



Survey of Employers Who Hire Recent College Graduates with Bachelor's Degrees
The Chronicle of Higher Education and Marketplace

Thank you for taking the time to complete this survey. *The Chronicle of Higher Education* and American Public Media's *Marketplace* are conducting this survey with the assistance of Maguire Associates Inc. Together we seek your opinions about college graduates entering the workplace. Your opinions will help us better understand how colleges and universities are preparing their graduates for work. Please be assured that your responses are confidential. They will be reported only in the aggregate.

Thank you!

Q1. What is your age?

		Count	Column N %
What is your age?	25-34	233	33.1%
	35-44	159	22.6%
	45-54	174	24.7%
	55 or older	138	19.6%

Q2. Are you currently employed?

		Count	Column N %
Are you currently employed?	Yes	704	100.0%
	No	0	0.0%

Q3. What best describes your career level?

		Count	Column N %
What best describes your career level?	Experienced	231	32.8%
	Manager	270	38.4%
	Executive	120	17.0%
	Senior Executive	83	11.8%



Q4. What best describes your role in hiring employees at your organization?

		Count	Column N %
What best describes your role in hiring employees at your organization?	I am a recruiting or HR professional who works to identify talent for the organization	388	55.1%
	I manage people and take an active part in hiring at my organization	267	37.9%
	I am a senior executive who thinks about how hiring affects my team	49	7.0%

Q5. Does your organization hire recent college graduates who have earned bachelor's degrees (i.e., within three years of their graduation)?

		Count	Column N %
Does your organization hire recent college graduates who have earned bachelor's degrees (i.e., within three years of their graduation)?	Yes	704	100.0%
	No	0	0.0%

Q6. How many years of work experience do you have across all jobs you have held?

		Count	Column N %
Experience level	10 or fewer years	124	20.7%
	11 - 20 years	184	30.8%
	21 - 30 years	161	26.9%
	31 or more years	129	21.6%



Q7. What industry does your organization primarily serve?

		Count	Column N %
What industry does your organization primarily serve?	Business	158	22.4%
	Health Care	70	9.9%
	Media/Communications	44	6.2%
	Services/Retail	83	11.8%
	Manufacturing	91	12.9%
	Science/Technology	102	14.5%
	Education	56	8.0%
	Govt./Non-Profit	78	11.1%
	Other	22	3.1%

Q8. Approximately how many people does your organization employ?

		Count	Column N %
Size of organization	Fewer than 50	231	32.8%
	50 to 99	91	12.9%
	100 to 499	152	21.6%
	500 or more	230	32.7%



Q9. In what state is your organization located?

	Count	Column N %
State		
AL	4	0.6%
AZ	6	0.9%
CA	12	1.8%
CO	1	0.1%
CT	18	2.6%
DC	6	0.9%
DE	3	0.4%
FL	17	2.5%
GA	17	2.5%
IA	3	0.4%
IL	90	13.2%
IN	16	2.3%
KS	3	0.4%
KY	5	0.7%
MA	49	7.2%
MD	6	0.9%
ME	5	0.7%
MI	46	6.8%
MN	29	4.3%
MO	15	2.2%
NC	25	3.7%
ND	1	0.1%
NE	2	0.3%
NH	3	0.4%
NJ	38	5.6%
NM	2	0.3%
NV	1	0.1%
NY	56	8.2%



OH	50	7.3%
OK	2	0.3%
OR	10	1.5%
PA	43	6.3%
PR	1	0.1%
RI	3	0.4%
SC	4	0.6%
TN	22	3.2%
TX	11	1.6%
UT	4	0.6%
VA	30	4.4%
VT	1	0.1%
WA	5	0.7%
WI	14	2.1%
WV	2	0.3%



The remainder of this survey will ask for your thoughts about employees whom you or your organization hires from colleges. We are focused on recent college graduates with bachelor's degrees who are seeking employment. Please direct your thoughts to applicants or recruits who have graduated from college within the past three years.

Q10. Over the past few years, what percentage of your organization's or unit's hires are recent college graduates with bachelor's degrees?

		Count	Column N %
Over the past few years, what percentage of your organization's or unit's hires are recent college graduates with bachelor's degrees?	Less than 10%	205	30.7%
	10-19%	111	16.6%
	20-29%	99	14.8%
	30-39%	55	8.2%
	40-49%	39	5.8%
	50% or more	158	23.7%

Q11. Does your organization ever hire a candidate with strong experience but no degree for a job that was advertised as requiring a bachelor's degree?

		Count	Column N %
Does your organization ever hire a candidate with strong experience but no degree for a job that was advertised as requiring a bachelor's degree?	Yes, we look for candidates with the right fit regardless of degree.	245	35.6%
	Yes, for a particularly outstanding candidate only.	233	33.9%
	No, a degree is always required.	210	30.5%



Q12. How desirable would it be for you to hire a recent graduate with a bachelor’s degree from each of the following types of colleges and universities?

	Very Desirable	Desirable	No Preference	Undesirable	Very Undesirable
	Row N %	Row N %	Row N %	Row N %	Row N %
Flagship public college	28.5%	31.9%	38.3%	1.0%	0.3%
Regional campus of a public college	17.8%	41.7%	39.0%	1.4%	0.0%
Private not-for-profit college	20.4%	37.7%	41.3%	0.4%	0.1%
For-profit college	13.0%	28.8%	47.9%	7.1%	3.2%
Online college	4.4%	14.5%	47.4%	26.1%	7.6%
Liberal-arts college	14.1%	33.1%	44.2%	7.2%	1.4%
Technical college	15.8%	31.8%	41.5%	8.7%	2.2%

Q13. Public and private colleges have a broad range of regional and national reputations. Please tell us how a college’s reputation affects your consideration of a candidate:

	Far More Likely to Consider	More Likely to Consider	Makes No Difference	Less Likely to Consider	Far Less Likely to Consider
	Row N %	Row N %	Row N %	Row N %	Row N %
Elite college or university	22.8%	33.0%	42.1%	1.6%	0.6%
Nationally known college/university	21.0%	36.2%	41.7%	1.0%	0.1%
Regionally known college/university	14.0%	42.1%	42.7%	1.0%	0.1%
Local college/university	13.2%	33.6%	50.5%	2.4%	0.3%
Unknown college/university	1.7%	3.9%	60.4%	27.2%	6.8%



Q14. How important is a recent college graduate’s major to your organization when you hire?

		Count	Column N %
How important is a recent college graduate’s major to your organization when you hire?	We look for specific majors only and do not consider candidates without them.	132	18.8%
	We value some majors over others but are open to good candidates regardless of major.	311	44.2%
	A candidate’s major is only part of the picture; we balance it out with other factors.	237	33.7%
	College major is not at all important to our hiring.	24	3.4%

Q15. What are the top three majors you consider for your hires?

		Count	Column N %
Top Major Groups	Business	409	61.9%
	Computers and Mathematics	167	25.3%
	Engineering	162	24.5%
	Communications	77	11.6%
	Psychology and Social Work	60	9.1%
	Health Professions	59	8.9%
	Humanities and Liberal Arts	58	8.8%
	Social Sciences	55	8.3%
	Education	55	8.3%
	Science - Life & Physical	50	7.6%

Q16. In your opinion, is a four-year bachelor’s degree worth more or less in today’s job market than it was five years ago?

		Count	Column N %
In your opinion, is a four-year bachelor’s degree worth more or less in today’s job market than it was five years ago?	A lot more	57	8.1%
	More	174	24.8%
	About the same	270	38.5%
	Less	184	26.2%
	A lot less	16	2.3%



Q17. Which of the following happen as part of the hiring process at your organization? Please select as many as apply. [MULTIPLE RESPONSE]

		Count	Column N %
Which of the following happen as part of the hiring process at your organization?	HR keyword searches	292	41.7%
	HR screens	504	71.9%
	Manager recruits and hires	324	46.2%
	Approved by HR first	276	39.4%
	Senior management approves	374	53.4%
	Hiring committees	153	21.8%
	Informational interviews	330	47.1%
	Employee referrals	483	68.9%
	Interns to permanent	419	59.8%
	Other	32	4.6%

Q18. Students unable to find work in their chosen fields make other choices out of necessity. What impact does each of the following choices have on your evaluation of a candidate's résumé?

	Negative Impact	No Impact on My Evaluation	Positive Impact
	Row N %	Row N %	Row N %
Unpaid internship in a related field	0.4%	20.3%	79.2%
Volunteer work in a community organization or nonprofit	0.1%	26.5%	73.3%
Employment in a job unrelated to career path	8.3%	60.4%	31.2%
No employment	72.0%	26.7%	1.3%
Enrollment in a graduate degree or certification program	1.7%	29.0%	69.3%



Q19. Please indicate the relative balance you would give to academic credentials versus experience for a recent college graduate seeking a position at your organization.

	Count	Column N %
Please indicate the relative balance you would give to academic credentials versus experience for a recent college graduate seeking a position at your organization.	Experience far more important 1	37 5.3%
	2	40 5.7%
	3	116 16.6%
	4	104 14.9%
	5	162 23.2%
	6	88 12.6%
	7	76 10.9%
	8	50 7.2%
	9	12 1.7%
	Academics far more important 10	13 1.9%

Q20. How much weight do you give each of the following education credentials when you evaluate a recent college graduate's résumé? Please assign a percentage from 0 to 100. Your responses must add up to 100%; if an item is not important at all, assign it a value of 0.

	Mean
Reputation of the candidate's college	15
College major	36
College GPA	21
Relevance of coursework to position	28
Total	100



Q21. How much weight do you give each of the following types of experience when you evaluate a recent college graduate's résumé to see if further discussions are warranted? Please assign a percentage from 0 to 100. Your responses must add up to 100%; if an item is not important at all, assign it a value of 0.

	Mean
Experience gained through internships	35
Experience gained through employment during college	32
Experience gained through volunteer experiences	18
Experience gained from extracurricular activities (e.g., professional clubs, athletics, service)	15
Total	100

Q22. Today's employment candidates have a variety of nontraditional credentials available to them. Please tell us how you would consider these credentials in evaluating a candidate for a position at your organization.

	Would not consider	Would consider in addition to a bachelor's degree	Would consider in place of a bachelor's degree	Not sure
	Row N %	Row N %	Row N %	Row N %
A collection of digital badges (online records of achievement showing the work required to obtain the badge and information about the issuing organization)	16.2%	43.4%	6.2%	34.2%
A collection of certificates of mastery from open courseware (course materials created by colleges and shared freely via the Internet resulting in certificates upon successful completion)	10.8%	49.6%	10.3%	29.3%



Q23. Students today also have the opportunity to pursue nontraditional bachelor's degrees. Please tell us how desirable these degrees are in comparison to a traditional four-year bachelor's degree in evaluating a candidate for a position at your organization.

	Far Less Desirable	Less Desirable	Equally Desirable	More Desirable	Far More Desirable
	Row N %	Row N %	Row N %	Row N %	Row N %
A competency-based bachelor's degree	6.9%	33.5%	53.1%	5.0%	1.4%
A three-year bachelor's degree	3.4%	17.0%	69.1%	9.5%	1.0%
Five-year combined bachelor's and master's degree	1.6%	3.0%	50.0%	34.1%	11.2%

Q24. Do you investigate a job candidate's online presence as part of your evaluation?

	Count	Column N %
Do you investigate a job candidate's online presence as part of your evaluation?	Yes	373 53.0%
	No	331 47.0%

Q24_a. Which of the following do you do in evaluating job candidates' online presence? Check as many as apply. [MULTIPLE RESPONSE]

	Count	Column N %
Which of the following do you do in evaluating job candidates' online presence?	Check their Facebook profiles.	265 71.8%
	Follow their Twitter feeds.	106 28.7%
	Require that they provide passwords for particular sites (e.g., Facebook, Google +).	8 2.2%
	Conduct an internet search to see what pops up.	303 82.1%
	Find them on LinkedIn.	302 81.8%
	Other (Please specify):	29 7.9%



Q25. On the whole, how well prepared are recent college graduates for a job search?

		Count	Column N %
On the whole, how well prepared are recent college graduates for a job search?	Very well prepared	13	1.9%
	Well prepared	126	18.0%
	Prepared	346	49.4%
	Unprepared	196	28.0%
	Very unprepared	20	2.9%

Q26. What could recent graduates do to be better prepared for a job search? Check all that apply. [MULTIPLE RESPONSE]

		Count	Column N %
What could recent graduates do to be better prepared for a job search?	Research the organization more thoroughly.	556	79.2%
	Research the industry more thoroughly.	442	63.0%
	Prepare a better résumé.	339	48.3%
	Have better interviewing skills.	469	66.8%
	Write a better cover letter.	235	33.5%
	Nothing, they are prepared enough.	16	2.3%
	Other (Please specify):	108	15.4%

Q27. How difficult is it to find recent college graduates who are qualified for jobs at your organization?

		Count	Column N %
How difficult is it to find recent college graduates who are qualified for jobs at your organization?	Very difficult	75	10.7%
	Difficult	292	41.7%
	Neutral	254	36.3%
	Easy	67	9.6%
	Very easy	12	1.7%



The next three questions are about the skills necessary for recent students seeking employment.

Q28. Please tell us the five most important skills that recent college graduates seeking positions at your organization need to be successful. Select up to five. [MULTIPLE RESPONSE]

	Count	Column N %
Please tell us the five most important skills that recent college graduates seeking positions at your organization need to be successful.	Knowledge of a content area associated with the job	298 42.5%
	Technical skills associated with the job	319 45.4%
	Written and oral communications skills	553 78.8%
	Leading teams	60 8.5%
	Collaborating with others	369 52.6%
	Working with diverse groups of people	281 40.0%
	Adaptability/managing multiple priorities	455 64.8%
	Analytical/research skills	224 31.9%
	Planning/organizational skills	335 47.7%
	Making decisions/solving problems	416 59.3%
	None of the above	0 0.0%
Other (Please specify):	36 5.1%	



**Q29. What are the top five skills that recent college graduates seeking positions at your organization possess?
Select up to five. [MULTIPLE RESPONSE]**

		Count	Column N %
What are the top five skills that recent college graduates seeking positions at your organization possess?	Knowledge of a content area associated with the job	316	45.3%
	Technical skills associated with the job	318	45.6%
	Written and oral communications skills	422	60.5%
	Leading teams	71	10.2%
	Collaborating with others	359	51.5%
	Working with diverse groups of people	319	45.8%
	Adaptability/managing multiple priorities	300	43.0%
	Analytical/research skills	277	39.7%
	Planning/organizational skills	251	36.0%
	Making decisions/solving problems	265	38.0%
	None of the above	9	1.3%
	Other (Please specify):	30	4.3%



Q30. What are the top five skill areas that colleges and universities are responsible for developing in their graduates? [MULTIPLE RESPONSE]

	Count	Column N %
Q32. What are the top five skill areas that colleges and universities are responsible for developing in their graduates?	Knowledge of a content area associated with the job	315 45.3%
	Technical skills associated with the job	350 50.3%
	Written and oral communications skills	575 82.6%
	Leading teams	83 11.9%
	Collaborating with others	273 39.2%
	Working with diverse groups of people	243 34.9%
	Adaptability/managing multiple priorities	291 41.8%
	Analytical/research skills	409 58.8%
	Planning/organizational skills	355 51.0%
	Making decisions/solving problems	375 53.9%
	None of the above	2 0.3%
Other (Please specify):	13 1.9%	

Q31. Please rate how well colleges and universities are doing in producing employees who are successful in your organization.

	Count	Column N %
Please rate how well colleges and universities are doing in producing employees who are successful in your organization.	Excellent	41 5.9%
	Good	442 63.4%
	Fair	194 27.8%
	Poor	20 2.9%

Q32. Please tell us your gender:

	Count	Column N %
Please tell us your gender:	Male	209 29.9%
	Female	490 70.1%



Q33. How would you describe your ethnic background?

	Count	Column N %	
How would you describe your ethnic background?	White, Caucasian	532	76.3%
	Black/African American	44	6.3%
	Hispanic/Latino	29	4.2%
	Asian/Asian American	24	3.4%
	Native American	1	0.1%
	Hawaiian/Pacific Islander	3	0.4%
	Multiracial	10	1.4%
	Other	9	1.3%
	Prefer not to answer	45	6.5%

Thank you for completing this survey!