

### **Career Competencies Survey Results**

Fall 2005, Spring 2006, Fall 2006

#### **Response to Survey**

- Number of Usable Responses: **72**
- Number of Unusable Responses: **03**
- Total Attempted Responses: **75**

#### **Use of eRecruiting**

A. Do you use the eRecruiting Software provided by Career and Employment Services?

- **38** Yes
- **34** No

#### **Part I: Recruiting Practices**

1. How many Candidates for Employment/Internships does your Organization recruit each year?

- **22** Recruit 50 or more candidates per year
- **17** Recruit less than 5 candidates per year
- **17** Recruit 11-20 candidates per year
- **10** Recruit 6-10 candidates per year
- **06** Recruit 21-50 candidates per year

2. What Methods do you use to recruit Candidates for Employment/Internships? Please mark all that apply.

- **56** University Career/Internship Fairs
- **47** On Campus Interviews
- **41** Internet Job Postings
- **37** Campus Job Postings
- **33** Faculty Recommendations
- **33** Personal References
- **28** Internship/Co-op Programs
- **28** Networking at Functions
- **28** Classified Advertisements
- **22** Information Sessions
- **17** Campus Resume Referrals
- **11** Third Party Employment Agencies/Headhunters
- **Other**
  - Campus Representative

- Clinical Rotations
- Employee Referral
- Company Web Site
- Local Technical Schools
- Word of Mouth
- Beta Alpha Psi

3. Please indicate your Level of Participation in Career/Internship Fairs.

- **23** Less than 5 Career/Internship Fairs per year
- **20** 5-10 Career/Internship Fairs per year
- **18** Don't participate in Career/Internship Fairs
- **07** 11-20 Career/Internship Fairs per year
- **04** 20 or more Career/Internship Fairs per year

4. Which of the following Factors influence your decision to participate in Career/Internship Fairs? Please mark all that apply.

- **43** Previous Success of Graduates in the Company
- **36** Reputation of the College/University hosting the Career/Internship Fair
- **35** Degree Programs represented at the Career/Internship Fair
- **32** Number of Students attending the Career/Internship Fair
- **26** Date of Career/Internship Fair
- **26** Diversity of Candidates attending the Career/Internship Fair
- **25** Specialty Career Fairs for Targeted Groups
- **23** Preparation Level of Students attending Career/Internship Fair
- **23** Cost of Career/Internship Fair
- **Other**
  - Build Brand Awareness
  - Opportunity to meet Students at a Networking Reception
  - Location
  - Too many Grads, but not many High Quality Grads

5. Please indicate your Level of Participation in On Campus Recruiting.

- **28** Participate in less than 5 On Campus Recruiting visits per year
- **15** Don't participate in On Campus Recruiting
- **13** Participate in 5-10 On Campus Recruiting visits per year
- **09** Participate in 11-20 On Campus Recruiting visits per year
- **07** Participate in 20 or more On Campus Recruiting visits per year

6. Which of the following Factors influence your decision to participate in On Campus Recruiting?

- **48** Previous Success of Graduates in the Company
- **38** Reputation of the College/University hosting the On Campus Recruiting
- **32** Degree Programs represented through the On Campus Interview Schedule
- **29** Number of Students signed up for the On Campus Interview Schedule
- **22** Diversity of Students signed up for the On Campus Interview Schedule

- **21** Date of On Campus Recruiting Visit
  - **18** Preparation level of Students signed up for On Campus Interview Schedule
  - **12** Cost of On Campus Recruiting Visit
  - **Other**
    - Number of Open Positions
    - Proximity of School to Office
    - Level of Cooperation from University Faculty and Staff
    - Number of Students attending Campus Information Session
7. Do you believe that Online Student Portfolios are useful in making Recruiting Decisions?
- **53** Yes
  - **19** No
8. Which of the following Factors are most important in choosing Candidates for Employment/Internships prior to the Interview? Please mark all that apply.
- **60** Resume
  - **56** Major Field of Study
  - **43** Grade Point Average
  - **31** Co-curricular Activities
  - **23** Technical/Computer Skills
  - **17** Relevant Licensure/Certification (where applicable)
  - **14** Work Visa Status
  - **12** Portfolio
  - **Other**
    - Hours required to sit for CPA Exam
    - Interview Preparation
    - Overall Presentation
    - People Skills
    - Previous Experience (Internship) (4)
    - Interpersonal Skills
    - Sales Ability
    - Leadership Skills
    - Cover Letter
    - Personality
    - Retail Experience
    - Availability
    - Determination/Desire to Succeed
    - How they handle Themselves
9. Which of the following factors are most important in choosing Candidates for Employment/Internships during the Interview? Please mark all that apply.
- **65** Verbal Communication Skills
  - **60** Professional Appearance
  - **51** Ability of Candidate to Sell Himself/Herself Effectively
  - **50** First Impression

- **41** Ability to Answer Behavioral Interview Questions
- **39** Academic Preparation
- **37** Previous Work/Co-Op Experience
- **37** Prior Research of Position/Company
- **35** Nonverbal Communication Skills
- **Other**
  - Analytical Ability
  - Excitement and Enthusiasm
  - Confidence
  - Realistic Job Expectations
  - Desire to Succeed
  - Prior Success
  - Physical Fitness

10. Is the First Interview the most Important Criteria for offering the Candidate for Employment/Internship a Second Interview? If not, what are the most Important Criteria?

- **68** Yes
- **04** No
- **Other Most Important Criteria**
  - Combination of Resume, Application, and First Interview
  - Preparedness for Field
  - Certification
  - Attitude
  - On Site Company Visit

11. What Colleges/Schools/Majors do you seek when recruiting Candidates for Employment/Internships? Please mark all that apply.

- **58** Fogelman College of Business and Economics
- **21** Herff College of Engineering
- **19** College of Education
- **18** College of Arts and Sciences
- **17** College of Communication and Fine Arts
- **16** University College
- **08** Cecil C. Humphries School of Law
- **07** Loewenberg School of Nursing
- **06** School of Audiology and Speech Language Pathology

12. Does Career and Employment Services at the University of Memphis compare favorably with other Career Centers you visit? If no, please elaborate.

- **67** Yes
- **05** No
- **Comments on why it does not compare favorably**
  - Career and Employment Services is okay, but the quality of the candidates is poor

13. How can the University of Memphis enhance your access to appropriate candidates for employment/internships?

- On eRecruiting, I get the same resumes sent to me
- The Professors should be more proactive
- On Campus Interviews should be available earlier in the semester
- Arrange interviews according to major
- I believe there are more qualified candidates at the University than what we see
- The candidates don't seem to be very prepared
- More exposure of students to job opportunities
- Offer campus interviews in September
- Host more networking events with different Colleges
- I would like candidates to have better knowledge of the company
- We visited with good candidates during our most recent visit
- Develop a true Co-Op Program whereby students will gain experience in the field
- Increase number of students participating in career fairs
- University of Memphis has been extremely helpful
- We will make contact when openings exist and we need to publicize them
- For me, it is to remind students that they must be prepared
- I'd like to have access to more than just Wilder Tower
- Provide access to individuals with computer majors
- The area where the career fair was held was rather dingy
- I'll call
- Everything is very easy to access
- Update website, keep current staff available
- The reception the night before the career fair was helpful
- Assist in coordinating on campus activities sponsored by the company
- Inform me by email of opportunities to come to campus
- More frequent job fairs
- Encourage employers
- All the data that I need for students is here
- The University of Memphis has and is providing great service

## Part II: Ranking the Importance of Career Competencies

Using the following scale, with 1 being the lowest possible score and 5 being the highest possible score, please rate the career competencies listed below.

- 1 = Not Important
- 2 = Somewhat Important
- 3 = Moderately Important
- 4 = Important
- 5 = Very Important

### A. **Communication Skills** (Written, Oral, Presentation, Listening)

- **52** Very Important

- 19 Important
  - 00 Moderately Important
  - 00 Somewhat Important
  - 00 Not Important
- B. **Critical Thinking Skills** (Identifying Problems, Gathering Evidence through Research, Evaluating Options, Deriving Correct Conclusions, Prioritizing Tasks, Utilizing Knowledge and Judgment)
- 37 Very Important
  - 31 Important
  - 03 Moderately Important
  - 01 Somewhat Important
  - 00 Not Important
- C. **Interpersonal Skills** (Relationship Development, Ability to respect Individual and Cultural Differences, Consulting Others, Cooperation, Negotiation, Accomplishing Tasks, Delegation)
- 55 Very Important
  - 13 Important
  - 04 Moderately Important
  - 00 Somewhat Important
  - 00 Not Important
- D. **Leadership Skills** (Outcome Focused, Planning and Organizing, Coaching and Training Others, Setting Goals and Objectives, Recognizing Good Performance, Holding People Accountable, Conducting Meetings, Involvement in Activities and Community)
- 28 Very Important
  - 30 Important
  - 12 Moderately Important
  - 02 Somewhat Important
  - 00 Not Important
- E. **Technical Skills** (Computer Programming, Computer Applications, Database Management, Spreadsheets, Word Processing, Job-specific Technical Competencies)
- 10 Very Important
  - 31 Important
  - 22 Moderately Important
  - 06 Somewhat Important
  - 03 Not Important
- F. **Self Management** (Demonstrating Ethical Behavior, Responsible Citizenship, Time Management, Adapting to Change, Collaborating, Attending to Detail, Using Sound Methodology)

- **46** Very Important
- **23** Important
- **02** Moderately Important
- **00** Somewhat Important
- **00** Not Important

**Ranking of Competencies by Total Numerical Value** (The number of responses in each category multiplied by the importance ranking and summed for each competency; Rank ordered by total numerical value)

- 1. Interpersonal Skills (339)**
- 2. Communication Skills (336)**
- 3. Self Management (328)**
- 4. Critical Thinking Skills (320)**
- 5. Leadership Skills (300)**
- 6. Technical Skills (255)**

### **Part III: Rating University of Memphis Students on Career Competencies**

Using the following scale, with 1 being the lowest possible score and 5 being the highest possible score, please rate University of Memphis students on the following competencies and skills.

- 1 = Poor
- 2 = Fair
- 3 = Average
- 4 = Good
- 5 = Excellent

#### **A. Communication Skills** (Written, Oral, Presentation, Listening)

- **12** Excellent
- **33** Good
- **25** Average
- **02** Fair
- **00** Poor

#### **B. Critical Thinking Skills** (Identifying Problems, Gathering Evidence through Research, Evaluating Options, Deriving Correct Conclusions, Prioritizing Tasks, Utilizing Knowledge and Judgment)

- **05** Excellent
- **42** Good
- **21** Average
- **04** Fair
- **00** Poor

- C. **Interpersonal Skills** (Relationship Development, Ability to Respect Individual and Cultural Differences, Consulting Others, Cooperation, Negotiation, Accomplishing Tasks, Delegation)
- **09** Excellent
  - **41** Good
  - **19** Average
  - **02** Fair
  - **01** Poor
- D. **Leadership Skills** (Outcome Focused, Planning and Organizing, Coaching and Training Others, Setting Goals and Objectives, Recognizing Good Performance, Holding People Accountable, Conducting Meetings, Involvement in Campus Activities and Community)
- **07** Excellent
  - **34** Good
  - **26** Average
  - **05** Fair
  - **00** Poor
- E. **Technical Skills** (Computer Programming, Computer Applications, Database Management, Spreadsheets, Word Processing, Job-specific Technical Competencies)
- **11** Excellent
  - **38** Good
  - **22** Average
  - **00** Fair
  - **00** Poor
- F. **Self Management** (Demonstrating Ethical Behavior, Responsible Citizenship, Time Management, Adapting to Change, Collaborating, Attending to Detail, Using Sound Methodology)
- **07** Excellent
  - **42** Good
  - **24** Average
  - **02** Fair
  - **00** Poor

**Ranking of University of Memphis Student Competencies by Total Numerical Value** (The number of responses in each category multiplied by the importance ranking and summed for each competency; rank ordered by total numerical value)

1. **Self Management (279)**
2. **Technical Skills (273)**
3. **Interpersonal Skills (271)**
4. **Communication Skills (271)**
5. **Critical Thinking Skills (264)**

## 6. Leadership Skills (259)

### Employer Ranking of Competencies vs. Actual Rating of University of Memphis Student Competencies

#### Employer Ranking

1. Interpersonal Skills
2. Communication Skills
3. Self Management
4. Critical Thinking Skills
5. Leadership Skills
6. Technical Skills

#### Actual Rating of U of M Students

1. Self Management
2. Technical Skills
3. Interpersonal Skills
4. Communication Skills
5. Critical Thinking Skills
6. Leadership Skills

### Part IV. Rating University of Memphis Students' Career Building Skills

Using the following scale, with 1 being the lowest possible score and 5 being the highest possible score, please rate University of Memphis students on the following career building skills.

- 1 = Poor
- 2 = Fair
- 3 = Average
- 4 = Good
- 5 = Excellent

#### 1. Resume Preparation

- 14 Excellent
- 40 Good
- 16 Average
- 02 Fair
- 01 Poor

#### 2. Interview Skills

- 06 Excellent
- 33 Good
- 27 Average
- 04 Fair
- 02 Poor

#### 3. Academic Preparation

- 11 Excellent
- 37 Good

- **23** Average
- **00** Fair
- **01** Poor

**4. Professional Appearance**

- **13** Excellent
- **45** Good
- **12** Average
- **02** Fair
- **00** Poor

**5. Participation in Co-curricular Activities**

- **05** Excellent
- **24** Good
- **37** Average
- **02** Fair
- **01** Poor

**6. Participation in Appropriate Internship/Co-Op Experience**

- **05** Excellent
- **24** Good
- **37** Average
- **06** Fair
- **00** Poor

**7. Networking Skills**

- **06** Excellent
- **24** Good
- **39** Average
- **02** Fair
- **01** Poor

**8. Overall, how do University of Memphis Students compare to Students at other Colleges/Universities where you Recruit?**

- **09** Excellent
- **36** Good
- **23** Average
- **02** Fair
- **02** Poor

**9. At what Colleges/Universities do you Recruit on a Regular Basis?**

- 15 colleges/universities in Arkansas
- All four-year colleges in Mississippi
- All TBR schools
- All Tennessee and Arkansas schools
- All Texas schools, some in Oklahoma
- Christian Brothers University
- Crichton College
- Georgia Tech University
- Howard University
- LeMoyne Owen College
- Michigan State University
- Middle Tennessee State University
- Mississippi State University
- Nationwide
- Old Dominion University
- Rhodes College
- Saint Louis University
- Southern Illinois University at Carbondale
- TN, MS, AR Region
- Tuskegee University
- Union University
- University of Alabama
- University of Arkansas
- University of Colorado
- University of Florida
- University of Georgia
- University of Illinois
- University of Mississippi
- University of Missouri
- University of Pennsylvania
- University of Southern Mississippi
- University of Tennessee - Chattanooga
- University of Tennessee - Knoxville
- University of Tennessee - Martin
- Virginia Tech University

### **Employers Participating in the Career Competencies Survey**

1. Ablest, Inc.
2. Aerospace Programs
3. Arkansas Department of Human Services
4. Arkansas Department of Human Services Recruiting
5. Autozone HR
6. Autozone Recruiting
7. Autozone Senior Management
8. Baptist Healthcare
9. Cape Girardeau (MO) Public Schools
10. CED
11. Church Health Center

12. Cook Systems International Client Services
13. Cook Systems International Vice President's Office
14. Cummins, Inc.
15. DECA Global
16. Deloitte
17. Dot Foods
18. Enterprise
19. Ernst & Young
20. Ernst & Young Senior Auditing
21. Exel
22. Exel HR
23. FedEx Ground Recruiting
24. FedEx Ground Senior HR
25. FedEx Services Internal Audit
26. First Tennessee Bank
27. Goodyear Tire & Rubber
28. Hollywood Casino
29. Houston Independent School District
30. Jackson Hewitt
31. Kinetic Concepts
32. Knight Transportation
33. Kraft Foods
34. Lauderdale County Schools
35. Liberty Mutual Branch Management
36. Liberty Mutual Recruiting
37. Medtronic – Finance
38. Medtronic – Product Development
39. Memphis City Schools
40. Memphis Light, Gas & Water
41. Merrill Lynch
42. Metropolitan National
43. Morgan Keegan
44. Mueller Industries
45. Northrop Grumman
46. Primacy Relocation
47. Randstad North America
48. Reynolds, Bone, and Greisbeck
49. Rhea & Ivy PLC Office Management
50. Rhea & Ivy PLC Senior Tax Division
51. Saint Francis Hospital
52. Shelby County Schools
53. Shoemaker Financial
54. Solectron
55. Southwest Power HR
56. Talbots
57. Target Distribution Center
58. TEKsystems
59. Tennessee Valley Authority
60. Tennessee Valley Authority Recruiting Program
61. Trustmark National Bank of Jackson, MS
62. Trustmark National Bank Recruiting

- 63.** U.S. Marine Corps Officer Program
- 64.** U.S. Marine Corps Recruiting
- 65.** United Parcel Service
- 66.** Uptown Mortgage
- 67.** Walt Disney College Program
- 68.** Walt Disney World
- 69.** Watkins Uiberal
- 70.** Williams-Sonoma
- 71.** Youth Villages Director of Education Office
- 72.** Youth Villages HR