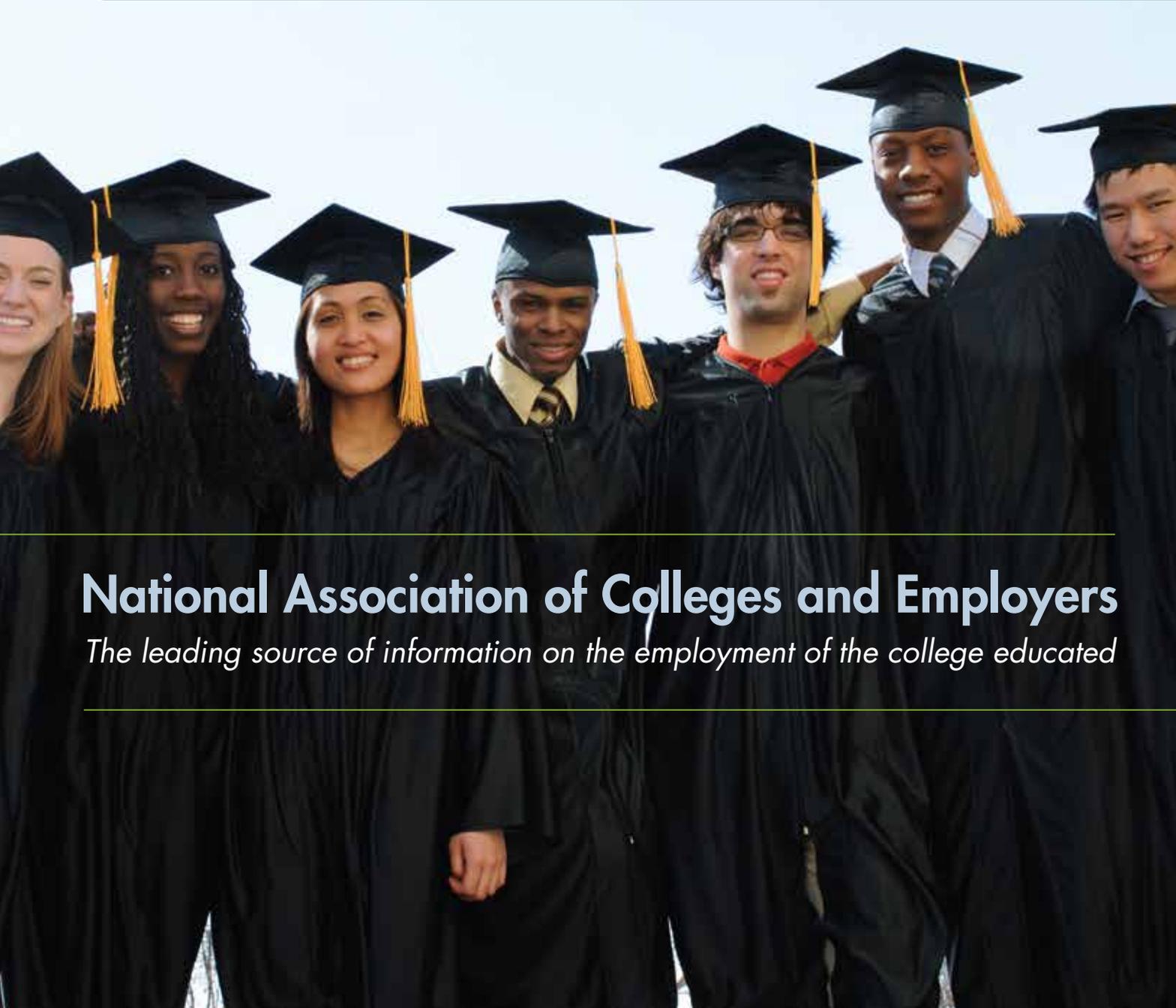
Wednesday, June 11

Closing Session: What's Next? Wrapping Up NACE14!
Led by Jeff Hurt, education and engagement expert with Velvet
Chainsaw Consulting

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