



Academic & Institutional Projects

A RESEARCH BRIEF FOR FACULTY, STAFF, AND STUDENTS PREPARED BY THE
ACADEMIC & INSTITUTIONAL PROJECTS (AIP) OFFICE.

2008 Employer Satisfaction Survey Results

The Employer Satisfaction Survey targets employers who have hired Minot State University (MSU) graduates to ascertain their satisfaction with the education received by their employees. The survey is directed towards individuals who work the closest with the graduate, such as a supervisor or superior. The survey was designed by Noel Levitz and sent via mail to employers across North Dakota, based on a cross referenced search of 2006 and 2007 MSU graduates with Federal Tax submissions. Specifically, a match was made by the students Social Security Number and Federal income taxes paid. The database was provided by FINDET of Bismarck, North Dakota. Surveys were distributed to 715 employers in the summer of 2008, 143 responses were received by the NDUS system office by the fall deadline. A 20 percent response rate was achieved for the administration of the Employer Satisfaction Survey.

Employers were asked to rate their satisfaction with the education received by a specific student who graduated from MSU. The employers were given a scale to rate the importance and their satisfaction of the employees qualifications, possible responses were "extremely", "very", "somewhat", "not very," and "not at all". A cover letter included with the survey indicated the name of the student for whom the survey was to evaluate. Results of the survey were provided by Noel Levitz to the North Dakota University System (NDUS) and included average mean scores for each question.

DEMOGRAPHICS

Most of the employers were *very* or *extremely* familiar with MSU (62.79%). When the employers were asked how long the employee had worked for them, nearly half (47.25%) had worked between one to two years in that position. The survey administration was intended to gain the perspective of the supervisor; the survey administration was successful in that 78.41% of the employers surveyed held the position of supervisor to the student graduate/ employee identified. The employer indicated daily opportunity to observe the work of the employee (59.6%) and/ or weekly (29.67%).

When employers were asked about qualifications for the position held by the graduate, employers indicated that previous work experience (\bar{x} = 3.39) and specialized training (\bar{x} = 3.68) skills were somewhat important. Employers indicated the employee's understanding of job-related information was very important (\bar{x} = 4.16) and specific technical knowledge required for the job was somewhat important (\bar{x} = 3.67). The least important qualification for employers was the understanding of the international business environment (\bar{x} = 1.86).

The only negative gap difference was the importance and satisfaction of employees understanding of job related information (\bar{x} = -.15). All other qualifications showed a positive gap, indicating a satisfaction among employee qualifications.

OFFICE OF ACADEMIC & INSTITUTIONAL PROJECTS

The Office of Academic & Institutional Projects (AIP) serves as a resource to MSU by evaluating and disseminating a wide range of data and conducting institutional research to support and foster efficient campus planning and administration. The use of this information will help improve the quality of education at MSU.

AIP has the responsibility for coordinating and integrating data and planning analytical support for the Office of the Vice President of Academic Affairs and the university as a whole.

AIP develops and maintains a campus data warehouse that serves as the source of official MSU data. It is responsible for developing systems to ensure that campus analytical and planning data requirements are met, as well as providing the necessary information to support executive level decision-making.

Institutional data such as the annual Factbook and College Portrait data derived from the Voluntary System of Accountability (VSA) is available on the AIP Web site.

ACADEMIC & INSTITUTIONAL PROJECTS (AIP) <http://www.minotstateu.edu/instplan/>

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QUALIFICATIONS	Importance \bar{x}	Satisfaction \bar{x}	Gap \bar{x}
Previous work experience	3.39	N/A	N/A
Specialized training or skills	3.68	N/A	N/A
Specialized certification	3.04	N/A	N/A
Degree in a specific major field	3.45	N/A	N/A
Associate's Degree	2.21	N/A	N/A
Bachelor's Degree	3.43	N/A	N/A
Graduate Degree	2.02	N/A	N/A
Knowledge in employee's field of study	3.85	4.15	.03
Understanding of job-related information	4.16	4.13	-.15
Specific Technical knowledge required for the job	3.67	3.96	.40
Knowledge of specific computer applications required for the job	3.32	3.84	.50
Understanding organizational context	3.28	3.62	.23
Understanding of international business environment	1.86	2.50	.74
Understanding of systems and organizations	2.55	3.00	.52
Knowledge of peoples and cultures from other countries	2.38	3.01	.48

Employers were then asked their satisfaction with respect to knowledge and understanding. Employers were very satisfied with the employees knowledge in the field of study ($\bar{x} = 4.15$) and their understanding of job related information ($\bar{x} = 4.13$). Overall, employers were very satisfied with the employee's general knowledge and understanding with information outside of their major field ($\bar{x} = 4.06$). Employers were least satisfied with the employees understanding of international business environments ($\bar{x} = 2.50$).

QUALITIES GENERALLY EXPECTED OF EMPLOYEES	Importance \bar{x}	Satisfaction \bar{x}	Gap \bar{x}
Flexibility	4.34	4.11	-.23
Creativity	4.11	4.02	-.11
Empathy	4.23	4.09	-.16
Reliability	4.62	4.36	-.26
Integrity	4.63	4.36	-.28
Self-discipline	4.52	4.20	-.33
Positive attitude towards work	4.57	4.26	-.32
Willingness to learn	4.62	4.38	-.22
Understand and takes directions for work assignments	4.49	4.24	-.25
Accepts responsibility for consequences of actions	4.56	4.22	-.35

With respect to importance and satisfaction of qualities generally expected of employees, employers thought the most important quality of an employee was the willingness to learn and reliability respectively ($\bar{x} = 4.62$). Overall, the employers indicated that they were very satisfied ($\bar{x} = 4.20$) with the employees demonstration of qualities expected for a college graduate.

GENERAL SKILLS	Importance \bar{x}	Satisfaction \bar{x}	Gap \bar{x}
Written communication	4.11	4.05	-.10
Verbal communication	4.49	4.18	-.31
Listening to others	4.48	4.14	-.36
Organizing information for presentation	3.78	4.07	.14
Critical thinking	4.27	4.05	-.26
Computation	3.74	4.06	.28
Reading	4.15	4.25	.06
Basic computer	3.93	4.27	.21
Advanced computer	3.32	3.90	.45
Use of equipment or technology specific to the job	3.59	3.97	.31
Leadership	3.80	3.73	-.10
Teamwork	4.47	4.11	-.36
Customer Service	4.39	4.19	-.23

Verbal communication was the most important ($\bar{x} = 4.49$) general skill required of employees, listening to others ($\bar{x} = 4.48$) was also indicated as important. Employers had the least satisfaction with the employees leadership skills ($\bar{x} = 3.73$). Overall, employers were very satisfied ($\bar{x} = 4.20$) with the employees' general skills as they related to the job requirements.

SPECIALIZED SKILLS	Importance \bar{x}	Satisfaction \bar{x}	Gap \bar{x}
Management of organizational resources	2.59	3.23	.69
Fluency in a language other than English	1.59	2.34	.61
Project Management	2.94	3.39	.25
Negotiation	2.19	2.77	.32
Mentoring or Coaching Colleagues	3.08	3.44	.16
Ability to translate theory into practice	4.13	3.99	-.17
Management of organizational resources	3.72	3.73	-.07

Overall, the employers were very satisfied ($\bar{x} = 4.06$) with the employees specialized skills as they related to the job requirements. When employers were asked whether they would hire other graduates from MSU, the average mean score was $\bar{x} = 4.23$.

LIMITATIONS OF THE RESULTS

The sample for the employer's survey was obtained from FINDET, the list only included 2006 and 2007 graduates of MSU that filed for Federal income tax during that time period. A match by Social Security Numbers were used for the match, foreign students without a Social Security Number were not included in the sample.

The AIP office would like to extend special thanks
 to faculty and students who helped to make the
 administration of the
 Collegiate Learning Assessment (CLA)
 a success.

A total of 93 senior students participated in
 March. Data from the March assessment will be
 cross-sectioned with freshmen students surveyed
 last fall. The results are expected by summer's
 end.

The CLA was developed by the Council for Aid to
 Education (CAE), and measures the institutional
 contributions to the learning gains made by
 students.

Congratulations
 to
 Lindsey Lampert,
 The
 16GB Touch IPOD winner!!

Check the AIP Web-site

www.minotstateu.edu/instplan

2008 -2009 Common Data Set

2008 - 2009 Factbook