



2013 Employer Surveys

Institutional Research & Information

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Introduction

Every three years, UVU conducts two employer surveys: one survey specifically of employers of recent UVU graduates, the other survey more generally of employers across the state. Institutional Research & Information conducted the most recent iterations of these surveys during the summer of 2013. This report summarizes our findings, including significant differences from the last time we conducted these surveys in 2010. We spoke with 643 employers of UVU graduates and 658 general employers. The margin of error is 3.5 percent.

Key Findings

- The majority of UVU graduates are working in jobs that are very related to their education (58%).
- Almost all employers believe that the UVU graduates they employ have adequate knowledge, skills, and abilities to perform their work requirements (99%).
- Most employers of UVU graduates are likely to hire UVU graduates again (87%).
- Most employers in the state rated the overall quality of education provided by UVU as either good or very good (90%).
- Only one-third of employers say that on-campus recruiting is at least as important as recruiting among the general public.

For More Information

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UVU Graduate Employer Survey

Education and Employment

According to their employers, most UVU graduates are working in jobs that are “Very Related” to their education (see Table 1). Two-thirds of employers said that a graduate’s specific course of study and having a degree in general were at least moderately relevant to their employment decisions.

Relation of Education to Work		
	2013	2010
Very Related	58%	61%
Moderately Related	21%	21%
Slightly Related	12%	10%
Not Related	9%	8%

Table 1

Knowledge and Skills

We presented employers with a list of fourteen items of work-related skill and knowledge. We asked employers to rate how important each item is to our graduates’ current responsibilities, as well as the knowledge and skill of our graduates for each item. Overall, employers rated UVU graduates as most proficient in the most important areas and least proficient in the least important areas (see Chart 1 below).

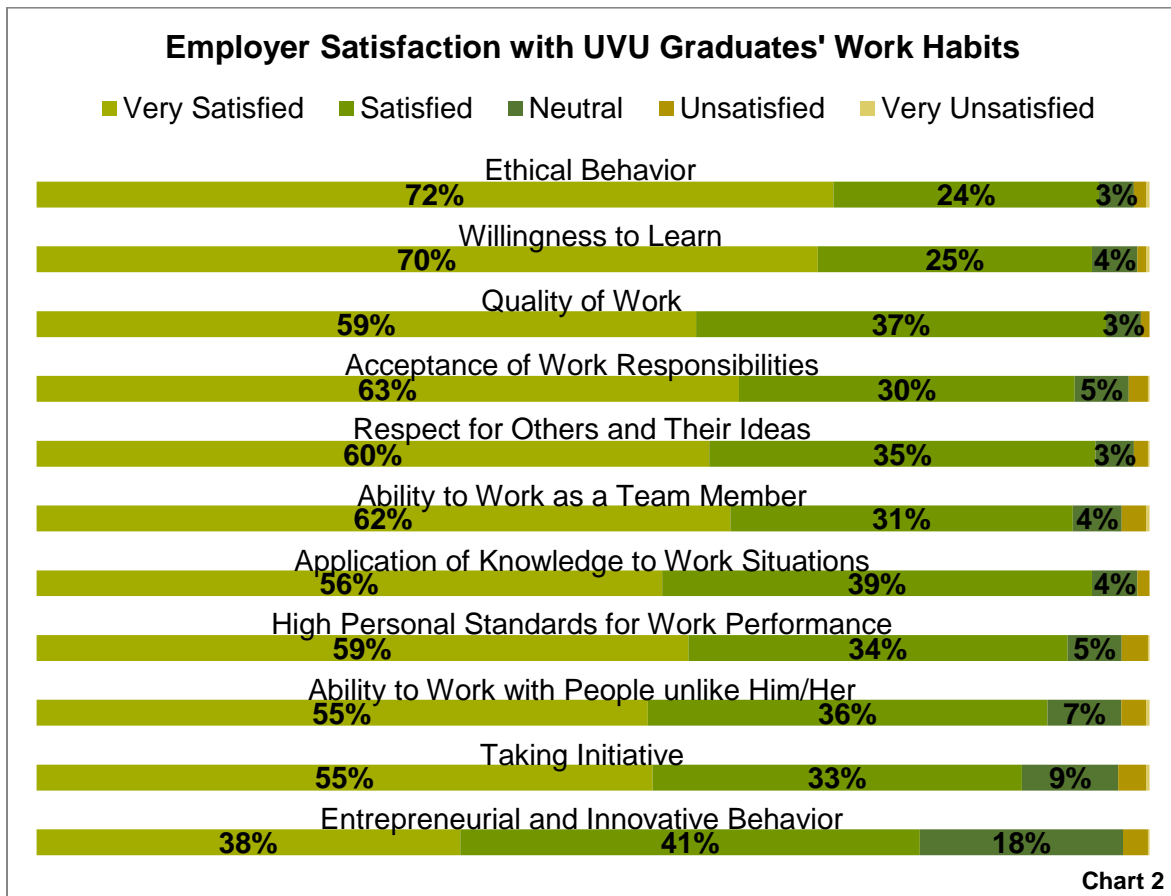


The area where skill was rated lowest compared to importance is “Oral Communication” (0.3 difference). The area where skill was rated highest compared to importance is “Understanding of Global Issues” (0.5 difference). Since 2010, the importance of “Understanding of Global Issues” dropped by 0.4 points. Slight drops from 2010 occurred in both the importance of and graduates’ skill in “Awareness of Cultural Differences” and “Essential Substantive Knowledge.”

Overall, 99 percent of employers we surveyed said that the UVU graduate they employ has adequate knowledge, skills, and abilities to perform their work requirements. One-third of employers said that there were areas where the graduate they employ needs better or additional preparation. The areas mentioned by the most employers were interpersonal communication (24% of responses), job-specific skills (23%), and leadership (14%).

Work Habits

We asked employers how satisfied they were with the work habits of their UVU-graduate employee. Employers were highly satisfied in all areas, though “Entrepreneurial and Innovative Behavior” received the lowest satisfaction rating (see Chart 2 below).



We asked employers to share any recommendations they might have for improving the workplace preparation of UVU graduates. The most popular category of responses was job-specific skills (49%), including hands-on learning and internships. Finally, 87 percent of employers said that they were likely or very likely to hire UVU graduates again.

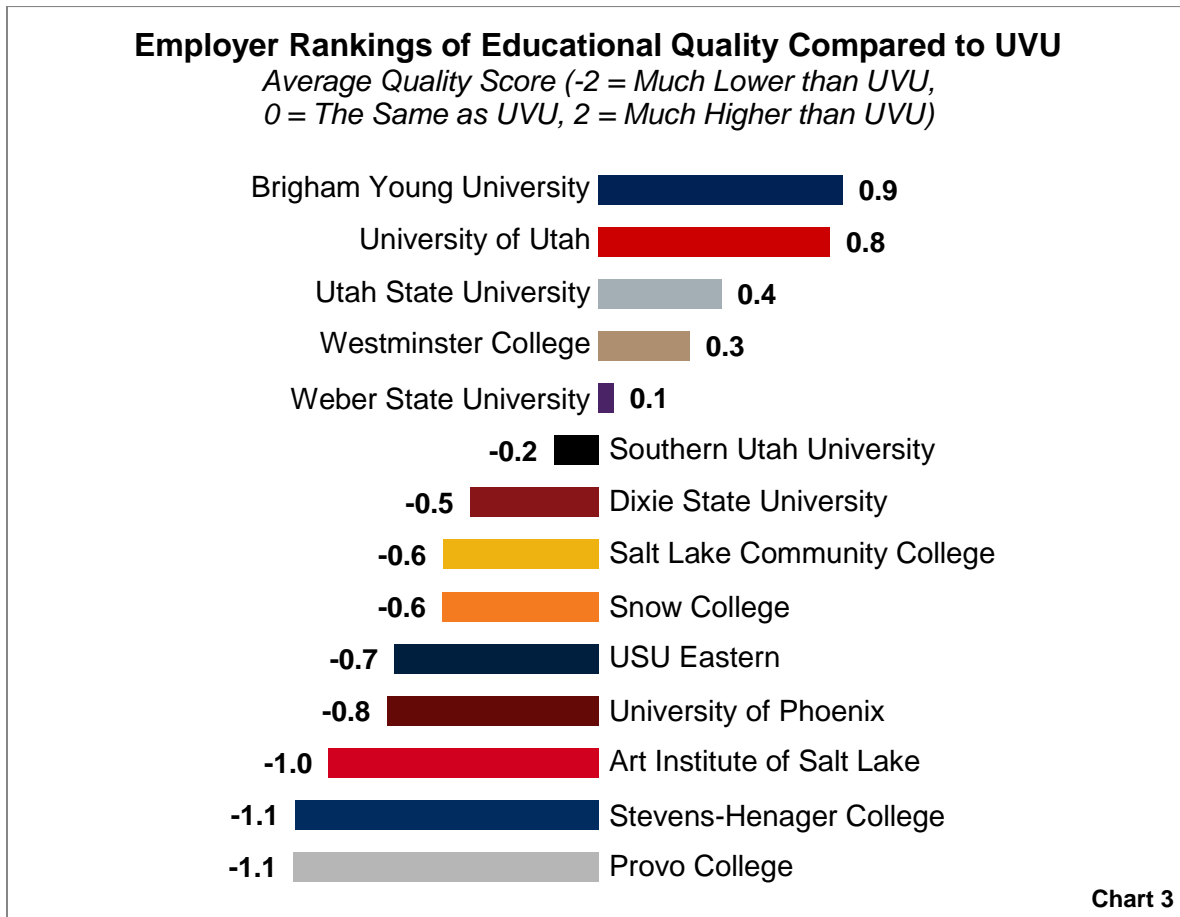
General Employer Survey

Overall Quality

In 2013, 90 percent of employers in the state rated the overall quality of education provided by UVU as either good or very good. This number is up from 84 percent in 2010. In both years, about 80 percent of employers said that they were likely or very likely to hire a UVU graduate if the opportunity presented itself.

UVU Compared to Other Schools

On average, employers ranked the quality of education at UVU as *lower* than BYU, U of U, and USU, while they ranked UVU *higher* than DSU, SLCC, and Snow (see Chart 3 below).



UVU was the fourth most popular institution where employers said that their employees graduated from, behind USU (3rd), BYU (2nd), and U of U (1st). UVU and BYU have seen the biggest drops in this area since 2010, and USU has seen the biggest gain.

On-Campus Recruiting

More than half of employers do not use on-campus recruiting at all. Only 35 percent of employers say that on-campus recruiting is at least as important as recruiting among the general public; however, on-campus recruiting has become more important since 2010.

Among employers who do recruit from colleges and universities, the most popular method is posting positions on job boards through a career services office (see Table 2 below).

Networking through campus-affiliated groups on social networking websites (e.g. Facebook, LinkedIn) has increased the most since 2010 (42% up from 25%).

Popularity of Methods among Employers who Recruit On-Campus	
Posting Positions on Job Boards through a Career Services Office	81%
Networking through Other Employees	78%
On-Campus Career Fairs	68%
Contacts through Campus Career Centers	63%
Networking through Current Students	62%
Networking through Alumni	50%
Networking through Professors	46%
Networking through Campus-Affiliated Groups on Social Networks	42%
Posting Positions on Job Boards through an Alumni Association	38%
On-Campus Interviews	38%
Class Presentations	22%
Advertising in the Campus Newspaper	13%
Posting Positions using RockyJobs.org	10%

Table 2

UVU is the fifth most popular institution from which employers actively recruit, behind Weber (4th), BYU (3rd), USU (2nd), and U of U (1st). Recruiting from UVU and BYU has decreased slightly since 2010, and recruiting from Weber has increased slightly since 2010.