

# EMPLOYERS' SURVEY

2020



# Report Outline

## JAMES COOK UNIVERSITY EMPLOYERS' SURVEY 2020



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# Objectives & Methodology



## Research Objectives

- Understand **employer's perceptions towards JCU graduates and consideration when hiring graduates.**
- Suggestions to **better prepare graduates.**



## Questionnaire

- The online questionnaire was **jointly developed** by Beacon Consulting and JCU Student Careers Office.



## Sample size

- 21 employers completed the survey online.



# Objectives & Methodology



## Research Methodology

- **Online methodology** – unique survey links were sent to employers who had surveyed / managing JCU graduates in the past 12 months.
- Sampling methodology:
  - JCU's database
  - Internal referrals of staff who have left the organisation
- Survey period: **February to April 2021**
- The following modes were used to boost the response rate:
  - Email Reminders
  - SMS Reminders

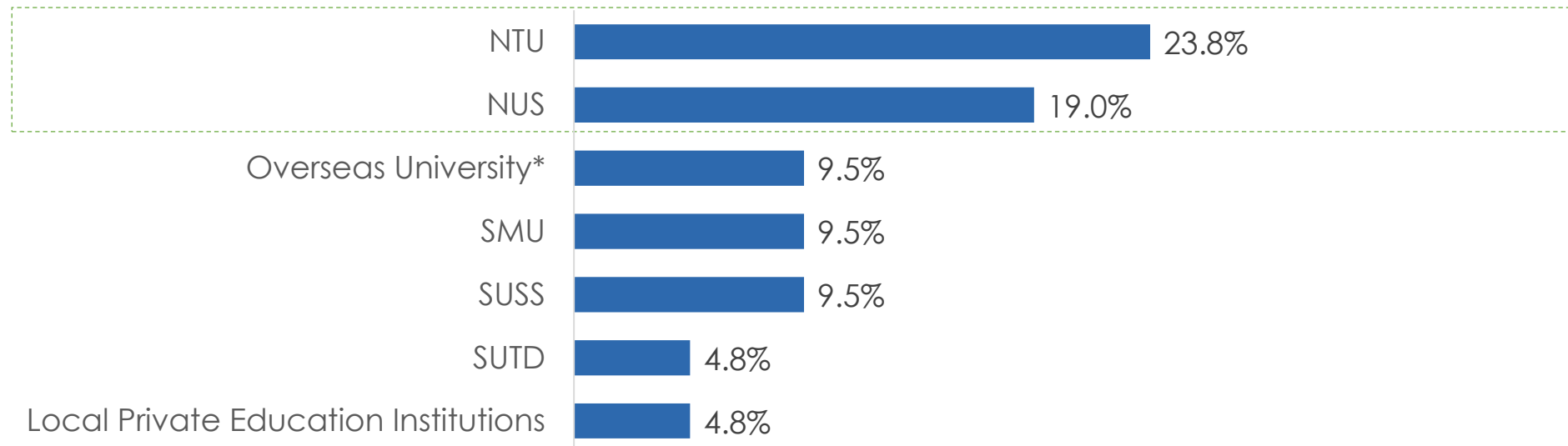


# Graduate Profile

Besides supervising graduates from JCU (Singapore), employers also **supervised / managed graduates** from **both local and overseas autonomous universities**. A substantial number of employers had supervised / managed with graduates mostly from “NTU” (23.8%), and “NUS” (19.0%).

Q1 Please select the universities from which you have supervised / managed graduates in the past 12 months:

## Besides JCU (Singapore) Graduates, Employers had also Supervised Graduates from the Following Schools:



### Notes:

1. This analysis was based on all respondents, n=21.
2. Respondents were asked to select all schools they have hired graduates from, hence, the percentages would not add up to 100%.
3. \*Overseas University excludes JCU (Australia)



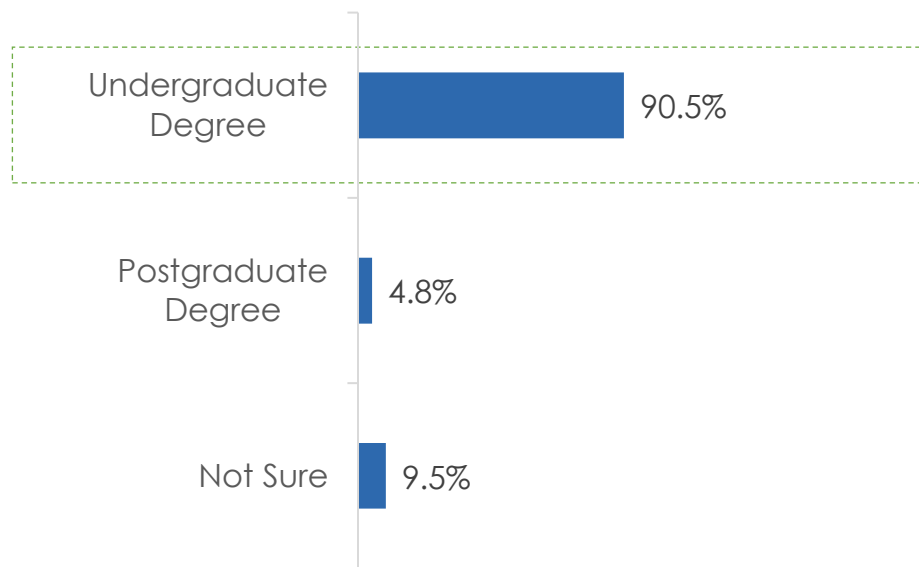


# Graduate Profile (Cont.)

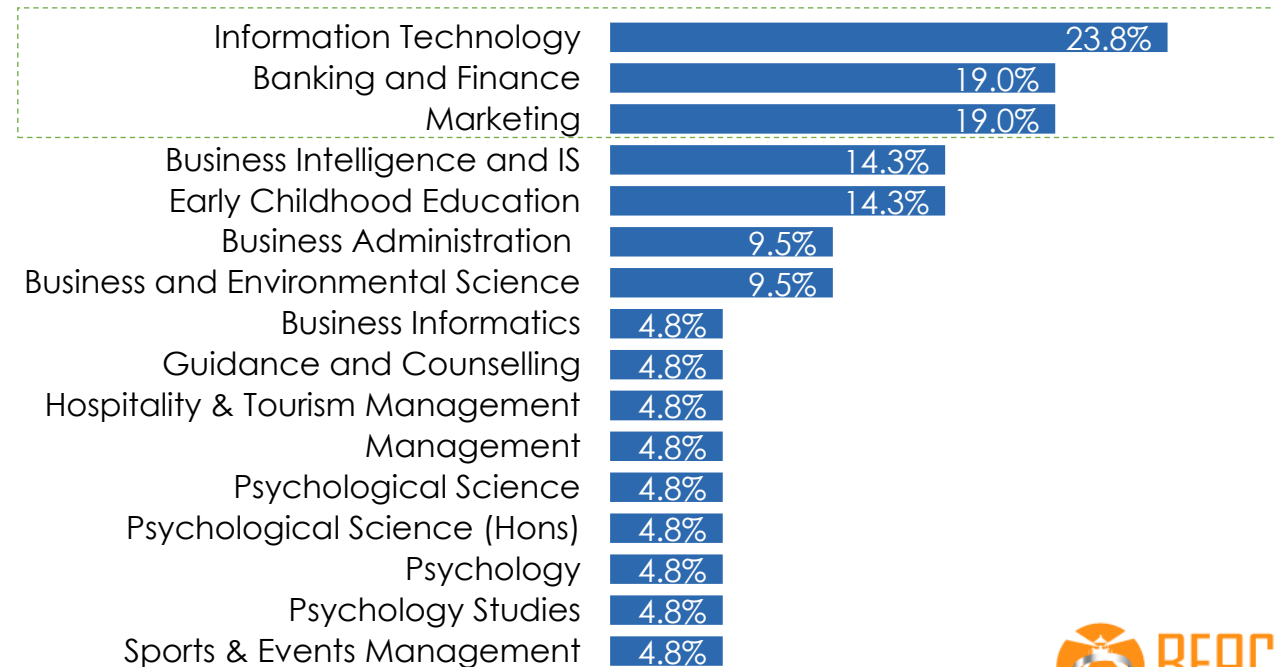
**90.5%** of the employers surveyed reported that their **JCU hires had an undergraduate degree**. Graduates from **“Information Technology” (23.8%)**, **“Banking and Finance”** and **“Marketing (19.0%)** were most commonly hired among these employers .

**Q2 Of your employees that graduated from JCU Singapore, which was the qualification that they graduated with:**  
**Q3 Please think about the JCU graduates whom you have worked with in the last 12 months. To the best of your knowledge, which academic discipline(s) did these graduate(s) come from?**

**Type of Qualification JCU Hires Had**



**Type of Degree Programmes JCU Graduates were Hired from\***



**Notes:**

1. This analysis was based on all respondents, n=21.
2. \*Respondents were asked to select the degree programmes graduates were hired from, hence, the percentages would not add up to 100%.

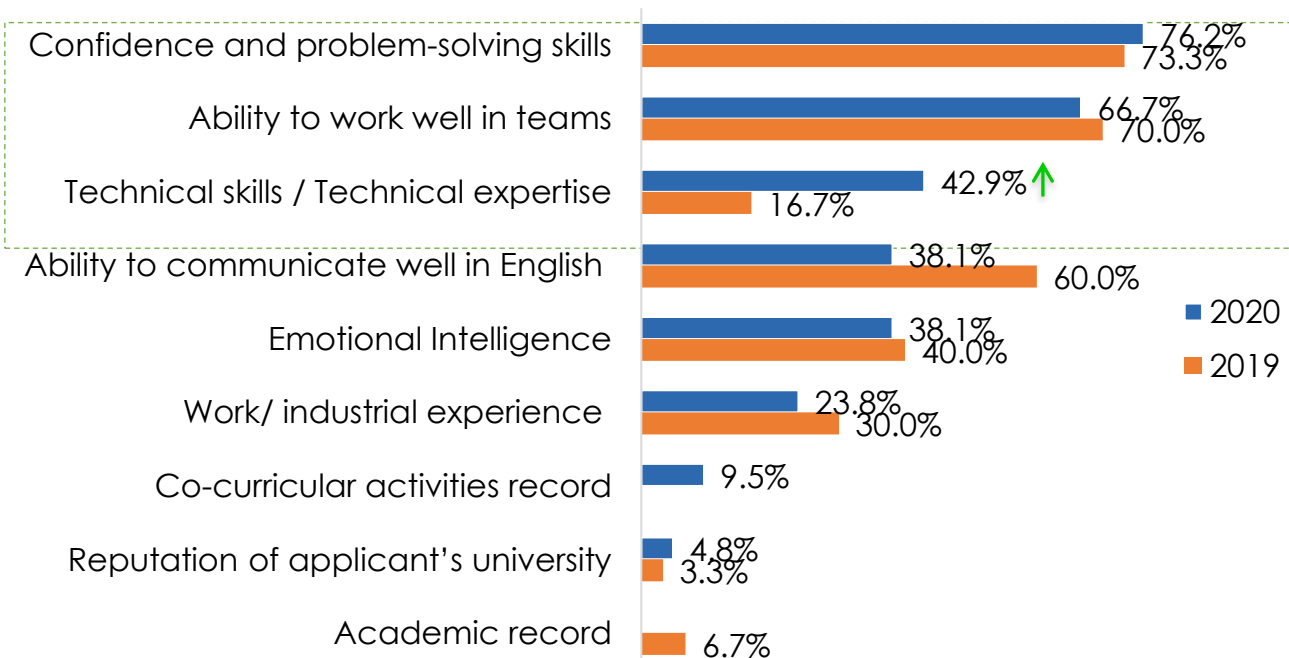


# Hiring Considerations

Overall, the employers surveyed in 2019 and 2020 had similar hiring considerations. Employers perceived **“Confidence and problem-solving skills”** (76.2%), **“Ability to work well in teams”** (66.7%) and **“Technical skills / expertise”** (42.9%) to be their main considerations when hiring a graduate.

**Q4 We’d like to understand which factors you consider important when hiring an employee for an entry-level or non-managerial position. Please select the top 3 factors in order of importance.**

## Hiring Considerations



Notes:

1. This analysis was based on all respondents, n=21.
2. Respondents were asked to select all schools they have hired graduates from, hence, the percentages would not add up to 100%.
3. ↑/↓ denotes a statistically higher / lower average score compared to PEI graduates

## Top 3 Most Important Hiring Considerations amongst Respondents of Different Industries and Employees of Different Courses\*

### Industry: Information Technology (n=4)

1. Ability to work well in teams (50.0%)
2. Confidence and problem-solving skills (25.0%)
3. Emotional intelligence (25.0%)

### Industry: Professional Services (n=3)

1. Ability to work well in teams (33.3%)
2. Confidence and problem-solving skills (33.3%)
3. Emotional intelligence (33.3%)

### Industry: Retail (n=3)

1. Confidence and problem-solving skills (100.0%)

### Type of Course: Undergraduate degree (n=19)

1. Confidence and problem-solving skills (31.6%)
2. Ability to work well in teams (21.1%)
3. Emotional intelligence (21.2%)



# How JCU Graduates Fare Against Other Graduates

The mean scores for all attributes were within + - 1 range to 3 (Similar), indicating **similar performance to graduates from both autonomous Universities and PEIs.**

**Q6 How do JCU graduates fare on the following attributes in comparison with graduates from local public universities (e.g. NUS, NTU, SMU, SUTD, SIT, SUSS)?**

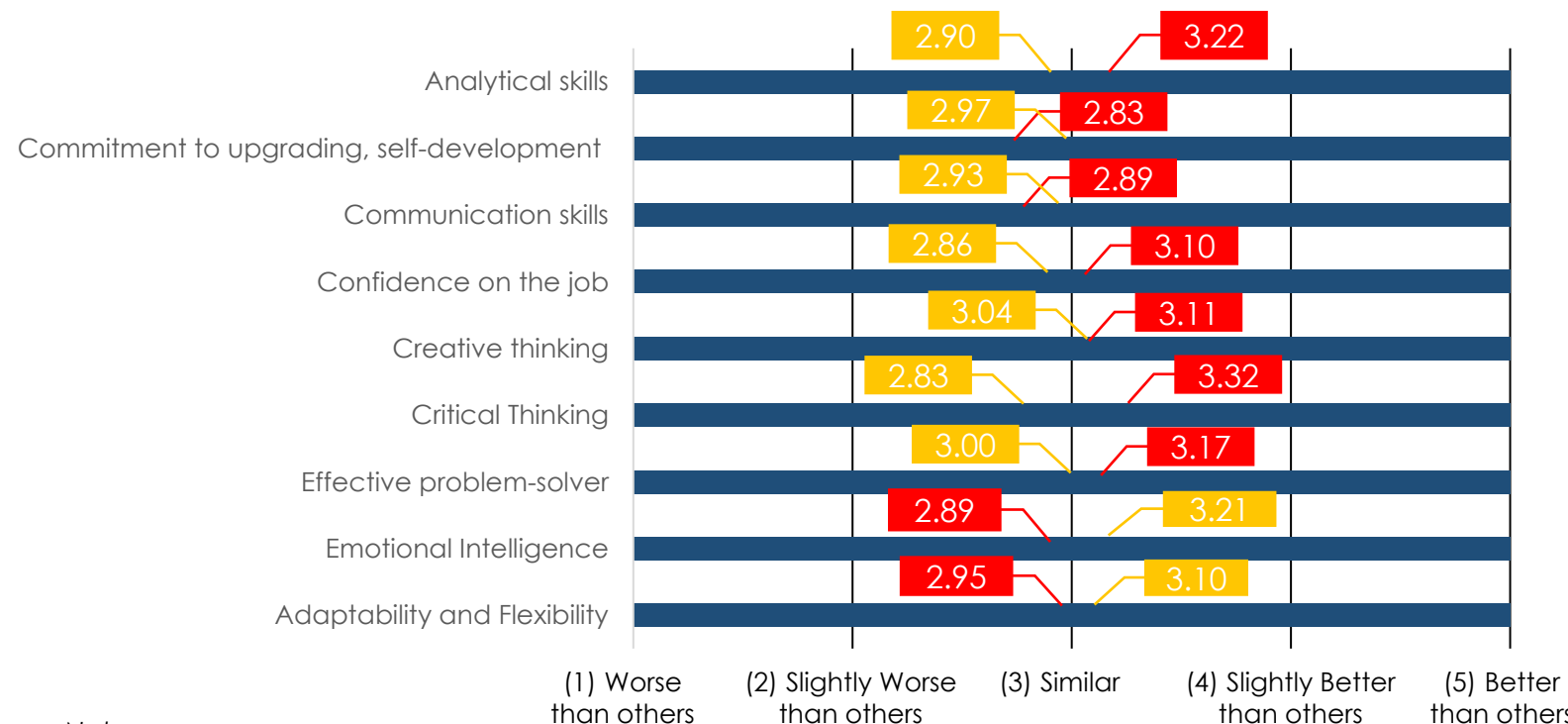
## How JCU Graduates Fare Against Local Autonomous University (AU) Graduates



How JCU Graduates in cohort 2020 Fare Against AU Graduates



How JCU Graduates in cohort 2019 Fare Against AU Graduates



Attribute	2020 Mean	2020 n	2019 Mean	2019 n
Analytical skills	3.22	18	2.90	29
Commitment to upgrading, self-development	2.83	18	2.97	29
Communication skills	2.89	19	2.93	30
Confidence on the job	3.10	20	2.86	28
Creative thinking	3.11	19	3.04	28
Critical Thinking	3.32	19	2.83	30
Effective problem-solver	3.17	18	3.00	29
Emotional Intelligence	3.17	18	3.00	29
Adaptability and Flexibility	2.89	19	3.21	29
	2.95	19	3.10	30

Note:

1. Respondents who have selected "Not sure" were excluded from the analysis.
2. There was no sufficient data for 2020 comparison to PEI
3. ↑/↓ denotes a statistically higher / lower average score by JCU graduates in 2020



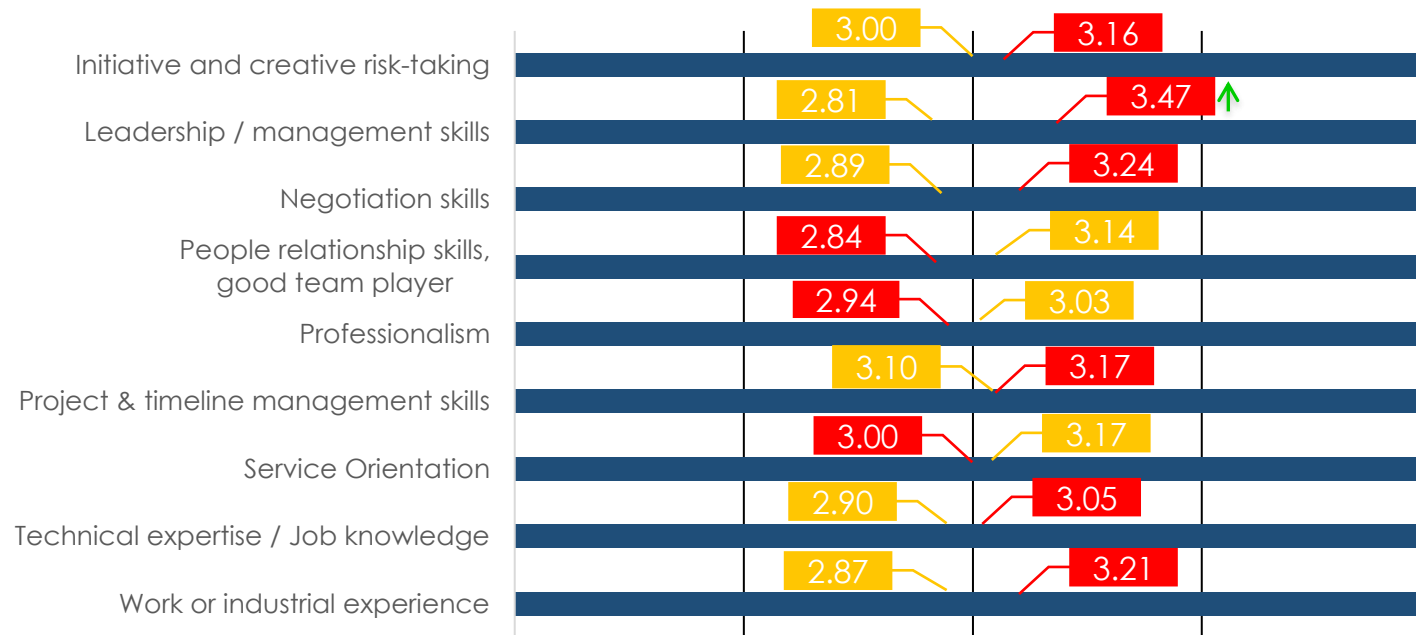


# How JCU Graduates Fare Against Other Graduates

The overall top 3 attributes were “Leadership / management skills” (3.47), “Critical Thinking” (3.32) and “Negotiation skills” (3.24) .

Q6 How do JCU graduates fare on the following attributes in comparison with graduates from local public universities (e.g. NUS, NTU, SMU, SUTD, SIT, SUSS)?

## How JCU Graduates Fare Against Local Autonomous University (AU) Graduates



How JCU Graduates in cohort 2020 Fare Against AU Graduates

Mean	n
3.16	19
3.47	19
3.24	17
2.84	19
2.94	18
3.17	18
3.00	18
3.05	19
3.21	19

How JCU Graduates in cohort 2019 Fare Against AU Graduates

Mean	n
3.00	29
2.81	26
2.89	27
3.14	29
3.03	29
3.10	30
3.17	30
2.90	30
2.87	30

(1) Worse than others (2) Slightly Worse than others (3) Similar (4) Slightly Better than others (5) Better than others

Note:

1. Respondents who have selected “Not sure” were excluded from the analysis.
2. There was no sufficient data for 2020 comparison to PEI
3. ↑/↓ denotes a statistically higher / lower average score by JCU graduates in 2020

# Areas Career Advisory Centre can Better Prepare Graduates

AREAS JCU CAN BETTER PREPARE GRADUATES



Similarly to findings from 2019, employers thought that the JCU Career Advisory Centre could better prepare their graduates in the area of “**Communication Skills**” (47.6%). Along with “Communication skills”, “**Creativity and Innovation**” (42.9%) and “**Ability to work in a team**” (38.1%) ranked highly as areas that JCU could better prepare its graduates.

Q8 How can JCU Career Advisory Centre better prepare its students/graduates for their jobs?

## Areas Career Advisory Centre could Better Prepare Graduates as they enter Workforce



## Suggestions from Respondents of Different Industries and Employees of Different Courses\*

### Industry: Information Technology (n=4)

1. Ability to work in a team (50.0%)
2. Creativity and Innovation (50.0%)
3. Professional dressing and grooming standards (50.0%)

### Industry: Professional Services (n=3)

1. Communication Skills (66.7%)
2. Manage their career goals through career counselling (66.7%)

### Industry: Retail (n=3)

1. Creativity and Innovation (100.0%)
2. Communication Skills (66.7%)

### Type of Course: Undergraduate degree (n=19)

1. Communication Skills (42.1%)
2. Creativity and Innovation (42.1%)
3. Ability to work in a team (36.8%)

Notes:

1. This analysis was based on all respondents, n=21.
2. \*Respondents were asked to select the top 3 factors, hence, the percentages would not add up to 100%.
3. ↑/↓ denotes a statistically higher / lower proportion of employers who felt that JCU Career Advisory Centre could better prepare their graduates in the respective assessed areas



# Suggestions

## BACKGROUND

**Confidence and problem-solving skills** were regarded as the **top factor when considering new hires, and** “Confidence on the job” and “Effective problem-solver” were attributes where JCU graduates scored similarly to those from Autonomous Universities.

**Communication skill** was identified as the **key area** that JCU Student Careers Office could better equip their graduates.

## Attributes to Enhance

To improve graduates’ skillset and increase potential of being hired, JCU could **focus on honing skills that employers rank as top considerations**. Employers emphasized on **communication skills, teamwork, problem solving and creativity** to be the important skillsets especially for graduates entering the workforce.

JCU may also consider to work on providing a **route map** to indicate key milestones when transitioning from study to work so that graduates have expectations aligned to actual work environments.