The University of Iowa College of Education Master's degree recipients are invited to participate in a survey of their post-graduation plans. Graduates who accepted professional positions identified factors that influenced their employment decision.

**Factors Influencing Job Choice: 2010-11**

**COLLEGE OF EDUCATION, THE UNIVERSITY OF IOWA**
Master's Degree Graduates

The diagram shows the percentage of graduates who cited various factors in their employment decisions:

- Location (to be near family, friends, or significant others): 46%
- Opportunity for Professional Growth: 40%
- Compensation (salary): 37%
- Good Professional Fit: 34%
- Community/Quality of K-12 Schools: 31%
- Accepted first offer: 23%
- Mission of Hiring Institution: 17%
- Continuing in Position Held: 11%
- Reputation of Hiring Institution: 9%