



Student Employment Motivation Study

2019

Presented by The CMA Higher Education Board

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Participating Schools



Study methodology...

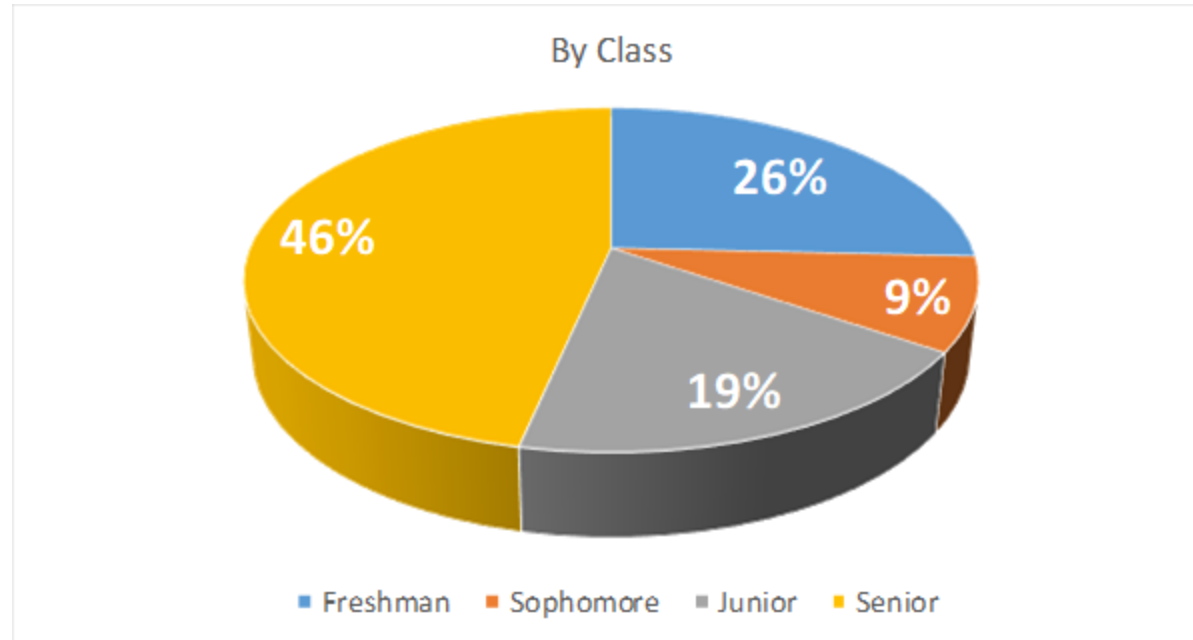
- Anonymous survey delivered via Qualtrics
- We expect over **700** student responses in 2019
- For simplicity of presentation undecided responses were eliminated
- We are going to report results in 4 major areas of interest:
 - Demographics of the sample
 - Measures of career awareness
 - Student motivations and personal values
 - Factors that influence selection of work



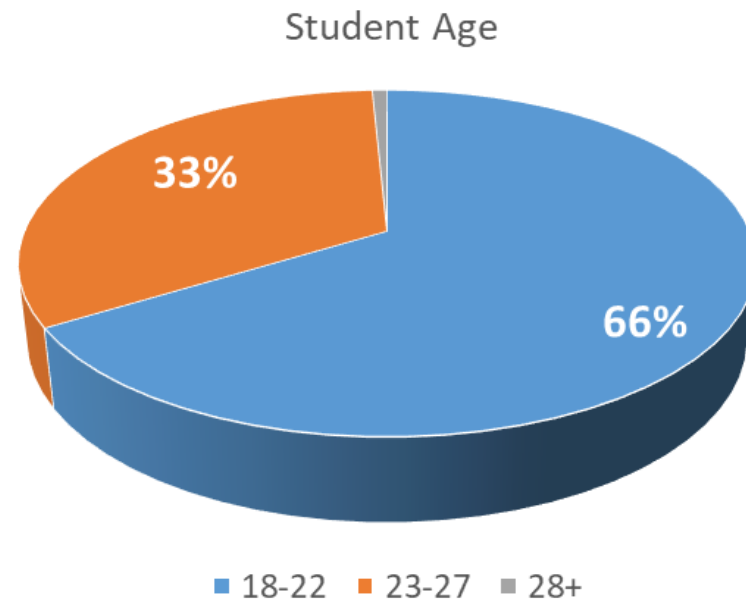
The Demographics of The Sample...



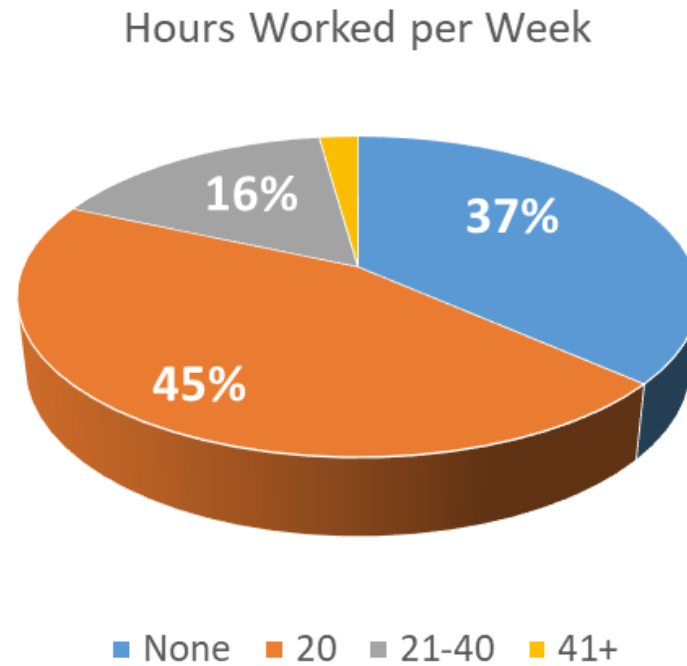
Who was surveyed?



How old were they?



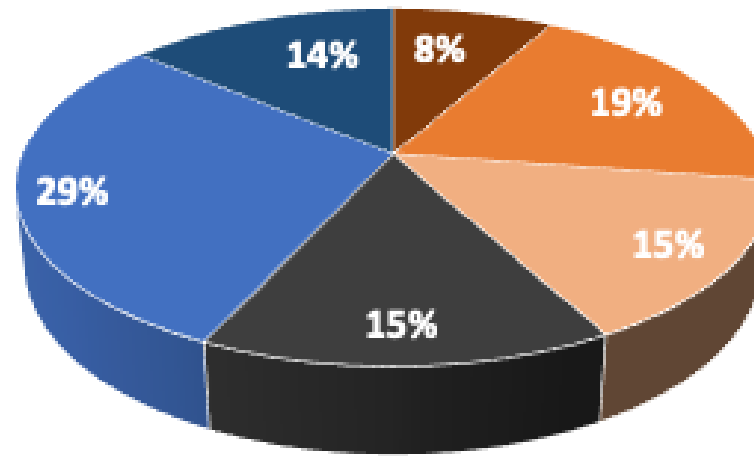
Do they work?



Student Guidance...

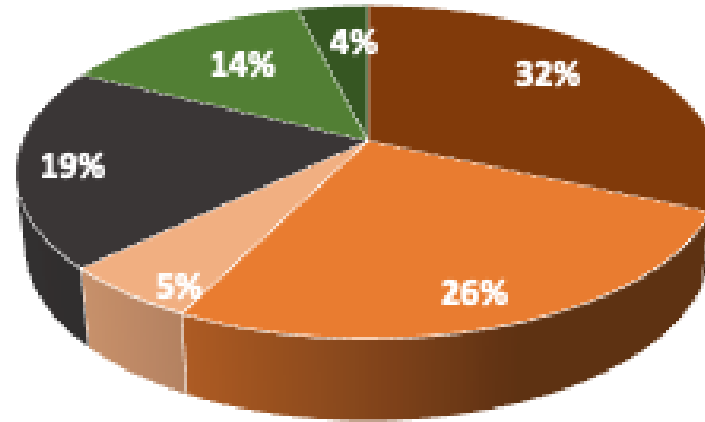


Helpful advice in high school?



■ Strongly Agree ■ Agree ■ Somewhat Agree
■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree

Helpful advice in college?

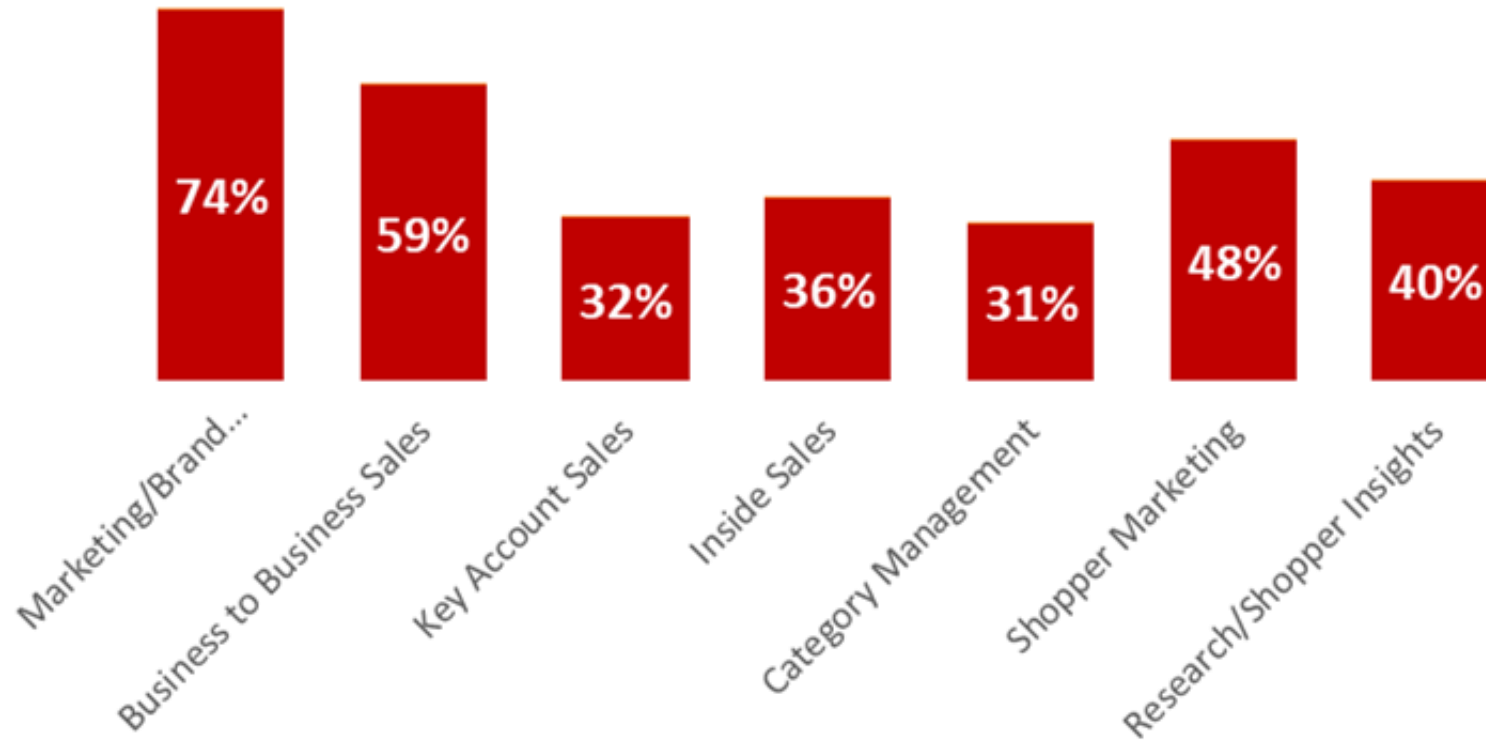


- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

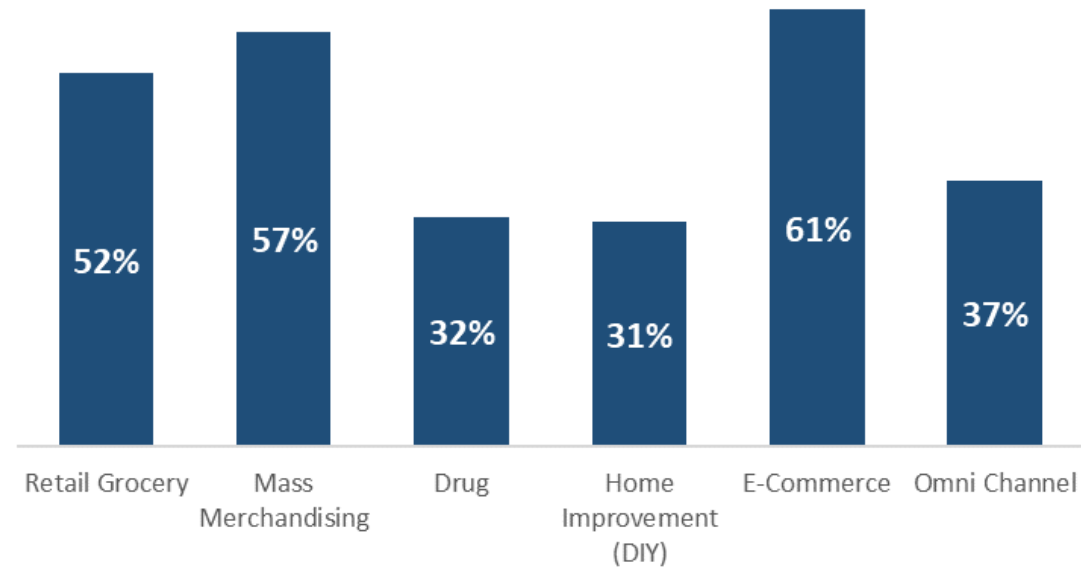
Student Career Awareness...



I am aware of these business careers...



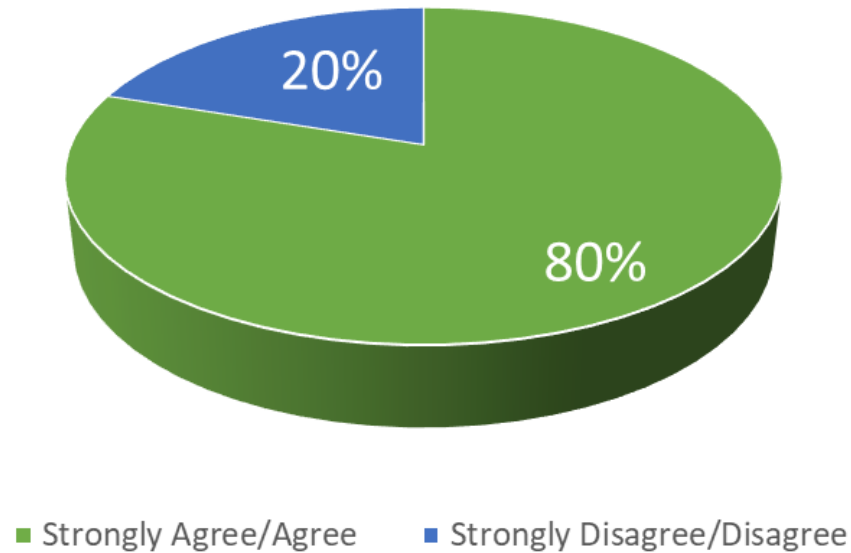
I am aware of these retail career opportunities...



Student Values...

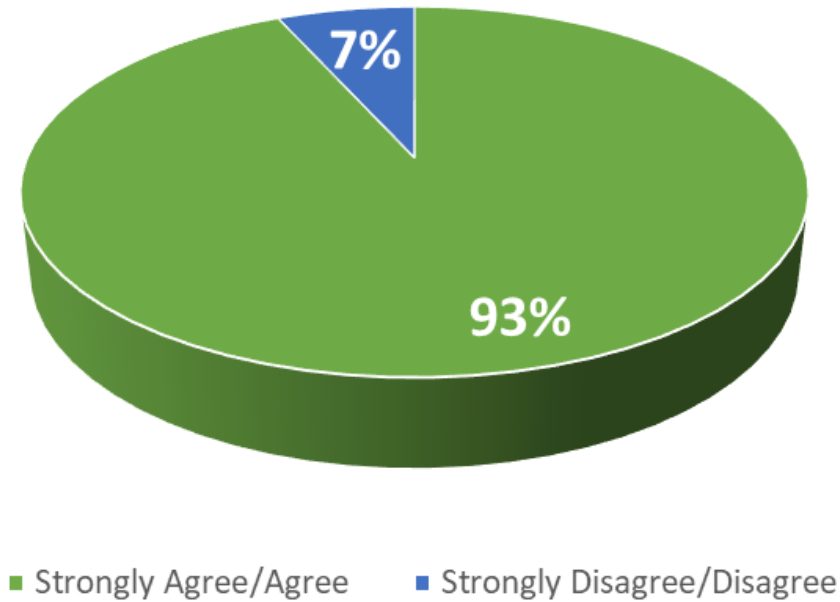


I believe my career will define who I am...



Eliminated 1
Option

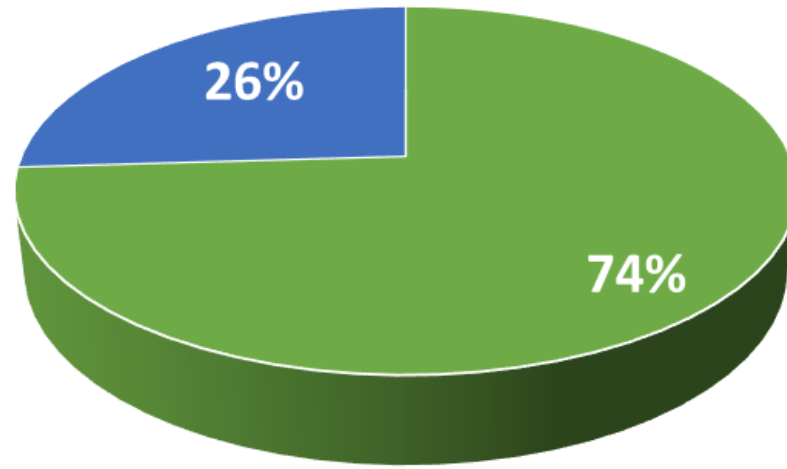
Society equates occupation and income to personal success...do you agree?



What students think...

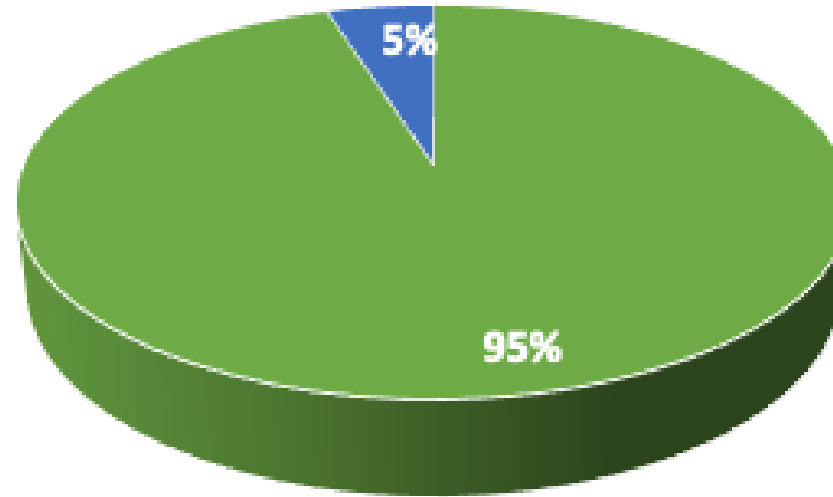


To me, financial remuneration is the most important element in choosing employment...



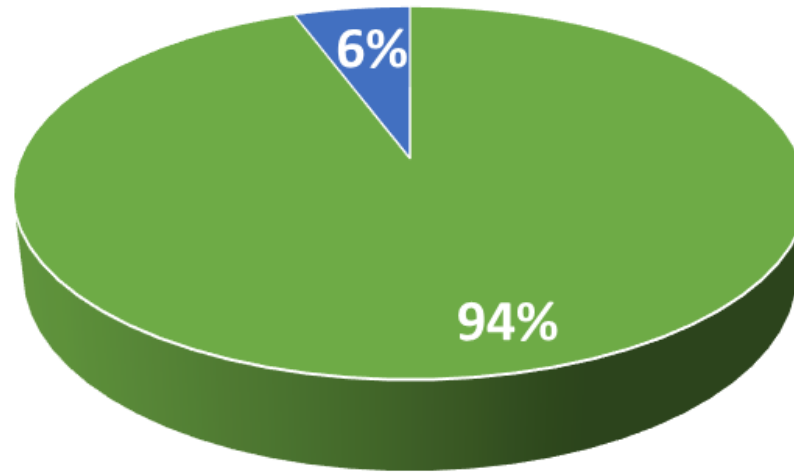
■ Strongly Agree/Agree ■ Strongly Disagree/Disagree

My work environment is as important as my compensation...



■ Agree/Strongly Agree ■ Disagree/Strongly Disagree

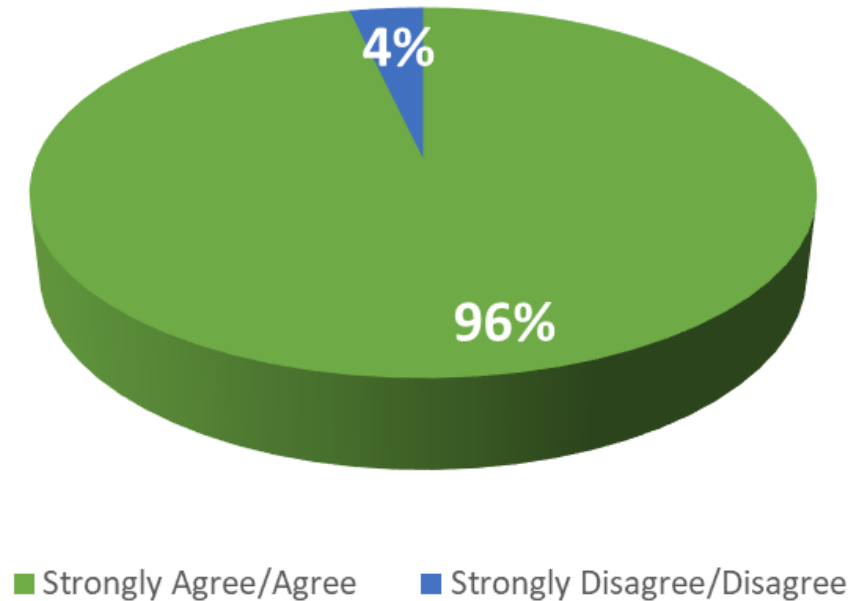
Work **L**ife **B**alance is more important than how much I am paid...



■ Strongly Agree/Agree ■ Strongly Disagree/Disagree

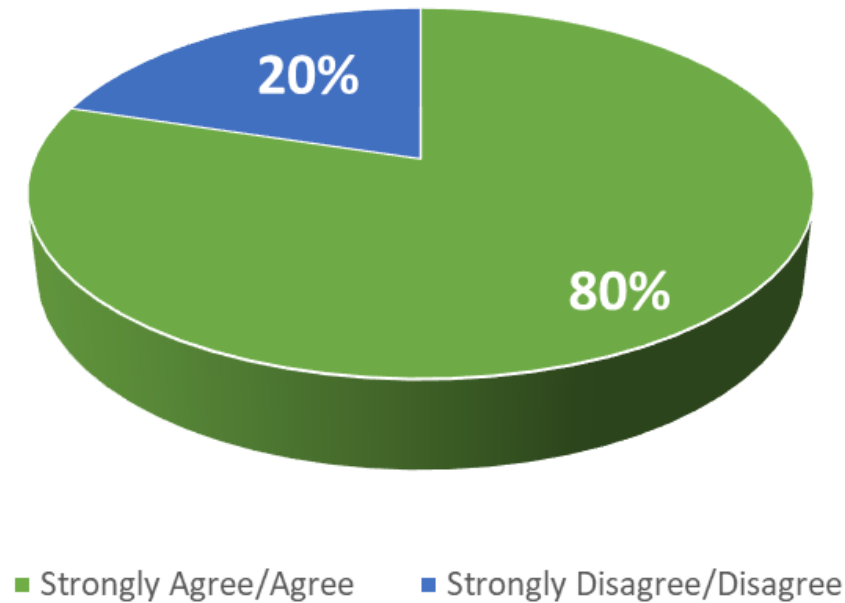
WLB is Defined as having the time to spend and enjoy what you earn

Benefits are as important as salary in choosing a job...



Profit Sharing, Health Insurance, Education

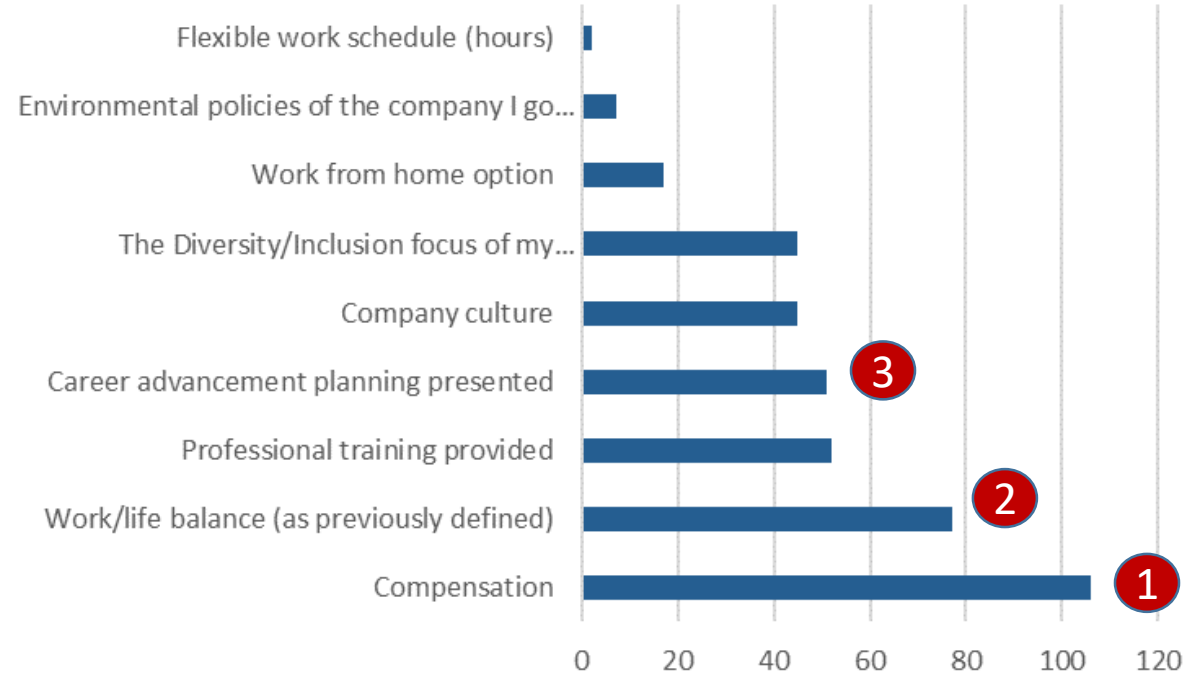
I expect my employer to support my social and professional needs...



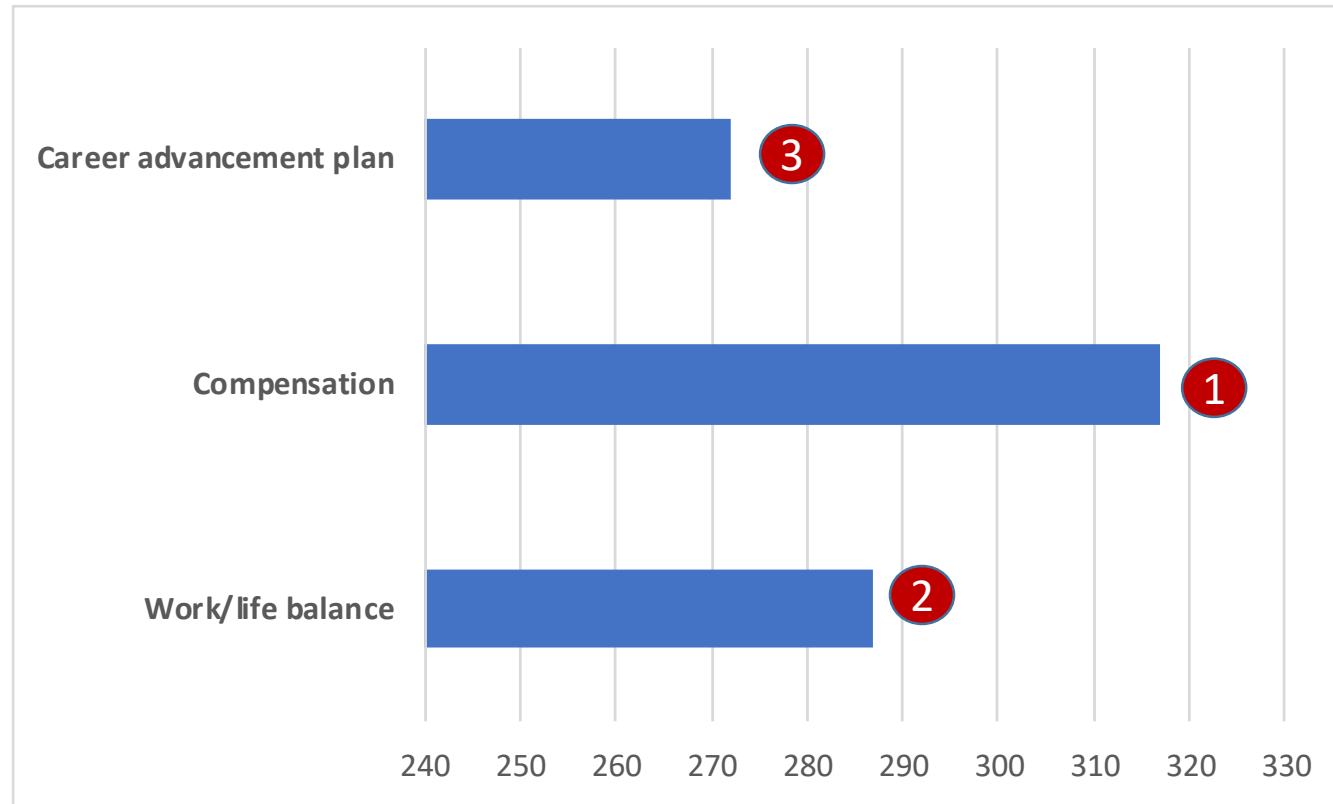
Let's summarize what students think...



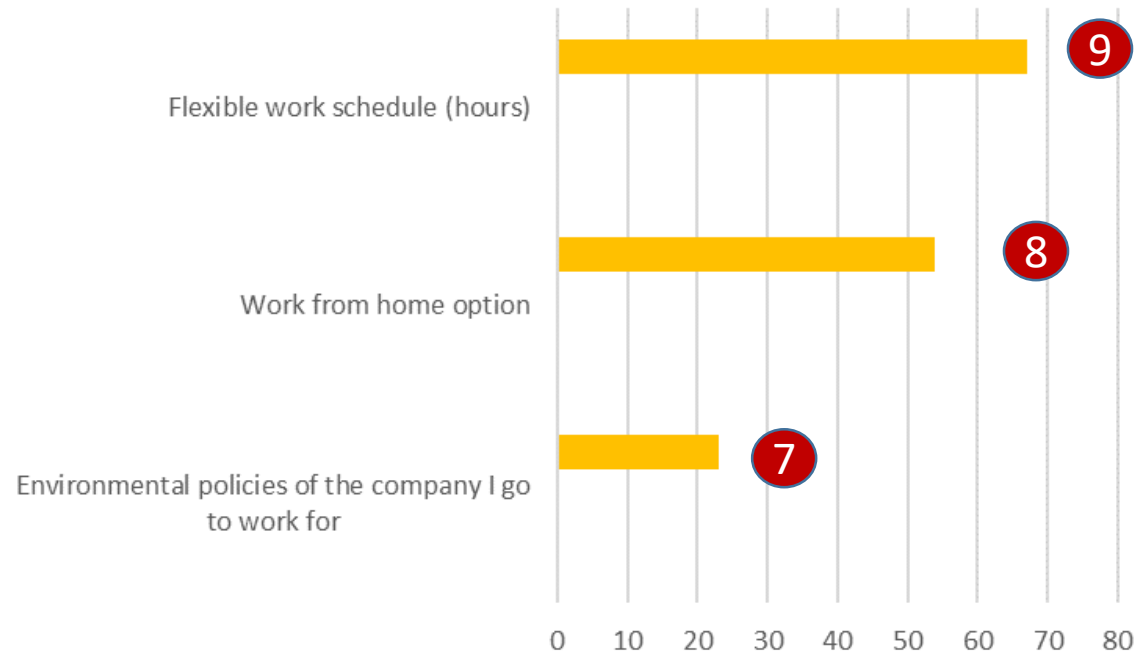
We ranked the attributes students use to choose employment...



Then we averaged the top 3 choices...



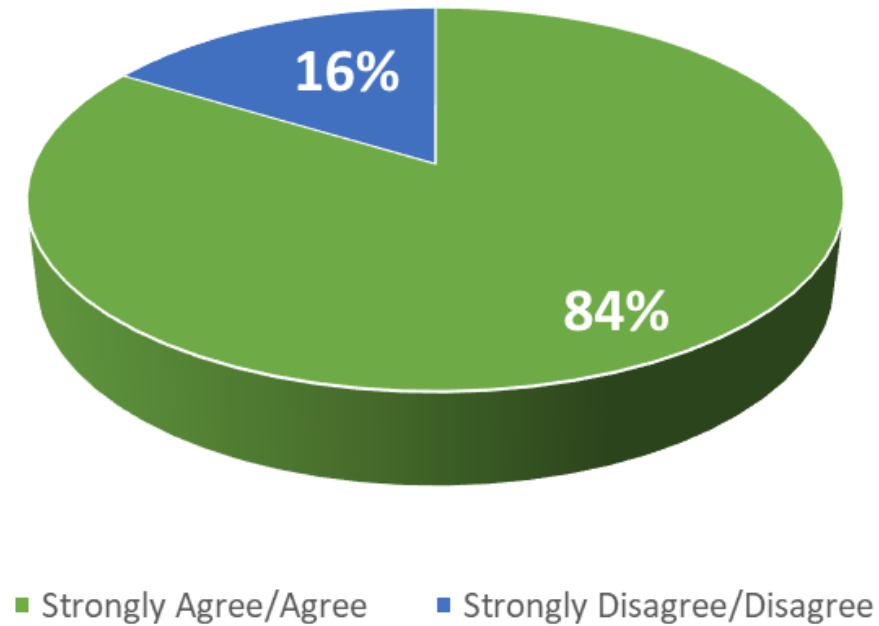
We think it interesting to note the least important attributes...



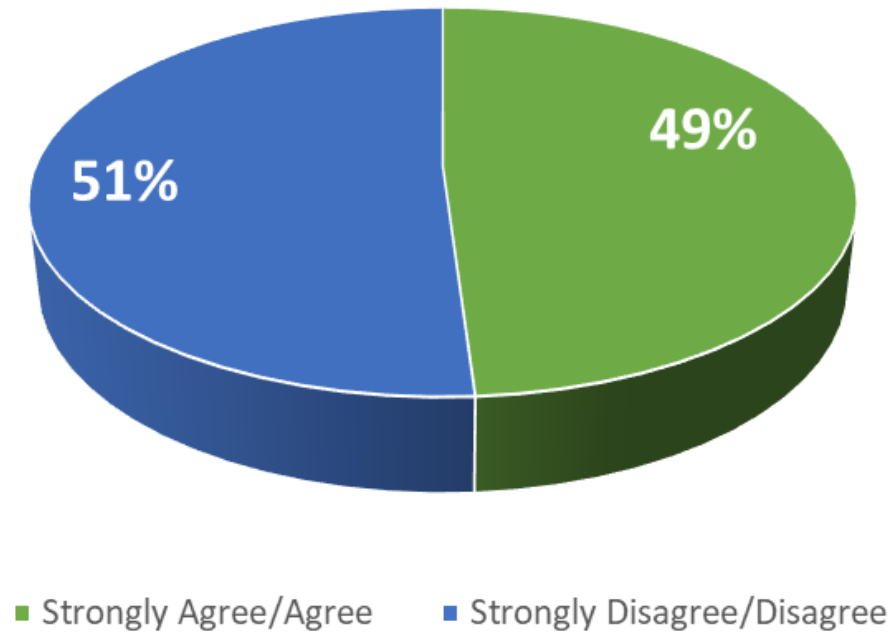
Relocation Preferences



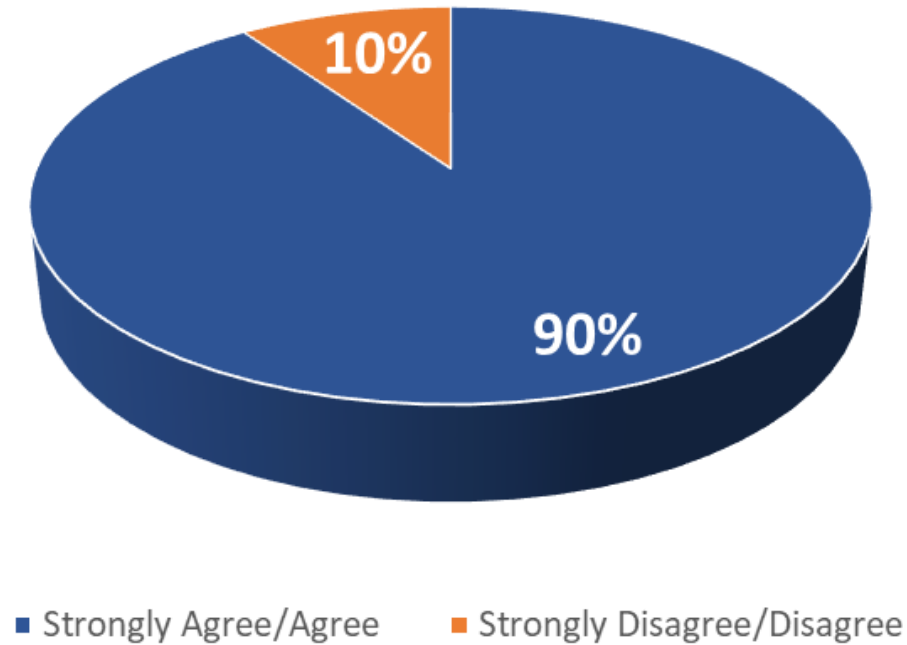
I will relocate for the right position...



Though I'm unwilling to relocate now I will consider it in the future...



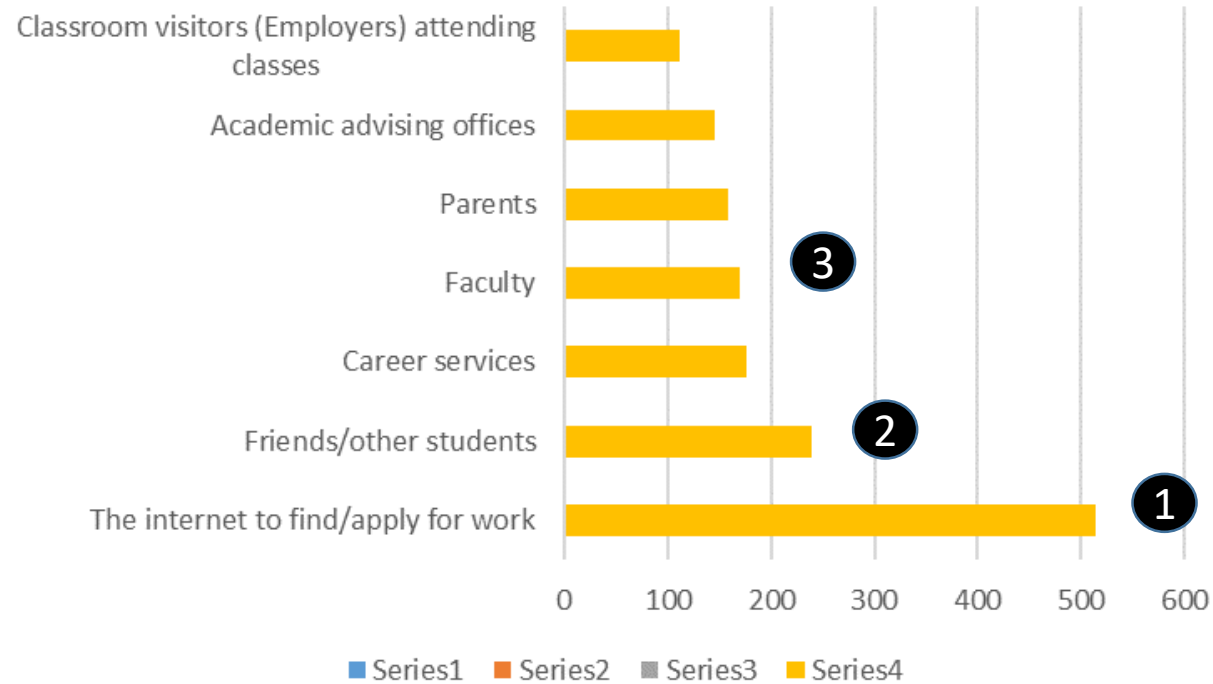
Regardless of friends or family I will relocate if the compensation package is high enough...



Career Influencers...



We averaged the most important influences on choosing an employer



Lessons learned... How to recruit at Universities



Best practice in college recruiting today...

Establish university partnerships to better recruit students:

- Work with universities to shape curriculum to meet your needs
- Require a list of high potential candidates and secure faculty input, before you schedule career day visits
- Learn university recruiting cycles and your competition
 - If none exist ask university partners to create prescribed job offer and acceptance cycles
- Participate in classrooms to raise student awareness and your visibility to the best student talent



Best Practice in college recruiting today...

Understand the values that student's possess and how to leverage them in interviews:

- Students define themselves by their careers:
 - Implication - Students need to understand their career path for the next 5 years; be prepared to present that story in the interview
- Students believe society equates success to income:
 - Implication - identify expected compensation for each expected level for the next and benefits (business and social) for each advancement level in the interview
- Students value work/life balance and believe companies should provide for both professional and social opportunities:
 - Implication - Stress your companies working environment and business schedule during the interview
 - Implication - Provide students with an understanding of the social side of your organization in interviews



Best Practice in college recruiting today...

Understand the values that student's possess and how to leverage them in interviews:

- Compensation while important, must be balanced with benefits in terms of total compensation
 - Implication – Provide students with an understanding of the total compensation package remember the salary component is the key because benefits while having real dollar value are expected, and probably won't be a deciding factor in an employment offer
- Commission as a part of a compensation package will probably create a concern over the value of the employment offer
 - Rationale – Students have high debt leaving school. There is uncertainty in commissioned earnings
 - Implication – Structure compensation packages without commission if possible



Best Practice in college recruiting today...

Understand who influences students in their selection process:

- Students value and use the internet as the principle means to learn about and evaluate job opportunities
 - Implication- Learn to use the technologies of campus recruiting such as “Handshake”
 - Implication - Make sure your website identifies the opportunities being communicated to students
- Build relationships with faculty members; they not only know the best and brightest candidates, but students seek their advice above all others
 - Implication - Faculty members are your best source of student performance
 - Implication – Knowing who helps you understand how students are being taught
 - Implication – You should spend time in classes. Faculty relationships are the means to accomplish that task

