

## INSTITUTIONAL EFFECTIVENESS

### EMPLOYER 2000 SURVEY SUMMARY

September 2000

During the Spring Semester, 2000 a committee of representatives from the Vice President for Academic Affairs office, all colleges, Academic Advising and Career Development and Institutional Effectiveness met to identify ways in which the University community could enhance its knowledge about employers and graduate schools perceptions about the absolute and relative importance of employee or student attributes and their satisfaction levels with the JMU graduates with whom they have interacted.

This group has recommended and has received the approval of the University's Academic Council for a process that would provide academic programs with the opportunity to obtain this type of information as it relates to that particular program. Through the Alumni Survey, an academic program will receive from its graduates names and addresses of work supervisors or graduate school advisors. The academic program's program review will be scheduled within two years of obtaining this information. As a part of its program review, the academic program will be encouraged to survey employers and graduate faculty. The committee developed surveys for both groups. The academic program will be able to supplement the surveys with questions of relevance and importance to that program. It is hoped that this process will begin in the coming year.

To provide the University community with more immediate feedback from the employers of JMU graduates, representatives of Institutional Effectiveness received in July 2000 from Academic Advising and Career Development the names and email addresses of organizational contacts who have come to campus to recruit JMU students. Most of the organizations have sent representatives to campus for a number of years to recruit. The recruiters themselves vary greatly in the number of years in which they have come to campus.

In August 2000, 252 of these recruiters were emailed the employer survey that the committee had constructed. One hundred usable responses were received; a return rate of forty percent. Summarized below are the results from that survey.

**Table 1      Type of Organization**

Profit	93%
Non-profit	7%

**Table 2      Grouping of Organization**

Business	86%
Other	7%
Government	5%
Education	2%

**Table 3 Position of Respondent in Organization**

Entry level	11%
Mid level	65%
Upper level	24%

**Table 4 Respondents Indicating that the Attribute is Very Important to Success in Their Organization**

78%	Defining and solving problems	98%
78%	Listening effectively	97%
74%	Interpersonal skills	99%
74%	Speaking effectively	95%
72%	Communicating with others	97%
71%	Exercising initiative	97%
69%	Collaboration within team environment	99%
67%	Using computers to access information	99%
61%	Persistence reaching organizational goals	97%
60%	Using computers for written communication	100%
57%	Professional development	92%
55%	Leadership skills	94%
51%	Valuing different perspectives	95%
50%	Self-reliance	97%
49%	Writing effectively	94%
48%	Learning new computer programs	100%
47%	Logical inferences	97%
44%	Awareness of different cultures	97%
44%	Creative thinking	98%
44%	Lifelong learning	94%
44%	Personal goals	97%
40%	Working well in organizational hierarchy	95%
37%	Quantitative skills	98%
23%	Understanding organizations role in community	91%
14%	Applying scientific methods	94%
11%	Awareness of historical/cultural traditions	93%

**Table 5 Respondents Satisfied/ or Very Satisfied with JMU Graduates****Table 6 Attribute Reported to be Most Important of All Attributes**

Defining and solving problems	19%
Interpersonal skills	10%
Leadership skills	9%
Collaboration within team environment	8%
Communicating with others	6%

**Table 6 – Continued**

Listening effectively	6%
Speaking effectively	5%
Logical inferences	4%
Persistence reaching organizational goals	4%
Quantitative skills	4%
Exercising initiative	3%
Using computers to access information	3%
Writing effectively	3%
Ability to learn new computing programs	2%
Personal goals	1%
Self reliance	1%
Understanding organization's role in community	1%

**Table 7      Number of JMU Graduates with Whom Respondents Have Worked**

Zero to two	34%
Three to five	34%
Six to ten	17%
More than ten	15%

**Table 8      Evaluation of JMU Graduates Compared to Other Graduates**

Superior	12%
Above average	61%
No significant difference	27%
Below average	1%
Poor	0%