

APPENDIX D

IR Preview

This IR Preview has been lifted from the July 2002 issue of the IR Preview. The full IR Preview contains information on the 2001 CIRP Freshman Survey and the 2002 Employer Feedback Survey. Because only the information on the Employer Feedback Survey is pertinent here, it is the only part included. For the complete IR Preview please refer to IR Preview Volume 5, Number 4, published July 2002.



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EMPLOYER FEEDBACK SURVEY

The Employer Feedback Survey was created to evaluate how well Embry-Riddle's academic programs are meeting employers' needs and expectations. This information is best obtained from the supervisors of recent graduates. The survey instrument included questions about the supervisor and his company, the ERAU graduate's overall performance, the usefulness of general and degree-specific skills in the field, and the graduate's level of competence in these skills. Employer participation allows Embry-Riddle to tailor its programs in order to produce graduates who are better prepared to succeed in the workplace.

The Office of Institutional Research administered the Employer Feedback Survey to supervisors of the class of 2000 graduates from Daytona Beach, Prescott, and the Extended Campus. The target group was defined as employers of recent graduates whose jobs were "closely related" or "somewhat related" to their ERAU degree, as indicated by the graduates on the 2001 Alumni Survey. 390 graduates from this target group provided the full name and address of their supervisor, who was then sent the survey in the spring of 2002. Of 349 deliverable surveys, 157 (45%) were completed and returned. Daytona Beach supervisors completed 47 surveys (a 43% response rate for the campus), Prescott supervisors returned 25 surveys (58%), and Extended Campus supervisors completed 85 surveys (43%).

This issue of the *IR PREVIEW* summarizes the results of the Employer Feedback Survey respondents. In order to ensure that the composition of the respondent group reflected that of the target group, data have been weighted to correct for disproportionate response rates. Minor numeric inconsistencies are due to the rounding of data.

◆ Employer Characteristics

The majority of employers (46%) knew between two and five Embry-Riddle graduates on a professional level. 15% of employers knew only one graduate (their employee), 17% knew between six and ten, and 14% knew between eleven and fifty. 8% of employers knew over fifty graduates, double the figure from last year.

50% of employers supervised just one ERAU graduate (the recent alumnus) and 35% supervised between two and five ERAU graduates. 16% supervised six or more ERAU graduates, a gain of six percentage points from

employers of the class of 1999.

43% of employers preferred to hire ERAU graduates (11% "Strong Preference", 31% "Some Preference"). Most employers did not have a preference for the graduates they hired (58%). There were no employers who preferred to hire graduates from other institutions.

15% of the supervisors who responded to the survey were also Embry-Riddle alumni.

◆ Overall Performance of the ERAU Graduate

Assessing the overall performance of the graduate, many employers rated ERAU alumni very high. Areas evaluated were education, skill level, value to the company, and candidacy for promotion. Figure 1 displays the rating of the graduate's education in terms of meeting company needs. Figure 2 shows the skill level of the ERAU graduate when compared to other graduates.

Figure 1
Education of the Graduate Meets Company Needs
(percent responding "strongly agree" or "agree")

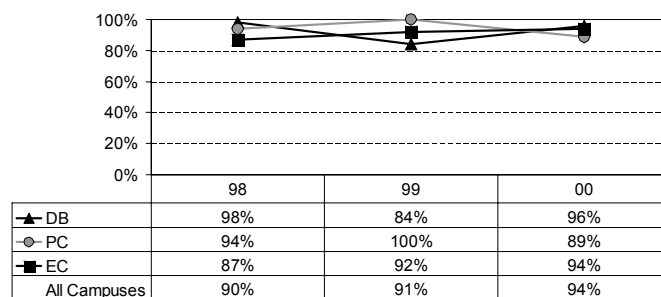
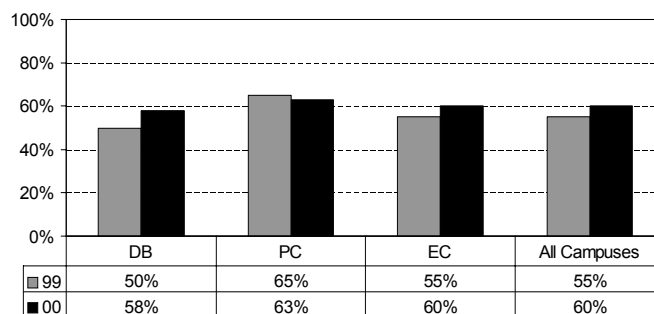


Figure 2
Skill Level of the ERAU Graduate Compared to Other Graduates
(percent responding "much higher" or "somewhat higher")



◆ General Skills

Using the response choices "Very Useful", "Somewhat Useful", and "Not Useful", employers rated the usefulness of sixteen general education skills on the job. Figure 3 on the following page provides the percentage of employers

that rated each skill as "Very Useful". The most useful skill was 'Critical Thinking'. The least useful skill was 'Political and Economic Awareness', the same as last year.

Employers also rated the competence level of the ERAU graduate at the same general skills. The five response choices were "Excellent", "Very Good", "Good", "Fair", and "Poor". For all campuses combined, employers thought that 'Independent Work' was the strongest skill for the second consecutive year. The weakest skills were 'Environmental Awareness' and 'Political and Economic Awareness', however, both ratings have increased from last year. Table 1 shows the percentage of employers who assessed the graduate's competence as "Excellent" or "Very Good" for each skill, by campus. Employers' ratings of the competence of other graduates are also listed, providing a comparison between ERAU graduates and graduates from other institutions.

Employers evaluated the graduate's competence at several degree-specific skills in the same manner as the general skills. These results will be included as part of the full report.

Figure 3
Usefulness of General Skills
All Campuses
(percent responding "very useful")

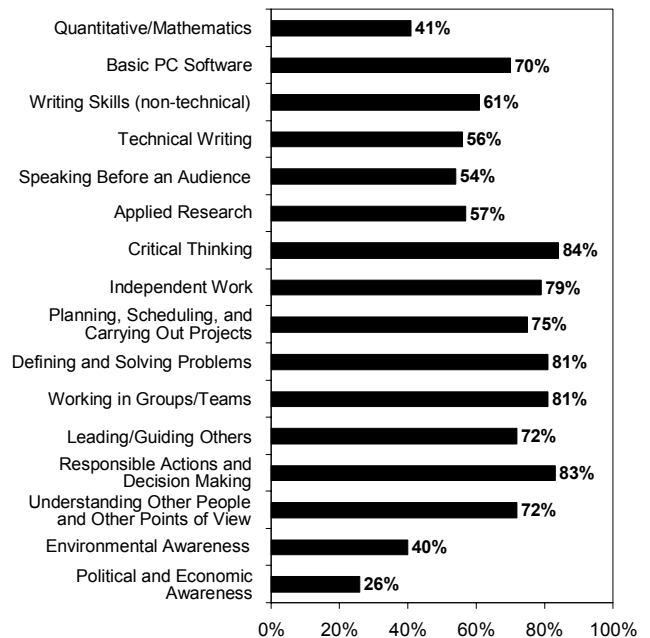


Table 1
Competence of the ERAU Graduate at General Skills vs. Other Graduates
(percent responding "excellent" or "very good")

	Daytona Beach		Prescott		Extended Campus		All Campuses	
	ERAU	Other	ERAU	Other	ERAU	Other	ERAU	Other
Quantitative/Mathematics	68%*	43%	64%	53%	68%*	42%	67%*	43%
Basic PC Software	75%*	52%	60%	74%	71%*	42%	71%*	46%
Writing Skills (non-technical)	42%	19%	35%	31%	59%*	42%	54%*	37%
Technical Writing	37%	19%	39%	33%	62%*	38%	56%*	35%
Speaking Before an Audience	60%*	23%	62%*	27%	65%*	33%	64%*	31%
Applied Research	62%*	30%	63%	39%	67%*	38%	66%*	37%
Critical Thinking	58%*	29%	60%	74%	68%*	43%	66%*	43%
Independent Work	77%	55%	81%*	52%	76%*	43%	77%*	46%
Planning, Scheduling, and Carrying Out Projects	75%*	36%	68%	52%	71%*	37%	72%*	37%
Defining and Solving Problems	64%	48%	68%	56%	66%*	43%	66%*	45%
Working in Groups/Teams	77%*	51%	70%	51%	74%*	42%	74%*	44%
Leading/Guiding Others	46%*	24%	45%	24%	67%*	38%	62%*	35%
Responsible Actions and Decision Making	65%*	40%	63%	58%	66%*	38%	65%*	39%
Understanding Other People and Other Points of View	59%*	40%	60%	63%	52%	35%	54%*	38%
Environmental Awareness	61%*	33%	40%	47%	50%*	31%	51%*	32%
Political and Economic Awareness	40%	31%	19%	9%	56%*	30%	51%*	29%

*Significantly higher than the corresponding rating for graduates from other institutions (alpha = .05)

The full report, detailing the results of this survey, is currently in progress. Data will be disaggregated to the degree program level and combined with information obtained from prior administrations allowing results to be presented across many degree programs, even those with few respondents.