

Alumni Outcomes

from California State University-San Marcos

This report details the employment outcomes of a segment of your alumni, based on matching your institution's student data to Lightcast's database of online profiles. Unmatched alumni are not included in this report.

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What is Lightcast Data?

At Lightcast we're passionate about providing meaningful labor market data for colleges and their students.

Our labor market dataset includes data from three categories: government sources, online job posting activity, and professional profiles/resumes. This report primarily leverages the latter, known as our Profile Analytics database, which aggregates social and professional profiles from over 100 public websites.

This dataset is extremely granular, allowing us to understand workforce credentials of millions of workers across the country. These credentials include alma mater, occupation, job title, employer, skills, qualifications, location, industry, and more.

Your institution gave Lightcast a catalog of your academic programs and student records, which we matched to our profile database. The result is a robust analysis of your matched alumni's employment outcomes by program of study. Unmatched alumni are not included in the report.

FAQs are included at the end of the report.

Report Parameters

1 Degree Level

Bachelor

1 Academic Unit

College of Science, Technology, Engineering, & Mathematics

1 Nation

0 United States

Graduation Year

1992 - 2022

Graduation Status

Graduated

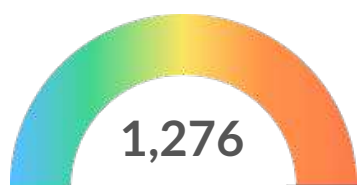
Settings

Limit to highest level award per student. Limit to profiles with jobs that started after graduation.

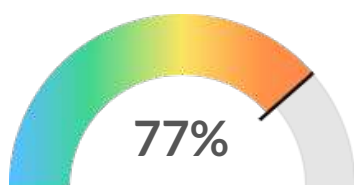
Class of Worker

QCEW Employees

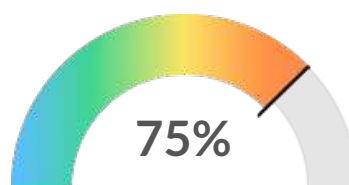
Match Summary



Matched Alumni



Employed in Field



Reside in Region

Earnings

Based on their occupations and where they live, these are estimates of what your alumni could be making at their current ages, and a potential wage based on the average wage for their occupations.

\$73.4K

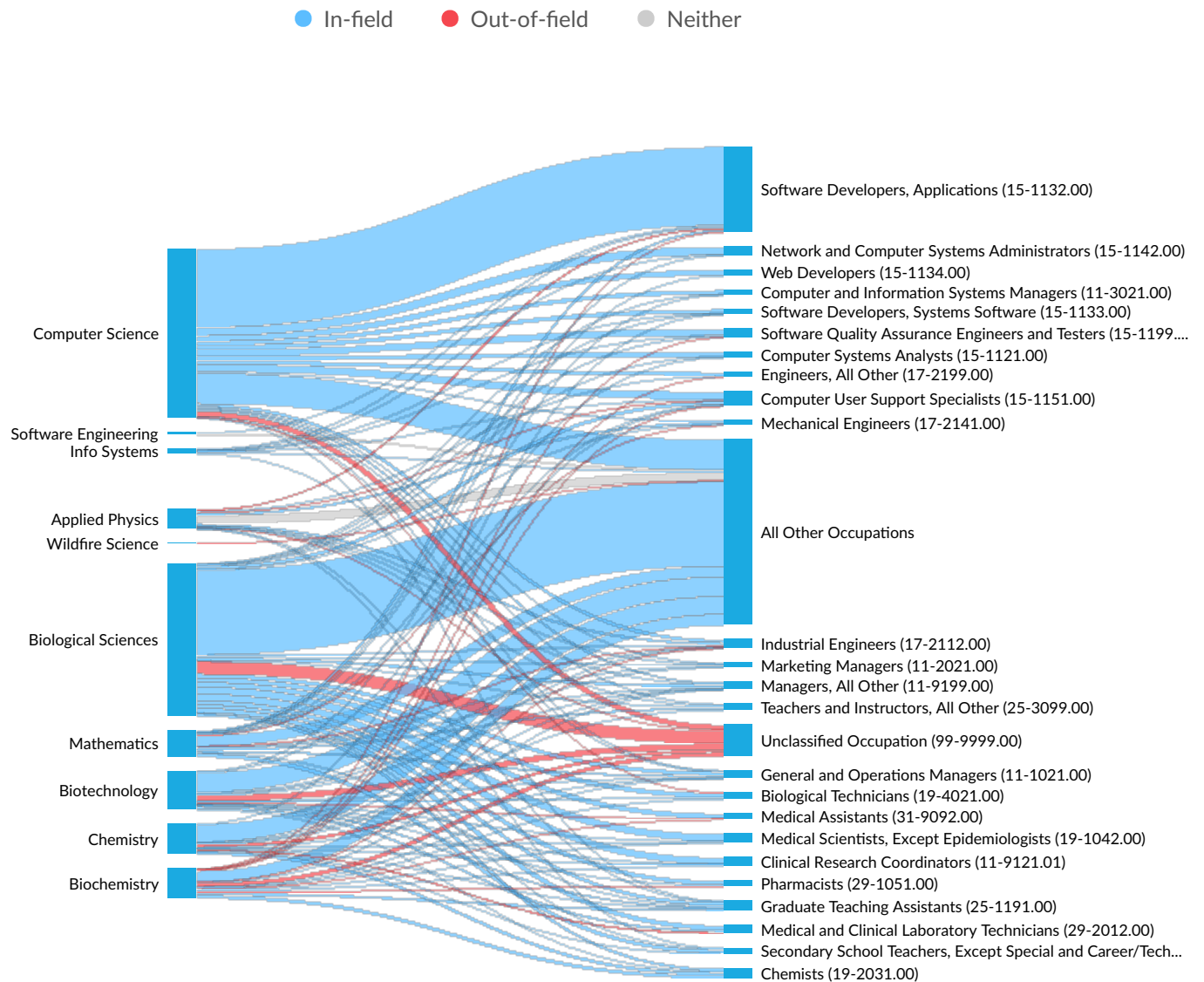
Estimated Wage

\$100.2K

Potential Wage

Program to Career Outcomes

This visual displays the education-to-career paths of your alumni based on their program of study and current occupation. Note: This diagram includes up to the top 25 occupations with all remaining occupations grouped under All Other Occupations.



The following tables display the employment outcomes of your alumni based on their current role. These outcomes are classified by standardized occupation codes and job titles.

Occupations (SOC)	Alumni Profiles	Percent
Software Developers and Software Quality Assurance Analysts and Testers (15-1256)	244	19.12%
Unclassified Occupation (99-9999)	85	6.66%
Computer Occupations, All Other (15-1299)	42	3.29%
Computer User Support Specialists (15-1232)	39	3.06%
Postsecondary Teachers (25-1099)	39	3.06%
Natural Sciences Managers (11-9121)	29	2.27%
Clinical Laboratory Technologists and Technicians (29-2018)	28	2.19%
Chemists (19-2031)	27	2.12%
Industrial Engineers (17-2112)	25	1.96%
Medical Scientists, Except Epidemiologists (19-1042)	25	1.96%

Job Title	Alumni Profiles	Percent
Software Developers and QA Testers	217	17.01%
Scientific Research Managers	40	3.13%
Chemists	28	2.19%
Scientist	22	1.72%
Research Assistants	21	1.65%
Clinical Laboratory Technologists and Technicians	20	1.57%
IT Technical Support Specialists	17	1.33%
Computer Systems Analysts	16	1.25%
Biological Technicians	16	1.25%
Laboratory Technician	16	1.25%

Top Companies

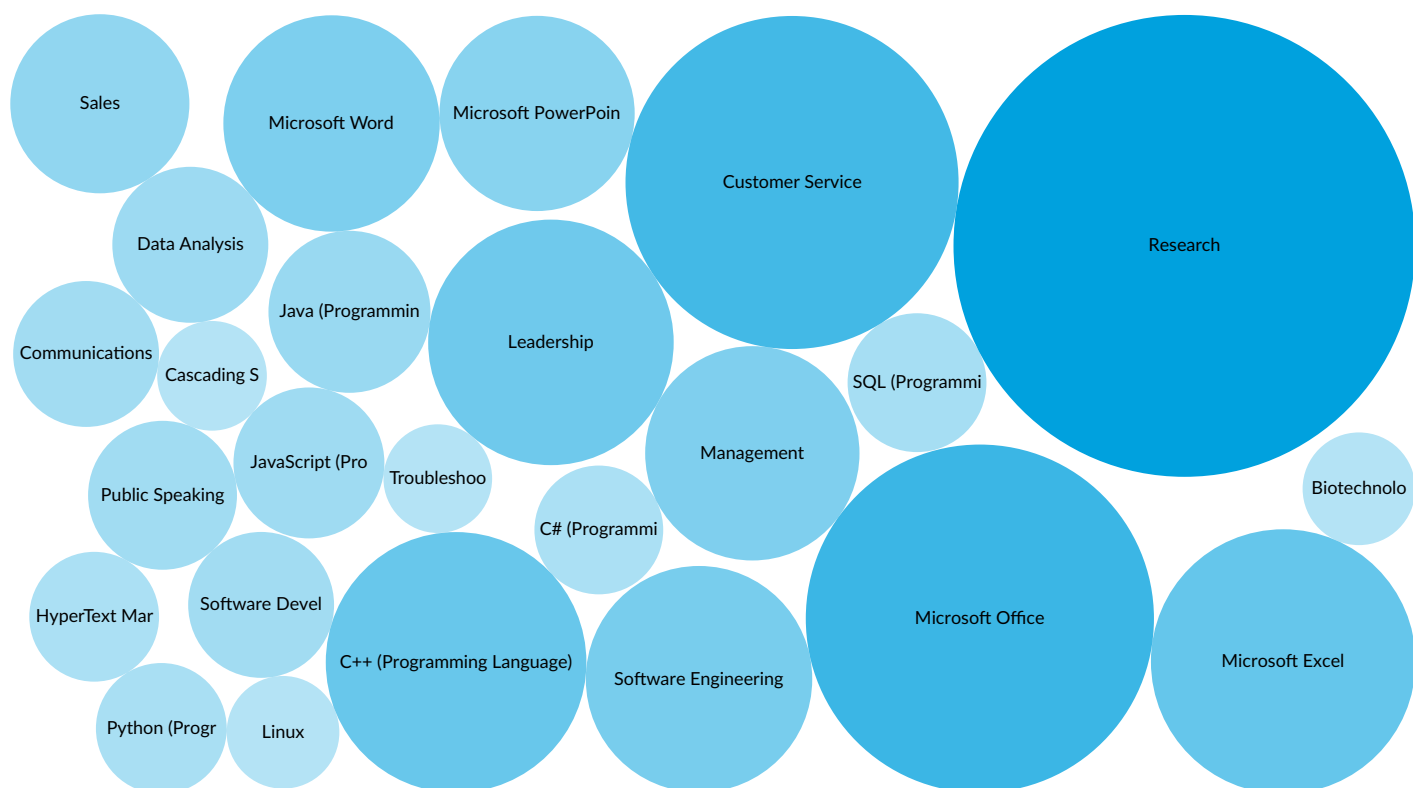
This table shows the top companies where your alumni work based on their most current job.

Company	Alumni Profiles	Percent
Thermo Fisher Scientific	21	1.65%
California State University San Marcos	21	1.65%
General Atomics	21	1.65%
Northrop Grumman	16	1.25%
Illumina	15	1.18%
Qualcomm	14	1.10%
Viasat	11	0.86%
BAE Systems	10	0.78%
BD	9	0.71%
Playstation	8	0.63%

Top Skills

This diagram shows the top skills your alumni have included in their online profiles.

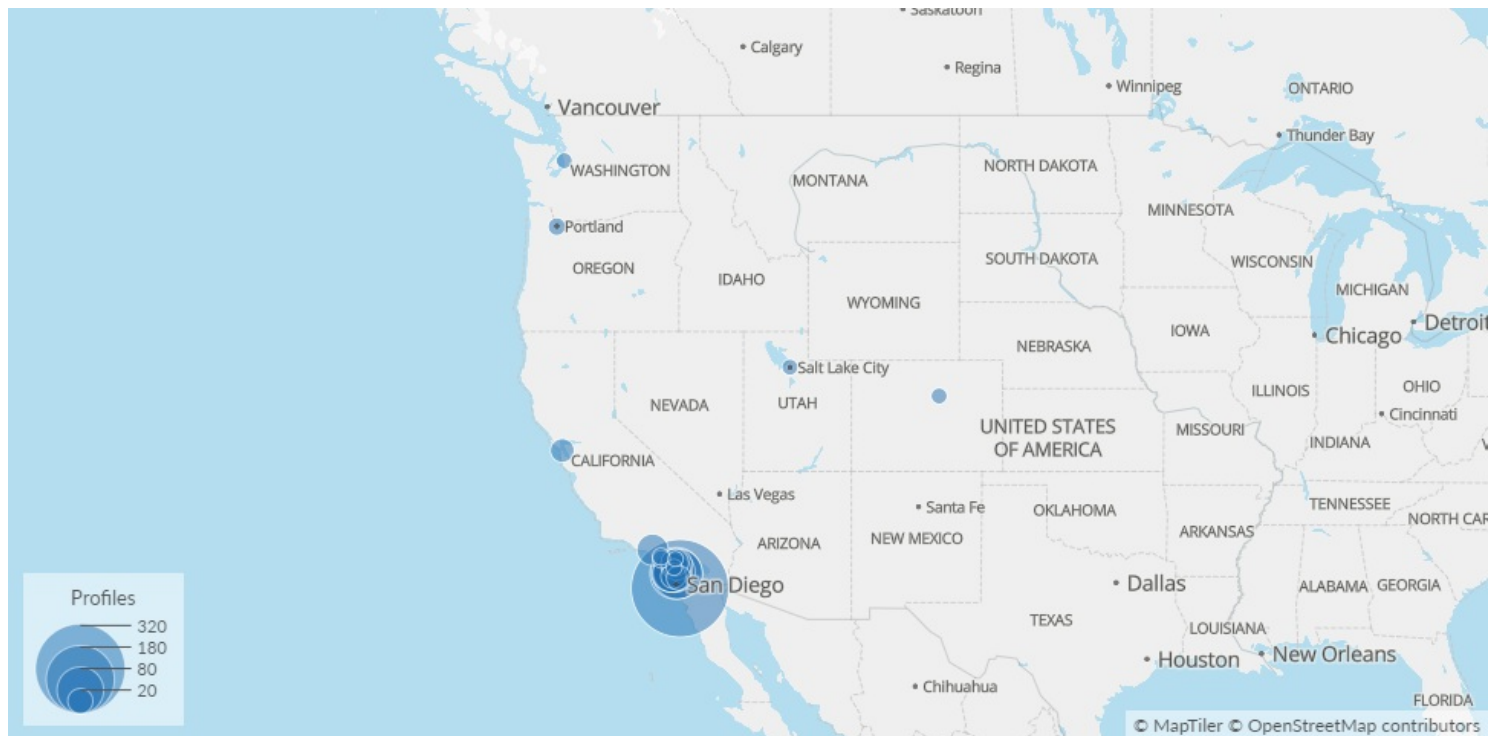
'Research' is the most frequently stated skill, associated with **39%** of alumni. This skill is often paired with 'Microsoft Office', 'Customer Service', and 'Microsoft Excel'.



Skills	Alumni Profiles	Percent
Research	496	38.87%
Microsoft Office	383	30.02%
Customer Service	368	28.84%
Microsoft Excel	300	23.51%
C++ (Programming Language)	296	23.20%
Leadership	281	22.02%
Software Engineering	262	20.53%
Microsoft Word	252	19.75%
Management	250	19.59%
Microsoft PowerPoint	231	18.10%

Alumni by Location

The map below displays the top locations of your alumni. The larger the bubble, the more alumni you have in that location. The largest portion of your alumni live in **San Diego, CA (30%)**.

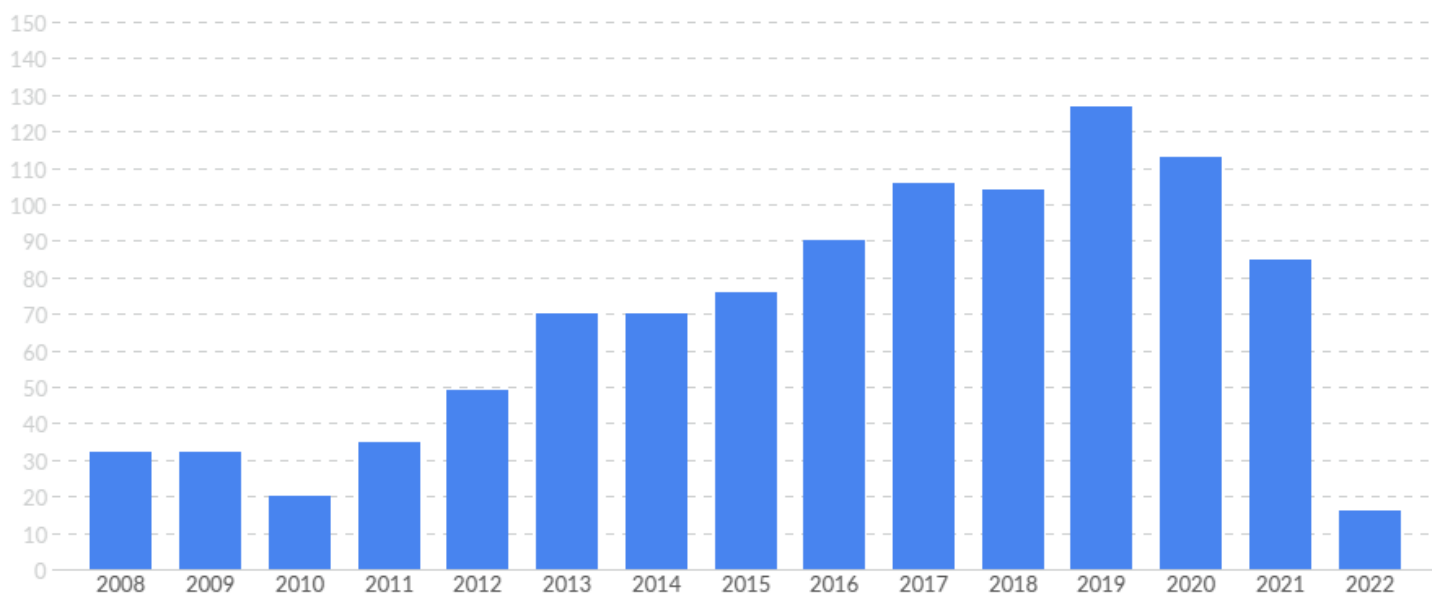


City	Alumni Profiles	Percent
San Diego, CA	384	30.09%
San Marcos, CA	102	7.99%
Escondido, CA	94	7.37%
Vista, CA	62	4.86%
Oceanside, CA	60	4.70%
Carlsbad, CA	53	4.15%
Los Angeles, CA	34	2.66%
Temecula, CA	34	2.66%
Murrieta, CA	25	1.96%
Encinitas, CA	20	1.57%

State	Alumni Profiles	Percent
California	1,068	83.70%
Texas	26	2.04%
Washington	17	1.33%
Arizona	16	1.25%
Colorado	16	1.25%
Oregon	12	0.94%
North Carolina	10	0.78%
Utah	10	0.78%
New York	9	0.71%
Maryland	6	0.47%

Alumni by Graduation Year

This chart represents the number of alumni who completed their program of study in the corresponding graduation year.



Note: This graph only represents graduates from the last 15 years.

Education

Your alumni say they have attended these schools.

School	Alumni Profiles	Percent
California State University, San Marcos	1,236	96.87%
Palomar College	141	11.05%
MiraCosta College	69	5.41%
University of California, San Diego	51	4.00%
San Diego State University	24	1.88%
California State University	20	1.57%
Mt. San Jacinto College	18	1.41%
University of Southern California	15	1.18%
San Diego Miramar College	14	1.10%
San Diego Mesa College	13	1.02%

FAQ

How does Alumni Outcomes work?

Your institution provided Lightcast with a catalog of your academic programs and student records. We matched these records to our database of profiles and resumés to connect employment outcomes to your graduates so you get detailed, personalized results.

Alumni Outcomes Deliverables:

- Summary: Excel file with match statistics of overall project
- Data: detailed Excel file with all matched data for graduates, including names and contact information, where available
 - Data (non-grad)*: detailed Excel file, for matched non-completers
- Analysis: Excel file with filterable pivot tables for most recent available location and employment for matched graduates/program completers (depersonalized)
 - Analysis (non-grad)*: Excel file for matched non-completers (depersonalized)
- Research portal: one year of access to a web tool for producing PDF and Word reports based on most recent available location, employment and skills for matched graduates/program completers. Contact your Lightcast account manager with questions.
- GoRecruit portal*: one year of access to a web tool for producing high quality infographics based on most recent available location, employment and skills for matched graduates/program completers. Contact your Lightcast account manager with questions.

Outcomes Analytics Deliverables*:

- Alumni Outcomes Dashboard: Tableau interactive dashboard based on the Alumni Outcomes data
- Benchmarking Analytics: Tableau analysis of the estimated earnings of your alumni compared to the earnings of alumni of other institutions in the state or nation
- Career Pathways Analytics: Tableau visualization of your alumni's career growth over time
- Lifetime Value of a Degree: PDF fact sheet highlighting key findings of the Lifetime Value of a Degree and a summary report with detailed results and methodology

**Contracts may vary*

What is Lightcast's profile database?

The profile database is an aggregation of publicly available, social and professional profiles, collected from more than 100 commonly used websites and sources where users openly share their own information. We currently have more than 120 million profiles in the database, which is updated quarterly.

How does Lightcast construct a "profile"?

We consolidate billions of raw social profiles and data points from across the web. This brings back millions of duplicate profiles which we then match and unify to create one unique master profile; this profile corresponds to one real person. We attempt to match profiles based on known fields like email address, location, name, job title, etc. Finally, we export the final profile dataset and make it available to various customer facing applications.

What does Lightcast count as a matched record?

Lightcast matched your institution's past student information to a database containing public profiles. To count as a matched record, a profile had to match your institution's past student information on name and at least one of the following: contact information or award information (such as graduation year, program name, etc.).

What is the Highest Award setting?

When selected, the **Highest Award** checkbox will limit report results to one award per student. This enables school wide analysis by headcount and is selected by default only in the School Summary report. Deselect the checkbox to analyze all members of a group if it may include students who earned other awards at your institution.

What is the Job Started After Grad Year setting?

When selected, the **Job Started After Grad Year** checkbox will limit report results to profiles whose most recent job started after the year of graduation. This enables analysis of employment outcomes for selected groupings and is selected by default for both the School Summary and Program Snapshot reports. Deselect the checkbox to include profiles whose most recent job started on or before the year of graduation or did not include a job start year.

Where can I find the percentage of my graduates that Lightcast matched?

A complete overview of match statistics can be found in your institution's summary Excel file.

How does Lightcast determine if alumni are working in their field of study?

Lightcast compares the SOC code of a profile's most recent job to our custom CIP-SOC mapping to determine whether the job is in or out of the field of study indicated by the CIP code your institution provided. The mapping is based on the NCES CIP-SOC crosswalk and the experience of Lightcast's Professional Services team. In cases where no determination is possible, web reports indicate "out of field."

What is my region?

The list of counties or states that defines your service region (as specified by your institution) can be found in the region tab of the Outcomes or Analysis Excel files. Lightcast uses this list to determine if a matched profile currently resides in or out of your region. *Note: Filtering the report by geographies outside of this service region will always result in 0 alumni in region.

How does Lightcast estimate wages?

All wage metrics are an average for the group of your selected alumni. Potential Wage is based on the average wage for their occupation in their county. Estimated wage is based on the median wage for their occupation in their county, and adjusted for age and degree level. All wage data is built from OES and adjusted by QCEW, ACS and other sources.

How do I cite Lightcast data?

Any time you include Lightcast data in a webpage, report, or other media, you must abide by the following citation guidelines.

1. If you use Lightcast data along with other data sources, you must include either a footnote or an in-text citation for each instance Lightcast data is used, along with the year the data was published by Lightcast. E.g. "Earnings for Idaho attorneys in the 75th percentile of earners is \$57.18/hr.' (Lightcast, 2019)."
2. If you include only Lightcast data, with no other contributing data sources, you may choose to either cite each instance of Lightcast data used, or you may include a general attribution at the beginning or end of your webpage, report, etc. If you choose to include only a general attribution, the attribution must be prominently displayed.
3. In addition to the above requirements, whenever you cite Lightcast data, you must display prominently on the webpage, report, etc. Lightcast's website URL as follows: "Lightcast – lightcast.io". For instance, at the bottom of a webpage containing Lightcast data, you could include the following attribution: "Source: Lightcast- lightcast.io".