

## College of Business

### Fall 2008 Recruiter Survey

The annual recruiter survey was conducted during Fall semester 2008, with n=80 recruiters completing electronic surveys. The survey asks recruiters to evaluate, on a 4-point scale (1=poor, 4=excellent), the extent to which they believe COB students meet the learning outcomes of the college. Recruiters are asked to consider all of the COB students they have interviewed and/or hired in the past 3-5 years.

The results of the survey, in Table 1, show that recruiters generally believe COB students are achieving at least a “good” level on all of the outcomes.

**Table 1: Fall 2008 Results**

	N	Minimum	Maximum	Mean	Std. Deviation
EthicalGlobalLegal	80	1	4	3.00	.503
Teamwork	80	2	4	3.40	.542
Written	80	2	4	3.07	.444
Oral	80	2	4	3.16	.583
Visual	80	2	4	3.03	.477
Electronic	80	2	4	3.30	.513
Probsolving	80	2	4	3.04	.583
Technology	80	2	4	3.14	.545
Diversity	80	2	4	3.21	.469

This particular set of outcomes was first measured in F2007, see Table 2. Prior to 2007, a slightly different set of learning outcomes was measured. While there was a slight change in some of the means between the two years, none of the changes are statistically significant.

**Table 2: F2007 Results**

	N	Minimum	Maximum	Mean	Std. Deviation
ethicallegalglobal	79	1	4	3.06	.606
teamwork	79	2	4	3.34	.575
written	79	2	4	3.08	.501
oral	79	2	4	3.23	.659
visual	79	1	4	3.06	.563
electronic	79	2	4	3.18	.500
probsolving	79	2	4	3.08	.594
technology	79	1	4	3.14	.635
diversity	79	2	4	3.08	.594

Respondents were also invited to make any comments they wanted to make about COB students. As might be expected, some recruiters note specific issues to be improved, while others believe the students are very well prepared. The following are the F2008 comments:

Overall, I was very pleased with the Fall 2008 interview candidates at ISU. All the students were prepared for their interviews and conducted themselves in a professional manner. Technical skills are imperative for our Finance employees since programs such as Microsoft Access and SQL Server are used on a daily basis. I shared with the students that even though extensive prior knowledge of these programs is not required; it is important to be prepared to learn and use these programs from day one on the job.

I was impressed with the overall quality of the candidates. Despite some issues with candidates not appearing on time for interviews, I was greatly impressed with the integrity of the candidates that I spoke with.

I did specifically ask questions on ethics. No candidate was able to address a foundation for ethical decisions. Some spoke of employee handbooks as a guiding influence. Others spoke of a particular class on accounting. But, no one had the foundation to understand the moral foundation that is necessary for making ethical decisions.

On the business side I was impressed with how the candidates carried themselves. A reminder needs to students that they need to keep the interviews formal. Taking off jackets, rolling up sleeves, and kicking up a leg like we are having an informal session does not reflect well and sets a bad tone for the start of an interview. Also cologne/perfume needs to be used in moderation.

Overall candidates did an excellent job and the staff was a dream to work with as always.

The students were very well prepared.

Students need to wear suits to interviews, that is a baseline expectation and I'm disappointed to see a few candidates in polo shirts.

Students need to have more to show in terms of leadership experience out of the classroom. The ISU students seemed to do very well in the classroom but have very little to show outside of school.

Students should take advantage of mock interviews to the extent that they are available. We use a behavioral interview and it was evident that most of the students had not reflected on their experiences well enough to answer these questions.

I would suggest working with the students to recognize and be able to articulate how their past work, classroom

or personal experiences will benefit them in the work place. The students, by and large, struggled with situational-type interviewing questions. Additionally, their research of the company and their prepared questions for the interviewers were overall weak. It demonstrated to us a lack of interest and initiative when they had not prepped for the interview.

I wish that the Management Information Systems major had more of a programming focus. We are forecasting having quite a few IT developer positions open in the coming years and I'm dismayed to see that the MIS major has shifted to more of a business focus in the past years. We have been pleased with the caliber of ISU MIS students in the past, but are sad to say that we may need to look elsewhere to fulfill our staffing needs in our IT department.

Iowa State consistently generates strong candidates for employment with Union Pacific. The ISU graduates we have recruited are top tier; however, ISU should consider incorporating additional technical classes/assignments (including Access, SQL Server, and Excel) in the curriculum. In addition to strong accounting/finance skills, computer skills are essential in our work environment. Thank you for another pleasant recruiting season at ISU.

We interview a lot of IE majors with the Supply Mgmt majors. This year, I noticed it seemed the IE majors had been more coached on interviewing skills. They were already familiar with the interviewing technique we use. Therefore, they were able to answer questions faster and more clearly than some of the Business majors.

The students interviewed this year seemed less prepared compared to prior years. Several of the students gave inappropriate examples during the interviews. Lastly, it would have been beneficial if the students could have elaborated on some of their experiences and activities.

On the contrary, the 'Gerdin Citizenship Program' sounds like a fabulous program to build skill sets required by professionals.

Thanks for providing us the opportunity to recruit at Iowa State University!

We were truly impressed with the students we talked to this year and even mentioned it to the faculty.

Resume building is an opportunity to demonstrate focus on leadership experience.

We have seen a marked improvement (especially this recent recruiting season) in the preparation of the students for the interviews and the quality of questions that they ask us.

One item of feedback to reiterate to the students that you see (and I am sure that you already do it, so maybe just emphasize it more) is for them to take full advantage of the opportunities they are offered such as in joining quality campus organizations and interacting in advance of the interviews with potential employers. One of the keys we feel that helps from both our and the students perspective is in building a relationship and the students need to take advantage as much as possible in doing so with numerous companies.

Iowa State is one of my favorite schools as I value good Mid-Western values and work ethic. Truly one of my top schools.

Excellent quality of students. Suggest ISU consider increasing the business-to-business curriculum within the

Marketing program.

The ability of students on the cusp of graduation to calculate and solve problems without calculators or computers has deteriorated severely over the past 10 years.

Involvement! Students need to be encouraged to be involved to show they are passionate about something. By their junior/senior year would like to see some type of leadership. Our company is looking for people who want to be leaders, and lately it seems there has been more of a focus on just classwork. That's very important too, but in our business, only 10% of our jobs is formal training. Students need a good variety of leadership and collaborative work to truly prepare them for the job market.

The students who have prepared for interviews and their careers really stand out (mock interviews, resume critiques, etc.). Then there are those who you can tell haven't done that. They need to take the initiative to ask professors and Business Career Services for help in preparing. If I can help those students by speaking in a class or in some other way, I'm more than willing to help. They need to know how much better of a job they can get if they prepare. I also recommend that students do a technical project on their own for a class as well as work on group projects. It's obvious that a lot of the candidates make something up when it comes to technical projects.

Numerous students appeared very nervous for interviews to the point that it hindered their ability to communicate.

It is a real pleasure to come to ISU and be a part of the career fair. The candidates are very informed and are ready to embark on a career. We will continue to come to ISU for our recruitment efforts.

Iowa State students are generally "above-average" and have been VERY GOOD Interns for us.

Our recent hires from ISU have worked out well for our agency. No suggestions provided.

We aren't really targeted for a certain degree. We appreciate all your help and look forward to coming back.

All the students I spoke with seemed very knowledgeable about Logistics and asked good questions. We have been pleased with the quality of candidates coming out of Iowa State's College of Business.