



INSTITUTIONAL EFFECTIVENESS PRESENTS:



CONVERSATIONS
ABOUT WINTHROP DATA

**WE KNOW WHAT WE ARE, BUT KNOW NOT
WHAT WE MAY BE:
CAREER OUTCOMES WITH BECKY ROSS**

www.winthrop.edu/ie/ssp

FEBRUARY 25, 2026



Department of IE Staff



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Agenda

- Introduction to the Student Success Partners Series
- Career Outcomes Data
- Door Prize Drawing
- Table Conversations
- Large Group Conversation
- Wrap-up
- Next Session





Student Success Partners: Conversations about Winthrop Data

- Data Transparency
- Student Success
- Conversations
- Partners





About the Data

Becky Ross, Director of the Center for Career Development and Internships





Placement Rates

- “Placement Rate”
 - Regularly interpreted as the % of graduates who secured employment
 - Historical measure of success + critical data point for marketing and recruitment
- Without context, can be misleading:
 - When and how were the data collected?
 - 91% of **all** graduates vs. 91% of survey respondents (with a 20% response rate)?
 - What constitutes “placement”?
 - Jobs: Full-time or part-time? Self-employed? Continuing in a current job?
 - Job for which the degree attained is a requirement? Job related to the student major?
 - How is continuing education (graduate and professional school) counted?
- What is the institution ***promising***?





First Destinations – Career Outcomes

- Guiding principles established by NACE Board of Directors July 2012
 - Higher education institutions should be focused on obtaining career outcomes information from all institutional graduates each year.
 - Standards and Protocols provide the opportunity to perform valid, meaningful national benchmarking.
 - *More than a survey*: data may be collected from various legitimate sources (e.g., student survey responses; employer-, parent-, or faculty-provided information).
- Post-graduation pursuits of institutional graduates (i.e., not just employment)

NACE: National Association of Colleges and Employers, established in 1956 (<https://www.nacweb.org/>)





NACE Best Practices – Guiding Principles

- Career services should have an integral role—in collaboration with other institutional entities (e.g., academic departments, alumni relations offices, institutional effectiveness reporting) in collecting and disseminating career outcomes information.
- Data collection should be ongoing, with final summary analysis being completed by six months after the end of the class year.
- Higher education institutions should be focused on obtaining career outcomes information from all institutional graduates each year.
- Outcomes information reports should provide aggregate data maintaining the confidentiality of individuals in accordance with institutional protocols involving these types of data.





The Standard Core Question

Which of the following BEST describes your PRIMARY status after graduation? Please select only ONE of the following:

- a. Employed full-time (on average 30 hours or more per week)
- b. Employed part-time (on average less than 30 hours per week)
- c. Participating in a volunteer or service program (e.g., Peace Corps)
- d. Serving in the U.S. military
- e. Enrolled in a program of continuing education
- f. Seeking employment
- g. Planning to continue education, but not yet enrolled
- h. Not seeking employment or continuing education at this time





“Positive” Career Outcomes

Which of the following **BEST** describes your **PRIMARY** status after graduation? Please select only **ONE** of the following:

- a. Employed full-time (on average 30 hours or more per week)
- b. Employed part-time (on average less than 30 hours per week)
- c. Participating in a volunteer or service program (e.g., Peace Corps)
- d. Serving in the U.S. military
- e. Enrolled in a program of continuing education
- f. Seeking employment
- g. Planning to continue education, but not yet enrolled
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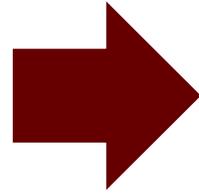
career READINESS

When you graduate, our goal is for you to feel prepared to take on the world and thrive in whatever's next – whether that's further education or starting your career. And it's more than what you learn in the classroom – it's learning how to be a leader, a global citizen and a critical thinker. It's about providing you with mentorship, support, and experiential learning in the real-world. So wherever you go next, you're ready.

FLIGHT READY

- International Center & study abroad opportunities
- Alumni-student mentoring program
- Global learning & cultural education programming
- Internships & job opportunities in Rock Hill & Charlotte
- Critical thinking curriculum focus*

**Winthrop is formally affiliated with the Critical Thinking Foundation and is one of only seven institutions in the world cited as a model program for critical thinking. Critical thinking is consistently ranked one of the top skills employers are looking for in job candidates.*



WINTHROP *by the* NUMBERS

1118 AVERAGE SAT	16 DIVISION I NCAA SPORTS	89% CAREER OUTCOMES RATE
21 AVERAGE CLASS SIZE	4.06 AVERAGE HIGH SCHOOL GPA	20-27 MIDDLE 50% of ACT
13-1 STUDENT to FACULTY RATIO	4,894 TOTAL STUDENT BODY	20+ YEARS on US News and World Report
2 ROTC PROGRAMS	15 GREEK LIFE CHAPTERS	24 GRADUATE PROGRAMS



SCHOLARSHIPS

For more information on scholarships and financial aid, visit www.winthrop.edu/finaid.

For more information, visit collegescorecard.ed.gov.

*Based on Fall 2024 data

apply TODAY

<https://apply.winthrop.edu/apply/>

Winthrop University is test optional.

2024-25 COSTS PER YEAR

In-state tuition and fees: \$15,064

Out-of-state tuition and fees: \$28,976

Housing and meals: \$13,390

Average annual cost for in-state students after financial aid is below the national median and seventh lowest of South Carolina public four-year institutions.





Dashboard Definitions

- **Response rate** – The percentage of the class degree completers who responded to a survey.
- **Knowledge Rate** – The percentage of the class degree completers for whom an outcomes destination is *known*.**
 - e.g., faculty-provided information, LinkedIn updates, phone calls to recent graduates
- **Career Outcomes Rate** – The number of degree completers who have landed in any employment category, plus service, military, and continuing education, divided by the number of students for whom an outcome is known. It excludes those graduates identified as not seeking an outcome.

**NACE updated Standards and Protocols beginning for Class of 2025, "*reasonable and verifiable*"



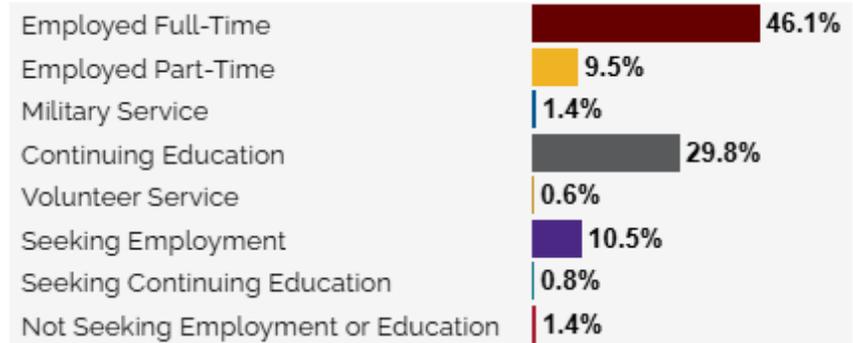


Career Outcomes Rate

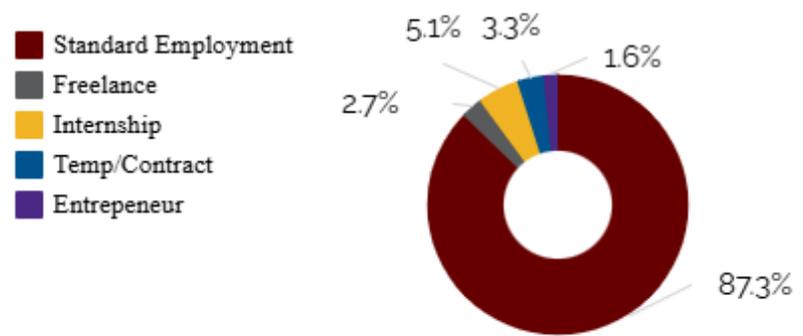
Career Outcomes Rate refers to the primary post graduation destination for Winthrop graduates within their first six months after graduation.

88.5% of graduates within six months after graduation were employed, enrolled in continuing education, serving in the military, or volunteering.

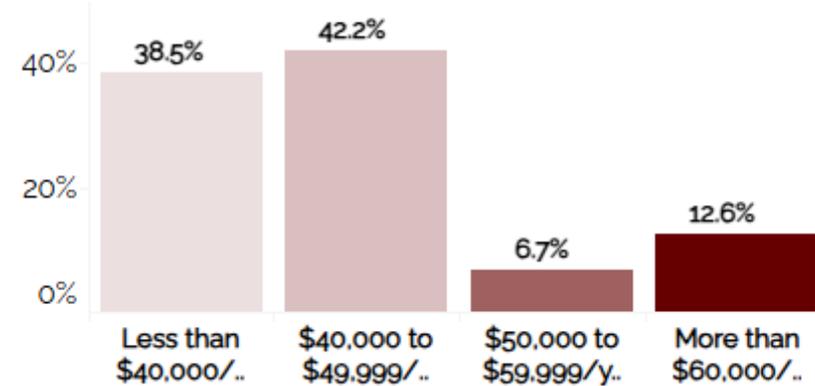
Primary Outcomes



Nature of Employment



Annual Salary Ranges





First destinations for the college class of 2024

- Overview
- Class of 2024
- Class of 2023
- Class of 2022
- Class of 2021
- Class of 2020
- Class of 2019
- Standards and Protocols
- Best Practices

FIRST DESTINATIONS DASHBOARD

Class of 2024

DEGREE LEVEL

ASSOCIATES
BACHELORS
MASTERS
DOCTORAL

OVERALL	GENDER	ETHNICITY	REGION	PUBLIC-PRIVATE	CARNEGIE CLASSIFICATION	SCHOOL SIZE	ACADEMIC PROGRAM
Mean Starting Salary	Total Graduates	Knowledge Rate	Career Outcomes Rate				
\$66,505	571,545	55.0%	85.7%				
CAREER OUTCOMES							
Employed Overall							60.3%
Standard Employment Full-time							51.2%
Continuing Education							22.8%
Seeking Employment							11.3%
Seeking Continuing Education							2.9%
Post-Grad Fellowship/Internship							1.4%
Temp/Contract Employee							1.4%
Entrepreneur							0.9%
Military							0.9%
Freelance							0.6%
Service							0.2%

Ask NACE



Door prize drawing – check your ticket!





Let's Navigate to the Dashboards

Winthrop's Career Outcomes:

www.winthrop.edu/cdi/career-outcomes.aspx

NACE First Destinations Class of 2024:

<https://tinyurl.com/1stDestinations>





Discussion

Reflecting on what surprised you and what you learned about the data presented today,

1. What are some of Winthrop's strengths in the area of career outcomes?
2. What are some opportunities for Winthrop to grow in the area of career outcomes?





Wrap-Up

- **Thank you** for attending! **Coaster** is our departing gift to you.
- Feel free to take the **handouts** with you for future reference.
- Please, complete an **evaluation form** – on paper or scan the QR code.



**PULLING BACK THE CURTAIN
ON OUR NEXT SESSION:**

**LIFE'S UNCERTAIN VOYAGE:
GRADUATION RATES**

MARCH 25, 2026

10:00 - 11:15 A.M.

DIGS 114

**CONVERSATIONS
ABOUT WINTHROP DATA**



STARRING:



www.winthrop.edu/ie/ssp