2010
UND Employer Satisfaction Survey

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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 that 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.
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.

<table>
<thead>
<tr>
<th>Area</th>
<th>UND 2006</th>
<th>UND 2008</th>
<th>UND 2010</th>
<th>NDUS 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>General knowledge &amp; understanding outside major field</td>
<td>4.05</td>
<td>4.07</td>
<td>4.11</td>
<td>3.94</td>
</tr>
<tr>
<td>Knowledge &amp; understanding of major field</td>
<td>4.24</td>
<td>4.08</td>
<td>4.24</td>
<td>4.02</td>
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<tr>
<td>Specialized skills related to job requirements</td>
<td>3.94</td>
<td>4.09</td>
<td>3.98</td>
<td>3.87</td>
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<tr>
<td>General skills related to job requirements</td>
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<td>4.28</td>
<td>4.29</td>
<td>4.08</td>
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<td>Qualities expected of college grad</td>
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<td>4.29</td>
<td>4.34</td>
<td>4.12</td>
</tr>
<tr>
<td>Employer would likely hire another graduate</td>
<td>4.27</td>
<td>4.27</td>
<td>4.30</td>
<td>4.13</td>
</tr>
</tbody>
</table>

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