

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

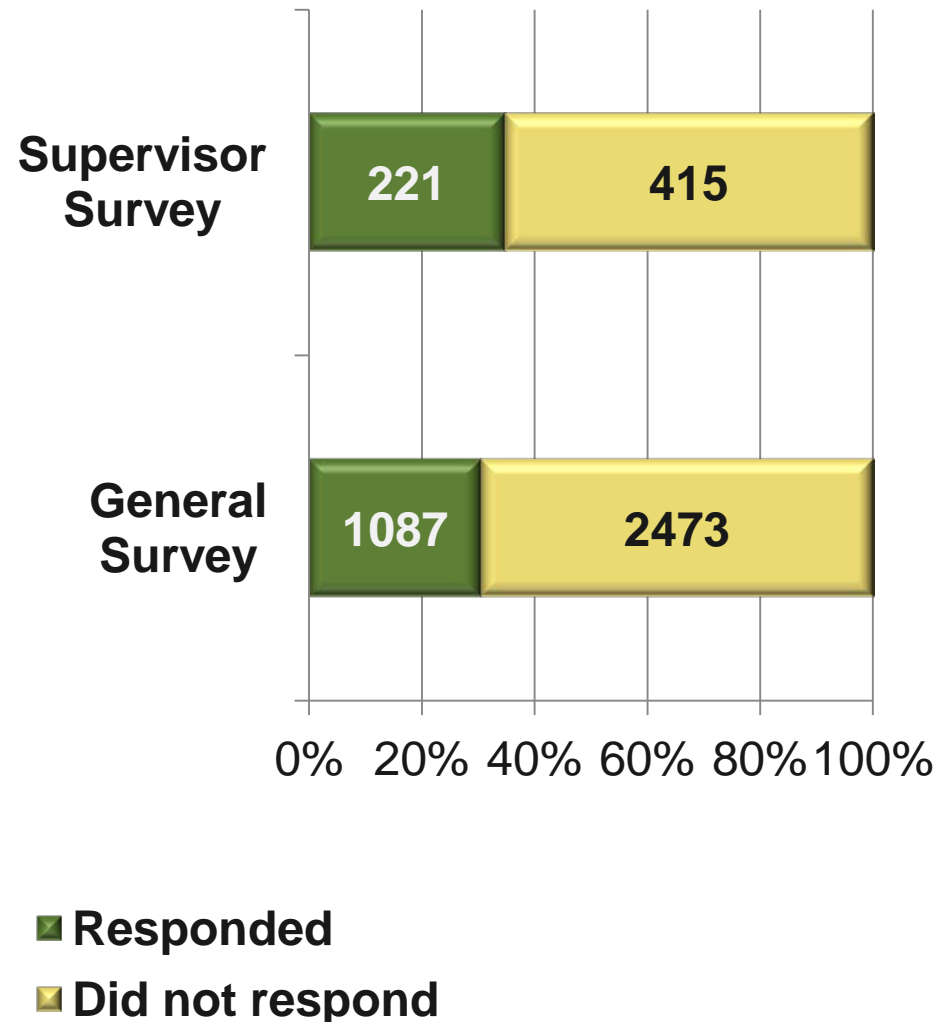
Job Performance

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

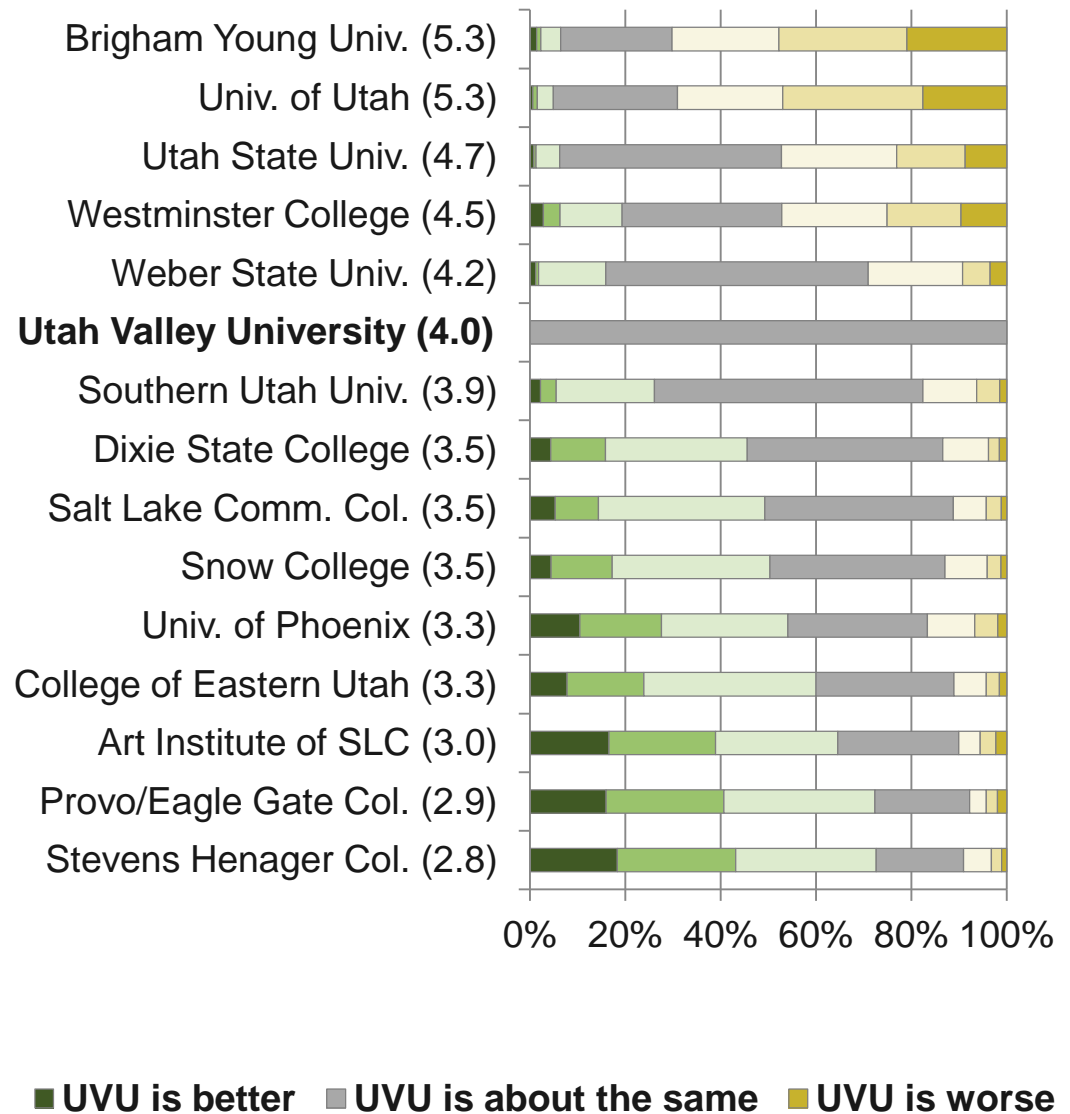


Educational Quality

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



Program Recommendations

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

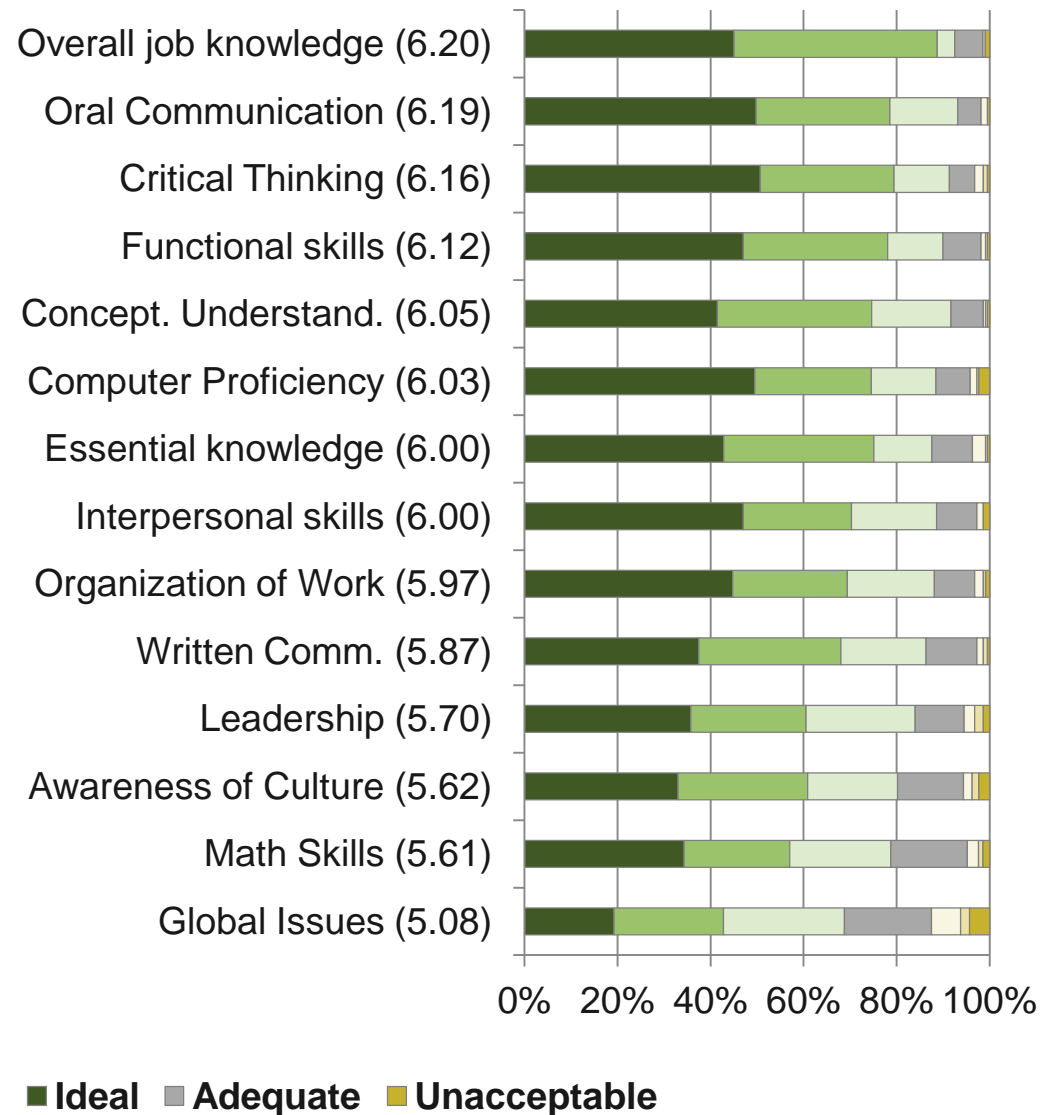
Associate's	Bachelor's	Graduate
Business 258/23.7%	Business 337/31%	Business 296/27.2%
Digital Media 140/12.9%	Science 213/19.6%	Health Care* 73/6.7%
Health Care* 83/7.6%	Computer 117/10.8%	Accounting 68/6.3%
Social Science 78/7.2%	Trades 88/8.1%	Engineering* 68/6.3%
Engineering* 51/4.7%	Engineering*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

Recommended degrees not currently offered by UVU.

Graduates' Job Skills

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.

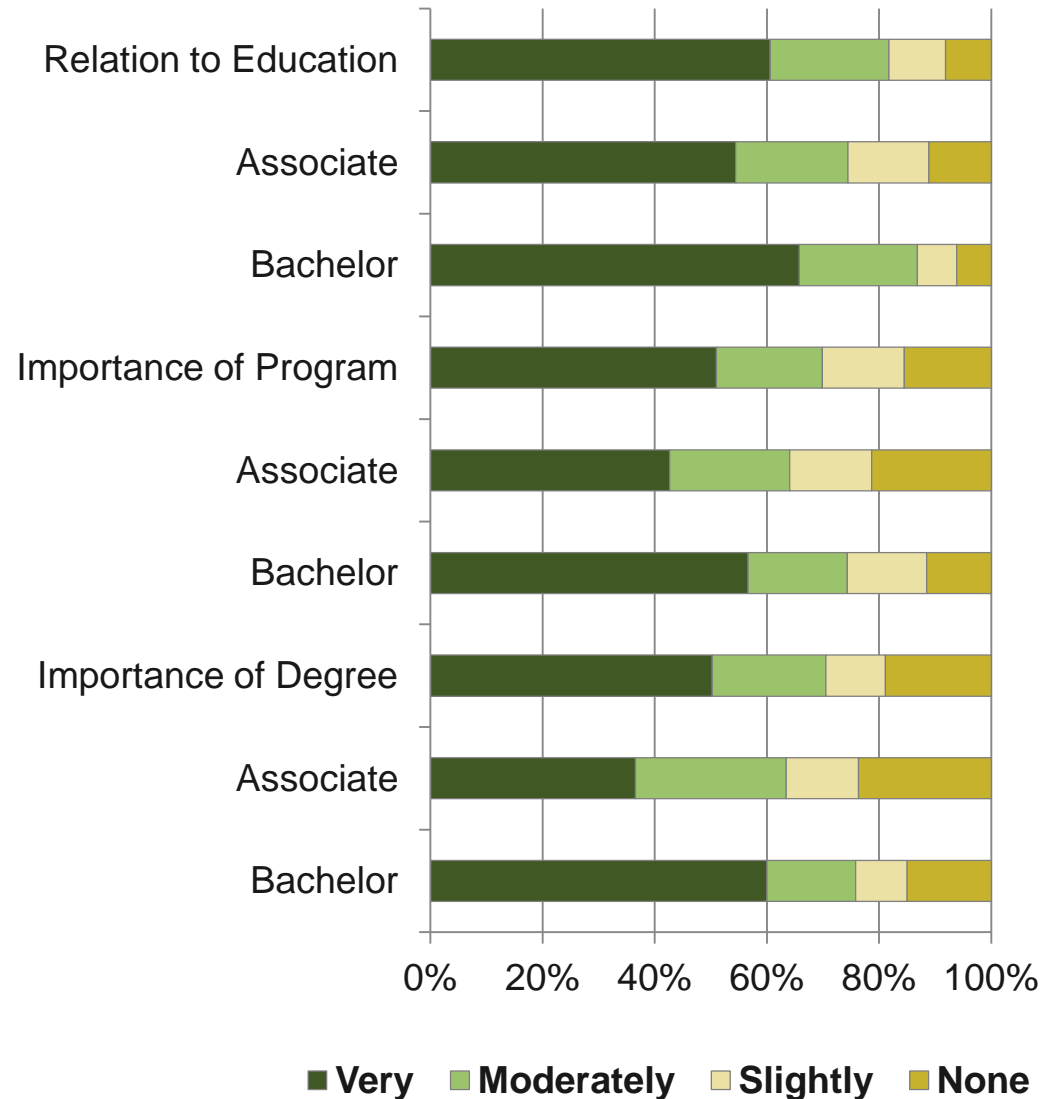
Job Performance Indicators



Relevance of Education

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.

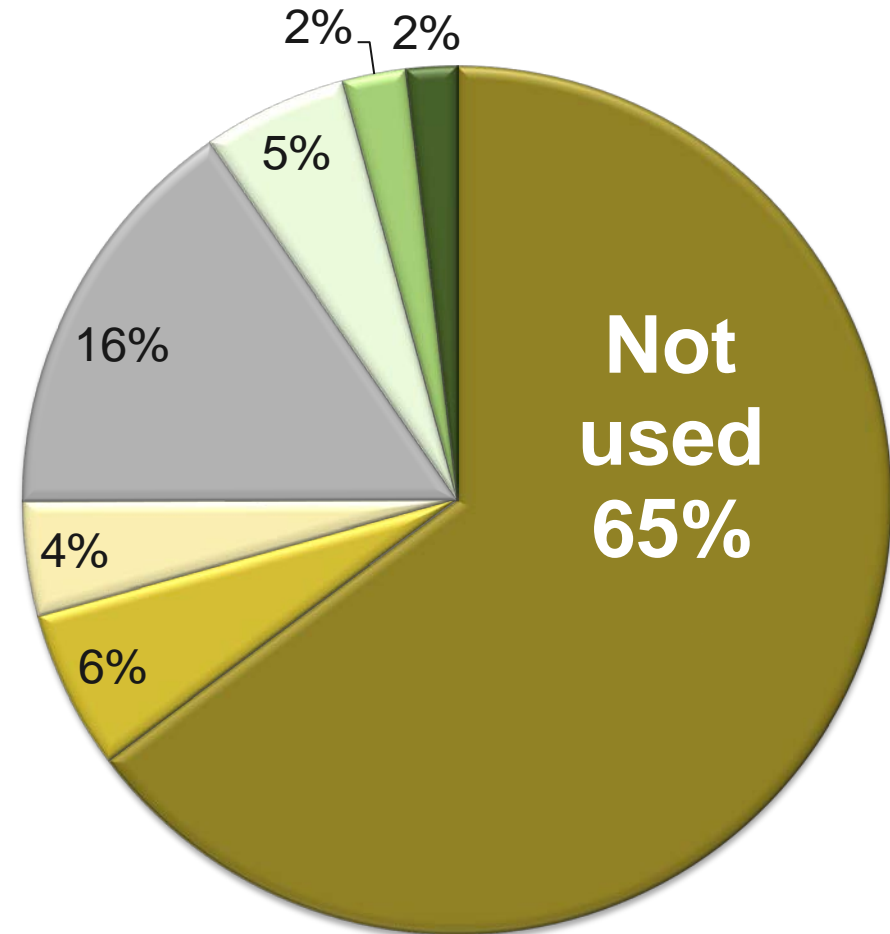
Relevance of Education to Hiring Decisions



On-campus Recruiting

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.

Importance of On-campus Versus Public Recruiting



■ Less Important ■ Equally important ■ More Important

Further Information

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