

# RESEARCH BRIEF

## INSTITUTIONAL AND PROGRAM PLANNING

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### EMPLOYER SURVEY OF 1994-95 GRADUATES

Employer satisfaction with St. Petersburg Junior College (SPJC) graduates is a critical component of the strategic planning process at the institution. Accordingly, the Institutional Assessment Group developed an "Employer Survey" designed to measure employer satisfaction with their preparation for work. Specifically, the purposes of the survey were:

- to attain insight into employer perceptions regarding technical and performance skill of SPJC graduates,
- to gain information to supplement college data for Performance Based Incentive Funding, and
- to identify employers who might be available to participate with the college program activities or to provide opportunities for student training or placement.

Working students who graduated in the 1994-95 reporting year and who completed the "Recent Alumni Survey" identified the employers who would receive the survey. Employers were mailed an "Employer Survey" form if the students indicated that their work was related to their studies, agreed that their employer could be contacted, and gave the name and address of the employer. One hundred forty-six businesses were contacted. There were 92 surveys returned for a response rate of 63.0%.

The highlights of the findings of the study are summarized below:

•Employers indicated high levels of satisfaction with graduate technical and performance skills. The skill areas with the highest levels of satisfaction, that is, those rated as either excellent or very good were (1) the graduate's possession of basic skills of reading, writing and mathematics (89.1%), (2) chooses ethical courses of action (85.7%), and (3) works well with individuals from diverse backgrounds (82.6%). More than two-thirds of the employers rated even the lowest skill areas as excellent or very good. These areas were (1) uses technology effectively (67.8%), and (2) identifies, organizes, plans and allocates resources (70.6%). The table on the other side shows the ratings employers gave SPJC graduates on technical and performance skills.

•Almost all employers (97.8%) indicated they would hire another SPJC graduate.

•In order for the College to qualify for Performance Based Incentive Funding, its graduates must either be working in a field related to their SPJC degree program or earning \$7.50 per hour. The majority (94.4%) of SPJC graduates were reported by employers as earning \$7.50 per hour or more.

•Over one-half of the employers indicated a willingness to participate with the College on varying levels of activity, with placement of students in co-op/internship rating highest at 69.2%.

•Employer-identified additional skills (or areas of knowledge the graduate should have to help them meet employer needs) were similar with the student perceptions in the "Recent Alumni Survey". For example, both employers and students indicated a need for more experience in a clinical setting and increased management and critical thinking skills in certain programs.

In conclusion, both graduates (in the "Recent Alumni Survey") and employers indicated high levels of satisfaction with SPJC programs and training. Results from this survey confirmed the conclusions reached in the "Recent Alumni Survey" Report: A.S. degree and Postsecondary Certificate programs are achieving their intended objective of preparing students for work. (See Research Brief, Volume 6, No. 2, August 1996).

If you have any additional questions or comments, please contact Dr. Susanne Fischer via [fischers@email.spjc.cc.fl.us](mailto:fischers@email.spjc.cc.fl.us) or extension 3374.

### Employers Satisfaction Ratings of SPJC Graduate Technical and Performance Skills

Competencies and Foundation Skills	Total										Responses	Mean
	Excellent	Very Good	Good	Fair	Poor	N/A						
	10	9	8	7	6	5	4	3	2	1		
Possesses basic skills of reading, etc.	52	30	9	1	-	-	92	8.5				
Uses critical thinking, problem solving, etc.	56.5%	32.6%	9.8%	1.1%	-	-	100.0%	8.5				
Exhibits appropriate level of responsibility	32	37	14	9	-	-	92	7.6				
Chooses ethical courses of action	34.8%	40.2%	15.2%	9.8%	-	-	100.0%	7.6				
Identifies, organizes and allocates resources	38	35	10	9	-	-	92	7.9				
Participates as a team player	41.3%	38.0%	10.9%	9.8%	-	-	100.0%	7.9				
Works well w/individuals from diverse background	49	29	10	3	-	-	91	8.4				
Acquires, interprets and uses information effectively	53.8%	31.9%	11.0%	3.3%	-	-	100.0%	8.4				
Uses technology, e.g., computers effectively	38	27	17	9	-	1	92	7.5				
	41.3%	29.3%	18.5%	9.8%	-	1.1%	100.0%	7.5				
	48	24	17	2	1	-	92	8.2				
	52.2%	26.1%	18.5%	2.2%	1.1%	-	100.0%	8.2				
	47	29	10	5	-	1	92	8.2				
	51.1%	31.5%	10.9%	5.4%	-	1.1%	100.0%	8.2				
	38	33	14	7	-	-	92	8.2				
	41.3%	35.9%	15.2%	7.6%	-	-	100.0%	8.2				
	28	32	13	5	-	11	89	6.8				
	32.2%	35.6%	14.4%	5.6%	-	12.2%	100.0%	6.8				