

WIU AACSB PRT Team:

In response to the additional data request, we have compiled several tables of information for your review and consideration. A few of these were already included in the initial submission of the CIR Report (Addendum 8, Addendum 10), but thought it would be beneficial to provide the information as a complete package along with the new information requested on graduation rates and retention.

Table 1: Enrollment by Discipline (2018-2024)

Table 2: Average Years to Graduation by Major (2018-2024)

Table 3: Degree Conferrals (2018-2024)

Table 4: Semester to Semester Retention by Major (2020-2024)

- At the institutional level, WIU provides overall freshman retention rates (generally around 67%) but does not report an average rate by major. Within the CBT we curate retention data for our majors. This includes the percentage of students within a given major that are retained “in the major”, switch majors but are retained “in the college”, and students that switch majors but continue within another college here at WIU and therefore are “retained at WIU”.

Table 5: Headcount/Credit Hour Production for Business Courses (2018-2024)

Table 6: Business Graduation Rates (2018-2024)

- Provides an overview of initially declared major at WIU (freshman and transfer) and the percent of students graduating in 4, 5, and 6 years relative to the WIU average.

Table 7: Internships (for credit) by Major and Year

- Providing an overview of the internship participation rates

Additionally, in response to inquiries about our measurement of Learner Success please find additional information about WIU’s utilization of First Destination Survey (a NACE-aligned career survey), as well as an overview of a powerful tool called Steppingblocks with sample career data from each of our business disciplines. This is a tool we are continuing to leverage as indirect measurements of graduate outcomes (placement, salary, skills) and are using to evaluate the skill sets of our current students as compared to the skills reported by those already working for our most common employers. This will assist in further curriculum development as we are able to identify potential “skill gaps” amongst our students. This supplements the informal feedback received by various advisory boards, and industry partners relating to our students’ preparation level or career readiness.

Finally, please find some additional exemplars of the faculty’s Impact of Scholarship to complement the items listed in Table 9.

Table 1: Enrollment at 10th day

	2018	2019	2020	2021	2022	2023	2024*
BA Economics	12	17	16	16	11	12	12
BB Accounting	248	211	197	189	166	141	147
BB Business Analytics	3	5	17	21	25	33	32
BB Economics	14	18	21	22	22	17	15
BB Finance	95	74	65	70	70	80	90
BB Management	162	167	180	179	173	159	158
BB Marketing	123	106	103	92	94	98	76
BB Supply Chain Management	151	132	109	81	75	83	64
BB Human Resource Management	95	71	71	66	66	67	70
Masters of Accountancy	20	27	23	19	16	19	28
MS Applied Statistics & Decision Analyti	17	21	26	64	140	92	38
MS Quantitative Economics	24	18	20	23	33	27	17
MBA	105	120	194	251	222	157	129

* 2018-2022 Data taken from Table 23 in the 2022-2023 Institution Fact Book. 2023-2024 data taken from Table 23 in the 2024-2005 Institution Fact Book.

Table 2: Average years to graduate by major for new freshmen and new graduate students

	2018	2019	2020	2021	2022	2023
BB Accountancy	4.8	5	5.3	5.2	5.3	5.3
BB Business Analytics (new program)	NA	NA	NA	NA	NA	NA
BB Economics	4.2	4.2	4.1	4.1	4.1	4
BB Finance	4.4	4.4	4.4	4.4	4.4	4.4
BB Management	4.8	4.8	4.9	5	5	5
BB Marketing	4.4	4.4	4.4	4.5	4.5	4.5
BB Supply Chain Management	4.7	4.7	4.6	4.6	4.6	4.5
BB Human Resource Management	4.8	4.8	4.7	4.7	4.7	4.3
BA Economics	5.7	5.8	5	4.9	5	5
Masters of Accountancy	1.5	1.5	1.4	1.4	1.5	1.5
MBA	2.6	2.5	2.5	2.4	2.4	2.4
MS Applied Statistics & Decision Analyti	NA	1.9	1.9	1.9	1.8	1.8
MS Quantitative Economics^	1.6	1.6	2.1	1.9	1.9	1.9

Data is taken from Table 44 of the annual institutional factbooks. * MS ASDA started in 2017 and therefore there weren't graduates to record in 2018. ^The MS Qecon was originally the MA Econ and switched in 2020. The 2018/2019 numbers are for the MA Econ program.

Table 3: Degree Conferral

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024*
BA Economics	4	3	6	6	5	0	1
BB Accounting	52	50	45	47	35	27	35
BB Business Analytics*	NA	NA	NA	2	1	0	0
BB Economics	7	3	4	6	4	6	3
BB Finance	20	22	17	24	19	14	17
BB Management	48	45	40	33	36	35	30
BB Marketing	30	29	29	21	19	19	15
BB Supply Chain Management	47	38	39	35	37	13	26
BB Human Resource Management	17	17	29	14	18	15	7
Masters of Accountancy	17	19	12	18	13	8	8
MS Applied Statistics & Decision Analytics (ASDA)	5	8	6	20	22	55	65
MS Quantitative Economics	19	14	10	8	9	13	13
MBA	38	42	36	41	76	89	73

* a new program that began in 2017. *All values from 2017-2022 are from the 2022-2023 Institutional Factbook, Tables 30/31. All values from

Table 4: Semester to Semester Retention by Undergraduate Major

	SP20 to FL20			FL20 to SP21			SP21 to FL21			FL21 to SP22			SP22 to FL22			FL22 to SP23			SP23 to FL23			FL23 to SP24		
	MAJOR	CBT	WIU	MAJOR	CBT	WIU	MAJOR	CBT	WIU	MAJOR	CBT	WIU	MAJOR	CBT	WIU	MAJOR	CBT	WIU	MAJOR	CBT	WIU	MAJOR	CBT	WIU
ACCT	71.2	87.2	87.8	81.2	84.5	84.5	72.6	92.4	95.5	85.2	90.3	90.3	62.6	78.7	81.3	75.2	83	83	77.6	84.5	86.2	77.6	88.8	89.6
FIN	73.7	89.5	91.2	90.3	94.4	94.4	58.7	90.7	96	84.6	87.7	89.2	68.8	83.3	85.4	73.9	84.1	85.5	58.6	75.7	77.1	81.5	90.1	90.1
ECON*	92.9	96.4	96.4	61.1	77.8	80.6	41.7	80.6	86.1	82.9	88.6	91.4	65.5	79.3	79.3	69.7	81.8	81.8	76	76	76	75	84.4	87.5
DS	62.5	87.5	87.5	83.3	91.7	91.7	75	87.5	100	81.3	87.5	87.5	63.6	81.8	81.8	68.2	68.2	68.2	82.2	82.2	82.2	86.5	86.5	86.5
MGT	65	84.6	87.8	79.7	83	83.5	64.6	92.7	97.6	82	88.7	89.2	61.1	75.9	77.8	73.5	80.1	80.7	65.9	77	78.5	74.7	81.3	82.7
MKTG	63	89	90.4	87	92.4	92.4	63.3	91.1	100	80.9	83.1	88.8	64.5	77.6	81.6	70.2	76.2	78.6	57.7	74.6	6.1	74.2	81.6	82.8
SCM	68	83.5	85.6	79.1	84.6	84.6	70.5	88.6	90.9	72.1	86.8	88.2	67.3	85.5	87.3	71.4	90	90	72.9	87.1	87.1	78.2	88.5	88.5
HRM	69.2	84.6	90.4	78	83.1	88.1	70	92	98	75.4	86	89.5	69.2	80.8	84.6	73.7	82.5	82.5	58.8	80.4	82.4	82.5	92.1	92.1

Data is taken from internally distributed CBT advising reports issued after 10th day. * We are unable to meaningfully separate out the BB Econ from the BA Econ during this reporting window so they are combined. Includes retention between pre-business, pre-business conditional, and declared majors. WIU does not report an average rate by

Table 5: Headcount/Credit Hour Production for Business Courses

	# of Seats Enrolled	Sum of SCH	# of Sections	Average Class Size
2024	6504	18415	352	18.5
ACCT	1173	3024	64	18.3
BCOM	445	1335	23	19.3
BL	182	546	6	30.3
DS	713	2139	39	18.3
ECON	1030	2751	60	17.2
FIN	791	2110	39	20.3
HRM	330	990	15	22.0
MGT	911	2733	48	19.0
MKTG	573	1719	30	19.1
SCM	356	1068	28	12.7
2023	7313	20749	378	19.3
ACCT	1089	3178	66	16.5
BCOM	413	1239	23	18.0
BL	217	651	7	31.0
DS	1449	3621	46	31.5
ECON	1057	3084	58	18.2
FIN	839	2229	50	16.8
HRM	273	819	16	17.1
MGT	1022	3066	51	20.0
MKTG	564	1692	33	17.1
SCM	390	1170	28	13.9
2022	7336	21122	399	18.4
ACCT	1209	3591	79	15.3
BCOM	353	1059	23	15.3
BL	182	546	6	30.3
DS	1074	2673	52	20.7
ECON	1273	3775	63	20.2
FIN	849	2290	44	19.3
HRM	371	1113	18	20.6
MGT	1070	3210	59	18.1
MKTG	639	1917	32	20.0
SCM	316	948	23	13.7
2021	7334	21237	393	18.7
ACCT	1160	3480	69	16.8
BCOM	410	1230	23	17.8
BL	201	603	6	33.5
DS	672	1767	49	13.7
ECON	1289	3605	65	19.8
FIN	957	2617	51	18.8
HRM	395	1185	14	28.2
MGT	1247	3741	63	19.8
MKTG	700	2100	33	21.2
SCM	303	909	20	15.2
2020	7782	22793	467	16.7
ACCT	1232	3696	83	14.8
ATM	0	0	1	0.0
BCOM	483	1449	24	20.1
BL	253	759	8	31.6
DS	555	1545	58	9.6
ECON	956	2778	64	14.9
FIN	1077	2894	62	17.4
HRM	435	1305	15	29.0
MGT	1526	4578	78	19.6
MKTG	782	2340	41	19.1
SCM	483	1449	33	14.6
5-Year Total	36269	104316	1989	18.2

Table 6: Business Graduation Rates 2018-2024

Cohort Term	Major at Entry	College at Entry	Program at Entry	Admission Type at Entry					
				FRESHMAN			TRANSFER UNDERGRADUATE		
				Percent Graduated in 4 Years	Percent Graduated in 5 Years	Percent Graduated in 6 Years	Percent Graduated in 4 Years	Percent Graduated in 5 Years	Percent Graduated in 6 Years
Fall 2018	PRE-BUSINESS ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	39.13%	65.22%	69.57%	66.67%	83.33%	91.67%
	PRE-BUSINESS CONDITIONAL ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	64.71%	70.59%	70.59%
	PRE-BUSINESS CONDITIONAL HUMAN RESOURCE MGT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	60.00%	60.00%	60.00%
	PRE-BUSINESS CONDITIONAL MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	56.25%	62.50%	68.75%
	PRE-BUSINESS CONDITIONAL SUPPLY CHAIN MGT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	61.54%	69.23%	69.23%
	PRE-BUSINESS FINANCE	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	36.36%	54.55%	63.64%	-	-	-
	PRE-BUSINESS MARKETING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	7.69%	38.46%	38.46%	-	-	-
	PRE-BUSINESS UNDECIDED	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	27.78%	36.11%	38.89%	-	-	-
	WIU	WIU	WIU	30.70%	42.20%	45.20%	69.90%	71.80%	72.70%
Fall 2019	PRE-BUSINESS ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	21.43%	50.00%	57.14%	-	-	-
	PRE-BUSINESS CONDITIONAL ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	73.68%	73.68%	73.68%
	PRE-BUSINESS CONDITIONAL MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	60.87%	60.87%	60.87%
	PRE-BUSINESS CONDITIONAL SUPPLY CHAIN MGT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	71.43%	71.43%	71.43%
	PRE-BUSINESS MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	18.18%	36.36%	36.36%	45.45%	45.45%	54.55%
	PRE-BUSINESS MARKETING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	53.85%	61.54%	61.54%	-	-	-
	PRE-BUSINESS UNDECIDED	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	25.00%	46.43%	50.00%	-	-	-
	WIU	WIU	WIU	33.30%	46.90%		68.20%	70.60%	
	Fall 2020	PRE-BUSINESS ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	36.36%	40.91%	40.91%	38.46%	38.46%
PRE-BUSINESS CONDITIONAL ACCOUNTING		COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	64.71%	70.59%	70.59%
PRE-BUSINESS CONDITIONAL HUMAN RESOURCE MGT		COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	63.64%	63.64%	63.64%
PRE-BUSINESS CONDITIONAL MANAGEMENT		COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	37.93%	44.83%	44.83%
PRE-BUSINESS CONDITIONAL MARKETING		COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	83.33%	83.33%	83.33%
PRE-BUSINESS MANAGEMENT		COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	55.00%	55.00%	55.00%	-	-	-
PRE-BUSINESS MARKETING		COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	53.85%	61.54%	61.54%	-	-	-
PRE-BUSINESS UNDECIDED		COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	18.18%	27.27%	27.27%	-	-	-
WIU		WIU	WIU	35.60%			63.20%		
Fall 2021	PRE-BUSINESS ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	17.65%	17.65%	17.65%	-	-	-
	PRE-BUSINESS BUSINESS ANALYTICS	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	7.69%	7.69%	7.69%	-	-	-
	PRE-BUSINESS CONDITIONAL ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	41.18%	41.18%	41.18%
	PRE-BUSINESS CONDITIONAL HUMAN RESOURCE MGT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	45.45%	45.45%	45.45%
	PRE-BUSINESS CONDITIONAL MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	50.00%	50.00%	50.00%
	PRE-BUSINESS FINANCE	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	20.00%	20.00%	20.00%	-	-	-
	PRE-BUSINESS MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS MARKETING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	16.67%	16.67%	16.67%	-	-	-
	PRE-BUSINESS UNDECIDED	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	7.69%	7.69%	7.69%	-	-	-
WIU	WIU	WIU				52.00%			
Fall 2022	PRE-BUSINESS ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	33.33%	33.33%	33.33%
	PRE-BUSINESS CONDITIONAL ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	28.57%	28.57%	28.57%
	PRE-BUSINESS CONDITIONAL HUMAN RESOURCE MGT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	23.08%	23.08%	23.08%
	PRE-BUSINESS CONDITIONAL MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	35.71%	35.71%	35.71%
	PRE-BUSINESS CONDITIONAL SUPPLY CHAIN MGT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	53.85%	53.85%	53.85%
	PRE-BUSINESS FINANCE	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS MARKETING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS UNDECIDED	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
WIU	WIU	WIU							
Fall 2023	PRE-BUSINESS ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS BUSINESS ANALYTICS	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS CONDITIONAL ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	0.00%	0.00%	0.00%
	PRE-BUSINESS CONDITIONAL HUMAN RESOURCE MGT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	0.00%	0.00%	0.00%
	PRE-BUSINESS CONDITIONAL MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	0.00%	0.00%	0.00%
	PRE-BUSINESS FINANCE	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	PRE-BUSINESS MARKETING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS UNDECIDED	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	2.04%	2.04%	2.04%	-	-	-
WIU	WIU	WIU							
Fall 2024	PRE-BUSINESS ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	PRE-BUSINESS CONDITIONAL ACCOUNTING	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	0.00%	0.00%	0.00%
	PRE-BUSINESS CONDITIONAL MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	-	-	-	0.00%	0.00%	0.00%
	PRE-BUSINESS FINANCE	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS MANAGEMENT	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
	PRE-BUSINESS UNDECIDED	COLLEGE OF BUSINESS AND TECHNOLOGY	BUSINESS (BB)	0.00%	0.00%	0.00%	-	-	-
WIU	WIU	WIU							

	# of Internships by Major (for credit)	Average of size of Major	Percent Internships for Credit
2024	36	804	4.5%
Supply Chain Management	14	83	16.9%
Marketing	2	98	2.0%
Management	5	159	3.1%
Human Resource Management	1	67	1.5%
BB Finance	1	80	1.3%
BB Accountancy	7	141	5.0%
MBA	2	157	1.3%
MA Accountancy	4	19	21.1%
2023	56	904	6.2%
Supply Chain Management	25	75	33.3%
Marketing	6	94	6.4%
Management	3	173	1.7%
Human Resource Management	4	66	6.1%
BB Finance	4	70	5.7%
BB Economics	1	22	4.5%
BB Accountancy	9	166	5.4%
MBA	2	222	0.9%
MA Accountancy	2	16	12.5%
2022	51	947	5.4%
Supply Chain Management	23	81	28.4%
Marketing	6	92	6.5%
Management	5	179	2.8%
Human Resource Management	5	66	7.6%
BB Finance	5	70	7.1%
BB Accountancy	4	189	2.1%
MBA	1	251	0.4%
MA Accountancy	2	19	10.5%
2021	57	463	12.3%
Supply Chain Management	47	109	43.1%
Marketing	4	103	3.9%
Management	5	180	2.8%
Human Resource Management	1	71	1.4%
2020	40	476	8.4%
Supply Chain Management	27	132	20.5%
Marketing	3	106	2.8%
Management	5	167	3.0%
Human Resource Management	5	71	7.0%
Grand Total	240	3594	6.7%

WIU Learner Success: Graduate Outcomes

Western Illinois University offers comprehensive career services to support students and alumni in their professional development. These services include career counseling, resume and interview preparation, job and internship search assistance, and networking opportunities with employers. The university also provides access to Handshake, career fairs, and workshops to help students successfully transition from college to the workforce.

During the last four years, WIU Center for Career Preparation and Employer Engagement utilized the NACE-aligned *First Destination Survey* via Handshake to all graduates to collect information on graduate outcomes (found at the end of the document). This survey is administered to capture information for new college graduates six months after graduation. The response rate continues to be a challenge. In an effort to address this lack of participation, the survey will become part of the application for graduation process ensuring students complete this piece just prior to graduation providing some additional direct measures of employment offers. Within business disciplines indirect measures are used including tracking outcomes through internship participation and evaluation, and exit surveys.

In 2022, the College of Business and Technology in consultation with the CBT National Advisory Board made the decision to encourage university-wide adoption of a career platform site called Steppingblocks. Steppingblocks is a powerful data analytics tool that helps track graduate outcomes for business majors by leveraging real-world employment data, salary trends, and career trajectories. By analyzing millions of available professional profiles, Steppingblocks provides insights into where business graduates work, their average earnings over time, the industries they enter, and the skills most relevant to their success.

The initial rollout of Steppingblocks included campus-wide access for all students, faculty, and staff to the Online Digital Career Counseling portion of Steppingblocks. The Career Feeds feature in Steppingblocks provides real-time insights into job trends, industry demands, and skill requirements by analyzing workforce data. It helps students and professionals stay updated on emerging career opportunities, salary expectations, and the evolving job market to make informed career decisions. Students may generate a profile with their interests, utilize tools such as personality tests, personalized career planning, skill development recommendations, and explore content curated for their career path.

Additionally, a second feature of Steppingblocks is called Graduate Outcomes/Graduate Explorer. Using a powerful analytics tool analyzing millions of graduate profiles, Graduate Explorer provides insights into where WIU business alumni work, their job titles, average earnings, and the skills that contribute to their success. This tool allows students, educators, and career advisors to make data-driven decisions about education paths, job opportunities, and professional development. Business students can better understand their potential career trajectories, align their skills with industry demands, and optimize their job search strategies for long-term success. From a learner success perspective, faculty may see where our discipline-specific alumni (e.g. accounting) are employed geographically, top companies, and most frequent job titles. Drilling down further, Steppingblocks provides information about employer trends, and skills. Below you will find snapshots of each business discipline –the platform allows us to access more granular data on each of the sections below (majors, employers, job titles)

WIU Graduates 2017-2024 in Business Majors (excluding Accounting)

WESTERN ILLINOIS UNIVERSITY



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

1,264 of 77,248

PROFILES

Colleges: 1

Grad Years: 8

Majors: 9

+ Add Filter

⊗ Clear All Filters

Overview

Employer Trends

Skills

Alumni
1,264

Avg. Age
30

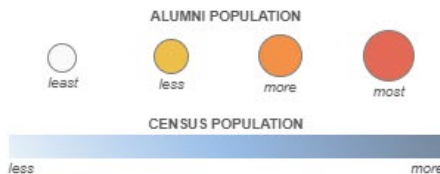
Avg. Salary
\$68,501

Male / Female
59% 41%

Top States

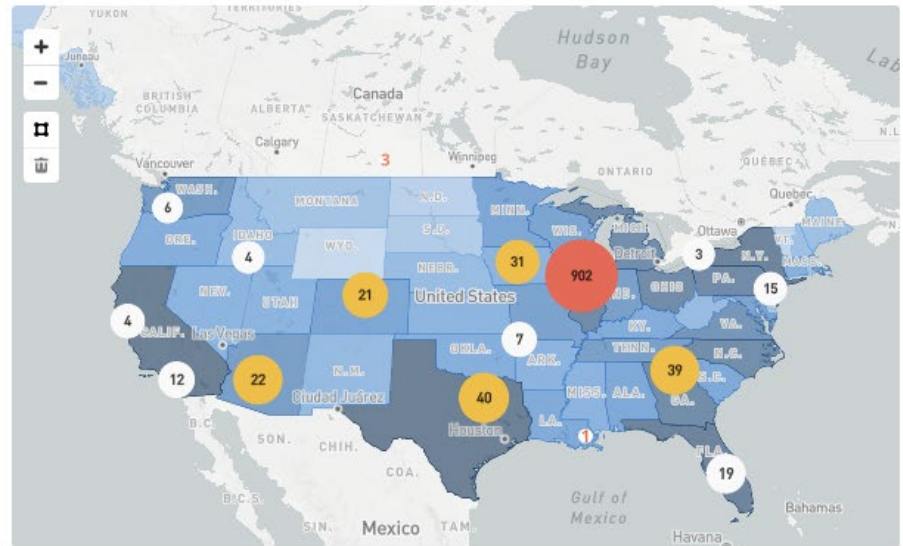
The top states where your alumni live and work

Illinois	56%
Iowa	11%
Texas	2.6%
Missouri	2.2%
Wisconsin	1.9%
Florida	1.7%
Colorado	1.7%
Arizona	1.5%
California	1.3%
Indiana	0.9%



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



Majors

Top education majors of your alumni



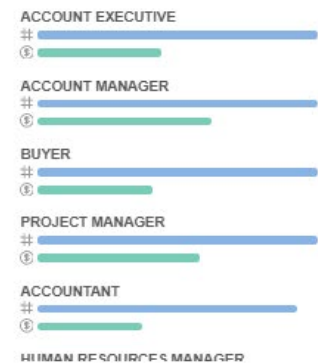
Employers

Top companies of your alumni



Job Titles

Most frequent job titles of your alumni



WIU Graduates 2017-2024 in Accountancy

WESTERN ILLINOIS UNIVERSITY



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

308 of 77,248
PROFILES

Colleges: 1 Majors: 1 Grad Years: 8 Add Filter Clear All Filters

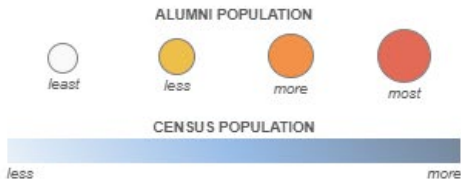
Overview Employer Trends Skills

Alumni	Avg. Age	Avg. Salary	Male / Female
308	29	\$59,873	48% 52%

Top States

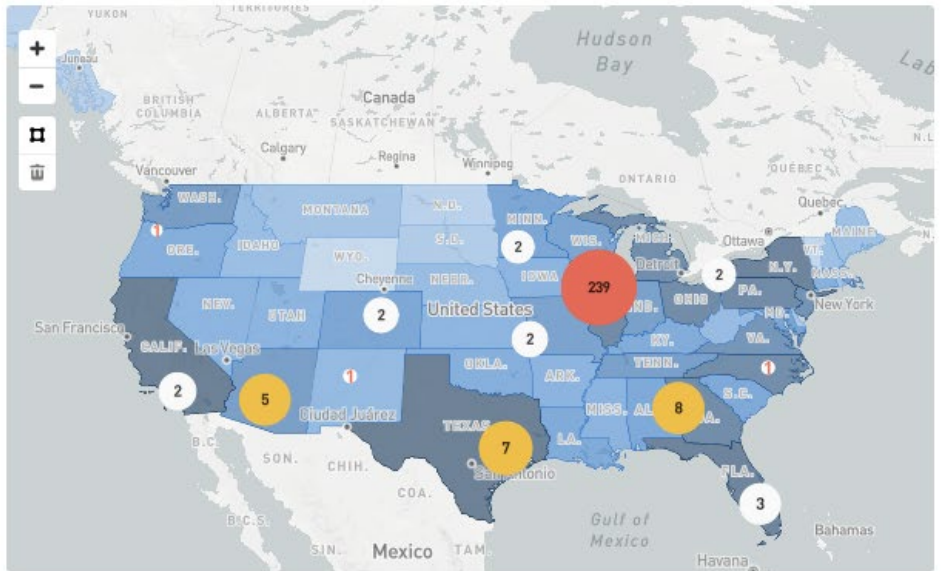
The top states where your alumni live and work

Illinois	60.7%
Iowa	13.6%
Texas	1.9%
Arizona	1.6%
Florida	1.6%
Indiana	1.3%
Georgia	1%
Wisconsin	1%
California	0.6%
Colorado	0.6%



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



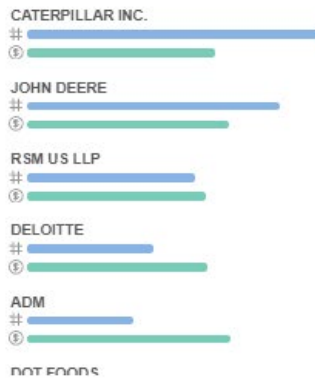
Majors

Top education majors of your alumni



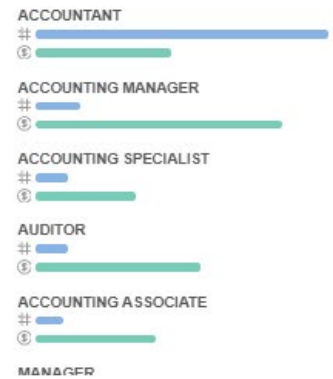
Employers

Top companies of your alumni



Job Titles

Most frequent job titles of your alumni



WIU Graduates 2017-2024 in Supply Chain Management

WESTERN ILLINOIS UNIVERSITY



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

196 of 77,248
PROFILES

Colleges: 1 Grad Years: 8 Majors: 1 Add Filter Clear All Filters

Overview Employer Trends Skills

Alumni: 196 Avg. Age: 29 Avg. Salary: \$64,447 Male / Female: 77% 23%

Top States

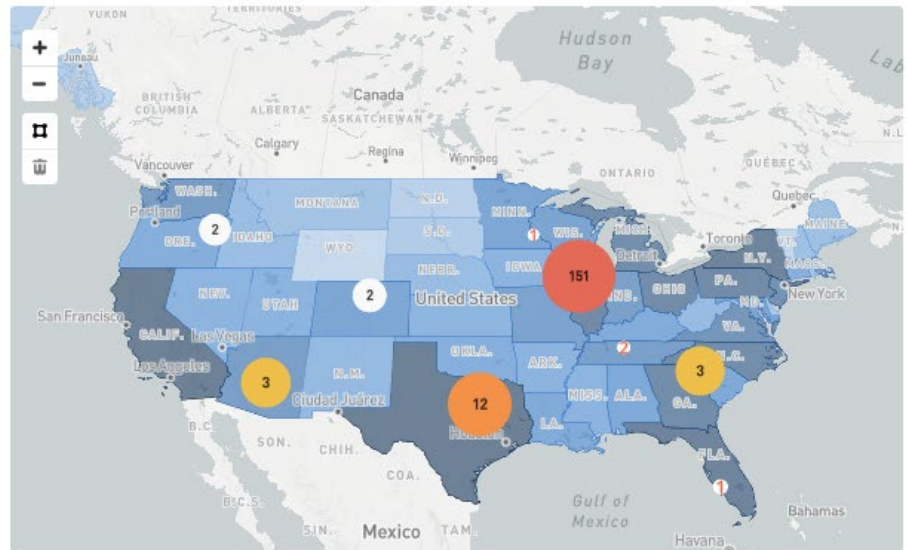
The top states where your alumni live and work

Illinois	59.7%
Iowa	8.7%
Texas	5.6%
Wisconsin	3.6%
Missouri	3.1%
Arizona	1.5%
Colorado	1%
Indiana	1%
Tennessee	1%
Florida	0.5%



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



Majors

Top education majors of your alumni



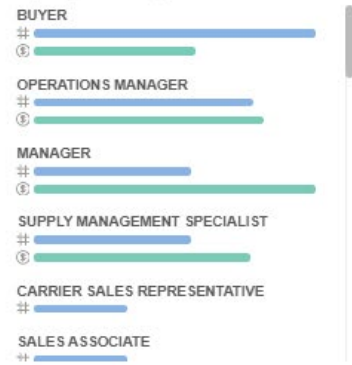
Employers

Top companies of your alumni



Job Titles

Most frequent job titles of your alumni



WIU Graduates 2017-2024 in Human Resource Management

WESTERN ILLINOIS UNIVERSITY



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

116 of 77,248

PROFILES

Colleges: 1

Grad Years: 8

Majors: 1

Add Filter

Clear All Filters

Overview

Employer Trends

Skills

Alumni
116

Avg. Age
28

Avg. Salary
\$60,850

Male / Female
30% 70%

Top States

The top states where your alumni live and work

Illinois	49.1%
Iowa	15.5%
Texas	2.6%
Florida	1.7%
Louisiana	1.7%
South Carolina	1.7%
Arizona	0.9%
California	0.9%
Georgia	0.9%
Kansas	0.9%

ALUMNI POPULATION

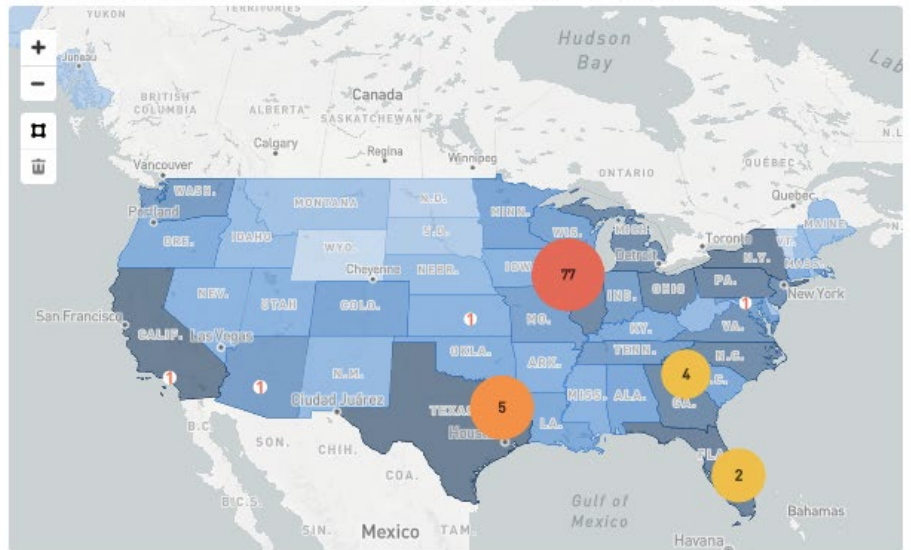


CENSUS POPULATION



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



Majors

Top education majors of your alumni



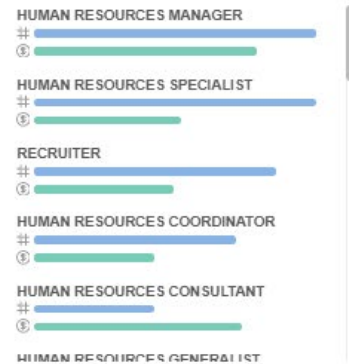
Employers

Top companies of your alumni



Job Titles

Most frequent job titles of your alumni



WIU Graduates 2017-2024 in Economics/Quantitative Economics

WESTERN ILLINOIS UNIVERSITY



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

87 of 77,248

PROFILES

Colleges: 1

Grad Years: 8

Majors: 2

+ Add Filter

✕ Clear All Filters

Overview

Employer Trends

Skills

Alumni
87

Avg. Age
30

Avg. Salary
\$71,572

Male / Female
67% 33%

Top States

The top states where your alumni live and work

Illinois	48.3%
Texas	8%
Missouri	5.7%
Iowa	4.6%
Colorado	2.3%
Georgia	2.3%
Indiana	2.3%
North Carolina	2.3%
Tennessee	2.3%
Washington	2.3%

ALUMNI POPULATION

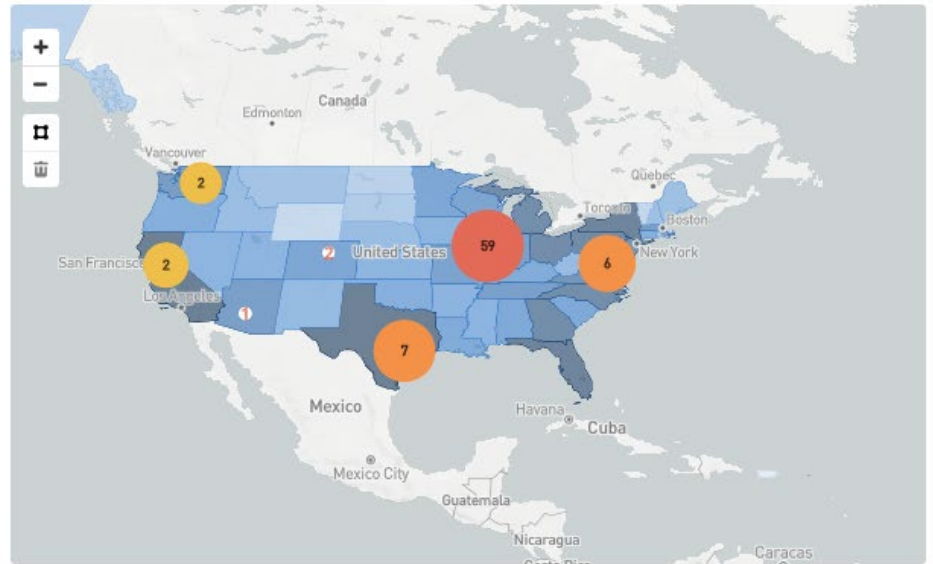


CENSUS POPULATION



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



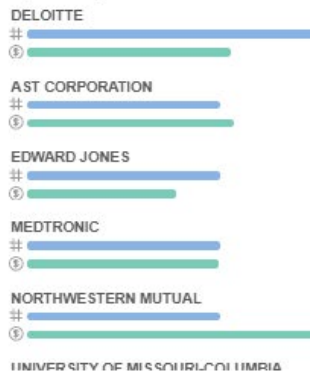
Majors

Top education majors of your alumni



Employers

Top companies of your alumni



Job Titles

Most frequent job titles of your alumni



WIU Graduates 2017-2024 in Finance



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

Colleges: 1 | Grad Years: 8 | Majors: 1 | Add Filter | Clear All Filters

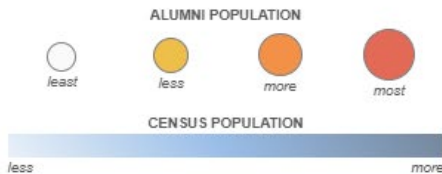
Overview | Employer Trends | Skills

Alumni	Avg. Age	Avg. Salary	Male / Female
102	28	\$59,685	69% / 31%

Top States

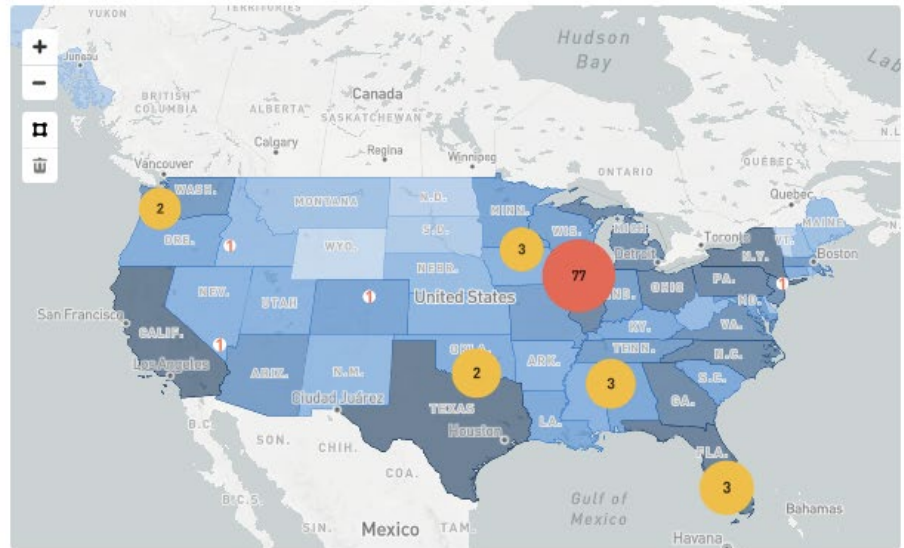
The top states where your alumni live and work

Illinois	67.6%
Iowa	6.9%
Florida	3.9%
Minnesota	2%
Alabama	1%
Colorado	1%
Idaho	1%
Missouri	1%
Nevada	1%
New York	1%



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



Majors

Top education majors of your alumni



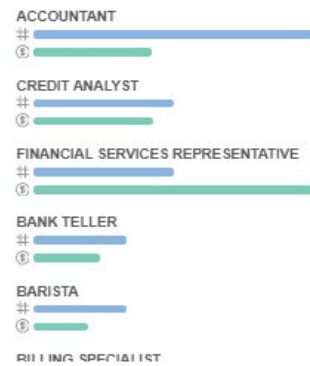
Employers

Top companies of your alumni



Job Titles

Most frequent job titles of your alumni



WIU Graduates 2017-2024 in Marketing



Graduate Outcomes

Learn about the career outcomes of your alumni, and use the filters to answer specific questions.

Colleges: 1 Grad Years: 8 Majors: 1 Add Filter Clear All Filters

Overview Employer Trends Skills

Alumni	Avg. Age	Avg. Salary	Male / Female
163	28	\$60,900	59% 41%

Top States

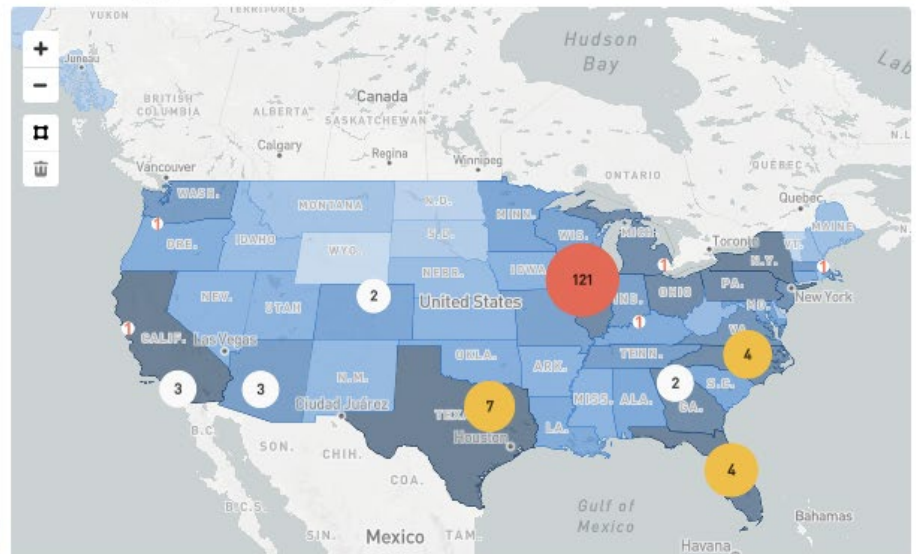
The top states where your alumni live and work

Illinois	58.9%
Iowa	8%
Texas	3.7%
Missouri	3.1%
California	2.5%
Florida	2.5%
Arizona	1.8%
Indiana	1.8%
Wisconsin	1.8%
Colorado	1.2%



Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



Majors

Top education majors of your alumni



Employers

Top companies of your alumni



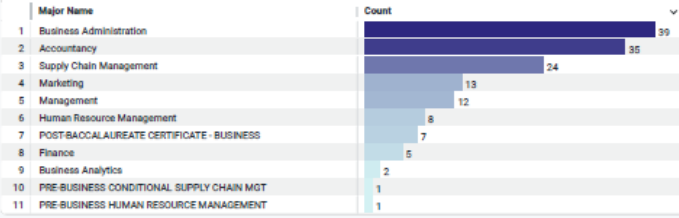
Job Titles

Most frequent job titles of your alumni

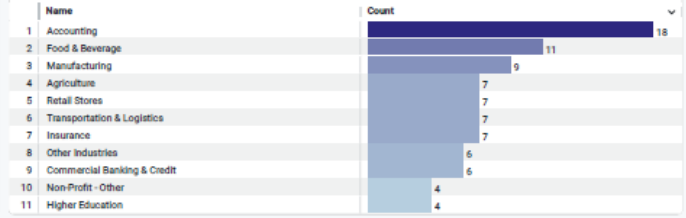


NACE-aligned First Destination Survey Results

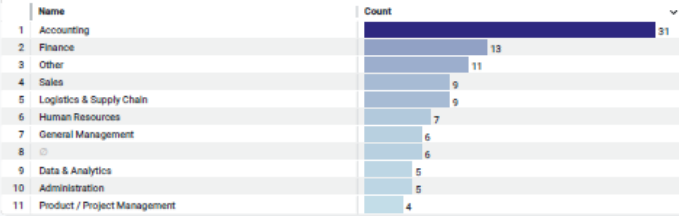
Responses by Major



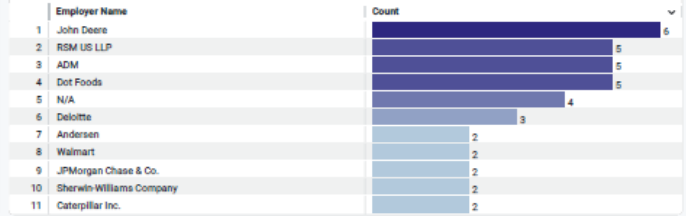
Responses by Industry



Responses by Job Function



Responses by Employer



Compensation Breakdown

\$63,000.00

Median Annual Salary - Annual Salary Working Responses

81 Responses

\$41,693.60

Median Annual Salary - Hourly Wage Working Responses

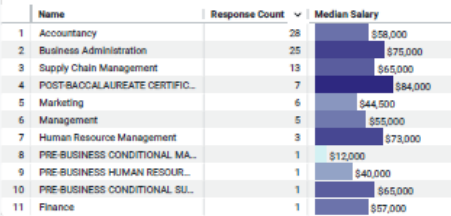
25 Responses

\$0.12

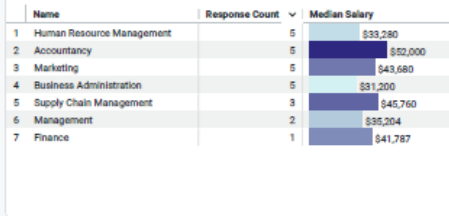
Median Annual Salary - Monthly Stipend Working Responses

1 Responses

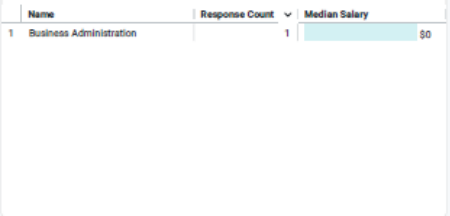
Median Salary by Major - Annual Salary Working Responses



Median Salary by Major - Hourly Wage Working Responses



Median Salary by Major - Monthly Stipend Working Response



\$5,000.00

Median Bonus - Annual Salary Working Responses

24 Responses with a Bonus

\$500.00

Median Bonus - Hourly Wage Working Responses

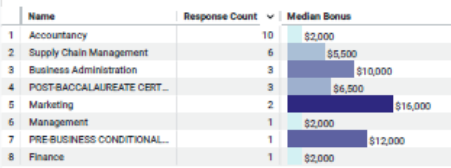
1 Responses with a Bonus

\$0.01

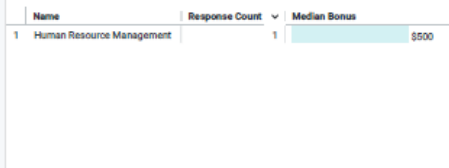
Median Bonus - Monthly Stipend Working Responses

1 Responses with a Bonus

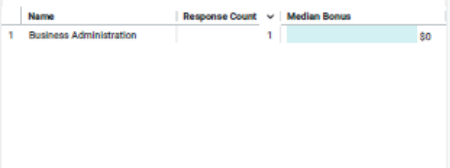
Median Bonus by Major - Annual Salary Working Responses



Median Bonus by Major - Hourly Wage Working Responses



Median Bonus by Major - Monthly Stipend Working Response



Additional Exemplars of Thought Leadership-Scholarship Area

Impact of Scholarship is demonstrated through more than 200 intellectual contributions that directly tie to the CBT goals of providing quality education and decent work and economic growth. To supplement Table 9, the CIR business report included exemplars of scholarly impact including the multi-institution/private sector collaboration on a Type 1 NSF grant with Dr. Zimmerman, Supply Chain Management, as a co-principal investigator. The collaboration titled “NSF Engines: Type-1: Advancing Smart Logistics (ASL)” is a groundbreaking NSF initiative using cutting-edge technology, rigorous testing, and strategic partnerships to improve mid-mile and last-mile logistics. The consortium includes 8 Illinois institutions of higher education, the Illinois Innovation Network (IIN), and various governmental and industry partners throughout the Midwest region. ASL's primary goal is to encourage collaboration between academic researchers and private enterprises in order to encourage companies to expand or establish a presence in Illinois. This collaborative effort will make it easier to design, manufacture, test, and commercialize innovative smart logistics equipment. The work spurs the economic growth of regional industries, its workers, and communities around the state.

Additional examples of impact through scholarship would include:

- School of Accounting, Finance, Economics, and Decision Sciences faculty partnership with the School of Computer Sciences in the Broadband Regional Engagement for Adoption and Digital Equity (READY) grant delivering virtual and in-person workshops on cybersecurity fundamentals and data management. These educational workshops provide critical information to community members and businesses about the potential threat of cybersecurity attacks and preventive measures available to avoid disruption. Community sessions relating to securing personal data, as well as enterprise data, were provided by faculty from computer science and economics/data analytics. The grant was funded through the Illinois Department of Commerce and Economic Opportunity (DECO) and the Illinois Innovation Network. As part of the grant, a Chromebook lending program was initiated helping four regional libraries in west central Illinois.
- Three books published by Dr. Thomas Sadler, Professor of Economics, including *Sadler, Understanding Global Crises: From Covid to Climate Change and Economic Collapse*; *Pandemic Economics*; and *Energy Economics: Science, Policy, and Economic Applications* are examples of impactful scholarship. Dr. Sadler’s work in the field of energy economics contributes to the regional, national, and global conversation about reliance on fossil fuels, and transition to cleaner energy sources. His scholarly work considers both the science and policy underlying many of today’s important energy issues, especially with respect to nuclear energy and the climate crisis. His work provides businesses, policy-makers, and community members with a comprehensive understanding of energy demand and supply, energy systems, and the importance of crafting energy policy to ensure sustainable long-term economic growth.
- Dr. Gordon Rands, Professor of Management, publishes extensively in the area of sustainability management. He published three textbook cases *in Business Ethics: Best*

Practices for Designing and Managing Ethical Organizations within this review cycle including “Case Study: The Paris Climate Change Agreement: Walmart & Amazon as Sustainability Leaders”, “Case Study 5: ExxonMobil and Climate Change: Increasing Profits and Misleading Shareholders”, and “Case Study 13: Corporate Social Responsibility and the Fair-Trade Movement: How Fair Is Fair Trade?” This is a popular textbook in business schools and therefore, has a significant audience. Additionally, Dr. Rands published two chapters in scholarly books on sustainability including “*Introduction to the Handbook of multi-level climate action: Sparking and sustaining transformative approaches*” in *Handbook of Multi-Level Climate Actions: Sparking and Sustaining Transformative Approaches*, and “*Why Focus on Faculty Personal Sustainability?*” in *Faculty Personal Sustainability: Walking the Sustainability Talk*. His collective scholarly work has significant reach to both academicians as well as business leaders and students.