



FIRST DESTINATIONS REPORT

GRADUATE CLASS OF 2025



UNIVERSITY OF **SIOUX FALLS**

THOMAS KILIAN ACADEMIC SUCCESS CENTER

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Introduction

The University of Sioux Falls First Destination Report reflects students' outcomes for all graduate students and their first destination after they have completed their program of study at USF. Throughout the data collection cycle, the Thomas Kilian Academic Success Center (ASC) surveys each new graduation class to assess their primary post-graduation activities. The survey is routinely conducted over a six-month period following graduation consistent with the National Association of Colleges and Employers (NACE) First Destination Survey Standards and Protocols. The data within this report was collected primarily through online surveys, emails, telephone calls, text messages, social media, and communication with university staff and faculty.

The following report provides information for both the post-graduation activities for the 2023-2024 academic year and the past five academic years. It highlights the vocational and educational destinations of the 104 master's and doctoral degree recipients for the MBA, M.Ed., Ed.S., and Ed.D. programs.

Methodology

An online survey was routinely conducted over a six-month period. ASC staff invited graduates by email to complete the survey following graduation and continued to remind members of class about the online survey until it closed six months later.

To increase the survey response rate, ASC staff made additional efforts to learn about the post-graduation plans of graduates. Staff connected with graduates via email, text messages, phone calls, social and professional websites, and academic departments to reach members of the class who had either not responded to the survey or stated that they were still seeking employment or seeking acceptance to graduate school at the time of graduation. If staff members reached these students, they conducted an abbreviated version of the questionnaire.

The purpose of the survey was to collect data pertaining to employment, continuing education, military service, volunteer or other activities for each graduate. The survey consisted of approximately 25 questions, and pending the response by each respondent, took between 5-10 minutes to complete. Students were not required to respond to all questions within the survey, and therefore, response rates vary for each question.

The target population making up the Class of 2024 consists of students who earned a master's or doctoral degree during summer 2023, fall 2023, interim 2024, and spring 2024. The graduate list for summer, fall, and spring semesters were obtained from the Registrar's Office, which tracks students' academic status and application for graduation.

Knowledge Rate

The term knowledge rate (also referred to as response rate) is defined as "the percent of graduates for which the institution has reasonable and verifiable information concerning the graduates' post-graduation career activities" according to the National Association of Colleges and Employers (NACE) First Destination Standards and Protocols.¹ Of the 104 degree recipients, a knowledge rate of 97% was obtained for the Class of 2024. The target goal outlined by NACE is a 65% knowledge rate.¹ USF's knowledge rate exceeds NACE's target goal by 32%.

HIGHLIGHTS

99% OF THE CLASS OF 2025 GRADUATES WERE EMPLOYED OR ENROLLED IN FURTHER EDUCATION WITHIN 6 MONTHS OF GRADUATION

Career Outcomes

Career outcomes rate (also referred to as placement rate) as defined by NACE is the percentage of graduates who reported that they are employed full-time or part-time, are enrolled in a program of continuing education, are serving in the U.S. Armed Forces, or participating in a program of voluntary service.¹ Of the respondents, USF's graduates reported their principle activity was to secure employment. Excluding the non-seeking respondents and the individuals who provided no information, 99% (102/103) secured a position or continued their education within six months of graduation.

Department Specific Statistics

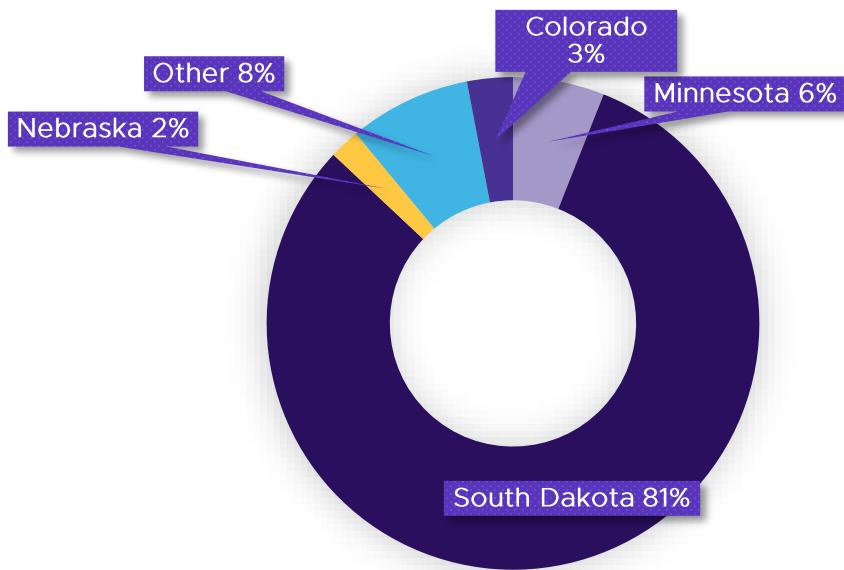
The table below reports the average outcome and response rate for each of the graduate programs at USF. Six-year averages are also included to provide a historical context for each program. Columns with an asterisk (*) indicate 6 years of data does not exist for that specific graduate program.

GRADUATE PROGRAM	2024-2025 Employed	2024-2025 Response Rate	6 Year Employed	6 Year Response Rate
MBA	98%	89%	99%	91%
M.Ed.	100%	96%	100%	94%
Ed.S.	100%	100%	100%	99%
Ed.D.	100%	100%	*	*

Where USF Graduates Work

Of the respondents reporting employment for the Class of 2025, 98 identified the location of their employer. The percent of employment does exclude respondents who reported attending graduate school, volunteering, or enlisting in the military. South Dakota and Minnesota are consistently the top two states where USF graduates find employment, followed by Colorado and Nebraska for 2025 graduates. Of the 2024-2025 respondents that identified the location of their employer, 81% of these graduates remained in South Dakota. Furthermore, of the individuals who remained in South Dakota, all specified the city where they resided. 78% percent of these respondents reported that they were employed in Sioux Falls or within 20 miles of Sioux Falls. The Class of 2025 placement throughout the states is shown in Chart B.

Chart B: Undergraduate Employment Location



Median Salary

When asked about their salary, 20 of the 98 (20%) 2024-2025 graduates employed full-time responded. Salary ranges and medians are provided below. The response rate is not high enough to determine clear earning trends for graduates.

Area	Median	Min	Max	# of Response
Business	\$67,000	\$63,000	\$80,000	5/46 (5%)
Education	\$72,000	\$29,750	\$151,875	15/52 (29%)

Hiring Organizations & Job Titles

The following are a sampling of the positions that graduates reported when they responded to the 2024-2025 survey.

MBA Employers	Job Title
44i Digital	Digital Operations Manager
Aerostar	Software Engineer
Amazon	Amazon Coordinator
Avera McKennan	Assistant Vice President of Orthopedics and Sports Medicine
Avera Orthopedic	Nurse Practitioner
Bender Midwest Properties	Senior Accountant
Blackburn Foundation Repair	Marketing Specialist

Boston Scientific	Senior Sourcing Specialist
Brady Martz and Associates	Audit Associate
Caterpillar Inc.	Manufacturing Engineering Manager
Convergint Technologies	Account Executive
Corrugated Supplies Company	Regional Engineer
Eide Bailly	Tax Associate
ELB5 Consulting LLC	Independent Consultant
First Bank & Trust	Marketing Strategies
FMNE Insurance	Farm Underwriter
Graco	Production Planner
Hofer Humpal Hadler CPA	Staff Accountant
Interstates	Accounting Associate
Johnson Geed Inc.	Human Resources Director
Kiewit	Vendor Analyst
Menasha Packaging	Plant Area Manager
Midcontinent	Solutions Architect & Senior Software Developer
Midwest Sports Network	Camera Operator
Minnesota Vikings	Content Management Associate
Opp Financial	Financial Advisor
Platinum Clubs of the World	Executive Director
Sanford Health	Doctor of Podiatric Medicine
Sanford Health	Senior Talent Advisor
Sanford Health	Senior Patient Access Representative
Sawmill Trust Company	Tax Associate
Showplace Cabinetry	Production Supervisor
Sioux Falls Area Humane Society	Social Media Marketing Specialist
Sioux Falls Stampede	Game Presentation and Community Engagement Associate
Sioux Falls WinWater	Sales Estimator
Thrivent	Financial Advisor
Trident Trust	Trust Administrator
United States Postal Service	Medical Program Analyst

M.Ed., Ed.S. and Ed.D. Employers	Job Title
Atlantic Community School District	Director of Student Services
Augustana University	Master's of Sports Administration and Leadership Program Director
Brookings School District	School Principal
Cherry Creek School District	Elementary Teacher
Florence School District	High School Business Teacher
Hamlin School District	3rd Grade Teacher
Harrisburg School District	Director of Academic Services
Harrisburg School District	Elementary English Learner Teacher
Harrisburg School District	Assistant Special Education Director
Hoven School District	Superintendent/Principal/Special Education Director

Iroquois School District	Principal
Lyman School District	Principal
Madison Central School District	Principal
Marion Public School District	5th Grade Activities Director
McIntosh School District	Principal
Menno School District	Superintendent
North Central Special Ed Coop	Director
Northwestern Area School District	Superintendent
Parker School District	Art Teacher
Rocky Mountain Human Services	Early Intervention Service Coordinator
Sanford Health	Graduate Medical Education Program Administrator
South Dakota State University	Ness School of Management and Economics Instructor
Sioux Fall School District	Middle School Social Studies Teacher
Sioux Falls Christian	High School Business Teacher
Sioux Falls Christian	Middle School Teacher
Sioux Falls School District	Physical Education Teacher
Sioux Falls School District	Education Support Professional
Sioux Falls School District	Social Studies Teacher
Sioux Falls School District	Substitute teacher
Sioux Falls School District	High School Choir Director
Sioux Falls School District	Instructional Coach
Sioux Falls School District	5th Grade Teacher
Sioux Falls School District	CTE Community Outreach Coordinator
Sioux Falls School District	Administration Intern
Sioux Falls School District	Biology Teacher
Sioux Falls School District	High School Science Teacher
Sioux Falls School District	Assistant Band Director
Sioux Falls School District	High School Science Teacher
Sioux Falls School District	Elementary School Principal
Sioux Falls School District	High School English Teacher
Sioux Falls School District	Assistant Principal / Activities Director
University of Sioux Falls	Vice President of Enrollment
Valley Middle School	7th Grade Teacher
Watertown School District	Intermediate School Principal
West Central School District	Elementary School Principal

References

¹National Association of Colleges and Employers. (2019). *Standards and protocols for the collection and dissemination of graduating student initial career outcomes information for undergraduates*. Retrieved from NACE: <http://www.naceweb.org/uploadedfiles/files/2020/publication/first-destination/first-destination-survey-standards-and-protocols.pdf>