

**Southeast Tech**  
Employer Survey Report  
**EXECUTIVE SUMMARY**

**Purpose:**

To provide the School Board with the results of the Southeast Tech Spring 2015 Employer Survey.

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Since 2005 Southeast Tech has conducted an employer survey every other year to determine if our graduates are meeting the needs of their employers. The survey is sent out to all employers who have hired any student who graduated in the past two years and is employed "in field" or "in a related field."

The survey covers 13 categories including Communication, Problem-Solving, Technical Skills, Work Ethic, and Overall Performance.

Employers are asked to provide two ratings on each category:

On a scale of 1 (Unacceptable) to 5 (Excellent) please rate the following for each category:

Employer Expected Skill Level  
Actual Graduate's Skill Level

Southeast Tech then reviews the overall results of the actual graduate skill levels and the gap between expected and actual skill levels to determine graduate performance.

The Employer Survey also asks employers to rate the institute on a variety of areas including Instructional Quality, Program Offerings, Working Relationship and Reputation (Credibility).

Over the years, Southeast Tech graduates and the institute have rated highly on the survey. This most recent survey is no different. The overall results remain consistently high and continue to indicate that Southeast Tech is providing a strong, well-educated workforce for South Dakota.

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**Administrative Recommendation to School Board:**

Acknowledge the employer survey report.



# SOUTHEAST TECH EMPLOYER SURVEY

2015

## SURVEY RESPONSES

- 2014: 408 companies (44% return rate)
- 2013: 263 companies (33% return rate)
- 2011: 246 companies (42% return rate)
- 2009: 189 companies (37% return rate)
- 2007: 320 companies
- 2005: 231 companies
- Only companies with “in field” and “in related field” hires complete the survey.

## KEY PERFORMANCE INDICATOR (KPI)

- Employer Satisfaction is part of Southeast Tech's KPI
- KPI Goal (13 categories):
  - 100% of categories will average a score of 3+
  - 50% of categories will average a score of 4+
- Categories include areas such as Written Skills, Work Ethic, Safety, etc.

## EMPLOYER SURVEY RATINGS AND SCALE

- Employers provide two ratings on each category:
  - Expected Performance
  - Graduate Actual Performance
- The following scale is used for each rating:
  - 5 – Excellent
  - 4 – Very Good
  - 3 – Satisfactory
  - 2 – Unsatisfactory
  - 1 – Unacceptable

# KPI RESULTS

## % OF CATEGORIES STUDENT ACTUAL PERFORMANCE

- 2015    100% at 3+    38.5% at 4+
- 2013    100% at 3+    53.8% at 4+
- 2011    100% at 3+    46.2% at 4+
- 2009    100% at 3+    38.5% at 4+
- 2007    100% at 3+    38.5% at 4+
- 2005    100% at 3+    15.4% at 4+
- The 2013 survey marks the first time Southeast Tech met its 4+ KPI

# EMPLOYER EXPECTATIONS VS. ACTUAL PERFORMANCE (IMPROVED)

- While employer expectations of graduates are still high, they are lower this survey year than last survey year.
- GAP Scores (Expectations – Actual Performance) improved from last survey in 10 of the 13 categories:

Oral Skills	(+.12 vs +.16)	Written Skills	(+.03 vs +.13)
Customer Service	(+.08 vs +.15)	Problem Solving	(+.12 vs +.16)
Equipment Famil.	(-.14 vs -.09)	Technical Skills	(-.07 vs -.01)
Computer Literacy	(-.29 vs -.18)	Math Skills	(-.08 vs -.05)
Team Skills	(+.03 vs +.08)	Work Ethic	(+.05 vs +.13)

Overall Performance (-.06 vs +.05)

# EMPLOYER EXPECTATIONS VS. ACTUAL PERFORMANCE (WEAKENED)

- GAP Score Increased Negatively (2015 to 2013):

Interpersonal Skills	(+.06 vs +.00)
Safety Knowledge	(+.07 vs +.00)

# STUDENT PERFORMANCE (HIGHEST TO LOWEST)

• Work Ethic	4.26	Computer Literacy	4.17
• Team Skills	4.06	Overall Performance	4.02
• Customer Service	4.01	Technical Skills	3.95
• Equipment Familiarity	3.92	Interpersonal	3.90
• Safety	3.88	Math Skills	3.87
• Oral Skills	3.84	Written Skills	3.84
• Problem Solving Skills	3.80		

## INSTITUTIONAL RESULTS

- The survey asks employers to rate Southeast Tech as well.
- Employers rated Southeast Tech at 4.0 or higher in:
  - Southeast Tech Meets Company Needs (4.0)
  - Instructional Quality (4.04)      Location (4.16)
  - Facilities (4.11)      Relationship (4.16)
  - Program Offerings (4.03)      Reputation (4.21)
- Only Equipment (3.96) was below 4.0. Last year Equipment (3.98) and Southeast Tech Meets Company Needs (3.99) were below a 4.0.
- Southeast Tech's overall grade in 2015 was 92.79, the highest grade the institute has received (past years were 92.70, 92.54, 92.57, 91.95, and 91.77).

## OVERALL....

- The results of the Employer Survey 2015 reaffirm Southeast Tech's strong employer satisfaction.
- GAP scores from expected to actual performance were generally less (or actual performance was higher than expected performance) in the 2015 survey results when compared to 2013.
- Employers continue to have high expectations of graduates.

# WHAT DO WE DO NOW?

## Southeast Tech will:

- Continue to monitor employer satisfaction.
- Revise and conduct a new Writing Across the Curriculum assessment to improve writing skills.
- Develop and conduct a professionalism assessment to improve survey categories related to professional behavior.
- Continue to administer problem solving assessment to improve problem solving skills.

# WHAT DO WE DO NOW?

## Faculty can:

- Review program-specific employer survey results.
- Discuss results internally and with Advisory Committees.
- Determine if any course of action is necessary (keep in mind the number of program employers responding to the survey may be low and therefore may not be reflective of program employers overall).
- Develop targets and actions as needed to increase employer satisfaction.

# QUESTIONS?

