



2023-2024 Employer Survey Research Brief

Research Briefs

Research Briefs are short publications prepared by the Departments of Institutional Effectiveness (IE) and Institutional Research (IR) that are intended to provide relevant information which assists in the performance improvement process used by St. Petersburg College (SPC). Research Brief topics include, but are not limited to, student achievement, state accountability measures, institutional survey results, student enrollment, and faculty/adjunct compensation.

Introduction

The focus of the Employer Survey is to evaluate graduates from Bachelor of Science/Bachelor of Applied Science (BS/BAS), Associate in Science (AS), and Certificate programs. These programs focus on preparing students to enhance their skills and knowledge, reach higher levels of income, and increase personal/professional growth.

On the Recent Alumni survey, this year's graduates were asked to provide the name and address of their employer. The Employer Survey was then sent to employers of SPC graduates who were working in a field related to their education. Although employers are surveyed one time per graduate, some graduates may have earned multiple awards. Therefore, the number of surveys administered and responses received are reported for each degree or certificate the student was awarded.

The survey includes questions relating to the employer's perception of their employee's (recent SPC graduate) aptitude in key general education competencies and foundational skill areas. Additional questions include the employee's major job responsibilities, employee wage information, willingness of the employer to hire another SPC graduate, and any additional skills or areas of knowledge that this employee should have obtained while at SPC. The last section of the survey contains a list of opportunities for employer involvement at SPC.

Responses

One-hundred and fourteen (114) employer surveys were sent out to employers. Fifty-seven (57) were returned resulting in an overall response rate of 50.00%. Table 1 provides a breakdown of the number of employer surveys sent and returned by degree classification. It should be noted that of the one-hundred and fourteen (114) employer surveys sent, forty-seven (47) were sent to employers of College of Education graduates, except for those graduating in the Educational Studies BS program. The contact information for employers of this group of recent alumni is supplied by the State of Florida. The State requires that all employers of these College of Education graduates be surveyed.

Table 1: Respondents by Degree or Certificate

| | AS | LD Ctf. | BS or BAS | UD Ctf. | Overall |
|--------------------|--------|---------|-----------|---------|---------|
| Surveyed | 35 | 12 | 63 | 4 | 114 |
| Responded | 17 | 6 | 33 | 1 | 57 |
| % Responded | 48.57% | 50.00% | 52.38% | 25.00% | 50.00% |

Survey Information

The survey of 2023-2024 Employers received 68.42% of the 57 responses online.

Table 2: Survey Modality:

| Answer | AS | LD Ctf. | BS/BAS | UD Ctf. | Overall |
|--------------|--------|---------|--------|---------|---------|
| Paper | 76.47% | 33.33% | 6.06% | 100.00% | 31.58% |
| Online | 23.53% | 66.67% | 93.94% | 0.00% | 68.42% |
| <i>Total</i> | 17 | 6 | 33 | 1 | 57 |

Employee Information

Nearly nine-tenths (88.46%) of the employers responding indicated that they were evaluating a full-time employee.

Table 3: Please indicate this employee's employment status.

| Answer | AS | LD Ctf. | BS/BAS | UD Ctf. | Overall |
|--------------|--------|---------|--------|---------|---------|
| Full-Time | 81.25% | 66.67% | 96.55% | 100.00% | 88.46% |
| Part-Time | 18.75% | 33.33% | 3.45% | 0.00% | 11.54% |
| <i>Total</i> | 16 | 6 | 29 | 1 | 52 |

Over half (50.94%) of the employers responding to the question regarding hourly compensation indicated their employees earn between \$20.00 and \$24.99 per hour (\$42,000 - \$51,999 annually), and nearly two-fifths (39.62%) indicated their employees earn \$25.00 or more per hour (\$52,000 or more annually).

Table 4: Please indicate this employee's hourly wage.

| Answer | AS | LD Ctf. | BS/BAS | UD Ctf. | Overall |
|---|--------|---------|--------|---------|---------|
| Less than \$10.00 (Less than \$21,000) | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| \$10.00 - \$14.99 (\$21,000 - \$30,999) | 0.00% | 16.67% | 0.00% | 0.00% | 1.89% |
| \$15.00 - \$19.99 (\$31,000 - \$41,999) | 0.00% | 16.67% | 10.00% | 0.00% | 7.55% |
| \$20.00 - \$24.99 (\$42,000 - \$51,999) | 25.00% | 66.67% | 60.00% | 100.00% | 50.94% |
| \$25.00 or more (\$52,000 or more) | 75.00% | 0.00% | 30.00% | 0.00% | 39.62% |
| <i>Total</i> | 16 | 6 | 30 | 1 | 53 |

One-hundred percent (100%) of the employers responding indicated that they would hire another SPC graduate.

Table 5: Would you hire another graduate from SPC?

| Answer | AS | LD Ctf. | BS/BAS | UD Ctf. | Overall |
|--------------|---------|---------|---------|---------|---------|
| Yes | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
| No | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| <i>Total</i> | 16 | 6 | 30 | 1 | 53 |

Employer Support

Over three-fifths (61.40%) of employers responding to the survey expressed an interest in participating in one or more of the College's five suggested employment activities. The most popular areas of interest among those willing to participate were providing opportunities for student co-op or internship placement (65.71%), providing opportunities for job placement of graduates (65.71%), and serving on an advisory committee (57.14%). [Note: The total may exceed 100% because this question allowed multiple responses by survey respondents.]

Table 6: The following is a list of opportunities for employers to get involved with the College. Please select any of the items below that you would be willing to support.

| Answer | AS | LD Ctf. | BS/BAS | UD Ctf. | Overall |
|--|-----------|----------|-----------|----------|-----------|
| Serve on an advisory committee | 71.43% | 40.00% | 53.33% | 0.00% | 57.14% |
| Provide opportunities for student co-op or internship placement | 78.57% | 40.00% | 60.00% | 100.00% | 65.71% |
| Provide opportunities for job placement of graduates | 78.57% | 20.00% | 66.67% | 100.00% | 65.71% |
| Participate in job fairs or other community events | 71.43% | 0.00% | 46.67% | 0.00% | 48.57% |
| Provide input about education/training needs for your workforce area | 78.57% | 60.00% | 33.33% | 0.00% | 54.29% |
| Total | 14 | 5 | 15 | 1 | 35 |

Note: The total may exceed 100% as this question allows multiple responses.

General Education Outcomes

Of the twenty-five key general education competencies and foundational skill areas, twenty-four received mean scores between 4.07 and 4.44 on a 5-point Likert scale (5 indicates "excellent"), and one received a mean score of 3.85. This response scale also included a "Not Applicable" (NA) rating. The outcome with the highest mean rating (4.44) was "E-Mail" from the "Use the following forms of technology" category. The outcome with the lowest mean rating (3.85) was "Demonstrates leadership skills" from the "Work effectively with others in a variety of settings" category. "Demonstrates leadership skills" has been the lowest-rated outcome each year since the 2006-2007 Employer survey.

Table 7: Preparation Ratings for Recent Graduates

| | N | Mean | St. Dev. | N/A |
|---|----|------|----------|-----|
| Communicate Clearly and Effectively with Others Through: | | | | |
| <i>Speaking</i> | 57 | 4.07 | 0.86 | 0 |
| <i>Listening</i> | 57 | 4.30 | 0.80 | 0 |
| <i>Reading</i> | 56 | 4.32 | 0.72 | 1 |
| <i>Writing</i> | 56 | 4.32 | 0.77 | 1 |
| Use Mathematical and Computational Skills: | | | | |
| <i>Confident with mathematical calculations</i> | 52 | 4.13 | 0.84 | 5 |
| <i>Uses computational skills appropriately</i> | 53 | 4.21 | 0.77 | 4 |
| <i>Accurately interprets mathematical data</i> | 53 | 4.19 | 0.76 | 4 |
| Use the Following Forms of Technology: | | | | |
| <i>E-Mail</i> | 55 | 4.44 | 0.71 | 0 |
| <i>Word Processing</i> | 51 | 4.39 | 0.78 | 4 |
| <i>Spreadsheets</i> | 45 | 4.09 | 0.85 | 10 |
| <i>Databases</i> | 47 | 4.19 | 0.85 | 8 |
| <i>Internet Research</i> | 51 | 4.37 | 0.77 | 4 |
| Think Logically and Critically to Solve Problems: | | | | |
| <i>Gathers and assesses relevant information</i> | 55 | 4.20 | 0.78 | 0 |
| <i>Inquires and interprets information</i> | 55 | 4.20 | 0.83 | 0 |
| <i>Organizes and evaluates information</i> | 55 | 4.27 | 0.78 | 0 |
| <i>Analyzes and explains information to others</i> | 55 | 4.07 | 0.81 | 0 |
| <i>Uses information to solve problems</i> | 55 | 4.22 | 0.88 | 0 |
| Work Effectively With Others in a Variety of Settings: | | | | |
| <i>Participates as a team player (e.g., group projects)</i> | 54 | 4.26 | 0.87 | 1 |
| <i>Works well with individuals from diverse backgrounds</i> | 55 | 4.31 | 0.84 | 0 |
| <i>Uses ethical courses of action</i> | 55 | 4.36 | 0.78 | 0 |
| <i>Demonstrates leadership skills</i> | 54 | 3.85 | 0.96 | 1 |
| Appreciate the Importance of Lifelong Learning: | | | | |
| <i>Shows interest in career development</i> | 55 | 4.22 | 0.85 | 0 |
| <i>Open to new ideas and challenges</i> | 55 | 4.27 | 0.87 | 0 |
| <i>Willing to take on new responsibilities</i> | 55 | 4.18 | 0.88 | 0 |
| <i>Pursues additional educational opportunities</i> | 53 | 4.09 | 0.90 | 2 |

Conclusion

Overall, results suggest that employers are satisfied with St. Petersburg College graduates' performance in the workplace. Employers rated most individuals as exhibiting a high level of preparatory skills as indicated by the above average ratings in all skill areas. In summary, the survey outcomes indicate that the AS degree, the BS/BAS degree, and the Certificate programs are achieving their intended objective of adequately preparing students for the workplace by enhancing their skills, increasing their knowledge, and instilling a desire to build on personal and professional growth.