

Spring Career Expo Employer Survey



Author: University Career Services Assessment Committee

Introduction:

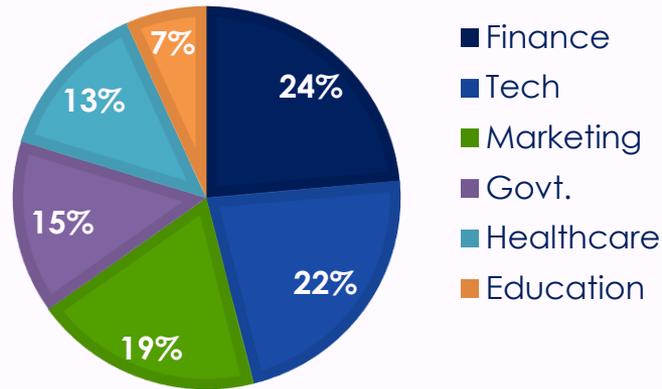
The UCS Assessment Committee compiled frequently asked student questions regarding what employers look for in prospective candidates. The committee used this data to develop the employer survey questions and distributed the survey at the 2018 UNC Spring Career Expo.

Methods:

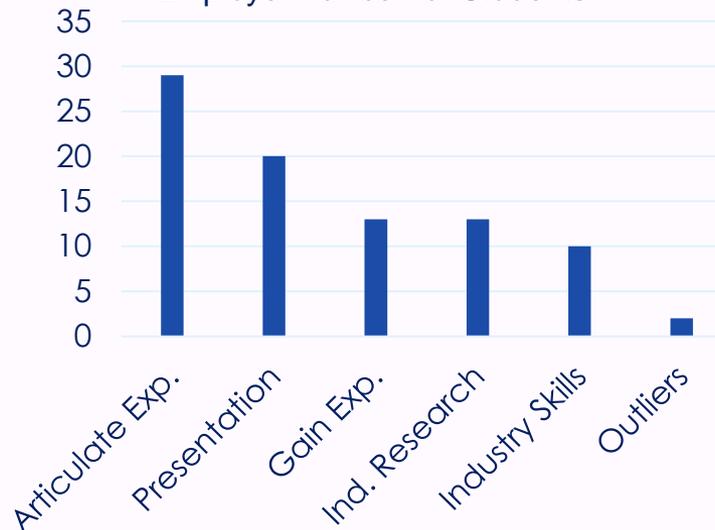
- A total of 89 employers attended the 2018 Spring seeking candidates for 75 jobs and 59 internships.
- 67 employers completed the survey for a response rate of 75%.
- Employers were represented across 6 broad industry areas, as illustrated by the graphic above.
- The survey consisted of 7 items, including 4 Likert Scale items and 3 open ended questions.

Survey Questions:

Survey questions focused on several areas including the top transferrable skills and experiences that employers prioritize in candidates, how students can demonstrate professionalism when meeting with employers, the most effective components of a candidate resume and interview, and tips for highlighting transferrable experience during the application process.



Employer Advice For Students



Discussion:

Themes from the survey include: the significance of leadership skills, the way in which candidates articulate transferable experience and specialized skills, and positive presentation.

Positive presentation includes characteristics such as body language, enthusiasm, and confidence. In addition, employers consistently emphasized the importance of transferable experience when applying for any position, whether the role directly relates to the student's major or not.

Implications:

The results indicate the importance of UCS programming that emphasizes strategies for gaining transferrable skills, ability to articulate these skills, and the value of confidence and communication skills during an application process.

The results reinforced that the information we currently provide in workshops such as resume writing, networking and interviewing is consistent with employer preferences across industries. We plan to include relevant data from the survey in workshops for the 2018-2019 academic year.