

# ALUMNI OUTCOMES REPORT

## GRADUATING CLASS OF 2024



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## T. Howard Foundation

### Career and Alumni Services (CAS)

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Prepared by:

Bethann Mwombela, Program Associate, CAS

Rich Goodman, Senior Manager, CAS

# TABLE OF CONTENTS

**01** ABOUT THE T. HOWARD FOUNDATION  
CAREER AND ALUMNI SERVICES (CAS)

**02** SURVEY METHODOLOGY

**05** ALUMNI VOICES AND  
DEMOGRAPHICS

**08** EMPLOYMENT AND  
CONTINUING EDUCATION

**11** SALARY, EMPLOYERS,  
AND FOCUS AREAS

**16** GEOGRAPHY

# MEET OUR CAS TEAM



**Rich Goodman**  
(Senior Manager)



**Bethann Mwombela**  
(Associate)

## ABOUT THE T. HOWARD FOUNDATION CAREER AND ALUMNI SERVICES PROGRAM

The T. Howard Foundation (THF) empowers emerging talent by advancing career opportunities across the media, entertainment, and technology industries. While our internship program is at the center of our work, we recognize that career success is a journey that extends far beyond the internship experience.

Continued career achievement of our program alumni is a helpful benchmark of our success in increasing opportunities and investing in long-term talent development. Building on last year's inaugural report, we are sharing the progress of our 2024 graduates who are entering the work force at a time when the entertainment industry is undergoing significant changes. We are proud of these individual alumni achievements and continue to offer ongoing career support. It is our responsibility to report on these outcomes to drive continued growth through reaching new partners, new interns, and new communities.

## ALUMNI OUTCOMES SURVEY OVERVIEW

The Alumni Outcomes Survey is administered by the T. Howard Foundation Career and Alumni Services (CAS) department to determine career outcomes within one year of graduation. The survey captures data on career-related outcomes of internship program graduates, as well as information about their program experience and continuing education.

This year's report captures outcomes from T. Howard interns that graduated with a college degree within the 2024 academic year including the Winter 2023/2024, and May 2024 graduating cohorts.

## METHOD

The Alumni Outcomes Survey for the class of 2024 was informed by last year's iteration that followed the standards for first-destination surveys established by the National Association of Colleges and Employers (NACE). Survey data collection was conducted electronically through an instrument created in JotForm.

In addition to responses on the survey, data were also collected via other channels including LinkedIn, communications directly with respondents, and communications from employer partners.

Initial survey invitations were sent to a list of THF alumni who had graduated from an accredited four-year college between December 2023-May 2024, as per information provided on their alumni profile. Respondents were required to confirm their graduate status within this period prior to completing the full survey. Survey participation was incentivized by a chance to win one of five \$50 gift cards.

## PROCESS

Data collection was conducted within the window of 12 months to 16 months post-graduation, following three phases:

**December 2024:** Initial emails were sent to suspected 2024 graduates. Additional reminders were sent approximately every 2 weeks until March 2025.

**March 2025:** CAS called remaining suspected 2024 graduates (for which phone numbers were available) to inquire of career outcomes, and provide a reminder to complete the survey.

**April 2025:** The survey was closed and additional outcome data was sourced from searches on LinkedIn, conducted by CAS.

Together these three phases formed the working data set, assuming validity of self-reported outcomes.

## DEFINITIONS

**ALUMNI** - Prior participants in the T. Howard Foundation Internship Program that have completed at least one internship through our partner companies, and have graduated from a 4-year accredited college or university

**JOB FOCUS AREA** - Key professional career specialty areas determined by the T. Howard Foundation

**CONTENT AREA** - T. Howard Foundation partner industries of media, entertainment, and technology

**EMPLOYMENT LOCATION** - The top states (and/or metropolitan regions where applicable) in which alumni employers are based; Additionally the top cities (or international companies where applicable) in which alumni employers are based

**ALUMNI EMPLOYERS** - The parent organizations (where applicable) of companies indicated as current employers by survey respondents

## CLARIFICATIONS

Alumni were each counted only once in this report. In some cases, where noted, erroneous responses were excluded from analysis, responses may have been inferred, and responses were split across two categories to prevent inflating/double counting respondents.

In some reporting, percentages do not sum to 100%. For questions where alumni could “check all that apply” for example, multiple response categories could be selected per respondent, and both responses were counted toward their respective totals.

In most cases, the difference between the sum and 100% should be +/- 1%, attributable to rounding error. Most values were calculated via Microsoft Excel and full decimal places were retained in intermediate steps. All rounding was completed only on final calculations.

## SURVEY RESPONDENTS

### RESPONSE RATE + KNOWLEDGE RATE

As of May 2025, 110 T. Howard Foundation alumni graduating between Winter 2023-May 2024 had been identified via the THF application management system in Zengine. Out of the 110 alumni identified, **49 responded** to our survey by September 2024. This resulted in a survey response rate of 44.5%.

The Career and Alumni Services team conducted additional research to collect employment outcome data from publicly shared information online. This resulted in 53 more (partial responses) for a total of 102 responses and an overall knowledge rate of 93% for basic career outcomes information.



# ALUMNI VOICES

## 96% OF ALUMNI WOULD RECOMMEND THE T. HOWARD FOUNDATION TO A FRIEND

On a scale of 1-5, 86% (42) of respondents selected 5 (“Strongly Agree”) for this question, and 10% (5) selected 4 (“Agree”).

“

*For anyone considering joining the T. Howard community, I would say this program is an incredible opportunity to grow both personally and professionally. It's not just an internship—it's a network of support that continues to open doors long after the program ends.*

”

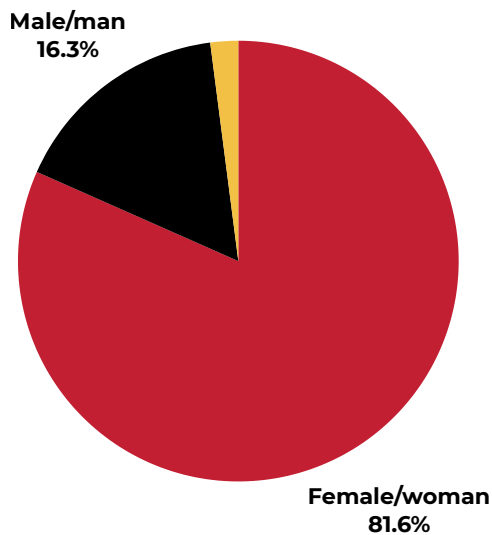
90% OF RESPONDENTS FOUND THEIR EXPERIENCE WITH THF  
TO BE A HELPFUL STEP IN THEIR CAREER JOURNEY



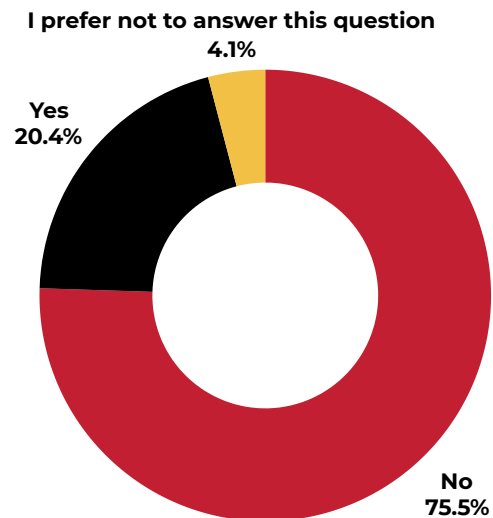
# ALUMNI DEMOGRAPHICS

BASED ON 49 SURVEY RESPONSES

## GENDER IDENTITY

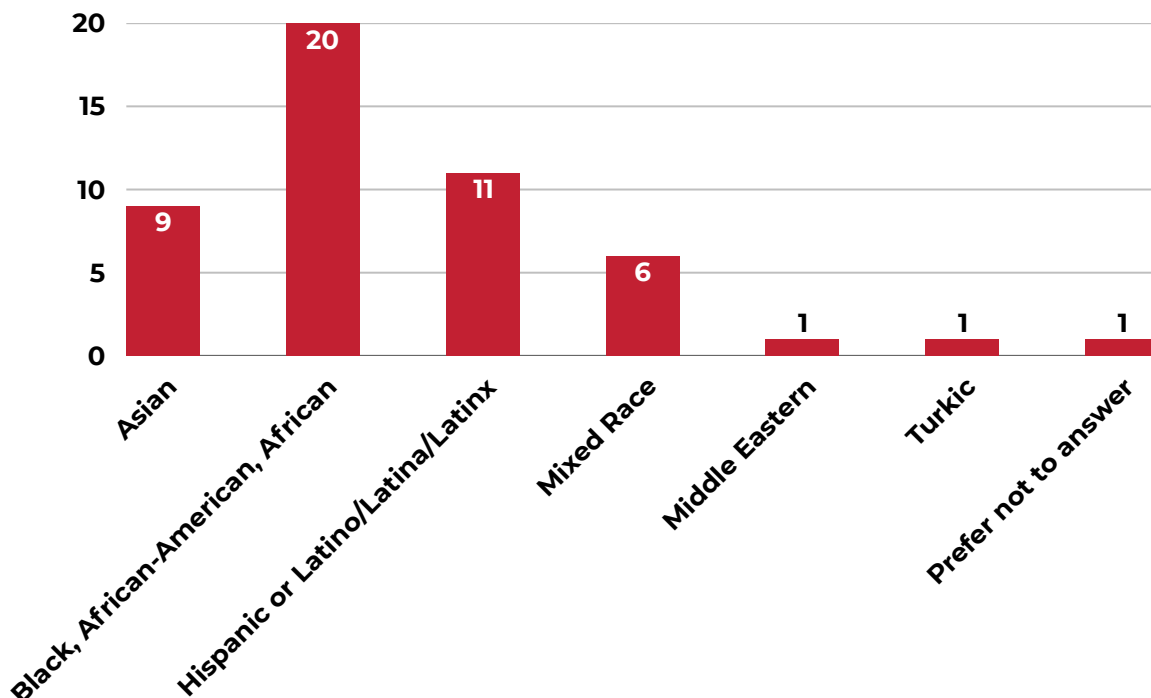


## IDENTIFICATION WITH LGBTQIA+ COMMUNITY



## RACE & ETHNICITY

Out of 49 respondents, 20 identified as Black, African-American, and/or African, 9 identified as Asian, 11 identified as Hispanic or Latino/Latina/Latinx, 6 identified as mixed race, 1 identified as Middle Eastern, 1 identified as Turkic, and 1 preferred not to answer.



# ALUMNI VOICES

**THE T. HOWARD FOUNDATION AIMS TO ADVANCE CAREER OPPORTUNITIES WITHIN MEDIA, ENTERTAINMENT, AND TECHNOLOGY.**

“

*I was able to connect with like-minded people, learn more about being a professional in the workplace, and complete my first major internship. I'd say that joining the T. Howard community will propel you to a different level within your career journey and allow you to learn things you never thought you'd learn.*

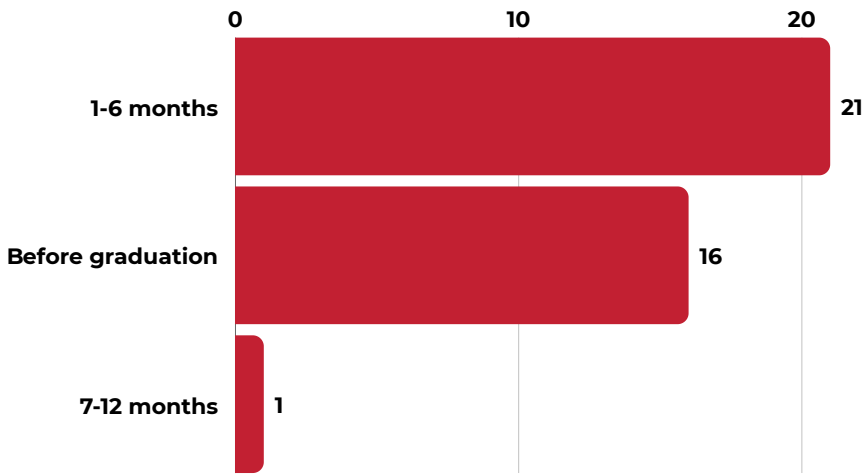
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# POST-GRAD OUTCOMES

BASED ON 49 SURVEY RESPONSES

## RECEIVED OFFER RELATIVE TO GRADUATION DATE



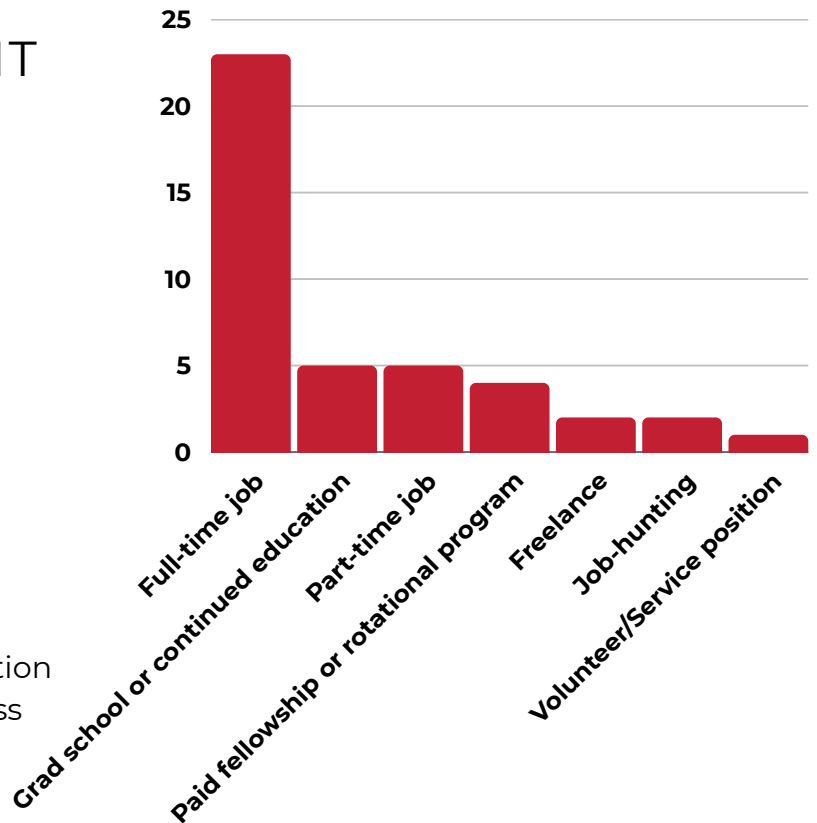
## GRAD OUTCOMES TIMELINE

**78%** of responding THF alumni received an offer for employment or continuing education within 1 year of graduating.

## CURRENT EMPLOYMENT STATUS

**80% are employed** in some capacity, including full-time, part-time, freelance, or fellowship/rotational program.

Note: Alumni could select only one option as their “current primary activity” unless they selected “other” and provided additional context.



# CONTINUING EDUCATION

BASED ON 49 SURVEY RESPONSES

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## DEGREE-SEEKING ALUMNI

8% of respondents are continuing their education in a graduate program

Institutions of enrollment are included below.



Master (M.A., M.S., M.B.A., etc.)  
100%



NYU



UNIVERSITY OF  
GEORGIA

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## “ ALUMNI VOICES

*My experience with the T. Howard Foundation has been instrumental in shaping my career trajectory. **The Foundation provided me with access** to valuable resources, mentorship, and networking opportunities that gave me insight into the media and entertainment industries while honing my professional skills...I gained hands-on experience that helped me build confidence and clarity in my career goals.*

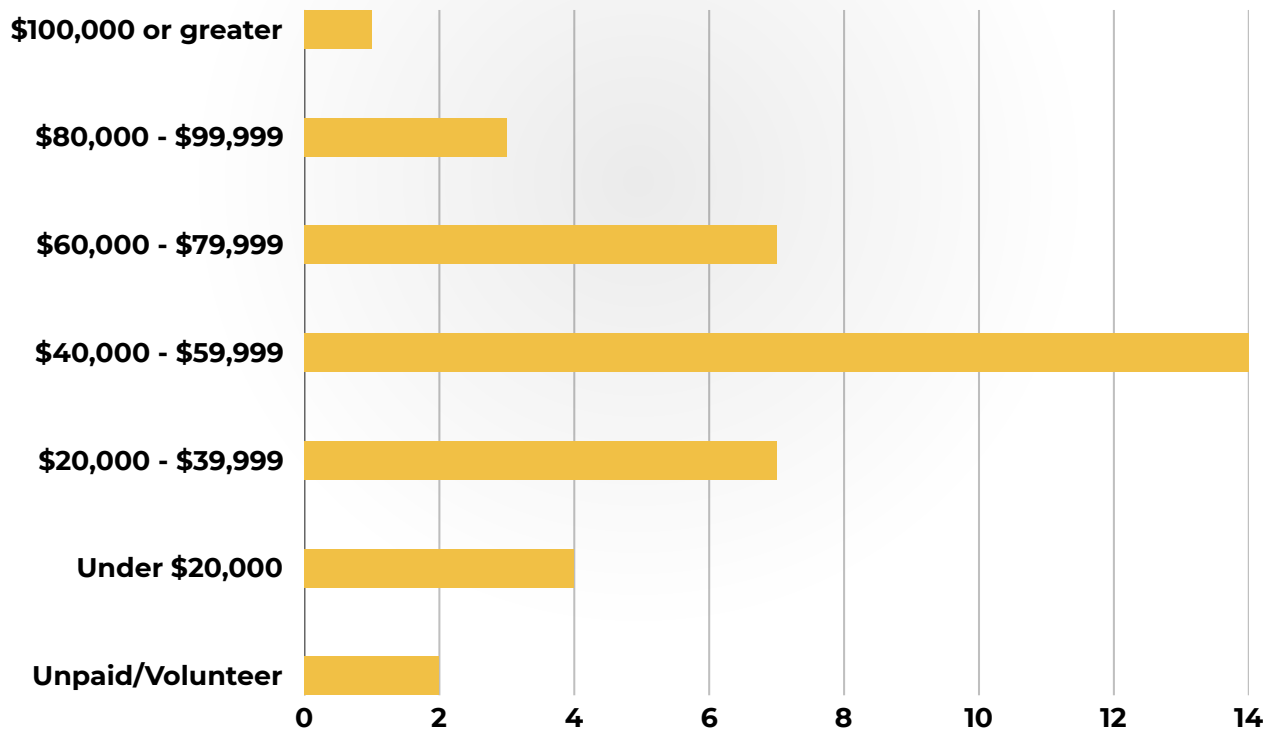
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# STARTING SALARY

## BASED ON 49 SURVEY RESPONSES

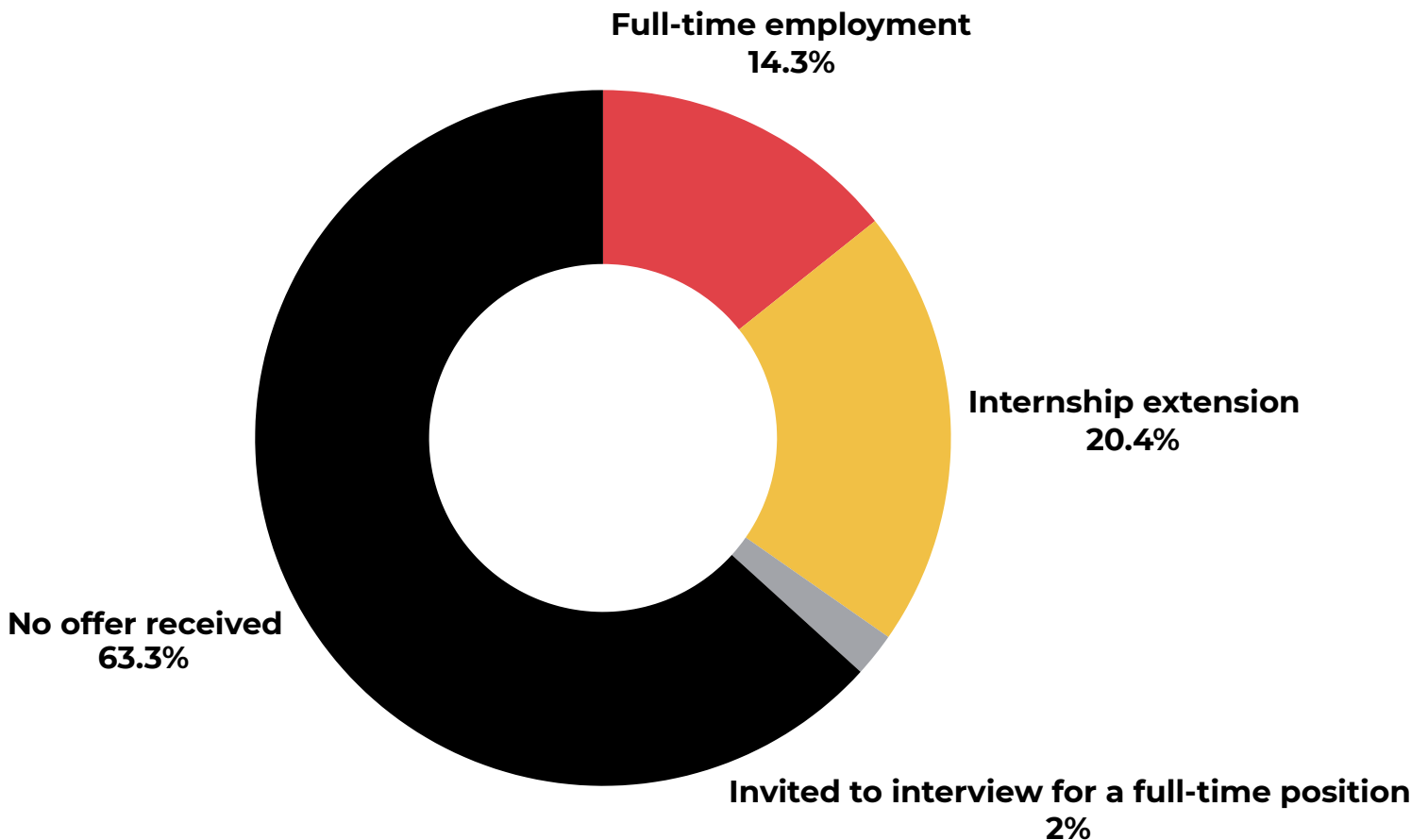
Over 65% of working respondents (38) earn at least \$40,000 per year, and 11% earn at least \$80,000.



# RETURNING OFFERS

37% of alumni (18) received an offer for a full-time role or internship extension from their internship host or parent company.

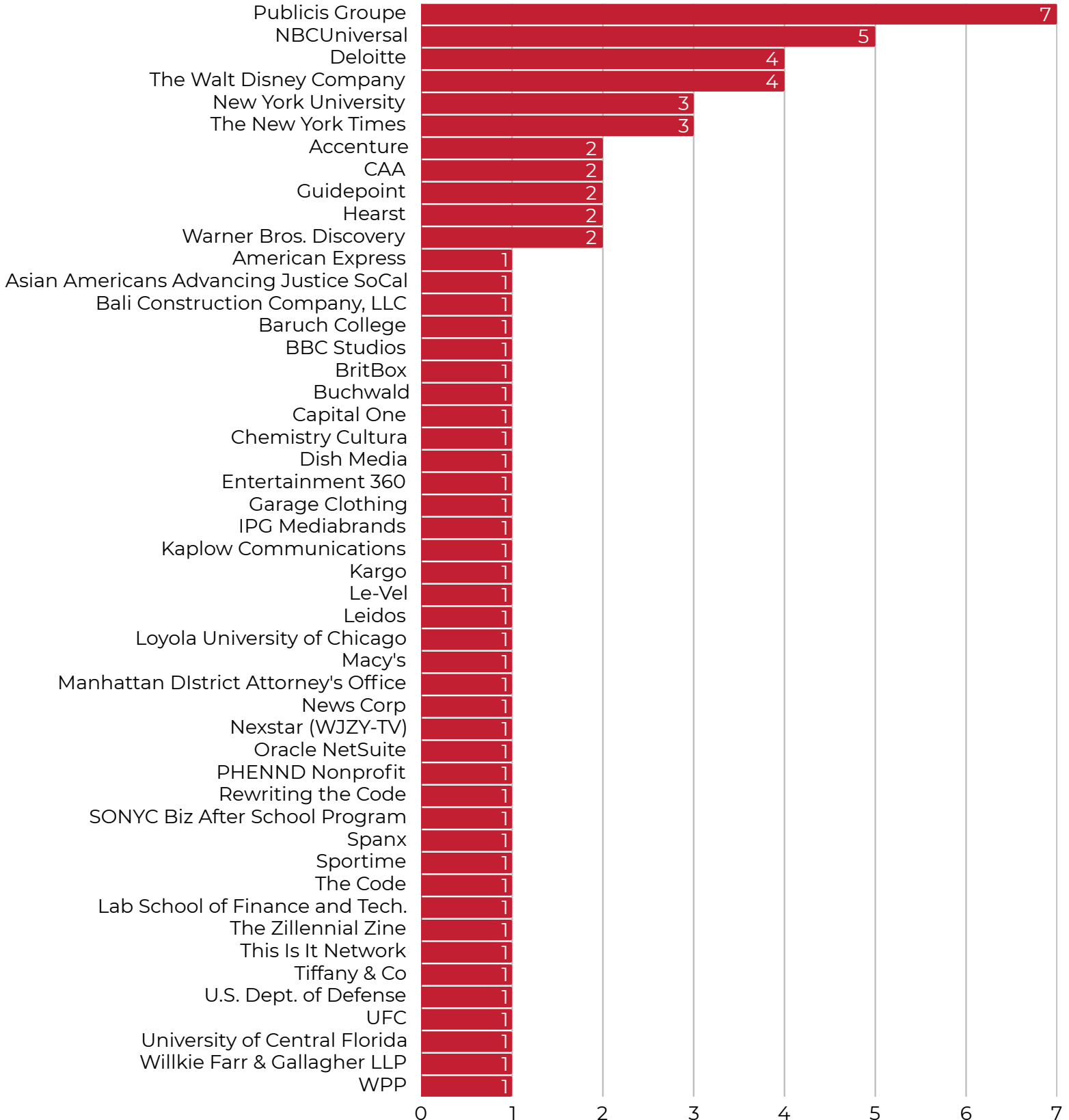
## POST-INTERNSHIP OFFERS



# TOP ALUMNI EMPLOYERS

BASED ON 74 OUT OF 110 RESPONSES

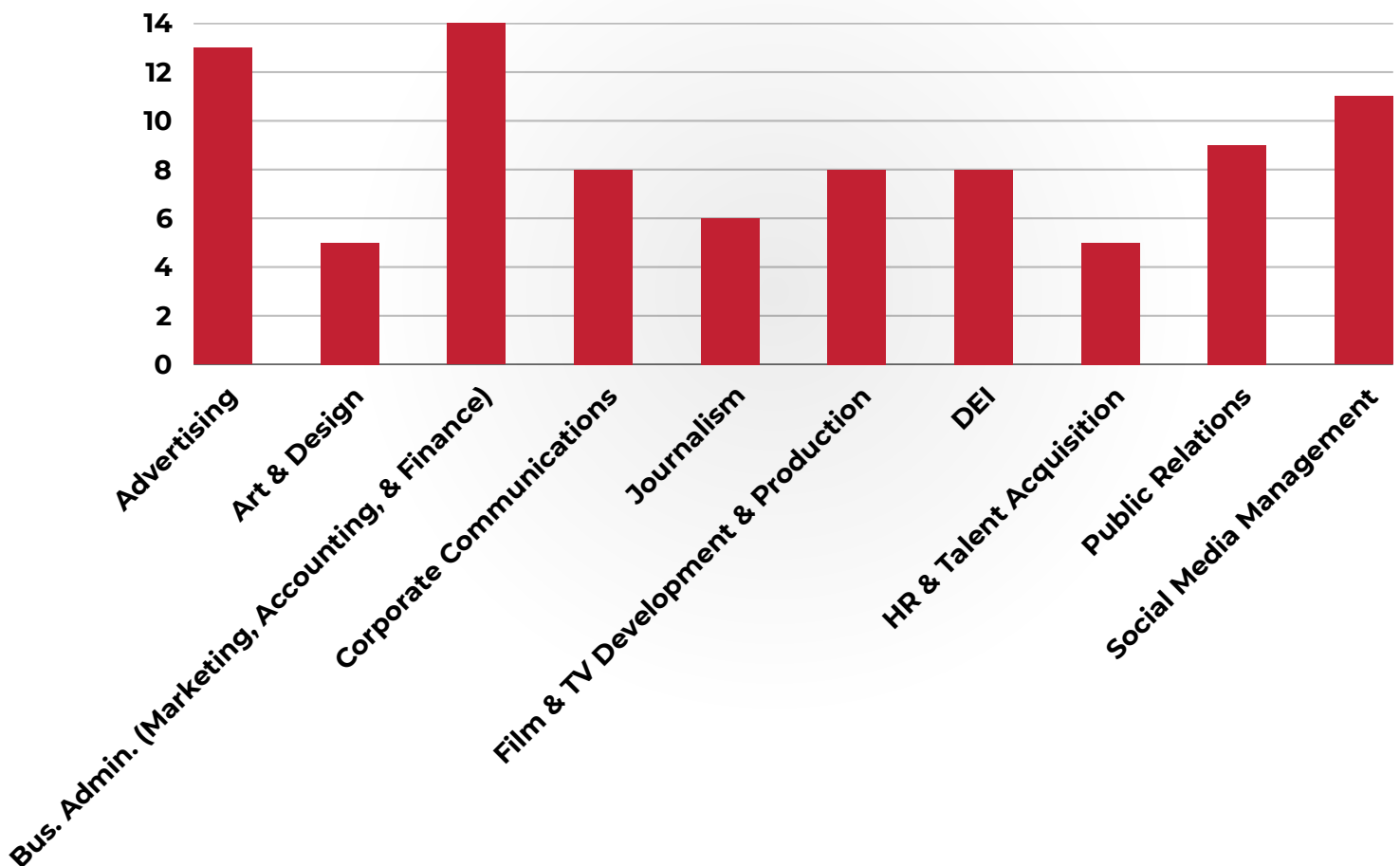
RESPONSES SUPPLEMENTED VIA SOCIAL MEDIA. N/A RESPONSES EXCLUDED  
AFFILIATE COMPANIES INCLUDED IN TOTAL PARENT COMPANY HEADCOUNT



# JOB FOCUS AREAS

Business Administration is the top reported job focus area of respondents.

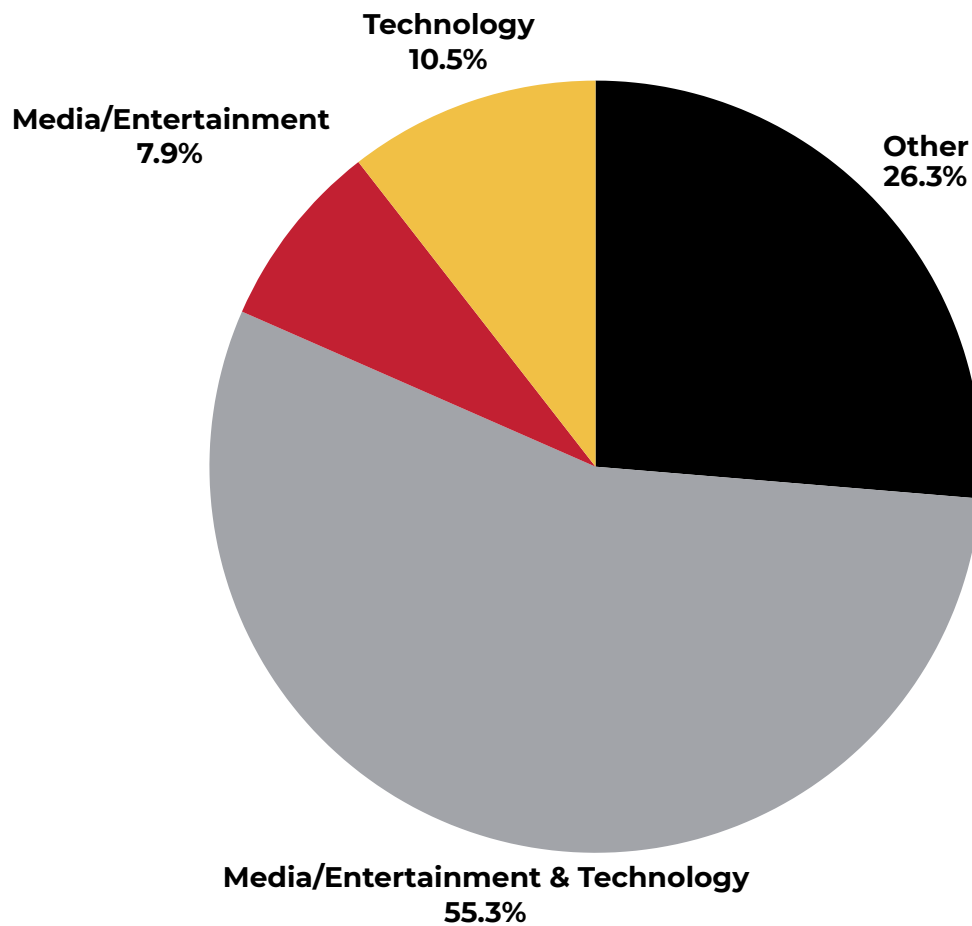
Note: Based on 49 responses. Respondents could select as many options as applied



# CONTENT AREAS

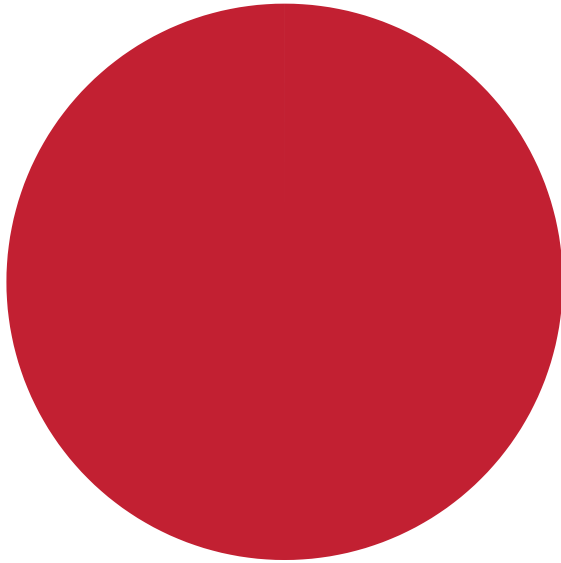
78% of working alumni are in the media/entertainment and/or technology industries.

Based on 49 responses



# EMPLOYMENT LOCATIONS

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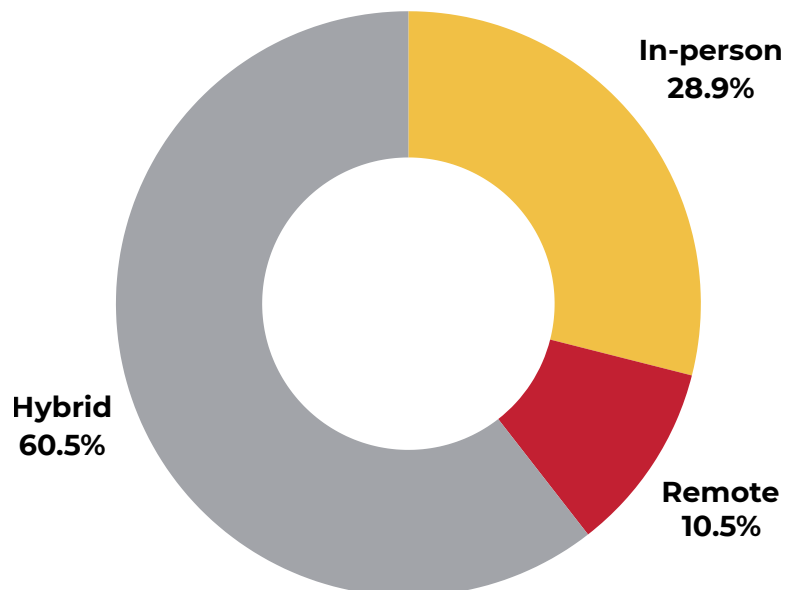
**US Based**  
100%

## Nation of Employment

100% of responding alumni are working/studying in the US.

## In-Person vs. Remote

The majority (60.5%) of working alumni reported to be on a hybrid schedule, followed by in-person employees (28.9%) and fully remote employees (10.5%).



Based on 38 responses

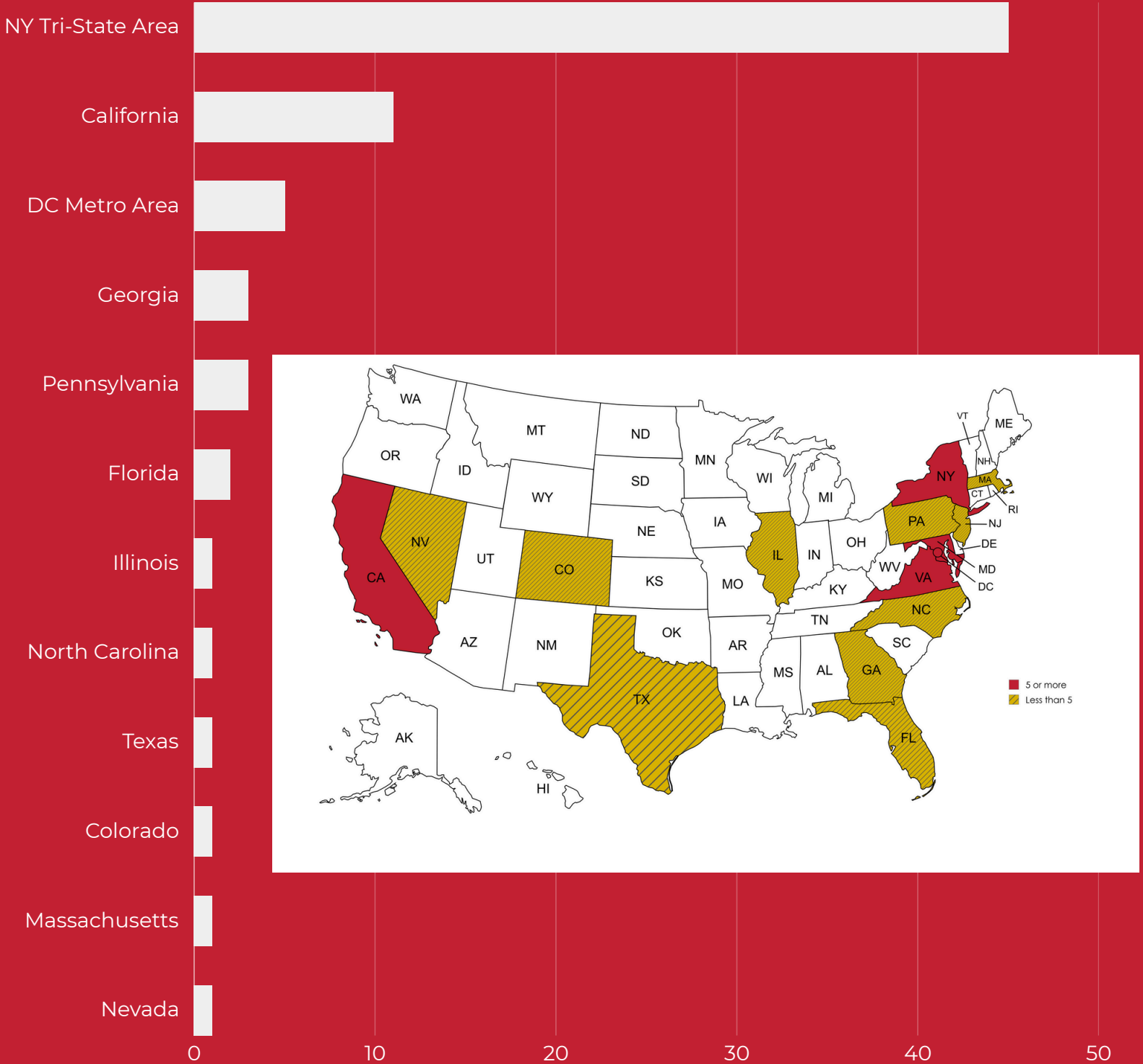
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# TOP STATES OR REGIONS



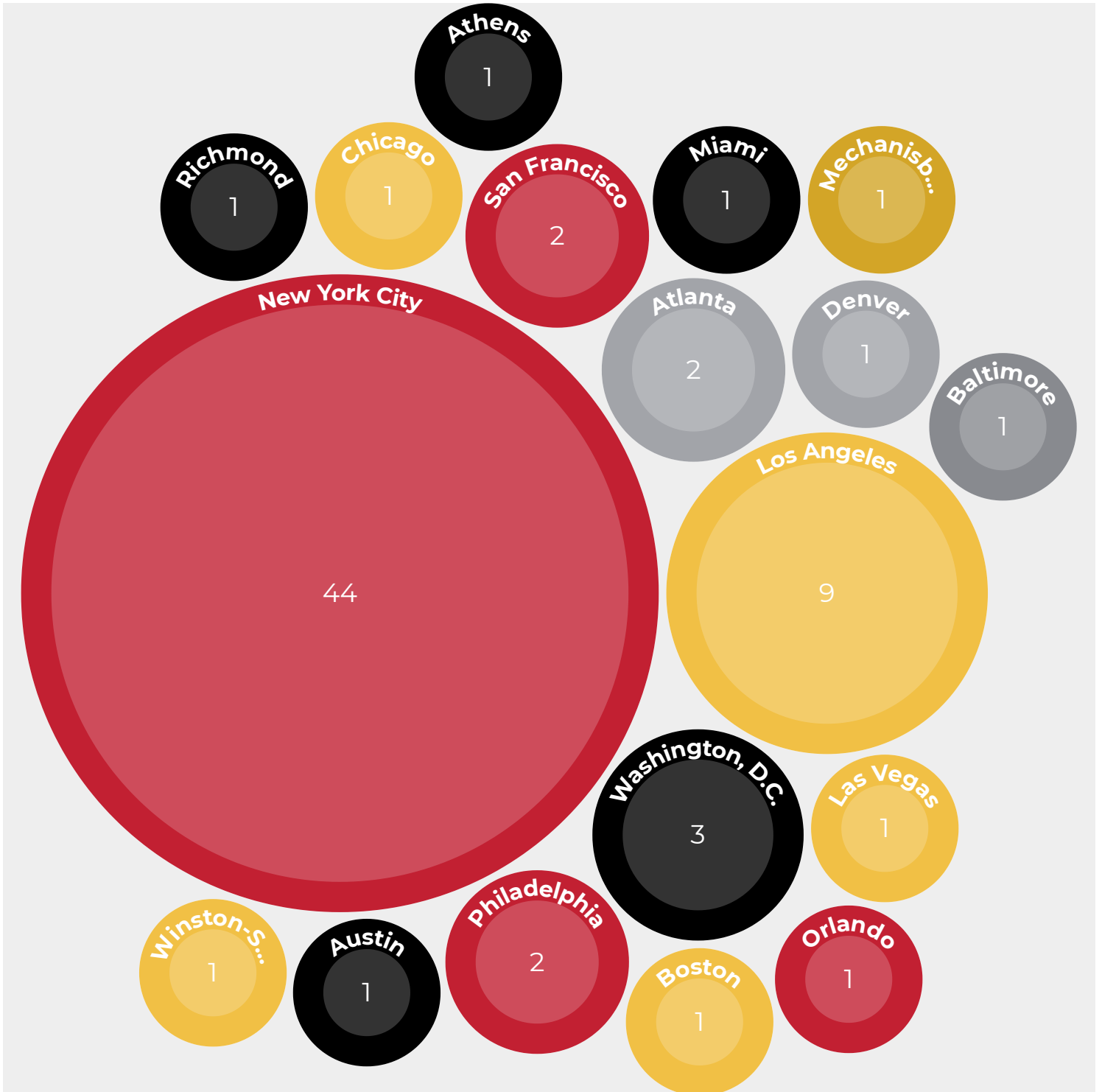
Over 70% of our alumni work for employers based in the New York Tri-State Area or California, with 59.5% (44) in the Tri-State Area and 14.8% (11) in California.

Based on 74 responses. Responses supplemented via social media.



# TOP U.S. CITIES

Over half of US-based alumni are in the New York City (59.5%) and Los Angeles (12.2%) metropolitan areas.



# ALUMNI VOICES

WE PROVIDE MEMBERS WITH ONGOING RESOURCES AND SUPPORT NEEDED TO ESTABLISH AND ADVANCE THEIR CAREERS

“

*T. Howard has provided me with critical personal and professional skills not only to access career-related opportunities but to thrive as a young professional in advertising and entertainment through personalized mentorship, 1:1 advising, and a community of young professionals to network and build with...T.Howard invests in you as much as you invest in it, so make the most of this extraordinary opportunity!*

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