

University Report

Universum Student Survey 2011
US Undergraduate Edition



University of Miami
All students

The Universum business

*Universum helps companies **improve their performance** through more successful recruitment and retention by ensuring improvements to their Employer Brand.*

We help employers:

Know

Their image, audience
and competitors

Decide

Desired brand position

Plan

Their communication
activities

Act

By reaching the talent
market through our
communication solutions

Product portfolio

Universum's employer branding model™



UNIVERSUM

Employer Brand Research

National Student Surveys

- 5 continents
- 33 countries
- 1 800 educational institutions
- Over 350,000 respondents

National Professional Surveys

- 10 countries
- Over 100,000 respondents

UNIVERSUM

Consulting

- University audits
- Brand tracking and evaluation
- Employer Value Proposition development
- Communication strategy development
- Communication materials testing
- Custom research

UNIVERSUM

Communication Solutions

Print

*Unique for every country

Web

*Unique for every country

- 1** *Methodology & comparison groups*
- 2** *Students' profile*
- 3** *Career services experience*
- 4** *Employer attractiveness*
- 5** *Students' career preferences*
- 6** *The Drivers of Employer Attractiveness*

Methodology & comparison groups



*University of Miami
All students*

Field period:

December 2010 - March 2011

No. of educational institutions:

360

Data collection:

Approximately 95% of data collection was conducted via an online survey, additional paper surveys were collected at some key campuses. The online link was distributed primarily via university contacts (career centres and the educational institutions), the Universum Panel and different local partners.

Weighting:

In our data collection we set targets by main field of study and educational institution. In order to provide our clients with reliable data in each market and to get the questions distributions as close as possible to the actual population distribution, we use weighting based on population frequencies of the target groups.

Target group:

University students from all educational years.

Comparison groups analysed in this report

Group 1:

Base of the group: University of Miami

Number of respondents: 492

Group 2:

Base of the group: Private peer institutions

Number of respondents: 4,386

Students' profile



*University of Miami
All students*

Students' profile

Topics:

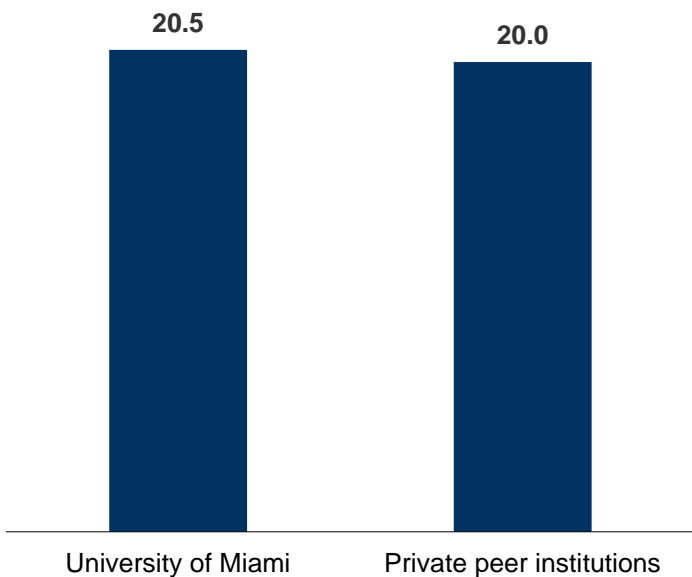
- Age & Gender
- Academic performance
- Educational institutions
- Areas of study
- Personality profiles

Think about:

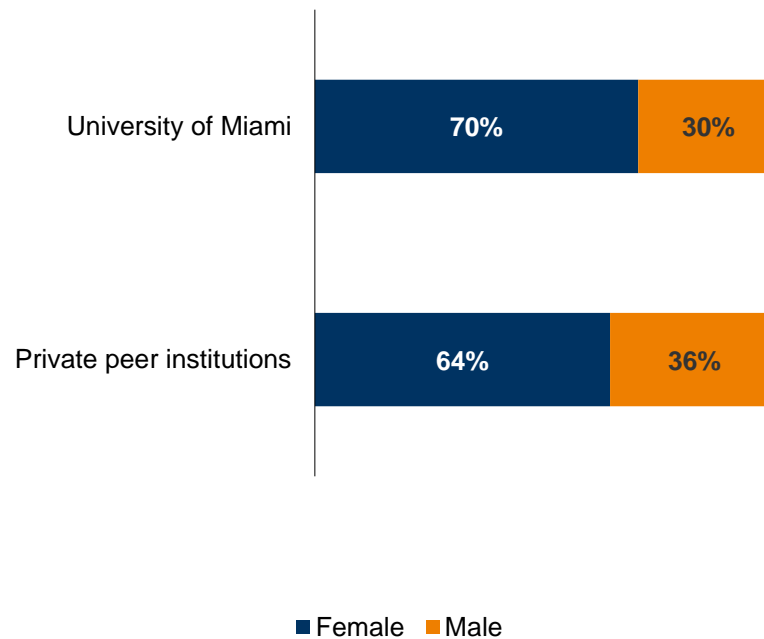
- *Which students are within your primary target groups?*
- *How do the groups differ from each other?*
- *Consider how your target group is distributed against the personality profiles. Can you use this insight to guide your Employer Branding activities?*

Age, gender & academic performance

Age:



Gender:



Average GPA

University of Miami: 3.50

Private peer institutions: 3.47

SURVEY QUESTIONS:

- What is your year of birth?
- What is your gender?
- What is your cumulative GPA?

Personality profiles

Over the last few years it has become more important to **understand the personality profiles** of the talent that you recruit. **Cultural fit** is also becoming increasingly important to both employees and employers.

Universum has developed personality profiles based on the Drivers of Employer Attractiveness and what students perceive as important in their career.



Idealist

The Idealist prioritizes the soft values when choosing an employer and wants to work for an employer that has high ethical standards and offers a friendly work environment.



Careerist

The Careerist chooses prestigious and well-known employers that are known to only recruit the best and finds it important that others know how well he/she is doing.



Harmonizer

The Harmonizer has a strong need for a sense of purpose and chooses a career path and employer with the goal of finding secure employment and good work/life balance.



Explorer

The Explorer always seeks challenges, wants a job with a variety of assignments and responsibilities and is not afraid of changing area, industry or location.



Hunter

What's worth doing is worth doing for money. The Hunter looks for an employer with a competitive base salary, stock options, and good prospects for high future earnings.



Entrepreneur

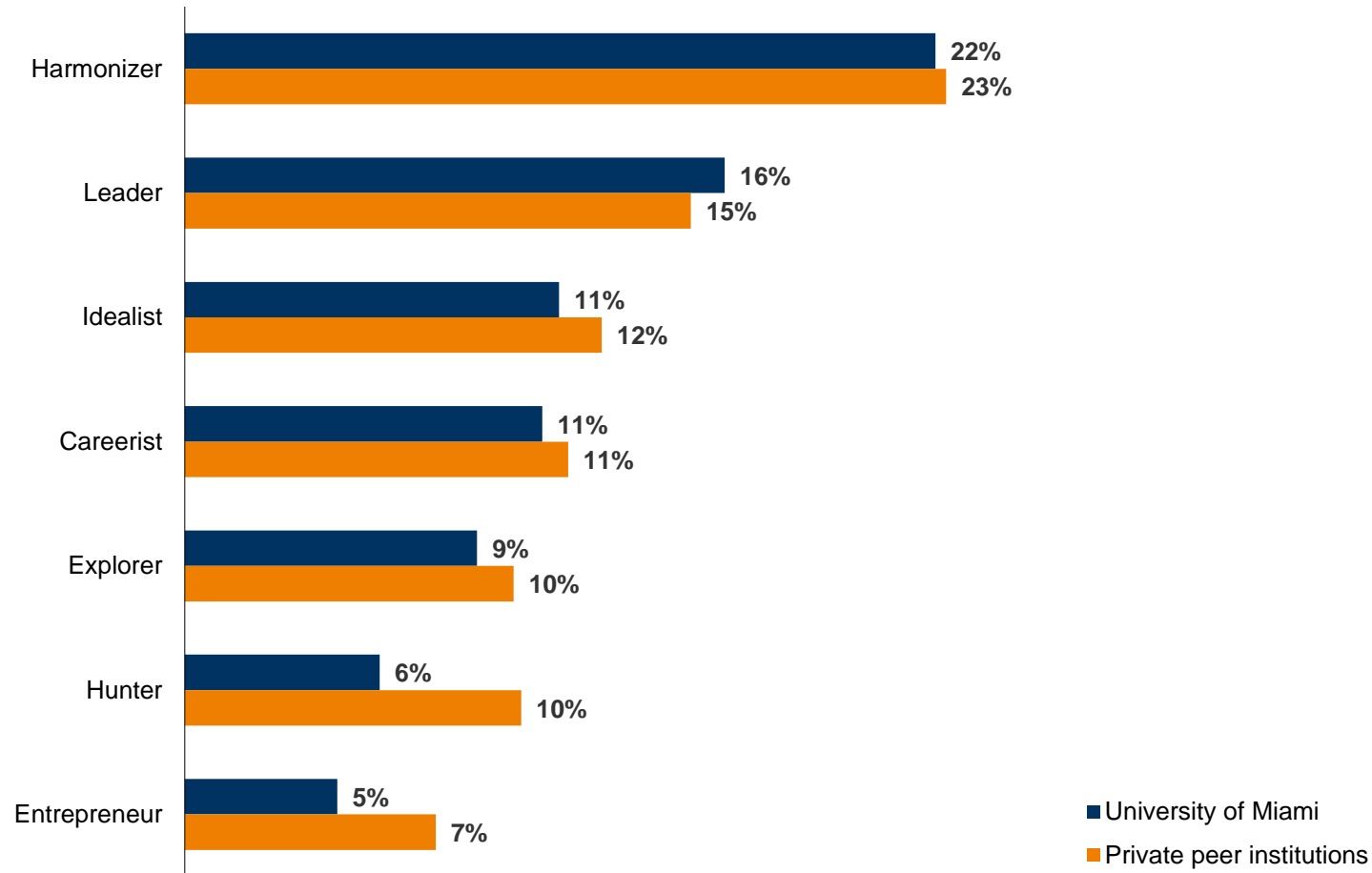
The Entrepreneur never considers the possibility of failure, but sees it as a necessary part of being successful, a learning experience.



Leader

The Leader looks for an employer who offers advancement, management opportunities and professional development.

Personality profiles



Idealist



Careerist



Harmonizer



Explorer



Hunter



Entrepreneur



Leader

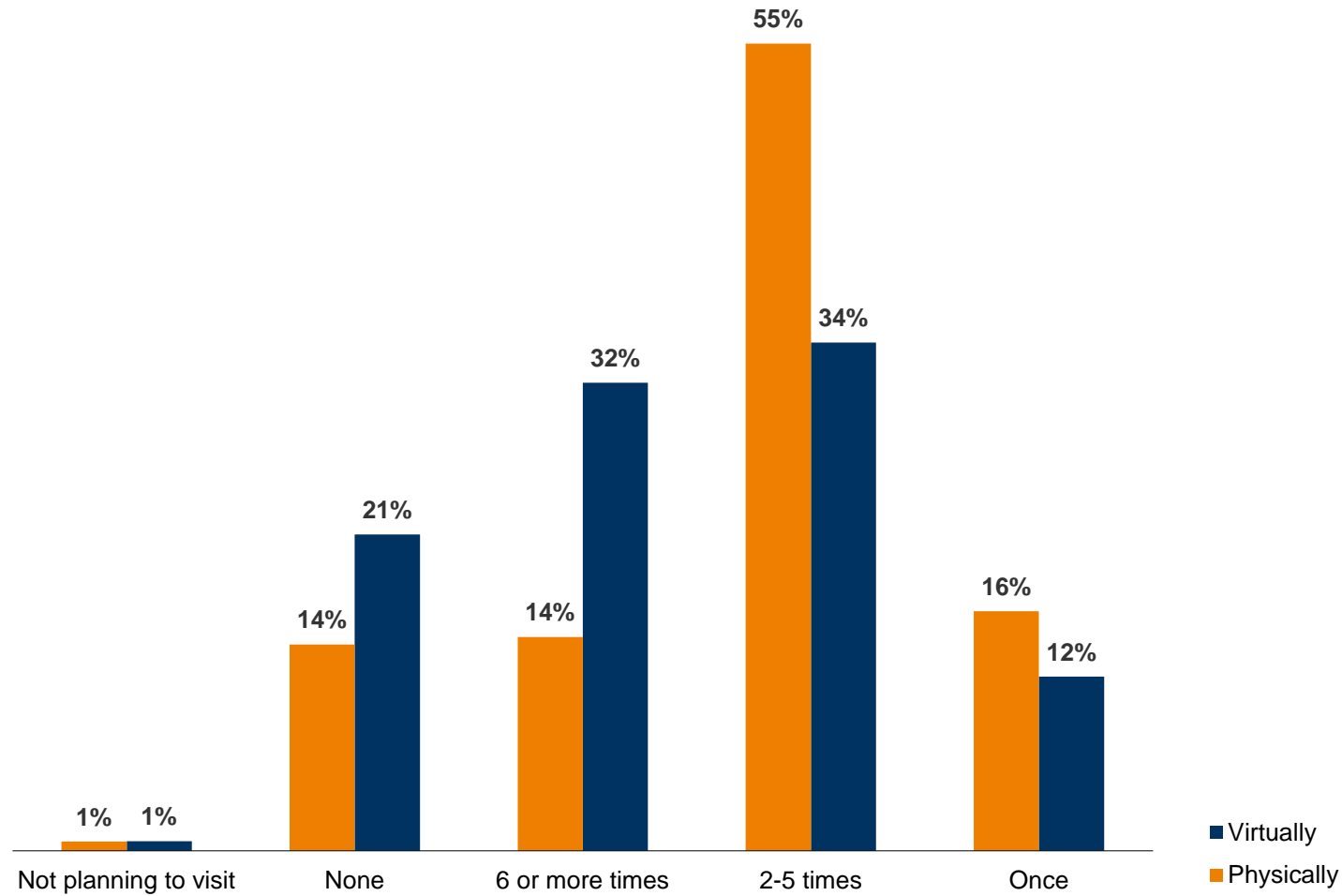
This slide presents the students' personality based on the attributes that the students chose as important within the Drivers of Employer Attractiveness. See more details in Appendix.

Career services experience



*University of Miami
All students*

Career services visits - University of Miami

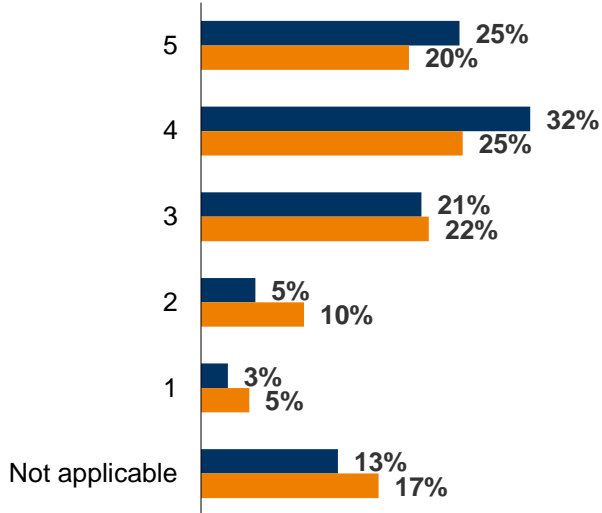


SURVEY QUESTION:

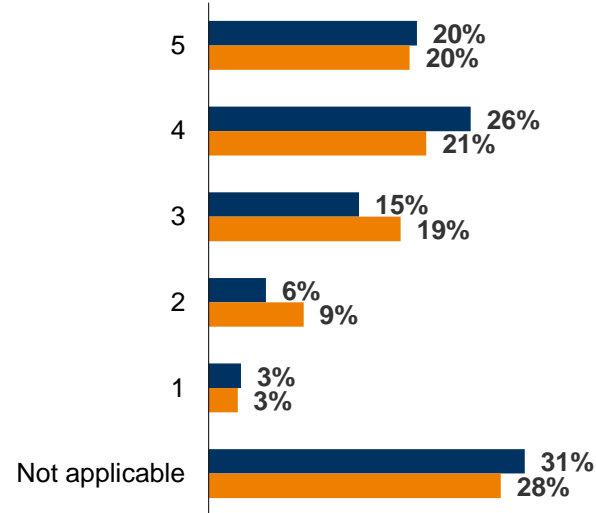
How often have you used your campus career services or attended event/work-shops hosted by them this year?

Career services satisfaction by type of service

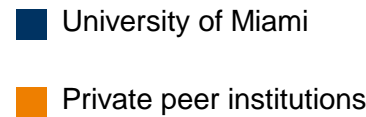
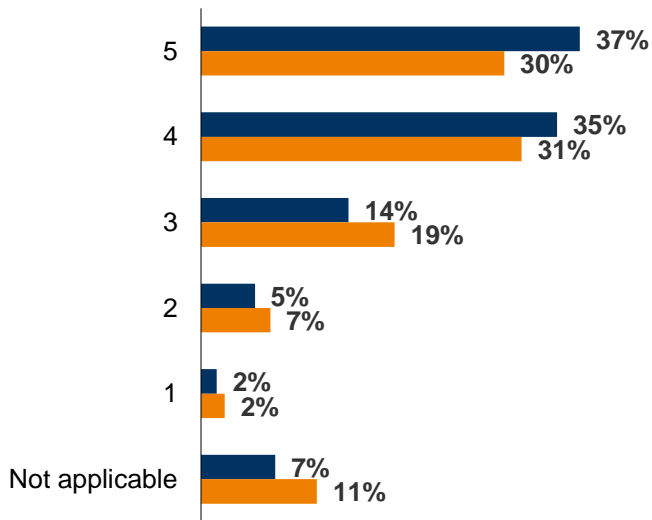
Career advising



Professional/graduate/post-graduate school advising



Employment advising



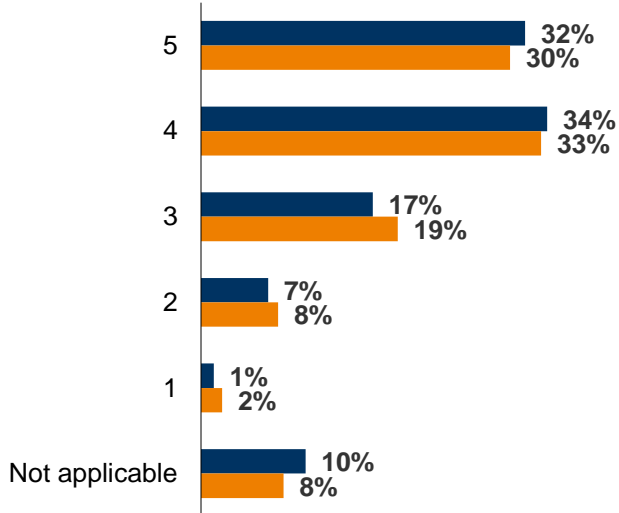
SURVEY QUESTION:

Please rate how satisfied you are with the following career services at your college.

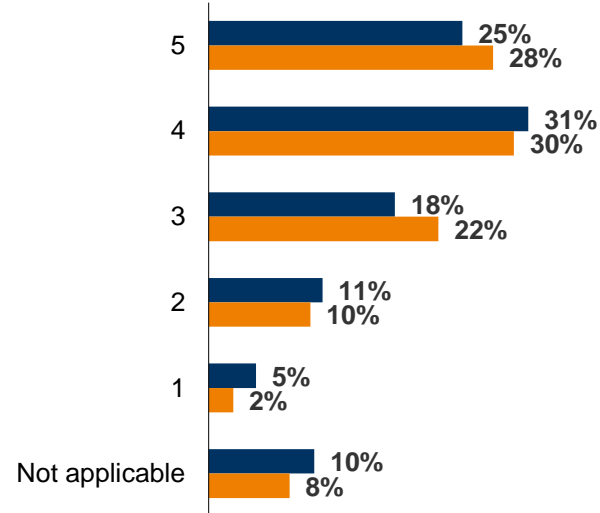
1 = Not at all satisfied, 5 = Very satisfied

Career services satisfaction by type of service

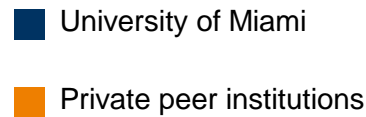
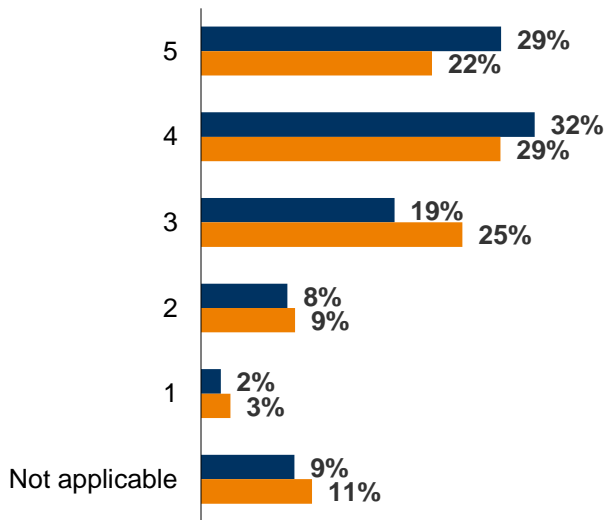
Career/job fairs



Job postings



Resource materials (print, video, or online)



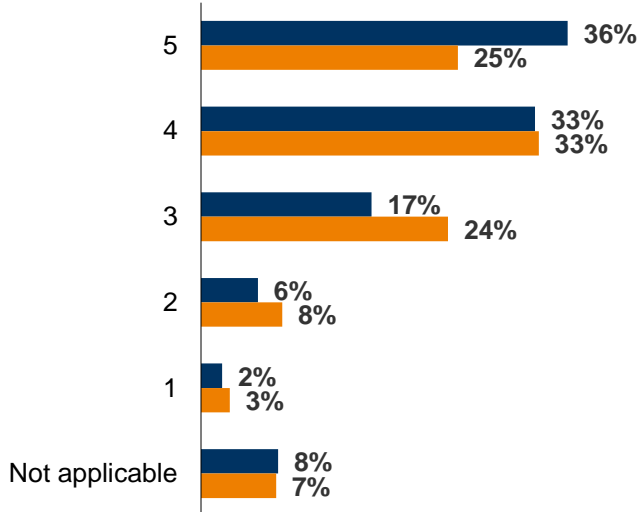
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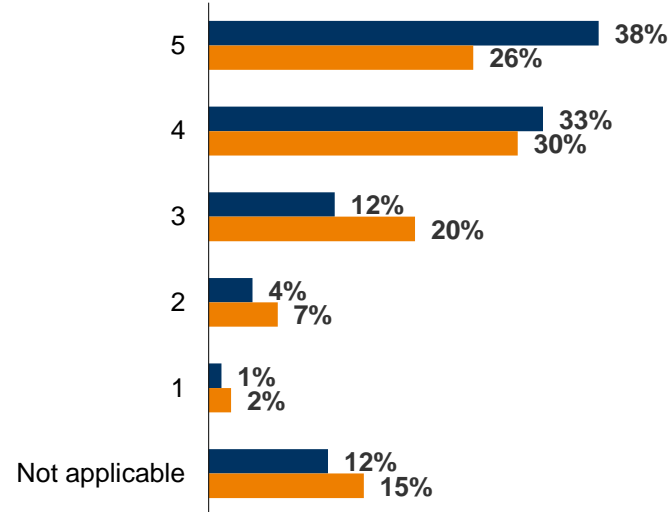
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Career services satisfaction by type of service

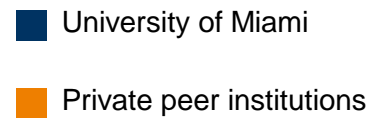
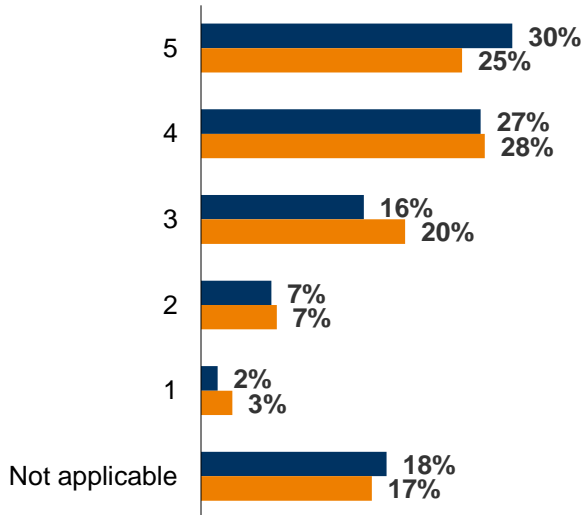
Career services website



Workshops (resume writing, interviewing, etc.)



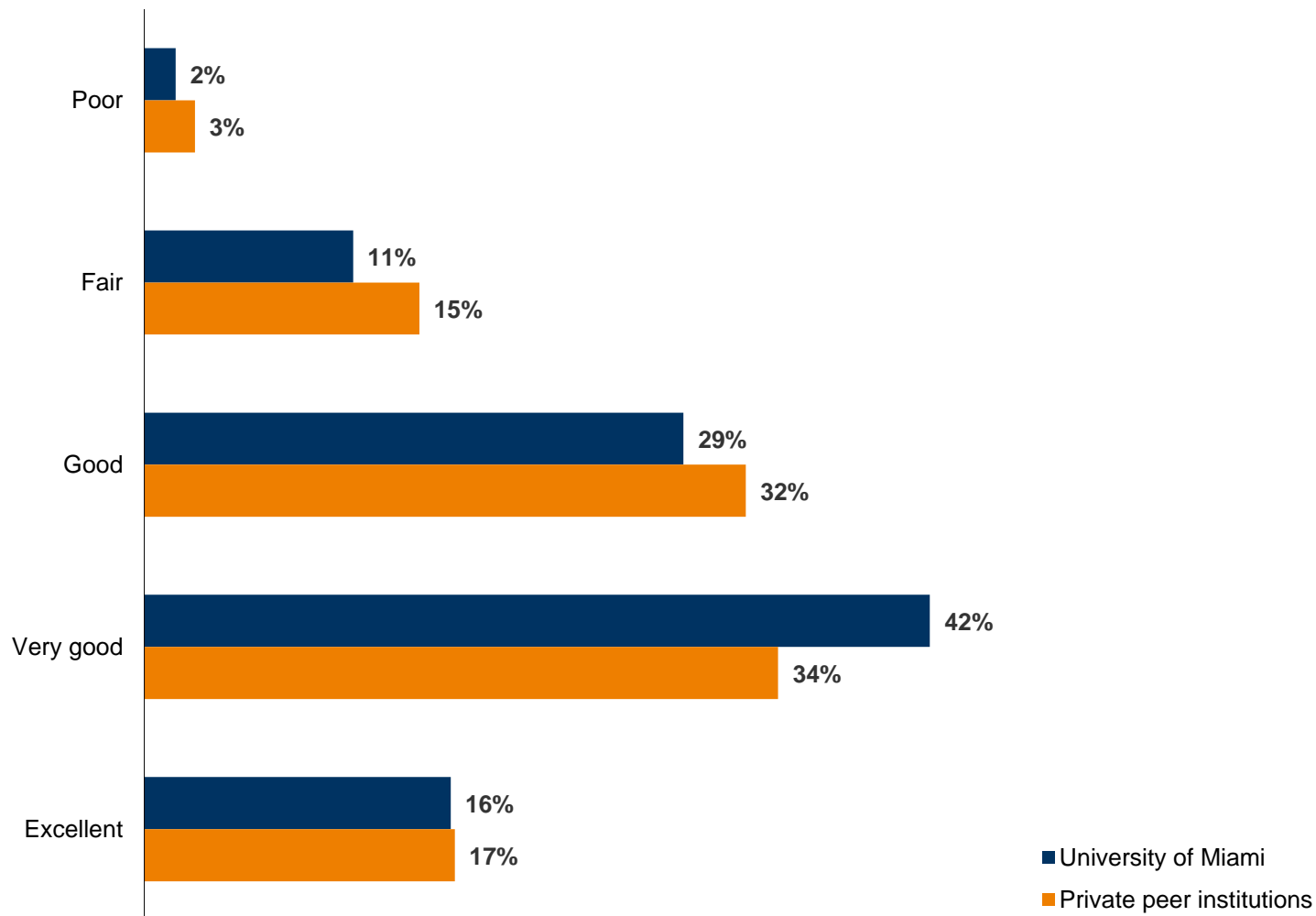
Employer information sessions



SURVEY QUESTION:

Please rate how satisfied you are with the following career services at your college.
 1 = Not at all satisfied, 5 = Very satisfied

Overall satisfaction



SURVEY QUESTION:
How would you rate the career services offered at your school?

Employer attractiveness



*University of Miami
All students*

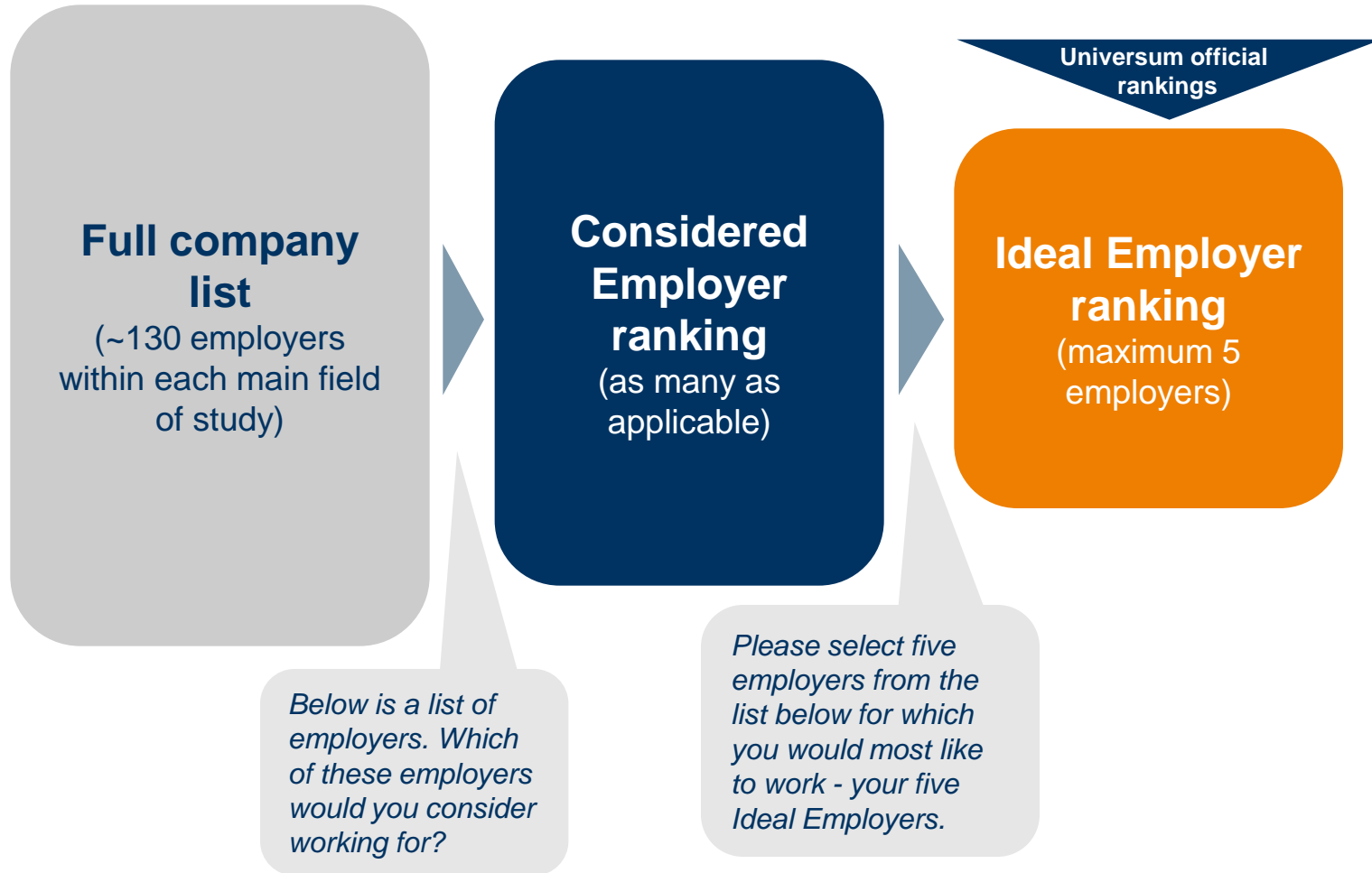
Employer attractiveness

Topics:

- Considered Employer ranking
- Ideal Employer ranking

Think about:

- *How do the groups differ?*
- *What actions can you implement to improve your position?*
- *Do you have to improve your visibility or focus on building a stronger Employer Brand?*
- *What are your goals for next year? Set achievable goals!*



Considered Employer ranking

University of Miami

Private peer institutions

Employer	Rank
Google	1
Apple	2
Walt Disney Company	3
United Nations	4
Nike	5
The Coca-Cola Co.	6
Facebook	7
FBI	8
Microsoft	9
Johnson & Johnson	10
Peace Corps	11
Sony	12
U.S. Department of State	13
Teach for America	14
Amazon	15

Employer	Rank
Google	1
Apple	2
Walt Disney Company	3
Microsoft	4
Facebook	5
J.P. Morgan	6
United Nations	7
Goldman Sachs	8
Teach for America	9
Johnson & Johnson	10
Deloitte	11
Sony	12
FBI	13
NASA	14
Nike	15

SURVEY QUESTION:

Below is a list of employers. Which of these would you considered working for?

Ideal Employer ranking

University of Miami

Employer	Rank 2011	Rank 2010
Google	1	2
Walt Disney Company	2	1
Apple	3	3
United Nations	4	-
Teach for America	5	17
FBI	6	16
Peace Corps	7	25
U.S. Department of State	8	10
Nike	9	6
Goldman Sachs	10	5

Private peer institutions

Employer	Rank 2011	Rank 2010
Google	1	1
Walt Disney Company	2	3
Apple	3	5
United Nations	4	-
Goldman Sachs	5	2
Teach for America	6	10
J.P. Morgan	7	4
U.S. Department of State	8	11
Central Intelligence Agency	9	18
Peace Corps	10	9

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five Ideal Employers.

Students' career preferences



*University of Miami
All students*

Students' career preferences

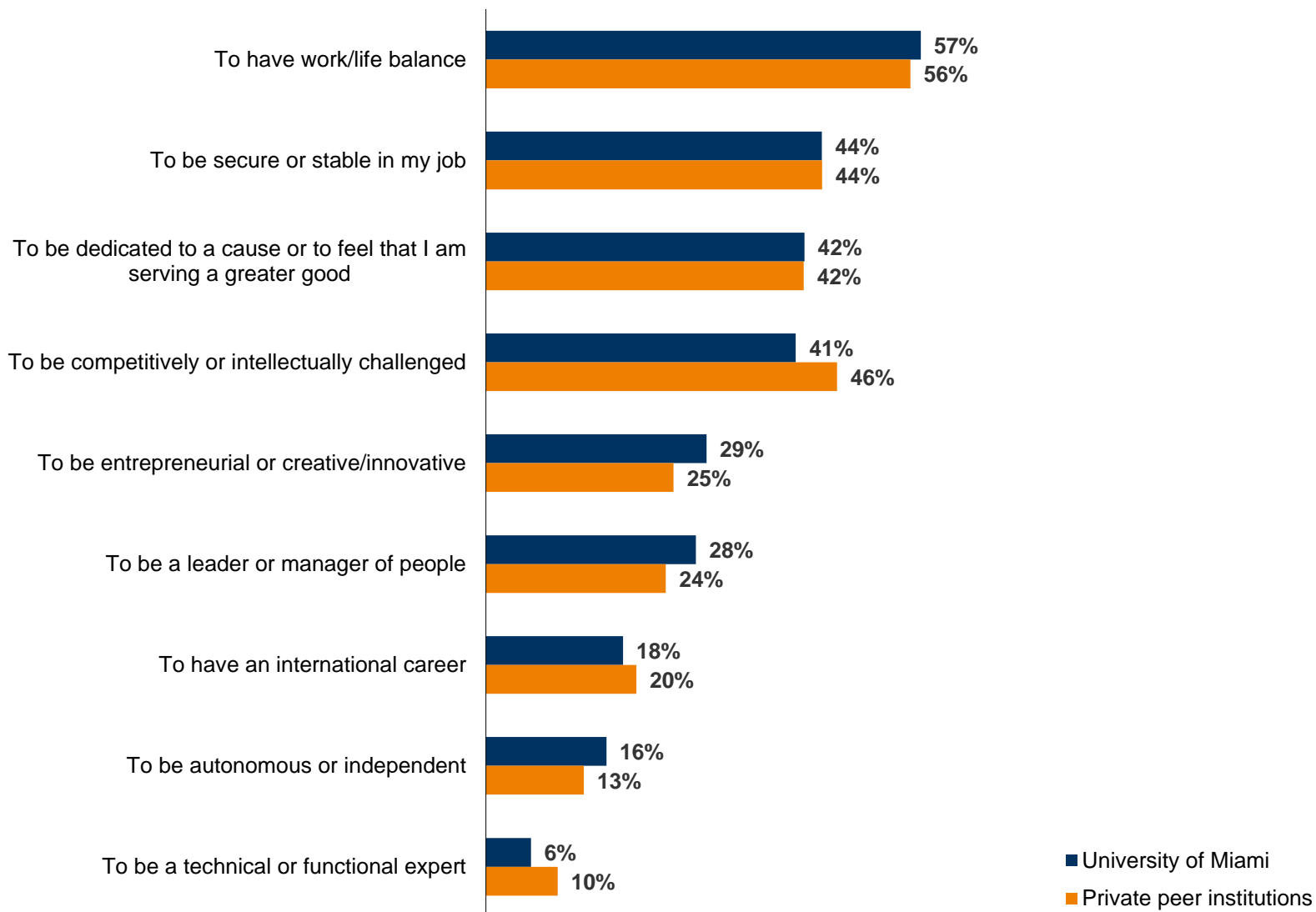
Topics:

- Career goals
- Promoting work-life balance
- Preferred industries
- Preferred job functions
- Expected salary

Think about:

- *Does your industry affect your attractiveness? Which industries are more attractive? If the industry itself is considered unattractive, maybe you should try to partner up with other employers to promote the industry.*
- *Which job functions are regarded as most attractive? Does this match your recruitment needs? Do you foresee any challenges when recruiting people for a particular job function?*
- *What are the students' career goals? Can you provide them with the opportunity to achieve these goals? Is this communicated to the students?*
- *What is their expected salary? Can you meet their expectations?*

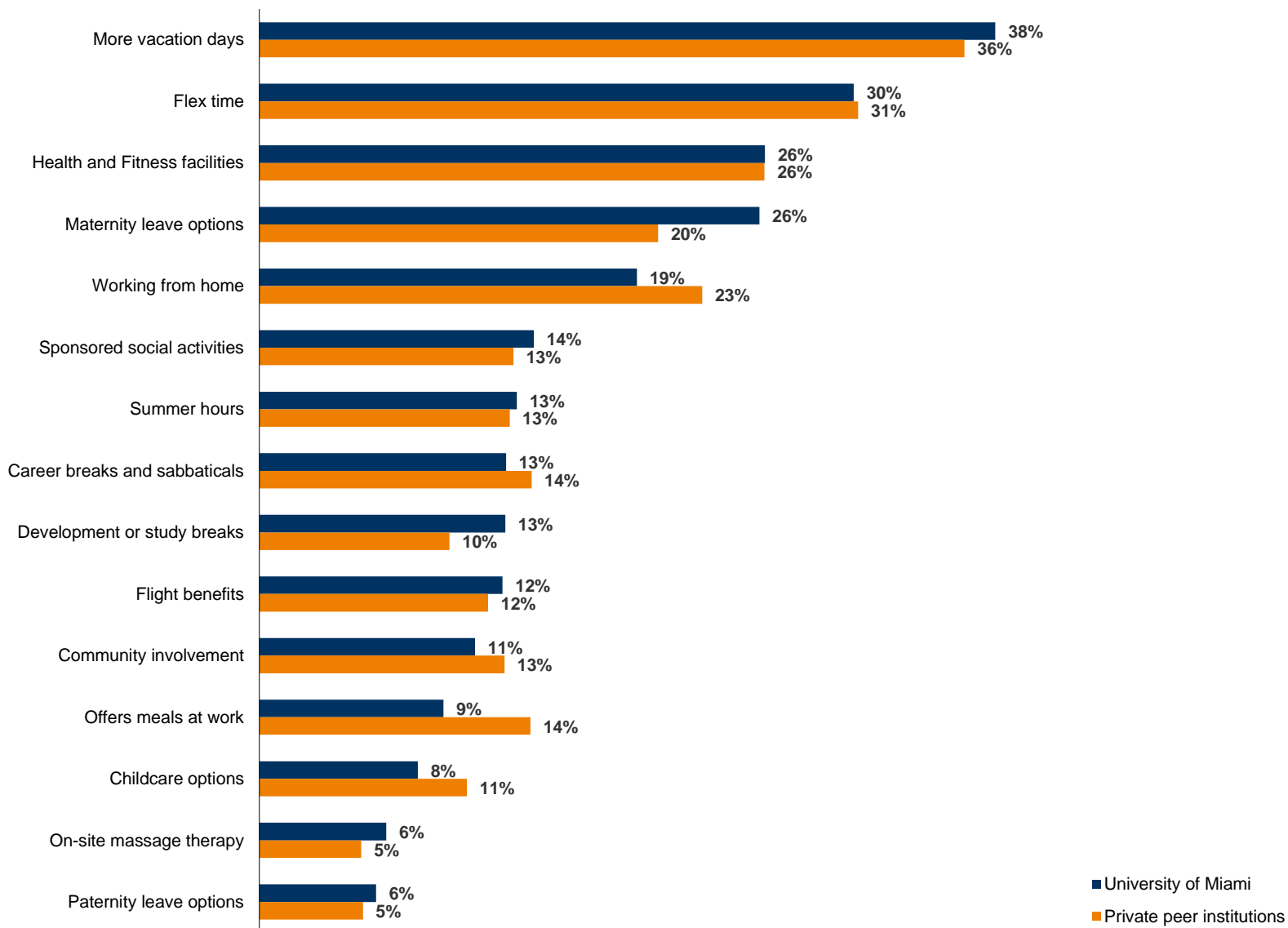
Career goals



SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

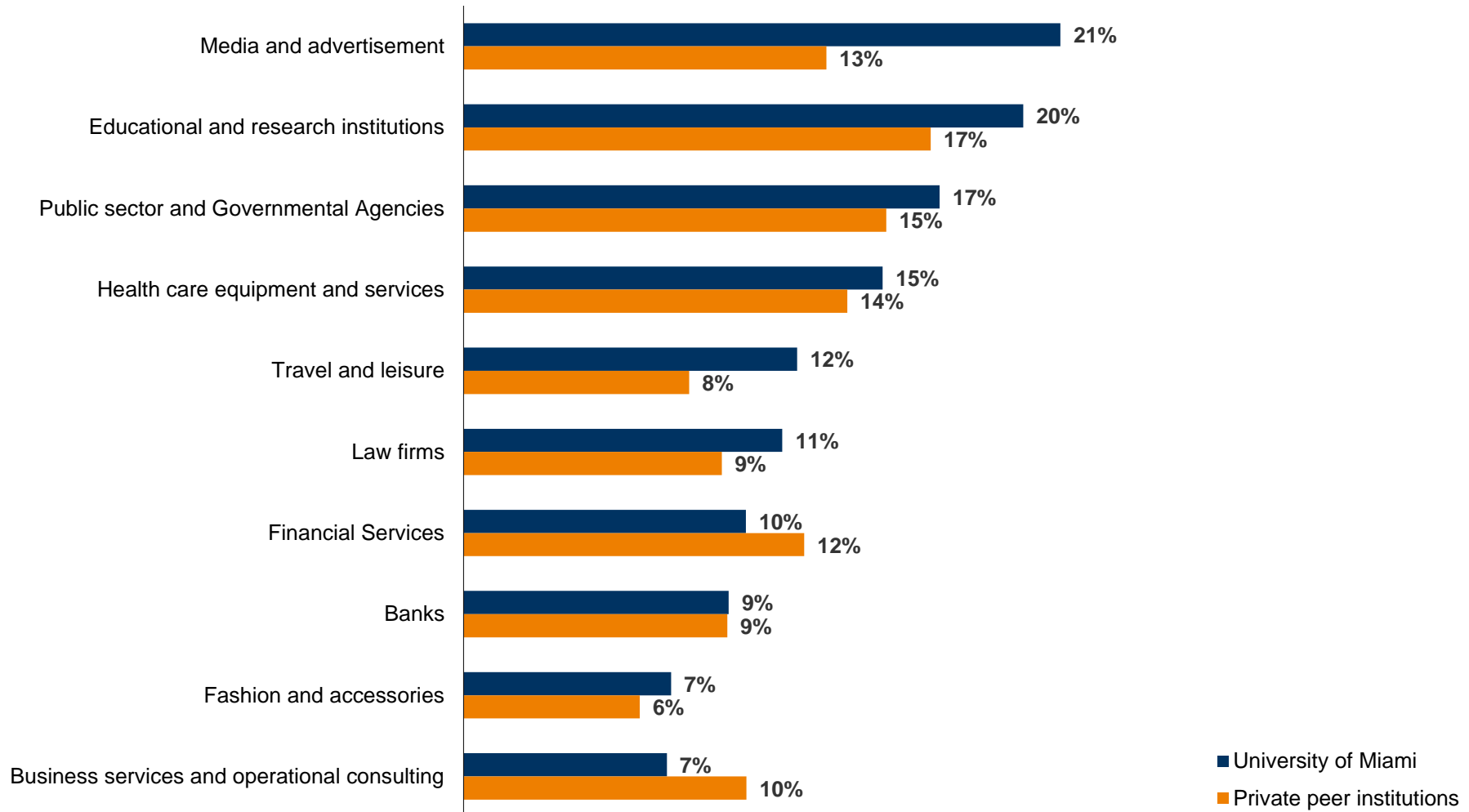
Promoting work-life balance



SURVEY QUESTION:

What should an employer offer to promote better work-life balance?
Please select a maximum of three alternatives

Top preferred industries (1-10)

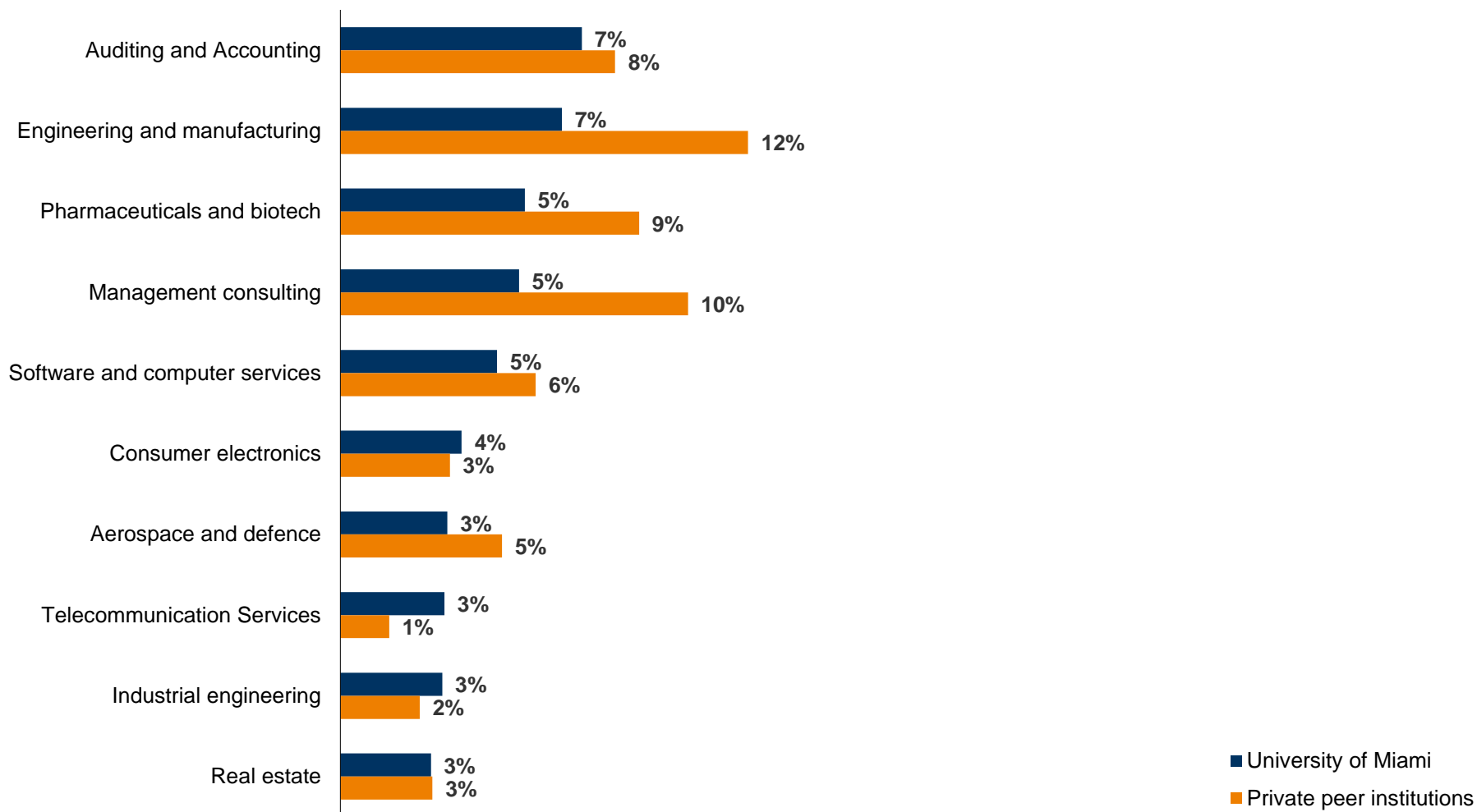


SURVEY QUESTION:

In which industry would you ideally want to work when choosing your first employment after graduation?

Please select a maximum of three alternatives

Top preferred industries (11-20)

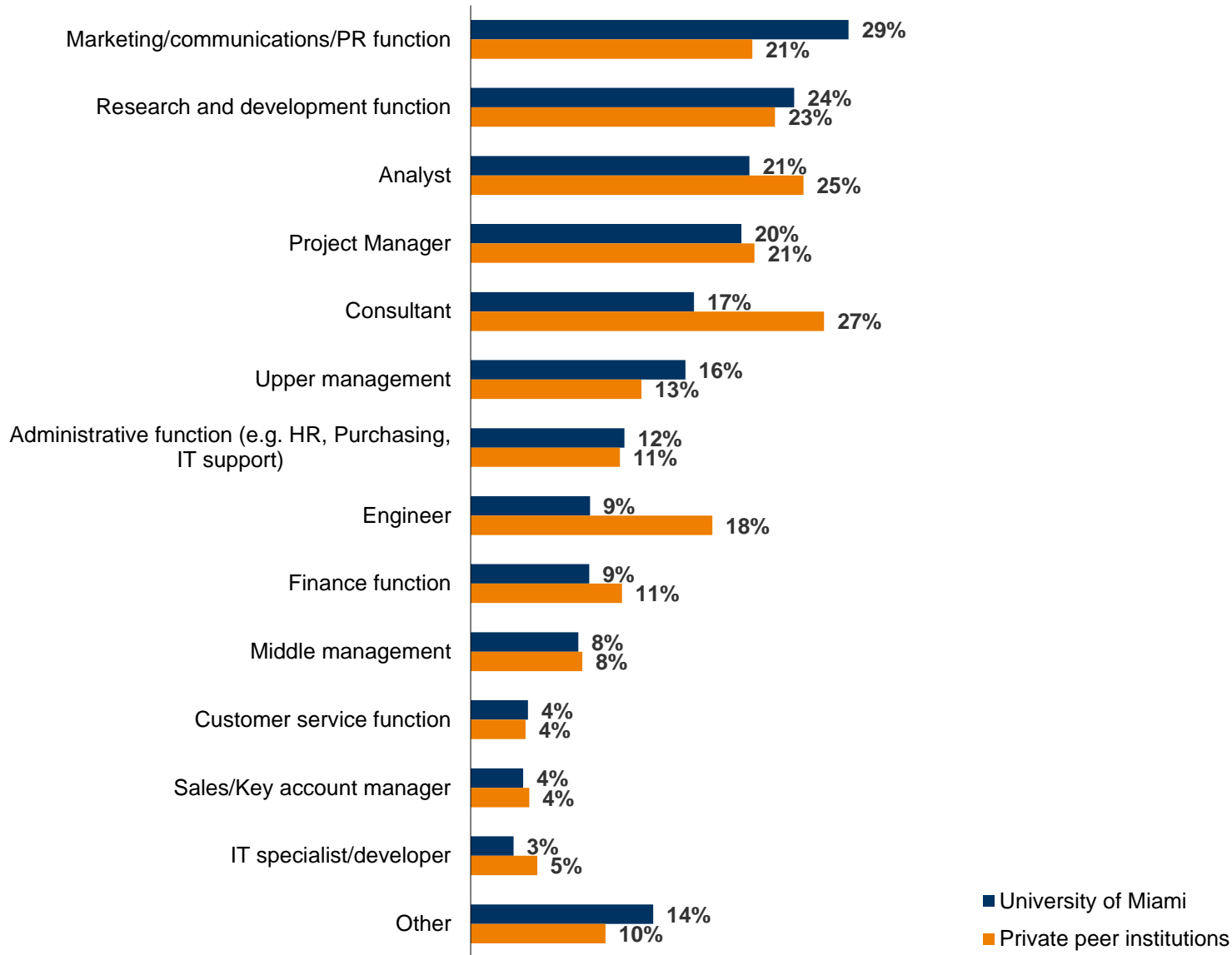


SURVEY QUESTION:

In which industry would you ideally want to work when choosing your first employment after graduation?

Please select a maximum of three alternatives

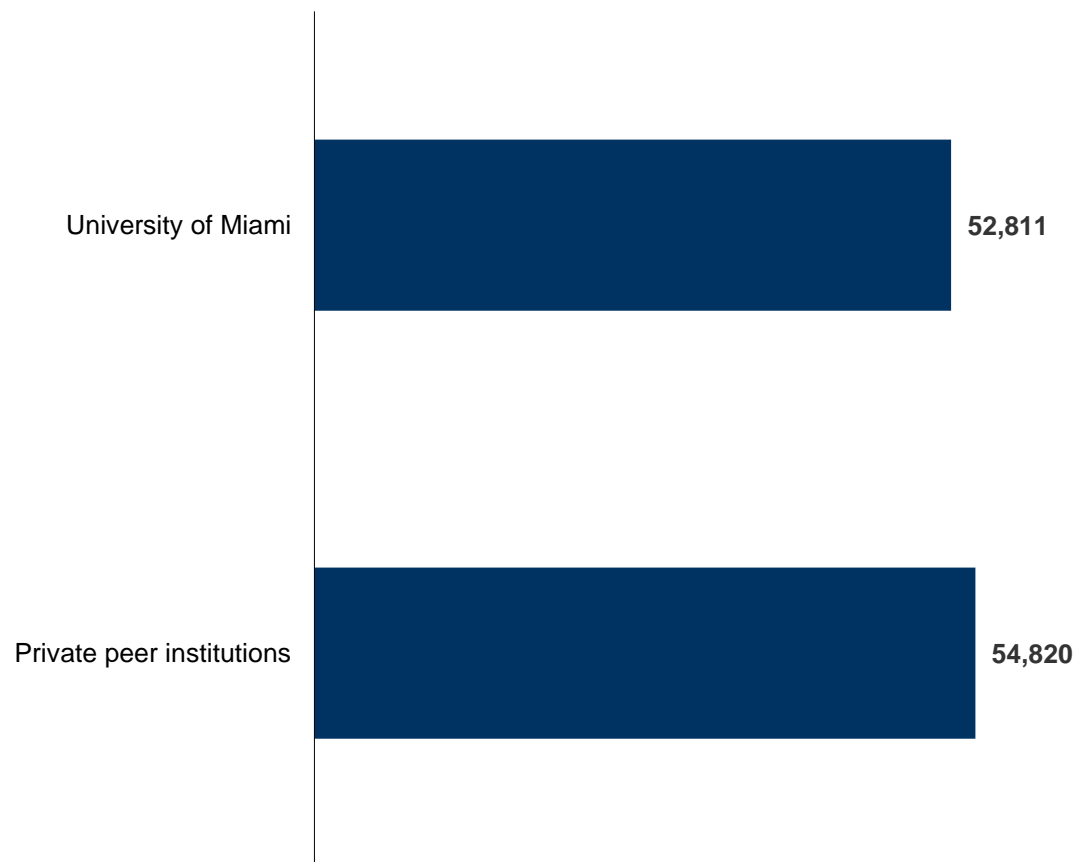
Preferred job functions



SURVEY QUESTION:

In which job function would you ideally want to work when choosing your first employment after graduation?
Please select a maximum of three alternatives

Expected annual salary (USD)



SURVEY QUESTION:

What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

Top findings - Students' career preferences (1/2)

University of Miami

Top career goals:

- *To have work/life balance*
- *To be secure or stable in my job*
- *To be dedicated to a cause or to feel that I am serving a greater good*

Top industries:

- *Media and advertisement*
- *Educational and research institutions*
- *Public sector and Governmental Agencies*

Top job functions:

- *Marketing/communications/PR function*
- *Research and development function*
- *Analyst*

Private peer institutions

Top career goals:

- *To have work/life balance*
- *To be competitively or intellectually challenged*
- *To be secure or stable in my job*

Top industries:

- *Educational and research institutions*
- *Public sector and Governmental Agencies*
- *Health care equipment and services*

Top job functions:

- *Consultant*
- *Analyst*
- *Research and development function*

Top findings - Students' career preferences (2/2)

University of Miami

Top ways to promote work-life balance functions:

- *More vacation days*
- *Flex time*
- *Health and Fitness facilities*

Private peer institutions

Top ways to promote work-life balance functions:

- *More vacation days*
- *Flex time*
- *Health and Fitness facilities*

Top US cities:

- *Miami*
- *New York*
- *Los Angeles*

Top US cities:

- *New York*
- *Los Angeles*
- *San Francisco- Bay Area*

Top international cities:

- *London*
- *Paris*
- *Madrid*

Top international cities:

- *London*
- *Paris*
- *Hong Kong*

Average expected annual salary:

- *52,811 USD*

Average expected annual salary:

- *54,820 USD*

The Drivers of Employer Attractiveness



*University of Miami
All students*

The Drivers of Employer Attractiveness

Employer Reputation & Image

- *The attributes of the employer as an organization*
- Attractive/exciting products and services
- Fast-growing or entrepreneurial
- Financial strength
- Good reputation
- High ethical standards
- High level of Corporate Social Responsibility
- Innovative products and services
- Inspiring top management
- Market success
- Prestige

Job Characteristics

- *The contents and demands of the job, including the learning opportunities provided by the job*
- A variety of assignments
- An attractive geographic location
- Challenging work
- Control over my working hours
- Flexible working conditions
- High level of responsibility
- Opportunities for international travel
- Opportunities for relocation abroad
- Professional training and development
- Secure employment

People & Culture

- *The social environment and attributes of the work place*
- Has a culture that is accepting towards minorities
- Has a culture that respects my individuality
- Has a culture that supports equality between the sexes
- Has leaders who will support my development
- Offers a comfortable physical work environment
- Offers a creative and dynamic work environment
- Offers a friendly work environment
- Offers interaction with international clients and colleagues
- Recruits only the best talents
- Will enable me to have good work/life balance

Remuneration & Advancement Opportunities

- *The monetary compensation and other benefits, now and in the future*
- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good possibilities for rapid promotion
- Good prospects for high future earnings
- Good reference for future career
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Sponsorship of future education

PLEASE NOTE:

The framework is developed together with professor Paula Caligiuri, Director of the Center for HR Strategy at Rutgers University. Based on specific research within HR, as well as focus groups and general communication with both our clients and students.

The Drivers of Employer Attractiveness

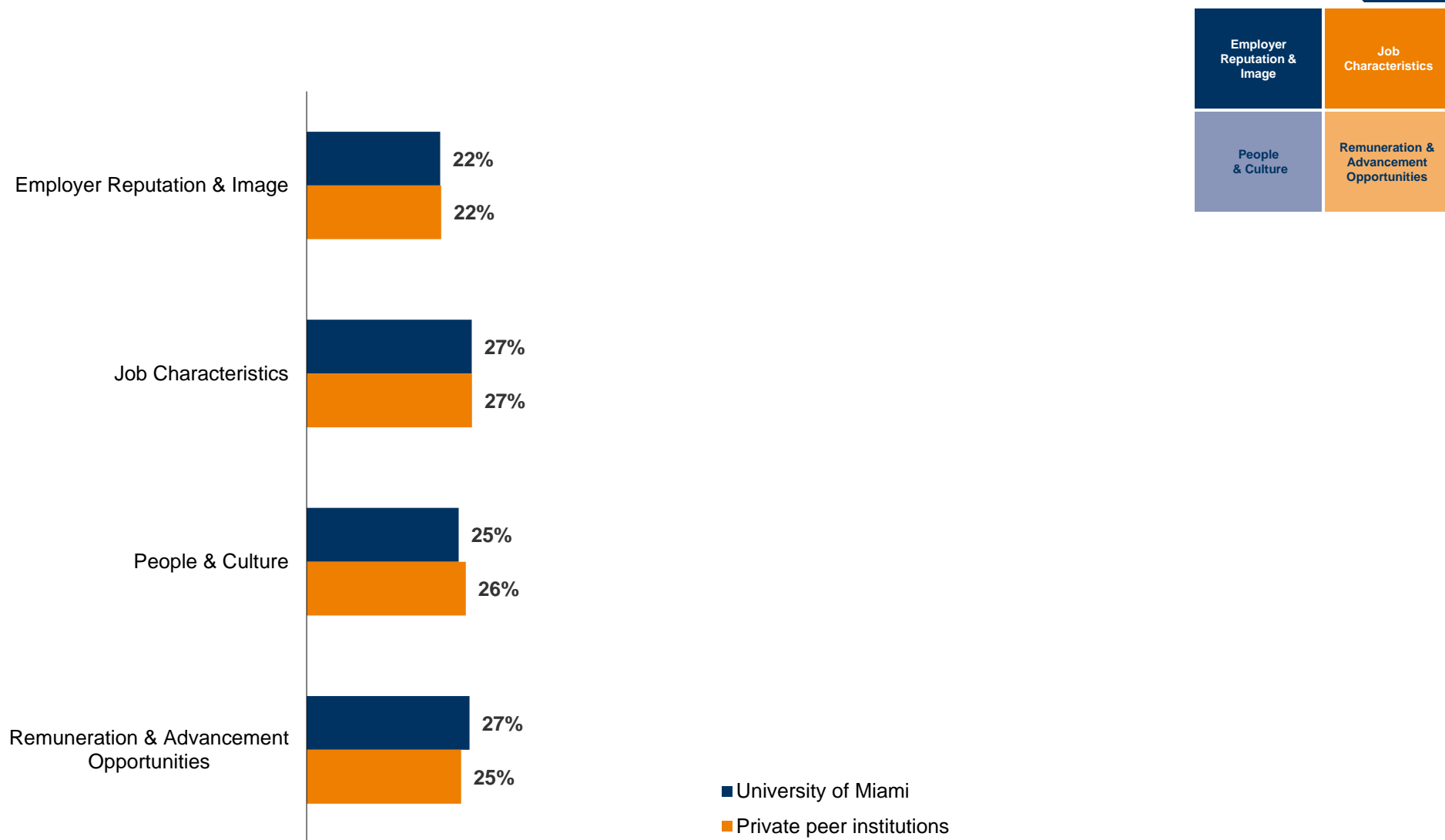
Topics:

- Importance of the Drivers of Employer Attractiveness
- Importance of the attributes within each driver:
 - Employer Reputation & Image
 - Job Characteristics
 - People & Culture
 - Remuneration & Advancement Opportunities

Think about:

- *Compare your current employer brand and employer value proposition with the survey results. Are the aspects that you focus on important and attractive to students? Or are you wasting time and money communicating something that is not important to them?*
- *Are there attributes that are attractive to students that you can deliver on? Should these be included in your external communication?*
- *As in any branding effort, you need to keep in mind that the preferences and goals vary greatly amongst different sub-segments.*

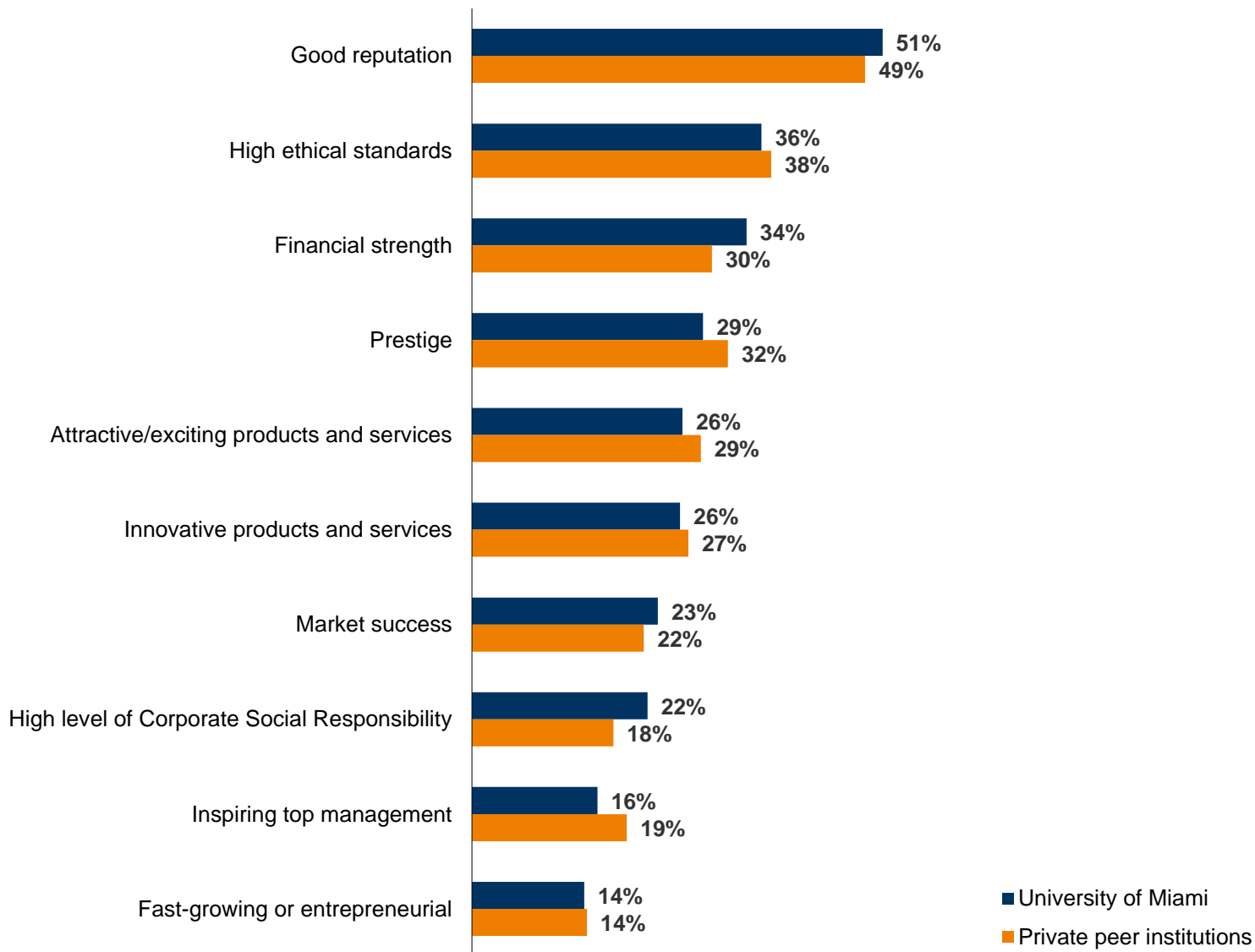
The Drivers of Employer Attractiveness - Importance of each driver



SURVEY QUESTION:

How would you rate the relative importance of these aspects when choosing your Ideal Employer?
Please divide 100 points between the alternatives in accordance with importance

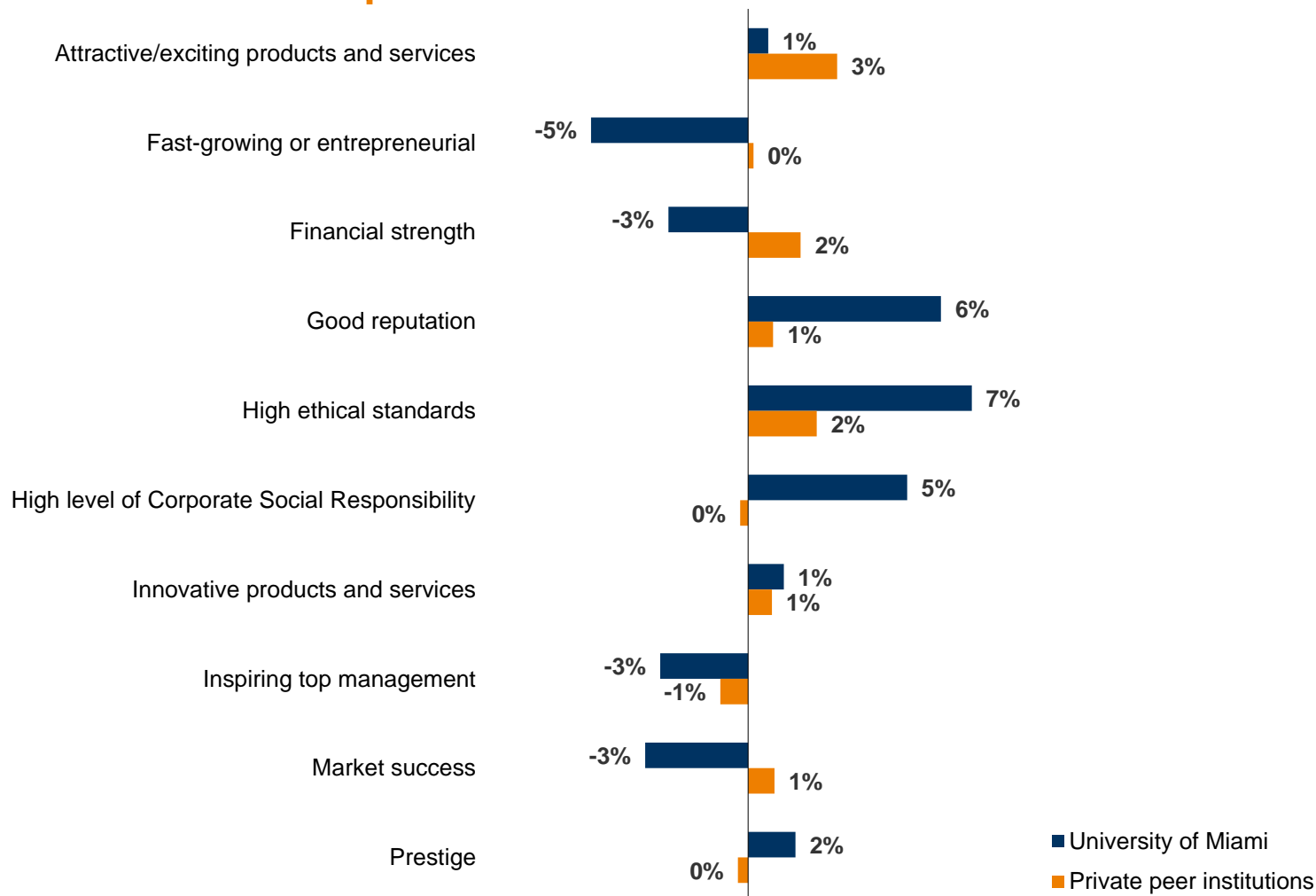
The Drivers of Employer Attractiveness - Employer Reputation & Image



SURVEY QUESTION:

Employer Reputation & Image refers to the attributes of the employer as an organization.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

The Drivers of Employer Attractiveness - Employer Reputation & Image - difference compared to 2010



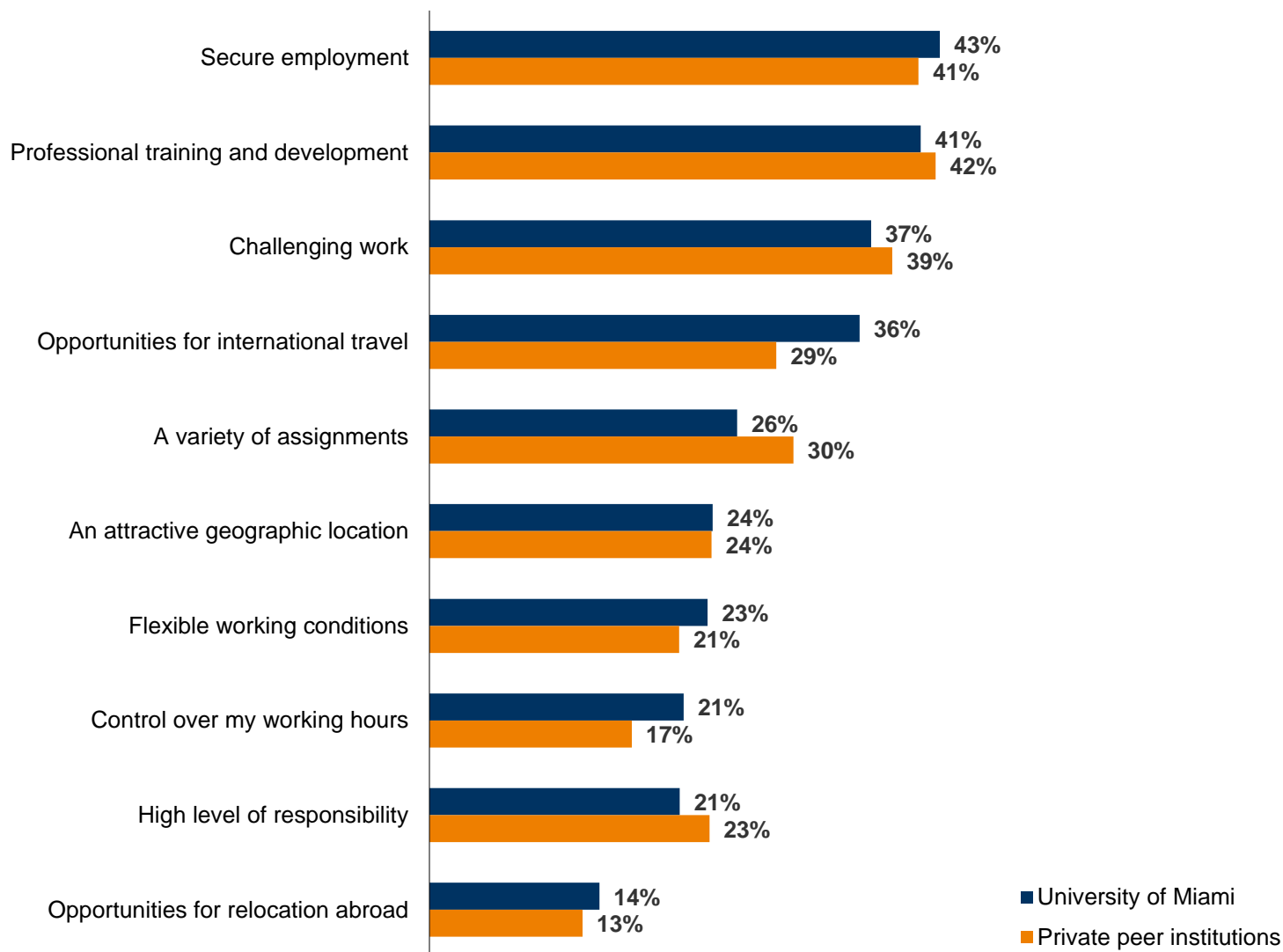
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Employer Reputation & Image refers to the attributes of the employer as an organization.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

PLEASE NOTE:

This chart shows the difference between the attributes in 2011 compared to 2010. The difference is shown in per cent units.

The Drivers of Employer Attractiveness - Job Characteristics



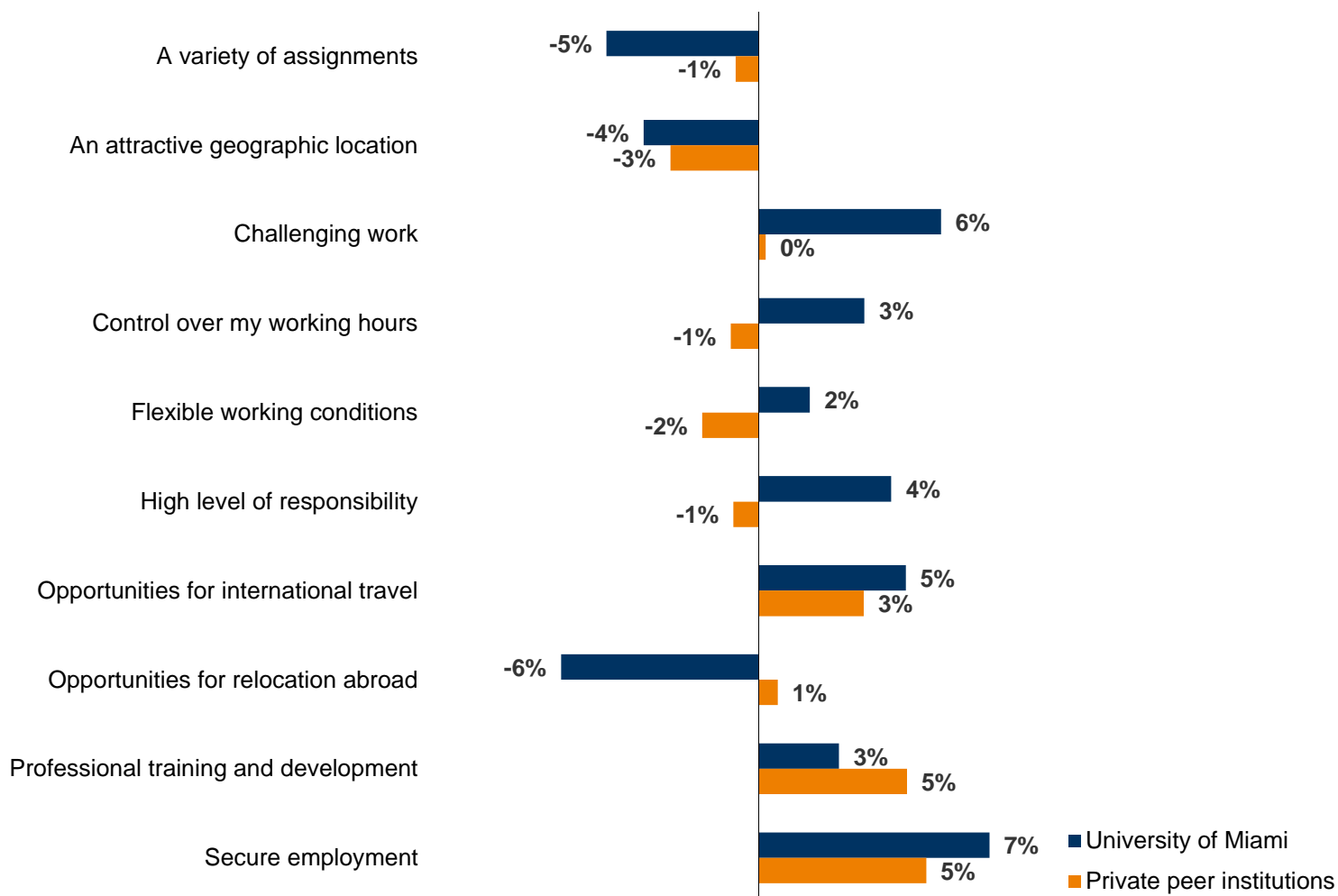
SURVEY QUESTION:

Job Characteristics refers to the content and demands of the job, including the learning opportunities provided by the job.

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

The Drivers of Employer Attractiveness - Job Characteristics - difference compared to 2010



SURVEY QUESTION:

Job Characteristics refers to the content and demands of the job, including the learning opportunities provided by the job.

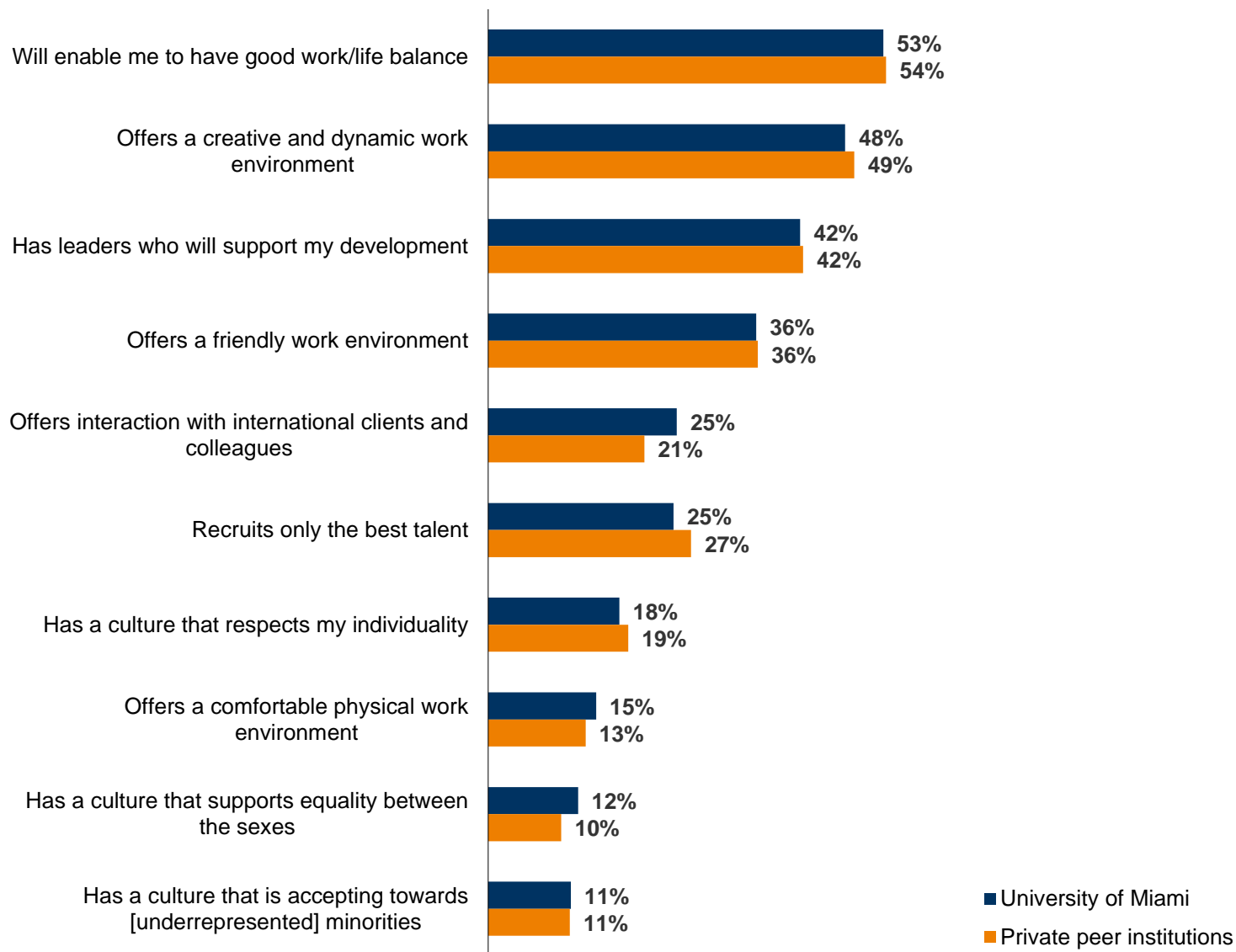
Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

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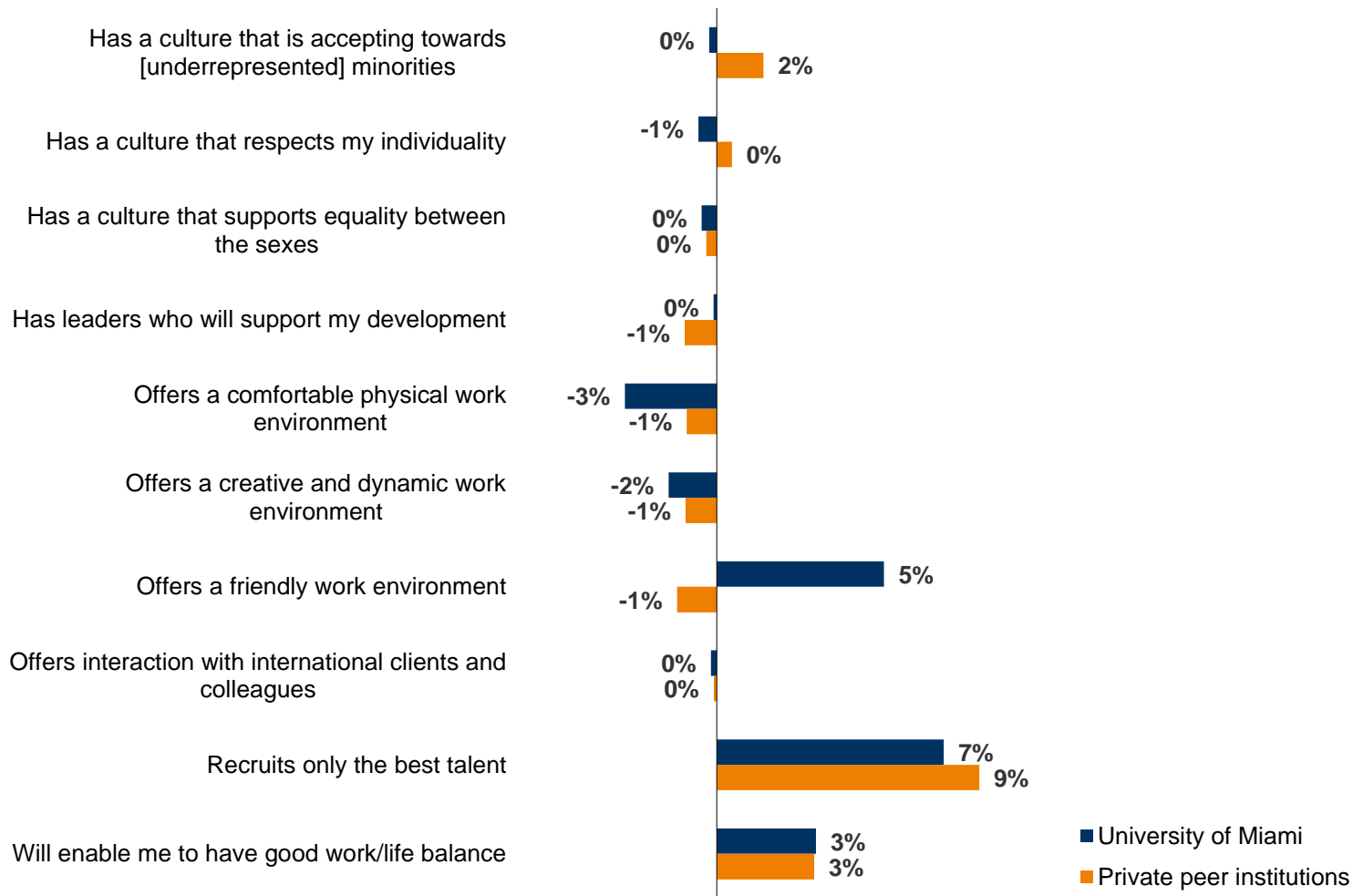
The Drivers of Employer Attractiveness - People & Culture



SURVEY QUESTION:

People & Culture refers to the social environment and attributes of the work place.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

The Drivers of Employer Attractiveness - People & Culture - difference compared to 2010



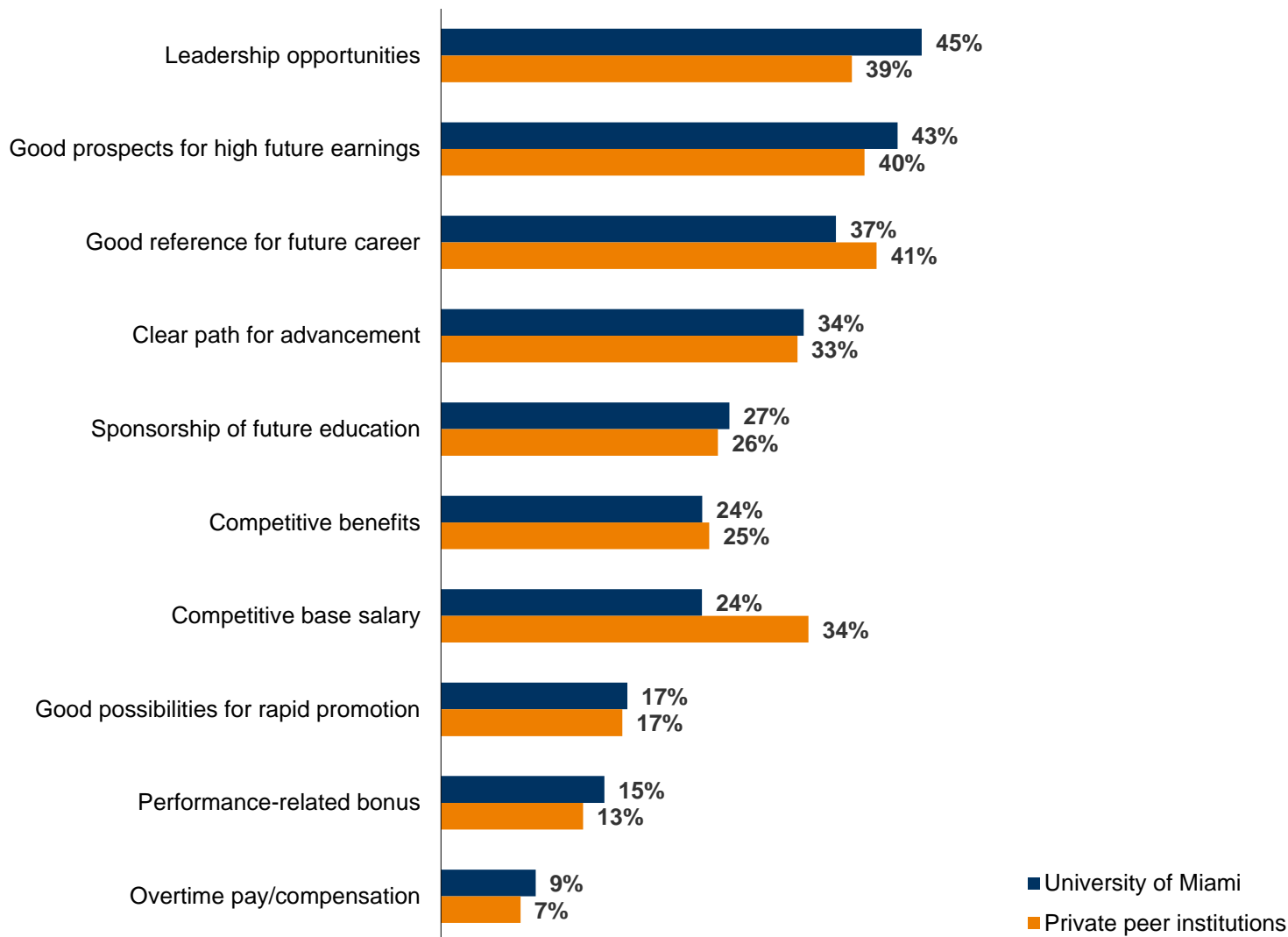
SURVEY QUESTION:

People & Culture refers to the social environment and attributes of the work place.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

PLEASE NOTE:

This chart shows the difference between the attributes in 2011 compared to 2010. The difference is shown in per cent units.

The Drivers of Employer Attractiveness - Remuneration & Advancement Opportunities



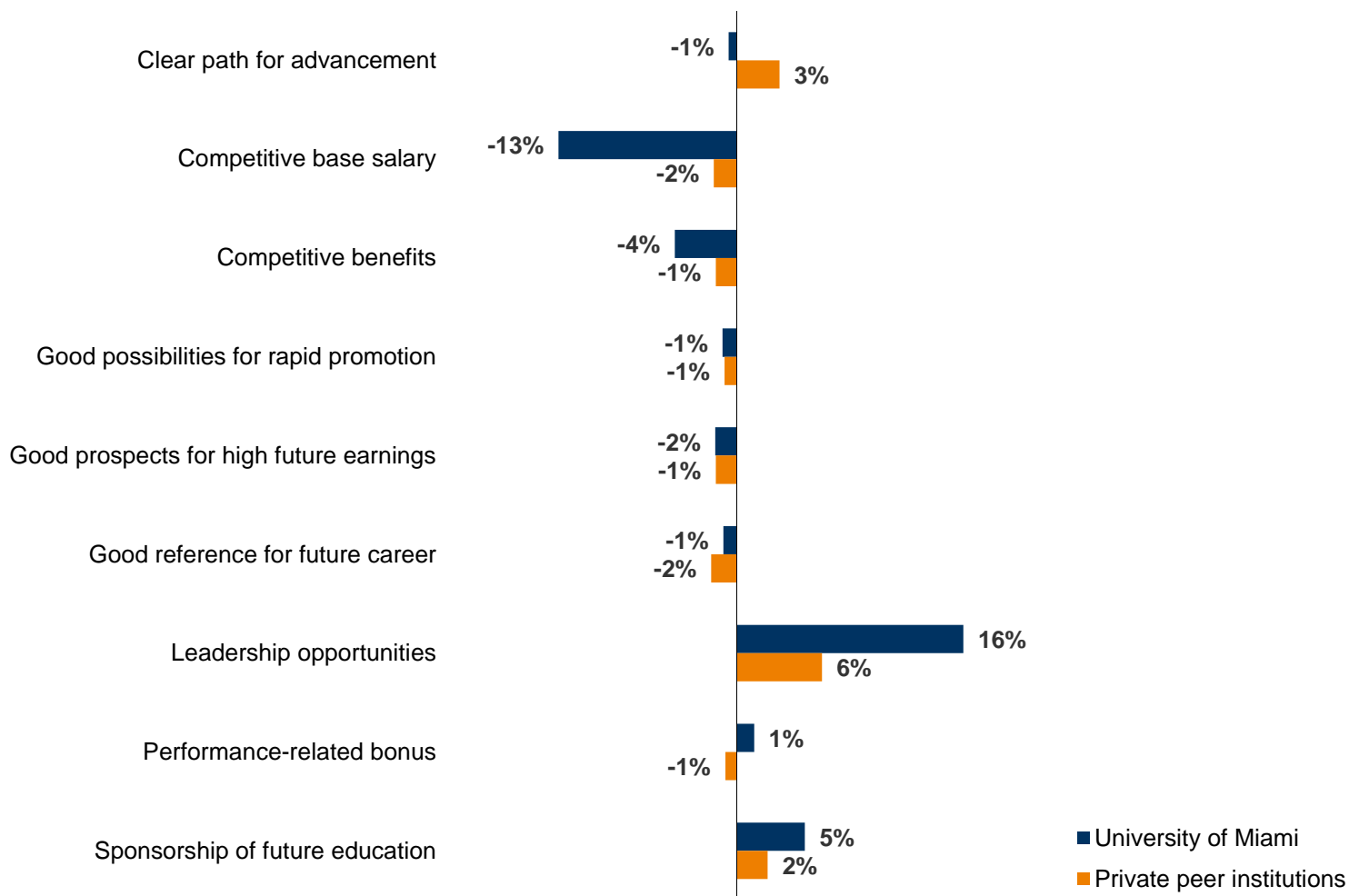
SURVEY QUESTION:

Remuneration & Advancement Opportunities refer to monetary compensation and other benefits, now and in the future.

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

The Drivers of Employer Attractiveness - Remuneration & Advancement Opportunities - difference compared to 2010



SURVEY QUESTION:

Remuneration & Advancement Opportunities refer to monetary compensation and other benefits, now and in the future.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

PLEASE NOTE:

- This chart shows the difference between the attributes in 2011 compared to 2010. The difference is shown in per cent units.
- Overtime pay/compensation was not on the list of alternatives for this question in 2010.

Top findings - The Drivers of Employer Attractiveness

Students were asked to rate the importance of the four Drivers of Employer Attractiveness by dividing 100 points between the drivers in accordance with how important they perceive them to be. Then they were asked to choose the three most important attributes within each driver.

University of Miami

Top 5 - Overall most important attributes:

1. Will enable me to have good work/life balance (People & Culture)
2. Offers a creative and dynamic work environment (People & Culture)
3. Good reputation (Employer Reputation & Image)
4. Leadership opportunities (Remuneration & Advancement Opportunities)
5. Good prospects for high future earnings (Remuneration & Advancement Opportunities)

Private peer institutions

Top 5 - Overall most important attributes:

1. Will enable me to have good work/life balance (People & Culture)
2. Offers a creative and dynamic work environment (People & Culture)
3. Professional training and development (Job Characteristics)
4. Good prospects for high future earnings (Remuneration & Advancement Opportunities)
5. Good reputation (Employer Reputation & Image)

These tables show the importance of all 40 attributes in relation to how important the students think it's driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.