ASSESSABLE OUTCOME
How important are fifteen factors in employers' hiring decisions of recent graduates of college or university programs? How well did CSUF students hired over the past three years perform as it relates to each of these hiring factors? How does this compare to the performance of all of the recent college graduates hired by these employers over the past three years? How satisfied are these employers with the services they have received from the Career Center?

OUTCOME SUPPORTS
☒ University: Goal 1
☒ Division: Goal 1
☐ Department: _____________
☐ Other: ________________

DATA COLLECTION TIMEFRAME
November 1, 2014 – November 30, 2014

OUTCOME TYPE
☒ Performance Outcome
☐ Student Learning Outcome

ASSESSMENT APPROACH
☒ Direct assessment
☐ Indirect assessment
☐ Both direct and indirect assessment

DATA COLLECTION METHODS
• Survey
• Benchmark

METHODS AND MEASURES
A survey was conducted through baseline.

CRITERIA OF SUCCESS
• Employer Assessment of recent graduate performance will be at least 3.5 on a 5 point scale (Good) and comparable to the overall performance of all college graduates hired by these employers over the past 5 years.
• Graduate performance on the 5 Core WASC Competencies will be at least 3.5 on a 5 point scale (Good) and comparable to the overall performance of all college graduates hired by these employers over the past three years.
• Employer expectations with the services provided by the Career Center will be at least 4.0 on a 5 point scale, with 5 being "Strongly Agree" to the statement "Overall, our expectations were met."
DATA COLLECTION AND ANALYSIS

In November 2014, the CSUF Career conducted a survey of 723 employers who recruit students for professional postgraduate positions at the University. Two hundred thirty-six (236) employers responded to the survey, yielding a 33% response rate. Survey Findings:

1. **Ten key hiring factors:**

Employers identified ten key hiring factors to select college graduates for entry level positions: (1) capability to learn what is necessary to be effective in their assignments; (2) oral communication; (3) flexibility to respond to changing work demands; (4) teamwork; (5) potential to contribute to the future success of their organization; (6) critical thinking; (7) information literacy; (8) written communication; (9) leadership potential; and (10) quantitative reasoning. Representing the diversity of the emerging workplace, technical skills and global skills are also important, but ranked lower than the ten key factors.

2. **Abilities and Performance of CSUF graduates:**

The employers rated the overall performance of the recent CSUF graduates they hired over the past three years as “Good.” (3.86 on a 5 point scale, 5 being excellent and 1 being poor) and comparable to the overall performance of the larger pool of recent graduates they hired from all colleges and universities.

3. **WASC Five Core Competencies:**

The five Core Competencies utilized by the University’s accreditation organization (WASC) (oral communication; critical thinking; information literacy; written communication; and quantitative reasoning ) were all included in the ten key hiring factors, and the performance of the CSUF graduates hired by these employers over the past three years was both strong and comparable to the entire pool of college graduates hired by these employers.

4. **Internships:**

Internships continue to be the preferred mode for employers recruiting recent college graduates. Seventy- four percent (74%) of the employers also hire students for internships, and sixty-eight percent (68%) of those hiring interns hire students for paid positions. Sixty-four percent (64%) of the employers hiring interns reported that internships were extremely or a very important aspect of their overall recruiting strategy.

5. **Satisfaction with centralized campus-based employer services:**

Eighty-two percent (82%) of the employers strongly or moderately agreed that the services provided to them by the Career Center had met their expectations. This represents a modest increase from 79% on the same question on the fall 2102 Employer Survey. Eight percent (80%) strongly or moderately agreed that “The future availability of these services is crucial to our recruiting success.”

The 2014 survey clearly documents that, from an employer perspective, CSUF continues to produce highly qualified candidates that possess the skills which align with our educational mission; recent CSUF graduates they have hired possess the WASC 5 Core Competencies; and that the employer services provided by the Career Center continue to meet overall employer expectations.

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Position: Director, Career Center
Date: August 25, 2015
### IMPROVEMENT ACTIONS

Expanded employer outreach and services funded by SSI in the upcoming years should positively impact employer satisfaction the next time such a survey is utilized, probably in fall 2016.