CAREER
DEVELOPMENT
SERVICES

California State University

CHANNEL ISLANDS

Annual Employer Survey Executive Summary

In April 2016, the Career Development Services (CDS) team at CSU Channel Islands (CI) hosted its annual Career & Internship Fair. Ninety organizations attended this event with the intent to recruit current students and CI alumni for employment opportunities within their companies. Following the event, the CDS team developed an online employer survey to collect and analyze employer feedback.

The survey, built in Qualtrics, was emailed to all 90 employer representatives who participated in the 2016 Career & Internship Fair. The email was sent in July 2016 and respondents were given three weeks to submit the survey. A total of 39 representatives completed the survey, which equates to a 43% response rate. Respondents were primarily from for-profit companies (62%), followed by non-profit organizations (18%). The top five fields representative of the employers who participated in the survey include: Education & Training (30.77%); Human Services (30.77%); Marketing, Sales, & Service (25.64%); Business Management & Administration (21%); and Science, Technology, Engineering, & Mathematics (21%). Respondents indicated that they would be most likely to recruit candidates from the following academic programs: Psychology (28%); Early Childhood Studies (23%); Education (18%); Communication (13%), and Computer Science & Information Technology (10%). However, 39% of employer representatives stated that they would be open to recruiting all majors.

According to respondents, 64% hired between one and 10+ CI students/alumni across their organizations within the past six months. Of the CI students/alumni that were hired in this six-month window, 79% were introduced to employers during CI's 2016 Career & Internship Fair. CI students and alumni were also introduced to employers by applying for positions directly on companies' websites (39%) or applying for positions on CI's job portal, Dolphin CareerLink (36%). Multiple respondents (25%) also indicated that employer tabling led to the hiring of CI students/alumni.

Over 92% of respondents agreed that CI graduates have the skills and knowledge needed to succeed in entry-level positions within their companies. One employer said, "We have found that CI graduates are well-equipped to succeed in our organization due to their willingness to learn, get hands-on experience, and think critically. CI graduates are hard-working, intelligent, and ambitious individuals that greatly assist our company in reaching our goals and deliverables." Another company stated, "CI grads consistently bring applicable research experience to the table and perform at a very high level. They have the technical knowledge to succeed in entry level or mid-entry level positions. CI graduates that have leadership experience are also successful in leadership positions in our organization."
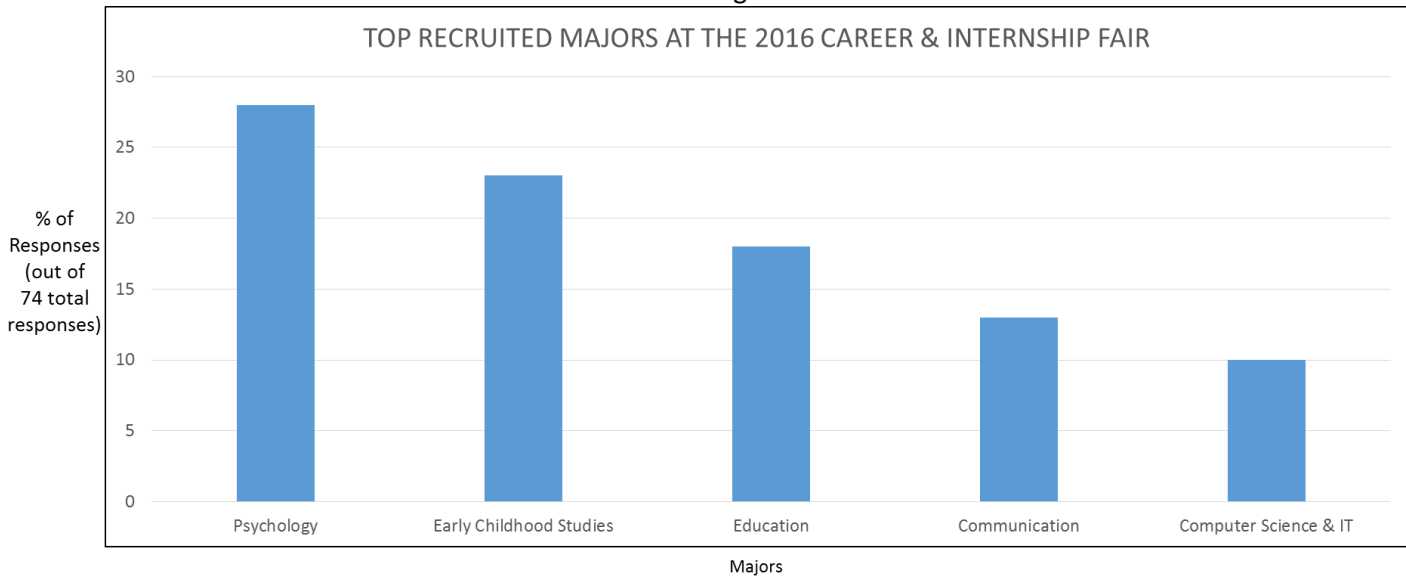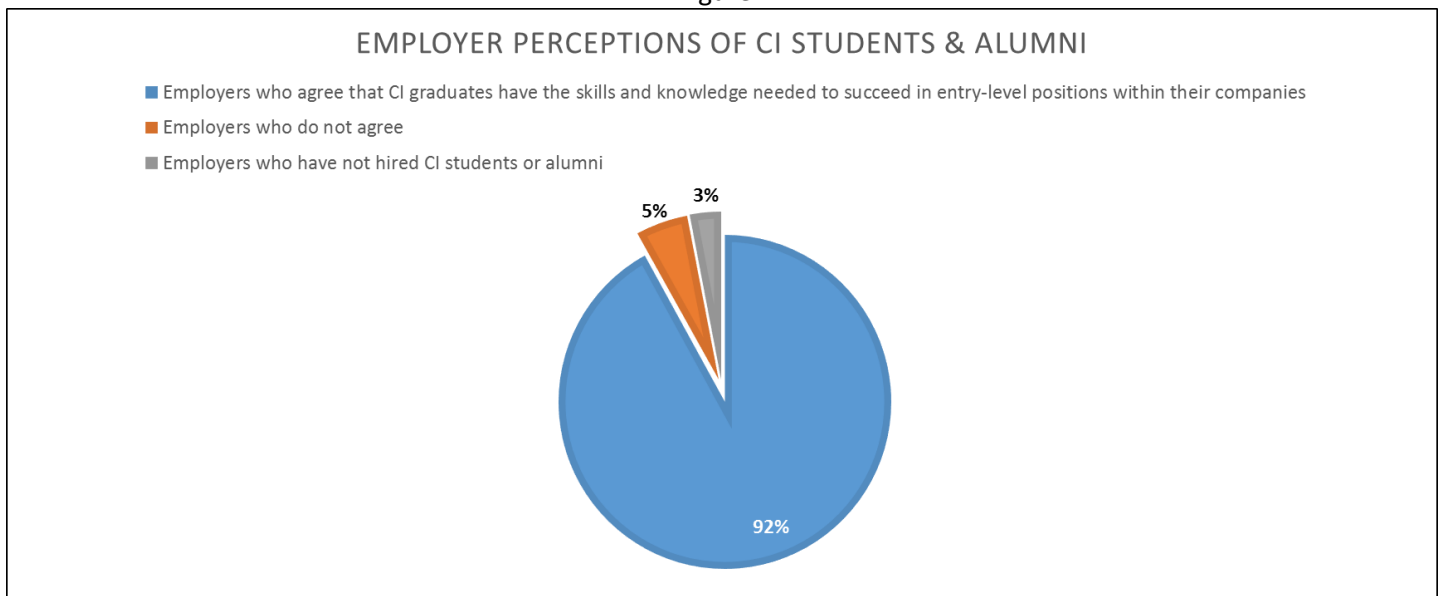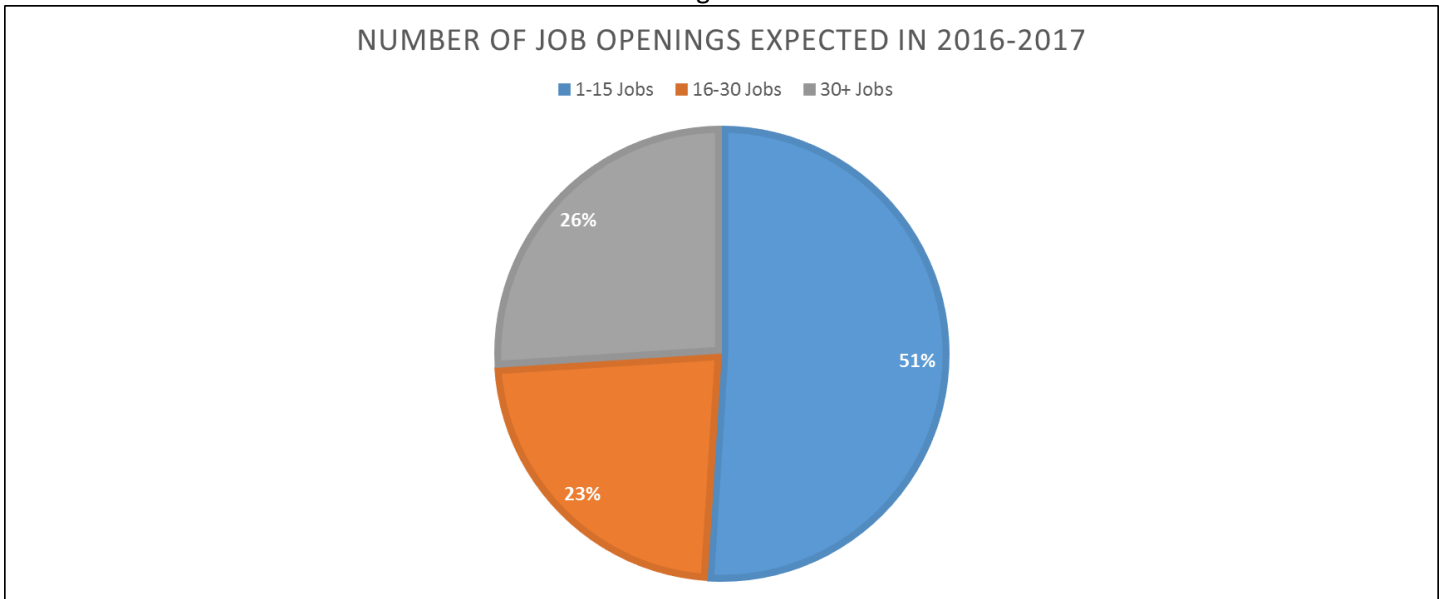
Figure 1

TOP RECRUITED MAJORS AT THE 2016 CAREER & INTERNSHIP FAIR

% of Responses (out of 74 total responses)

Majors	% of Responses
Psychology	28
Early Childhood Studies	23
Education	18
Communication	13
Computer Science & IT	10

Majors

Figure 2

EMPLOYER PERCEPTIONS OF CI STUDENTS & ALUMNI

- ■ Employers who agree that CI graduates have the skills and knowledge needed to succeed in entry-level positions within their companies
- ■ Employers who do not agree
- ■ Employers who have not hired CI students or alumni

5%   3%

92%

Figure 3

PREFERRED RECRUITMENT STRATEGIES BY EMPLOYERS

% of Responses (out of 170 total responses)

Recruitment Strategies	% of Responses
Career Fairs	95
Post Positions on Dolphin CareerLink	67
LinkedIn	56
Company Website	54
Resume Referrals	38

Recruitment Strategies

Figure 4

NUMBER OF JOB OPENINGS EXPECTED IN 2016-2017

■ 1-15 Jobs ■ 16-30 Jobs ■ 30+ Jobs

26%

51%

23%

Please Note*: The total responses indicated in Figure 1 and Figure 3 are greater than the number of respondents because the questions allowed the selection of multiple responses.*