

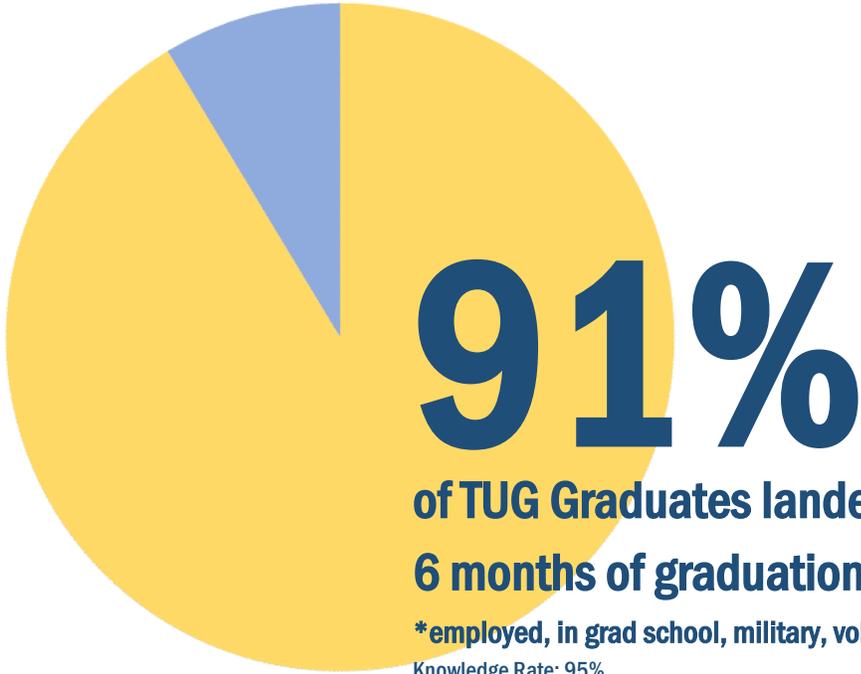
John Brown University 2024-25 First Destination Survey Results



Survey Administered by Eve Jagger,
Director of Career Development

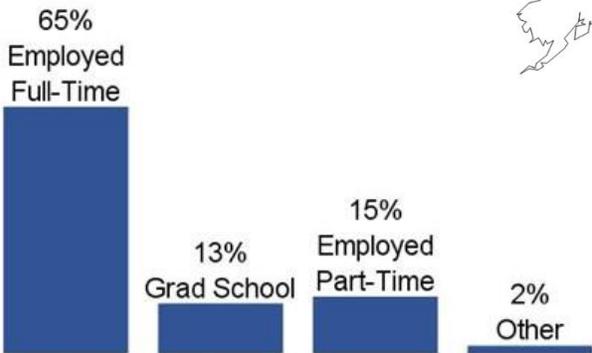
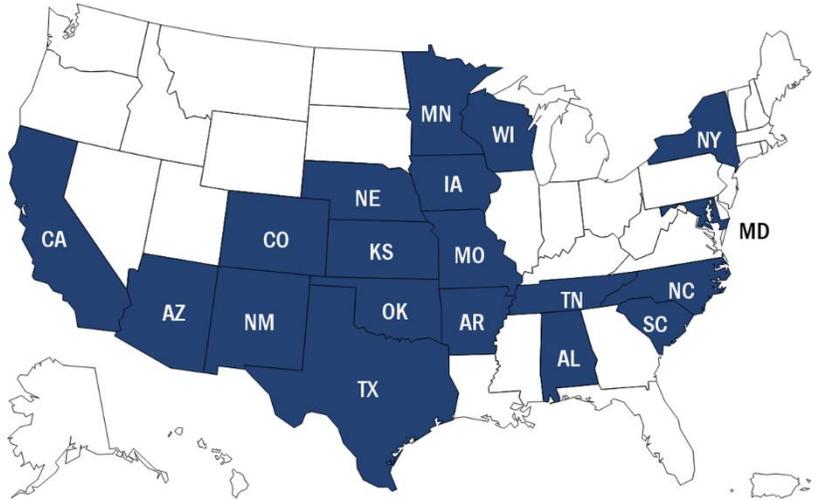
Report Prepared by Lynette Duncan,
Office of Institutional Effectiveness
January 27, 2026

TUG Quick Facts



Knowledge Rate: 95%
Each respondent was counted only once

Where TUG Graduates Landed



Respondents in grad school who were also employed were counted in both categories.

Introduction

The JBU Career Development Center surveyed all prospective JBU graduates using the JBU *First Destination Survey* which reports future employment and education plans. This document summarizes the analysis of the survey given to August 2024, December 2024, and May 2025 graduates. The survey was administered to prospective graduates from JBU's traditional undergraduate (TUG), online undergraduate (OLUG), and graduate (GR) programs. In 2024-25, there were 293 TUG graduates, 32 OLUG graduates, and 106 GR graduates.

Definitions:

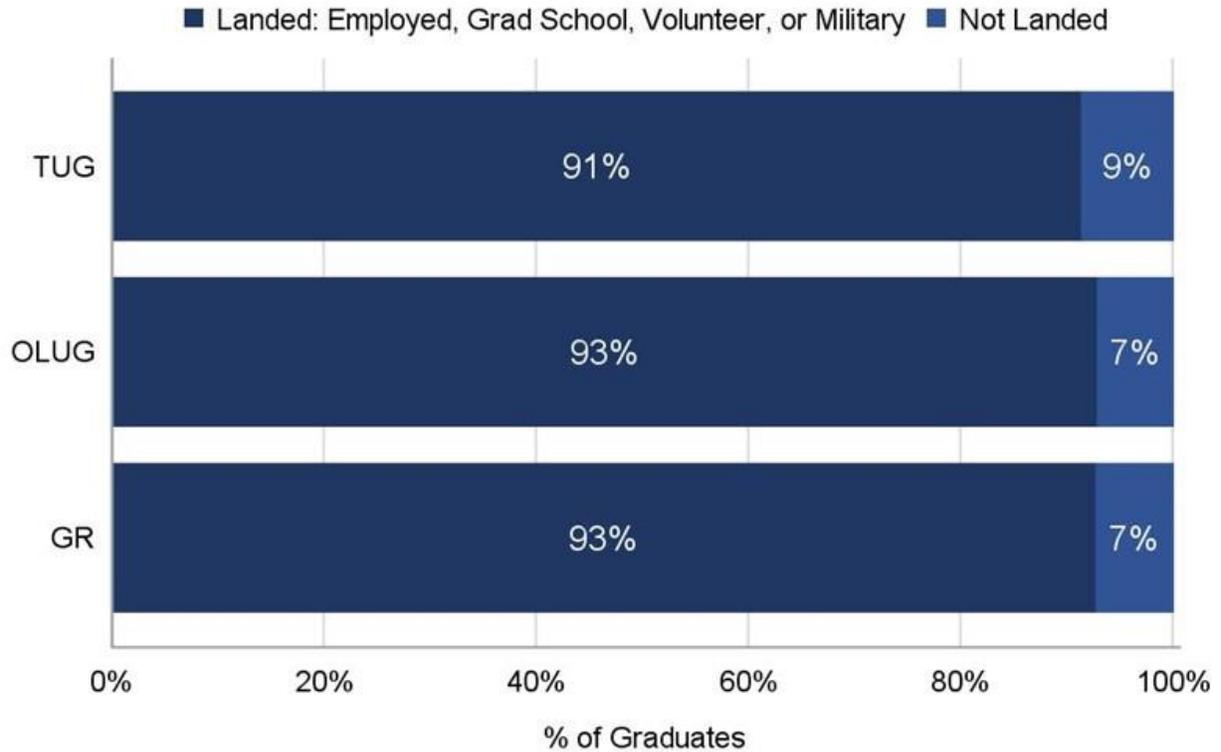
Knowledge rate is the percentage of graduates for whom the institution has information about their postgraduate career activities. This information is gathered from multiple sources including student responses, social media, JBU faculty/staff, and National Student Clearinghouse (NSC). This definition is from the National Association of Colleges and Employers (NACE).

Landed rate (also called Career Outcome Rate by NACE) is the number of students employed, volunteering, in the military, or continuing education divided by the number of students whose career activities are known.

Response rate is used for all other survey questions and is calculated as the number of graduates who answered the question divided by the number of graduates. The response rate varies from question to question.

Employment/Grad School Rates

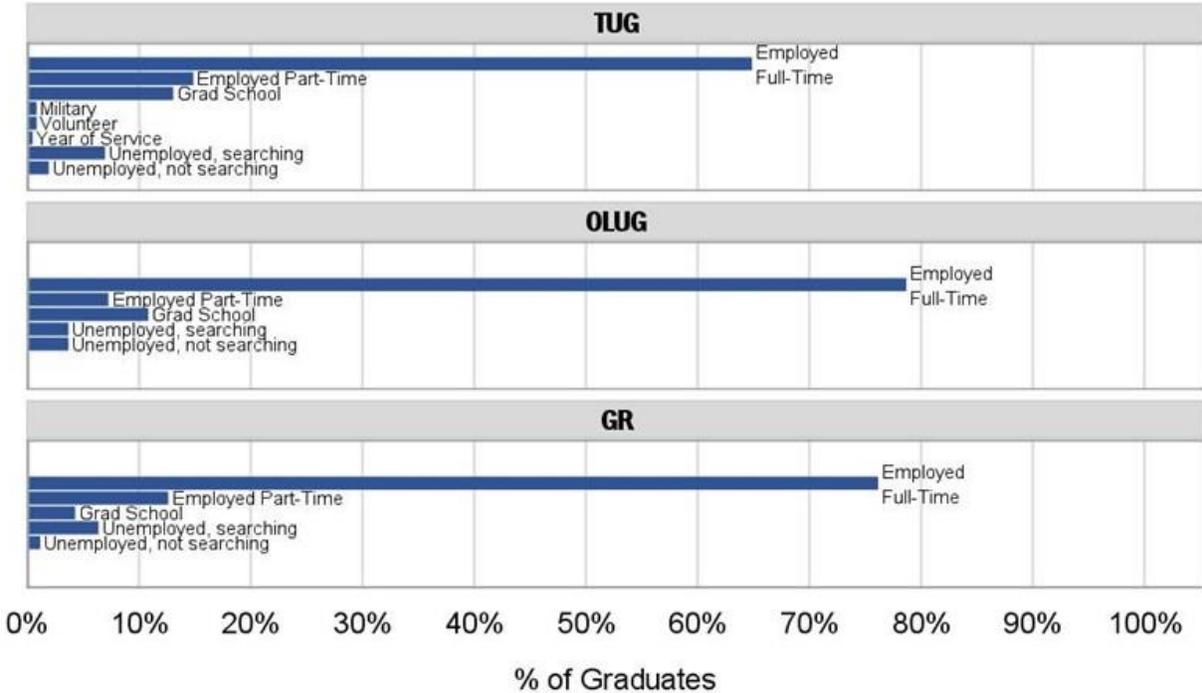
Of the survey respondents, 91% of TUG, 93% of OLUG, and 93% of Grad graduates landed within 6 months of graduation.



Knowledge Rate: TUG 95%, OLUG 88%, Grad 91%

Most respondents landed employment and/or enrolled in graduate school within 6 months of graduation.

(Respondents in grad school who were also employed were counted in part-time employment and grad school categories.)



Knowledge Rate: TUG 95%, OLUG 88%, Grad 91%

Detailed Post-Graduation Status

Post-Graduation Status	TUG		OLUG		GR	
	Headcount	Percent of Respondents	Headcount	Percent of Respondents	Headcount	Percent of Respondents
Employed Full-Time	180	65%	22	79%	73	76%
Employed Part-Time	41	15%	2	7%	12	13%
Total Employed	221	79%	24	86%	85	89%
Grad School*	36	13%	3	11%	4	4%
Military	2	1%	0	0%	0	0%
Volunteer	2	1%	0	0%	0	0%
Year of Service	1	0%	0	0%	0	0%
Total Landed (unduplicated headcount)**	254	91%	26	93%	89	93%
Unemployed, searching	19	7%	1	4%	6	6%
Unemployed, not searching	5	2%	1	4%	1	1%
Total Number of Responses	278		28		96	
Total Number of Graduates	293		32		106	
Knowledge Rate	95%		88%		91%	

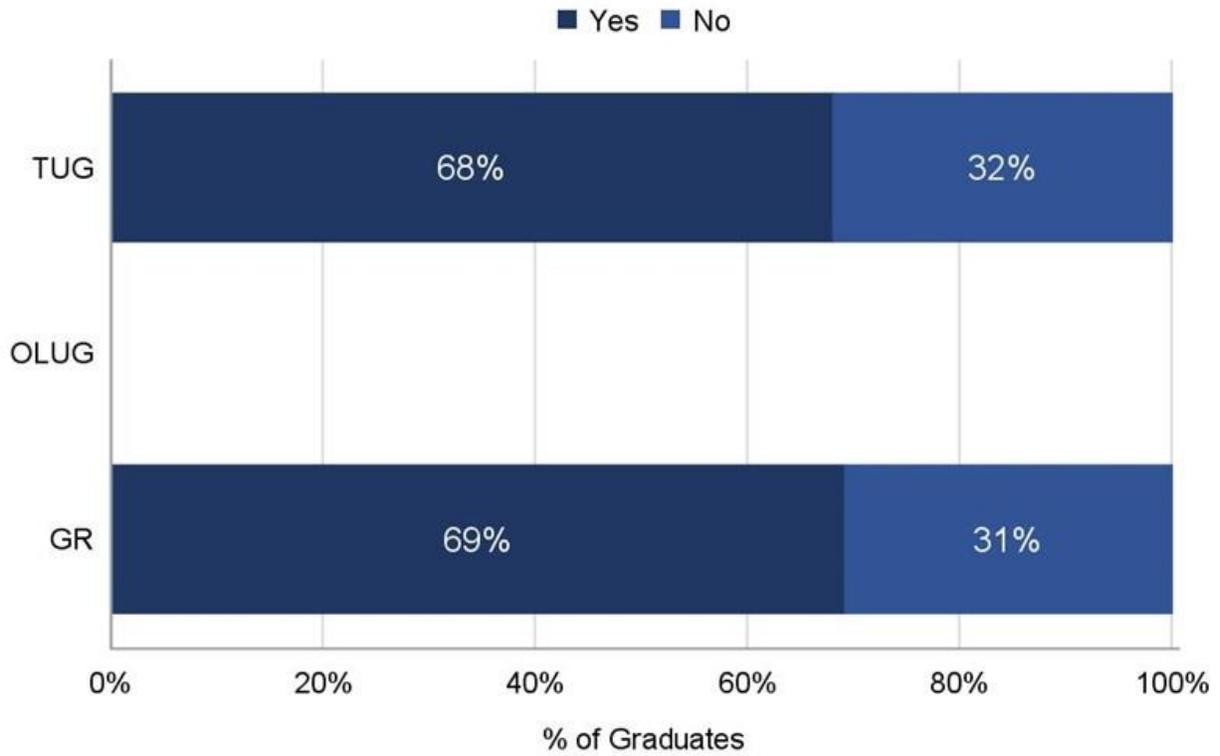
*Respondents in graduate school who were also employed were counted in both categories.

** "Total Landed" counts each graduate only once.

Internships

Graduates were asked if they completed an internship prior to graduation.

Of the survey respondents, 68% of TUG graduates indicated they had completed an internship prior to graduation.

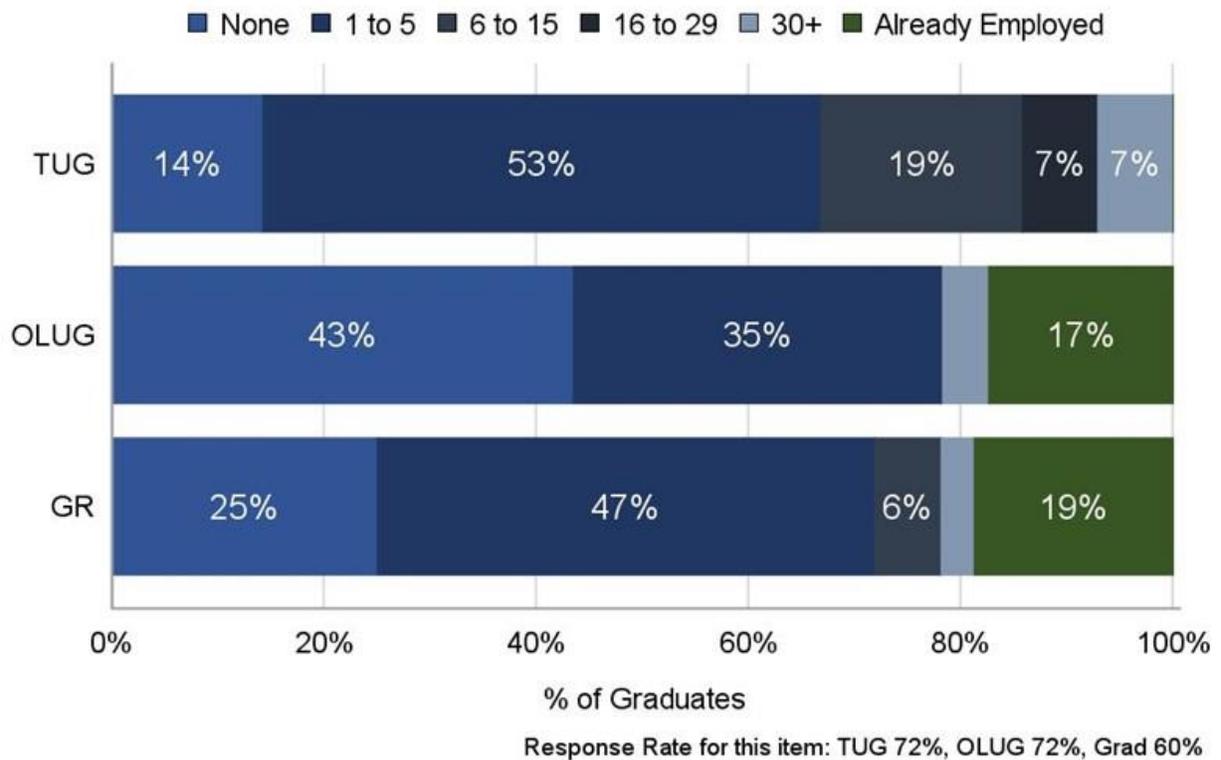


Response Rate for this item: TUG 83%, OLUG 75%, Grad 76%

Number of Jobs Applied For

Graduates were asked “How many jobs have you applied for up to this date?” If a graduate selected “None” but was already employed, they are shown as “Already Employed” on the chart.

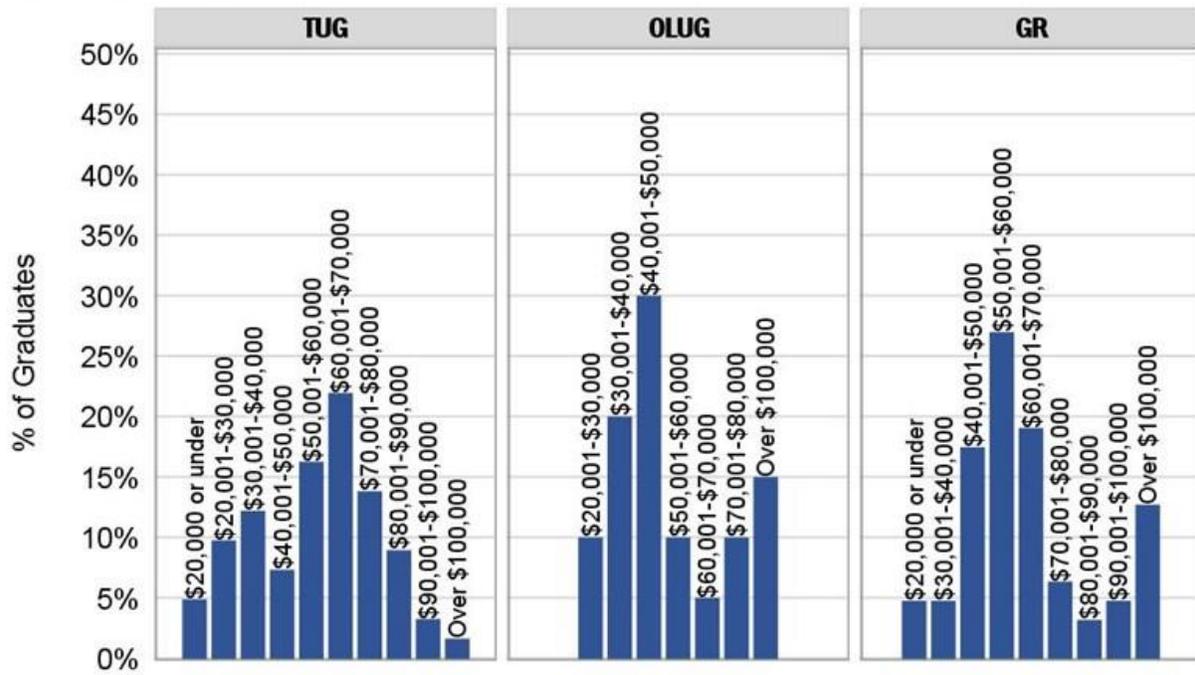
Of the survey respondents who were not already employed, most applied for 1 to 5 jobs. ('Already employed' includes part-time employment.)



Gross Salary

Graduates were asked to indicate their gross salary range. Only graduates who reported Full-Time-Employment are included here.

Of the employed full-time survey respondents, the median salary range for TUG graduates was \$50K-\$60K with 5% of TUG graduates in the \$20K and under range. Grad graduates had a median salary range of \$50K-\$60K.

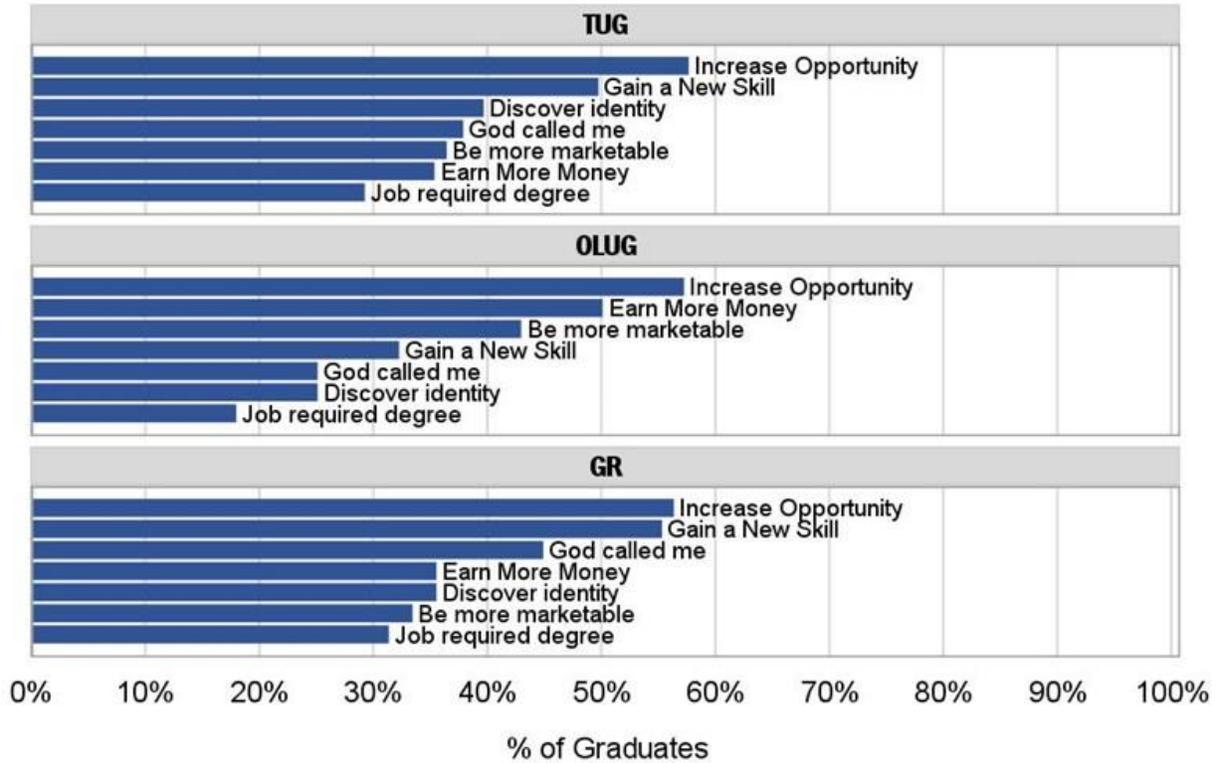


Response Rate for this item: TUG 42%, OLUG 63%, Grad 59%

Purpose for Completing Degree

Graduates were asked to indicate their original purpose or purposes for completing their degree.

The top response for all groups was 'Increase Opportunity'.
 (Respondents could select multiple answers to this question.)

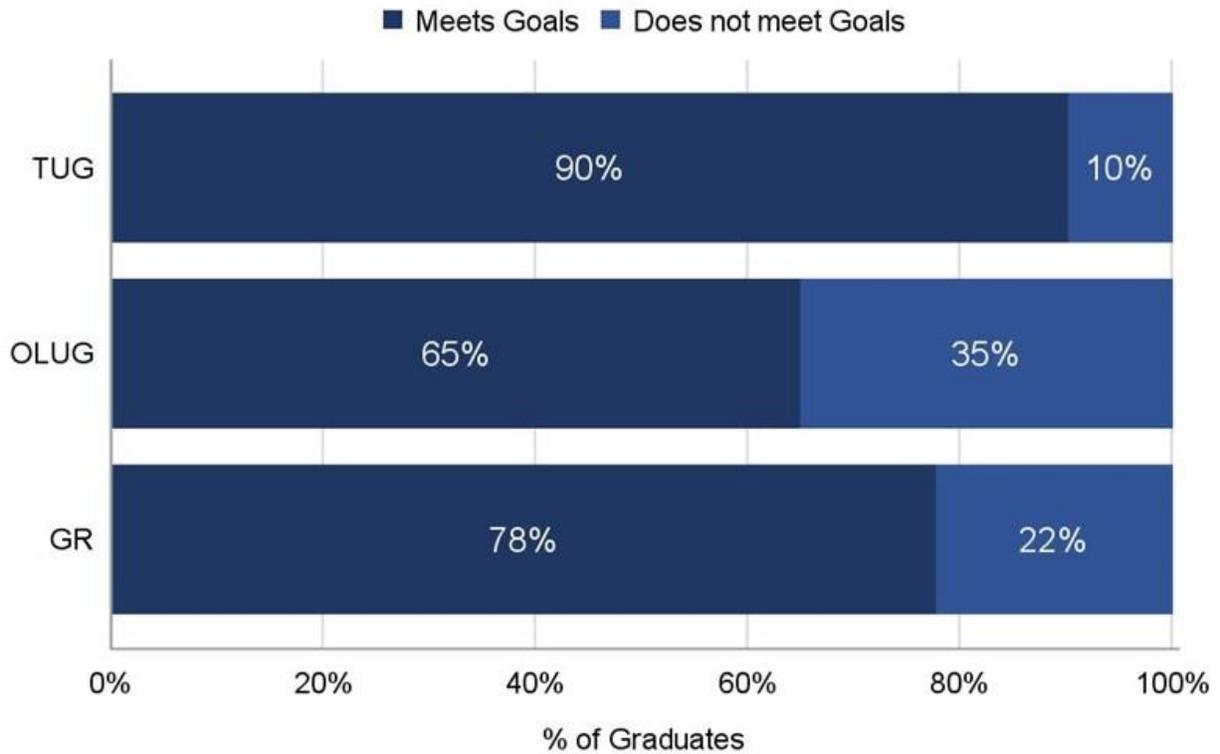


Response Rate for this item: TUG 83%, OLUG 75%, Grad 76%

Meet Goals

Employed graduates were asked to indicate if their job met their goals for after-JBU-employment.

90% of the full-time employed TUG graduates indicated that their job met their goals.

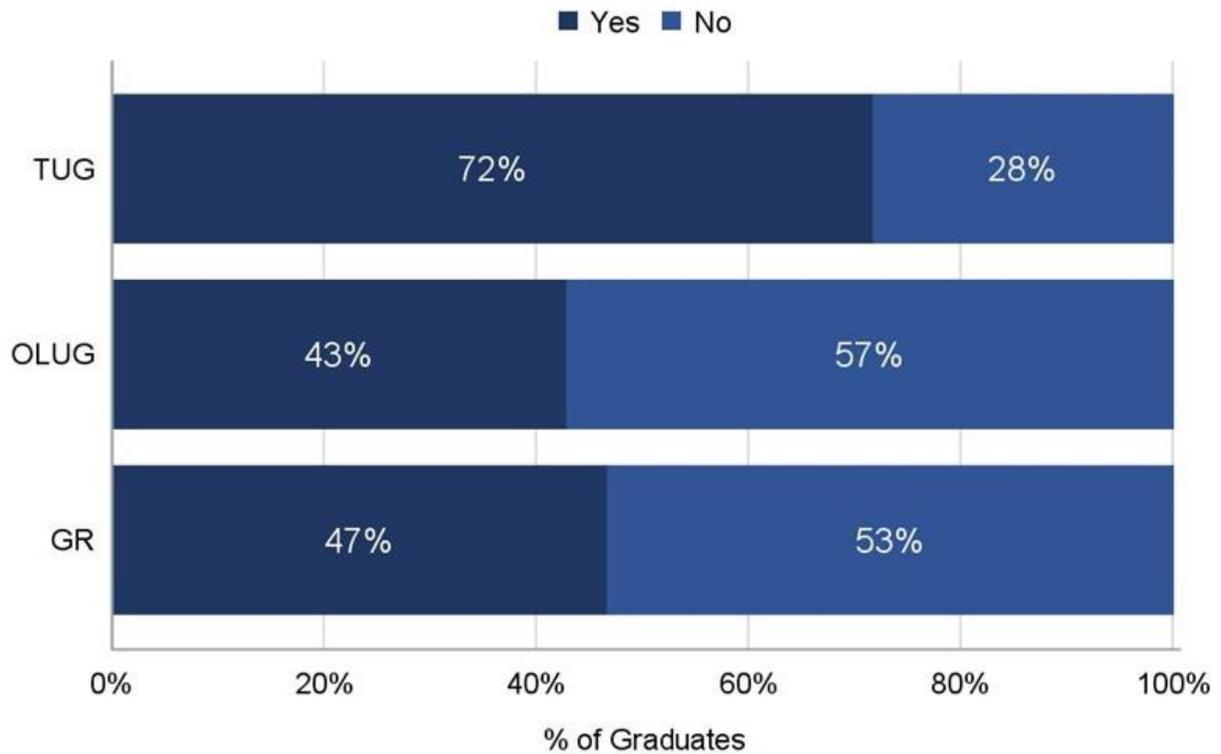


Response Rate for this item: TUG 42%, OLUG 63%, Grad 59%

Career Assistance

Students were asked if they received assistance from the Career Development Center. In addition to the self-reported CDC usage data, we used CDC records to determine if a student participated in a CDC event anytime during their time at JBU.

Of the survey respondents, 72% of TUG graduates received career assistance from the Career Development Center.

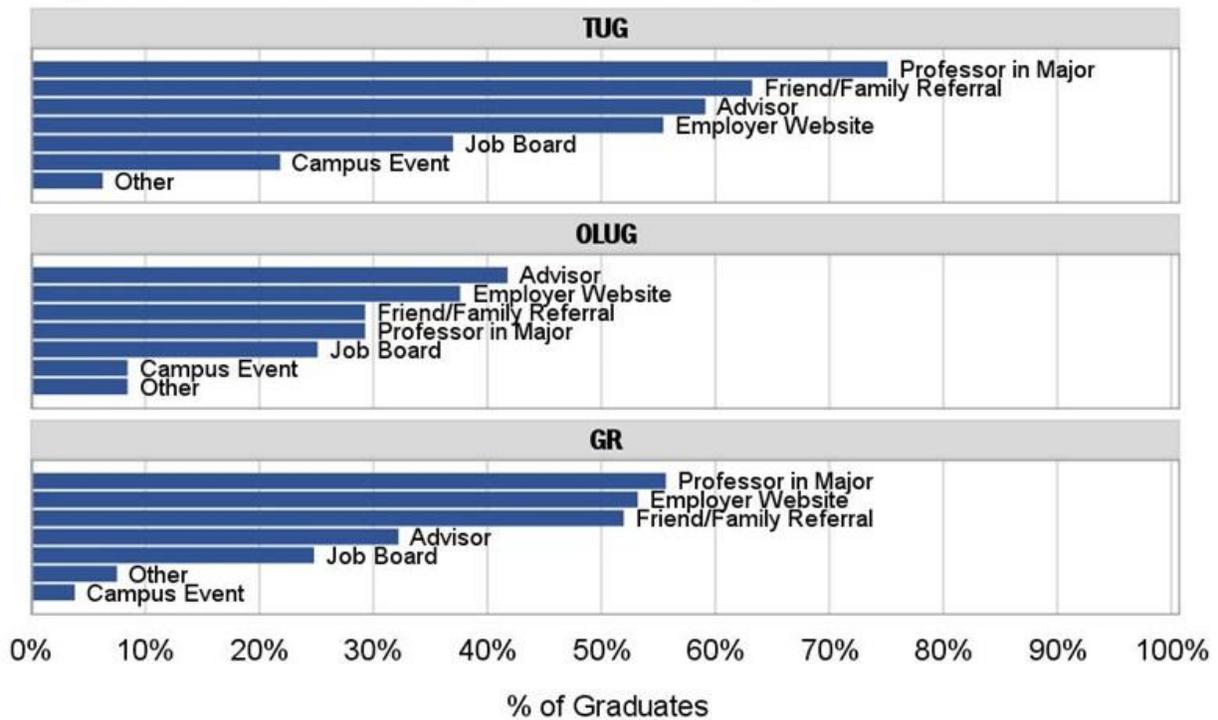


Knowledge Rate for this item: TUG 94%, OLUG 88%, Grad 85%

Students were asked if they received career advice from a professor in their major, faculty advisor, or “other.” They were also asked about other sources used to navigate employment/graduate school. They could select as many as applied.

Over 70% of TUG respondents used a professor in their major to navigate employment or graduate school.

Respondents could select multiple answers to this question.

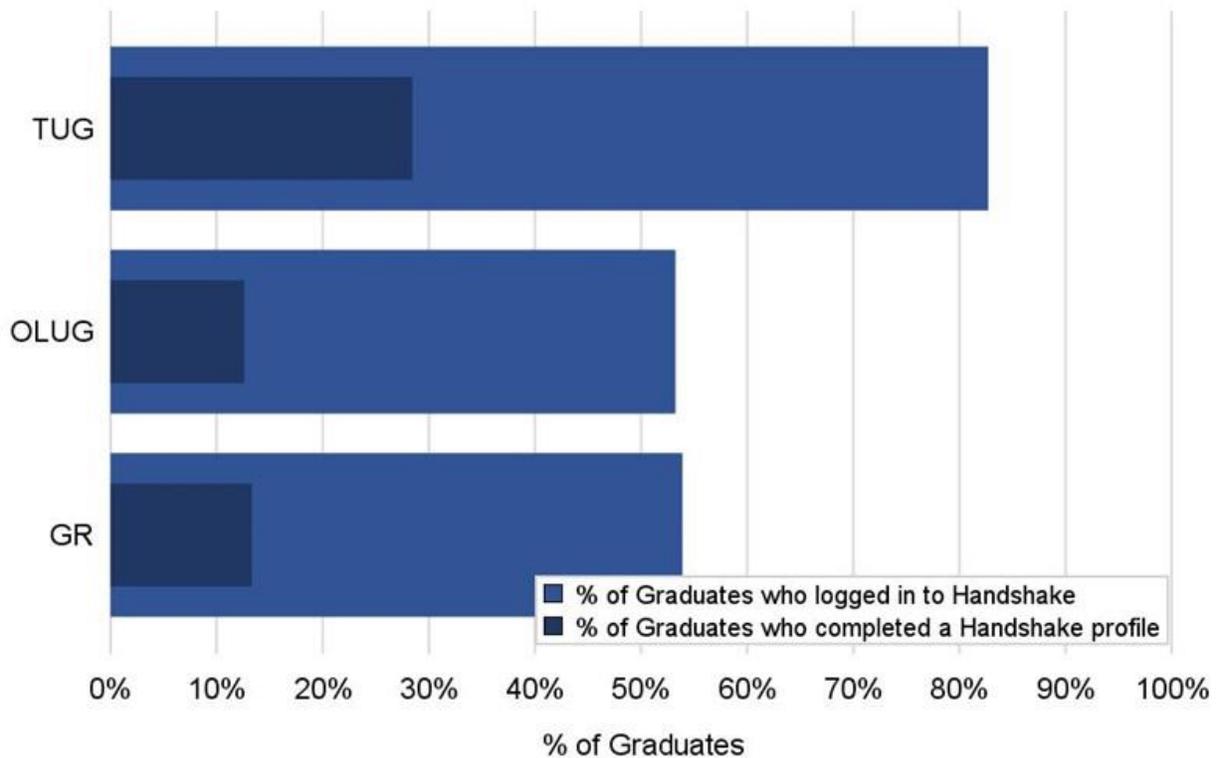


Response Rate for this item: TUG 83%, OLUG 75%, Grad 76%

Handshake Usage

Although not a part of the *First Destination Survey*, the Career Development Center collected usage statistics on Handshake (an online job board and networking platform). For this analysis, we analyzed Handshake usage by our 2024-25 graduates.

Of TUG graduates, 83% logged into Handshake, and 28% completed a profile. Of the OLUG graduates, 53% logged in and 13% of grad graduates logged in.



Employers and Grad Schools

Below is a list of employers and graduate schools where respondents indicated they were working or attending graduate school. An asterisk (*) next to name indicates graduate school enrollment verified by National Student Clearinghouse (NSC).

TUG

7 Brew Coffee
AAON, Inc
Accenture Song
Allgeier Martin & Associates
Alliance for Transatlantic Theological Training
Amaya Immigration Firm
Amazon
American Express
Arkansas Blue Cross and Blue Shield
Arkansas Children's Hospital
Arkansas Department of Human Services
Arkansas State Police
Aronic
Arvest
Bamboo Penny's
Barnhart
Baseline Demolition
Baylor Scott and White Hospital
Beautiful Lives Boutique
Bedford Camera and Video
Benchmark Group
Bentonville Public Schools
Big Brothers Big Sisters
Black & Veatch
Boen Kemp Construction, LLC
Brasfield & Gorrie
Bravis Marketing Agency
Buffalo Builders
C&C Engineering
Caddell Construction
Canopy NWA
Center for Healthy Relationships
Chick-fil-a
Christ In Youth
Classical Charter Schools
Clifton Larson Allen
Com-Crete, LLC
Component Construction
Copa Airlines
Core States
Corner Rental
Desert Monsters Tours
Dogwood Junction
Ellingson Contracting, LLC.
Engineered Pump Services
Ernst and Young
FedEx
Fellowship Bible Church

First Baptist Rogers
Flintco Construction
Forge Financial
Founders Classical Academy
Freelance/MARTIN BROTHERS MEDIA LLC
Friendship Community Care
Front Range Christian School
Garmin
Georgia-Pacific
Graphic Packaging International
Gryphon Environmental
HCA Tristar Centennial
HealthFitness
Huntington Ingalls Industries - Mission Technologies
Impact Church
Ink Room
International Christian School of Budapest
J.B. Hunt Transport, Inc.
Jefferson City School District
Jiffy Trip
John Brown University
Junior Salesforce Developer
KLRC
Kaplan Inc.
Kiewit Corporation
Kimbel Mechanical Systems, LLC
L3 Harris
Liberty Mutual
Life.Church
Lifeline Children's Services
Lightning Bolt Advertising
Main Street Baptist Church
Marietta Construction
Marrs Developing LLC
Mayo Clinic
McDonald County School District
MedOptim
Mercy Hospital
Milestone Construction
Missouri Department of Transportation
Montreat College
Mt. Comfort SonShine School
Nabholz Construction
New Life Ranch
Northwest Arkansas Community College
Northwest Health
Northwestern Mutual
Novavision Group

Oklahoma Hospital
Onyx Coffee Lab
Outdoor Cap Company
PX, Inc
Pafford EMS
Parents Resale Company
Penasco Valley Telephone Cooperative
Planet Fitness
QuaverEd
Red Bull
Red Kite Coffee Company
Rheem
Rockhurst University
Rusk High School
Sales Tax DataLINK
Sekolah Pelita Harapan, Lippo Village Campua
Sign Bridge/Creativos de Internet
Siloam Springs Bible Church
Siloam Springs Hospital
Siloam Springs Public Schools
Simmons Foods
Skyler Mae Photography
Skyline Printing and Merch
Software Developer
Springdale Public Schools
Stuart Cearley Law Group
Swinerton Construction
Target

Teen Challenge Adventure Ranch
Tennoca Construction
Texas Public Policy Foundation
The Family Initiative
The Light ABA
Thinkwell
Together We Church
True Path Counseling
Turner Construction
United Federal Credit Union
United States Navy
University of Central Oklahoma
University of Helsinki
University of South Alabama
Via
Viva Talent
Walmart, Inc.
Wambold Construction
Washington Regional
Watts Heating and Hot Water Solutions
Wellness Pet Company
Westside Family Church/Freelance Wedding Photographer
William Penn University
Williams Construction
Younglife
Zaxby's

OLUG

7 Brew Coffee
ABB
Amazon
Arkansas Real Estate Media
Bentonville Public Schools
Cherokee Nation
Department of Veterans Affairs
Ferrero
Fort Smith Public Schools
Greenwood School District
Haas Hall Academy/Rogers Campus

Harbor House Inc
Jimmy Burns Accounting Service
John Brown University
KIBOIS Community Action Foundation
McKee Foods Corporation
Ricoh USA
Sam's Club
Siloam Springs Public Schools
Tyson Foods
University of Idaho

GR

ABB
Airship Coffee
Anchor Wellness
Argenta Counseling and Wellness
Arisa Health
Arvest
Awaken 360 Counseling
Beautiful Lives Boutique
Bentonville Community Center
Berryville Public School
Big Event Designs
Breakthrough Retail
Burns & McDonnell
Calpine Energy Solutions
Carl Albert State College
Center for Psychiatric Trauma and Mental Health
Central States Manufacturing
Compound Foundry
Danville School District
Decatur Public Schools
Eason Counseling
Eason Counseling & Associates
First Church Siloam Springs
Fort Smith Public Schools
General Atomics
Grant Thornton
Hope Cancer Resources
Ingage Human Capital Strategies
John Brown University
Johnson & Johnson
Jonesboro Public Schools
KLRC
Kati Wells CBT
Kirksey Middle School
Liberty University
Lisa Academy
Little Rock School District
MY-T-BY-DESIGN Therapeutic Art Studio
Maverick Transportation
Missouri Southern State University
New Life Ranch
Olive Branch
Ouachita River School District
Ozark Center-Hope Springs
Ozarks Electric Cooperative
Panda Express
RPI Behavioral Health
Reddick Law Firm, P.A.
Relationship Solutions
Restoration Counseling
Rite of Passage
Rogers Public School
Rush Running Company
Saint Francis Ministries
Siloam Springs Public Schools

Simmons Foods
South Dakota State University*
Southern Missouri Container - Conway
Springdale Public Schools
Street Commercial
The Joshua Center
The P.A.T Center Inc
The Purple Flower
Tractor Supply
Tropical Smoothie
Two Rivers Christian Counseling
University of Arkansas for Medical Sciences
Vanco Systems, Inc.
Waco Title
Walmart, Inc.

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