

Fall 2006 Survey: Employer Perceptions of UNA Graduates

with comparisons to
Fall 2003 and Spring 2000 Employer Survey Results
and Parallel Alumni Survey Results

Office of Research, Planning, and Institutional Effectiveness

February 2007

- On March 7, 2003, the Board of Trustees for the University of North Alabama approved a 3-year cycle of stakeholder satisfaction surveys, including Alumni, Students, Faculty/Staff, and Employers of Graduates.
- Employers were asked to rate their employees who are graduates of UNA compared to employees who are graduates of other universities, based on 20 items of skill/competency/knowledge.
- Employers also rated the importance to their organization of each skill, competency, or knowledge listed.
- Results of this Fall 2006 survey were compared to results of the Fall 2003 Survey of Employers and to results of a pilot Spring 2000 Survey of Employers of UNA Graduates.
- This presentation contains selected results of the survey, as well as comparisons to results of parallel Alumni Surveys. Data may be broken down by college upon request.

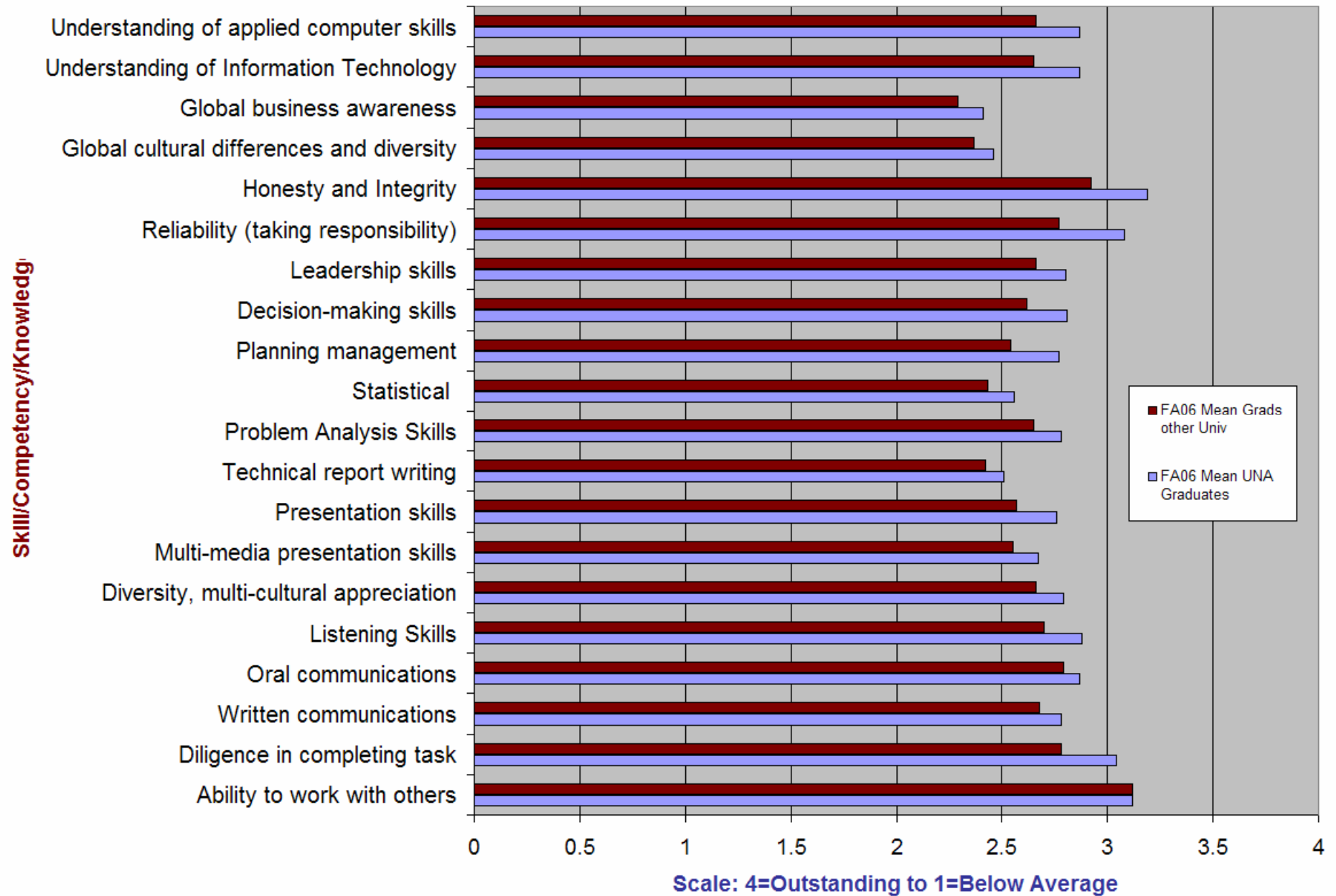
Selected Employer Responses

- Employers responding to the Fall 2006 Survey of Employers of UNA Graduates rated "**Ability to work with others**" as the **most important** skill, competency, or knowledge, with **92.7%** of employers responding that this attribute is *Very Important*.
 - UNA graduates rated higher than graduates of other institutions in this area with **73.6%** receiving an *Outstanding* or *Above Average* rating compared to **68.2%** from other universities.
- "**Honesty and Integrity**" was rated as the **second most important** attribute by employers (**90.9%**).
 - **72.7%** of UNA graduates received either *Outstanding* or *Above Average* compared to **63.7%** of those from other universities.
- Four other attributes were rated "*Very Important*" by over 70% of respondents:
 - "**Diligence in completing tasks**" (**83.6%**)
 - "**Reliability/taking responsibility**" (**83.6%**)
 - "**Listening skills**" (**79.1%**), and
 - "**Oral communications**" (**74.5%**).

Selected Employer Responses (continued)

- UNA graduates received their lowest rating from employers on the item “**Global Business Awareness**”; however, the mean for this item has shown a gradual increase during each of the 3 administrations of the Employer Survey:
 - **2.13** (Spring 2000), **2.33** (Fall 2003), and **2.41** (Fall 2006) on a 4 point scale, with 4 being *Outstanding* and 1 being *Below Average*.
 - Although least important to employers of the attributes rated, a gradual increase in importance was noted, with the mean for the importance of “**Global Business Awareness**”, increasing to **2.40** in 2006, compared to **2.24** in 2003 and **2.15** in 2000.

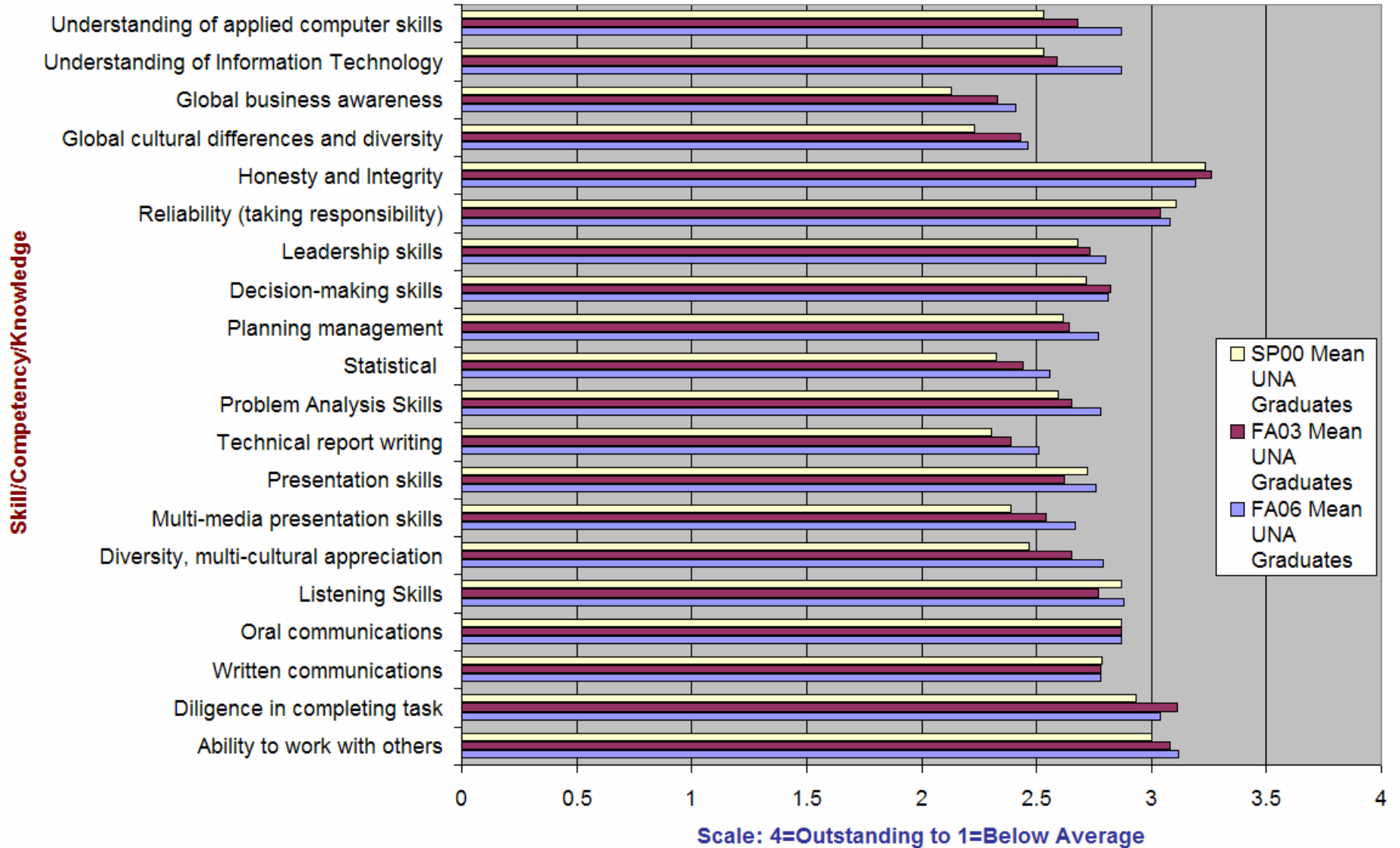
Fall 2006 Employers of UNA Graduates Survey



**Fall 2006 Survey
of Employers
Perceptions of
Employees Who
are Graduates of
UNA compared
to Perceptions of
Employees Who
are Graduates of
Other
Universities
with
Comparisons to
SP00 and FA03
Employer Survey
Results**

Skills/Competency/Knowledge	FA06 Mean UNA Graduates	FA03 Mean UNA Graduates	SP00 Mean UNA Graduates	FA06 Mean Grads other Univ	FA03 Mean Grads other Univ	SP00 Mean Grads other Univ
Ability to work with others	3.12	3.08	3.00	3.12	2.87	2.84
Diligence in completing task	3.04	3.11	2.93	2.78	2.88	2.80
Written communications	2.78	2.78	2.78	2.68	2.67	2.53
Oral communications	2.87	2.87	2.87	2.79	2.70	2.67
Listening Skills	2.88	2.77	2.87	2.70	2.64	2.63
Diversity, multi-cultural appreciation	2.79	2.65	2.47	2.66	2.45	2.47
Multi-media presentation skills	2.67	2.54	2.39	2.55	2.36	2.36
Presentation skills	2.76	2.62	2.72	2.57	2.51	2.56
Technical report writing	2.51	2.39	2.31	2.42	2.40	2.38
Problem Analysis Skills	2.78	2.65	2.60	2.65	2.60	2.53
Statistical	2.56	2.44	2.33	2.43	2.38	2.43
Planning management	2.77	2.64	2.61	2.54	2.54	2.47
Decision-making skills	2.81	2.82	2.72	2.62	2.64	2.67
Leadership skills	2.80	2.73	2.68	2.66	2.59	2.63
Reliability (taking responsibility)	3.08	3.04	3.11	2.77	2.87	2.92
Honesty and Integrity	3.19	3.26	3.23	2.92	2.92	2.94
Global cultural differences and diversity	2.46	2.43	2.23	2.37	2.31	2.33
Global business awareness	2.41	2.33	2.13	2.29	2.21	2.23
Understanding of Information Technology	2.87	2.59	2.53	2.65	2.48	2.47
Understanding of applied computer skills	2.87	2.68	2.53	2.66	2.50	2.40

Fall 2006 Employers of UNA Graduates Survey



Fall 2006 Employers of Graduates Survey

Skills/Competency/Knowledge	Rate the Level Possessed by Employees Who Are Graduates of UNA								Rate the Level Possessed by Employees Who Are Graduates of Other Colleges/Universities								Comparisons		
	Outstanding	Above Average	Average	Below Average	Not Applicable	2006 Mean	2003 Mean	2000 Mean	Outstanding	Above Average	Average	Below Average	Not Applicable	2006 Mean	2003 Mean	2000 Mean	2006 UNA Grads - Other Grads	2006 - 2003 for UNA Grads	2006 - 2000 for UNA Grads
	4	3	2	1				4	3	2	1								
Interpersonal Skills																			
1. Ability to work with others	23.6%	50.0%	11.8%	0.9%	13.6%	3.12	3.08	3.00	12.7%	55.5%	18.2%	0.9%	12.7%	3.12	2.87	2.84	0.00	0.04	0.12
2. Diligence in completing task	20.9%	48.2%	17.3%	0%	13.6%	3.04	3.11	2.93	10.0%	49.1%	29.1%	0%	11.8%	2.78	2.88	2.80	0.26	-0.07	0.11
Communication Skills																			
3. Written communications	10.9%	46.4%	28.2%	0.90%	13.6%	2.78	2.78	2.78	6.4%	50%	29.1%	2.7%	11.8%	2.68	2.67	2.53	0.10	0.00	0.00
4. Oral communications	17.3%	42.7%	24.5%	1.80%	13.6%	2.87	2.87	2.87	10.9%	49.1%	27.3%	0.9%	11.8%	2.79	2.70	2.67	0.08	0.00	0.00
5. Listening Skills	18.2%	41.8%	24.5%	1.80%	13.6%	2.88	2.77	2.87	9.1%	45.5%	31.8%	1.8%	11.8%	2.7	2.64	2.63	0.18	0.11	0.01
6. Diversity, multi-cultural appreciation	11.8%	41.8%	29.1%	0%	17.3%	2.79	2.65	2.47	10.0%	36.4%	37.3%	0.9%	15.5%	2.66	2.45	2.47	0.13	0.14	0.32
7. Multi-media presentation skills	10.0%	32.7%	30.9%	1.80%	24.5%	2.67	2.54	2.39	4.5%	35.5%	36.4%	1.8%	21.8%	2.55	2.36	2.36	0.12	0.13	0.28
8. Presentation skills	11.8%	38.2%	30.9%	0%	19.1%	2.76	2.62	2.72	7.3%	34.5%	40.0%	1.8%	16.4%	2.57	2.51	2.56	0.19	0.14	0.04
9. Technical report writing	4.5%	30.0%	36.4%	1.80%	27.3%	2.51	2.39	2.31	2.7%	30.9%	37.3%	4.5%	24.5%	2.42	2.40	2.38	0.09	0.12	0.20
Analytical Skills																			
10. Problem Analysis Skills	11.8%	43.6%	26.4%	1.80%	16.4%	2.78	2.65	2.60	7.3%	41.8%	35.5%	0.9%	14.5%	2.65	2.60	2.53	0.13	0.13	0.18
11. Statistical	4.5%	36.4%	32.7%	2.70%	23.6%	2.56	2.44	2.33	1.8%	32.7%	41.8%	2.7%	20.9%	2.43	2.38	2.43	0.13	0.12	0.23
Knowledge About Business Practice																			
12. Planning management	10.9%	45.5%	24.5%	2.70%	16.4%	2.77	2.64	2.61	5.5%	37.3%	39.1%	2.7%	15.5%	2.54	2.54	2.47	0.23	0.13	0.16
13. Decision-making skills	12.7%	45.5%	25.5%	1.80%	14.5%	2.81	2.82	2.72	4.5%	47.3%	31.8%	2.7%	13.6%	2.62	2.64	2.67	0.19	-0.01	0.09
14. Leadership skills	14.5%	40.9%	28.2%	1.80%	14.5%	2.8	2.73	2.68	7.3%	43.6%	34.5%	0.9%	13.6%	2.66	2.59	2.63	0.14	0.07	0.12
Knowledge/Ethical Responsibilities																			
15. Reliability (taking responsibility)	26.4%	42.7%	15.5%	1.80%	13.6%	3.08	3.04	3.11	14.5%	40.9%	29.1%	2.7%	12.7%	2.77	2.87	2.92	0.31	0.04	-0.03
16. Honesty and Integrity	30.9%	41.8%	12.7%	0.90%	13.6%	3.19	3.26	3.23	18.2%	45.5%	21.8%	1.8%	12.7%	2.92	2.92	2.94	0.27	-0.07	-0.04
Knowledge About the Global Economy																			
17. Global cultural differences and diversity	6.4%	26.4%	35.5%	5.50%	26.4%	2.46	2.43	2.23	3.6%	27.3%	39.1%	6.4%	23.6%	2.37	2.31	2.33	0.09	0.03	0.23
18. Global business awareness	5.5%	23.6%	36.4%	5.50%	29.1%	2.41	2.33	2.13	2.7%	22.7%	39.1%	7.3%	28.2%	2.29	2.21	2.23	0.12	0.08	0.28
Information Technology																			
19. Understanding of Information Technology	13.6%	43.6%	22.7%	0.90%	19.1%	2.87	2.59	2.53	10.9%	34.5%	34.5%	2.7%	17.3%	2.65	2.48	2.47	0.22	0.28	0.34
20. Understanding of applied computer skills	16.4%	39.1%	25.5%	0.90%	18.2%	2.87	2.68	2.53	10.0%	36.4%	34.5%	1.8%	17.3%	2.66	2.50	2.40	0.21	0.19	0.34

Survey of UNA Alumni

- Alumni of the University of North Alabama were surveyed in Fall 2001 and Fall 2004 using an instrument that was parallel to the Employer Survey instrument.
- Results of the Employer Surveys administered in 2000, 2003, and 2006 were compared to results of the Alumni Surveys and to results of a pilot Alumni Survey conducted in Spring 2000.
- Alumni were asked to rate how effectively UNA prepared them in each of the 20 items of Skill/Competency/Knowledge.
- In all three years, alumni rated "Honesty and Integrity" and "Reliability (taking responsibility)" as their highest areas of preparation.
- In all three years, alumni rated "Global Business Awareness" as their lowest level of preparation; however, this item showed a significant increase from 2001 to 2004.

UNA Employer Survey Results - Fall 2006, Fall 2003, Spring 2000
Compared to Alumni Survey Results - Fall 2004, Fall 2001, Spring 2000

Employer Survey Question: Please rate how effectively you believe UNA prepared your employees who are graduates of UNA in the following areas:

Alumni Question: Please rate how effectively you believe UNA prepared you in the following areas:

Scale: 4=Outstanding, 3=Above Average, 2=Average, 1=Below Average

Q#	Skill/Competency/Knowledge	2004 Alumni Mean	2001 Alumni Mean	2000 Alumni Mean	2006 Employer Mean	2003 Employer Mean	2000 Employer Mean
1	Ability to work with others	3.14	2.87	2.86	3.12	3.08	3.00
2	Diligence in completing tasks	3.07	2.93	2.95	3.04	3.11	2.93
3	Written communications	2.99	2.80	2.81	2.78	2.78	2.78
4	Oral communications	2.98	2.76	2.74	2.87	2.87	2.87
5	Listening skills	2.96	2.72	2.83	2.88	2.77	2.87
6	Diversity, multi-cultural appreciation	2.83	2.35	2.48	2.79	2.65	2.47
7	Multi-media presentation skills	2.80	2.11	2.22	2.67	2.54	2.39
8	Presentation skills	2.98	2.53	2.52	2.76	2.62	2.72
9	Technical report writing	2.57	2.30	2.31	2.51	2.39	2.31
10	Problem analysis skills	2.84	2.67	2.65	2.78	2.65	2.60
11	Statistical analysis skills	2.61	2.44	2.46	2.56	2.44	2.33
12	Planning management	2.76	2.61	2.56	2.77	2.64	2.61
13	Decision-making skills	2.89	2.72	2.73	2.81	2.82	2.72
14	Leadership skills	3.01	2.79	2.78	2.8	2.73	2.68
15	Reliability (taking responsibility)	3.16	3.00	3.03	3.08	3.04	3.11
16	Honesty and Integrity	3.25	3.03	2.97	3.19	3.26	3.23
17	Global cultural differences and diversity	2.61	2.13	2.24	2.46	2.43	2.23
18	Global business awareness	2.43	2.01	2.10	2.41	2.33	2.13
19	Understanding of Information Technology	2.70	2.18	2.20	2.87	2.59	2.53
20	Understanding of applied computer skills	2.70	2.16	2.15	2.87	2.68	2.53
21	How well did your major field of study prepare you for your current position?	2.98	2.75	n/a	n/a	n/a	n/a

The Employer Survey instrument included write-in spaces for employers to indicate

- 1) their type of business,
- 2) the UNA College from which their employees received their degree, and
- 3) the type of degree received by their employee: Bachelor's, Master's, or Education Specialist Degree.

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**Complete results from the
Fall 2006 Employer Survey
are available upon request.**

**University of North Alabama
Office of Research, Planning, & Institutional Effectiveness**