

WHAT EMPLOYERS WANT – SKILLS:

Regarding specific skills, which 4 do you think employers ranked most highly for new college grads in spring 2013?

- most important Rank order*
- A. Ability to verbally communicate with persons inside and outside the organization .
 - B. Ability to work in a team structure .
 - C. Ability to make decisions and solve problems .
 - D. Ability to plan, organize, and prioritize work.
 - E. Ability to obtain and process information
 - F. Ability to analyze quantitative data
 - G. Technical knowledge related to a job
 - H. Proficiency with computer software programs
 - I. Ability to create and/or edit written reports
 - J. Ability to sell or influence others

What percentage of employers agree or strongly agree that a candidate's demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than his/her undergraduate major?

- A. 13%
- B. 53%
- C. 93%

WHAT EMPLOYERS WANT – ACADEMICS:

What percent of employers use GPA to screen college-level job candidates?

- A. 38%
- B. 58%
- C. 78%

employers became more interested in screening candidates this year

What percent of employers require higher than a 3.0 GPA?

- A. 20%
- B. 40%
- C. 60%

Which of these received a higher influence rating by employers, when deciding between 2 equally qualified applicants?

- A. Which school they attended
- B. Held leadership positions
- C. High GPA (3.0 or higher)

WHAT EMPLOYERS WANT – EXPERIENCE:

What percent of employers prefer to hire students with relevant work experience (as opposed to any type of work experience or not caring about work experience at all)?

- A. 61%
- B. 71%
- C. 81%

What percent of employers favor experience gained through an internship or co-op?

- A. 37%
- B. 47%
- C. 57%

PERFORMANCE DURING THE JOB SEARCH:

In which area did on-campus interviewers say students had the most room for improvement?

- A. Looking appropriate for the interview
- B. Effectively articulating their strengths
- C. Arriving on time
- D. Answering with an appropriate level of detail
- E. Using good non-verbal communication strategies
- ⓕ F. Researching the organization
- G. Asking appropriate questions

3 lowest
F, B, D

In which area did career fair employer participants say students did the best job?

- A. Using good non-verbal communication
- ⓑ B. Dressing & looking appropriate for the fair
- C. Seeming knowledgeable about the organization
- D. Effectively articulating their interests/strengths/background
- E. Asking appropriate questions

SOCIAL MEDIA:

What percent of employers use social media sites to research job candidates?

- A. 29%
- ⓑ B. 39%
- C. 49%

Of the employers who use social media to research candidates, how many found information that caused them NOT to hire a candidate?

- A. 23%
- B. 33%
- ⓑ C. 43%

What percent of employers think an electronic portfolio of student accomplishments would be very or fairly useful to them when hiring?

- A. 43%
- B. 63%
- ⓑ C. 83%

SUMMARY:

The most successful job applicants...(1) have developed and can articulate key skills employers are seeking; (2) have made it a priority to get relevant work, internship, or leadership experience; (3) have created a positive online presence; (4) have earned a GPA of 3.0 or higher; and (5) take time to research employers that interest them.

RESOURCES:

<http://www.staffingindustry.com> "More employers say 'no' based on social media

<http://www.naceweb.org> "Job Outlook 2013" (only available to NACE members)

<http://www.naceweb.org> "Job Outlook 2013 Spring Update (only available to NACE members)

Hart Research Associates "It Takes More Than a Major: Employer Priorities for College Learning & Student Success"