

2008 UND Employer Satisfaction Survey



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UNIVERSITY OF NORTH DAKOTA

2008 Employer Satisfaction Survey

Executive Summary

As part of state mandated accountability measures, the North Dakota University System contracted with Noel-Levitz to administer an Employer Satisfaction Survey to determine the level to which North Dakota institutions of higher education are meeting the needs of current employers. The University of North Dakota participated in this survey in 2008 to gain information on employer's levels of satisfaction on skills provided them by recent UND graduates. 129 employers completed the survey, for a response rate of 24%.

The survey asks employers to rate the importance of various skills to the position into which the graduate was hired and then also rate their level of satisfaction on how the particular employee performs the skill. Items are ranked on a 5-point scale and mean scores are calculated for each skill's importance and satisfaction, with the resulting gap showing whether the employee is meeting expectation. Mean scores can be interpreted as 1 = Not at all satisfied, 2 = Not very satisfied, 3 = Somewhat satisfied, 4 = Very satisfied, and 5 = Extremely satisfied.

The survey asks about employee performance in four general areas: knowledge and understanding, qualities generally expected of employees, general skills, and specialized skills.

Knowledge and Understanding:

- Employers were very satisfied with UND graduates *understanding of job-related information* (Mean = 4.08), *knowledge in their field of study* (Mean = 4.04), and *specific technical knowledge required for the job* (Mean = 4.02).
- UND graduates surpassed employer levels of expectation for all areas of basic knowledge and understanding.

Qualities Generally Expected of Employees:

- 9 of 10 qualities returned mean satisfaction levels above the "very satisfied" level.
- *Reliability* scored the highest satisfaction level (Mean = 4.54), while *creativity* scored the lowest satisfaction level (Mean = 3.97).
- UND graduates met employer expectation levels in 2 of 10 qualities: *empathy* and *understands and takes directions for work assignments*.
- The skill where expectation is not being met the most is *flexibility* with a gap of 0.18 between mean level of importance and mean level of satisfaction.

General Skills:

- 10 of 13 general skills returned mean scores above the "very satisfied" level.
- *Teamwork* (Mean = 4.38) and *customer service* (Mean = 4.37) scored the highest satisfaction levels.
- UND graduates met employer expectation levels in 8 of 10 general skills.

Specialized Skills:

- Of the 7 specialized skills, the highest satisfaction is in the area of *ability to translate theory into practice* (Mean = 3.98).
- UND graduates met employer expectation levels in 6 of the 7 specialized skills asked.

When asked about their overall satisfaction with employee knowledge, employers report they are very satisfied in all categories. The highest levels of satisfaction are in the areas of *overall satisfaction with employees demonstrating qualities employers expect from a college graduate* (Mean Score = 4.29) and *overall satisfaction with employees general skills as they relate to requirements of the job* (Mean Score = 4.28). Employers were also very satisfied with the *overall performance of employee's specialized skills as they relate to requirements of the job* (Mean = 4.09), *employee's knowledge and understanding of their major field of study* (Mean = 4.08) and *employee's general knowledge and understanding outside their major field* (Mean = 4.07).

When comparing UND results to those of all NDUS institutions, employers of UND graduates rate higher levels of satisfaction than employers of NDUS graduates. That is, the mean satisfaction score for UND graduates is higher than the combined mean satisfaction score for NDUS graduates in all five areas of overall satisfaction.

Employers are very likely (Mean = 4.30) to hire other graduates of UND based on their experience related to hiring a recent graduate; based on mean scores, employers are more likely to hire UND graduates (Mean = 4.30) than graduates of other NDUS institutions (Mean = 4.17).

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Top 5 Satisfaction on Knowledge & Understanding

1. Understanding of job-related information (4.08) ↓
2. Knowledge in employee field of study (4.04) ↓
3. Specific technical knowledge required for the job (4.02) ↑
4. Knowledge of computer applications specific to job (3.88) ↑
5. Understanding of organizational context (3.57) ↔

Top 5 Satisfaction on Qualities Expected

1. Reliability (4.54) ↑
2. Willingness to learn (Tie 4.48) ↔
Positive attitude toward work (Tie 4.48) ↑
4. Integrity (4.45) ↔
5. Understands & takes directions for work assignments (4.42) ↑

Top 5 Satisfaction on General Skills

1. Teamwork (4.38) ↑
2. Customer service (4.37) ↑
3. Listening to others (4.27) ↑
4. Basic computer (4.25) ↔
5. Reading (Tie 4.23) ↔ Verbal communication (Tie 4.23) ↑

Top 5 Satisfaction on Specialized Skills

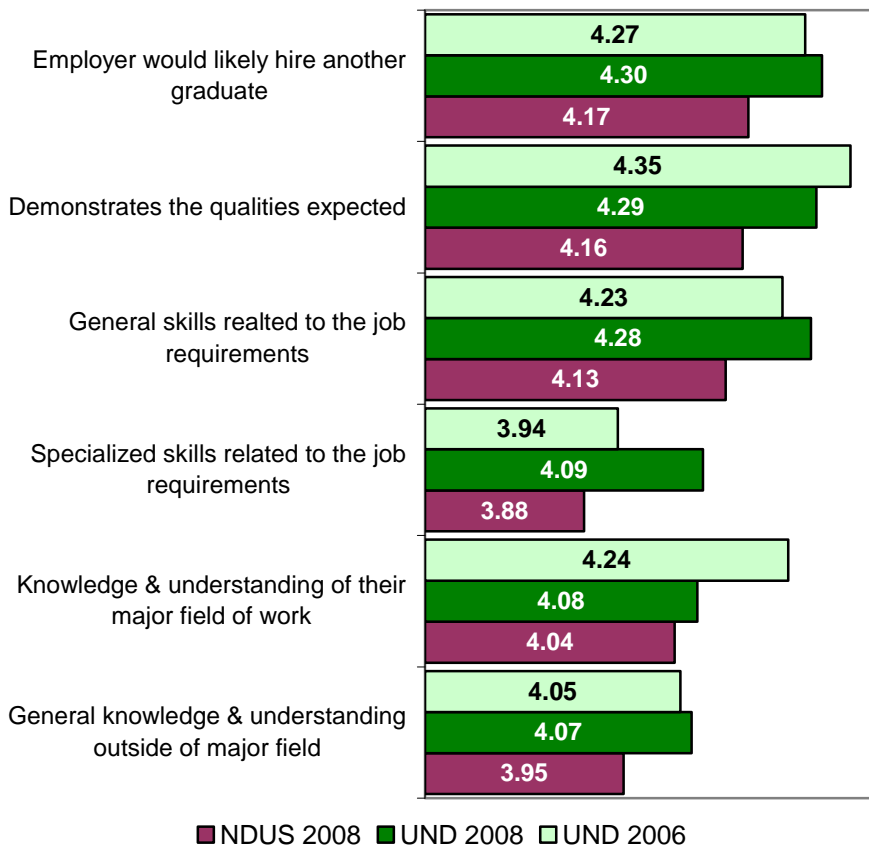
1. Set goals & allocate time to achieve them (3.98) ↑
2. Ability to translate theory into practice (3.92) ↑
3. Mentoring or coaching colleagues (3.61) ↑
4. Project management (3.41) ↑
5. Management of organizational resources (3.28) ↑

Mean score for 2008 indicated in parentheses. Mean calculated on scale of 1-5.

Arrow indicates mean score change from 2006 survey: ↑ = mean score increase ↔ = mean score steady ↓ = mean score decrease

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



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

Bachelor's degree
2008 Mean = 3.81
2006 Mean = 4.14

Degree in a specific major field
2008 Mean = 3.75
2006 Mean = 4.09

Specialized training or skills
2008 Mean = 3.64
2006 Mean = 3.78

Previous work experience
2008 Mean = 3.33
2006 Mean = 3.19

Specialized certification
2008 Mean = 2.69
2006 Mean = 3.14

Associate degree
2008 Mean = 2.11
2006 Mean = 2.01

Graduate degree
2008 Mean = 1.84
2006 Mean = 2.05