

RESEARCH BRIEF

**Employment Outcomes of NOVA Graduates:
Liberal Arts, A.A. Program**

Introduction

This Research Brief presents the employment outcomes of 1,451 NOVA graduates of the Liberal Arts, A.A. program from 2007 through 2017 (Section I) and provides employment data for Liberal Arts (A.A. and B.A.) graduates (Section II).¹ The employment data includes target occupations, job postings, companies hiring, and highly desired job skills and qualifications for Liberal Arts (A.A. and B.A.) graduates in the NOVA region during the specified period.²³

Data were extracted utilizing the Economic Modeling Specialists International (EMSI) product, which provides employment data derived from government sources, online job posting activity, and professional networking profiles (e.g., LinkedIn) and résumés. EMSI employment data were also used to determine the employment outcomes and workforce credentials of NOVA graduates.

Key Findings

- Sixty-one percent of graduates of NOVA's Liberal Arts A.A. program reside in the region.
- The employment opportunities for Liberal Arts (A.A. and B.A.) graduates in the NOVA region are favorable for the target occupation of Postsecondary Teacher.
 - Regionally, this target occupation has frequent job openings, expected job growth, and median hourly earnings higher than national median hourly earnings for this target occupation.
- VIPKID, Northern Virginia Community College, George Mason University, EFf English First, and Marymount University are the top five companies hiring Liberal Arts (A.A. and B.A.) graduates in the NOVA region.

¹ Graduates may have earned additional degrees beyond the Liberal Arts A.A. or Certificate programs.

² Job postings comprise both full-time and part-time positions.

³ The NOVA region refers to Arlington County, Fairfax County, Loudoun County, Prince William County, Alexandria City, Fairfax City, Falls Church City, Manassas City, Manassas Park City, and Washington, D.C.

Section I. Employment Outcomes of NOVA Graduates

This section provides recent (2019) employment outcomes information for 1,451 NOVA graduates of the Liberal Arts, A.A. program who graduated from 2007 through 2017.⁴ Of these graduates, eight percent were employed in Liberal Arts-related occupations and 61 percent resided within the NOVA region. The average estimated annual salary among these graduates was \$63,645—5 percent less than the average estimated annual salary among *all* NOVA graduates from 2007 through 2017 (Figure 1).

**Figure 1. Employment Outcomes of NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**



* The average estimated annual salary among *all* NOVA 2007 through 2017 graduates was \$66,652.

Alumni Occupations

The top in-field occupations of graduates of NOVA's Liberal Arts, A.A program were Teachers and Instructors (2 percent) and Postsecondary Teachers (2 percent) (Table 1).⁵

**Table 1. Occupations among NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**

Occupations	SOC Code**	Graduates	
		#	%
Secretaries and Admin. Assistants (excluding Legal, Medical, and Executive)*	43-6014	77	5.3
Retail Salespersons*	41-2031	60	4.1
Customer Service Representatives*	43-4051	53	3.7
First-Line Supervisors of Office and Administrative Support Workers*	43-1011	35	2.4
Executive Secretaries and Executive Administrative Assistants*	43-6011	33	2.3
Public Relations Specialists*	27-3031	31	2.1
Market Research Analysts and Marketing Specialists*	13-1161	30	2.1
Teachers and Instructors (non-specific)	25-3099	30	2.1
Business Operations Specialists (non-specific)*	13-1199	26	1.8
Social and Human Service Assistants*	21-1093	26	1.8
Waiters and Waitresses*	35-3031	24	1.7
Managers (non-specific)*	11-9199	23	1.6
Human Resources Specialists*	13-1071	22	1.5
Postsecondary Teachers	25-1099	22	1.5
Receptionists and Information Clerks*	43-4171	22	1.5
<i>Unclassified Occupation*</i>	<i>99-9999</i>	<i>123</i>	<i>8.5</i>

*Occupations classified as out-of-field and not related to Liberal Arts programs of study.

**Standard Occupational Classification (SOC) is a U.S. Bureau of Labor Statistics occupational coding standard (<https://www.bls.gov/soc/>)

Note: Occupations with percentages less than 1.5% are not included in the table.

⁴ Graduates may have earned additional degrees beyond the Liberal Arts (A.A. or Certificate).

⁵ In-field occupations refer to those occupations that are related to the social sciences program of study.

Employers and Job Titles of Alumni

The top employers of graduates of NOVA's Liberal Arts, A.A. program included Northern Virginia Community College (2 percent), George Mason University (1 percent), and Fairfax County Public Schools (1 percent) (Table 2).

**Table 2. Top 20 Employers of NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**

Employers	Graduates	
	#	%
Northern Virginia Community College	21	1.5
George Mason University	13	0.9
Fairfax County Public Schools	10	0.7
Wells Fargo & Company	9	0.6
Best Buy Co., Inc.	8	0.6
Prince William County Public Schools	7	0.5
United States Army	7	0.5
United States Department of State	7	0.5
Bank of America Corporation	6	0.4
Capital One Financial Corporation	6	0.4
Fairfax County Virginia	6	0.4
Macy's, Inc.	6	0.4
Barnes & Noble, Inc.	5	0.3
Booz Allen Hamilton Holding Corporation	5	0.3
CVS Health Corporation	5	0.3
Arlington Public Schools	4	0.3
BB&T Corporation	4	0.3
Costco Wholesale Corporation	4	0.3
Department of Homeland Security	4	0.3
Marriott International, Inc.	4	0.3

The most popular job titles among graduates of NOVA's Liberal Arts, A.A. program were Administrative Assistant (4 percent), Retail Sales Associate (3 percent), and Customer Service Representative (3 percent) (Table 3).

**Table 3. Top 10 Job Titles of NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**

Job Titles	Graduates	
	#	%
Administrative Assistant	55	3.8
Retail Sales Associate	37	2.6
Customer Service Representative	36	2.5
Receptionist	16	1.1
Substitute Teacher	15	1.0
Server	15	1.0
Bank Teller	15	1.0
Office Manager	14	1.0
Project Manager	12	0.8
Tutor	11	0.8

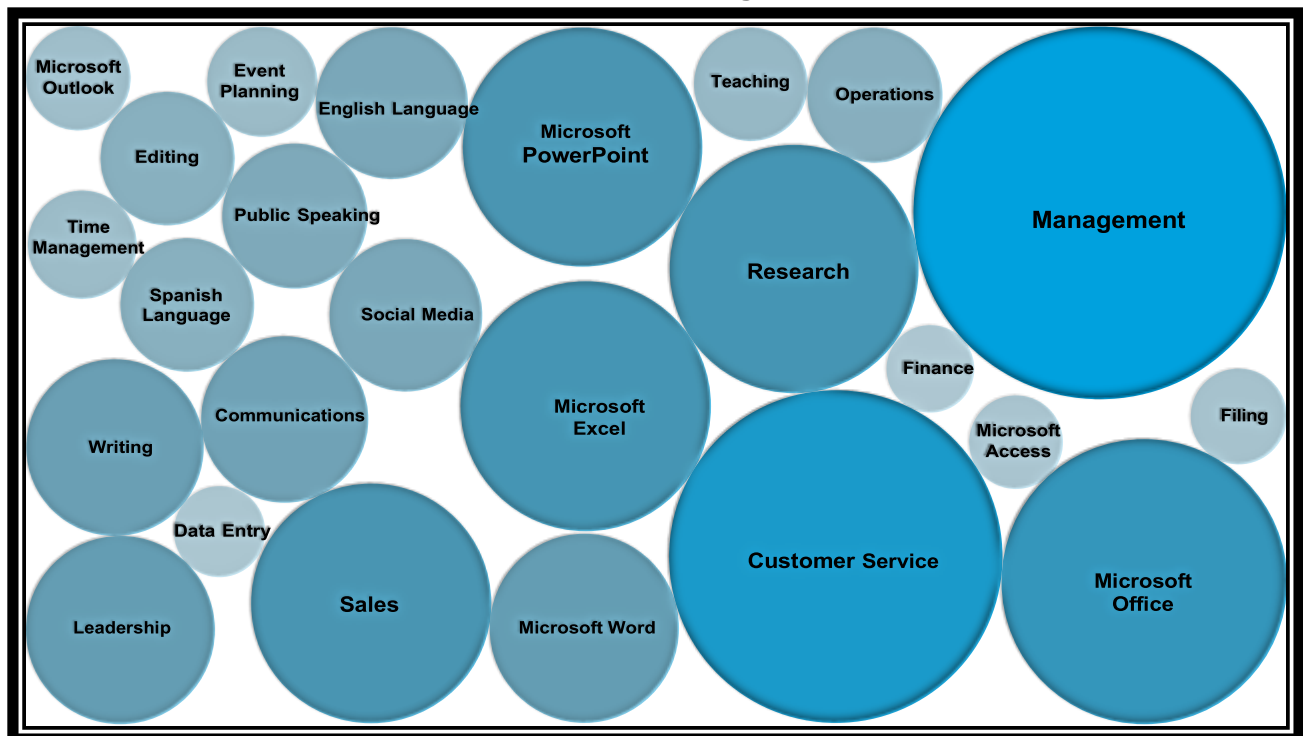
Alumni Skills

The top hard and common skills of graduates of NOVA's Liberal Arts, A.A. program included management (36 percent), customer service (32 percent), and Microsoft Office (27 percent) (Table 4 and Figure 2, below).⁶

**Table 4. Top 10 Hard and Common Skills of NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**

Hard and Common Skills	Graduates	
	#	%
Management	523	36.0
Customer Service	464	32.0
Microsoft Office	393	27.1
Microsoft Excel	341	23.5
Research	339	23.4
Sales	326	22.5
Microsoft PowerPoint	325	22.4
Microsoft Word	251	17.3
Leadership	250	17.2
Writing	233	16.1

**Figure 2. Hard and Common Skills of NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**



⁶ Hard skills are defined as technical or specialized skills often acquired through formal education, while common skills refer to soft and transferable skills broadly utilized in various professions.

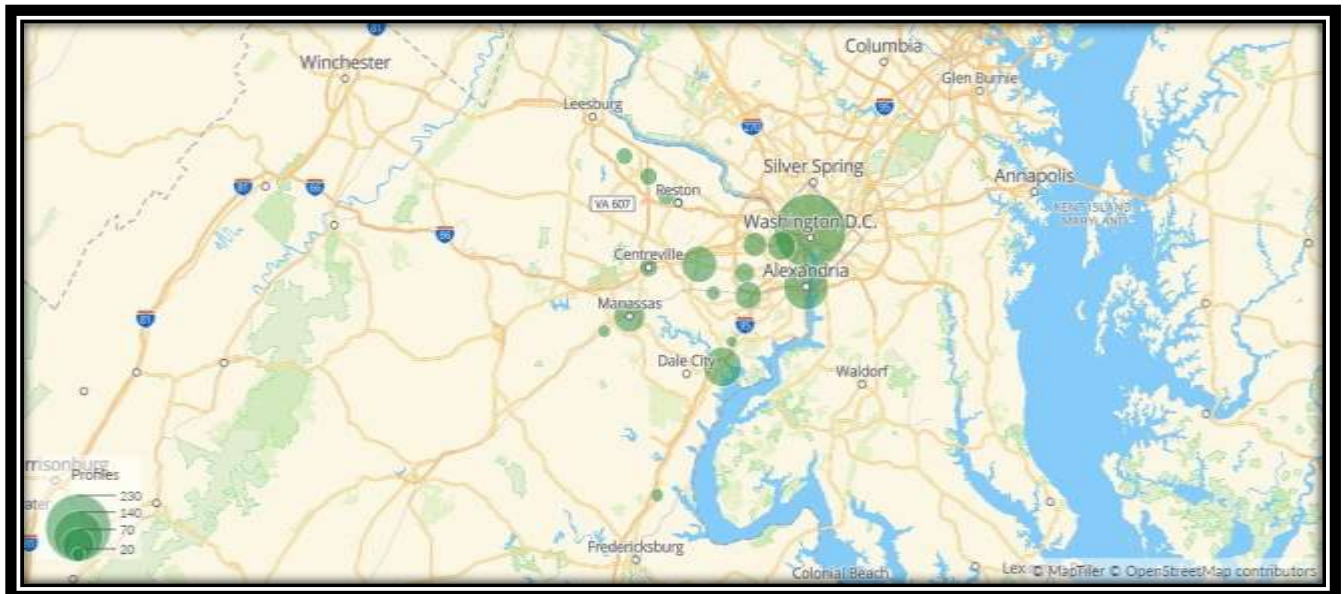
Alumni Locations

The top locations where NOVA's Liberal Arts, A.A. program graduates resided included Washington, D.C. (20 percent), Alexandria, VA (8 percent), Woodbridge, VA (6 percent), and Fairfax, VA (6 percent). Overall, sixty-eight percent resided in the state of Virginia (Table 5 and Figure 3, below).

**Table 5. Top 20 Locations of NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**

Locations	Graduates	
	#	%
Washington, D.C.	278	19.2
Alexandria, VA	121	8.3
Woodbridge, VA	94	6.5
Fairfax, VA	83	5.7
Manassas, VA	68	4.7
Arlington, VA	58	4.0
Springfield, VA	53	3.7
Falls Church, VA	45	3.1
Annandale, VA	35	2.4
Centreville, VA	31	2.1
Sterling, VA	29	2.0
Ashburn, VA	27	1.9
Herndon, VA	26	1.8
Burke, VA	22	1.5
Stafford, VA	20	1.4
Bristow, VA	19	1.3
Richmond, VA	18	1.2
Lorton, VA	16	1.1
Reston, VA	16	1.1
Gainesville, VA	15	1.0

**Figure 3. Locations of NOVA Liberal Arts (A.A.)
Graduates: 2007 through 2017**



Section II. Regional Employment Opportunities for NOVA Graduates

This section presents regional employment opportunities data and provides job postings for target occupations within the NOVA region for Liberal Arts (A.A. and B.A.) graduates.

Target Occupations

The suggested target occupation for Liberal Arts (A.A. and B.A.) graduates is Postsecondary Teacher. In 2018, regionally, there were about 4,500 jobs and 400 job openings for Postsecondary Teachers.⁷ Median hourly earnings for Postsecondary Teachers in the region were \$36.26—9 percent higher than the \$33.31 national median hourly earnings for this target occupation. The projected regional job growth is 5 percent from 2018 to 2023—3 percentage points fewer than the projected national growth for this target occupation (8 percent). (Table 6).

Table 6. NOVA Region Job Openings, Earnings, and Growth of Target Occupations: 2018

Target Occupations	# of Jobs	# of Job Openings	Median Hourly Earnings	% Job Growth (2018 – 2023)	Location Quotient*
Postsecondary Teachers	4,494	396	\$36.26	4.9%	1.0

*Location Quotient = the ratio of an occupation's share of employment in a given area to that occupation's share of employment in the U.S. as a whole. For example, an occupation that makes up 10 percent of employment in a specific metropolitan area compared with 2 percent of U.S. employment would have a location quotient of 5 for the area (signifying the occupation is roughly 5 times more concentrated regionally than nationally).

From January 2018 through December 2018, there were on average about 900 Liberal Arts graduates hired monthly as Postsecondary Teachers in the NOVA region.⁸ (Table 7).

Table 7. NOVA Region Top Job Hires in Target Occupations: 2018

Target Occupations	Average Monthly Hires*
Postsecondary Teachers	943

* Average monthly hires include Liberal Arts graduates with an A.S., B.S., or post-baccalaureate degree.

From January 2018 through December 2018, the top job postings website sources for the target occupation for Liberal Arts (A.A. and B.A.) graduates in the NOVA region were Nexxt.com (979 postings), Geebo.com (406 postings), and Washingtonpost.com (358 postings) (Table 8, below, and Figure 4, next page).

Table 8. Top 20 Job Posting Sources for Target Occupations in NOVA Region: 2018

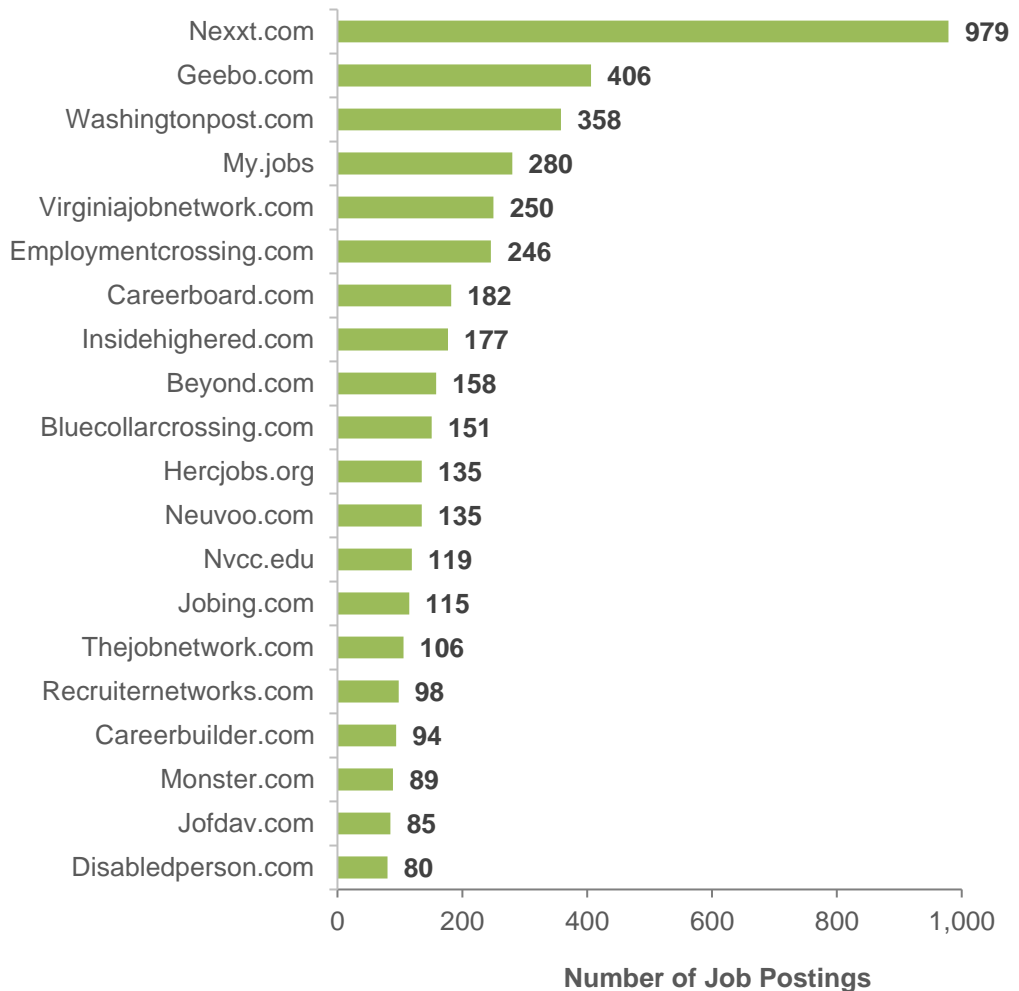
Website	# of Target Job Postings on Website
Nexxt.com	979
Geebo.com	406

⁷ The Liberal Arts A.A. and B.A. were the minimum degree qualifications in these job postings.

⁸ Includes Liberal Arts graduates with an A.S., B.S., or post-baccalaureate degree

Washingtonpost.com	358
My.jobs	280
Virginiajobnetwork.com	250
Employmentcrossing.com	246
Careerboard.com	182
Insidehighered.com	177
Beyond.com	158
Bluecollarcrossing.com	151
Hercjobs.org	135
Neuvoo.com	135
Nvcc.edu	119
Jobing.com	115
Thejobnetwork.com	106
Recruitenetworks.com	98
Careerbuilder.com	94
Monster.com	89
Jofdav.com	85
Disabledperson.com	80

Figure 4. Top 20 Job Posting Sources for Target Occupations in the NOVA Region: 2018



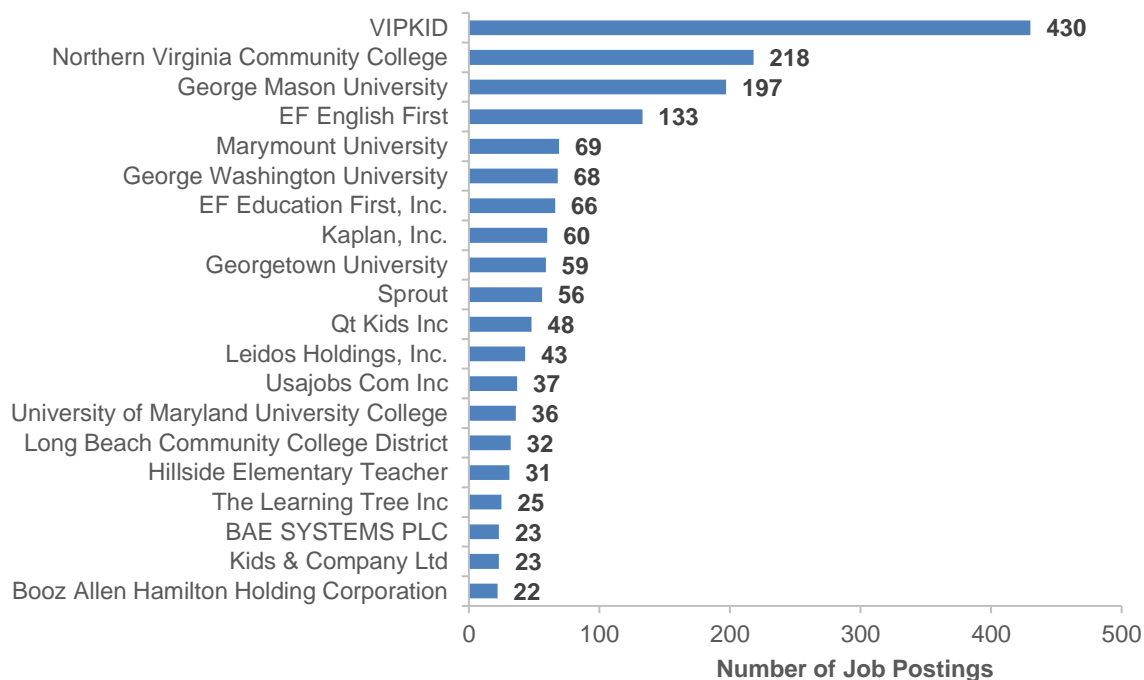
Job Postings in NOVA Region

Companies in the NOVA region with the most job postings between from January 2018 through December 2018 for Liberal Arts (A.A. and B.A.) graduates included VIPKID (430 postings), Northern Virginia Community College (218 postings), George Mason University (197 postings), and EF English First (133 postings) (Table 9 and Figure 5, below).

Table 9. Top 20 Companies Posting Jobs in the NOVA Region: 2018

Company Name	# of Unique Job Postings	Median Duration of Job Posting (# of days)
VIPKID	430	33
Northern Virginia Community College	218	79
George Mason University	197	85
EF English First	133	7
Marymount University	69	70
George Washington University	68	55
EF Education First, Inc.	66	9
Kaplan, Inc.	60	45
Georgetown University	59	62
Sprout	56	10
Qt Kids, Inc.	48	14
Leidos Holdings, Inc.	43	70
Usajobs Com, Inc.	37	9
University of Maryland University College	36	61
Long Beach Community College District	32	28
Hillside Elementary Teacher	31	6
The Learning Tree, Inc.	25	80
BAE SYSTEMS, PLC	23	75
Kids & Company, Ltd	23	25
Booz Allen Hamilton Holding Corporation	22	12

Figure 5. Top 20 Companies Posting Jobs in the NOVA Region: 2018



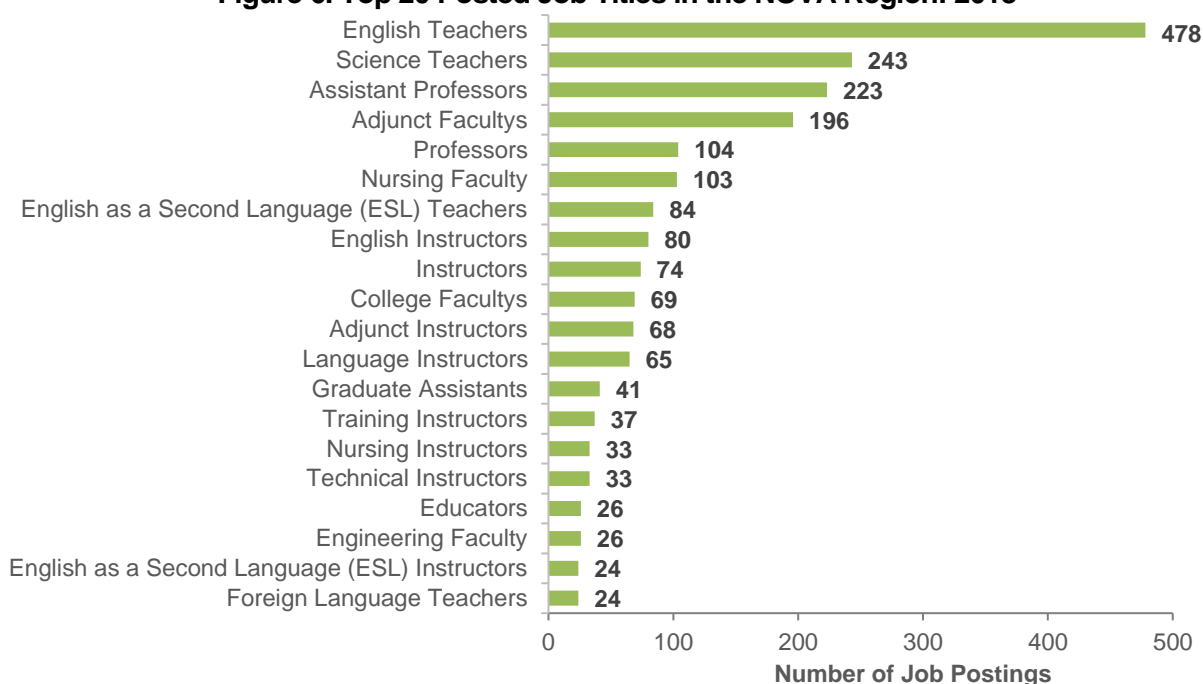
Job Titles in NOVA Region

From January 2018 through December 2018, the most frequently posted job titles for Liberal Arts (A.A. and B.A.) graduates in the NOVA region were for English Teachers (478 postings), Science Teachers (243 postings), Assistant Professors (223 postings), and Adjunct Faculty (196 postings) (Table 10 and Figure 6, below).

Table 10. Top 20 Posted Job Titles in the NOVA Region: 2018

Job Title	# of Unique Job Postings	Median Duration of Job Posting (# of days)
English Teachers	478	27
Science Teachers	243	33
Assistant Professors	223	60
Adjunct Faculty	196	61
Professors	104	66
Nursing Faculty	103	35
English as a Second Language (ESL) Teachers	84	24
English Instructors	80	15
Instructors	74	9
College Faculty	69	36
Adjunct Instructors	68	33
Language Instructors	65	31
Graduate Assistants	41	55
Training Instructors	37	52
Nursing Instructors	33	45
Technical Instructors	33	32
Educators	26	74
Engineering Faculty	26	13
English as a Second Language (ESL) Instructors	24	47
Foreign Language Teachers	24	41

Figure 6. Top 20 Posted Job Titles in the NOVA Region: 2018



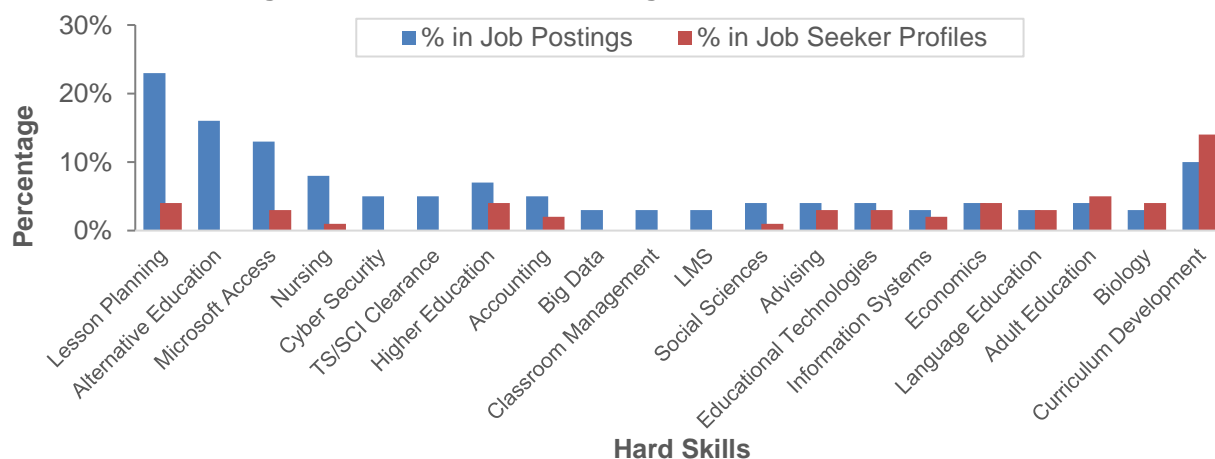
Desired Hard Skills

Table 11 and Figure 7 (below) show disproportions between the top *hard* skills that NOVA region employers sought among their job applicants and the hard skills that Liberal Arts (A.A. and B.A.) graduates mentioned in their job-seeker profiles from January 2018 through December 2018.⁹ Lesson Planning, Alternative Education, and Microsoft Access were among the most desired hard skills in job postings that were disproportionately mentioned in job-seeker profiles. These differences represent potential areas in which job applicants could align their hard skills more closely with their prospective employers' desired skills.

Table 11. Top 20 Desired Hard Skills for Liberal Arts Graduates: 2018

Hard Skills	% of Job Postings Mentioning Skill	% of Job Seeker Profiles Mentioning Skill	Difference in Percentage
Lesson Planning	23	4	-19
Alternative Education	16	0	-16
Microsoft Access	13	3	-10
Nursing	8	1	-7
Cyber Security	5	0	-5
Top Secret-Sensitive Compartmented Info. (TS/SCI Clearance)	5	0	-5
Higher Education	7	4	-3
Accounting	5	2	-3
Big Data	3	0	-3
Classroom Management	3	0	-3
Learning Management Systems	3	0	-3
Social Sciences	4	1	-3
Advising	4	3	-1
Educational Technologies	4	3	-1
Information Systems	3	2	-1
Economics	4	4	0
Language Education	3	3	0
Adult Education	4	5	1
Biology	3	4	1
Curriculum Development	10	14	4

Figure 7. Top 20 Desired Hard Skills for Liberal Arts Graduates: Percentage Mentioned in Job Postings and Job Seeker Profiles in 2018



⁹ Hard skills are defined as technical or specialized skills often acquired through formal education.

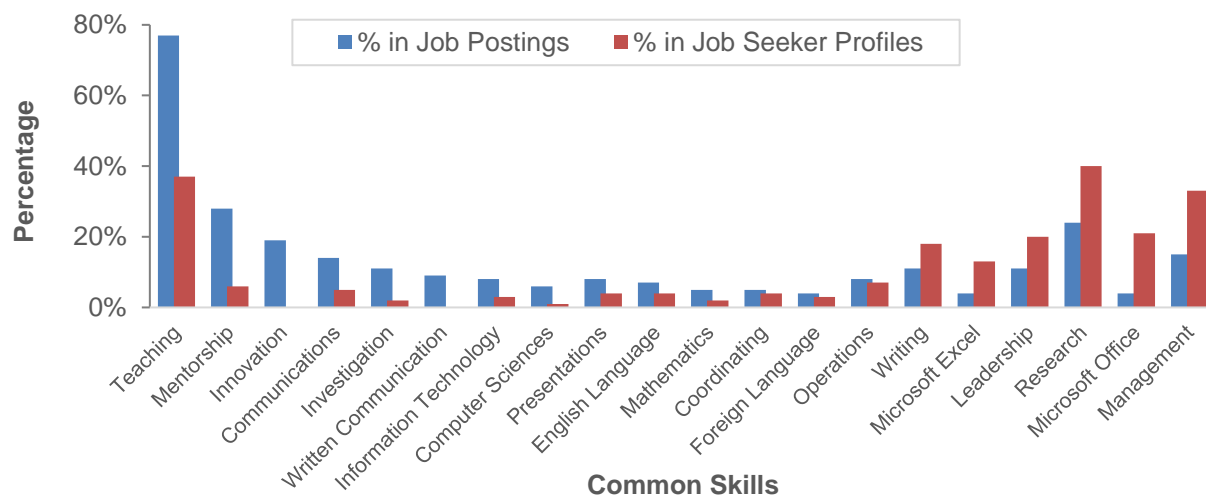
Desired Common Skills

Table 12 and Figure 8 (below) show disproportions between the top *common* skills that NOVA region employers sought among their job applicants and the common skills that Liberal Arts (A.A. and B.A.) graduates mentioned in their job-seeker profiles from January 2018 through December 2018.¹⁰ Teaching, mentorship, and innovation were among the most desired common skills in job postings that were disproportionately mentioned in job-seeker profiles. These differences represent potential areas in which job applicants could align their common skills more closely with their prospective employers' desired skills.

Table 12. Top 20 Desired Common Skills for Liberal Arts Graduates: 2018

Common Skills	% of Job Postings Mentioning Skill	% of Job Seeker Profiles Mentioning Skill	Difference in Percentage
Teaching	77	37	-40
Mentorship	28	6	-22
Innovation	19	0	-19
Communications	14	5	-9
Investigation	11	2	-9
Written Communication	9	0	-9
Information Technology	8	3	-5
Computer Sciences	6	1	-5
Presentations	8	4	-4
English Language	7	4	-3
Mathematics	5	2	-3
Coordinating	5	4	-1
Foreign Language	4	3	-1
Operations	8	7	-1
Writing	11	18	7
Microsoft Excel	4	13	9
Leadership	11	20	9
Research	24	40	16
Microsoft Office	4	21	17
Management	15	33	18

Figure 8. Top 20 Desired Common Skills for Liberal Arts Graduates: Percentage Mentioned in Job Postings and Job Seeker Profiles in 2018



¹⁰ Common skills refer to soft and transferable skills broadly utilized in various professions.

Desired Qualifications

The top desired qualifications for Liberal Arts (A.A. and B.A.) graduates in NOVA region job postings from January 2018 through December 2018 included Teaching English as a Foreign Language (134 postings) and Certificate in English Language Teaching to Adults (96 postings) (Table 13 and Figure 9, below).

Table 13. Top 20 Desired Qualifications Posted for Liberal Arts Graduates: 2018

Job Qualifications	# of Job Postings
Teaching English as a Foreign Language	134
Certificate in English Language Teaching to Adults (CELTA)	96
Bachelor of Science in Nursing (BSN)	60
Master of Business Administration (MBA)	45
Nurse Practitioner	26
Advanced Practice Registered Nurse	21
Certified Nursing Assistant	15
Certified Internal Auditor	13
CompTIA Security+	13
Certified Information Systems Security Professional	10
Certified Ethical Hacker	9
Licensed Practical Nurse	9
National Council Licensure Examination	9
Professional Engineer	9
Doctor of Veterinary Medicine (DVM/VMD)	8
Certified Public Accountant	8
Associates Degree in Nursing	8
Doctor of Dental Surgery (DDS)	8
Certified Diabetes Educator	7
CompTIA Network+	7

Figure 9. Top 20 Desired Qualifications Posted for Liberal Arts Graduates: 2018

