universum

UNIVERSUM STUDENT SURVEY 2014

University Report | US Edition
Michigan Technological University | Engineering

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.

How we help Higher Education Institutions

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, GE, Shell, Nestlé, BOSCH, Credit Suisse, IKEA, EY, SIEMENS, LVMH Moët Hennessy · Louis Vuitton, P&G, Deloitte., Ericsson, J.P.Morgan, accenture, PHILIPS

Some of the world's most trusted publishers

Bloomberg Businessweek, CNNMoney, SvD, Le Monde, Tages-Anzeiger, E24, China Daily, The Wall Street Journal, Wirtschafts Woche, EXAME, South China Morning Post 南華早報

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.

225

Educational institutions

FIELD PERIOD

October 2013 to January 2014

Groups in this report

~600,000

Students participate annually in Universum's global career research.

7,957

Participating students from **225** educational institutions in **US**. Throughout the report, this group is referred to as "**All universities**".

244

Participating students from your university. Throughout the report, this group is referred to as "**Michigan Technological University**".

The comparisons in this report are based on: **Engineering**

- 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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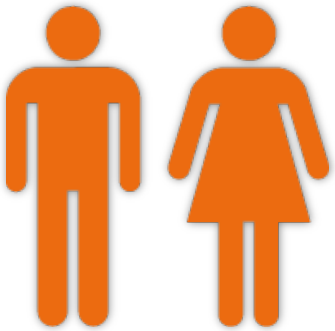
Students' profile and summary of preferences

Michigan Technological University

Average age (years):

20.4



59% **41%**

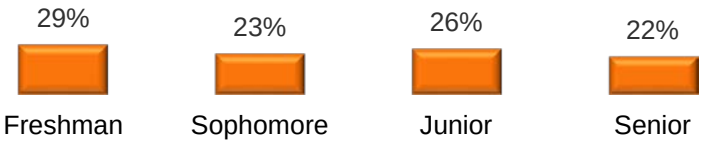
Top 3 career profiles:

- Leader
- Entrepreneur
- Harmonizer

3.3 Average reported GPA

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

Year of graduation:



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)

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:

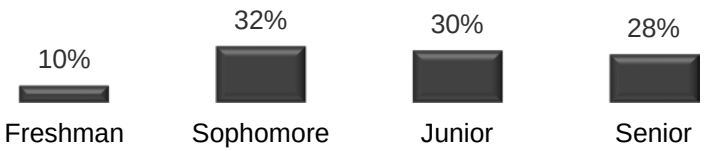
- Leader
- Entrepreneur
- Idealist

65% 35%

3.4 Average reported GPA

Average expected annual salary: 65,167 USD

Year of graduation:



Top 3 most used communication channels:

- 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)

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
1. 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
2. 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

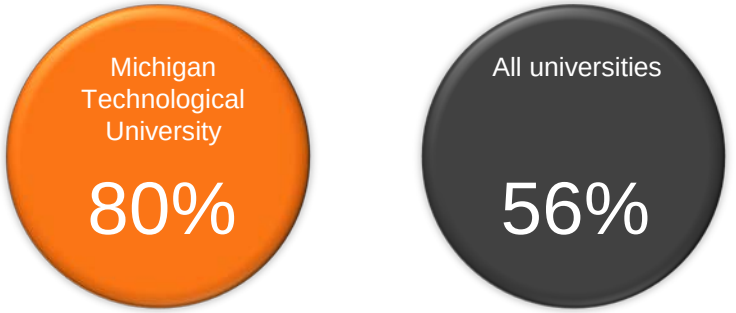
- ✓ Social and recreational activities
- ✓ Secure campus environment
- ✓ Friendly and open environment
- ✓ Attractive geographic location

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 futu and/or education

Average university recommendation score:

Percentage of students who would choose to study at their current university if they could make the choice again:



- This is an extract from a University Report based on the results of the Universum Student Survey 2014. Please visit www.universumglobal.com for more information about Universum and our global research.

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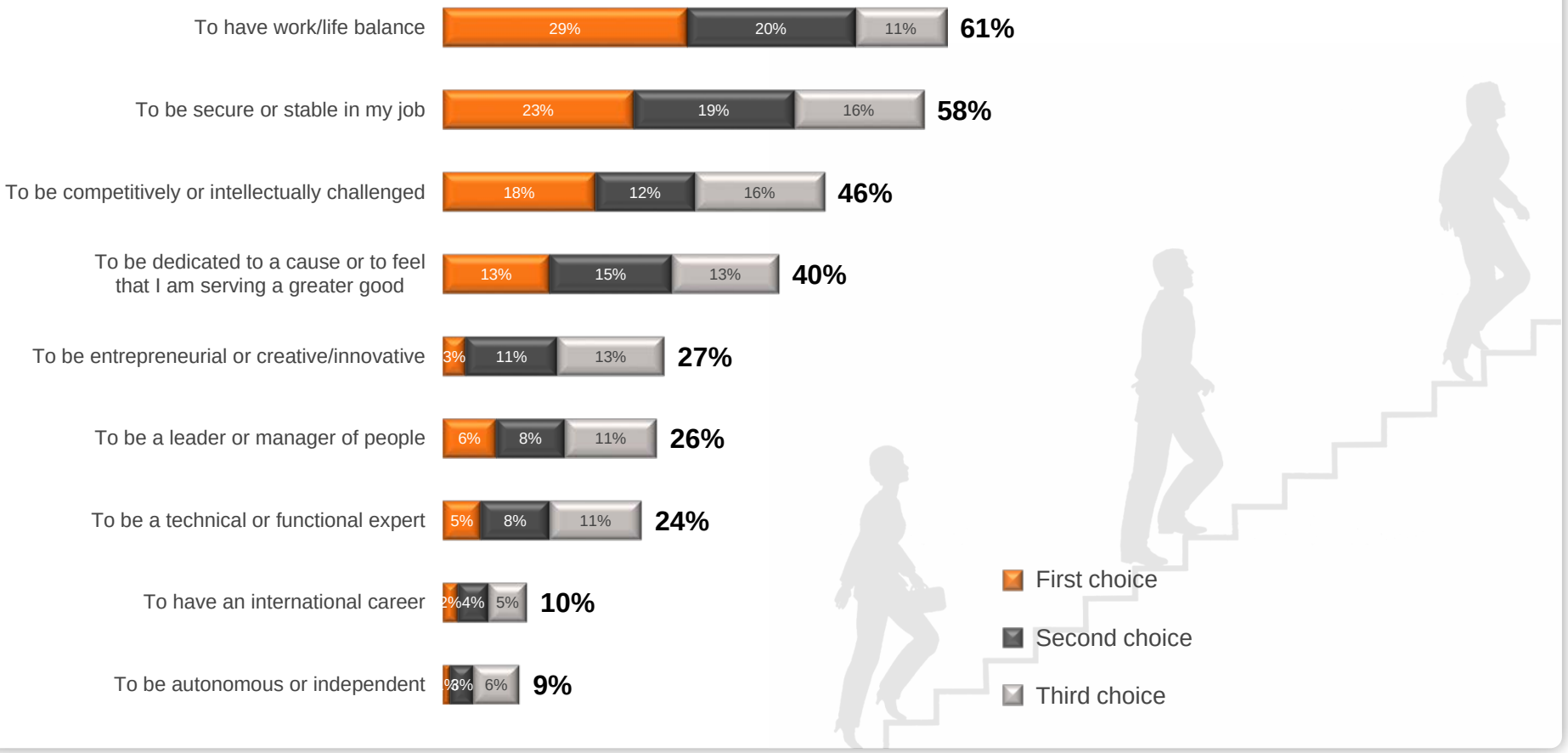
Career Profile Evaluation

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.

Career goals

Michigan Technological University

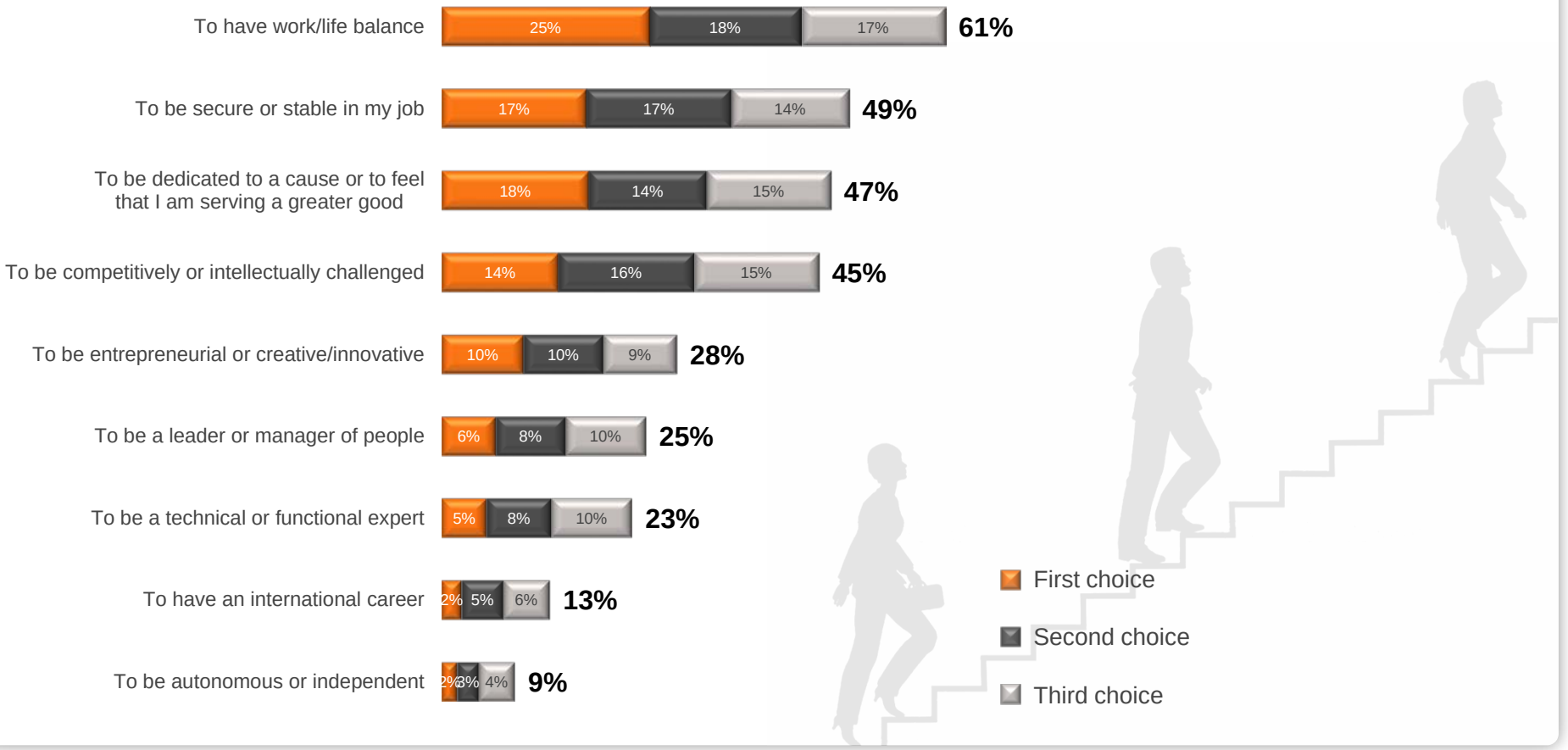


- Which of these career goals are most important to you? *Please select in order of preference, where '1' is most important.*

- '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.

Career goals

All universities

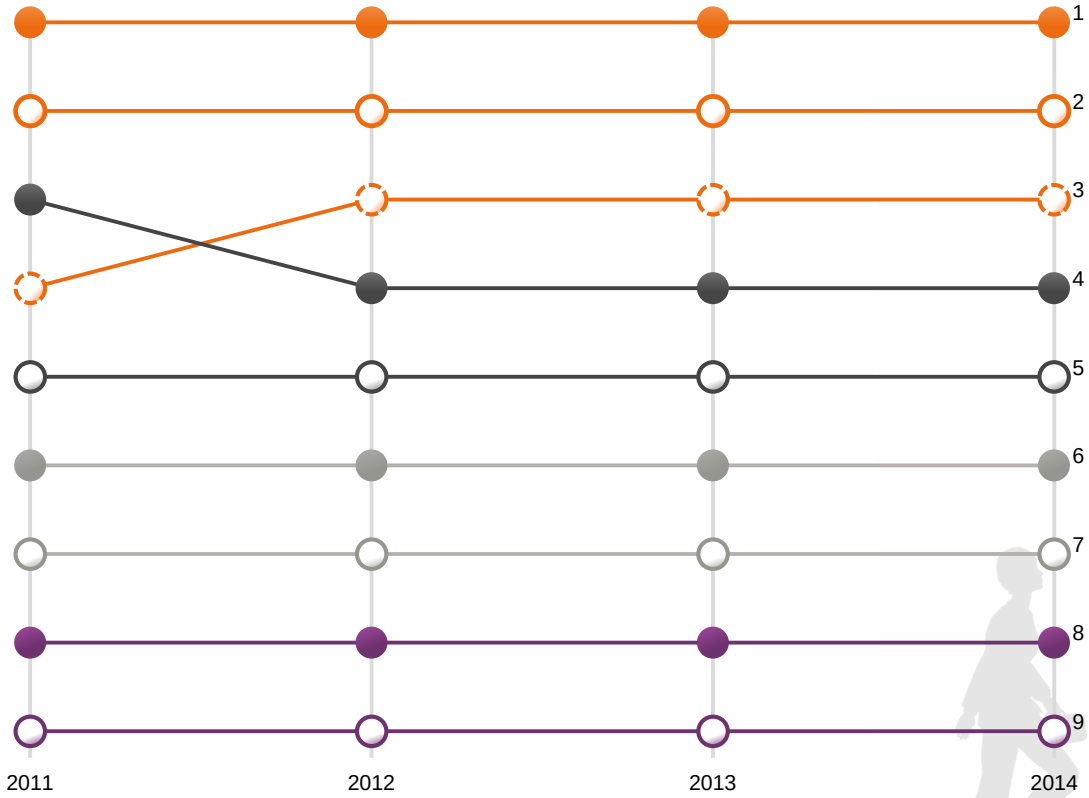


- Which of these career goals are most important to you? *Please select in order of preference, where '1' is most important.*

- '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.

Career goals across time

All universities

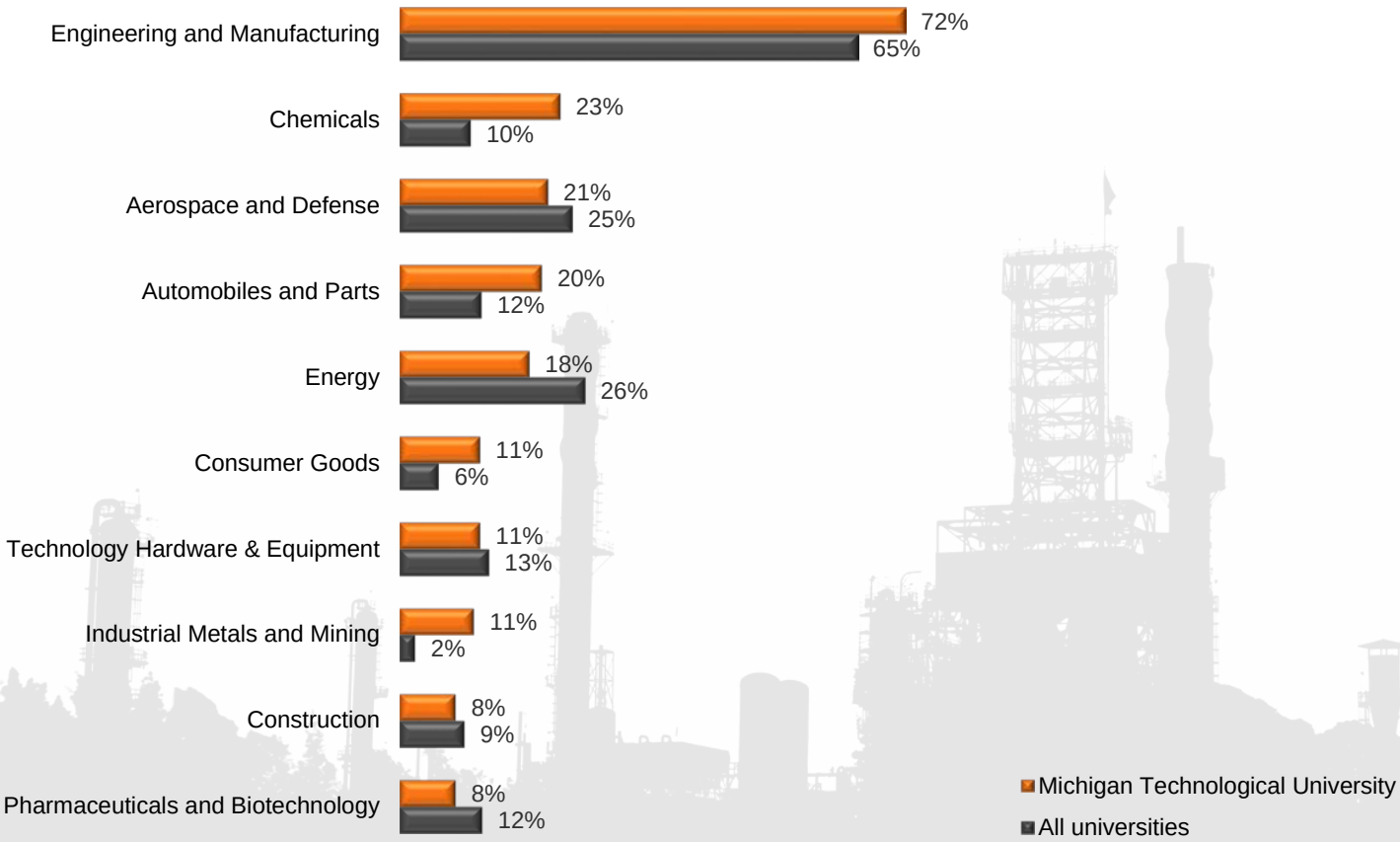


- To have work/life balance
- To be secure or stable in my job
- To be dedicated to a cause or to feel that I am serving a greater good
- To be competitively or intellectually challenged
- To be entrepreneurial or creative/innovative
- To be a leader or manager of people
- To be a technical or functional expert
- To have an international career
- To be autonomous or independent

- Which of these career goals are most important to you? *Please select in order of preference, where '1' is most important.*

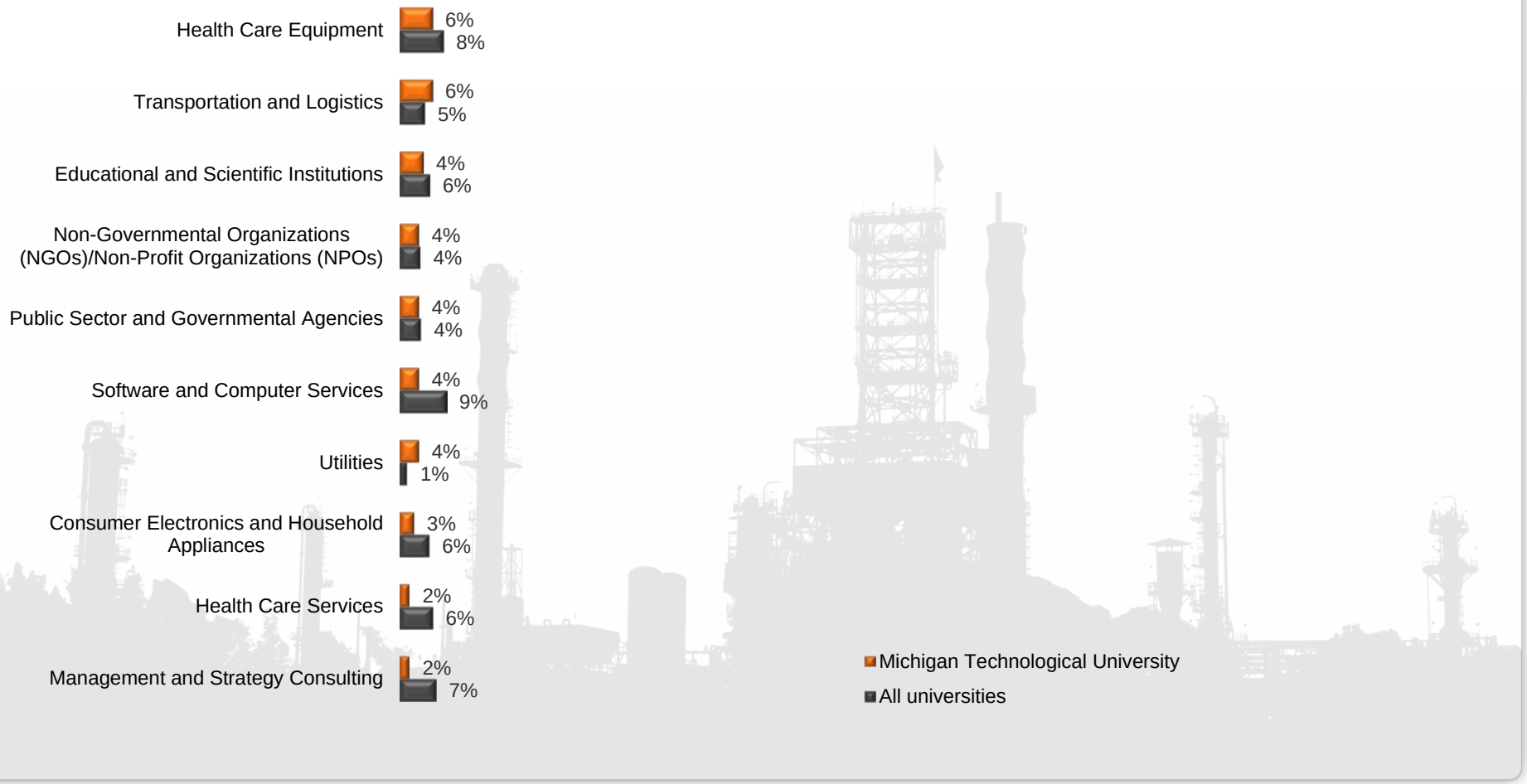
- The graph shows career goals chosen as first, second or third choice in 2014.
- The alternatives in the legend are sorted according to importance in 2014. Thus, the most important career goal in 2014 is at the top of the legend.

Most preferred industries (1-10)



- In which industries would you like to work most after graduating? *You can choose up to 3 industries.*

Most preferred industries (11-20)



- In which industries would you like to work most after graduating? *You can choose up to 3 industries.*

Expected annual salary

Michigan Technological University	60,361 USD
All universities	65,167 USD

• What is your expected salary before tax at your first employment after graduation, excluding commission and bonus?

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

Female

64,596 USD

Male

65,199 USD

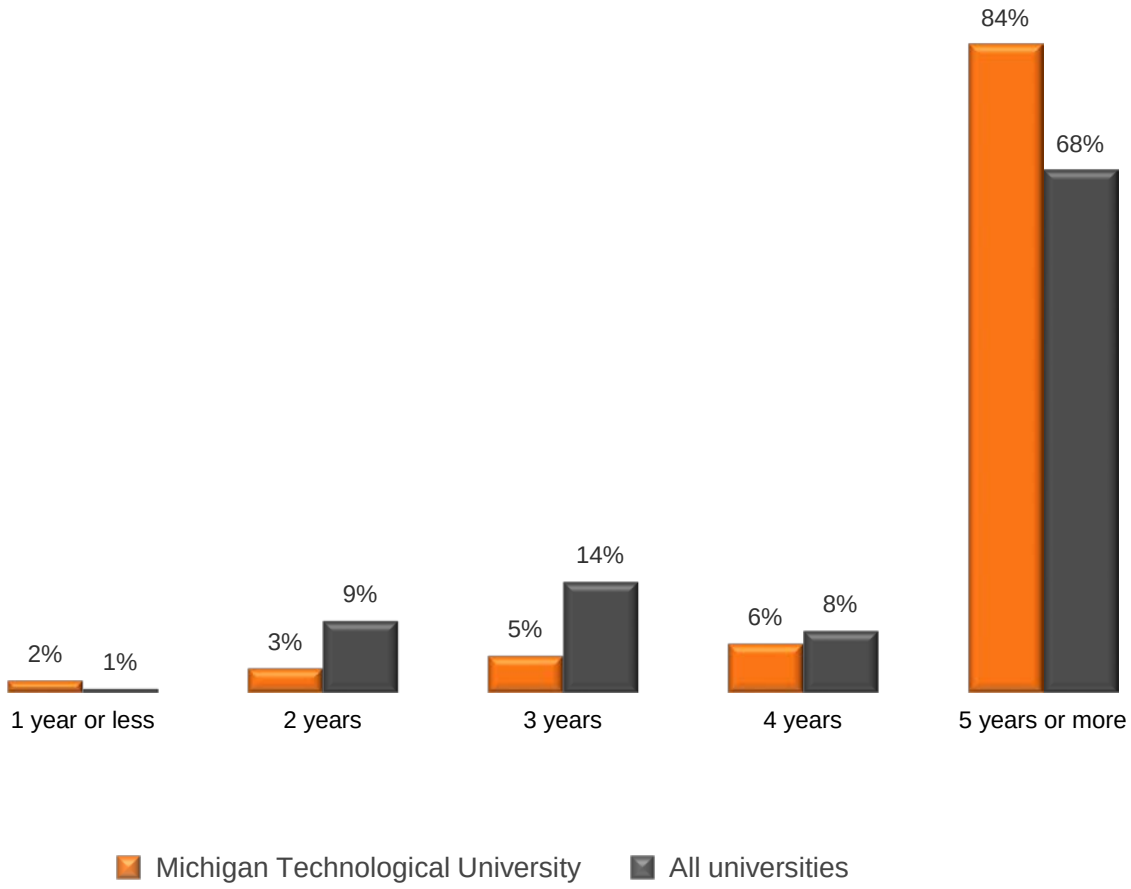
- What is your expected salary before tax at your first employment after graduation, excluding commission and bonus?
- What is your gender?

Expected annual salary | Gender gap across time

All universities

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

How long do students expect to stay at their first employer?



5%

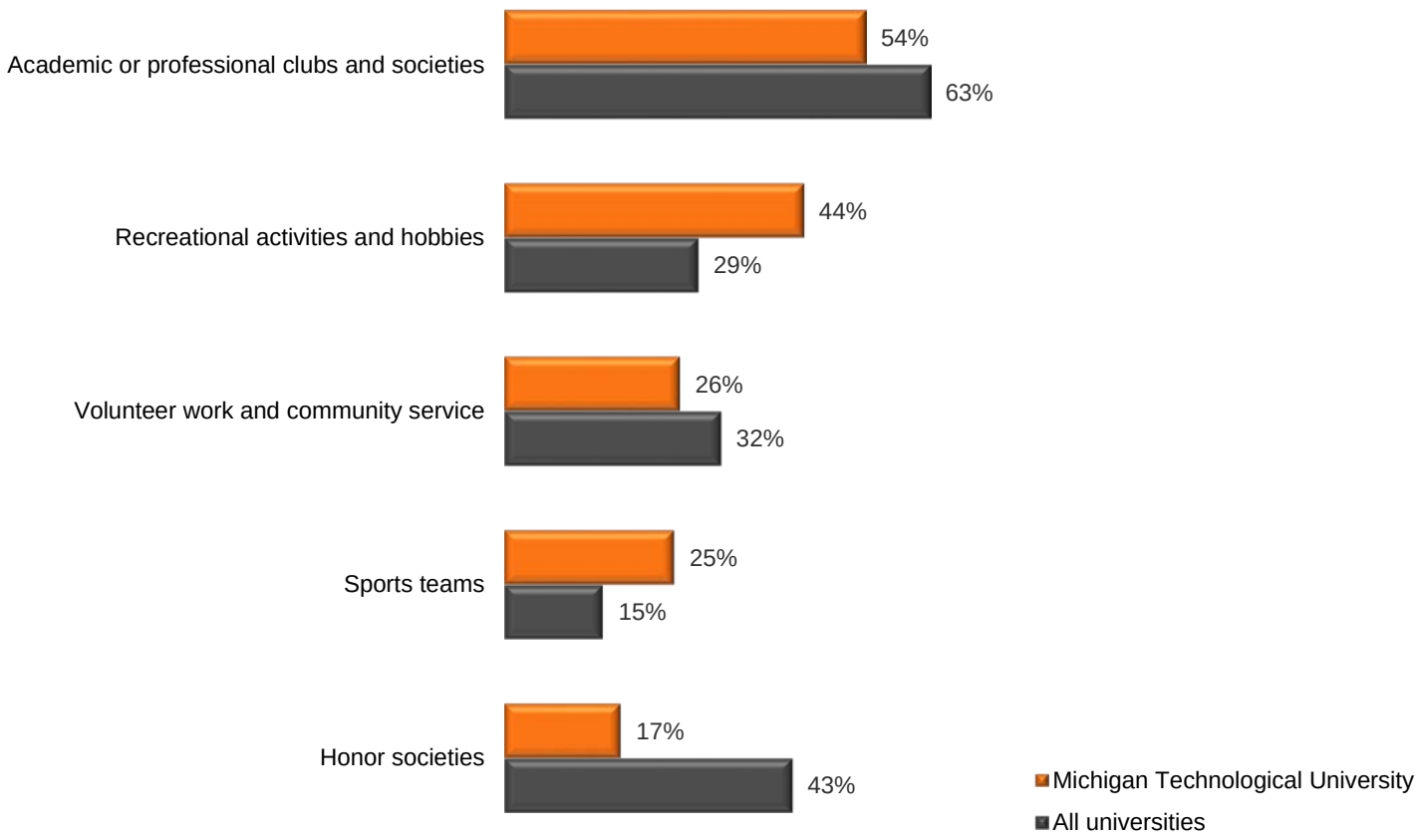
expect to stay at the most 2 years at their first employment

10%

expect to stay at the most 2 years at their first employment

- How many years do you expect to work for your first employer after graduation?

Most popular types of student organizations



- To which of the following types of student organizations do you belong? Select all that apply.
- To which specific organizations do you belong?

- 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

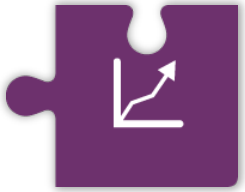
The social environment and attributes of the workplace

- 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

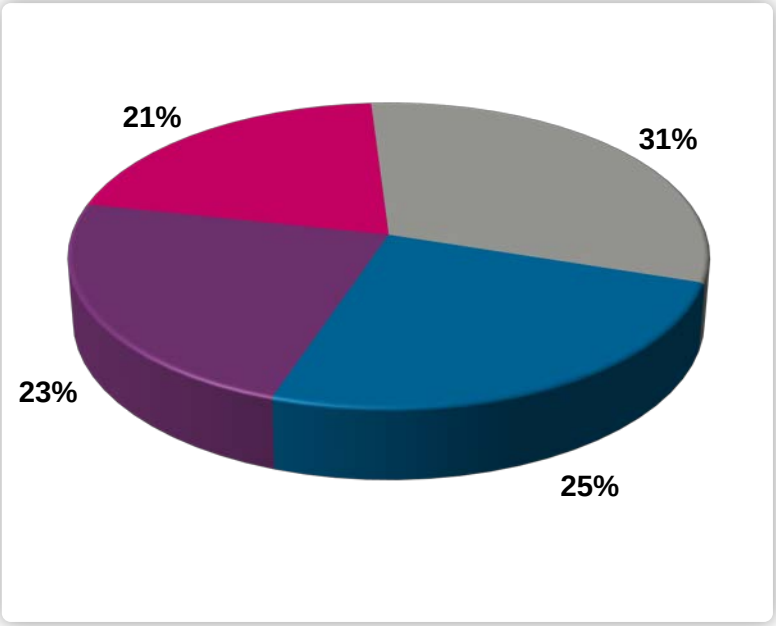
- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education



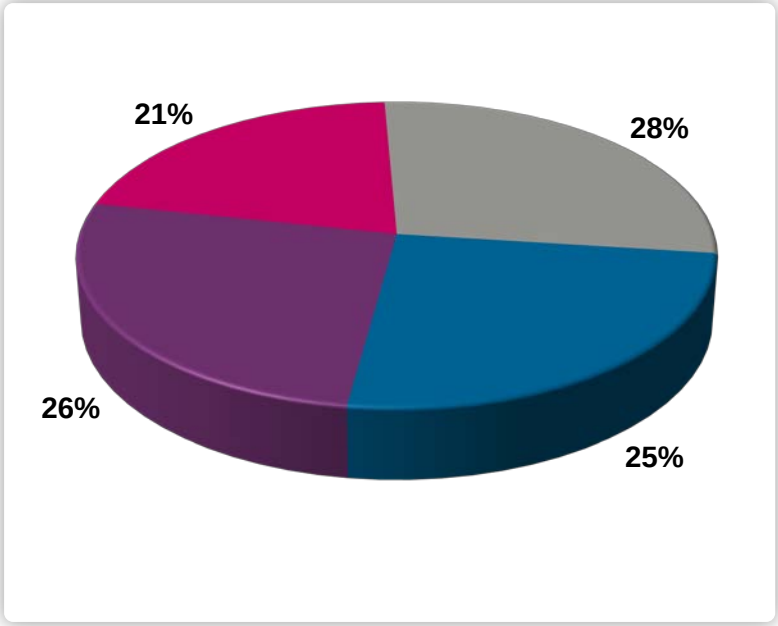
- This framework has been developed by Universum and is based on specific research within HR, as well as focus groups and general communication with both our clients and students.

Relative importance of each driver

Michigan Technological University



All universities

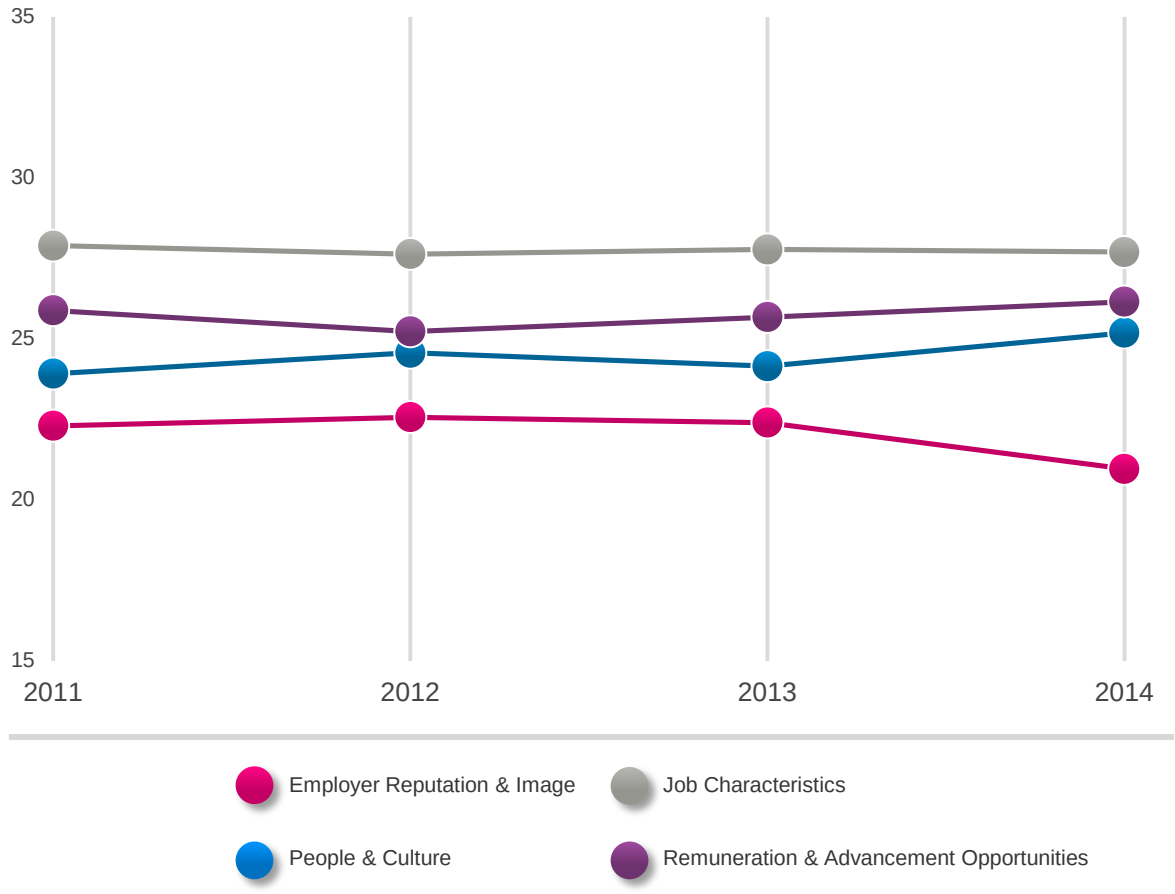


- Employer Reputation & Image
- Job Characteristics
- People & Culture
- Remuneration & Advancement Opportunities

- 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.*

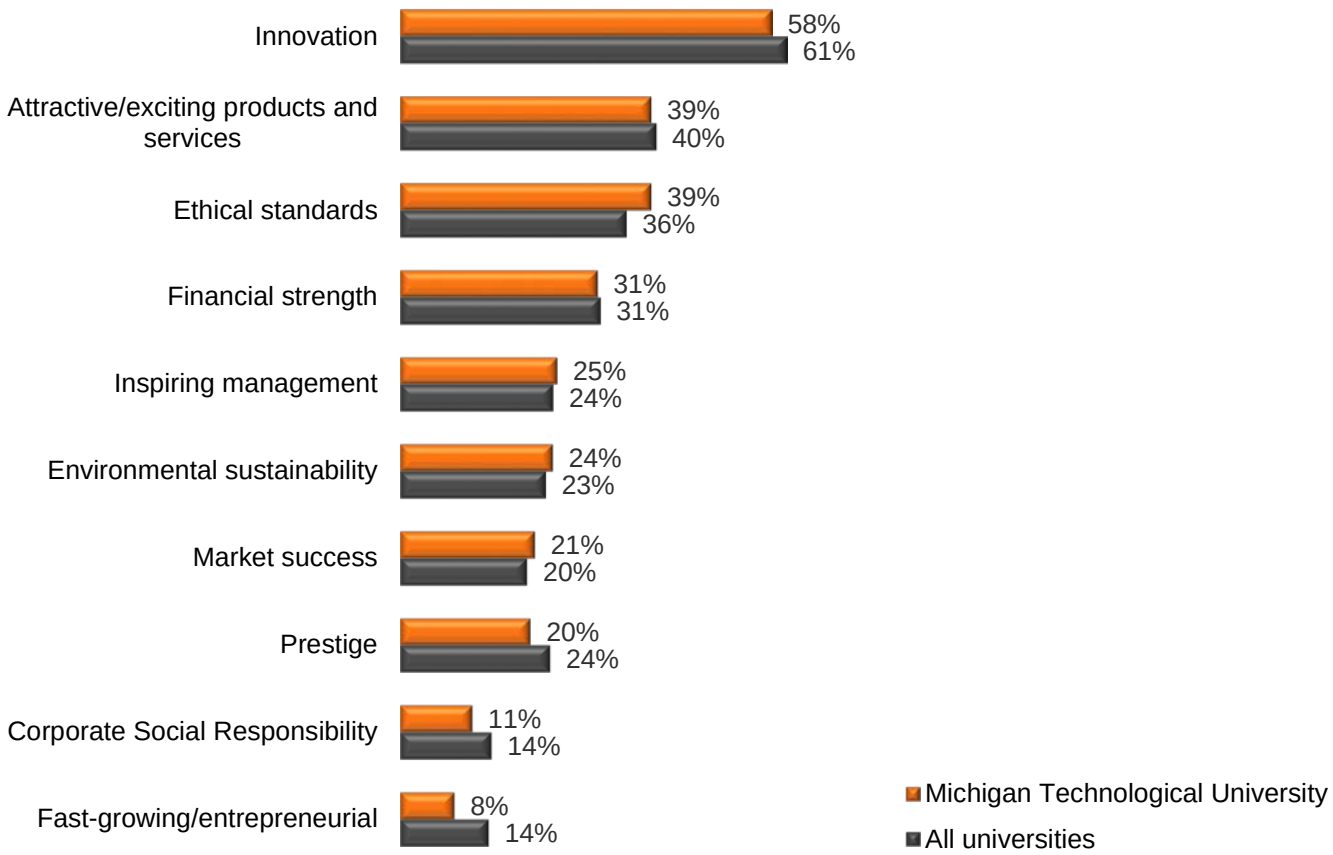
Driver attractiveness across time

All universities



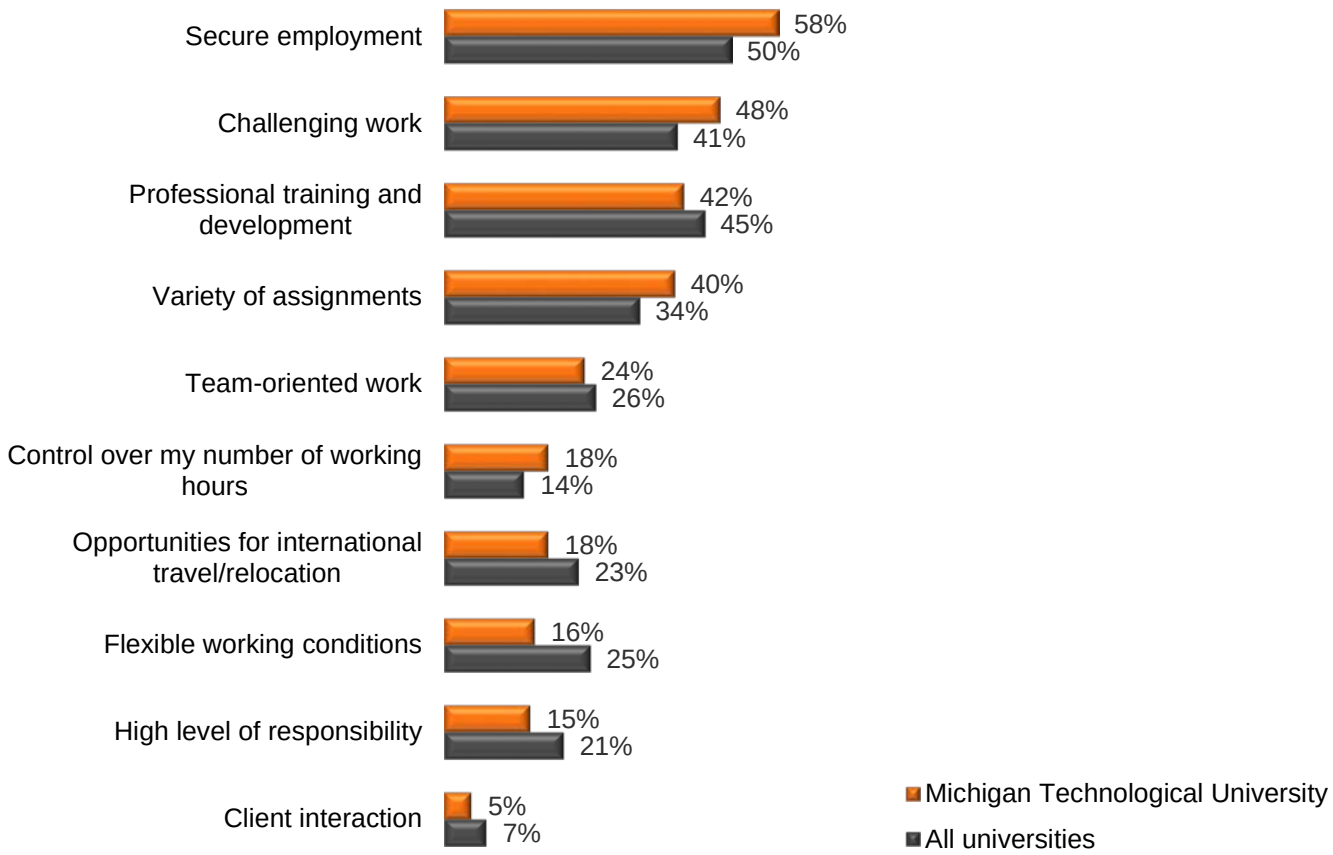
- How important are each of the aspects below to you? *Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.*
- Which of these attributes are most important to you? (Max. 3)

Employer Reputation & Image | Attractive attributes



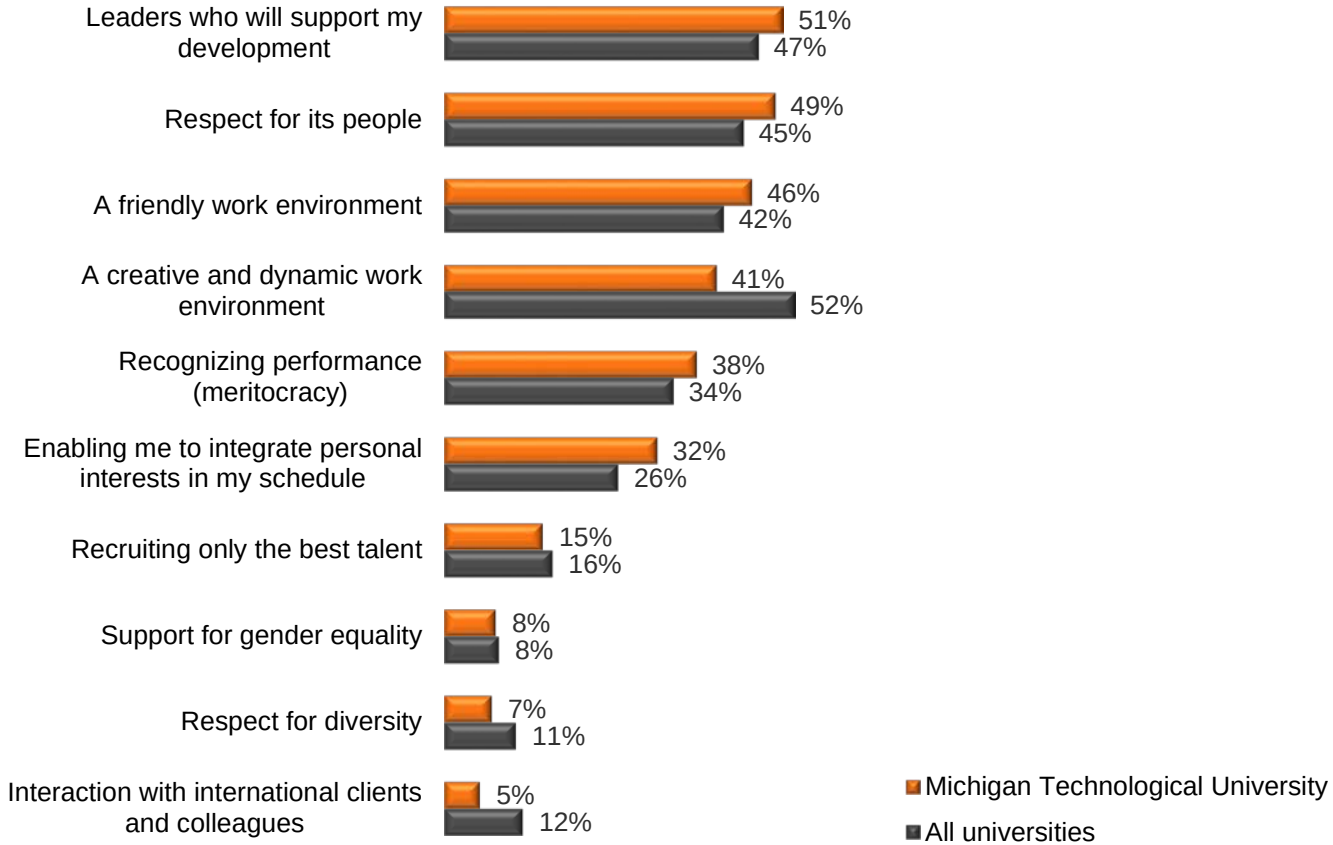
- How important are each of the aspects below to you? *Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.*
- Which of these attributes are most important to you? (Max. 3)

Job Characteristics | Attractive attributes



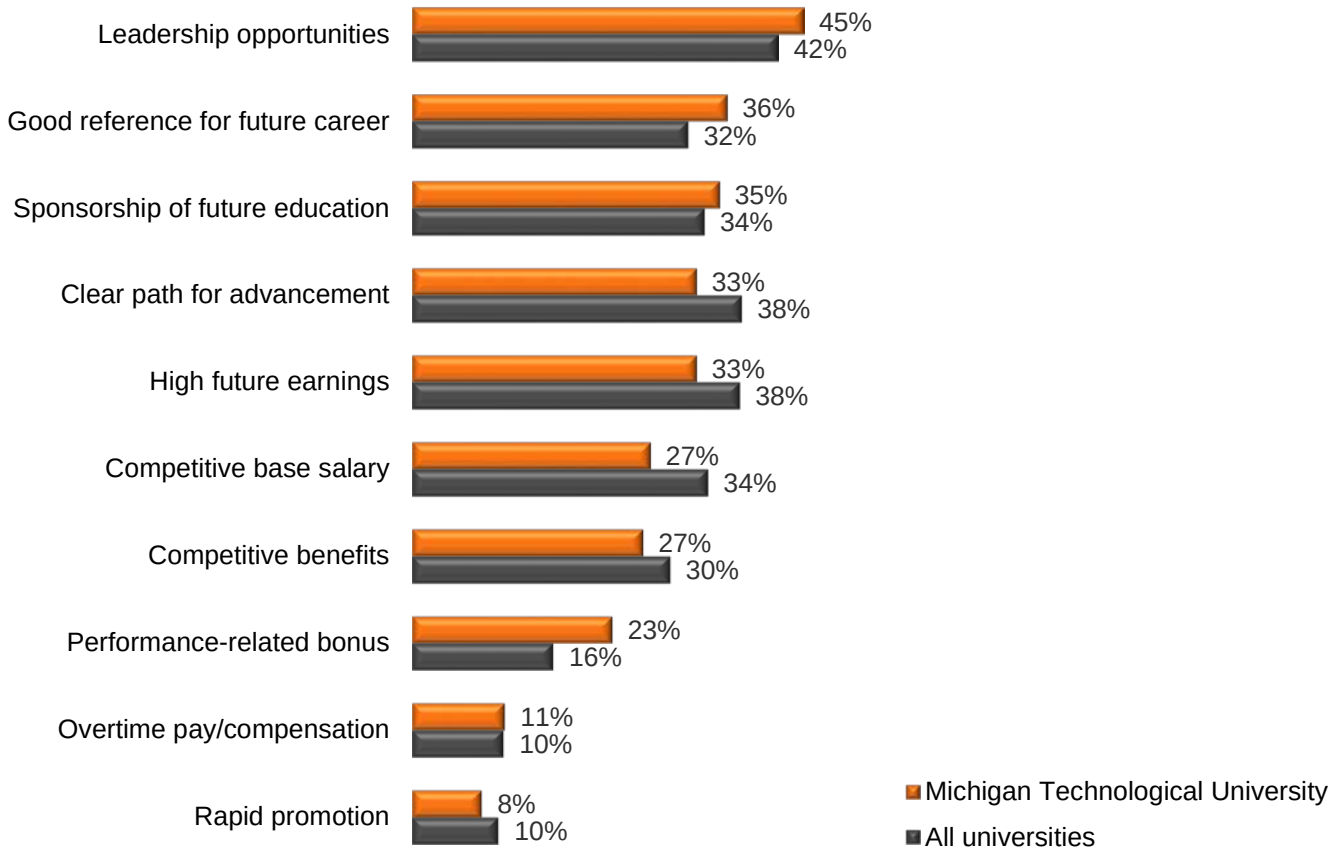
- How important are each of the aspects below to you? *Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question..*
- Which of these attributes are most important to you? (Max. 3)

People & Culture | Attractive attributes



- 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)

Remuneration & Advancement Opportunities | Attractive attributes



- 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)

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

Job Characteristics

People & Culture

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.

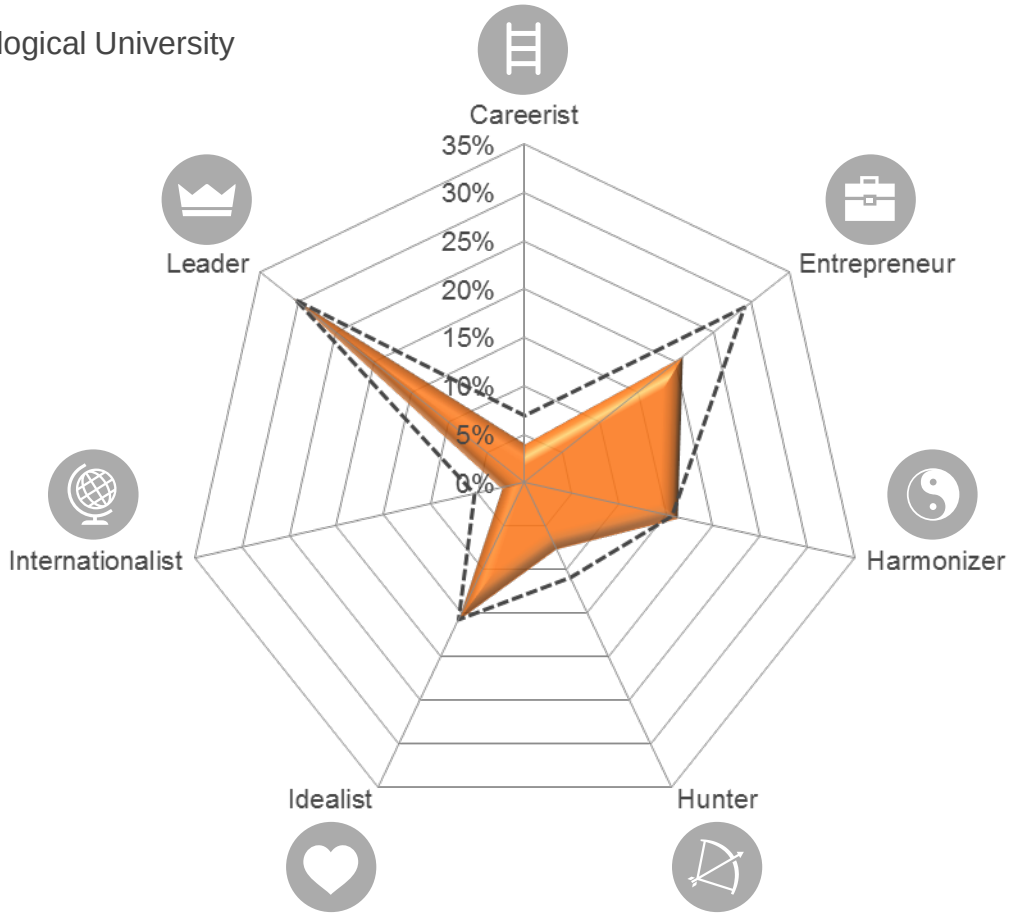
LEADER: A student who aims to be inspired and supported by management and searches for jobs where he/she can apply and further develop his/her leadership skills. This student is not afraid of making decisions and taking responsibility.

- The Universum Career Profiles are based on the attributes that students select as most important. More details can be found in the Appendix.

The Universum Career Profiles

Michigan Technological University

All universities



- 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.

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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

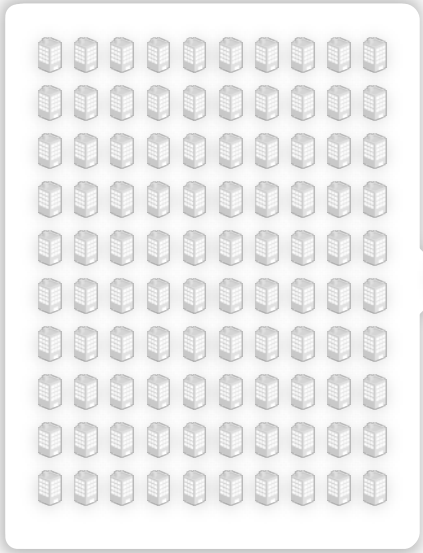
FULL COMPANY LIST
(230 employers within each main field of study)

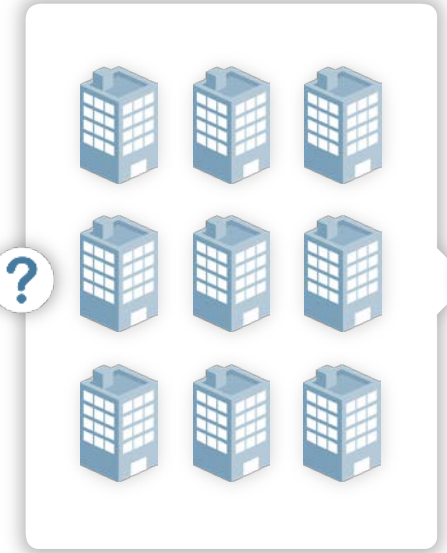
CONSIDERED EMPLOYER RANKING
(as many as applicable)

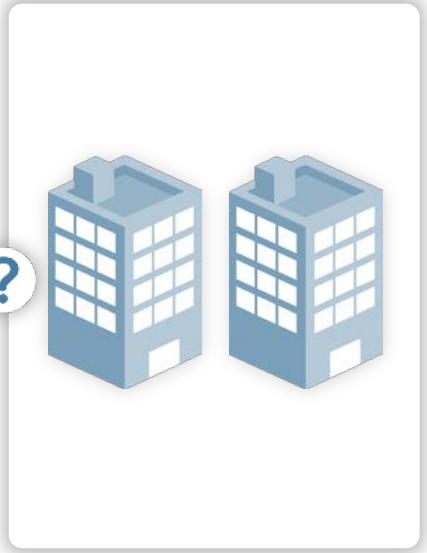
IDEAL EMPLOYER RANKING

(maximum five employers)

POTENTIAL APPLICANTS' RANKING
(Yes, I have applied or will apply)







"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

Employer	Rank 2014	Percent 2014	Trend		Employer	Rank 2014	Percent 2014	Trend	
Boeing	1	17.05%	↑	2	IBM	16	4.93%	↓	-5
NASA	2	16.34%	↓	-1	Siemens	17	4.82%	↑	6
Google	3	15.45%	↓	-1	Procter & Gamble (P&G)	18	4.69%	↑	2
Lockheed Martin Corporation	4	11.64%	↑	2	Johnson & Johnson	19	4.63%	↑	2
General Electric	5	10.26%	↑	2	Ford Motor Company	20	4.51%	↑	4
ExxonMobil	6	9.74%	↑	4	Medtronic	21	4.35%	↑	16
Apple	7	9.50%	↓	-3	Raytheon Company	22	4.30%	↑	8
Microsoft	8	8.25%	↓	-3	BP	23	4.29%	↑	13
Walt Disney Company	9	7.41%	↓	-1	Central Intelligence Agency	24	4.28%	↓	-6
Intel	10	7.23%	↑	2	Environmental Protection Agency (EPA)	25	4.23%	↓	-10
Shell Oil Company	11	6.15%	↑	3	DOW Chemical	26	4.11%	↑	7
U.S. Department of Energy	12	6.03%	↓	-3	General Motors	27	3.86%	↓	-11
Chevron Corporation	13	5.40%	↑	13	Amazon	28	3.74%	→	0
BMW Group	14	5.31%	↓	-1	3M	29	3.66%	↑	9
Northrop Grumman	15	5.21%	↑	7	Stryker	30	3.60%	NEW	-

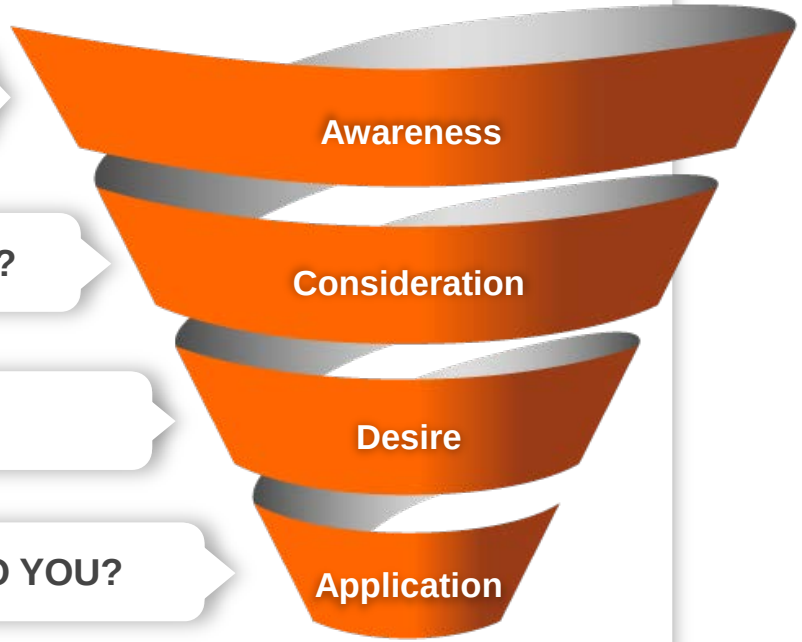
The Universum Recruitment Funnel

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

Employer	Rank 2014	Percent 2014	Trend		Employer	Rank 2014	Percent 2014	Trend	
3M	1	39.08%	→	0	Shell Oil Company	15	20.59%	↑	3
Ford Motor Company	2	34.45%	↑	1	Volkswagen Group	15	20.59%	↓	-2
NASA	2	34.45%	→	0	Honda Companies	18	20.17%	↑	8
General Motors	4	31.51%	→	0	U.S. Department of Energy	18	20.17%	↓	-6
DOW Chemical	5	30.25%	↑	5	BMW Group	20	19.75%	↑	1
Caterpillar Inc.	6	28.99%	↓	-1	Schlumberger	20	19.75%	↑	34
Chrysler	6	28.99%	↑	3	Nissan	22	19.33%	↑	4
Boeing	8	28.15%	↓	-1	Johnson & Johnson	23	18.91%	↓	-5
Google	8	28.15%	↑	2	Rolls-Royce North America	24	18.49%	↑	10
General Electric	10	26.47%	↓	-4	Apple	25	18.07%	↓	-10
John Deere	10	26.47%	↓	-2	Lockheed Martin Corporation	25	18.07%	↓	-4
Microsoft	12	24.37%	↑	4	Procter & Gamble (P&G)	25	18.07%	↑	42
Bosch	13	22.69%	↑	17	Texas Instruments	25	18.07%	↑	7
Honeywell	14	21.85%	↑	22	Chevron Corporation	29	17.23%	↑	34
Marathon Oil	15	20.59%	↑	9	IBM	29	17.23%	↑	14

Ideal Employer Ranking | Top 20

Michigan Technological University | Engineering

Employer	Rank 2014	Percent 2014	Trend		Employer	Rank 2014	Percent 2014	Trend	
3M	1	21.05%	→	0	Medtronic	11	7.89%	↓	-1
DOW Chemical	2	15.35%	↑	7	Chrysler	12	7.46%	→	0
NASA	2	15.35%	↑	1	John Deere	12	7.46%	↓	-5
Ford Motor Company	4	14.04%	↓	-2	Johnson & Johnson	14	7.02%	↑	7
General Motors	5	12.28%	↓	-1	Walt Disney Company	15	6.58%	↑	11
Boeing	6	10.53%	↑	4	Volkswagen Group	15	6.58%	↑	20
Caterpillar Inc.	6	10.53%	↓	-1	Cliffs Natural Resources	17	6.14%	↓	-1
Lockheed Martin Corporation	8	10.09%	↑	7	Schlumberger	17	6.14%	↑	7
Google	9	9.65%	↓	-3	Stryker	17	6.14%	NEW	-
General Electric	10	8.33%	↓	-3	Peace Corps	20	5.26%	↑	12

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

Potential Applicant Ranking | Top 10

Michigan Technological University | Engineering

Employer	Rank 2014	Percent 2014	Trend	
3M	1	7.59%	→	0
DOW Chemical	2	6.33%	↑	3
Ford Motor Company	3	4.30%	→	0
General Motors	3	4.30%	↓	-1
Caterpillar Inc.	5	3.04%	↓	-1
Chrysler	5	3.04%	↑	1
Lockheed Martin Corporation	7	2.78%	↑	16
Stryker	7	2.78%	NEW	-
Cliffs Natural Resources	9	2.53%	↑	3
General Electric	9	2.53%	↓	-2

- 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?

Employer Reputation & Image | Associations with Ideal Employers

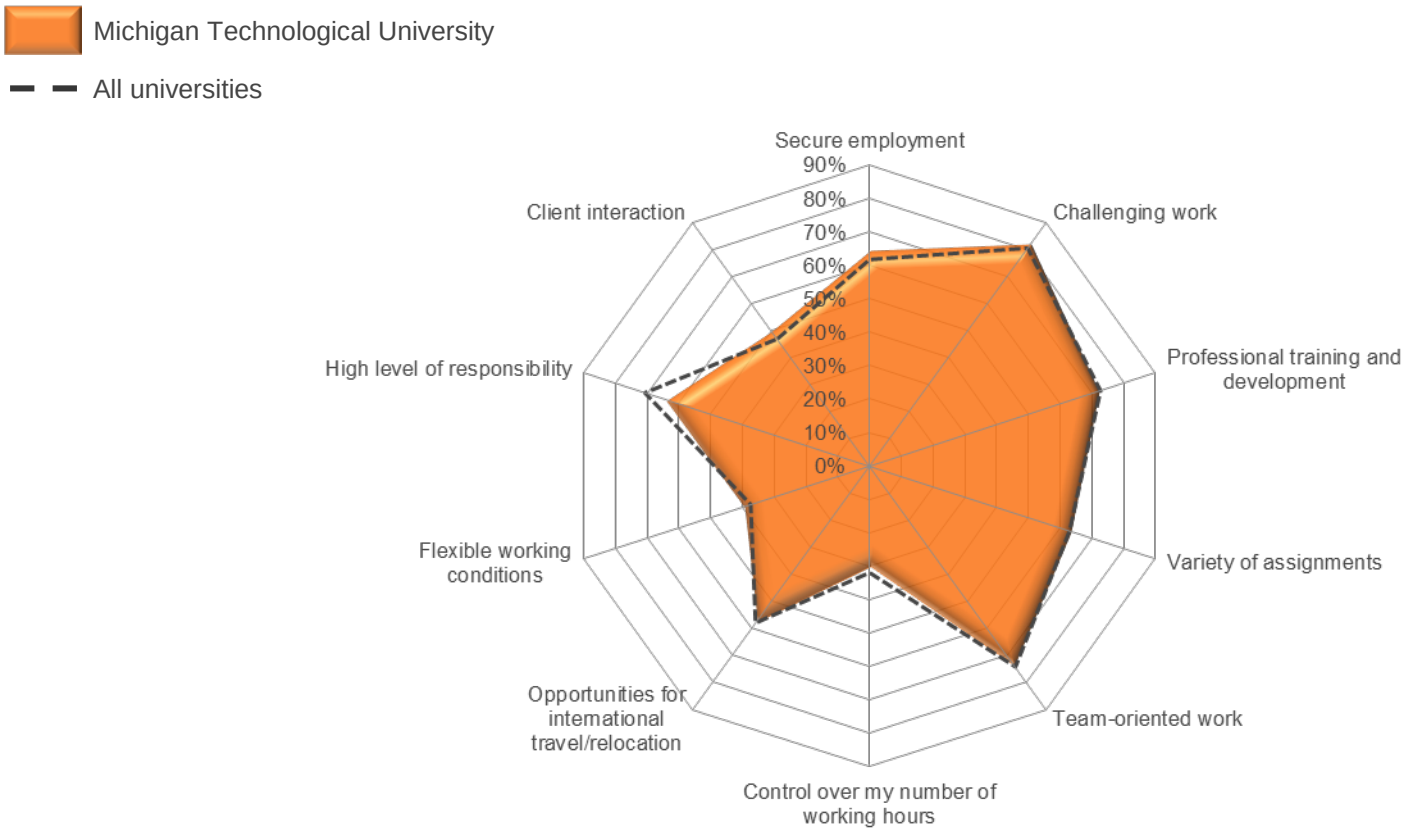
Michigan Technological University

All universities

- 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.

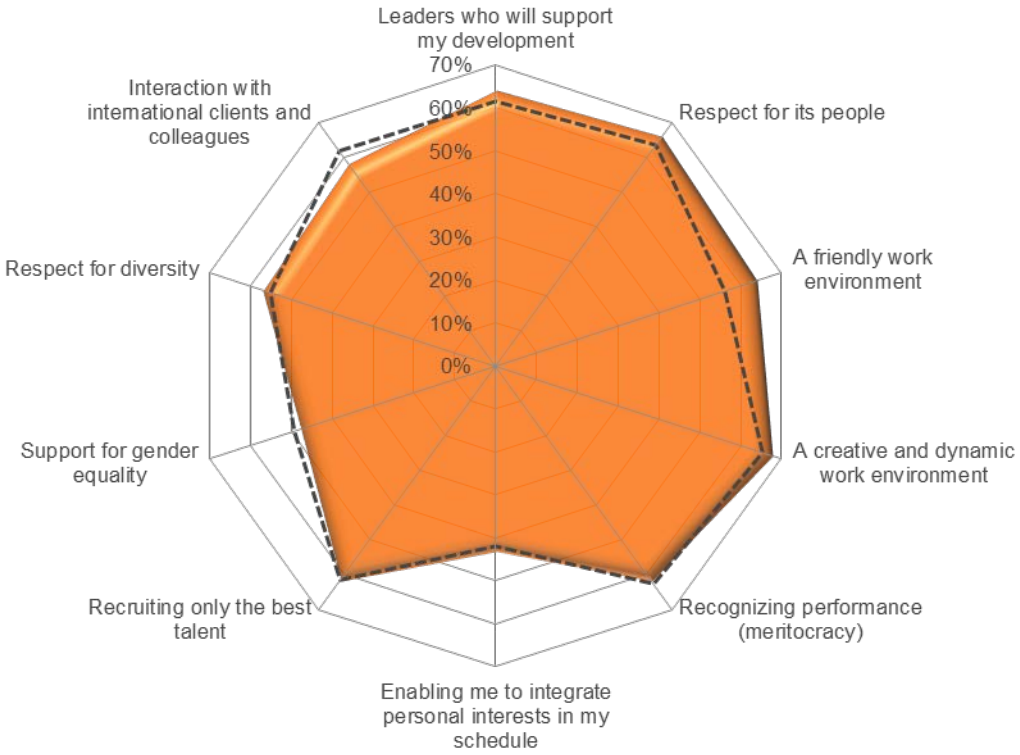
Job Characteristics | Associations with Ideal Employers



- 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



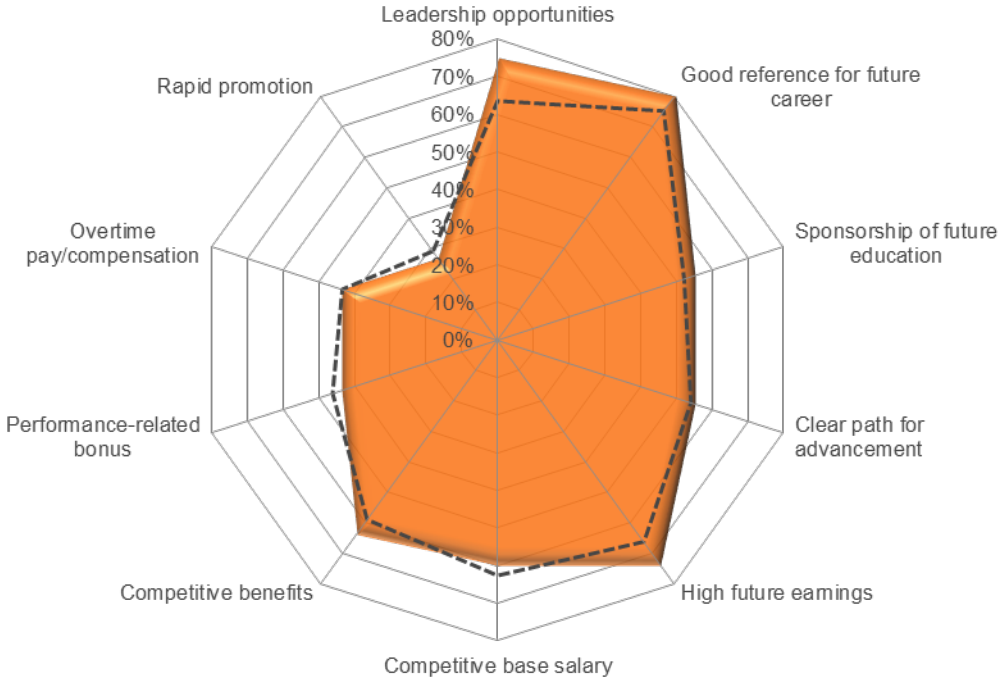
- Which of the following attributes do you associate with each employer? *Please select as many as applicable.*
- Which of these attributes are most important to you? (Max. 3)

- The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.

Remuneration & Advancement Opportunities | Associations with Ideal Employers

Michigan Technological University

All universities



- 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

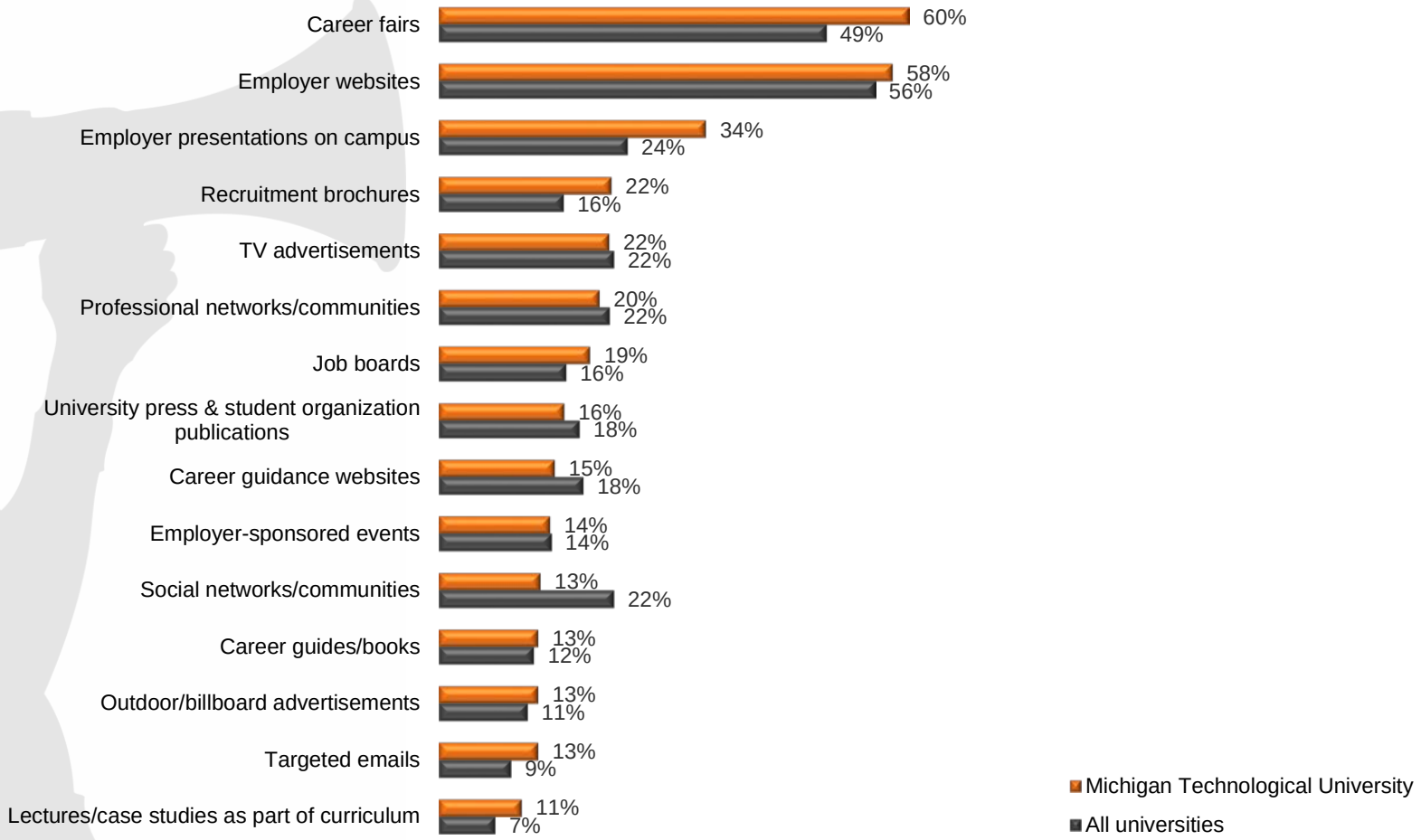
IN-PERSON

- 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

Students most used communication channels



- Through which channels have you learned about these employers?

Table of contents

APPENDIX 5
1 EXECUTIVE SUMMARY
UNIVERSITY BRAND PERCEPTION 4
2 CAREER PROFILE EVALUATION
3 EMPLOYER EVALUATION

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. The information and insights in the report will help you to:

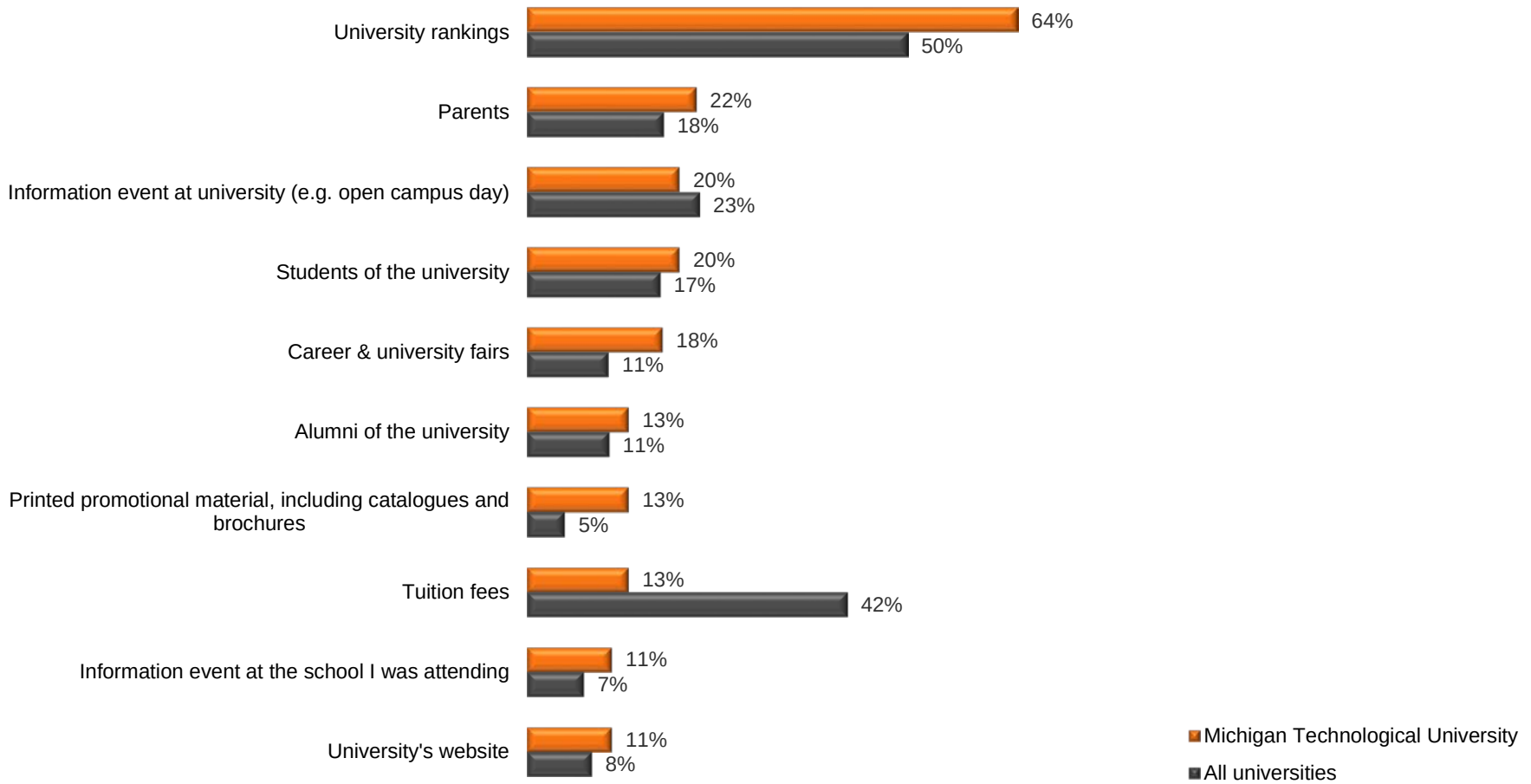
Identify your competitive advantage over your student recruitment competitors, by:

- 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.**

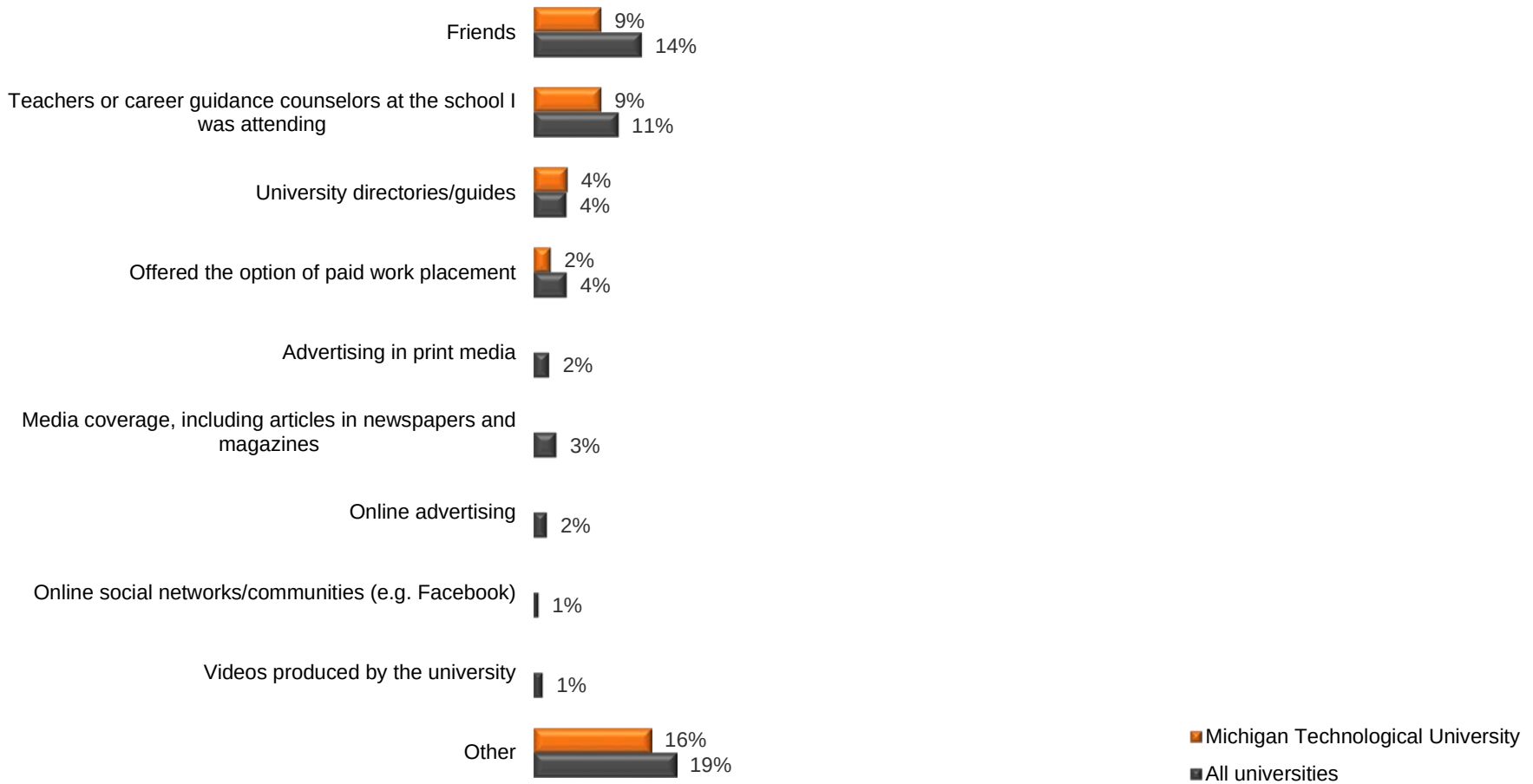
Why did your students choose your University? (1/2)



- 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.

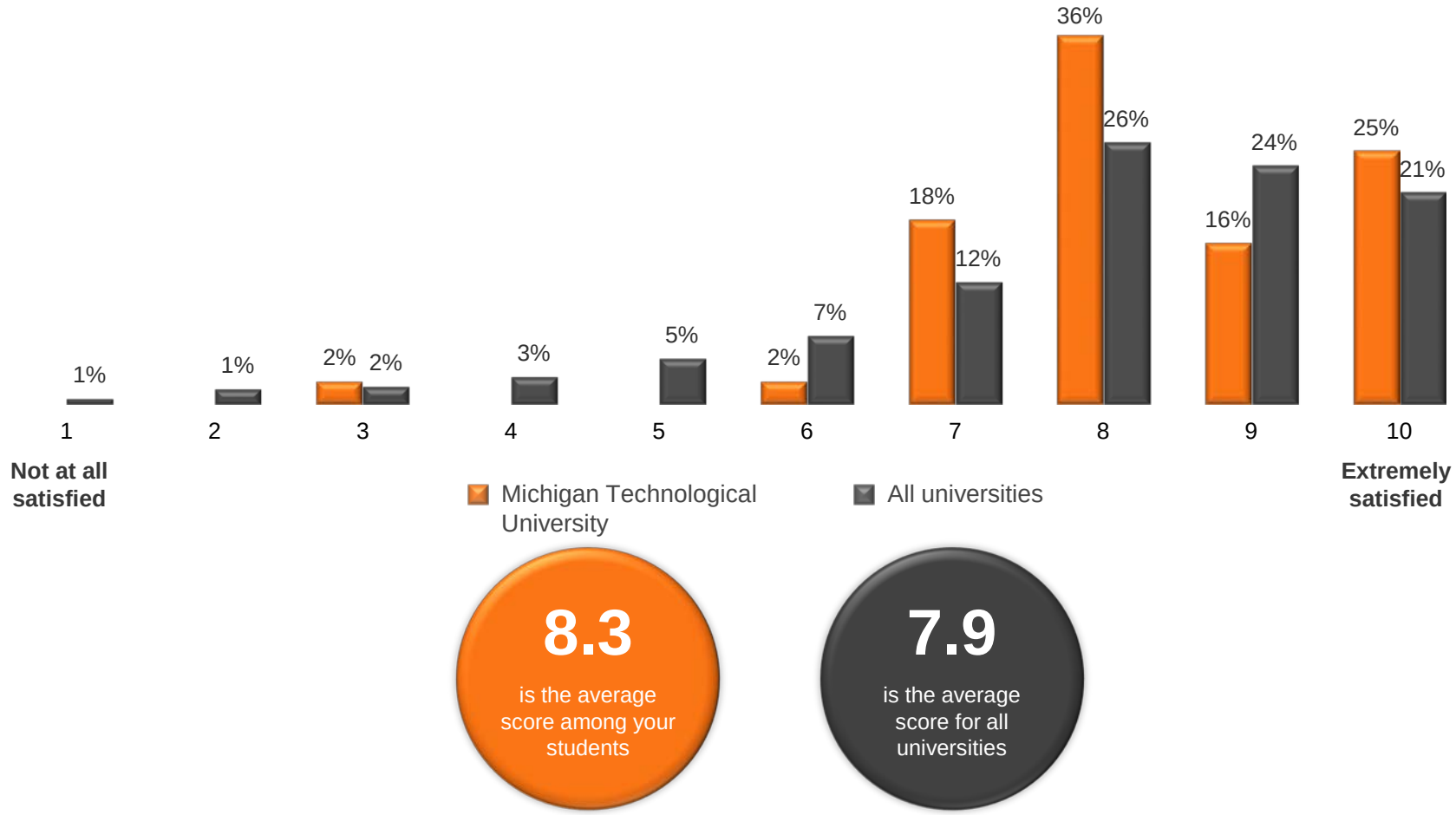
Why did your students choose your University? (2/2)



- 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.

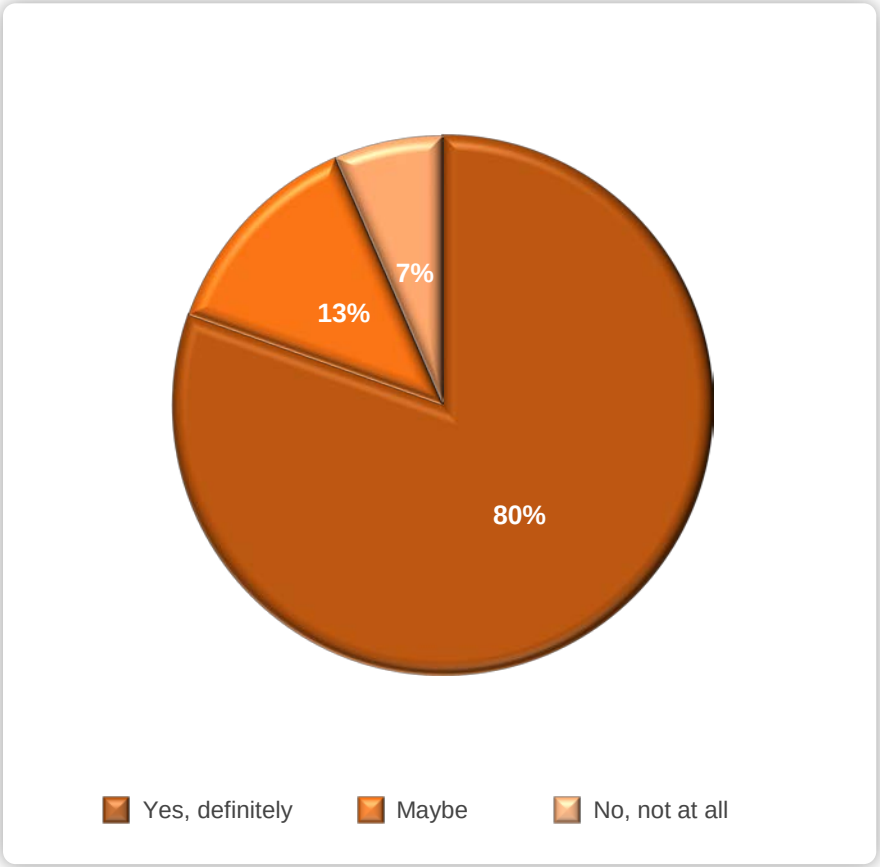
How satisfied are your students with Michigan Technological University?



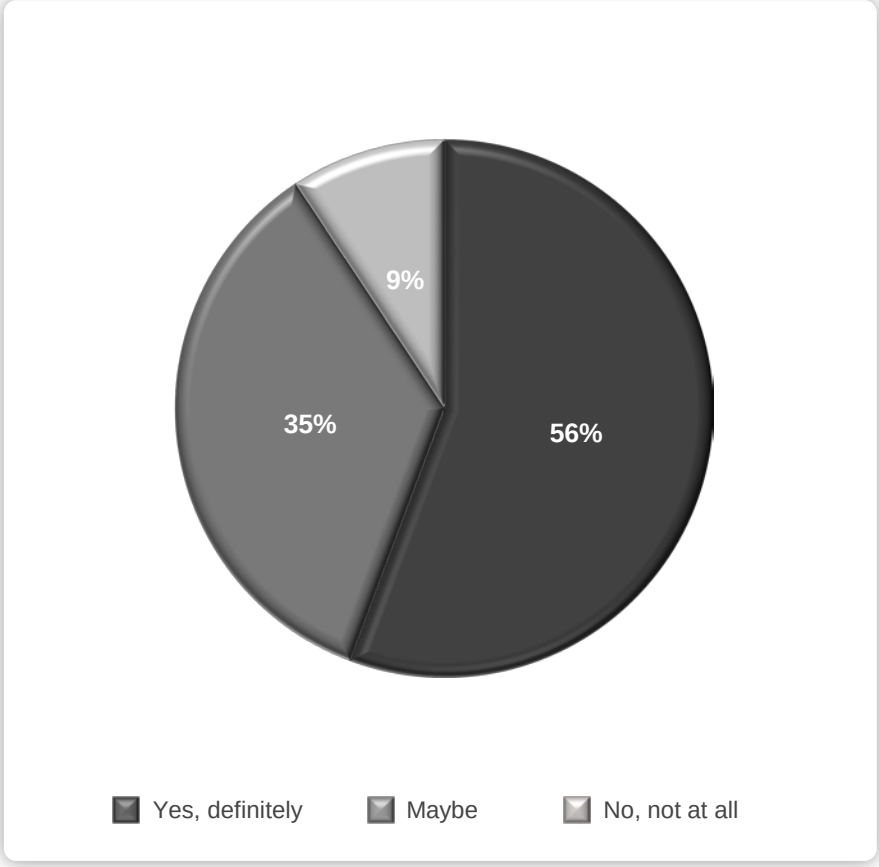
• How satisfied are you with your current educational institution?

If your students could begin their studies again, would they choose Michigan Technological University?

Michigan Technological University

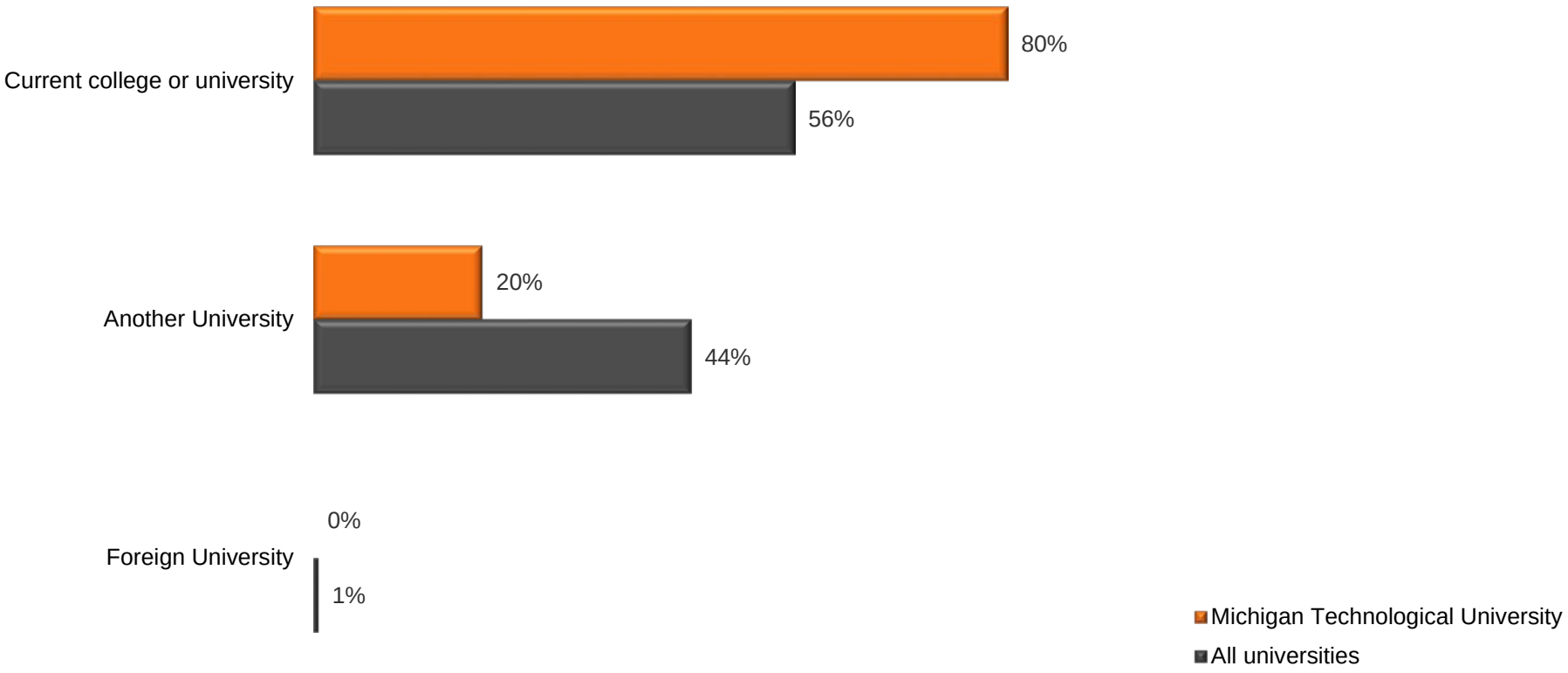


All universities



- 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, they would choose…



- Which other college or university would you consider instead?

If students could begin their studies again | Preferred universities

Michigan Technological University

University	Rank	Percent
University of Michigan - Ann Arbor	1	22%
Colorado School of Mines	2	11%
Kettering University	2	11%
Michigan State University	2	11%
Texas A&M University	2	11%
Texas Tech University	2	11%
University of Wisconsin - Whitewater	2	11%

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

University	Rank	Percent
Massachusetts Institute of Technology	1	13%
University of California - Berkeley	2	6%
Stanford University	3	6%
University of Texas - Austin	4	3%
Georgia Institute of Technology	5	3%
University of Illinois - Urbana-Champaign	6	3%
Purdue University	7	2%
Virginia Tech	8	2%
University of Michigan - Ann Arbor	9	2%
Texas A&M University	10	2%

56%

of the students would choose their current university if they made the choice again.

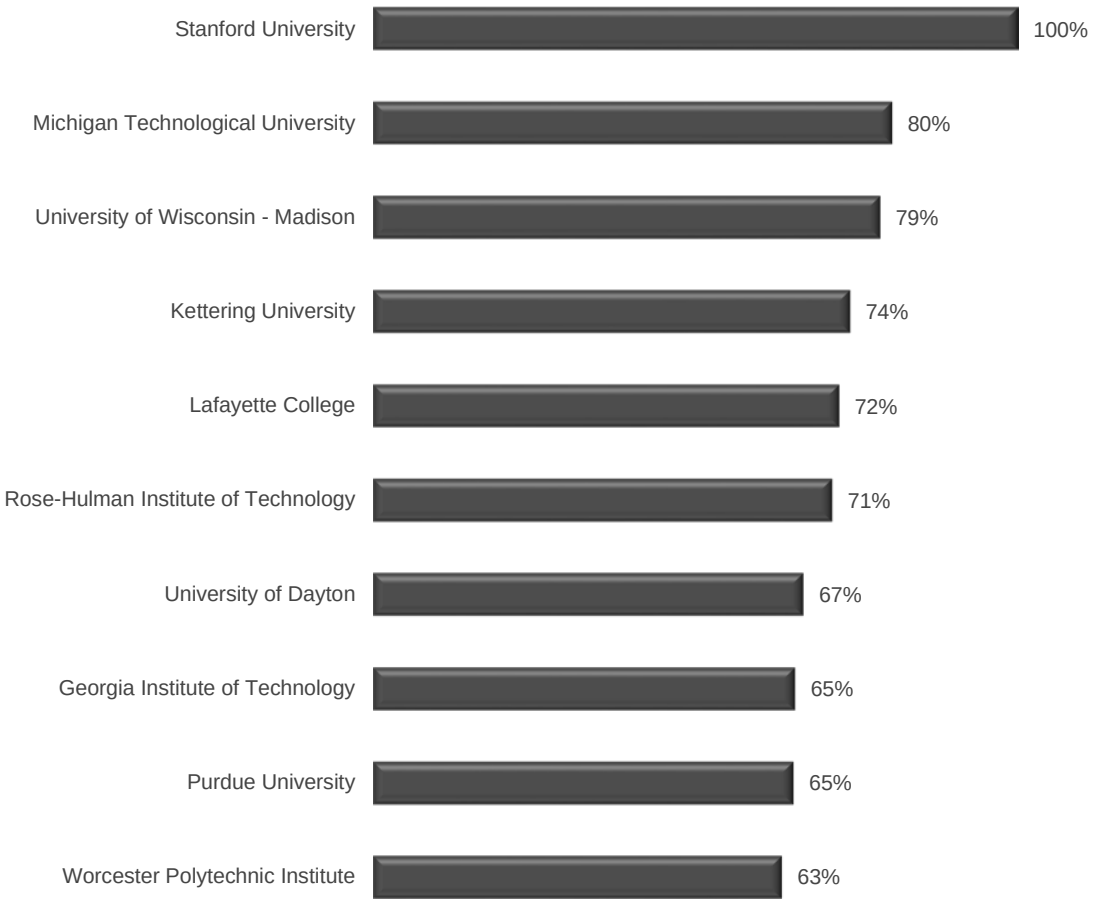
44%

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

- 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?”

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.

- If you could begin your studies again at any educational institution, would you choose your current college or university?

- The chart presents the universities with the highest share of their students answering that they would choose them again, if they were to begin their studies again.
- Only universities with at least 30 respondents are presented in the table.

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

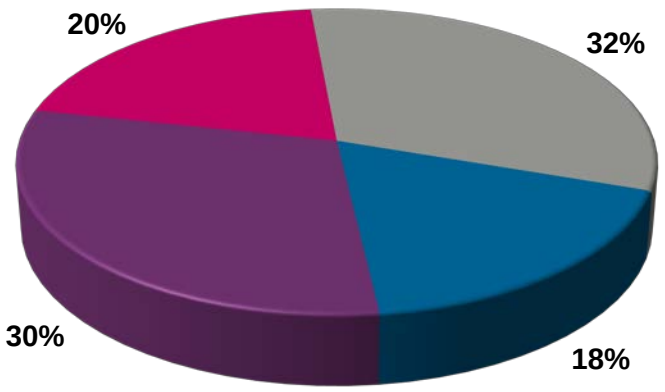
Long-term opportunities the university provides for students.

- 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

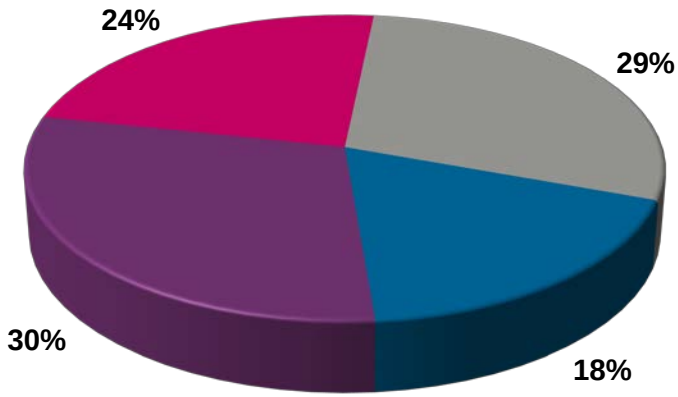
- This framework has been developed by Universum in cooperation with universities.

Relative importance of each driver

Michigan Technological University



All universities



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

Michigan Technological University

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. Practical aspects within the curriculum
3. Exceptional professors/lecturers

UNIVERSITY/COLLEGE CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Attractive geographic location
2. Social and recreational activities

EMPLOYABILITY & ADVANCEMENT OPPORTUNITIES

1. High employment among graduates
2. Target school for employers in my field
3. Teaches transferable and practical skills employers are looking for

All universities

UNIVERSITY/COLLEGE REPUTATION & IMAGE

1. Highly-ranked within its field
2. Tradition of academic excellence
3. Availability of financial aid and scholarships

EDUCATIONAL OFFERING

1. Quality and variety of courses
2. Exceptional professors/lecturers
3. Attractive/exciting programs and fields of study

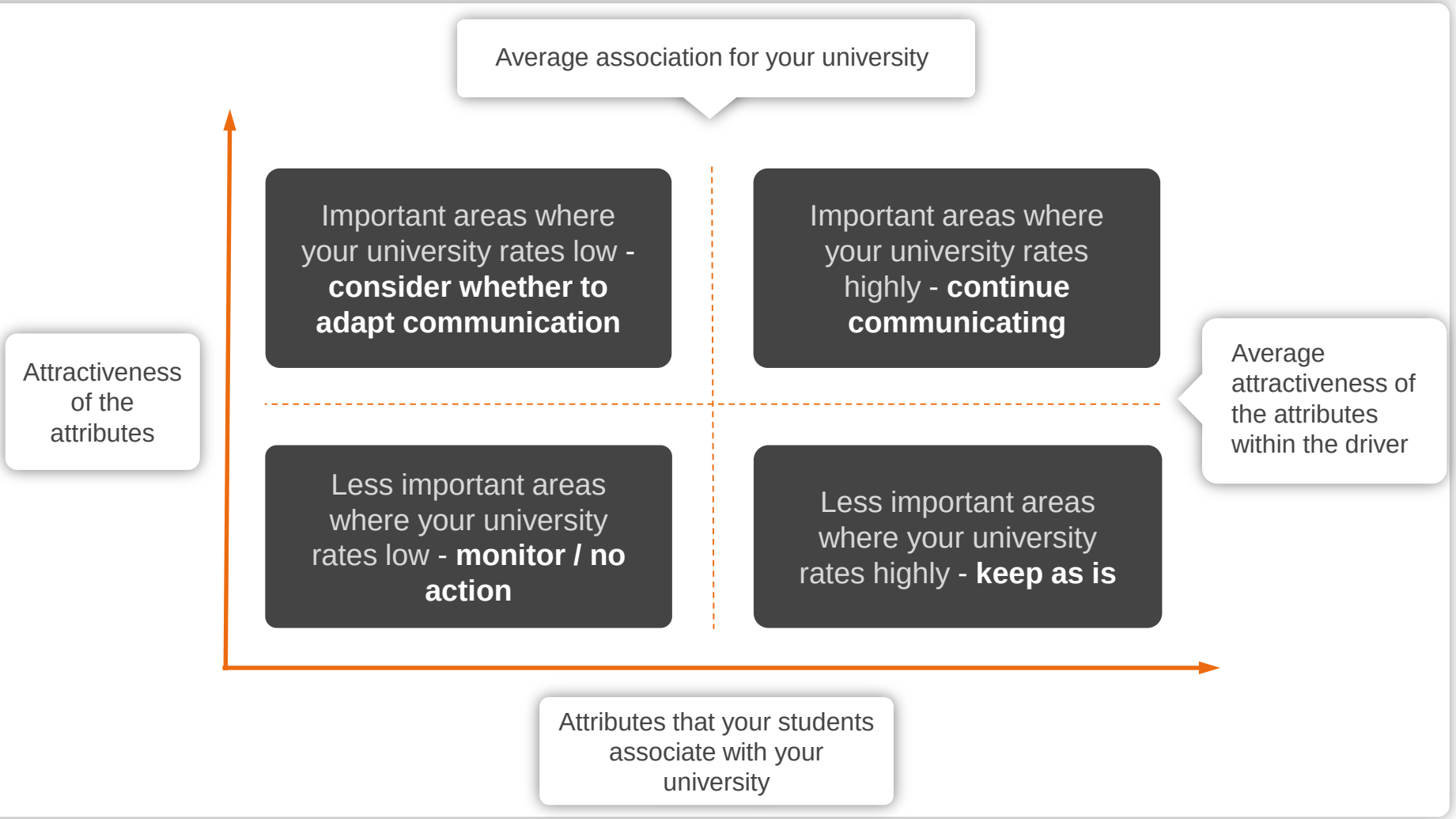
UNIVERSITY/COLLEGE CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Social and recreational activities

EMPLOYABILITY & ADVANCEMENT OPPORTUNITIES

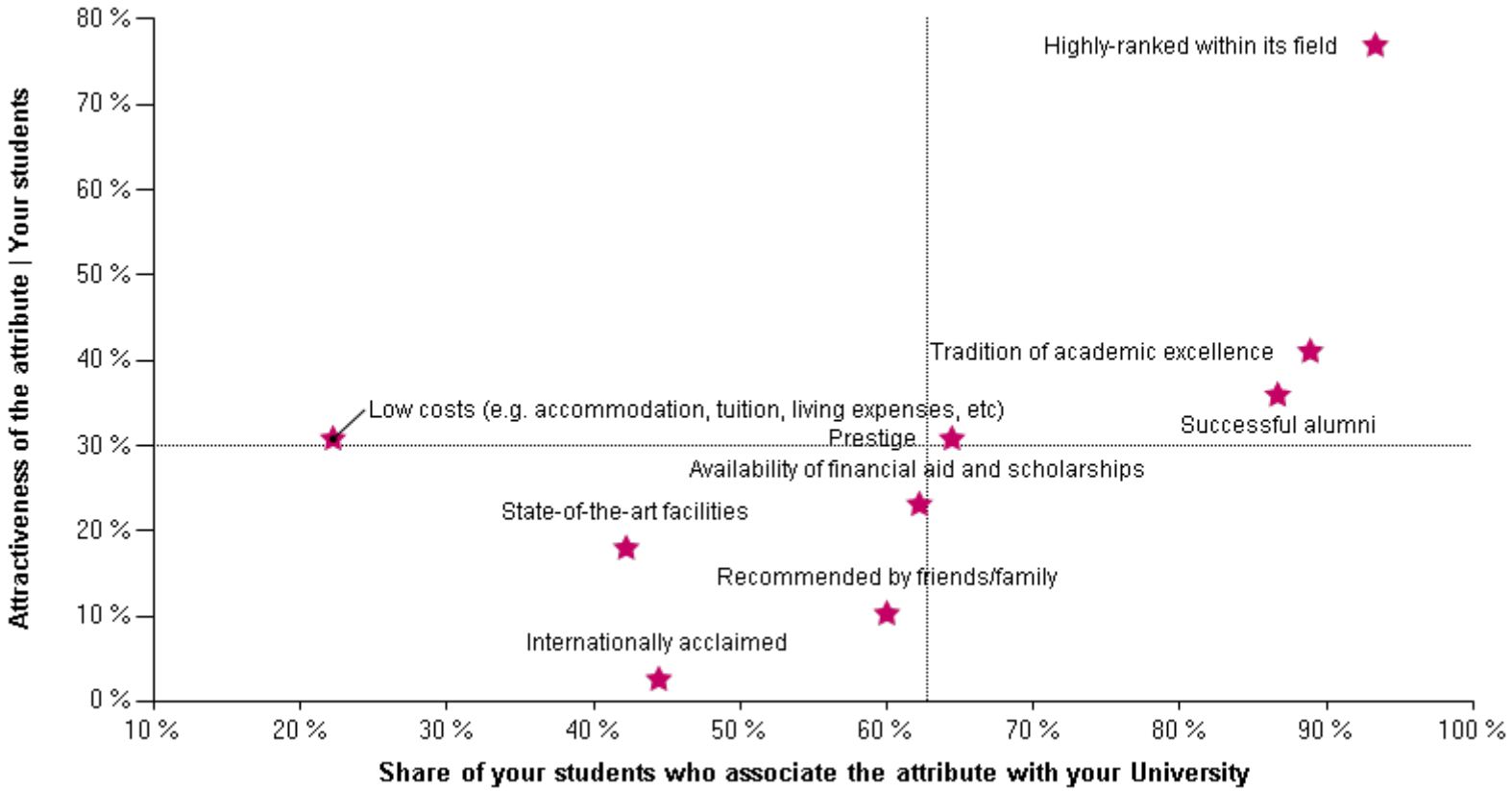
1. High employment among graduates
2. Good reference for future career and/or education
3. Opportunities to network with employers

What students consider attractive vs. what they associate with you



University/College Reputation & Image | Attractiveness vs. Associations

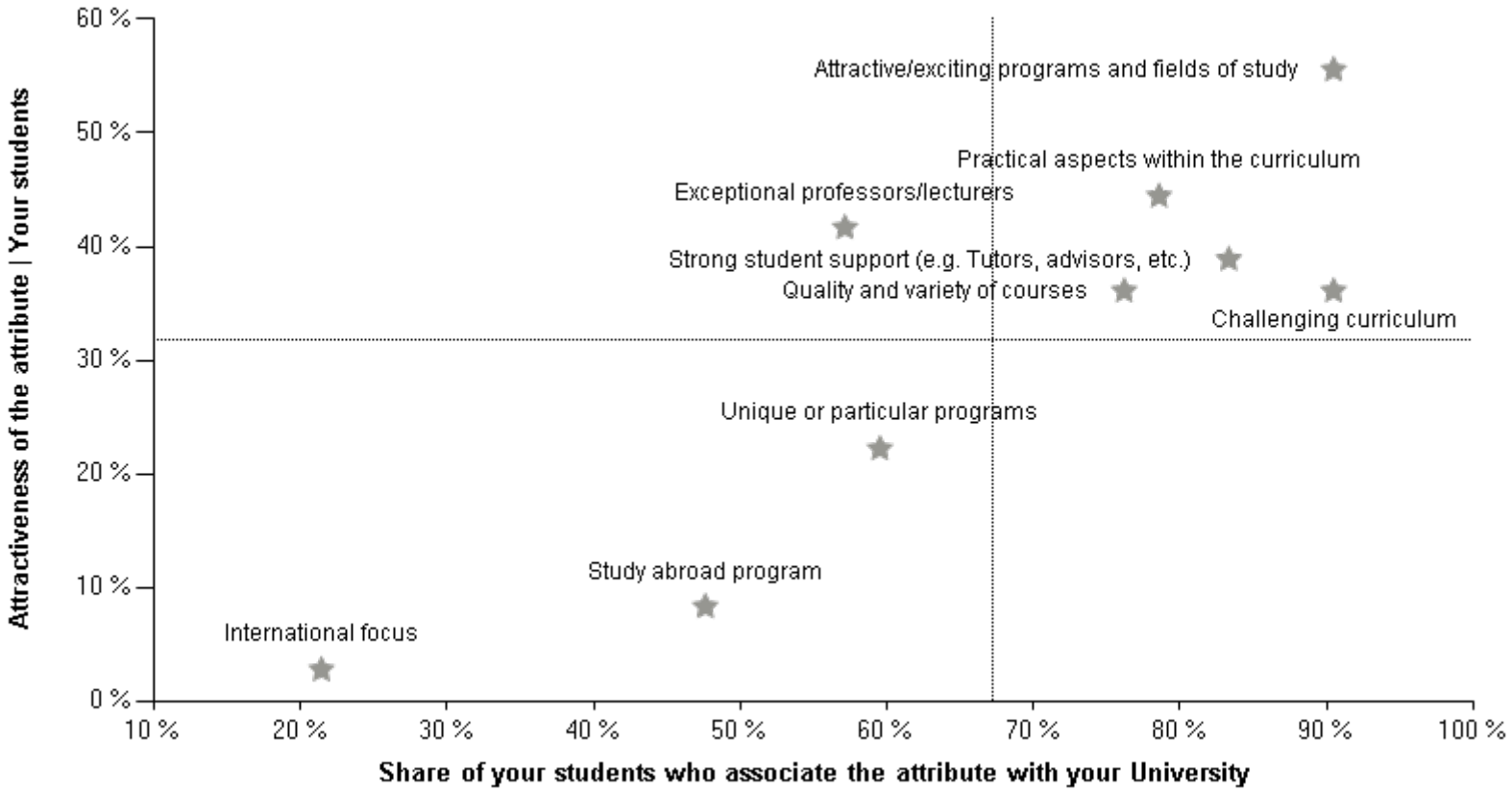
YOUR STUDENTS



- 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)

Educational Offering | Attractiveness vs. Associations

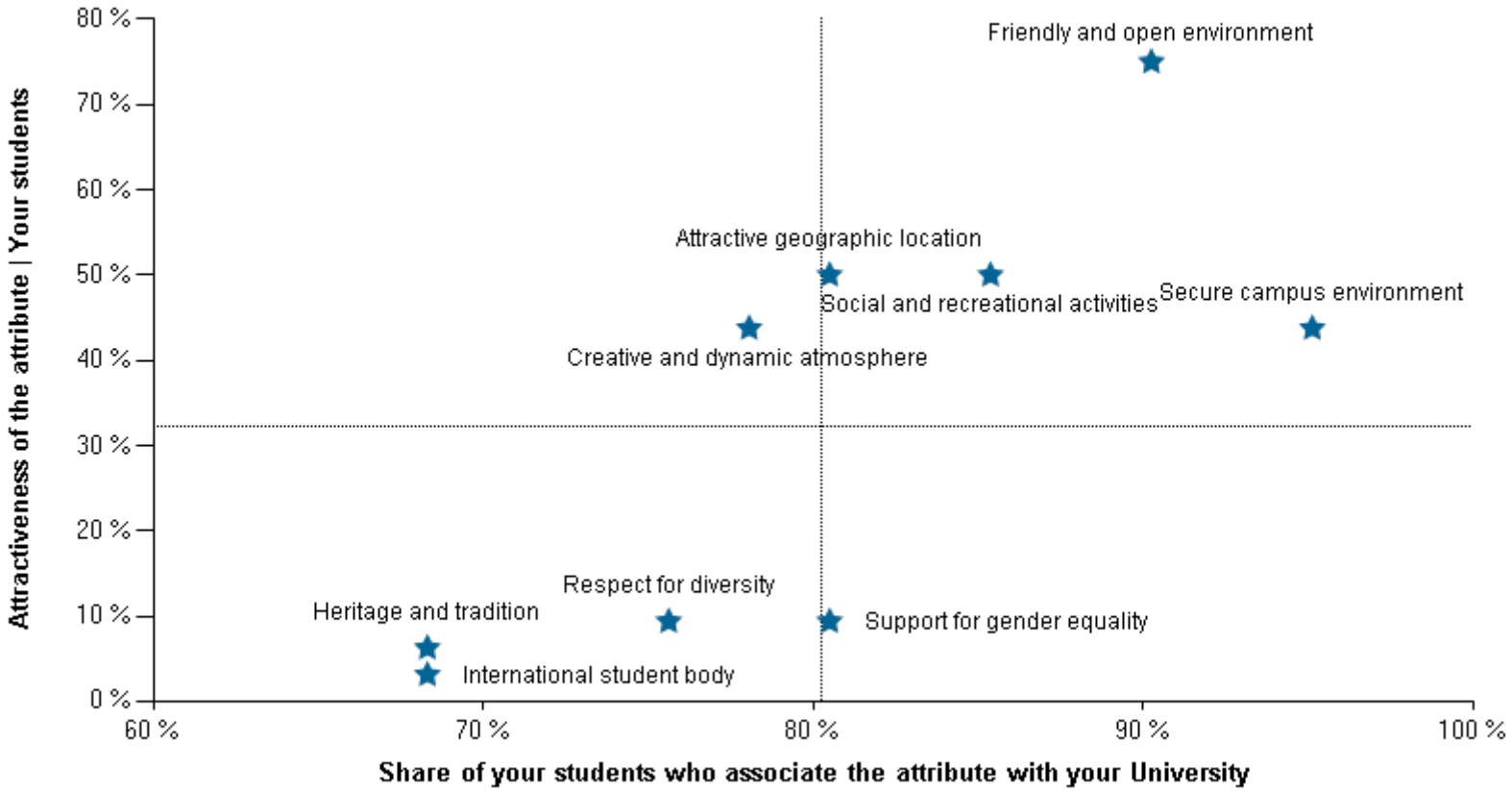
YOUR STUDENTS



- 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)

University/College Culture & Student Life | Attractiveness vs. Associations

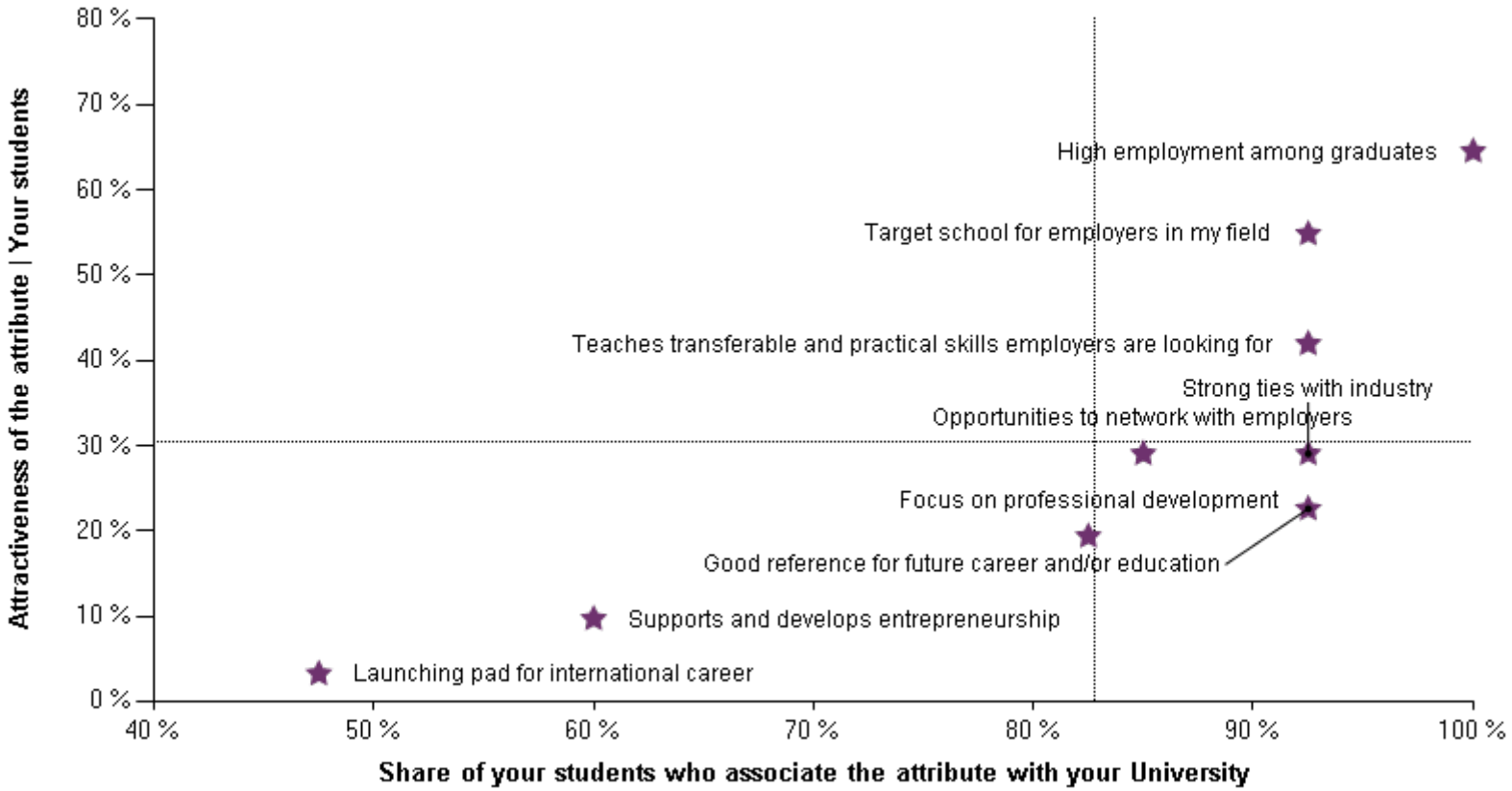
YOUR STUDENTS



- 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)

Employability & Advancement Opportunities | Attractiveness vs. Associations

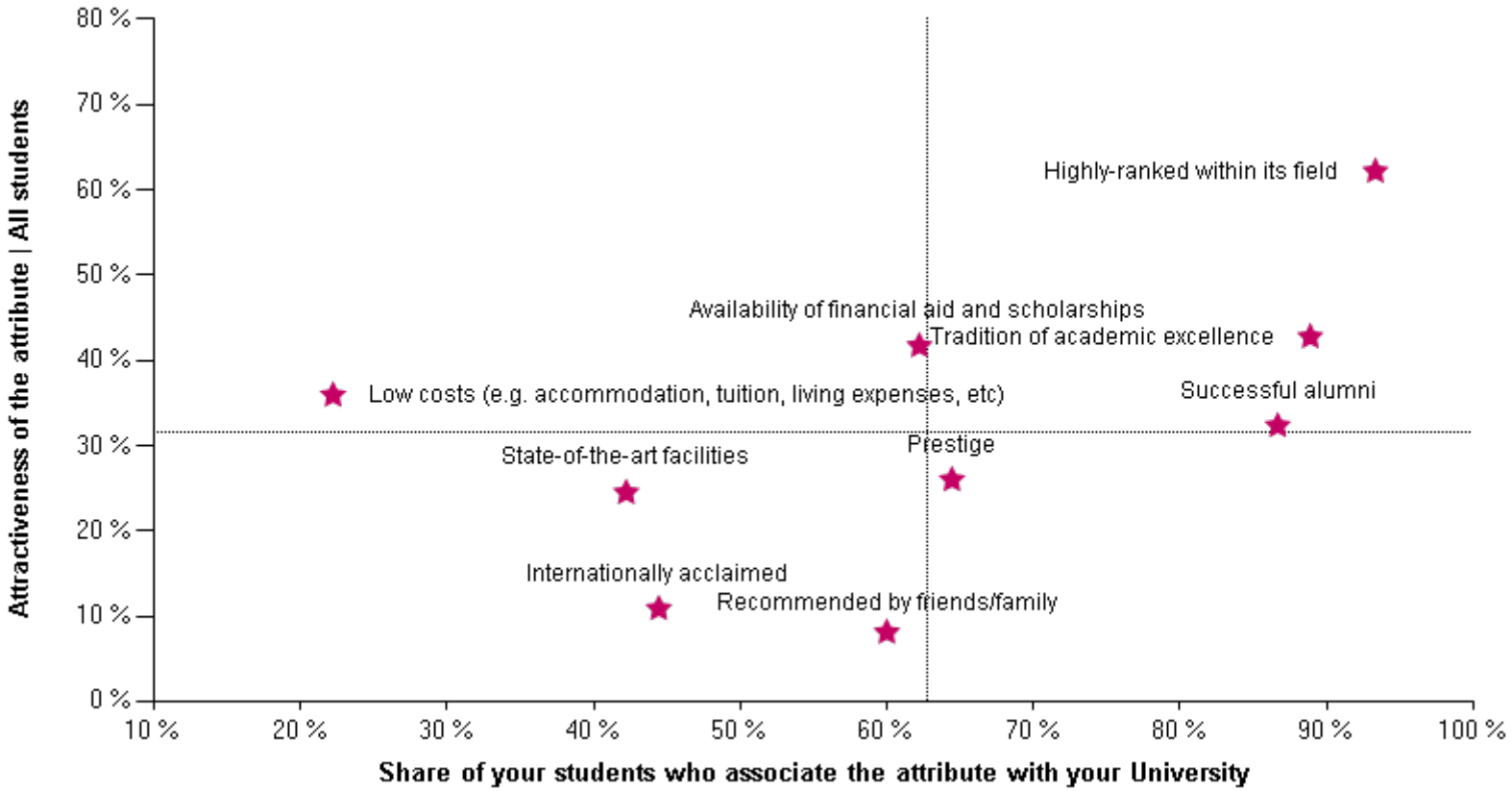
YOUR STUDENTS



- 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)

University/College Reputation & Image | Attractiveness vs. Associations

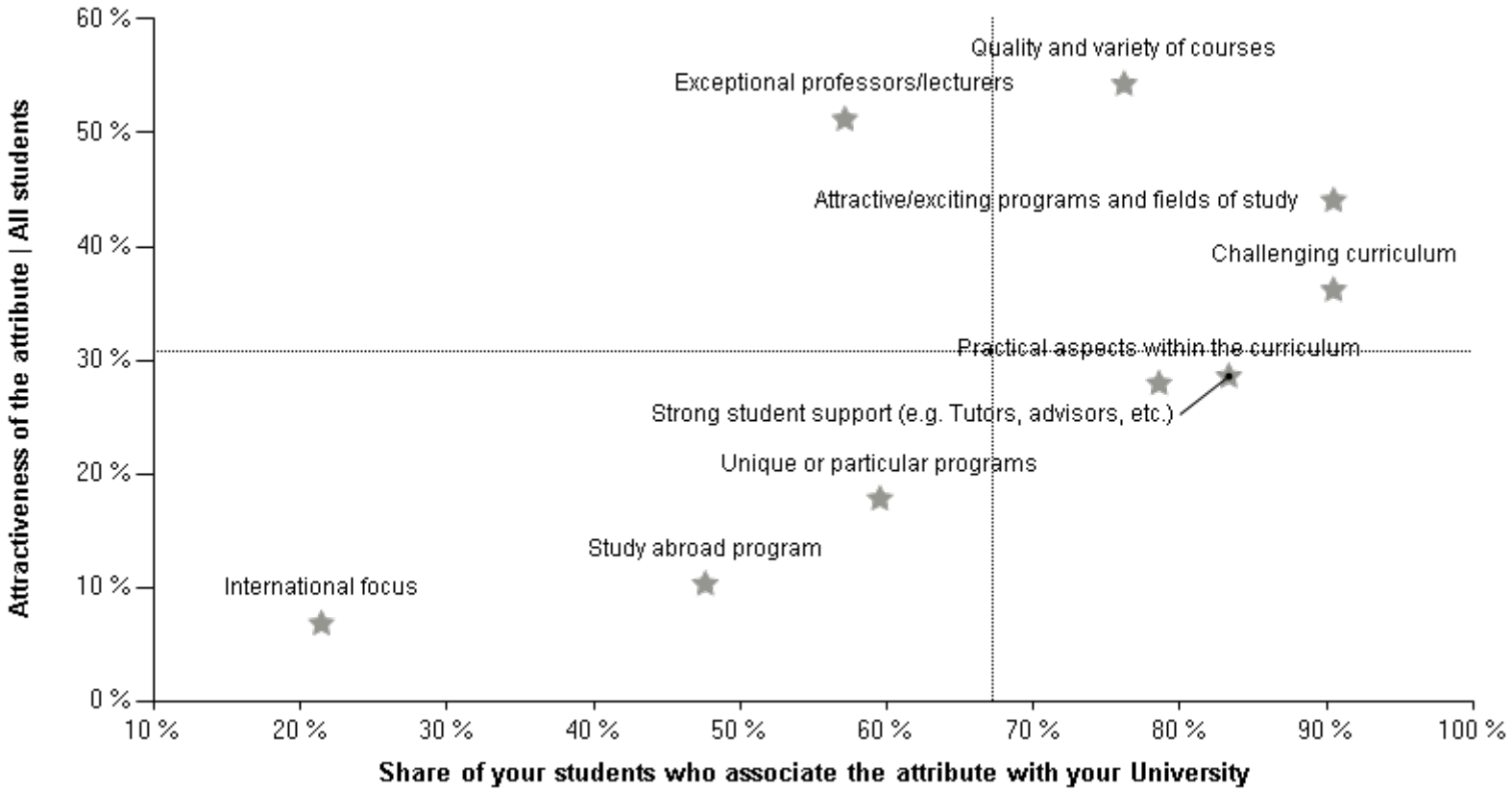
ALL STUDENTS



- 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)

Educational Offering | Attractiveness vs. Associations

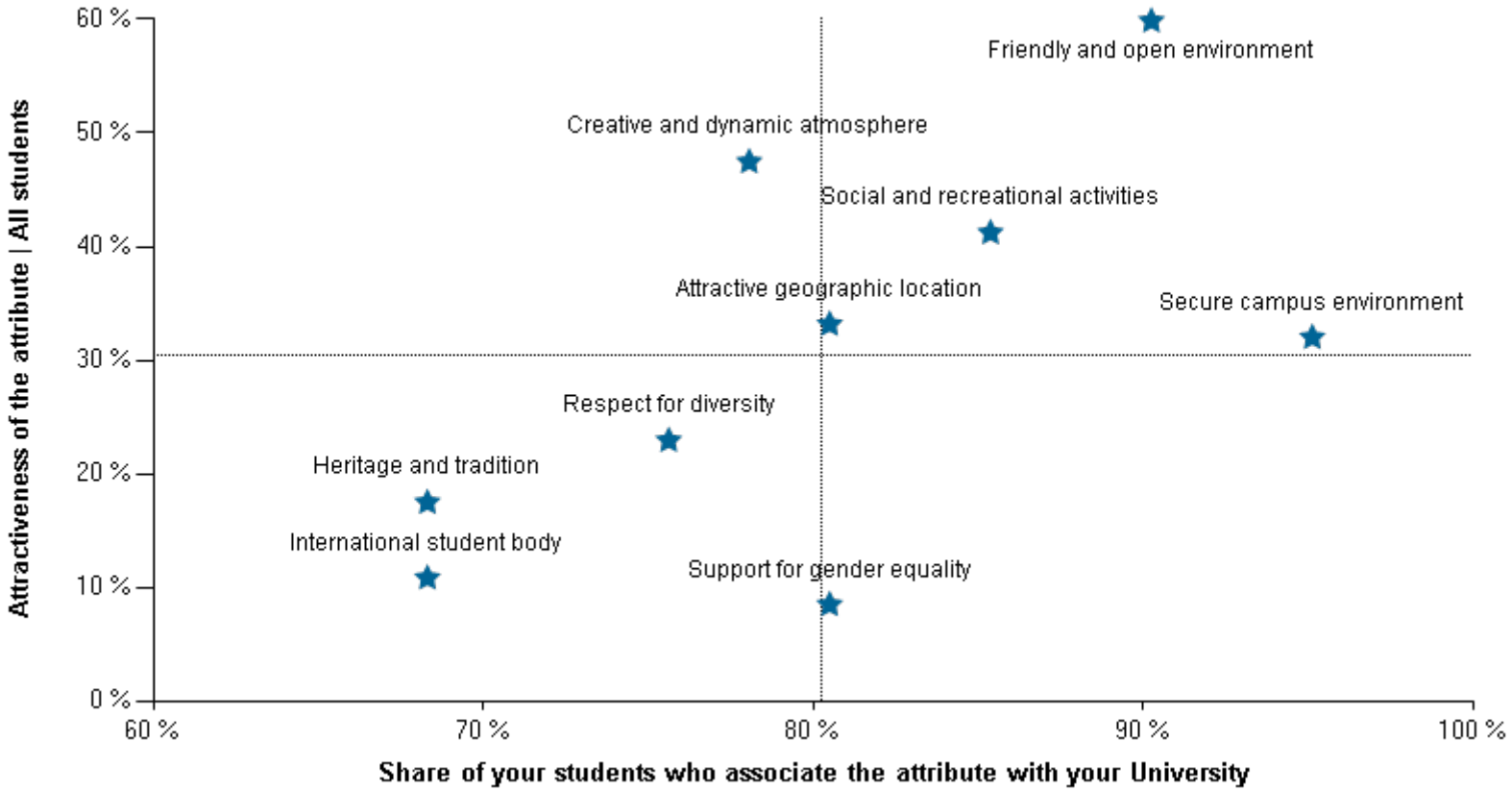
ALL STUDENTS



- 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)

University/College Culture & Student Life | Attractiveness vs. Associations

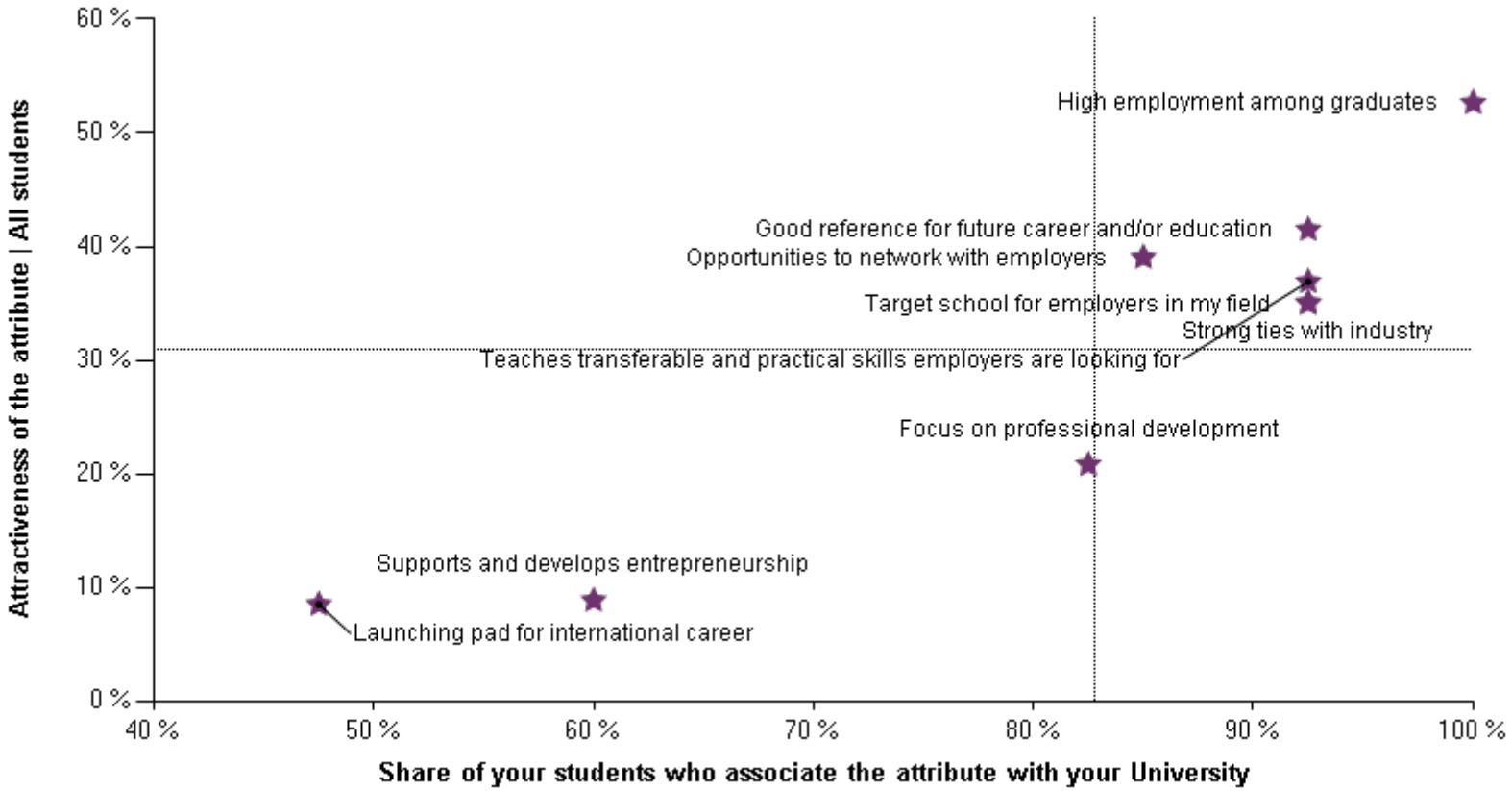
ALL STUDENTS



- 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)

Employability & Advancement Opportunities | Attractiveness vs. Associations

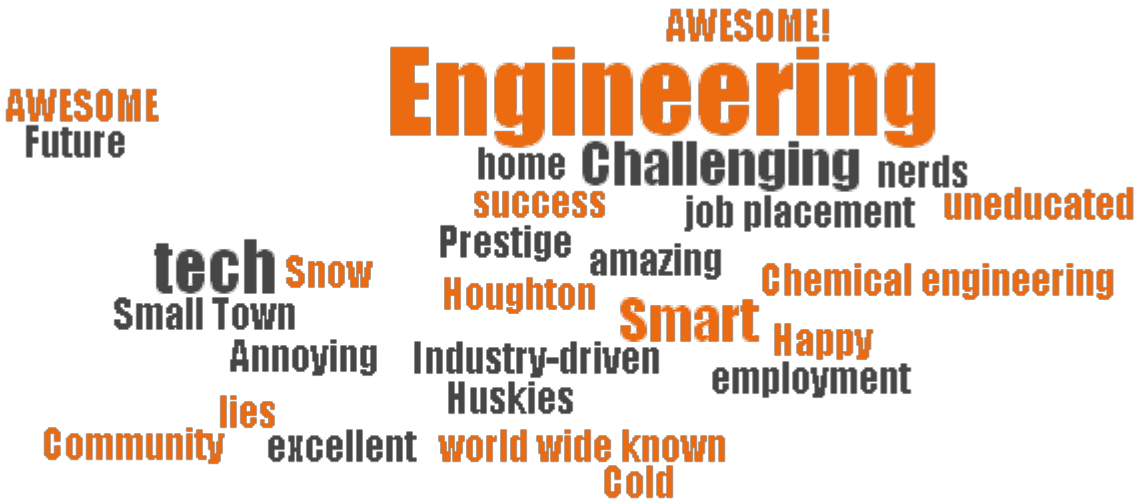
ALL STUDENTS



- 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)

Top of mind associations with Michigan Technological University

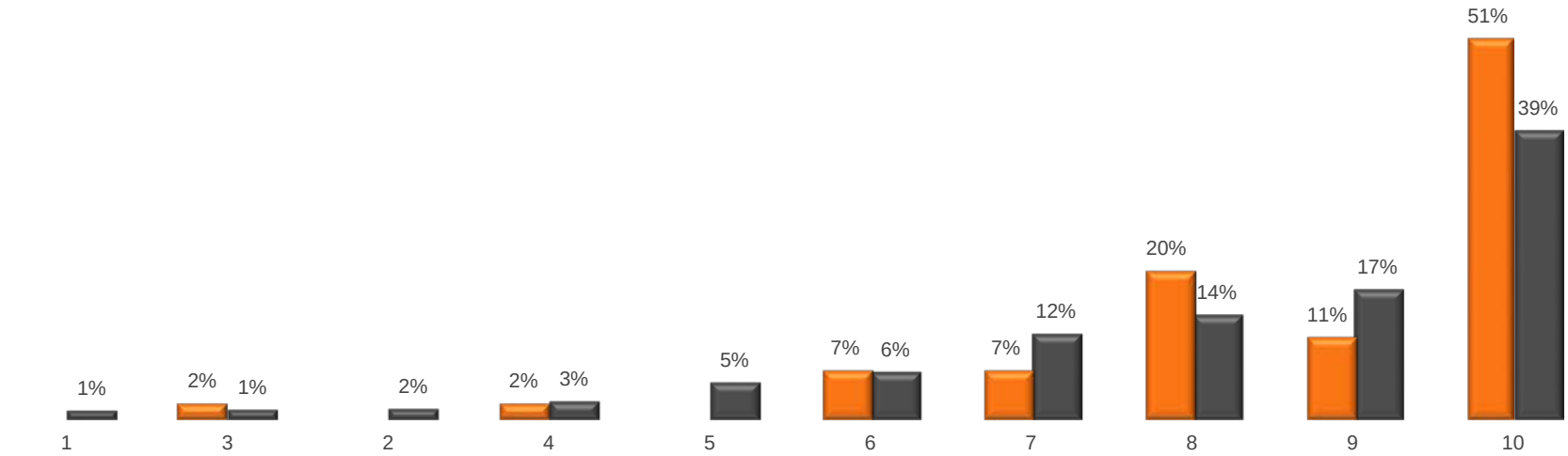
YOUR STUDENTS



- 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?



Michigan Technological University

All universities

8.7

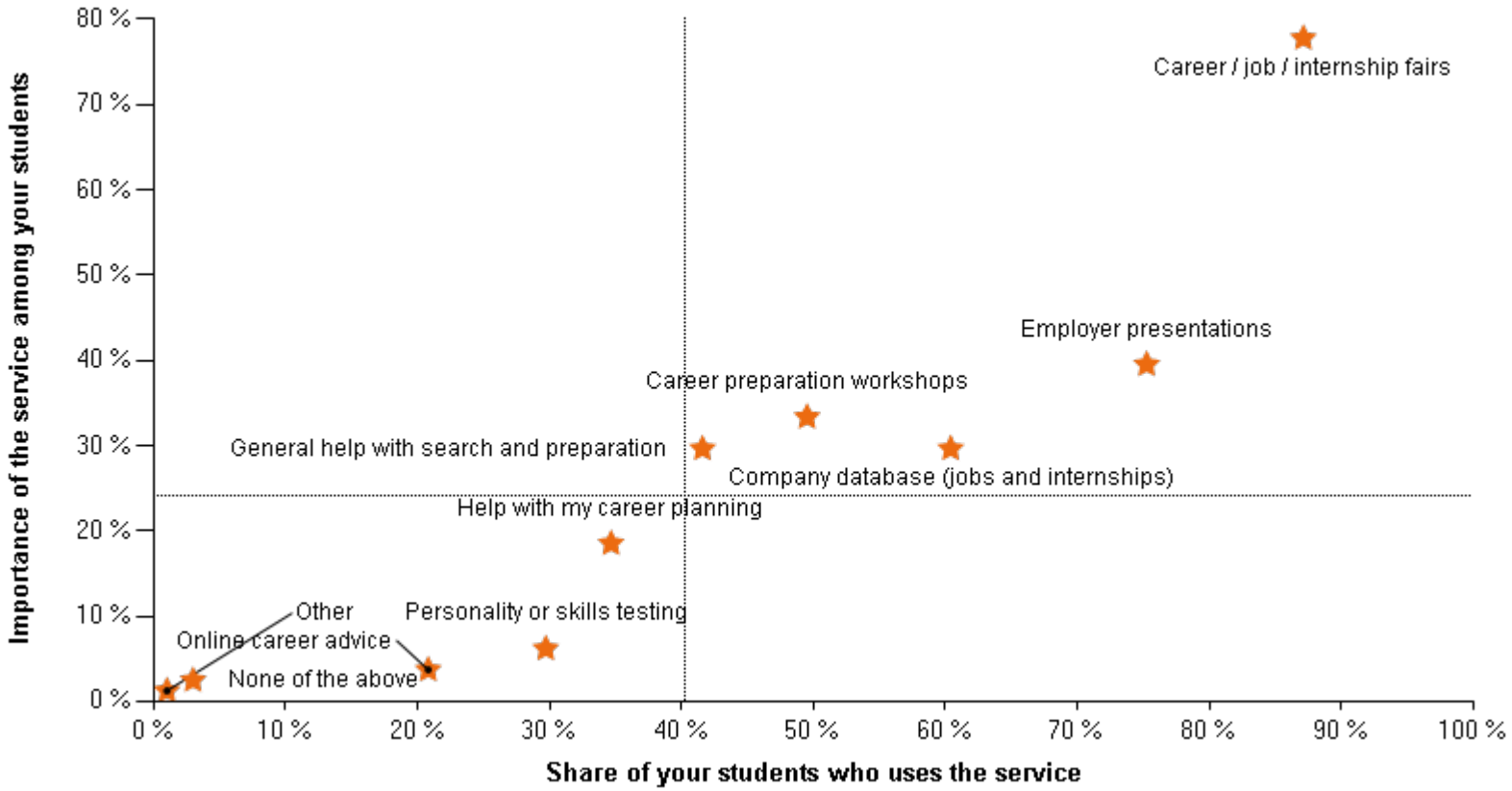
is the average score among your students

8.2

is the average score for all universities

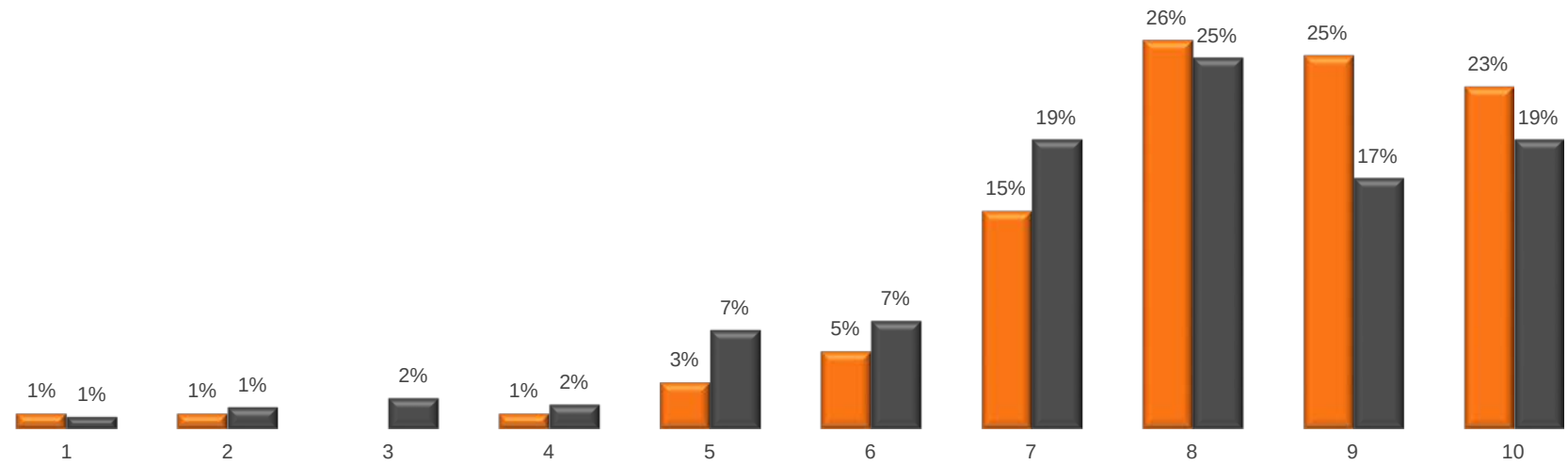
- How likely is it that you would recommend your educational institution to friends or family?

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.*

Rating of career services



8.2

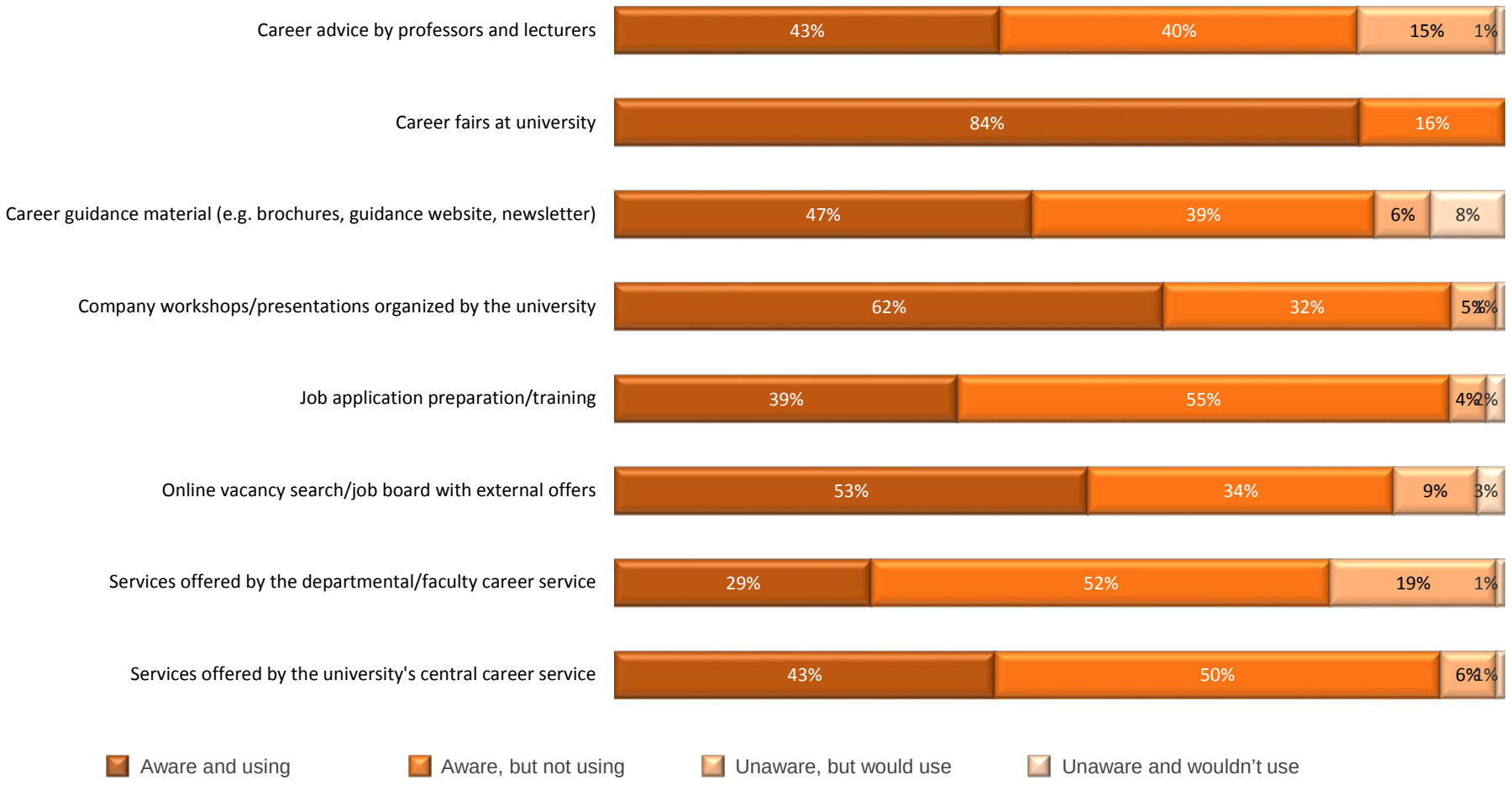
is the average score among your students

7.7

is the average score for all universities

- How would you rate the career services offered at your educational institution?

Are students aware of all career services you provide?



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

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APPENDIX 5

1 EXECUTIVE SUMMARY

UNIVERSITY BRAND PERCEPTION 4

2 CAREER PROFILE EVALUATION

3 EMPLOYER EVALUATION

Educational institutions (1/8)

University	Total	University	Total
Purdue University	3.2%	Arizona State University	1.2%
Georgia Institute of Technology	3.1%	California Polytechnic State University - San Luis Obispo	1.2%
Texas A&M University	2.4%	University of Wisconsin - Madison	1.2%
University of Illinois - Urbana-Champaign	1.9%	Rensselaer Polytechnic Institute	1.1%
Pennsylvania State University	1.8%	Drexel University	1.1%
University of Michigan - Ann Arbor	1.8%	Texas Tech University	1.1%
University of Florida	1.7%	Auburn University	1.1%
Missouri University of Science and Technology	1.5%	University of California - Berkeley	1.1%
Rochester Institute of Technology	1.4%	University of Central Florida	1.1%
Iowa State University	1.4%	University of Maryland - College Park	1.1%
Michigan Technological University	1.3%	Clemson University	1.1%
University of Puerto Rico	1.3%	University of Houston	1.1%
University of Texas - Austin	1.3%	Ohio State University	1.1%
New Jersey Institute of Technology	1.3%	Virginia Tech	1.1%

Educational institutions (2/8)

University	Total	University	Total
University of Akron	1.0%	University of Colorado - Boulder	0.7%
Rutgers University - New Brunswick	1.0%	University of Oklahoma	0.7%
University of Cincinnati	1.0%	University of Tennessee	0.7%
Northeastern University	0.9%	Massachusetts Institute of Technology	0.7%
North Carolina State University - Raleigh	0.9%	University of Massachusetts-Lowell	0.7%
University of California - Los Angeles	0.9%	Embry-Riddle Aeronautical University - Daytona Beach	0.7%
Cornell University	0.9%	Kettering University	0.7%
Michigan State University	0.9%	University of California - Davis	0.7%
Worcester Polytechnic Institute	0.8%	Oregon State University	0.6%
Oklahoma State University	0.8%	Rose-Hulman Institute of Technology	0.6%
Louisiana State University	0.8%	Northwestern University	0.6%
Old Dominion University	0.8%	University of Delaware	0.6%
University of Arizona	0.8%	New Mexico State University	0.6%
University of Pittsburgh	0.7%	California State University - Long Beach	0.6%

- Which educational institution do you attend?

Educational institutions (3/8)

University	Total	University	Total
New York University	0.6%	Case Western Reserve University	0.5%
Stanford University	0.6%	Lehigh University	0.5%
University of Southern California	0.6%	Boston University	0.4%
Kansas State University	0.6%	Duke University	0.4%
University of Washington - Seattle	0.6%	Utah State University	0.4%
Carnegie Mellon University	0.5%	Washington State University	0.4%
University of Iowa	0.5%	Columbia University	0.4%
University of Texas - San Antonio	0.5%	University of New Mexico	0.4%
University of Dayton	0.5%	Johns Hopkins University	0.4%
University of Kansas	0.5%	Washington University in St. Louis	0.4%
Syracuse University	0.5%	North Dakota State University	0.4%
Colorado State University	0.5%	University of Arkansas - Fayetteville	0.4%
University of Rhode Island	0.5%	University of California - San Diego	0.4%
University of Virginia	0.5%	University of Connecticut	0.4%

- Which educational institution do you attend?

Educational institutions (4/8)

University	Total	University	Total
SUNY Binghamton	0.4%	University of Vermont	0.3%
Florida Atlantic University	0.4%	University of Michigan - Dearborn	0.3%
Florida State University	0.4%	Villanova University	0.3%
University of California - Riverside	0.4%	University of South Alabama	0.3%
University of North Florida	0.4%	Princeton University	0.3%
SUNY Stony Brook	0.3%	Morgan State University	0.3%
George Mason University	0.3%	Rice University	0.3%
Indiana State University	0.3%	University of Maryland - Baltimore County	0.3%
California State University - Northridge	0.3%	Bradley University	0.3%
Prairie View A&M University	0.3%	California Polytechnic State University - Pomona	0.3%
San Diego State University	0.3%	California State University - Fresno	0.3%
University of Alaska - Fairbanks	0.3%	Florida International University	0.3%
University of Louisville	0.3%	Mississippi State University	0.3%
University of Texas - El Paso	0.3%	University of Minnesota - Twin Cities	0.3%

- Which educational institution do you attend?

Educational institutions (5/8)

University	Total	University	Total
University of Nebraska - Lincoln	0.3%	University of Maine	0.2%
University of Pennsylvania	0.3%	University of Massachusetts - Amherst	0.2%
University of Texas - Dallas	0.3%	University of South Florida	0.2%
University of Miami	0.3%	Wright State University	0.2%
University of Alabama	0.3%	Brigham Young University	0.2%
University of California - Santa Barbara	0.2%	Lafayette College	0.2%
Santa Clara University	0.2%	Southern Methodist University	0.2%
University of Mississippi	0.2%	Baylor University	0.2%
Alabama A&M University	0.2%	Arkansas State University	0.2%
Colorado School of Mines	0.2%	Ball State University	0.2%
New York Institute of Technology	0.2%	CUNY New York City College of Technology	0.2%
Stevens Institute of Technology	0.2%	Indiana University	0.2%
University of Illinois - Chicago	0.2%	Miami University of Ohio	0.2%
University of Kentucky	0.2%	Northern Illinois University	0.2%

Educational institutions (6/8)

University	Total	University	Total
Portland State University	0.2%	Boise State University	0.1%
University of Missouri - Columbia	0.2%	California Institute of Technology	0.1%
University of North Texas	0.2%	Central Connecticut State University	0.1%
West Virginia University	0.2%	Eastern Michigan University	0.1%
Virginia Commonwealth University	0.2%	Florida A&M University	0.1%
Brown University	0.1%	Georgia Southern University	0.1%
George Washington University	0.1%	Idaho State University	0.1%
Indiana University of Pennsylvania	0.1%	Keene State College	0.1%
Tuskegee University	0.1%	Kent State University	0.1%
Olin College of Engineering	0.1%	North Carolina A&T State University	0.1%
SUNY Buffalo	0.1%	Northern Arizona University	0.1%
Dartmouth College	0.1%	Temple University	0.1%
Harvard University	0.1%	Texas Pan American University	0.1%
Howard University	0.1%	University of California - Irvine	0.1%

Educational institutions (7/8)

University	Total	University	Total
University of Hawaii	0.1%	CUNY College of Staten Island	0.1%
University of Idaho	0.1%	Yale University	0.1%
University of Missouri-St. Louis	0.1%	Texas Southern University	0.1%
University of North Carolina - Charlotte	0.1%	Marshall University	0.1%
University of South Carolina - Columbia	0.1%	University of Georgia	0.1%
University of Texas - Arlington	0.1%	Loyola Marymount University	0.1%
University of Toledo	0.1%	Appalachian State University	0.1%
University of Wisconsin - Milwaukee	0.1%	Bucknell University	0.1%
University of Wyoming	0.1%	California State University - Chico	0.1%
Vanderbilt University	0.1%	California State University - Fullerton	0.1%
Wayne State University	0.1%	Central Michigan University	0.1%
Wichita State University	0.1%	Cleveland State University	0.1%
Youngstown State University	0.1%	Lamar University	0.1%
Southern Utah University	0.1%	Manhattan College	0.1%

Educational institutions (8/8)

University	Total	University	Total
Saginaw Valley State University	0.1%	Wentworth Institute of Technology	0.1%
San Jose State University	0.1%	Western Kentucky University	0.1%
Southern Illinois University	0.1%	Western Michigan University	0.1%
St. Mary's University	0.1%	Robert Morris University	0.1%
Tulane University	0.1%	Eastern Illinois University	0.1%
University of California - Santa Cruz	0.1%	Trinity University	0.1%
University of Colorado - Denver	0.1%	Hofstra University	0.0%
University of Evansville	0.1%	Fairfield University	0.0%
University of Massachusetts-Dartmouth	0.1%	Hampton University	0.0%
University of New Hampshire	0.1%	Smith College	0.0%
University of Notre Dame	0.1%	Alcorn State University	0.0%
University of Rochester	0.1%	Fordham University	0.0%
University of San Diego	0.1%	Rutgers University - Newark	0.0%
University of Tulsa	0.1%	California State University - Dominguez Hills	0.0%
University of Utah	0.1%	Other	1.4%

Areas of study

ENGINEERING (1/2)

Area of study	Michigan Technological University	All universities
Mechanical Engineering	30%	26%
Chemical Engineering / Biomolecular Engineering	19%	13%
Electrical Engineering / Electronics Engineering	14%	15%
Bio. Eng. / Biosystems / Biotech. / Biomed.Eng.	11%	11%
Materials Engineering	9%	2%
Civil Engineering	8%	10%
Computer and Software Engineering	7%	8%
Environmental Engineering	6%	4%
Aerospace Engineering / Aeronautics / Astronautical Engineering	2%	6%
Engineering Technology	2%	2%
Engineering Management	1%	1%

- Please select your major(s)/main area(s) of study.

Areas of study

ENGINEERING (2/2)

Area of study	Michigan Technological University	All universities
Manufacturing Engineering	1%	1%
Petroleum Engineering	1%	2%
Applied Engineering / Physics Engineering	0%	1%
Computer and Information Sciences and Support Services	0%	1%
Construction	0%	2%
Nuclear Engineering	0%	1%
Undeclared	0%	1%
Architectural Engineering	0%	2%
General Engineering	0%	1%
Industrial Engineering / Design	0%	6%
Systems Analysis & Engineering	0%	1%
Other Engineering	4%	3%

- Please select your major(s)/main area(s) of study.

The Universum Career Profiles (1/2)

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

12 out of 21 points

ENTREPRENEUR

- Fast-growing/entrepreneurial (3)
- A creative and dynamic work environment (3)
- Challenging work (1)
- Variety of assignments (1)
- Innovation (2)
- Attractive/exciting products and services (1)

6 out of 11 points

HARMONIZER

- Respect for its people (2)
- Enabling me to integrate personal interests in my schedule (3)
- Team-oriented work (1)
- Secure employment (2)
- Control over my number of working hours (3)
- Flexible working conditions (3)
- Overtime pay/compensation (1)

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)

6 out of 11 points

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)

6 out of 14 points

INTERNATIONALIST

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

6 out of 6 points

LEADER

- Leadership opportunities (3)
- Leaders who will support my development (3)
- High level of responsibility (2)
- Inspiring management (2)

5 out of 10 points

ARE YOU
INTERESTED
IN GETTING MORE
INSIGHTS ABOUT
STUDENTS,
OR
EMPLOYERS
?
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