About Universum

With over 25 years of experience researching the field of employer branding, Universum is a recognized world leader with tried and tested frameworks.

Universum annually conducts quantitative and qualitative research with over 700,000 talented individuals to gather insights into their career preferences, communication habits and their perception of potential employers.

Universum’s unique global reach ensures the comparability of research results across markets. We partner with approximately 2,000 of the top academic institutions in the world.

Universum is the thought leader in employer branding, with local experts in research, consulting and communication solutions, offering high-quality insights.

For our clients around the world, Universum is a trusted partner providing solutions and services to develop, improve and implement tailored employer branding strategies.

Universum employs smart, friendly and professional experts and consultants, who work with our clients in long-term partnerships.
Universum is the global leader in the field of employer branding and talent research. Through our market research, consulting and communication solutions we aim to close the gap between the expectations of employers and talent and support Higher Education Institutions in their roles.

Through our unique insight into the recruitment challenges of employers and the dynamics of the talent market, we help nearly 2000 universities worldwide to:

**UNDERSTAND**  
THE CAREER PREFERENCES AND EXPECTATIONS OF STUDENTS AND ALUMNI

**IDENTIFY**  
THE BRAND PERCEPTION AND ATTRACTIVENESS OF YOUR COLLEGE/UNIVERSITY

**ATTRACT**  
RELEVANT EMPLOYERS TO CAMPUS

**RECRUIT**  
PROSPECTIVE STUDENTS FOR BSC, MSC AND/OR MBA LEVELS
Our clients and media partners

Some of the world’s most attractive employers

Unilever
IKEA
Deloitte
ERICSSON
SIEMENS
J.P.Morgan
BOSCH
accenure
LVHM
PHILIPS
CREDIT SUISSE

Some of the world’s most trusted publishers

Bloomberg Businessweek
CNN Money
SvD
Le Monde
Tages-Anzeiger
E24
CHINADAILY
THE WALL STREET JOURNAL
Wirtschafts Woche
EXAME
South China Morning Post
What we cover in the report

1. EXECUTIVE SUMMARY
A summary of the core findings of the report. These slides can be shared with key stakeholders within the university as well as with external partners to provide a quick, visual overview of the career profile of your students.

2. CAREER PROFILE EVALUATION
This chapter provides insights on the career preferences and expectations of your students in comparison to the overall surveyed population of students in US.

3. EMPLOYER EVALUATION
This chapter analyzes the employer branding efforts and relative attractiveness of different employers towards your students.

4. UNIVERSITY BRAND PERCEPTION
This chapter evaluates your university brand, as perceived by your current students and by students at other universities in US, who would choose Michigan Technological University if they could begin their studies again.

5. APPENDIX
Additional data on topics covered in previous sections.
About the Universum Student Survey | US Edition

METHODOLOGY

THE QUESTIONNAIRE

- Created based on **25 years of experience**, extensive research within HR, focus groups and communication with both our clients and students.
- Global perspective - local insight.

DATA COLLECTION

Based on an **online survey**, distributed via university contacts, the Universum Panel and local partners.

WEIGHTING

To provide our clients with more reliable data, we set targets per main field of study and school to reflect the actual distribution of students. Weighting is used to compensate for discrepancies from targets.

Only data based on all students or on all students within a field of study is weighted. Breakdowns like gender, high achievers, and other more specific groups are not weighted.

NOTE: COMPUTER SCIENCE & ENGINEERING

In the 2014 US Student Survey, the main field of study IT was renamed Computer Science, and the areas of study within Computer Science and Engineering were reorganized. Computer Science captures all former IT students and computing-related majors; Engineering captures more physical engineering disciplines.

Neither group is directly comparable to previous years, but historical data has been included in this report.
Groups in this report

The comparisons in this report are based on: Engineering

- Global: ~600,000 students participate annually in Universum’s global career research.
- US: 7,957 participating students from 225 educational institutions in the US. Throughout the report, this group is referred to as “All universities”.
- Your university: 244 students participate from Michigan Technological University. Throughout the report, this group is referred to as "Michigan Technological University".

University reports can be based on the total number of respondents from all main fields of study, or may be specific to a main field of study. This particular report is specific to: Engineering.
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3. **EMPLOYER EVALUATION**
4. **UNIVERSITY BRAND PERCEPTION**
5. **APPENDIX**
Students’ profile and summary of preferences

**Michigan Technological University**

**Average age (years):**
- 20.4

**Top 3 career profiles:**
- Leader
- Entrepreneur
- Harmonizer

**Top 3 most used communication channels:**
- Career fairs
- Employer websites
- Employer presentations on campus

**Top 3 industries:**
- Engineering and Manufacturing
- Chemicals
- Aerospace and Defense

**Top 5 most attractive attributes:**
- Secure employment (Job Characteristics)
- Challenging work (Job Characteristics)
- Respect for its people (People & Culture)
- Leaders who will support my development (People & Culture)
- Variety of assignments (Job Characteristics)

**Average reported GPA:**
- 3.3

**Average expected annual salary:**
- 60,361 USD

**Year of graduation:**
- 29% Freshman
- 23% Sophomore
- 26% Junior
- 22% Senior

**Top 3 career goals:**
- To have work/life balance
- To be secure or stable in my job
- To be competitively or intellectually challenged
Students’ profile and summary of preferences

All universities

**Average age (years):** 21.0

**Top 3 career profiles:**
- Leader
- Entrepreneur
- Idealist

**Top 3 companies:**
- Employer websites
- Career fairs
- Employer presentations on campus

**Top 3 industries:**
- Engineering and Manufacturing
- Energy
- Aerospace and Defense

**Top 5 most attractive attributes:**
- Secure employment (Job Characteristics)
- A creative and dynamic work environment (People & Culture)
- Professional training and development (Job Characteristics)
- Innovation (Employer Reputation & Image)
- Challenging work (Job Characteristics)

**Average reported GPA:** 3.4

**Average expected annual salary:** 65,167 USD

**Year of graduation:**
- 10% Freshman
- 32% Sophomore
- 30% Junior
- 28% Senior

**Top 3 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
Students’ most attractive employers

Michigan Technological University | Engineering

1. 3M (21.05%)
2. DOW Chemical (15.35%)
2. NASA (15.35%)
4. Ford Motor Company (14.04%)
5. General Motors (12.28%)
6. Boeing (10.53%)
6. Caterpillar Inc. (10.53%)
8. Lockheed Martin Corporation (10.09%)
9. Google (9.65%)
10. General Electric (8.33%)

All universities | Engineering

1. Boeing (17.05%)
2. NASA (16.34%)
3. Google (15.45%)
4. Lockheed Martin Corporation (11.64%)
5. General Electric (10.26%)
6. ExxonMobil (9.74%)
7. Apple (9.50%)
8. Microsoft (8.25%)
9. Walt Disney Company (7.41%)
10. Intel (7.23%)

• Now choose the 5 employers you most want to work for, your 5 Ideal Employers.
Summary of your University Brand Perception (1/2)

ASSOCIATIONS BASED ON THE UNIVERSUM DRIVERS OF UNIVERSITY ATTRACTIVENESS

University/College Reputation & Image
1. Highly-ranked within its field
2. Tradition of academic excellence
3. Successful alumni

Educational Offering
1. Attractive/exciting programs and fields of study
2. Challenging curriculum
3. Strong student support (e.g. Tutors, advisors, etc.)

University/College Culture & Student Life
1. Secure campus environment
2. Friendly and open environment
3. Social and recreational activities

Employability & Advancement Opportunities
1. High employment among graduates
2. Good reference for future career and/or education
3. Strong ties with industry

TOP OF MIND ASSOCIATIONS
Summary of your University Brand Perception (2/2)

**Continue communicating**

**UNIVERSITY/COLLEGE REPUTATION & IMAGE**
- Tradition of academic excellence
- Successful alumni
- Highly-ranked within its field

**EDUCATIONAL OFFERING**
- Quality and variety of courses
- Challenging curriculum
- Attractive/exciting programs and fields of study

**UNIVERSITY/COLLEGE CULTURE & STUDENT LIFE**
- Social and recreational activities
- Secure campus environment
- Friendly and open environment
- Attractive geographic location

**EMPLOYABILITY & ADVANCEMENT OPPORTUNITIES**
- Teaches transferable and practical skills employers are looking for
- Target school for employers in my field
- Strong ties with industry
- Opportunities to network with employers
- High employment among graduates
- Good reference for future career and/or education

**Average university recommendation score:**
- Michigan Technological University: 8.7
- All universities: 8.2

**Percentage of students who would choose to study at their current university if they could make the choice again:**
- Michigan Technological University: 80%
- All universities: 56%
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1. EXECUTIVE SUMMARY
2. CAREER PROFILE EVALUATION
3. EMPLOYER EVALUATION
4. UNIVERSITY BRAND PERCEPTION
5. APPENDIX
Career Profile Evaluation

This chapter provides insights on the career preferences and expectations of your students in comparison to the total student population surveyed in US. The information and insights in the report will help you to:

- Evaluate the career profile of your students on an aggregated level, as well as the talent trends that have evolved over the past years.

- Find out what differentiates your students from those at other universities and which aspects make them unique.

- Improve the visibility of your students to top employers by being able to communicate their unique strengths to employers in a quick and efficient way.
Which of these career goals are most important to you? Please select in order of preference, where ‘1’ is most important.

Career goals refer to what students want from employment in the long term, whereas ‘attributes’ refer to things sought by students from their first employer.

- To have work/life balance: 61%
- To be secure or stable in my job: 58%
- To be competitively or intellectually challenged: 46%
- To be dedicated to a cause or to feel that I am serving a greater good: 40%
- To be entrepreneurial or creative/innovative: 27%
- To be a leader or manager of people: 26%
- To be a technical or functional expert: 24%
- To have an international career: 10%
- To be autonomous or independent: 9%
Which of these career goals are most important to you? Please select in order of preference, where ‘1’ is most important.

<table>
<thead>
<tr>
<th>Career Goal</th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>To have work/life balance</td>
<td>25%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>To be secure or stable in my job</td>
<td>17%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>To be dedicated to a cause or to feel that I am serving a greater good</td>
<td>18%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>To be competitively or intellectually challenged</td>
<td>14%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>To be entrepreneurial or creative/innovative</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>To be a leader or manager of people</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>To be a technical or functional expert</td>
<td>5%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>To have an international career</td>
<td>2%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>To be autonomous or independent</td>
<td>3%</td>
<td>4%</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Career goals* refer to what students want from employment in the long term, whereas *attributes* refer to things sought by students from their first employer.
Which of these career goals are most important to you? Please select in order of preference, where "1" is most important.

The graph shows career goals chosen as first, second or third choice in 2014. The alternatives in the legend are sorted according to importance in 2014. Thus, the most important career goal in 2014 is at the top of the legend.
In which industries would you like to work most after graduating? You can choose up to 3 industries.
In which industries would you like to work most after graduating? You can choose up to 3 industries.

- Health Care Equipment: 6% (Michigan Technological University), 8% (All universities)
- Transportation and Logistics: 6% (Michigan Technological University), 5% (All universities)
- Educational and Scientific Institutions: 4% (Michigan Technological University), 6% (All universities)
- Non-Governmental Organizations (NGOs)/Non-Profit Organizations (NPOs): 4% (Michigan Technological University), 4% (All universities)
- Public Sector and Governmental Agencies: 4% (Michigan Technological University), 4% (All universities)
- Software and Computer Services: 4% (Michigan Technological University), 9% (All universities)
- Utilities: 4% (Michigan Technological University), 1% (All universities)
- Consumer Electronics and Household Appliances: 3% (Michigan Technological University), 6% (All universities)
- Health Care Services: 2% (Michigan Technological University), 6% (All universities)
- Management and Strategy Consulting: 2% (Michigan Technological University), 7% (All universities)
What is your expected salary before tax at your first employment after graduation, excluding commission and bonus?

- Expected annual salary:
  - Michigan Technological University: $60,361 USD
  - All universities: $65,167 USD
Expected annual salary | Gender gap

Michigan Technological University

- Female: $58,611 USD
- Male: $61,130 USD

- What is your expected salary before tax at your first employment after graduation, excluding commission and bonus?
- What is your gender?
Expected annual salary | Gender gap

All universities

<table>
<thead>
<tr>
<th>Gender</th>
<th>Expected Annual Salary (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>64,596</td>
</tr>
<tr>
<td>Male</td>
<td>65,199</td>
</tr>
</tbody>
</table>
Expected annual salary | Gender gap across time

This chart illustrate female expected salary as a share of male expected salary.

<table>
<thead>
<tr>
<th>Year</th>
<th>Female/Male salary ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>95%</td>
</tr>
<tr>
<td>2012</td>
<td>95%</td>
</tr>
<tr>
<td>2013</td>
<td>96%</td>
</tr>
<tr>
<td>2014</td>
<td>99%</td>
</tr>
</tbody>
</table>
How long do students expect to stay at their first employer?

- 5% expect to stay at the most 2 years at their first employment
- 10% expect to stay at the most 2 years at their first employment

- Michigan Technological University
- All universities
To which of the following types of student organizations do you belong? Select all that apply.

- Academic or professional clubs and societies: 54% (Michigan Technological University), 63% (All universities)
- Recreational activities and hobbies: 44% (Michigan Technological University), 29% (All universities)
- Volunteer work and community service: 26% (Michigan Technological University), 32% (All universities)
- Sports teams: 25% (Michigan Technological University), 15% (All universities)
- Honor societies: 17% (Michigan Technological University), 43% (All universities)

Please speak to your account manager for further information about the specific organizations most popular among your students.
The Universum Drivers of Employer Attractiveness

**EMPLOYER REPUTATION & IMAGE**
The attributes of the employer as an organization
- Attractive/exciting products and services
- Corporate Social Responsibility
- Environmental sustainability
- Ethical standards
- Fast-growing/entrepreneurial
- Financial strength
- Innovation
- Inspiring management
- Market success
- Prestige

**JOB CHARACTERISTICS**
The contents and demands of the job, including the learning opportunities provided by the job
- Challenging work
- Client interaction
- Control over my number of working hours
- Flexible working conditions
- High level of responsibility
- Opportunities for international travel/relocation
- Professional training and development
- Secure employment
- Team-oriented work
- Variety of assignments

**PEOPLE & CULTURE**
The social environment and attributes of the workplace
- A creative and dynamic work environment
- A friendly work environment
- Enabling me to integrate personal interests in my schedule
- Interaction with international clients and colleagues
- Leaders who will support my development
- Recognizing performance (meritocracy)
- Recruiting only the best talent
- Respect for diversity
- Respect for its people
- Support for gender equality

**REMUNERATION & ADVANCEMENT OPPORTUNITIES**
The monetary compensation and other benefits, now and in the future
- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education

*This framework has been developed by Universum and is based on specific research within HR, as well as focus groups and general communication with both our clients and students.*
How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.
• How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.
• Which of these attributes are most important to you? (Max. 3)

Driver attractiveness across time

All universities

- Employer Reputation & Image
- Job Characteristics
- People & Culture
- Remuneration & Advancement Opportunities
### Employer Reputation & Image | Attractive attributes

<table>
<thead>
<tr>
<th>Attractive attributes</th>
<th>Michigan Technological University</th>
<th>All universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation</td>
<td>58%</td>
<td>61%</td>
</tr>
<tr>
<td>Attractive/exciting products and services</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Ethical standards</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Financial strength</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Inspiring management</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>Environmental sustainability</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Market success</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Prestige</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Fast-growing/entrepreneurial</td>
<td>8%</td>
<td>14%</td>
</tr>
</tbody>
</table>

- How important are each of the aspects below to you? **Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.**
- Which of these attributes are most important to you? (Max. 3)
How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.

Which of these attributes are most important to you? (Max. 3)

- Secure employment
- Challenging work
- Professional training and development
- Variety of assignments
- Team-oriented work
- Control over my number of working hours
- Opportunities for international travel/relocation
- Flexible working conditions
- High level of responsibility
- Client interaction

Michigan Technological University
All universities
• How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.
• Which of these attributes are most important to you? (Max. 3)

Leaders who will support my development
Respect for its people
A friendly work environment
A creative and dynamic work environment
Recognizing performance (meritocracy)
Enabling me to integrate personal interests in my schedule
Recruiting only the best talent
Support for gender equality
Respect for diversity
Interaction with international clients and colleagues

- Michigan Technological University
- All universities
How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.

Which of these attributes are most important to you? (Max. 3)

- Leadership opportunities
- Good reference for future career
- Sponsorship of future education
- Clear path for advancement
- High future earnings
- Competitive base salary
- Competitive benefits
- Performance-related bonus
- Overtime pay/compensation
- Rapid promotion

Michigan Technological University
All universities
Students’ overall top 10 preferences

**Michigan Technological University**

1. Secure employment
2. Challenging work
3. Respect for its people
4. Leaders who will support my development
5. Variety of assignments
6. Innovation
7. Professional training and development
8. A friendly work environment
9. A creative and dynamic work environment
10. Leadership opportunities

**All universities**

1. Secure employment
2. A creative and dynamic work environment
3. Professional training and development
4. Innovation
5. Challenging work
6. Leaders who will support my development
7. Respect for its people
8. A friendly work environment
9. Variety of assignments
10. Leadership opportunities

- Employer Reputation & Image
- People & Culture
- Job Characteristics
- Remuneration & Advancement Opportunities

- How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.
- Which of these attributes are most important to you? (Max. 3)

- This table shows the most attractive of the 40 attributes, taking into account the overall importance of the driver categories to the students. This analysis gives a summarized 360 degree view of what influences employer attractiveness.
The Universum Career Profiles

**CAREERIST**: A student who continuously wants to develop. This type of student wants to follow a promising career path within a prestigious and meritocratic environment.

**ENTREPRENEUR**: A student who appreciates working in an evolving environment, in which he/she can solve changing and challenging problems.

**HARMONIZER**: A student who prefers a stable work environment that is characterized by a respectful and balanced management philosophy.

**HUNTER**: A student who focuses on monetary aspects. This student chases financially lucrative and competitive jobs.

**IDEALIST**: A student who pursues ethical and sustainable principles and values. This student is strongly attracted to employers whose mission and vision are in line with his/her own principles and standards.

**INTERNATIONALIST**: A student who is open-minded and prefers international surroundings. This type of student enjoys meeting new people, traveling and working abroad.

**LEADER**: A student who aims to be inspired and supported by management and searches for jobs where he/she can apply and further develop his/her leadership skills. This student is not afraid of making decisions and taking responsibility.
The Universum Career Profiles

- Which of these are most important to you?
- The Universum Career Profiles are based on the attributes that students selected as attractive for their first employer. See more details in Appendix.
Employer Evaluation

This chapter analyzes the employer branding efforts and relative attractiveness of different employers towards your students. The information and insights in the report will help you to:

- Evaluate relative performance of different employers and understand what challenges they face. Use these insights to successfully manage your corporate relationships.

- Provide tangible feedback to your existing corporate partners on their employer branding efforts towards your students. Understand if the activities they organized have been effective.

- Understand which employers your students would like to meet and want to learn more about. Use these insights to bring new employer partners into cooperation with your organization.
### The Universum Rankings

<table>
<thead>
<tr>
<th>FULL COMPANY LIST</th>
<th>CONSIDERED EMPLOYER RANKING</th>
<th>IDEAL EMPLOYER RANKING</th>
<th>POTENTIAL APPLICANTS' RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>(230 employers within each main field of study)</td>
<td>(as many as applicable)</td>
<td>(maximum five employers)</td>
<td>(Yes, I have applied or will apply)</td>
</tr>
</tbody>
</table>

"Below is a list of companies and organizations. For which of these employers would you consider working?"

"Now choose the 5 employers you most want to work for, your 5 Ideal Employers."

"Have you applied or will you apply to these companies/organizations?"

*For layout reasons, the employer’s name can be shortened in this report.*
## Official Ideal Employer Ranking | US 2014

### ENGINEERING

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Boeing</td>
<td>1</td>
<td>17.05%</td>
<td>↑ 2</td>
<td>IBM</td>
<td>16</td>
<td>4.93%</td>
<td>↓ -5</td>
</tr>
<tr>
<td>NASA</td>
<td>2</td>
<td>16.34%</td>
<td>↓ -1</td>
<td>Siemens</td>
<td>17</td>
<td>4.82%</td>
<td>↑ 6</td>
</tr>
<tr>
<td>Google</td>
<td>3</td>
<td>15.45%</td>
<td>↓ -1</td>
<td>Procter &amp; Gamble (P&amp;G)</td>
<td>18</td>
<td>4.69%</td>
<td>↑ 2</td>
</tr>
<tr>
<td>Lockheed Martin Corporation</td>
<td>4</td>
<td>11.64%</td>
<td>↑ 2</td>
<td>Johnson &amp; Johnson</td>
<td>19</td>
<td>4.63%</td>
<td>↑ 2</td>
</tr>
<tr>
<td>General Electric</td>
<td>5</td>
<td>10.26%</td>
<td>↑ 2</td>
<td>Ford Motor Company</td>
<td>20</td>
<td>4.51%</td>
<td>↑ 4</td>
</tr>
<tr>
<td>ExxonMobil</td>
<td>6</td>
<td>9.74%</td>
<td>↑ 4</td>
<td>Medtronic</td>
<td>21</td>
<td>4.35%</td>
<td>↑ 16</td>
</tr>
<tr>
<td>Apple</td>
<td>7</td>
<td>9.50%</td>
<td>↓ -3</td>
<td>Raytheon Company</td>
<td>22</td>
<td>4.30%</td>
<td>↑ 8</td>
</tr>
<tr>
<td>Microsoft</td>
<td>8</td>
<td>8.25%</td>
<td>↓ -3</td>
<td>BP</td>
<td>23</td>
<td>4.29%</td>
<td>↑ 13</td>
</tr>
<tr>
<td>Walt Disney Company</td>
<td>9</td>
<td>7.41%</td>
<td>↓ -1</td>
<td>Central Intelligence Agency</td>
<td>24</td>
<td>4.28%</td>
<td>↓ -6</td>
</tr>
<tr>
<td>Intel</td>
<td>10</td>
<td>7.23%</td>
<td>↑ 2</td>
<td>Environmental Protection Agency (EPA)</td>
<td>25</td>
<td>4.23%</td>
<td>↓ -10</td>
</tr>
<tr>
<td>Shell Oil Company</td>
<td>11</td>
<td>6.15%</td>
<td>↑ 3</td>
<td>DOW Chemical</td>
<td>26</td>
<td>4.11%</td>
<td>↑ 7</td>
</tr>
<tr>
<td>U.S. Department of Energy</td>
<td>12</td>
<td>6.03%</td>
<td>↓ -3</td>
<td>General Motors</td>
<td>27</td>
<td>3.86%</td>
<td>↓ -11</td>
</tr>
<tr>
<td>Chevron Corporation</td>
<td>13</td>
<td>5.40%</td>
<td>↑ 13</td>
<td>Amazon</td>
<td>28</td>
<td>3.74%</td>
<td>↑ 0</td>
</tr>
<tr>
<td>BMW Group</td>
<td>14</td>
<td>5.31%</td>
<td>↓ -1</td>
<td>3M</td>
<td>29</td>
<td>3.66%</td>
<td>↑ 9</td>
</tr>
<tr>
<td>Northrop Grumman</td>
<td>15</td>
<td>5.21%</td>
<td>↑ 7</td>
<td>Stryker</td>
<td>30</td>
<td>3.60%</td>
<td>NEW -</td>
</tr>
</tbody>
</table>
DO STUDENTS KNOW WHO YOU ARE?

WOULD THEY CONSIDER WORKING FOR YOU?

ARE YOU THEIR IDEAL EMPLOYER?

HAVE THEY APPLIED OR WILL THEY APPLY TO YOU?
## Considered Employer Ranking | Top 30

### Michigan Technological University | Engineering

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3M</td>
<td>1</td>
<td>39.08%</td>
<td>➔ 0</td>
<td>Shell Oil Company</td>
<td>15</td>
<td>20.59%</td>
<td>➔ 3</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>2</td>
<td>34.45%</td>
<td>➔ 1</td>
<td>Volkswagen Group</td>
<td>15</td>
<td>20.59%</td>
<td>➔ 2</td>
</tr>
<tr>
<td>NASA</td>
<td>2</td>
<td>34.45%</td>
<td>➔ 0</td>
<td>Honda Companies</td>
<td>18</td>
<td>20.17%</td>
<td>➔ 8</td>
</tr>
<tr>
<td>General Motors</td>
<td>4</td>
<td>31.51%</td>
<td>➔ 0</td>
<td>U.S. Department of Energy</td>
<td>18</td>
<td>20.17%</td>
<td>➔ 6</td>
</tr>
<tr>
<td>DOW Chemical</td>
<td>5</td>
<td>30.25%</td>
<td>➔ 5</td>
<td>BMW Group</td>
<td>20</td>
<td>19.75%</td>
<td>➔ 1</td>
</tr>
<tr>
<td>Caterpillar Inc.</td>
<td>6</td>
<td>28.99%</td>
<td>➔ 3</td>
<td>Schlumberger</td>
<td>20</td>
<td>19.75%</td>
<td>➔ 34</td>
</tr>
<tr>
<td>Chrysler</td>
<td>6</td>
<td>28.99%</td>
<td>➔ 3</td>
<td>Nissan</td>
<td>22</td>
<td>19.33%</td>
<td>➔ 4</td>
</tr>
<tr>
<td>Boeing</td>
<td>8</td>
<td>28.15%</td>
<td>➔ 1</td>
<td>Johnson &amp; Johnson</td>
<td>23</td>
<td>18.91%</td>
<td>➔ 5</td>
</tr>
<tr>
<td>Google</td>
<td>8</td>
<td>28.15%</td>
<td>➔ 2</td>
<td>Rolls-Royce North America</td>
<td>24</td>
<td>18.49%</td>
<td>➔ 10</td>
</tr>
<tr>
<td>General Electric</td>
<td>10</td>
<td>26.47%</td>
<td>➔ 4</td>
<td>Apple</td>
<td>25</td>
<td>18.07%</td>
<td>➔ 10</td>
</tr>
<tr>
<td>John Deere</td>
<td>10</td>
<td>26.47%</td>
<td>➔ 2</td>
<td>Lockheed Martin Corporation</td>
<td>25</td>
<td>18.07%</td>
<td>➔ 4</td>
</tr>
<tr>
<td>Microsoft</td>
<td>12</td>
<td>24.37%</td>
<td>➔ 4</td>
<td>Procter &amp; Gamble (P&amp;G)</td>
<td>25</td>
<td>18.07%</td>
<td>➔ 42</td>
</tr>
<tr>
<td>Bosch</td>
<td>13</td>
<td>22.69%</td>
<td>➔ 17</td>
<td>Texas Instruments</td>
<td>25</td>
<td>18.07%</td>
<td>➔ 7</td>
</tr>
<tr>
<td>Honeywell</td>
<td>14</td>
<td>21.85%</td>
<td>➔ 22</td>
<td>Chevron Corporation</td>
<td>29</td>
<td>17.23%</td>
<td>➔ 34</td>
</tr>
<tr>
<td>Marathon Oil</td>
<td>15</td>
<td>20.59%</td>
<td>➔ 9</td>
<td>IBM</td>
<td>29</td>
<td>17.23%</td>
<td>➔ 14</td>
</tr>
</tbody>
</table>

* Below is a list of companies and organizations. For which of these employers would you consider working?
### Ideal Employer Ranking | Top 20

#### Michigan Technological University | Engineering

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3M</td>
<td>1</td>
<td>21.05%</td>
<td>↑ 0</td>
<td>Medtronic</td>
<td>11</td>
<td>7.89%</td>
<td>↓ -1</td>
</tr>
<tr>
<td>DOW Chemical</td>
<td>2</td>
<td>15.35%</td>
<td>↑ 7</td>
<td>Chrysler</td>
<td>12</td>
<td>7.46%</td>
<td>0</td>
</tr>
<tr>
<td>NASA</td>
<td>2</td>
<td>15.35%</td>
<td>↑ 1</td>
<td>John Deere</td>
<td>12</td>
<td>7.46%</td>
<td>↓ -5</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>4</td>
<td>14.04%</td>
<td>↓ -2</td>
<td>Johnson &amp; Johnson</td>
<td>14</td>
<td>7.02%</td>
<td>↑ 7</td>
</tr>
<tr>
<td>General Motors</td>
<td>5</td>
<td>12.28%</td>
<td>↓ -1</td>
<td>Walt Disney Company</td>
<td>15</td>
<td>6.58%</td>
<td>↑ 11</td>
</tr>
<tr>
<td>Boeing</td>
<td>6</td>
<td>10.53%</td>
<td>↑ 4</td>
<td>Volkswagen Group</td>
<td>15</td>
<td>6.58%</td>
<td>↑ 20</td>
</tr>
<tr>
<td>Caterpillar Inc.</td>
<td>6</td>
<td>10.53%</td>
<td>↓ -1</td>
<td>Cliffs Natural Resources</td>
<td>17</td>
<td>6.14%</td>
<td>↓ -1</td>
</tr>
<tr>
<td>Lockheed Martin Corporation</td>
<td>8</td>
<td>10.09%</td>
<td>↑ 7</td>
<td>Schlumberger</td>
<td>17</td>
<td>6.14%</td>
<td>↑ 7</td>
</tr>
<tr>
<td>Google</td>
<td>9</td>
<td>9.65%</td>
<td>↓ -3</td>
<td>Stryker</td>
<td>17</td>
<td>6.14%</td>
<td>12</td>
</tr>
<tr>
<td>General Electric</td>
<td>10</td>
<td>8.33%</td>
<td>↓ -3</td>
<td>Peace Corps</td>
<td>20</td>
<td>5.26%</td>
<td>↑ 12</td>
</tr>
</tbody>
</table>

*Now choose the 5 employers you most want to work for, your 5 Ideal Employers.*
Now choose the 5 employers you most want to work for, your 5 Ideal Employers.

• Have you applied or will you apply to these companies/organizations?
Which of the following attributes do you associate with each employer? Please select as many as applicable.

- Innovation
- Attractive/exciting products and services
- Fast-growing/entrepreneurial
- Corporate Social Responsibility
- Prestige
- Market success
- Financial strength
- Ethical standards
- Inspiring management
- Environmental sustainability

Which of these attributes are most important to you? (Max. 3)
Which of the following attributes do you associate with each employer? Please select as many as applicable.

Which of these attributes are most important to you? (Max. 3)

The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.
People & Culture | Associations with Ideal Employers

Which of these attributes are most important to you? (Max. 3)

- Michigan Technological University
- All universities

- Leaders who will support my development (70%)
- Respect for its people
- A friendly work environment
- A creative and dynamic work environment
- Recruiting only the best talent
- Enabling me to integrate personal interests in my schedule
- Respect for diversity
- Interaction with international clients and colleagues
- Support for gender equality
- Recognizing performance (meritocracy)

The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.
Which of the following attributes do you associate with each employer? Please select as many as applicable.

Which of these attributes are most important to you? (Max. 3)

The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.
Top of mind associations with Ideal Employers

Michigan Technological University

All universities

- Please write the first word that comes to mind when you think of these employers.

- These are answers written in by students who chose each company as an Ideal Employer.

- Spelling mistakes might occur.

- The size of the words are adapted for each chart.
The Universum communication channels framework

**PRINT**
- Advertisements in business magazines
- Advertisements in lifestyle magazines & other periodicals
- Career guides/books
- Career magazines for students
- News print media advertisements
- Recruitment brochures
- University press & student organization publications

**DIGITAL**
- Career guidance websites
- Employer websites
- Job boards
- Live webinars with employers
- Mobile apps
- News websites advertisements
- Professional networks/communities
- Social networks/communities
- Targeted emails

**IN-PERSON**
- Career fairs
- Employer presentations on campus
- Employer-sponsored events
- Informational interviews
- Lectures/case studies as part of curriculum
- Skills sessions organized by employers
- Student conferences

**OTHER CHANNELS**
- Direct mailings
- Outdoor/billboard advertisements
- Radio advertisements
- TV advertisements
Through which channels have you learned about these employers?
Table of contents

1. EXECUTIVE SUMMARY
2. CAREER PROFILE EVALUATION
3. EMPLOYER EVALUATION
4. UNIVERSITY BRAND PERCEPTION
5. APPENDIX
This chapter evaluates your university brand, as perceived by your current students and by students at other universities in US, who would choose Michigan Technological University if they could begin their studies again. The information and insights in the report will help you to:

**Identify your competitive advantage** over your student recruitment competitors, by:

- Understanding your **internal identity**! Which attributes do your students associate you with?
- Understanding your **external image**! Which attributes do students at other universities in US associate you with?
- Understanding the fundamental **reasons for choosing a university and what makes a university attractive** in the eyes of students.

**Monitor the effectiveness** of your communication and activities in building a strong university brand.

Find out how likely your students are to **recommend your university to friends and family members**.
Which of the following influenced you the most to choose your university?

The chart shows the top 10 factors that influenced your students when choosing Michigan Technological University.

Why did your students choose your University? (1/2)

- University rankings
- Parents
- Information event at university (e.g. open campus day)
- Students of the university
- Career & university fairs
- Alumni of the university
- Printed promotional material, including catalogues and brochures
- Tuition fees
- Information event at the school I was attending
- University's website

Michigan Technological University
All universities

• Which of the following influenced you the most to choose your university?
• The chart shows the top 10 factors that influenced your students when choosing Michigan Technological University.
Which of the following influenced you the most to choose your university?

- The chart shows the top 10 factors that influenced your students when choosing Michigan Technological University.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Michigan Technological University</th>
<th>All universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Teachers or career guidance counselors at the school I was attending</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>University directories/guides</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Offered the option of paid work placement</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Advertising in print media</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Media coverage, including articles in newspapers and magazines</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Online advertising</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Online social networks/communities (e.g. Facebook)</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Videos produced by the university</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
<td>19%</td>
</tr>
</tbody>
</table>
How satisfied are you with your current educational institution?

How satisfied are your students with Michigan Technological University?

- 8.3 is the average score among your students.
- 7.9 is the average score for all universities.
If your students could begin their studies again, would they choose Michigan Technological University?

**Michigan Technological University**
- Yes, definitely: 80%
- Maybe: 13%
- No, not at all: 7%

**All universities**
- Yes, definitely: 56%
- Maybe: 35%
- No, not at all: 9%
If students could begin their studies again, they would choose…

- **Current college or university**: 80%
- **Another University**: 56%
- **Foreign University**: 44%

- Which other college or university would you consider instead?
If students could begin their studies again | Preferred universities

Michigan Technological University

<table>
<thead>
<tr>
<th>University</th>
<th>Rank</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Michigan - Ann Arbor</td>
<td>1</td>
<td>22%</td>
</tr>
<tr>
<td>Colorado School of Mines</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>Kettering University</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>Michigan State University</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>Texas Tech University</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>University of Wisconsin - Whitewater</td>
<td>2</td>
<td>11%</td>
</tr>
</tbody>
</table>

80% of your students would choose Michigan Technological University if they made the choice again.

20% would choose another university. The most preferred are presented in the table.

* If you could begin your studies again at any college or university, which would you choose?

* The results are based on respondents who answered “maybe” or “No, not at all” in question “If you could begin your studies again at any educational institution, would you choose your current college or university?”
If students could begin their studies again | Preferred universities

**All universities**

<table>
<thead>
<tr>
<th>University</th>
<th>Rank</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts Institute of Technology</td>
<td>1</td>
<td>13%</td>
</tr>
<tr>
<td>University of California - Berkeley</td>
<td>2</td>
<td>6%</td>
</tr>
<tr>
<td>Stanford University</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>University of Texas - Austin</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Georgia Institute of Technology</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>University of Illinois - Urbana-Champaign</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>Virginia Tech</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>University of Michigan - Ann Arbor</td>
<td>9</td>
<td>2%</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>10</td>
<td>2%</td>
</tr>
</tbody>
</table>

- **56%** of the students would choose their current university if they made the choice again.
- **44%** would choose another university. The most preferred are presented in the table.

*The results are based on respondents who answered “maybe” or “No, not at all” in question “If you could begin your studies again at any educational institution, would you choose your current college or university?”*
Universities with the largest share of loyal students

By **loyal** students we mean students who would **definitely** choose their current education institution, if they could begin their studies again.

- Stanford University: 100%
- Michigan Technological University: 80%
- University of Wisconsin - Madison: 79%
- Kettering University: 74%
- Lafayette College: 72%
- Rose-Hulman Institute of Technology: 71%
- University of Dayton: 67%
- Georgia Institute of Technology: 65%
- Purdue University: 65%
- Worcester Polytechnic Institute: 63%
The Universum Drivers of University Attractiveness

**UNIVERSITY/COLLEGE REPUTATION & IMAGE**

Refers to the university as a whole.
- Tradition of academic excellence
- State-of-the-art facilities
- Successful alumni
- Internationally acclaimed
- Prestige
- Low costs (e.g. accommodation, tuition, living expenses, etc.)
- Availability of financial aid and scholarships
- Highly-ranked within its field
- Recommended by friends/family

**EDUCATIONAL OFFERING**

Various aspects of the education provided by the university.
- Quality and variety of courses
- Attractive/exciting programs and fields of study
- Challenging curriculum
- Unique or particular programs
- Exceptional professors/lecturers
- Practical aspects within the curriculum
- International focus
- Strong student support (e.g. Tutors, advisors, etc.)
- Study abroad program

**UNIVERSITY/COLLEGE CULTURE & STUDENT LIFE**

Social environment on- and off-campus.
- International student body
- Creative and dynamic atmosphere
- Social and recreational activities
- Friendly and open environment
- Attractive geographic location
- Respect for diversity
- Support for gender equality
- Secure campus environment
- Heritage and tradition

**EMPLOYABILITY & ADVANCEMENT OPPORTUNITIES**

Long-term opportunities the university provides for students.
- Supports and develops entrepreneurship
- Good reference for future career and/or education
- Launching pad for international career
- High employment among graduates
- Opportunities to network with employers
- Strong ties with industry
- Teaches transferable and practical skills employers are looking for
- Target school for employers in my field
- Focus on professional development
Relative importance of each driver

- University/College Reputation & Image
- University/College Culture & Student Life
- Educational Offering
- Employability & Advancement Opportunities

- How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100.
### Most attractive attributes

<table>
<thead>
<tr>
<th>Michigan Technological University</th>
<th>All universities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNIVERSITY/COLLEGE REPUTATION &amp; IMAGE</strong></td>
<td><strong>UNIVERSITY/COLLEGE REPUTATION &amp; IMAGE</strong></td>
</tr>
<tr>
<td>1. Highly-ranked within its field</td>
<td>1. Highly-ranked within its field</td>
</tr>
<tr>
<td>2. Tradition of academic excellence</td>
<td>2. Tradition of academic excellence</td>
</tr>
<tr>
<td>3. Successful alumni</td>
<td>3. Availability of financial aid and scholarships</td>
</tr>
<tr>
<td><strong>EDUCATIONAL OFFERING</strong></td>
<td><strong>EDUCATIONAL OFFERING</strong></td>
</tr>
<tr>
<td>1. Attractive/exciting programs and fields of study</td>
<td>1. Quality and variety of courses</td>
</tr>
<tr>
<td>2. Practical aspects within the curriculum</td>
<td>2. Exceptional professors/lecturers</td>
</tr>
<tr>
<td>3. Exceptional professors/lecturers</td>
<td>3. Attractive/exciting programs and fields of study</td>
</tr>
<tr>
<td><strong>UNIVERSITY/COLLEGE CULTURE &amp; STUDENT LIFE</strong></td>
<td><strong>UNIVERSITY/COLLEGE CULTURE &amp; STUDENT LIFE</strong></td>
</tr>
<tr>
<td>1. Friendly and open environment</td>
<td>1. Friendly and open environment</td>
</tr>
<tr>
<td>2. Attractive geographic location</td>
<td>2. Creative and dynamic atmosphere</td>
</tr>
<tr>
<td>2. Social and recreational activities</td>
<td>3. Social and recreational activities</td>
</tr>
<tr>
<td><strong>EMPLOYABILITY &amp; ADVANCEMENT OPPORTUNITIES</strong></td>
<td><strong>EMPLOYABILITY &amp; ADVANCEMENT OPPORTUNITIES</strong></td>
</tr>
<tr>
<td>1. High employment among graduates</td>
<td>1. High employment among graduates</td>
</tr>
<tr>
<td>2. Target school for employers in my field</td>
<td>2. Good reference for future career and/or education</td>
</tr>
<tr>
<td>3. Teaches transferable and practical skills employers are looking for</td>
<td>3. Opportunities to network with employers</td>
</tr>
</tbody>
</table>
What students consider attractive vs. what they associate with you

- **Important areas where your university rates low** - consider whether to adapt communication
- **Important areas where your university rates highly** - continue communicating
- **Less important areas where your university rates low** - monitor / no action
- **Less important areas where your university rates highly** - keep as is

Attractiveness of the attributes

Attributes that your students associate with your university

Average association for your university

Average attractiveness of the attributes within the driver
Which of the following attributes do you associate with each institution? *Please select as many as applicable.*

- University/College Reputation & Image
- Attractiveness vs. Associations

Which of these attributes are most important to you? (Max. 3)

- Highly-ranked within its field
- Tradition of academic excellence
- Successful alumni
- Low costs (e.g. accommodation, tuition, living expenses, etc)
- Prestige
- Availability of financial aid and scholarships
- State-of-the-art facilities
- Recommended by friends/family
- Internationally acclaimed
Which of the following attributes do you associate with each institution? Please select as many as applicable.

Which of these attributes are most important to you? (Max. 3)
Which of the following attributes do you associate with each institution? Please select as many as applicable.

- Attractive geographic location
- Creative and dynamic atmosphere
- Respect for diversity
- Support for gender equality
- International student body
- Heritage and tradition
- Friendly and open environment
- Secure campus environment
- Social and recreational activities

Which of these attributes are most important to you? (Max. 3)
• Which of the following attributes do you associate with each institution? Please select as many as applicable.

• Which of these attributes are most important to you? (Max. 3)
Which of the following attributes do you associate with each institution? Please select as many as applicable.

Which of these attributes are most important to you? (Max. 3)
• Which of the following attributes do you associate with each institution? Please select as many as applicable.
• Which of these attributes are most important to you? (Max. 3)
Which of the following attributes do you associate with each institution? Please select as many as applicable.

- Creative and dynamic atmosphere
- Attractive geographic location
- Social and recreational activities
- Friendly and open environment
- Respect for diversity
- Heritage and tradition
- International student body
- Support for gender equality

Which of these attributes are most important to you? (Max. 3)
Which of the following attributes do you associate with each institution? Please select as many as applicable.

- Employability & Advancement Opportunities
- Attractiveness vs. Associations

Which of these attributes are most important to you? (Max. 3)
Top of mind associations with Michigan Technological University

YOUR STUDENTS

Engineering

AWESOME!

Future

Challenging

success

job placement

nedds

uneducated

Tech

Snow

Small Town

Annoying

Prestige

Houghton

Amazing

Chemical engineering

Smart

Huskies

Industry-driven

Happy

employment

Community

excellent

world wide known

Gold

What is the first word that comes to mind when you think of your current educational institution?

These are answers written in by students. Spelling mistakes might occur.
Would your students recommend Michigan Technological University to a friend or family member?

8.7 is the average score among your students

8.2 is the average score for all universities
Evaluation of career services offered by Michigan Technological University

- Which of these career services have you used at your educational institution? Please select as many as applicable.
- Which of these are most important to you? Please select a maximum of three alternatives.

- Career / job / internship fairs
- Employer presentations
- Career preparation workshops
- Company database (jobs and internships)
- General help with search and preparation
- Help with my career planning
- Personality or skills testing
- Online career advice
- None of the above
- Other

Share of your students who uses the service vs. Importance of the service among your students
How would you rate the career services offered at your educational institution?

Rating of career services

- **Michigan Technological University**
  - Average score among students: **8.2**
  - **7.7** is the average score for all universities

- **All universities**
  - **8.2** is the average score among your students
  - **7.7** is the average score for all universities
### Are students aware of all career services you provide?

<table>
<thead>
<tr>
<th>Service</th>
<th>Aware and using</th>
<th>Aware, but not using</th>
<th>Unaware, but would use</th>
<th>Unaware and wouldn’t use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career advice by professors and lecturers</td>
<td>43%</td>
<td>40%</td>
<td>15%</td>
<td>1%</td>
</tr>
<tr>
<td>Career fairs at university</td>
<td>84%</td>
<td>16%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Career guidance material (e.g. brochures, guidance website, newsletter)</td>
<td>47%</td>
<td>39%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Company workshops/presentations organized by the university</td>
<td>62%</td>
<td>32%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Job application preparation/training</td>
<td>39%</td>
<td>55%</td>
<td>4%</td>
<td>42%</td>
</tr>
<tr>
<td>Online vacancy search/job board with external offers</td>
<td>53%</td>
<td>34%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Services offered by the departmental/faculty career service</td>
<td>29%</td>
<td>52%</td>
<td>19%</td>
<td>1%</td>
</tr>
<tr>
<td>Services offered by the university’s central career service</td>
<td>43%</td>
<td>50%</td>
<td>6%</td>
<td>0%</td>
</tr>
</tbody>
</table>

- Are you aware of/do you use the following career related services offered by your university?
Table of contents

1. EXECUTIVE SUMMARY
2. CAREER PROFILE EVALUATION
3. EMPLOYER EVALUATION
4. UNIVERSITY BRAND PERCEPTION
5. APPENDIX
## Educational institutions (1/8)

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<td>California Polytechnic State University - San Luis Obispo</td>
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<td>University of Wisconsin - Madison</td>
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<td>Drexel University</td>
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<tr>
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<td>Auburn University</td>
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<td>University of California - Berkeley</td>
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<td>University of Central Florida</td>
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<tr>
<td>Iowa State University</td>
<td>1.4%</td>
<td>University of Maryland - College Park</td>
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</tr>
<tr>
<td>Michigan Technological University</td>
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<td>Clemson University</td>
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<tr>
<td>University of Puerto Rico</td>
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<td>University of Houston</td>
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<td>Ohio State University</td>
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<tr>
<td>New Jersey Institute of Technology</td>
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<td>Virginia Tech</td>
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## Educational institutions (2/8)

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• Which educational institution do you attend?
### Educational institutions (3/8)

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### Educational institutions (4/8)

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### Educational institutions (5/8)

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- Which educational institution do you attend?
### Educational institutions (7/8)

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### Educational institutions (8/8)

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<td>Trinity University</td>
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<td>Hofstra University</td>
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<td>Fairfield University</td>
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<td>Hampton University</td>
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<td>Rutgers University - Newark</td>
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<td>California State University - Dominguez Hills</td>
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<tr>
<td>University of Utah</td>
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<td>Other</td>
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</table>
### Areas of study

#### ENGINEERING (1/2)

<table>
<thead>
<tr>
<th>Area of study</th>
<th>Michigan Technological University</th>
<th>All universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanical Engineering</td>
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<td>26%</td>
</tr>
<tr>
<td>Chemical Engineering / Biomolecular Engineering</td>
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<tr>
<td>Electrical Engineering / Electronics Engineering</td>
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<td>15%</td>
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<tr>
<td>Bio. Eng. / Biosystems / Biotech. / Biomed. Eng.</td>
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<tr>
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<tr>
<td>Civil Engineering</td>
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<tr>
<td>Computer and Software Engineering</td>
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<tr>
<td>Environmental Engineering</td>
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<tr>
<td>Aerospace Engineering / Aeronautics / Astronautical Engineering</td>
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<td>6%</td>
</tr>
<tr>
<td>Engineering Technology</td>
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<tr>
<td>Engineering Management</td>
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</table>

• Please select your major(s)/main area(s) of study.
### Areas of study

#### ENGINEERING (2/2)

<table>
<thead>
<tr>
<th>Area of study</th>
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<tbody>
<tr>
<td>Manufacturing Engineering</td>
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<tr>
<td>Petroleum Engineering</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Applied Engineering / Physics Engineering</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Computer and Information Sciences and Support Services</td>
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<td>1%</td>
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<tr>
<td>Construction</td>
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<tr>
<td>Nuclear Engineering</td>
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<tr>
<td>Undeclared</td>
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<tr>
<td>Architectural Engineering</td>
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<td>2%</td>
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<tr>
<td>General Engineering</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Industrial Engineering / Design</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Systems Analysis &amp; Engineering</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Other Engineering</td>
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<td>3%</td>
</tr>
</tbody>
</table>

- Please select your major(s)/main area(s) of study.
The Universum Career Profiles are based on the Universum Drivers of Employer Attractiveness. Different attribute selections produce different Career Profiles. To match a certain profile, a minimum amount of points must be reached.

### CAREERIST
- Prestige (3)
- Recruiting only the best talent (3)
- Clear path for advancement (3)
- Market success (1)
- Professional training and development (1)

### ENTREPRENEUR
- Fast-growing/entrepreneurial (3)
- A creative and dynamic work environment (3)
- Challenging work (1)

### HARMONIZER
- Respect for its people (2)
- Enabling me to integrate personal interests in my schedule (3)
- Team-oriented work (1)

- Sponsorship of future education (2)
- Rapid promotion (3)
- Recognizing performance (meritocracy) (2)
- Good reference for future career (3)

- Variety of assignments (1)
- Innovation (2)
- Attractive/exciting products and services (1)

- Secure employment (2)
- Control over my number of working hours (3)
- Flexible working conditions (3)
- Overtime pay/compensation (1)

**Points achieved:**
- CAREERIST: 12 out of 21 points
- ENTREPRENEUR: 6 out of 11 points
- HARMONIZER: 7 out of 15 points
The Universum Career Profiles (2/2)

**HUNTER**
- Competitive base salary (3)
- High future earnings (3)
- Performance-related bonus (2)
- Competitive benefits (1)
- Client interaction (1)
- Financial strength (1)

**IDEALIST**
- A friendly work environment (1)
- Ethical standards (3)
- Corporate Social Responsibility (3)
- Environmental sustainability (3)
- Support for gender equality (2)
- Acceptance towards minorities (2)

**INTERNATIONALIST**
- Opportunities for international travel/relocation (3)
- Interaction with international clients and colleagues (3)

**LEADER**
- Leadership opportunities (3)
- Leaders who will support my development (3)
- High level of responsibility (2)
- Inspiring management (2)
ARE YOU INTERESTED IN GETTING MORE INSIGHTS ABOUT STUDENTS, OR EMPLOYERS? 

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