2010 Employer Surveys

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Major Conclusions

Educational Quality

Most employers consider UVU’s quality to be good or very good—equal to Southern Utah and Weber State—with programs that meet employers’ needs. Four in five employers would hire a UVU graduate.

Recruiting and Hiring

Campus recruiting is largely irrelevant to most employers. Bachelor’s degrees are more relevant to employment decisions than associate’s degrees.

Job Performance

UVU graduates possess skills that are well above the basic requirements of their positions. 97% of supervisors were generally satisfied with graduates’ work habits.
Methodology

The 2010 Employer Survey was conducted in two parts: a general survey of employers statewide and a survey of alumni’s supervisors. All respondents were contacted by telephone during June 2010. The interview cohort for the general employer survey was drawn from the 2008 and 2009 alumni surveys and the Department of Workforce Services FirmFind database, and included 1,087 respondents with a margin of error of 3.0%. The interview cohort for the alumni supervisor survey was drawn from responses to the 2008 and 2009 alumni surveys and included 221 respondents with a margin of error of 6.6%.

Survey Response Rates

- General Survey
  - Responded: 1087
  - Did not respond: 2473

- Supervisor Survey
  - Responded: 221
  - Did not respond: 415
Educational Quality

Employers see UVU as roughly equal to Southern Utah University and Weber State University. 85% of employers consider UVU’s quality to be good or very good. Four in five employers would be likely or very likely to hire a UVU graduate.

However, despite five years of substantial change at UVU, the rankings are virtually identical to those of the 2003 survey.

Comparison of Educational Quality

- Brigham Young Univ. (5.3)
- Univ. of Utah (5.3)
- Utah State Univ. (4.7)
- Westminster College (4.5)
- Weber State Univ. (4.2)
- Utah Valley University (4.0)
- Southern Utah Univ. (3.9)
- Dixie State College (3.5)
- Salt Lake Comm. Col. (3.5)
- Snow College (3.5)
- Univ. of Phoenix (3.3)
- College of Eastern Utah (3.3)
- Art Institute of SLC (3.0)
- Provo/Eagle Gate Col. (2.9)
- Stevens Henager Col. (2.8)

- UVU is better
- UVU is about the same
- UVU is worse
UVU’s repertoire of programs does an outstanding job of addressing the needs of Utah employers. 83% of suggested associate’s degree programs, 81% of suggested bachelor’s degree programs, and 68% of suggested graduate programs are currently offered by the university. Engineering and health professions were the most commonly suggested new programs.

### Commonly Recommended Degrees

<table>
<thead>
<tr>
<th>Associate’s</th>
<th>Bachelor’s</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>Business</td>
<td>Business</td>
</tr>
<tr>
<td>258/23.7%</td>
<td>337/31%</td>
<td>296/27.2%</td>
</tr>
<tr>
<td>Digital Media</td>
<td>Science</td>
<td>Health Care*</td>
</tr>
<tr>
<td>140/12.9%</td>
<td>213/19.6%</td>
<td>73/6.7%</td>
</tr>
<tr>
<td>Health Care*</td>
<td>Computer</td>
<td>Accounting</td>
</tr>
<tr>
<td>83/7.6%</td>
<td>117/10.8%</td>
<td>68/6.3%</td>
</tr>
<tr>
<td>Social Science</td>
<td>Trades</td>
<td>Engineering*</td>
</tr>
<tr>
<td>78/7.2%</td>
<td>88/8.1%</td>
<td>68/6.3%</td>
</tr>
<tr>
<td>Engineering*</td>
<td>Engineering*</td>
<td>Science*</td>
</tr>
<tr>
<td>51/4.7%</td>
<td>74/6.8%</td>
<td>53/4.9%</td>
</tr>
</tbody>
</table>

Recommended degrees not currently offered by UVU.
Supervisors rated graduates working for them exceptionally high in oral communication, critical thinking and problem solving, and essential functional skills required for their position. Graduates’ lowest rated skill is in understanding of global issues, but they are also considered weak in math skills, awareness of cultural differences, and leadership. 97% of supervisors were generally satisfied with graduates’ work habits.
Supervisors believe both that having a degree in general and the specific course of study are moderately or very relevant to employment decisions about UVU graduates. However, supervisors see bachelor’s degrees as substantially more relevant to employment decisions than associate’s degrees.
On-campus recruiting is largely irrelevant to business’ recruiting strategies. 65% of all businesses and 74% of small businesses do not recruit on university campuses. Those firms that do recruit on campus, however, generally see it as an important recruiting strategy, with 25% of employers reporting that it is equally important as or more important than recruiting among the general public.
Further Information

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“2010 Employer Surveys”
Available through the IRI web site:

http://www.uvu.edu/iri