

# **Employer Feedback Survey**

**Classes of 2001, 2002, 2003 & 2004, 1 1/2 Years After Graduation**

## **Program Profile BS Communication**

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This Program Profile contains Employer Feedback Survey results for this degree program only, for the Classes of 2001, 2002, 2003 & 2004. Almost every question from the instrument is included. Some of the skill verbiage required abbreviation in order to fit in the tables; please refer to the survey instrument if clarification is needed. Employer comments for 'strengths' and 'weaknesses' of the degree program have been included.

In an effort to correct for disproportionate response rates and adjust the respondent profile so that it was representative of the target population, the data were weighted by gender, campus, program, and year of graduation. Percentages in the data tables represent the weighted result (the number of respondents has been left unweighted, however). Please use caution when interpreting results for programs with a small number of respondents; results based on very few respondents may not be representative. Programs for which there were fewer than three respondents are excluded.

**Number of Respondents  
By Campus and Year of Graduation.**

	BS Communication			
	2001	2002	2003	All Years
Daytona Beach	1	2	3	6

**Graduate's length of time at present position  
(as reported by the graduate on the preceding Alumni Survey)  
By Campus  
All Years Combined**

	Unwtd # of Respondents	Less than 1 year	1-2 years
		Wtd Row %	Wtd Row %
Daytona Beach	6	50.1%	49.9%

Response options: 'Less than 1 year', '1-2 years', '3-5 years', 'More than 5 years'.

**Best description of graduate's field of work  
(as reported by the graduate on the preceding Alumni Survey)  
By Campus  
All Years Combined**

		Daytona Beach
Unwtd # of Respondents		6
Education	Wtd Col %	23.3%
Other	Wtd Col %	36.9%
Other	Wtd Col %	39.8%

**Relationship of graduate's job to his/her field of study at ERAU  
(as reported by the graduate on the preceding Alumni Survey)  
By Campus  
All Years Combined**

	Unwtd # of Respondents	Closely related	Somewhat related
		Wtd Col %	Wtd Col %
Daytona Beach	6	13.3%	86.7%

Response options: 'Closely related', 'Somewhat related'.  
Graduates who responded 'Not related' on their Alumni Survey were excluded from consideration for the Employer Feedback Survey.

**Approximately how many ERAU graduates do you know professionally?  
By Campus  
All Years Combined**

	Unwtd # of Respondents	Number of ERAU Graduates Know Professionally		
		1	6-10	Over 50
		Wtd Row %	Wtd Row %	Wtd Row %
Daytona Beach	6	63.1%	23.6%	13.3%

Response options: '1', '2-5', '6-10', '11-50', 'Over 50'.

**How many ERAU graduates do you currently supervise?  
By Campus  
All Years Combined**

	Unwtd # of Respondents	Number of ERAU Graduates Currently Supervise	
		1	2-5
		Wtd Row %	Wtd Row %
Daytona Beach	6	76.4%	23.6%

Response options: '1', '2-5', '6-10', '11-50', 'Over 50'.

**Did you graduate from ERAU?  
By Campus  
All Years Combined**

	Unwtd # of Respondents	Supervisors Who Are Also ERAU Graduates
		No
		Wtd Row %
Daytona Beach	6	100.0%

Response options: 'Yes', 'No'.

**What is your level of involvement in the hiring of new workers?  
By Campus  
All Years Combined**

	Unwtd # of Respondents	Hiring involvement level	
		Make Final Decision	Provide Input
		Wtd Row %	Wtd Row %
Daytona Beach	6	36.9%	63.1%

Response options: 'Make Final Decision', 'Provide Input', 'No Involvement'.

**What is your preference for hiring graduates?**

**By Campus**

**All Years Combined**

	Unwtd # of Respondents	Preference for Hiring Graduates		
		Strong Preference for ERAU Graduates	Some Preference for ERAU Graduates	No Preference
		Wtd Row %	Wtd Row %	Wtd Row %
Daytona Beach	6	23.6%	13.3%	63.1%

Response options: 'Strong preference for other graduates', 'Some preference for other graduates', 'No preference', 'Some preference for ERAU graduates', 'Strong preference for ERAU graduates'.

**What preference do you have for multi-lingual candidates?**

**By Campus**

**All Years Combined**

	Unwtd # of Respondents	Preference for multi-lingual candidates	
		Some Preference	No Preference
		Wtd Row %	Wtd Row %
Daytona Beach	3	47.1%	52.9%

New question as of the Class of 2003 survey.

Response options: 'Strong Preference', 'Some Preference', 'No Preference'.

**How important do you consider global awareness and international experience for new employees?**

**By Campus**

**All Years Combined**

	Unwtd # of Respondents	Importance of global awareness and international experience	
		Very Important	Not Important
		Wtd Row %	Wtd Row %
Daytona Beach	3	47.1%	52.9%

New question as of the Class of 2003 survey.

Response options: 'Very Important', 'Somewhat Important', 'Not Important'.

**What changes do you anticipate in your organization's need for aviation and aerospace professionals in the near future?**

**By Campus  
All Years Combined**

	Unwtd # of Respondents	Anticipated changes to organization's need for av/aero professionals
		No Changes
		Wtd Row %
Daytona Beach	4	100.0%

New question as of the Class of 2002 survey.

Response options: 'Increased Need', 'No Changes', 'Decreased Need'.

**The education of the graduate meets our company's needs**

**By Campus  
All Years Combined**

	Unwtd # of Respondents	Education of ERAU Graduate Meets Company's Needs	
		Strongly Agree	Agree
		Wtd Row %	Wtd Row %
Daytona Beach	6	26.6%	73.4%

Response options: 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree', 'Strongly Agree'.

**He/she is a valuable employee**

**By Campus  
All Years Combined**

	Unwtd # of Respondents	Graduate is a Valuable Employee	
		Strongly Agree	Agree
		Wtd Row %	Wtd Row %
Daytona Beach	6	63.1%	36.9%

Response options: 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree', 'Strongly Agree'.

**He/she is a good candidate for promotion**  
**By Campus**  
**All Years Combined**

	Unwtd # of Respondents	Graduate is a Good Candidate for Promotion		
		Strongly Agree	Agree	Neutral
		Wtd Row %	Wtd Row %	Wtd Row %
Daytona Beach	6	39.8%	23.3%	36.9%

Response options: 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree', 'Strongly Agree'.

**Compared to graduates from other institutions, his/her knowledge and skill level is:**  
**By Campus**  
**All Years Combined**

	Unwtd # of Respondents	Skill Level of ERAU Graduate Compared to Graduates From Other Institutions	
		Somewhat Higher	Equivalent
		Wtd Row %	Wtd Row %
Daytona Beach	6	26.6%	73.4%

Employer Feedback Survey  
Classes of 2001, 2002, 2003 & 2004, 1 1/2 Years After Graduation

Program Profile - BS Communication

ERAU General Skills Usefulness on the Job and Competence of Graduates  
All Years Combined

Daytona Beach

	BS Communication													
	Unwtd # of Respond ents	Employer's Usefulness of Skill on the Job			Unwtd # of Respond ents	Competence of this ERAU Graduate				Unwtd # of Respond ents	Competence of Graduates from Other Institutions			
		Very Useful	Somew hat Useful	Not Useful		Excellent	Good	Average	Poor		Excellent	Good	Average	Poor
		Wtd Row %	Wtd Row %	Wtd Row %		Wtd Row %	Wtd Row %	Wtd Row %	Wtd Row %		Wtd Row %	Wtd Row %	Wtd Row %	Wtd Row %
Quantitative/mathematics	6	50.2%	36.5%	13.3%	5	42.1%	15.3%	42.6%	.0%	3	.0%	26.4%	73.6%	.0%
Basic PC software (word processing, spreadsheets, etc.)	6	100.0%	.0%	.0%	6	63.1%	36.9%	.0%	.0%	3	.0%	52.9%	47.1%	.0%
Writing skills (non-technical)	6	100.0%	.0%	.0%	6	49.8%	13.3%	13.3%	23.7%	3	.0%	52.9%	47.1%	.0%
Technical writing	6	50.2%	36.5%	13.3%	5	57.4%	.0%	15.3%	27.3%	3	.0%	52.9%	47.1%	.0%
Speaking before an audience	6	60.2%	39.8%	.0%	6	36.5%	13.3%	26.6%	23.7%	3	52.9%	.0%	47.1%	.0%
Applied research (information gathering and analysis)	6	86.7%	.0%	13.3%	6	63.1%	.0%	36.9%	.0%	3	.0%	52.9%	47.1%	.0%
Critical thinking	6	100.0%	.0%	.0%	6	63.1%	.0%	36.9%	.0%	3	.0%	52.9%	47.1%	.0%
Independent work	6	100.0%	.0%	.0%	6	63.1%	13.3%	23.7%	.0%	3	26.4%	26.4%	47.1%	.0%
Planning, scheduling, and carrying out projects	6	100.0%	.0%	.0%	6	63.1%	.0%	36.9%	.0%	3	.0%	26.4%	73.6%	.0%
Defining and solving problems	6	100.0%	.0%	.0%	6	36.5%	26.6%	36.9%	.0%	3	.0%	26.4%	73.6%	.0%
Working in groups/teams	6	86.7%	13.3%	.0%	6	36.5%	63.5%	.0%	.0%	2	.0%	36.0%	64.0%	.0%
Leading/guiding others	6	86.7%	13.3%	.0%	6	36.5%	26.6%	36.9%	.0%	3	.0%	26.4%	73.6%	.0%
Responsible actions and decision making	6	100.0%	.0%	.0%	6	63.1%	13.3%	23.7%	.0%	3	.0%	26.4%	73.6%	.0%
Understanding other people and other points of view	6	100.0%	.0%	.0%	6	63.1%	13.3%	23.7%	.0%	3	.0%	26.4%	73.6%	.0%
Environmental awareness	6	23.2%	50.2%	26.6%	5	26.8%	30.6%	42.6%	.0%	3	.0%	.0%	100.0%	.0%
Political and economic awareness	6	23.7%	49.8%	26.6%	5	26.8%	57.9%	15.3%	.0%	3	.0%	.0%	100.0%	.0%
Knowledge of political/physical geography	5	27.3%	42.1%	30.6%	4	31.6%	50.3%	18.1%	.0%	3	.0%	.0%	52.9%	47.1%

ERAU Preparation response options for the Class of 2003 and 2004 survey: 1='Excellent', 2='Good', 3='Average', 4='Poor', 5='Very Poor'.

Competence response options for the Class of 2001 and 2002 survey: 1='Very Good', 2='Good', 3='Average', 4='Poor', 5='Very Poor'.

Usefulness response options: 1='Very Useful', 2='Somewhat Useful', 3='Not Useful'



Employer Feedback Survey  
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Program Profile - BS Communication

ERAU Degree Specific Skills Usefulness on the Job and Competence of Graduates  
All Years Combined

Daytona Beach

	BS Communication												
	Unwtd # of Respond ents	Usefulness of skill on the Job			Unwtd # of Respond ents	Competence of this ERAU Graduate				Unwtd # of Respond ents	Competence of other Graduates		
		(1) Very Useful	(2) Somew hat Useful	(3) Not Useful		(1) Very Good	(2) Good	(3) Average	(4) Poor		(2) Good	(3) Average	(4) Poor
		Wtd Row %	Wtd Row %	Wtd Row %		Wtd Row %	Wtd Row %	Wtd Row %	Wtd Row %		Wtd Row %	Wtd Row %	Wtd Row %
(A) Able to write press releases, etc	3	100.0%	.0%	.0%	3	.0%	26.4%	73.6%	.0%	2	.0%	100.0%	.0%
(B) Understand/Apply PR theory and practice	3	47.1%	52.9%	.0%	3	.0%	26.4%	73.6%	.0%	2	.0%	100.0%	.0%
(C) Understand/Apply journalistic writing genres	3	73.6%	26.4%	.0%	3	.0%	26.4%	73.6%	.0%	2	.0%	100.0%	.0%
(D) Understand theories of flight, history of aviation	3	47.1%	.0%	52.9%	1	.0%	.0%	100.0%	.0%	1	.0%	100.0%	.0%
(E) Competency in basic graphic design	3	52.9%	47.1%	.0%	2	50.0%	50.0%	.0%	.0%	2	.0%	64.0%	36.0%
(F) Competency in oral presentations	3	47.1%	52.9%	.0%	3	.0%	26.4%	26.4%	47.1%	3	52.9%	47.1%	.0%
(G) Ability to plan/development of doc	3	.0%	100.0%	.0%	3	.0%	.0%	100.0%	.0%	3	26.4%	73.6%	.0%
(H) Understand importance of editing copy	3	26.4%	47.1%	26.4%	2	.0%	36.0%	64.0%	.0%	1	.0%	100.0%	.0%
(I) Understand crisis communication theory	3	.0%	47.1%	52.9%	1	.0%	.0%	100.0%	.0%	1	.0%	100.0%	.0%
(J) Understand writing for specific audiences	3	73.6%	26.4%	.0%	3	.0%	26.4%	73.6%	.0%	2	.0%	64.0%	36.0%
(K) Appreciate ethical behavior	3	73.6%	26.4%	.0%	3	.0%	100.0%	.0%	.0%	2	36.0%	64.0%	.0%
(L) Understand/Apply comp online/internet writing/design	3	73.6%	26.4%	.0%	2	.0%	64.0%	36.0%	.0%	2	.0%	100.0%	.0%
(M) Understand globalization of public affairs, etc	3	.0%	47.1%	52.9%	1	.0%	100.0%	.0%	.0%	1	.0%	100.0%	.0%
(N) Understand increasing role of digital media	3	26.4%	73.6%	.0%	3	.0%	73.6%	26.4%	.0%	2	.0%	100.0%	.0%
(O) Possess skills to work as part of a team	3	73.6%	26.4%	.0%	3	.0%	26.4%	73.6%	.0%	2	36.0%	64.0%	.0%
(P) Understand basic management structures	3	.0%	100.0%	.0%	3	.0%	26.4%	73.6%	.0%	2	.0%	100.0%	.0%
(Q) Understand/Apply basic software skills	3	26.4%	73.6%	.0%	3	26.4%	73.6%	.0%	.0%	2	36.0%	64.0%	.0%
(R) Develop portfolio by sr year	2	.0%	.0%	100.0%	0	.0%	.0%	.0%	.0%	0	.0%	.0%	.0%

ERAU Preparation response options for the Class of 2003 and 2004 survey: 1='Excellent', 2='Good', 3='Average', 4='Poor', 5='Very Poor'.

Competence response options for the Class of 2001 and 2002 survey: 1='Very Good', 2='Good', 3='Average', 4='Poor', 5='Very Poor'.

Usefulness response options: 1='Very Useful', 2='Somewhat Useful', 3='Not Useful'

**Comments from the question "Considering this ERAU graduate, what strengths do you perceive in his/her degree program?" - Daytona Beach**

***Class of 2002***

Her degree is in communications and she is a strong communicator at every level- the most important skill necessary for her position.

Strong background in math and science. Strong background in communication.

***Class of 2003***

Graphics

**Comments from the question "Considering this ERAU graduate, what weaknesses do you perceive in his/her degree program?" - Daytona Beach**

***Class of 2002***

None, for our purposes.

Lack of courses in the field of education.

***Class of 2003***

Wasting