52 students who participated in the AAF Most Promising Minority Students program in New York City, February 2–4, 2010, completed an onsite questionnaire regarding their employment preferences. Below is a summary of results.

- Of the 52 respondents, 45 were Most Promising Finalists and 7 were on the Honor Roll.
- 46 were members of an AAF Student Chapter (88%).
- 15 were currently working on the National Student Advertising Competition (29%).
- **44 (85%) were advertising majors.**
- **42 (81%) were female and 11 (19%) were male.**
- Student age ranged from 20-29. **Mean age was 21.9 years.**
- **There were 17 Asian Americans (33%), 13 African Americans (25%), and 13 Hispanic students (25%).** There was one Native American, four students of “other” race, and three students of mixed race.
- When asked if they knew advertising professionals prior to coming to the MPMS program in New York, the participants said that **they knew, on average, six ad professionals well, but only two were minority professionals.** Additionally, they knew, but not so “well”, nine advertising professionals. Of those, 1.7 were minorities. 38% indicated that they did not know any advertising professionals well and half (50%) did not know any minority professionals on a close basis. However, 65% said that they had advertising career mentors, some of whom presumably are not advertising professionals (may be college professors or friends not in the business).
- **31% said they made the decision to study advertising in high school; 19% decided in their freshman year of college; 32.5% decided on advertising in their sophomore year of college; 9.5% decided in their junior year of college. One student decided before high school.**
- The most important sources of information in the decision to study advertising were ads in the media (44%), college professors (34.6%), college advisors (21.1%), aptitude tests (19.2%), advertising professionals (19.2%), depictions of advertising careers in TV or movies (17.3%).
- **92% planned to work in advertising/marketing after graduation.** 5% were unsure.
- The most popular markets in which to work were New York (84.6%), Chicago (71.1%), Los Angeles (67.3%), San Francisco (59.6%), Boston (51.9%), Minneapolis (46.1%), Washington D.C. (38.4%), Seattle (34.6%), and Dallas (32.7%).
- The most desired types of companies for entry level jobs were **general market ad agencies (84.6%),** client companies (78.8%), minority/multicultural ad agencies (36.5%), and media companies (34.6%).
- Desired types of jobs were advertising account executive/account management (50%), marketing (32.7%), research/account planning (32.7%), media planning (25%), art director (17.3%), and copywriter (17.3%).
• 50% had not yet applied for jobs. 31% had applied but had not received offers. 7.7% had received offers that they had not yet accepted. 9.6% (5 students) had received and accepted offers.

• Average expected starting salary was $33,550 (vs. $33,000 in 2009). Average expected salary after five years was $59,550 (vs. $57,500 in 2009).

• Despite the continuing severe economic recession, salary expectations and the number of offers were up slightly from 2009 (9 students versus 6 students).