

2006 UND Employer Satisfaction Survey



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2006 Employer Satisfaction Survey

Top 5 Satisfaction on Knowledge & Understanding

1. Knowledge in employee field of study*
2. Understanding of job-related information*
3. Specific technical knowledge required for the job*
4. Knowledge of specific computer applications required for job*
5. Understanding of organizational context*

Top 5 Satisfaction on Qualities Expected

1. Willingness to learn*
2. Integrity*
3. Reliability*
4. Self-discipline
5. Accepts responsibility for consequences of actions*
5. Understands & takes directions for work assignments

(*was ranked in top 5 in 2004)

Top 5 Satisfaction on General Skills

1. Teamwork*
2. Basic computer
3. Reading*
4. Listening to others*
5. Customer service*

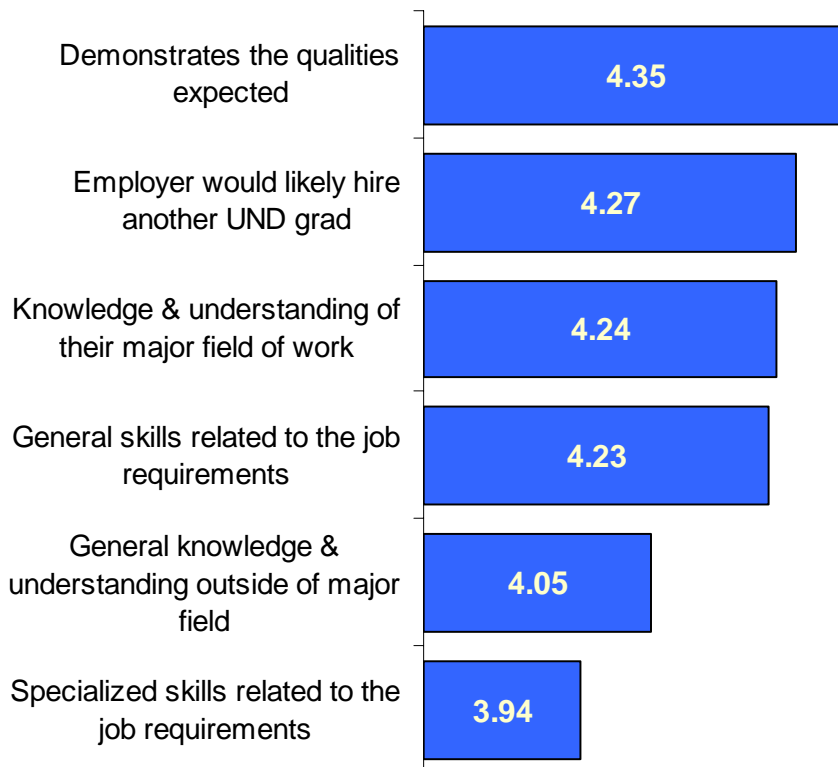
Top 5 Satisfaction on Specialized Skills

1. Ability to set goals & allocate time to achieve them*
2. Ability to translate theory into practice*
3. Mentoring or coaching colleagues*
4. Project management
5. Management of organizational resources*

Overall, how Satisfied is the Employer with the Employee

5 = Extremely satisfied, 4 = Very satisfied, 3 = Somewhat satisfied,
2 = Not very satisfied, 1 = Not at all satisfied

Note: Comparisons with the 2004 data are not included as there were different processes used in the collection of the employment information which may cause variations in responses.



- 81% of the respondents are supervisor of the employee
- 82% of the respondents are familiar with UND
- 60% of the respondents have the daily work observation of the employee

How important when you were hiring to fill this employee's position

Specialized training or skills

Important: 93%
Not Important: 7%

Degree in a specific major field

Important: 90%
Not Important: 10%

Bachelor's degree

Important: 90%
Not Important: 10%

Previous work experience

Important: 82%
Not Important: 18%

Specialized certification

Important: 66%
Not Important: 34%

Associate degree

Important: 31%
Not Important: 69%

Graduate degree

Important: 28%
Not Important: 72%

Executive Summary

As part of its accountability measures, the North Dakota University System (NDUS) contracted with Noel Levitz to administer an Employer Satisfaction Survey to employers of the graduates of all eleven NDUS institutions of higher education. This survey instrument was used to collect data on employers' levels of satisfaction with the preparation of the 2003-2004 undergraduates at NDUS colleges and universities. One of the difficulties of this survey has been obtaining employer name and address information. By the deadline for the collection of the UND Employer Satisfaction Survey, October 1, 2006, a total of 125 completed surveys had been received by Noel Levitz for scanning and analysis. Nearly 28% of the designated employers provided a performance evaluation of their UND graduate employees. However, when calculating the adjusted response rate of all graduates, it has only reached an overall 9% response rate. The results were analyzed and compared to the results from the 2004 study. No national comparisons have been made available.

- 82% of the employer respondents were familiar with UND
- 81% of the employer respondents have worked in the current position for more than one year
- 81% of the employer respondents were supervisors of the employees they were evaluating
- 60% of the employer respondents had the opportunity of observing the work of the employee on a daily basis and another 25% observed them on a weekly basis
- The seven items were reported important when the employer respondents made hiring this employee's position
 - 1) 82% of the employer respondents reported that previous work experience was important (compared to 91% in 2004)
 - 2) 93% of the employer respondents reported that specialized training or skills was important (compared to 91% in 2004)
 - 3) 66% of the employer respondents reported that specialized certification was important (compared to 57% in 2004)
 - 4) 90% of the employer respondents reported that a degree in a specific major field was important (compared to 89% in 2004)
 - 5) 31% of the employer respondents reported that an associate's degree was important (compared to 30% in 2004)
 - 6) 90% of the employer respondents reported that a bachelor's degree was important (compared to 85% in 2004)
 - 7) 28% of the employer respondents reported that a graduate degree was important (compared to 59% in 2004)
- Among eight items of Knowledge and Understanding, employer respondents reported a higher mean score of satisfaction than the mean score of importance in the corresponding items of specific technical knowledge required for the job, understanding of organizational context, knowledge of specific computer applications required for job, knowledge of peoples and cultures from other countries, understanding of systems and organizations, and understanding of international business environment, while employer respondents reported a higher mean score of importance than the mean score of satisfaction in the item of knowledge in employee's field of study. Lastly, Understanding of job-related information was rated with similar level of importance and satisfaction.
- Among thirteen general skills, Critical Thinking, Teamwork, and Verbal Communication were rated as the top three important skills while Teamwork, Reading, and Custom Services were rated as the top three satisfactory skills
- Among seven specialized skills, Ability to set goals and allocate time to achieve them, Ability to translate theory into practice, and Mentoring or coaching colleagues were rated the top three important skills as well as were rated the top three satisfactory skills