

SCMS Career Center Report, 2010-2013

Prepared by:

Lindsay Hogan, Graduate Student Representative to the Board of Directors

Aviva Dove-Viebahn, SCMS Web Content Manager

Christina Petersen, SCMS Research and Project Coordinator

November 2, 2012

Updated October 1, 2013

Table of Contents:

Overview and Objectives	2
Job Postings by Location	2
Job Postings by Category	3
Job Postings by Type	4
Job Postings by Institution	5
Job Postings and Site Traffic by Month	7
Analysis and Comparisons	8
Conclusions and Recommendations	8

Figures:

Figure 1: Jobs by Location, October 2010-June 2011	2
Figure 2: Jobs by Location, July 2011-June 2012	3
Figure 3: Jobs by Location, July 2012-June 2013	3
Figure 4: Category Distinctions for Jobs Posted	3
Figure 5: Jobs by Type	5
Figure 6: Jobs by Institutional Type, October 2010-June 2011	6
Figure 7: Jobs by Institutional Type, July 2011-June 2012	6
Figure 8: Jobs by Institutional Type, July 2012-June 2013	6
Figure 9: Job Postings by Month	7
Figure 10: Career Center Page Views and Unique Views as a Percentage of Total Website Views	7

Appendices:

Appendix A: Jobs by Category and Location, October 2010-June 2011	8
Appendix B: Jobs by Category and Location, July 2011-June 2012	10
Appendix C: Jobs by Category and Location, July 2012-June 2013	13
Appendix D: Jobs by Type	15
Appendix E: Jobs by Institutional Type	15
Appendix F: Jobs Posted, Page Views and Unique Views by Month	16

Overview and Objectives:

This report analyzes data from the “Career Center” portion of the Society for Cinema and Media Studies website from October 2010-June 2013 based on information stored by YourMembership, our content management system. Data prior to 2010 is unavailable at this time due to a change in website hosting services. The objective of this report is to record, track and compare job posting information and site traffic in order to provide a clearer picture of our field’s hiring market each year, evaluate the role of the Society and its Career Center in this process, and seek out ways the Society can improve its function as a resource for hiring institutions and jobseekers alike.

For purposes of comparison, job posting data was divided into three groups, October 2010-June 2011, July 2011-June 2012, and July 2013-June 2013 in accordance with annual academic hiring seasons and based on the fiscal year. It is worth noting that the first group of postings represents an incomplete year of data, as we do not currently have a way to aggregate the data from July 2010-September 2010. We still believe that the data in this report reflects three nearly complete years of job market data on the Career Center site, especially considering that the number of postings tends to be highest during the fall (see Appendix F).

Job Postings by Location:

The total number of jobs posted rose by 21.43% from 2010-2011 to 2011-2012 (154 total jobs in 2010-2011 and 187 total jobs in 2011-2012). However, considering that the recorded 2010-2011 job year is effectively three months shorter than 2011-2012, it may be that the numbers stayed more or less the same. We can see evidence of this in the job data from 2012-2013, where the number of total jobs (198) only rose by 5% from 2011-2013. The majority of jobs posted in the Career Center are located in the United States, with 131 jobs in 2010-2011, 157 in 2011-2012, and 165 in 2012-2013 from American institutions and 23 jobs in 2010-2011, 30 in 2011-2012, and 27 in 2012-2013 from locations outside the United States. Canada and the United Kingdom are the top two international locations for jobs in both hiring seasons, representing 47% of all international jobs posted in 2010-2011, 63% in 2011-2012, and 67% in 2012-2013. In terms of domestic distribution by state, California added the most jobs in 2010-2011 (21 jobs), followed by New York (14 jobs). The two states remained the dominant domestic locations in 2011-2012 (with 24 jobs in New York and 16 in California) and 2012-2013 (with 29 jobs in California and 16 in New York). Other states with sizeable numbers of jobs posted include Oregon (11 jobs in 2011-2012), Illinois (10 jobs in 2011-2012), and Massachusetts (14 jobs in 2012-2013). For more on the geographic distribution of Career Center postings, see Figures 1, 2, and 3 below and Appendices A, B, and C.

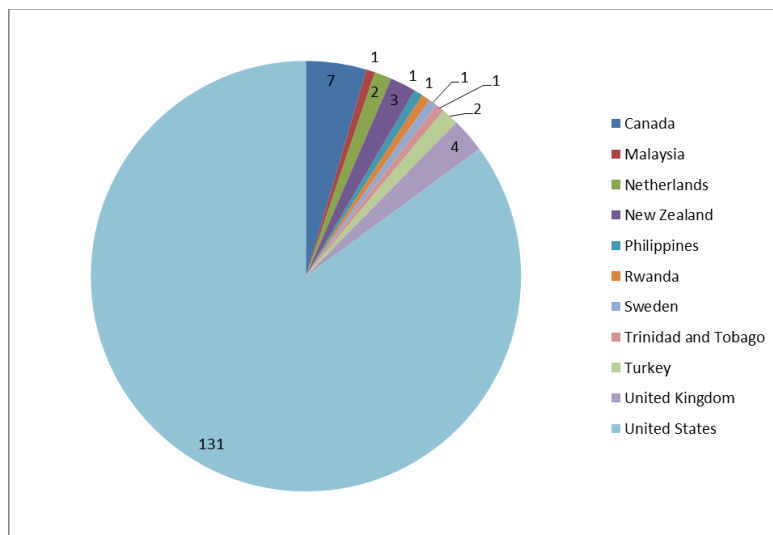


Figure 1: Jobs by Location, October 2010-June 2011

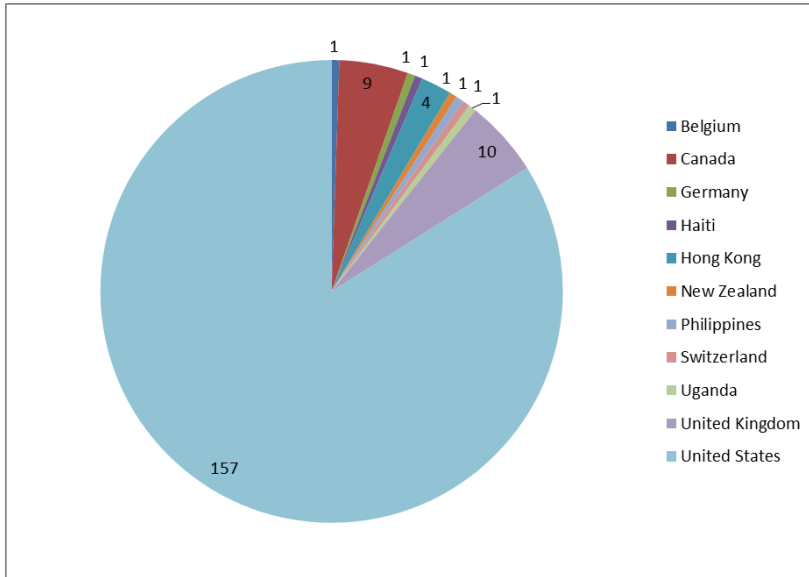


Figure 2: Jobs by Location, July 2011-June 2012

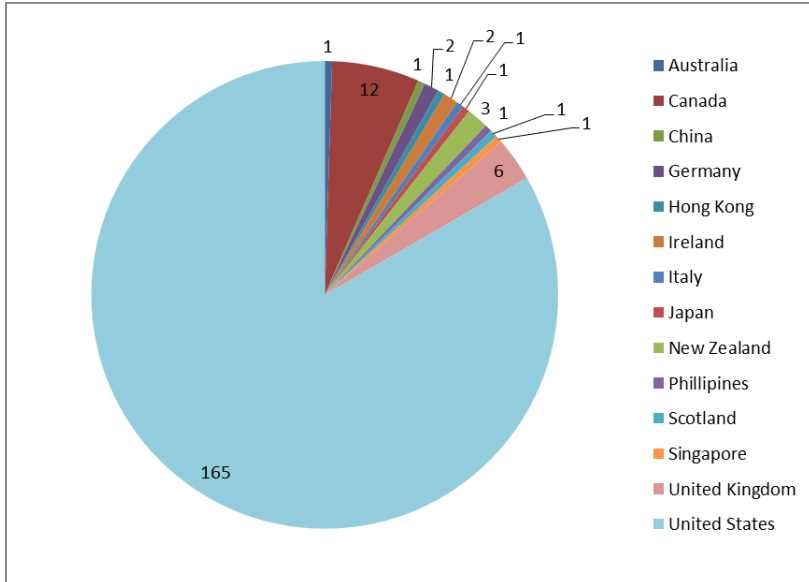


Figure 3: Jobs by Location, July 2012-June 2013

Job Postings by Category:

Currently the Career Center allows job posters to choose from among five options for job category: Assistant Professor, Associate Professor, Professor, Instructor/Lecturer, or Other. For all three years, the majority of jobs posted were for an Assistant Professor position—101 (61% of all jobs) in 2010-2011, 92 (55%) in 2011-2012, and 117 (59%) in 2012-2013. In 2012, the number of jobs in the “Other” category increased five percentage points from 33 jobs in 2010-2011 (20% of all positions) to 49 jobs in 2011-2012 (25% of all positions), dropping 6% again to 38 jobs in 2012-2013 (19% of all positions) . The number of jobs in the “Professor” category remained more or less consistent across all three years (5-7%). See Figure 4 below and Appendices A, B, and C.

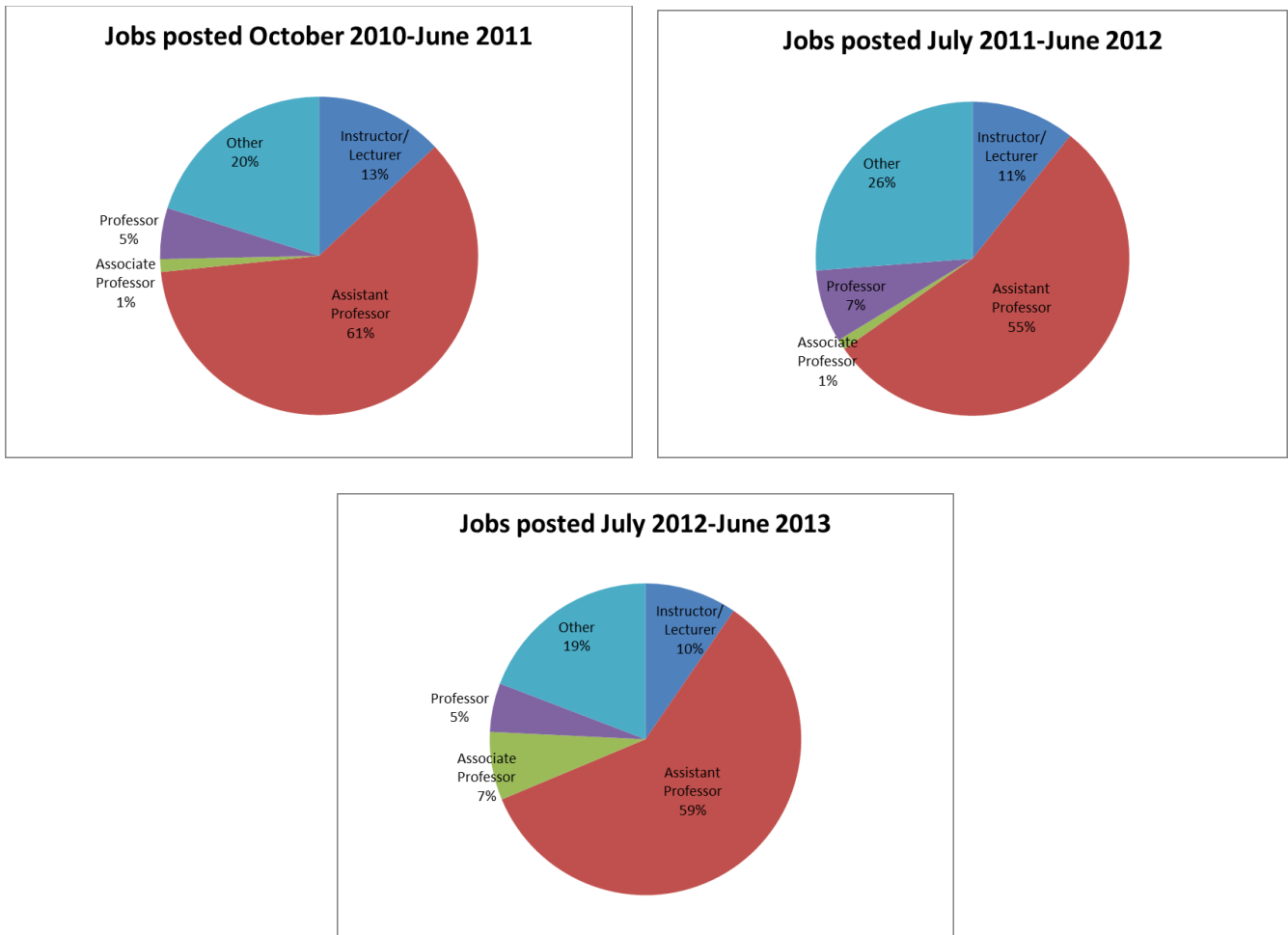


Figure 4: Category Distinctions for Jobs Posted

Job Postings by Type:

In addition to job categories described above, the Career Center currently allows job posters to choose from four position “types:” Temporary/Part-Time, Term/Renewable Term, Tenure/Tenure-Track, and Other. In 2010-2011, 47% of the jobs posted were marked as Tenured/Tenure Track (73 jobs total). In 2011-2012 and 2012-2013, the number of Tenured/Tenure Track job postings increased both years, to 113 jobs (60% of all postings) and 127 jobs (64% of all postings), respectively. In 2010-2011, Term/Renewable jobs made up 22% of the total annual postings (34 jobs). That number remained relatively steady, decreasing slightly in 2011-2012 (14%, 26 jobs) and 2012-2013 (16%, 32 job). This distinction is not required information, however, so a number of postings do not specifically indicate the job type. See Figure 5 below and Appendix D.

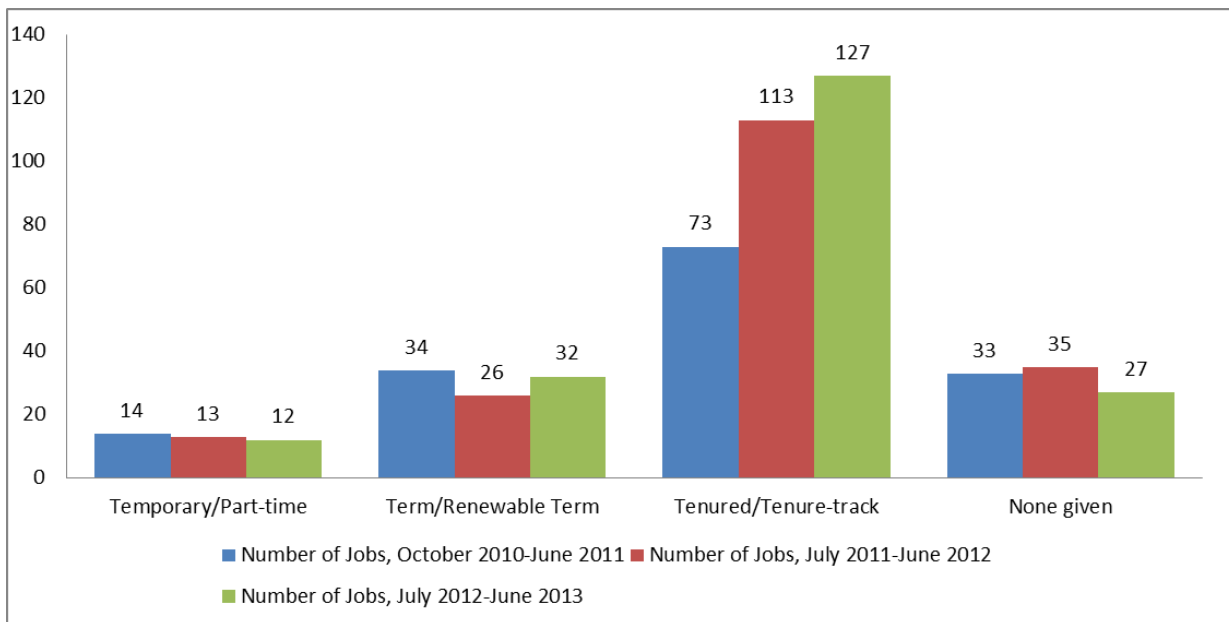


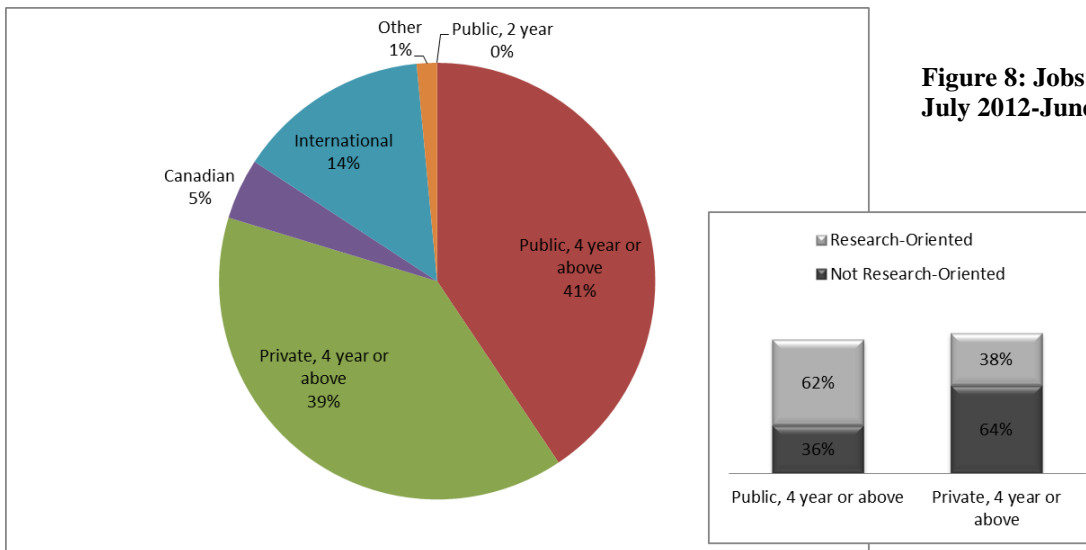
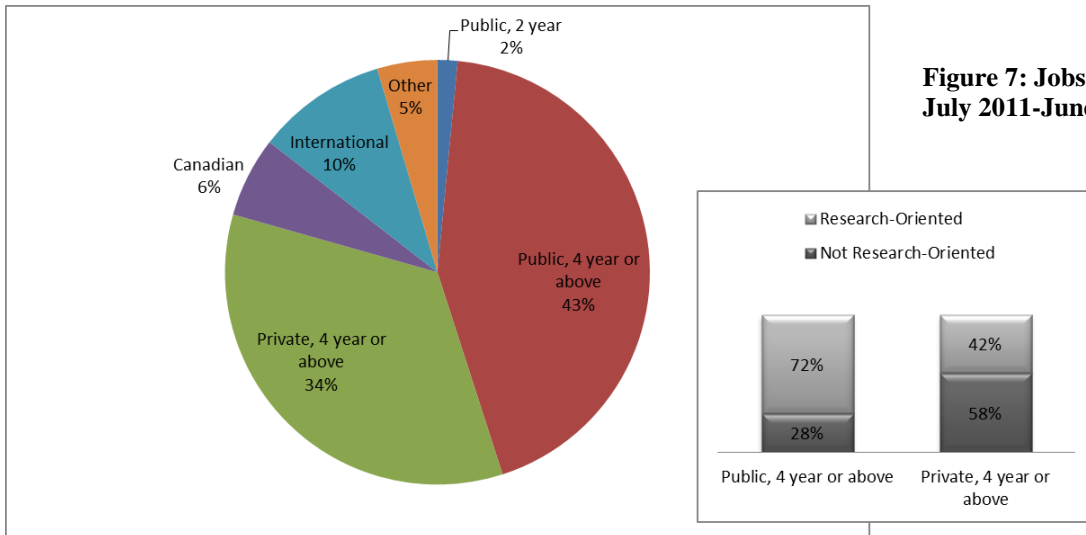
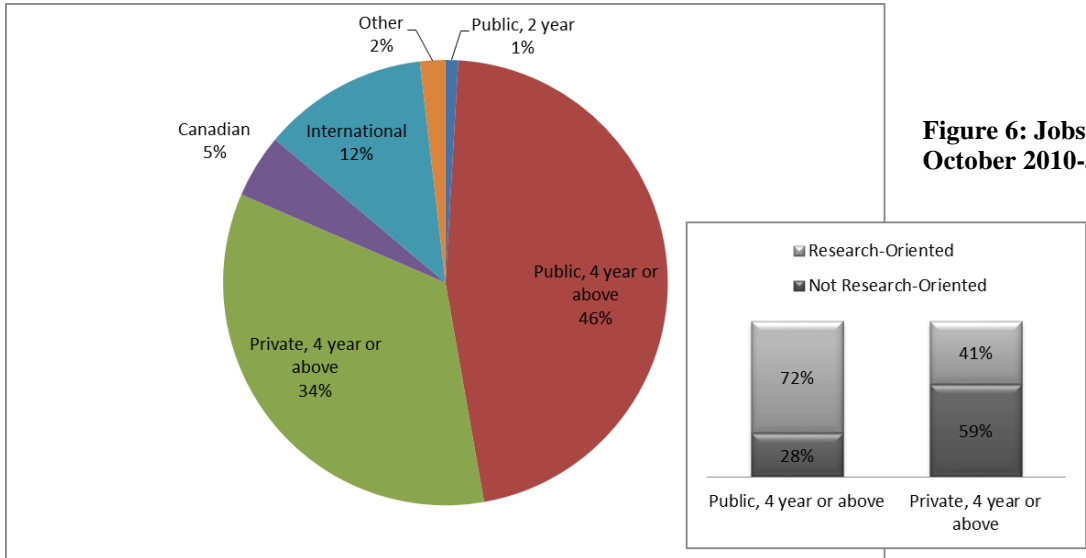
Figure 5: Jobs by Type

Job Postings by Institution:

In order to get a general sense of the types of institutions postings jobs in the SCMS Career Center, each individual institution that posted at least one job was categorized based on the Carnegie Foundation’s classifications. The Carnegie’s classification system exists for US-institutions only. Canadian and international institutions were recorded separately, as were jobs outside academia. For the purposes of the data gathered, these classifications included institution type—Public, 4 year or above; Private, 4 year or above; Public, 2 year; Canadian; International; and Other—as well as whether or not the institution in question was designated a research institution (this research institution information outlined by Carnegie only applies to US institutions; Canadian and international institutions, as well as jobs outside academia, were recorded as “N/A”).¹ Each institution was counted only once for a given period, meaning 108 unique institutions were analyzed for the October 2010-June 2011 session, 131 for July 2012-June 2012, and 133 for July 2012-June 2013.

During all the first two job periods, public 4-year institutions slightly outweighed private 4-year institutions listing jobs (50 public versus 37 private 4-year institutions in the 2010-2011 job period and 57 public versus 41 private in 2011-2012); during the 2012-2013 session, the numbers were almost even (54 public versus 52 private). The percentage of research-oriented institutions versus non-research-oriented institutions was relatively consistent as well, with 72% of public institutions designated research institutions across 2010-2012 (36 out of 51 from October 2010-June 2011 and 41 out of 60 from July 2011-June 2012) and 62% of public institutions designated research institutions in 2012-2013 (38 out of 54). For the 2010-2011 job period, 41% of private institutions (15 out of 37) were designated research institutions, while 42% (19 out of 45) were classified as such in 2011-2012 and 38% in 2012-2013 (23 out of 52). See Figures 6, 7, and 8, as well as Appendix E.

¹ The Carnegie Foundation no longer classifies institutions by as “Research 1, Research 2, etc.” Now, institutions are classified as Research Institutions if they have doctoral programs, with some further designated as having “high research activity” or “very high research activity.” For the purposes of our data collection, all institutions designated research institutions by the Carnegie Foundation were categorized as such regardless of their level of research activity. Thus, “research-oriented” institutions in our findings represent institutions that have doctoral programs, although they may not necessarily have doctoral programs in cinema and media studies fields.



Job Postings and Site Traffic by Month:

In order to monitor Career Center traffic and usage, the number of jobs posted per month and SCMS site traffic were also tracked. In line with many institutions' hiring practices, the largest numbers of jobs were posted during the months of September and October. See Figure 8 and Appendix F.

In terms of site traffic, the Career Center landing page is the second most often viewed page on the entire site, after the SCMS homepage. The Career Center landing page accounts for between 14% and 47% of page views on the site total (and between 10% and 33% of unique views), with October 2011 recorded as the month containing the highest Career Center traffic. These data suggest that the Career Center's online job postings are one of the number one resources our members visit the site to access and with page usage beginning to climb in September, spiking in October, and falling off in December. See Figures 9 and 10 and Appendix F.

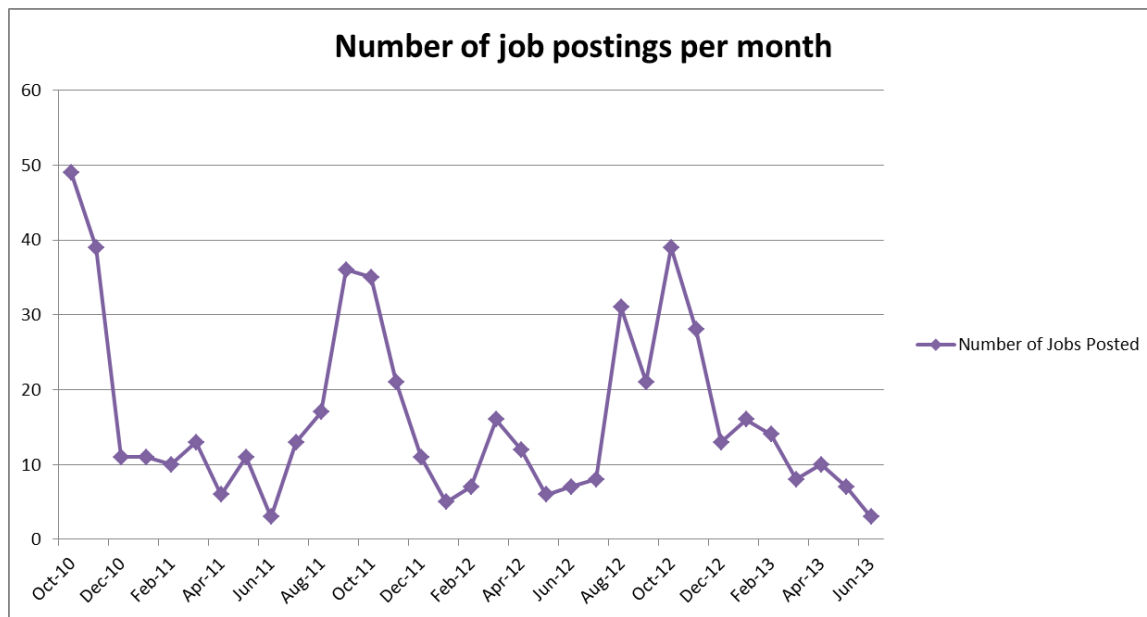


Figure 9: Job Postings by Month

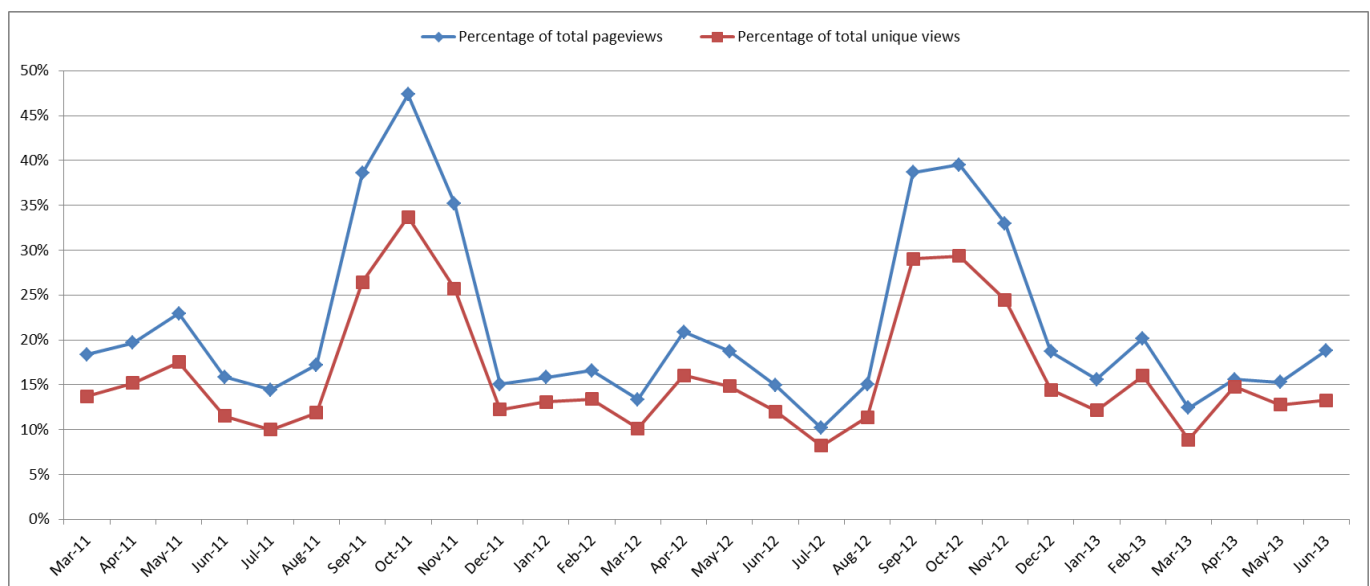


Figure 10: Career Center Page Views and Unique Views as a Percentage of Total Website Views

Analysis and Comparison:

For the most part, data gathered from the SCMS Career Center seem to follow the established trends in the American/English-speaking job market, with high usage, in terms of both jobs posted and viewer numbers, during the fall semester; a more or less even distribution of public and private institutions; the highest quotient of jobs falling into the category of entry-level (assistant professorships); and a majority of listings for jobs in the United States, with Canada and the United Kingdom as other notable locations.

At points where we can make comparisons, the moderate growth of SCMS' job listings from 2010-2011 to 2011-2012 is relatively similar to the current trends reported by the Modern Language Association's annual job report. The English edition of MLA reported 1,190 jobs listed in 2010-2011 and 1,235 in 2011-2012, reflecting a small 3.8% increase but still 32.4% below the peak of 1,826 in 2007-2008. Tenure-track positions announced in the SCMS Career Center also followed current trends in the market more closely in 2011-2012. While the English edition of MLA reported that 70% of its job listings in 2010-2011 were tenure-track as compared to SCMS' 47% (according to incomplete reporting), SCMS' 60% rate of tenure-track positions is closer to MLA's 2011-2012 rate of 69.6%. According to MLA, however, this rate is still five to ten percentage points lower than listings before 2009-2010.²

Conclusions and Recommendations:

The Career Center brings in a majority of the site traffic for SCMS, a compelling statistic that suggests its continued importance and prominence as a feature of the website and as a benefit of membership in the organization. Therefore, it seems the Career Center can and should function as a primary growth outlet for the Society, both in terms of financial input and networking opportunities provided for members. As a large draw to the site, the Career Center is a tremendous asset.

² See MLA's Job Information List reports, housed online here: http://www.mla.org/career_resources.

Appendix A: Jobs by Category and Location, October 2010-June 2011

By country:

Country	Category:					TOTAL
	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	
Canada	2	5	0	0	0	7
Malaysia	0	0	1	0	0	1
Netherlands	0	0	0	2	0	2
New Zealand	2	0	0	1	0	3
Philippines	0	0	0	0	1	1
Rwanda	0	0	0	0	1	1
Sweden	1	0	0	0	0	1
Trinidad and Tobago	0	0	1	0	0	1
Turkey	0	2	0	0	0	2
United Kingdom	0	1	0	1	2	4
United States	15	85	0	4	27	131
TOTAL (non-US)	5	8	2	4	4	23
TOTAL (w/ US)	20	93	2	8	31	154

By state (US only):

State	Category:					TOTAL
	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	
Alabama	0	1	0	0	1	2
Alaska	0	0	0	0	0	0
Arizona	2	1	0	0	2	5
Arkansas	0	0	0	0	0	0
California	4	10	0	0	7	21
Colorado	0	2	0	0	0	2
Connecticut	0	1	0	0	0	1
Delaware	0	0	0	0	0	0
District of Columbia	0	0	0	0	1	1
Florida	1	1	0	0	0	2
Georgia	0	1	0	1	1	3
Hawaii	0	2	0	0	0	2
Idaho	0	0	0	0	0	0
Illinois	0	7	0	0	0	7
Indiana	0	2	0	0	1	3
Iowa	0	0	0	0	0	0
Kansas	1	1	0	0	0	2

Appendix A (continued)*By state (continued):*

	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	TOTAL
Kentucky	0	2	0	0	0	2
Louisiana	0	3	0	0	2	5
Maine	0	0	0	0	1	1
Maryland	0	2	0	0	0	2
Massachusetts	0	2	0	1	2	5
Michigan	0	3	0	0	0	3
Minnesota	1	2	0	0	1	4
Mississippi	0	1	0	0	0	1
Missouri	0	1	0	0	0	1
Montana	0	0	0	0	0	0
Nebraska	0	0	0	0	0	0
Nevada	0	0	0	0	0	0
New Hampshire	0	0	0	0	0	0
New Jersey	1	4	0	0	0	5
New Mexico	0	0	0	0	0	0
New York	1	11	0	1	1	14
North Carolina	1	1	0	0	1	3
North Dakota	0	0	0	0	0	0
Ohio	0	5	0	0	0	5
Oklahoma	0	3	0	0	0	3
Oregon	1	4	0	0	0	5
Pennsylvania	0	5	0	1	1	7
Rhode Island	1	1	0	0	1	3
South Carolina	0	0	0	0	0	0
South Dakota	0	0	0	0	0	0
Tennessee	0	0	0	0	0	0
Texas	0	2	0	0	1	3
Utah	0	0	0	0	0	0
Vermont	0	0	0	0	0	0
Virginia	1	0	0	0	1	2
Washington	0	1	0	0	0	1
West Virginia	0	0	0	0	0	0
Wisconsin	0	3	0	0	2	5
Wyoming	0	0	0	0	0	0
TOTAL	15	85	0	4	27	131

Appendix B: Jobs by Category and Location, July 2011-June 2012

By country:

Country	Category:					TOTAL
	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	
Belgium	0	1	0	0	0	1
Canada	1	6	0	0	2	9
Germany	0	0	0	1	0	1
Haiti	1	0	0	0	0	1
Hong Kong	0	1	0	0	3	4
New Zealand	1	0	0	0	0	1
Philippines	0	0	0	0	1	1
Switzerland	0	0	0	1	0	1
Uganda	0	1	0	0	0	1
United Kingdom	1	3	0	0	6	10
United States	16	90	2	12	37	157
TOTAL (non- US)	4	12	0	2	12	30
TOTAL (w/US)	20	102	2	14	49	187

By state (US only):

State	Category:					TOTAL
	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	
Alabama	0	0	0	0	0	0
Alaska	0	0	0	0	0	0
Arizona	0	1	0	0	1	2
Arkansas	0	0	0	0	0	0
California	1	10	0	1	4	16
Colorado	0	1	0	0	0	1
Connecticut	0	0	0	0	0	0
Delaware	0	0	0	0	0	0
District of Columbia	1	1	0	0	0	2
Florida	0	6	0	0	3	9
Georgia	0	4	0	2	0	6
Hawaii	0	0	0	0	0	0
Idaho	0	0	0	0	0	0
Illinois	1	6	0	1	2	10
Indiana	0	3	0	1	2	6
Iowa	0	1	0	0	0	1

Appendix B (continued)*By state (continued)*

	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	TOTAL
Kansas	0	1	0	0	0	1
Kentucky	0	0	0	0	0	0
Louisiana	0	0	0	0	0	0
Maine	0	0	0	0	2	2
Maryland	0	0	0	0	0	0
Massachusetts	2	5	0	1	2	10
Michigan	0	3	1	0	1	5
Minnesota	0	1	0	0	0	1
Mississippi	0	0	0	0	0	0
Missouri	0	1	1	0	0	2
Montana	0	0	0	0	0	0
Nebraska	0	0	0	0	0	0
Nevada	0	2	0	0	0	2
New Hampshire	0	0	0	0	0	0
New Jersey	0	0	0	1	0	1
New Mexico	0	0	0	0	1	1
New York	2	15	0	3	4	24
North Carolina	0	3	0	0	0	3
North Dakota	0	0	0	0	0	0
Ohio	4	4	0	0	0	8
Oklahoma	1	0	0	0	1	2
Oregon	3	8	0	0	0	11
Pennsylvania	0	1	0	0	3	4
Rhode Island	0	1	0	1	1	3
South Carolina	0	1	0	0	1	2
South Dakota	0	0	0	0	0	0
Tennessee	1	0	0	0	0	1
Texas	0	3	0	0	6	9
Utah	0	2	0	0	0	2
Vermont	0	1	0	0	0	1
Virginia	0	1	0	1	0	2
Washington	0	1	0	0	1	2
West Virginia	0	0	0	0	0	0
Wisconsin	0	3	0	0	2	5
Wyoming	0	0	0	0	0	0
TOTAL	16	90	2	12	37	157

Appendix C: Jobs by Category and Location, July 2012-June 2013

By country:

Country	Category:					TOTAL
	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	
Australia	0	1	0	0	0	1
Canada	1	11	0	0	0	12
China	0	1	0	0	0	1
Germany	0	1	0	1	0	2
Hong Kong	0	1	0	0	0	1
Ireland	0	1	0	0	1	2
Italy	0	1	0	0	0	1
Japan	0	0	1	0	0	1
New Zealand	1	0	0	0	2	3
Philippines	0	1	0	0	0	1
Scotland	0	0	1	0	0	1
Singapore	0	1	0	0	0	1
United Kingdom	2	3	0	1	0	6
United States	15	95	12	8	35	165
TOTAL (non- US)	2	19	2	1	3	27
TOTAL (w/ US)	19	117	14	10	38	198

By state (US only):

State	Category:					TOTAL
	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	
Alabama	0	0	0	0	0	0
Alaska	0	0	0	0	0	0
Arizona	1	2	0	0	0	3
Arkansas	0	0	0	0	0	0
California	0	13	7	0	9	29
Colorado	1	0	0	0	0	1
Connecticut	0	0	0	0	1	1
Delaware	0	0	0	0	0	0
District of Columbia	0	2	0	0	0	2
Florida	0	1	0	0	0	1
Georgia	0	5	0	2	1	8
Hawaii	0	0	0	0	0	0
Idaho	0	0	0	0	0	0

Appendix C (continued)*By state (continued)*

	Instructor/ Lecturer	Assistant Professor	Associate Professor	Professor	Other	TOTAL
Illinois	0	1	0	1	5	7
Indiana	0	4	2	0	0	6
Iowa	1	1	1	0	0	3
Kansas	0	0	0	0	0	0
Kentucky	0	0	0	0	0	0
Louisiana	0	1	0	0	0	1
Maine	0	0	0	0	0	0
Maryland	0	0	0	0	0	0
Massachusetts	1	12	0	1	0	14
Michigan	1	6	0	0	0	7
Minnesota	0	5	0	1	0	6
Mississippi	0	0	0	0	0	0
Missouri	0	6	0	0	3	9
Montana	0	1	0	0	0	1
Nebraska	0	0	0	0	0	0
Nevada	0	0	0	0	0	0
New Hampshire	0	0	0	0	0	0
New Jersey	0	1	1	0	0	2
New Mexico	0	0	0	0	0	0
New York	1	13	0	1	1	16
North Carolina	0	0	0	1	1	2
North Dakota	0	0	0	0	0	0
Ohio	0	6	0	0	2	8
Oklahoma	0	0	0	0	0	0
Oregon	2	0	0	0	1	3
Pennsylvania	2	5	0	0	6	13
Rhode Island	0	1	0	0	0	1
South Carolina	0	1	0	0	0	1
South Dakota	0	0	0	0	0	0
Tennessee	0	0	0	0	0	0
Texas	1	3	1	1	2	8
Utah	0	0	0	0	0	0
Vermont	0	0	0	0	0	0
Virginia	1	2	0	0	0	3
Washington	2	2	0	0	1	5
West Virginia	0	0	0	0	0	0
Wisconsin	0	2	0	0	1	3
Wyoming	0	0	0	0	1	1
TOTAL	14	96	12	8	35	165

Appendix D: Jobs by Type

Type of Position	Number of Jobs, October 2010-June 2011	Number of Jobs, July 2011-June 2012	Number of Jobs, July 2012-June 2013
Temporary/Part-time	14	13	12
Term/Renewable Term	34	26	32
Tenured/Tenure-track	73	113	127
None given	33	35	27
TOTAL	154	187	198

Appendix E: Jobs by Institutional Type:

Institutional Type, October 2010-June 2011

	Amount	# Research-Oriented	# Not Research Oriented
Public, 2 year	1	0	1
Public, 4 year or above	50	36	14
Private, 4 year or above	37	15	22
Canadian	5	N/A	N/A
International	13	N/A	N/A
Other	2	N/A	N/A
Total	108	51	37

Institutional Type, July 2011-June 2012

	Amount	# Research-Oriented	# Not Research Oriented
Public, 2 year	2	0	2
Public, 4 year or above	57	41	16
Private, 4 year or above	45	19	26
Canadian	8	N/A	N/A
International	13	N/A	N/A
Other	6	N/A	N/A
Total	131	60	44

Institutional Type, July 2012-June 2013

	Amount	# Research-Oriented	# Not Research Oriented
Public, 2 year	0	0	0
Public, 4 year or above	54	38	16
Private, 4 year or above	52	23	29
Canadian	6	N/A	N/A
International	19	N/A	N/A
Other	2	N/A	N/A
Total	133	61	45

Appendix F: Jobs Posted, Page Views and Unique Views by Month

[Note: Page view data were only collected starting in mid-March 2011.]

Month	Number of postings	Page views per month*	Unique views per month*	Total Page views per month	Total unique views per month	Percent of total page views	Percent of total unique views
Oct-10	49	0	0	0	0	-	-
Nov-10	39	0	0	0	0	-	-
Dec-10	11	0	0	0	0	-	-
Jan-11	11	0	0	0	0	-	-
Feb-11	10	0	0	0	0	-	-
Mar-11	13	7326	5466	39878	30193	18.37%	13.71%
Apr-11	6	9869	7613	50120	37891	19.69%	15.19%
May-11	11	9713	7406	42300	32580	22.96%	17.51%
Jun-11	3	9841	7151	62025	44691	15.87%	11.53%
Jul-11	13	14060	9764	97461	69602	14.43%	10.02%
Aug-11	17	27092	18682	157202	113455	17.23%	11.88%
Sep-11	36	39212	26865	101669	71186	38.57%	26.42%
Oct-11	35	41300	29373	87186	65490	47.37%	33.69%
Nov-11	21	33617	24578	95462	72319	35.22%	25.75%
Dec-11	11	15920	12932	105844	78681	15.04%	12.22%
Jan-12	5	10793	8928	68155	51773	15.84%	13.10%
Feb-12	7	10931	8837	65912	51009	16.58%	13.41%
Mar-12	16	12872	9784	96330	73941	13.36%	10.16%
Apr-12	12	11464	8813	54875	41122	20.89%	16.06%
May-12	6	9124	7226	48727	36459	18.72%	14.83%
Jun-12	7	7,696	6194	51480	39440	14.95%	12.03%
Jul-12	8	8,648	6,966	84,902	62,880	10.19%	8.20%
Aug-12	31	21,753	16,419	144,387	107,840	15.07%	11.37%
Sep-12	21	27,584	20,721	71,357	55,475	38.66%	29.04%
Oct-12	39	33,262	24,713	84,200	64,614	39.50%	29.35%
Nov-12	28	24,556	18,225	74,493	58,524	32.96%	24.47%
Dec-12	13	14,688	11,363	78,657	60,914	18.67%	14.45%
Jan-13	16	14,802	11,520	94,897	74,765	15.60%	12.14%
Feb-13	14	14,714	11,684	72,932	58,692	20.17%	16.02%
Mar-13	8	10,738	7,681	86,411	67,954	12.43%	8.89%
Apr-13	10	8,289	7,867	53,155	43,392	15.59%	14.80%
May-13	7	7,472	6,246	48,862	38,615	15.29%	12.78%
Jun-13	3	9,021	6,348	47,866	37,037	18.85%	13.26%

* Page views being counted are those from the "/networking" page, which is the Career Center front page, from which members can search, browse or add a listing.