

Appendix A – Survey Questions for Conformity and Soft Skills as Determinants of Alternatively Credentialed Non-College Graduate Hirability

Priming Message for Initial Survey Questions:

This survey asks questions about so-called alternative credentials. For the purposes of this survey, alternative credentials include certificates, documents, and other proof of receiving education, other than traditional credentials. Traditional credentials include a high school diploma or an undergraduate degree from an accredited university. Five specific examples of an alternative credential include a Certified Project Manager certification, a portfolio of work, a Khan Academy profile, or a Nanodegree from Udacity.

There are two sections. The first section of questions is intended to take 5-10 minutes, and the second section is intended to take less than 10 minutes.

Initial Survey Questions:

1. Do you contribute to hiring and firing decisions at your company?
 - a. Select one of the following:
 - i. Yes
 - ii. No
 - iii. Unemployed
2. If you do contribute to hiring and firing decisions, please write the most common job title for which you make such decisions. If you do not, please write your current or most recent job title. If you have never held a job of any kind, write “n/a.”
 - a. Free text response.
 - b. Job title is mapped to average salary using PayScale.
3. Thinking about the job title provided in response to the second question, are you aware of any alternative credentials which would be required, recommended, or applicable for this job?
 - a. Select one of the following:
 - i. Yes. Certification, license, or other non-degree credentials are required by law.
 - ii. Yes. Certification, license, or other non-degree credentials are an industry norm.
 - iii. Yes. Certification, license, or other non-degree credentials are not required or expected, but there are some which are common and valued.
 - iv. No. I do not know of any credentials which are common, valued, or legally required in that line of work.
 - v. Not Applicable

4. How long do you believe it usually takes to obtain an alternative credential?
 - a. Select one of the following:
 - i. Under a week
 - ii. Under a month
 - iii. Under 3 months
 - iv. Under 6 months
 - v. Under a year
 - vi. More than a year
5. Roughly how many full-time employees currently work for your organization?
 - a. Select one of the following:
 - i. 1-10
 - ii. 11-50
 - iii. 51-200
 - iv. 201-500
 - v. 501-1000
 - vi. 1001-5000
 - vii. 5001-10000
 - viii. 10000+
 - ix. I am not currently employed
6. For many professions, alternative credentials can qualify a person for an entry-level position.
 - a. Response on a scale from 1 to 10, where a higher score indicates stronger agreement.
7. People who are willing to break formal or informal rules and norms probably have a hard time getting along with teams or customers. They present a risk to the reputation, productivity, or value of a company.
 - a. Response on a scale from 1 to 10, where a higher score indicates stronger agreement.
8. People who are willing to break formal or informal rules and norms might be doing so because the rules hold them back. They could just as easily be high performers as low performers.
 - a. Response on a scale from 1 to 10, where a higher score indicates stronger agreement.
9. People who are willing to break formal or informal rules and norms tend to be gifted in the areas of creativity and innovation. They are likely to benefit the culture of a company.
 - a. Response on a scale from 1 to 10, where a higher score indicates stronger agreement.

10. Which of these industries most closely matches your profession?

a. Select one of the following and free text when Other is selected:

- i. Agriculture
- ii. Education
- iii. Energy
- iv. Finance, Investment, or Accounting
- v. Health
- vi. Information Technology
- vii. Law
- viii. Manufacturing
- ix. Military
- x. Real Estate
- xi. Retail
- xii. Transportation
- xiii. Other (please specify)

11. Do you work in a STEM profession?

- a. Yes
- b. No
- c. Unsure

12. What state do you reside in?

a. Select one of the following: The 50 states or the District of Columbia.

13. Gender

- a. Female
- b. Male
- c. Other

Priming Message for Matching Survey Questions:

The next section of this survey is the final section. This section will provide a series of prompts and a response on a scale from 1 to 10 is requested. The response indicates a degree of quality. A response of 1 indicates very little or no quality. A response of 10 indicates a level of quality reserved for the

Guinness Book of World Records. There is a total of 52 prompts. The prompts are created by providing 4 variations of 13 basic prompts. Each prompt is meant to be answered within about 10 seconds, so the whole section should take less than 10 minutes.

Matching Survey Questions :

1. The level of physical attractiveness held by an ideal job applicant.
2. The level of physical attractiveness held by a typical employee at my company.
3. The level of physical attractiveness held by a recent college graduate.
4. The level of physical attractiveness held by a non-college graduate with an alternative credential.
5. The level of emotional intelligence held by an ideal job applicant.
6. The level of emotional intelligence held by a typical employee at my company.
7. The level of emotional intelligence held by a recent college graduate.
8. The level of emotional intelligence held by a non-college graduate with an alternative credential.
9. The level of salary required by an ideal job applicant.
10. The level of salary required by a typical employee at my company.
11. The level of salary required by a recent college graduate.
12. The level of salary required by a non-college graduate with an alternative credential.
13. The level of written communication skill held by an ideal job applicant.
14. The level of written communication skill held by a typical employee at my company.
15. The level of written communication skill held by a recent college graduate.
16. The level of written communication skill held by a non-college graduate with an alternative credential.
17. The level of verbal communication skill held by an ideal job applicant.
18. The level of verbal communication skill held by a typical employee at my company.
19. The level of verbal communication skill held by a recent college graduate.
20. The level of verbal communication skill held by a non-college graduate with an alternative credential.
21. The level of body language communication skill held by an ideal job applicant.
22. The level of body language communication skill held by a typical employee at my company.

23. The level of body language communication skill held by a recent college graduate.
24. The level of body language communication skill held by a non-college graduate with an alternative credential.
25. The level of technical job skills held by an ideal job applicant.
26. The level of technical job skills held by a typical employee at my company.
27. The level of technical job skills held by a recent college graduate.
28. The level of technical job skills held by a non-college graduate with an alternative credential.
29. The level of attention to detail, work ethic, timeliness, and organization of work held by an ideal job applicant.
30. The level of attention to detail, work ethic, timeliness, and organization of work held by a typical employee at my company.
31. The level of attention to detail, work ethic, timeliness, and organization of work held by a recent college graduate.
32. The level of attention to detail, work ethic, timeliness, and organization of work held by a non-college graduate with an alternative credential.
33. The level of willingness to break formal or informal rules and norms held by an ideal job applicant.
34. The level of willingness to break formal or informal rules and norms held by a typical employee at my company.
35. The level of willingness to break formal or informal rules and norms held by a recent college graduate.
36. The level of willingness to break formal or informal rules and norms held by a non-college graduate with an alternative credential.
37. The level of customer service skill held by an ideal job applicant.
38. The level of customer service skill held by a typical employee at my company.
39. The level of customer service skill held by a recent college graduate.
40. The level of customer service skill held by a non-college graduate with an alternative credential.
41. The level of teamwork held by an ideal job applicant.
42. The level of teamwork held by a typical employee at my company.
43. The level of teamwork held by a recent college graduate.
44. The level of teamwork held by a non-college graduate with an alternative credential.

45. The willingness to commute or travel to a workplace or even as a part of the daily work, as in commercial trucking, held by an ideal job applicant.
46. The willingness to commute or travel to a workplace or even as a part of the daily work, as in commercial trucking, held by a typical employee at my company.
47. The willingness to commute or travel to a workplace or even as a part of the daily work, as in commercial trucking, held by a recent college graduate.
48. The willingness to commute or travel to a workplace or even as a part of the daily work, as in commercial trucking, held by a non-college graduate with an alternative credential.
49. The willingness to work odd hours or a strange schedule held by an ideal job applicant.
50. The willingness to work odd hours or a strange schedule held by a typical employee at my company.
51. The willingness to work odd hours or a strange schedule held by a recent college graduate.
52. The willingness to work odd hours or a strange schedule held by a non-college graduate with an alternative credential.