



The employer satisfaction is part of the accountability measures of the “Roundtable Report” that were enacted by the 2001 and 2003 North Dakota legislatures. The North Dakota University System have partnered with the firm of Noel-Levitz to conduct this survey. The collection of information from employers about graduates is vital and appropriate to a university’s understanding of whether it is successful in meeting its educational goals.

About dashboards... The various “dashboards” that OIR prepares are a collection of visual graphics designed to highlight and summarize key findings. The particular *survey* dashboards summarize survey findings with additional information found on the OIR survey website at:

<http://und.edu/research/institutional-research/survey-timelines.cfm#ess>

If questions, please contact our office at 701-777-4358.
Office of Institution Research,
University of North Dakota,
Grand Forks, ND 58202

Executive Summary

In an attempt to measure whether North Dakota institutions of higher education are providing employers with the quality employees they require, the North Dakota University System requires all institutions to administer the Noel-Levitz Employer Satisfaction Survey during even-numbered years. The survey asks employers to rate a series of items twice, first with regard to the importance they place on the item in relation to successful job performance and secondly in regard to how satisfied they are that the employee meets this requirement. The 5-point scale runs from 1, equating to not at all important/satisfied through 5, equating to extremely important/satisfied.

During August, 2010, the University of North Dakota mailed the Employer Satisfaction Survey to 948 employers of students who graduated with an undergraduate degree during the 2007-2008 school year. A total of 187 surveys were returned for a response rate of 20%.

- Employers rate items related to qualities generally expected of employees to be the most important to them. These qualities include things such as reliability, self-discipline, flexibility, and a willingness to learn. While not explicitly taught in a college classroom, these skills can be developed throughout the college experience.
- Employers rate highest satisfaction with employee *Willingness to learn*, which scores a mean score of 4.52 on a 5-point scale.
- Least important to employers are items related to the international business environment, including *Fluency language other than English* and *Understanding of international business environment*, which score means of 1.74 and 1.99 respectively.
- When asked to rate their satisfaction, the highest scores are for *Willingness to learn* and *Integrity (understands and applies ethical principles)*.
- Two items have satisfaction mean scores less than 3.0; these include *Fluency in language other than English* (mean = 2.51) and *Understanding of international business environment* (mean = 2.99).
- A gap score is calculated by measuring the difference between the importance mean and satisfaction mean. A positive gap indicates the employer's satisfaction with employee performance exceeds the level of importance they place on the item. The survey for UND graduates reports this positive mean on 23 of the 39 survey items.
- The largest negative gaps are in the areas of *Reliability* (gap of -0.30), *Critical thinking* (gap of -0.24), and *Positive attitude toward work* (gap of -0.23).
- Comments from employers indicate they desire increased amounts of applied job training, accomplished through increased participation in internships, cooperative learning, and clinical training.

In the end, employers are asked how likely they are to hire other graduates of UND based on their experience with the employee they are currently rating. This is also done on a 5-point scale where 1 equates to not at all likely and 5 equates to extremely likely. The employers completing the survey for UND graduates score a mean of 4.13, indicating they are very likely, overall, to hire additional graduates.

!

University of North Dakota 2010 Employer Satisfaction Survey Dashboard

A total of 187 employers of UND graduates completing a Bachelors degree in Fall 2007, Spring 2008, or Summer 2008 completed the survey; response rate was 20%.

Top 5 Satisfaction on Knowledge & Understanding:

1. Knowledge in employee's field of study (4.17) ↑
2. Understanding of job-related information (4.12) ↑
3. Specific technical knowledge required for job (3.96) ↓
4. Knowledge of specific computer applications (3.95) ↑
5. Understanding of organizational context (3.76) ↑

Top 5 Satisfaction on Specialized Skills:

1. Ability to set goals and allocate time to achieve them (3.92) ↓
2. Ability to translate theory into practice (3.85) ↓
3. Mentoring or coaching colleagues (3.54) ↓
4. Project management (3.47) ↑
5. Management of organizational resources (3.36) ↑

Top 5 Satisfaction on General Skills:

1. Teamwork (4.30) ↓
2. Basic computer (4.28) ↑
3. Listening to others (4.27) ↔
4. Customer service (4.24) ↓
5. Verbal communication (4.24) ↔

Top 5 Satisfaction on Qualities Expected:

1. Willingness to learn (4.52) ↑
2. Integrity (4.41) ↓
3. Understands and takes directions (4.40) ↓
4. Reliability (4.35) ↓
5. Accepts responsibility for actions (4.34) ↓

Mean score for 2010 indicated in parenthesis; mean calculated on 5-point scale.

Arrow indicates mean score change from 2008 survey: ↑ = mean score increase ↔ = mean score steady, ↓ = mean score decrease

Employers of UND graduates report higher satisfaction than those of other NDUS institutions.

Employers rate overall satisfaction in key education areas on a 5-point scale:

1 = not at all satisfied, 2 = not very, 3 = somewhat, 4 = very, 5 = extremely satisfied.

