



Theme: ***Students First!***

Vision: *Southwestern Leads and Inspires Lifelong Learning*

SOUTHWESTERN
Oregon Community College

Measure of Achievement 8
Employer Perceptions
2010 Report

Presented By: *Tom Nicholls, Executive Director of Enrollment Management*
Date Presented: February 28, 2011, Board of Education Meeting

Achievement Overview and Analysis	Employers responding to the survey indicated the overall quality of education preparedness of graduates as 4 on a scale of 5 with 5 indicating very satisfied.
Core Theme and Objective	Community Engagement: Effective collaboration and partnerships with local and district organizations
Southwestern Strategic Plan Goal Results and Achievement	Goal 8: Sustain and build strong community, business, and agency partnerships. The employer survey is one way to gauge the level of satisfaction of employers of our recent graduates. The overall responses rated graduate performance and skills as above average with scores indicating excellent or very satisfied.
Accreditation, Federal, State, Audit and Other Reporting Requirements	Accreditation Standard: Standard 3b and Standard 4: Core Theme Objectives and Assessment Perkins Tracking: Perkins Program has tracked employer perceptions in prior years.
Budget Impact and Budgetary Considerations	No budget impact at this time. Data will be reviewed during unit program reviews for assessment purposes.
Documentation of Measure Data	Measure Number: Measure 8 – Employer Perceptions Documentation Posted: SOCC Measures of Achievement Website at http://www.socc.edu/ie/pgs/research/measures/index.shtml TracDat Assessment Software: Strategic Plan Documents: Measures of Achievement Folder Data References: socc/institutional research/institutional effectiveness/MAMIE/MA8 and socc/institutional research/surveys/survey and reports/Employer Followup



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The data for this report is collected through a survey that's conducted every three years based on responses from the Graduate Follow Up Survey which is administered to graduates during a three year time span. This allows graduates time to attend other schools and start on their careers. The Employer Follow Up Survey was conducted in fall 2010 for graduate respondents from 2005 through 2007.

- Of the employers responding to the survey the overall job performance of the graduates was rated as a 4.25 on a scale of 5 with 5 indicating excellent performance.
- Employers indicated the most important skills to have are technical, communication, and analytical.
- The employers indicated the strongest skill demonstrated by the employee is the ability to work within a team.
- The employers indicated the weakest skill demonstrated by the employee is communication skills.
- Employers rated the overall quality of education preparation for the job as a 4 on a scale of 5 with 5 indicating very satisfied.

The survey responses were minimal in comparison to the number of graduates indicating their place of employment. Conversations with employers revealed most employers did not want to respond to the survey, even though it is anonymous, as the information was perceived as confidential or as information the employers were not willing to reveal. Further research will be performed to ascertain whether there is a better way of collecting the data.