



Hiring for Success

Employer survey on finding the best talent for the job



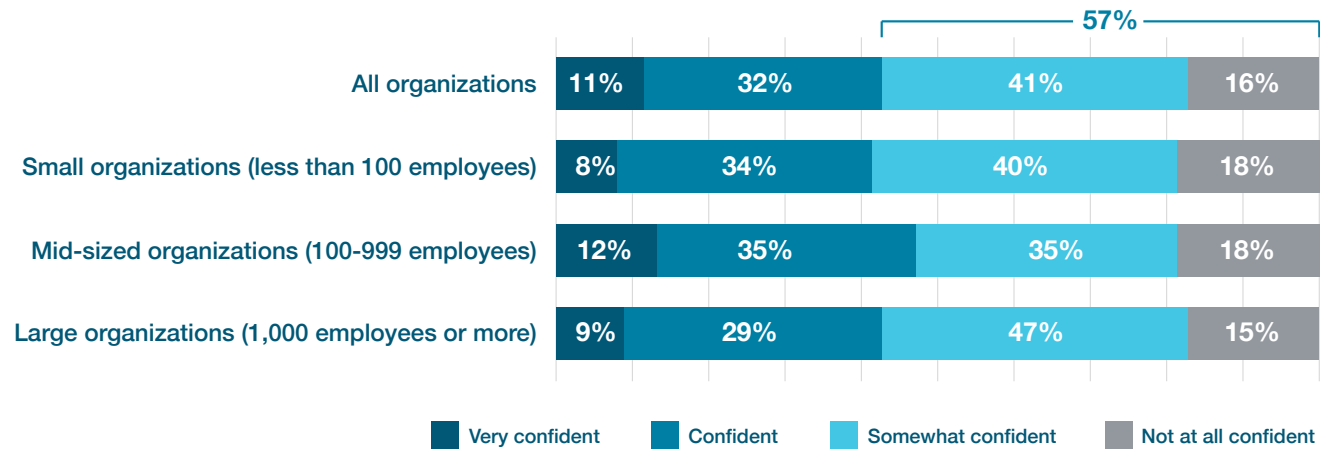
GALLUP®

Strada-Gallup Employer Survey results from a representative national sample of 1,139 adult employees involved in hiring decisions who participated in an online survey.

1

Managers and those involved in hiring decisions at employers of all sizes struggle to identify and recruit highly qualified job candidates. The majority of respondents (57%) are less than confident in their own organization's ability to spot and recruit the best talent for the job. And those at the largest organizations are the least confident.

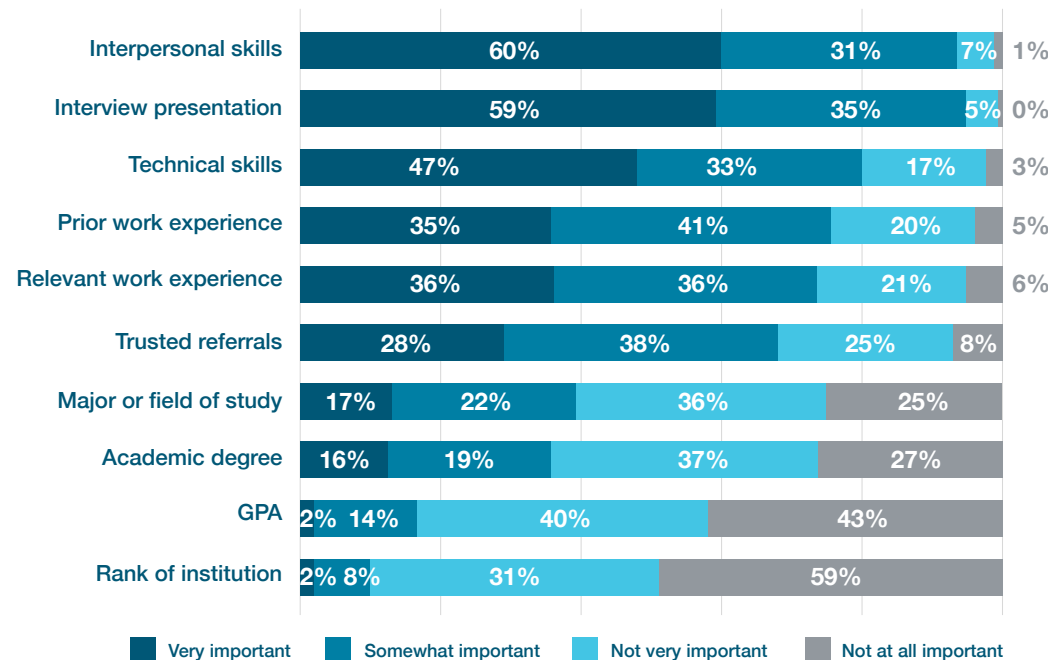
How confident are you that the recruitment process your organization uses is successful in identifying highly qualified job candidates? (Asked of managers and those who are involved in hiring decisions.)



2

Whether a position requires a degree or not, employers prioritize technical and interpersonal skills and work experience above academics when it comes to hiring decisions. Results for all jobs are below, but even for those requiring a college degree, only a quarter say the field of study (26%) or type of degree (24%) is very important while GPA (2%) and rank of institution (3%) remain far less important. Sixty percent would consider hiring someone without the required degree and forty-five percent say they have done so. Leadership, critical thinking, data analysis and work ethic are the hardest qualities to find and most managers (81%) report leaving jobs unfilled in the past year.

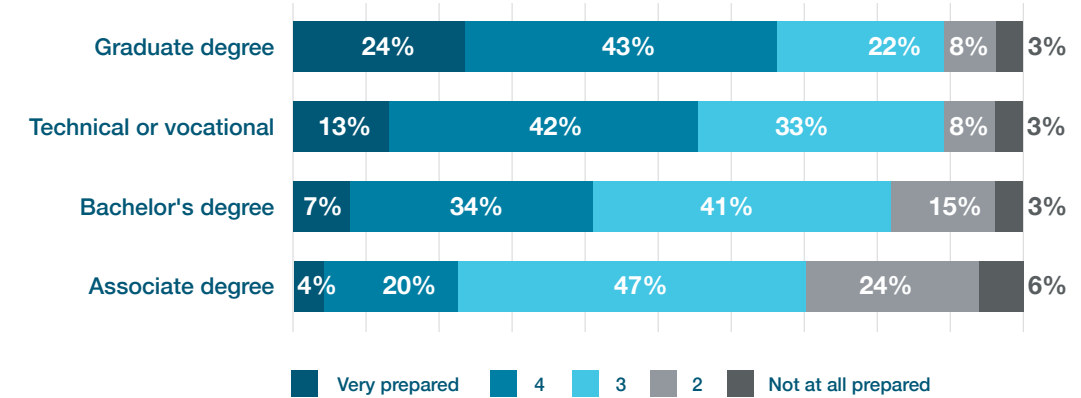
Think about the job you most frequently make hiring decisions for. How important are each of the following in deciding whether or not to hire a candidate for this job?



3

Two-thirds (67%) of those involved in hiring decisions regard job candidates with a post-graduate education as "Prepared" or "Very Prepared" for workplace success. The majority (55%) of respondents consider vocational and technical program graduates as prepared for workplace success. Associate and bachelor's degree graduates lag behind in the perception of their preparedness with more than a majority of respondents.

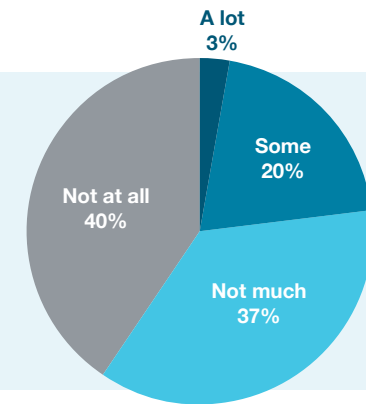
On a five-point scale where 1 means graduates are not at all prepared and 5 means graduates are very prepared, how prepared are graduates from each of the following programs for success in the workplace?



4

Three-quarters of respondents fail to see much connection between the school someone attended and their job performance.

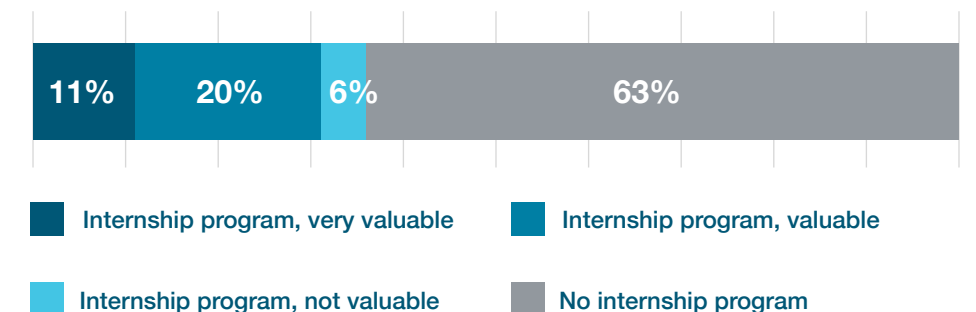
Please think about colleagues you work with often. How much impact does the college or university from which the person graduated have on their job performance?



5

Internship and co-op programs are not meeting their potential. Only eleven percent of employers have internship programs they consider "Very Valuable." Sixty-three percent report they do not even offer a program. A third of those without internships cite resource constraints (35%), but over forty-percent indicate that attitudes and culture are the primary barrier—internal policies and culture (22%) and no perceived need (20%). A smaller group (13%) can't attract the caliber of individuals they seek. A majority of employers have the opportunity to increase both the utilization and value of internship and co-op programs for their organizations and potential job candidates who participate in them.

[If have internship program]: How valuable is this internship or co-op program to your organization?
[If no internship program]: How valuable do you believe an internship or co-op program would be to your organization?





Key insights from the Strada-Gallup Employer Survey:

Managers and those involved in hiring decisions at small, medium, and large organizations lack confidence in their organization's ability to identify and recruit the best talent for the job. They are putting a hiring premium on interpersonal and technical skills along with demonstrated workplace experience.

When it comes to evaluating job candidates, demonstrated skills and relevant experience are the most desired credentials, with teamwork and interpersonal abilities as the most important skills. Academic degrees, majors, grades, and college rankings are less distinguishing when it comes to hiring decisions. The majority of employers say they would consider hiring a candidate with relevant experience even if the applicant lacks the ideal academic degree.

Across different educational pathways, employers view post-graduate, technical and vocational degrees as the best preparation for workplace success. Associate and bachelor's degree programs are lagging behind in employer perceptions of work readiness.

Internship and co-op programs are not meeting their fullest potential. A majority of employers don't offer internship or co-op programs. Only eleven percent of employers have internship programs and consider them to be "Very Valuable." Organizations without internships should consider offering them in their workplaces. Organizations with internship and co-op programs should strengthen them to increase their value for both students and the companies that may eventually hire them.

Colleges and universities should recognize the overall value to students, employers, and their own institutions of coursework that integrates work experiences, technical and interpersonal skills.

Strada Education Network® is a national nonprofit dedicated to improving lives by catalyzing more direct and promising pathways between education and employment. We engage partners across education, nonprofits, business, and government to focus relentlessly on students' success throughout all phases of their working lives.

The Strada-Gallup Employer Survey is based on results from a representative national sample of 1,139 adult employees involved in hiring decisions who participated in an online survey between January 4-15, 2018. The survey probed respondents' perceptions and preferences relative to issues at the intersection of employee education/preparation and organization needs and expectations.

Learn more about how Strada Education Network is listening to education consumers and compiling the nation's largest database of consumer insights on education experiences after high school, as well as collecting insights from employers, alumni, and current college students.

www.stradaeducation.org/consumer-insights