UNIVERSUM IN THE WORLD
Universum is an international organisation, with its headquarters in Stockholm, Sweden and operates in the field of employer branding and talent research. Our purpose is to improve the communications between students, career services and employers.

We believe that career choice is one of the most important decisions in a student’s life. We therefore want to provide students with information and support career services in their role. We also believe that companies need to understand student expectations, to adjust their offering and working environment to attract potential candidates and meet their resourcing needs.

Our role is threefold: 1) we provide students with information on companies, 2) support career services in their role and 3) help companies to develop their employer value.
1. METHODOLOGY & KEY FINDINGS

2. STUDENTS’ CAREER & COMMUNICATION PREFERENCES

3. STUDENTS’ EMPLOYER PREFERENCES
METHODOLOGY & TARGET GROUPS

FIELD PERIOD: November 2011 to March 2012

NO. OF EDUCATIONAL INSTITUTIONS INCLUDED: 320

THE QUESTIONNAIRE
✓ Created with 24 years of experience, extensive research within HR, focus groups and communication with both our clients and students.
✓ Global perspective - local insight.
✓ Comprised of closed-ended questions with an extensive list of alternatives and an ‘Other’ option.

DATA COLLECTION
Conducted via an on-line survey. The online link was distributed primarily via university contacts (career centers and the educational institutions).

WEIGHTING:
In our data collection we set targets by main field of study and educational institution. In order to provide our clients with reliable data in each market and to get the questions distributions as close as possible to the actual population distribution, we use weighting based on population frequencies of the target groups.

<table>
<thead>
<tr>
<th>Base of the group</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 1</td>
<td></td>
</tr>
<tr>
<td>Washington University in St. Louis</td>
<td>278</td>
</tr>
<tr>
<td>Group 2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>59,643</td>
</tr>
</tbody>
</table>
65% women and 35% men

Average age: 20.0 years

Average perceived GPA: 3.5

Average expected annual salary: 52,727 USD

Top actual communication channels:
- Employer websites
- Career guidance websites
- Social networks/communities

Top career goals:
- To have work/life balance
- To be dedicated to a cause or to feel that I am serving a greater good
- To be competitively or intellectually challenged

Most preferred industries:
- Public sector and Governmental Agencies
- Educational and research institutions
- Engineering and manufacturing
KEY FINDINGS • TOTAL

66% women and 34% men

Average age: 21.1 years

Average perceived GPA: 3.5

Average expected annual salary: 50,642 USD

Top actual communication channels:
• Employer websites
• Social networks/communities
• TV advertisements

Top career goals:
• To have work/life balance
• To be secure or stable in my job
• To be dedicated to a cause or to feel that I am serving a greater good

Most preferred industries:
• Health care equipment and services
• Educational and research institutions
• Public sector and Governmental Agencies
SURVEY QUESTIONS

• What is your year of birth?
• What is your gender

AVERAGE AGE

Washington University in St. Louis

20.0 years

Total

21.1 years

GENDER

Washington University in St. Louis

65% Female
35% Male

Total

66% Female
34% Male
In which industry would you ideally want to work when choosing your first employment after graduation? Please select a maximum of three alternatives.
What size of employer would you prefer working for when choosing your first employment? Please select only one alternative.
Below is a list of nine possible career goals. Which are most important to you? Please select a maximum of three alternatives.
Below is a list of nine possible career goals. Which are most important to you? *Please select a maximum of three alternatives*
Below is a list of nine possible career goals. Which are most important to you? Please select a maximum of three alternatives.
What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

Washington University in St. Louis

52,727 USD

Total

50,642 USD
STUDENTS’ CAREER & COMMUNICATION PREFERENCES

ACTUAL COMMUNICATION CHANNELS • TOP 10

Through which channels have you learnt about these employers?
Please select as many alternatives as applicable

- Employer websites
- Career guidance websites
- Social networks/communities
- Career guides/books
- Professional networks/communities
- Career fairs
- University press & student organisation publications
- TV advertisements
- Job boards
- Career Magazines for students

© Universum Communications
1. METHODOLOGY & KEY FINDINGS

2. STUDENTS’ CAREER & COMMUNICATION PREFERENCES

3. STUDENTS’ EMPLOYER PREFERENCES
STUDENTS' EMPLOYER PREFERENCES

THE DRIVERS OF EMPLOYER ATTRACTIVENESS

EMPLOYER REPUTATION & IMAGE
The attributes of the employer as an organization
• Attractive/exciting products and services
• Corporate Social Responsibility
• Environmental sustainability
• Ethical standards
• Fast-growing/entrepreneurial
• Financial strength
• Innovation
• Inspiring management
• Market success
• Prestige

JOB CHARACTERISTICS
The contents and demands of the job, including the learning opportunities provided by the job
• Challenging work
• Client interaction
• Control over my number of working hours
• Flexible working conditions
• High level of responsibility
• Opportunities for international travel/relocation
• Professional training and development
• Secure employment
• Team oriented work
• Variety of assignments

PEOPLE & CULTURE
The social environment and attributes of the work place
• A creative and dynamic work environment
• A friendly work environment
• Acceptance towards minorities
• Enabling me to integrate personal interests in my schedule
• Interaction with international clients and colleagues
• Leaders who will support my development
• Recognizing performance (meritocracy)
• Recruiting only the best talent
• Respect for its people
• Support for gender equality

REMUNERATION & ADVANCEMENT OPPORTUNITIES
The monetary compensation and other benefits, now and in the future
• Clear path for advancement
• Competitive base salary
• Competitive benefits
• Good reference for future career
• High future earnings
• Leadership opportunities
• Overtime pay/compensation
• Performance-related bonus
• Rapid promotion
• Sponsorship of future education

The framework is developed together with professor Paula Caligiuri, Director of the Center for HR Strategy at Rutgers University. Based on specific research within HR, as well as focus groups and general communication with both our clients and students.
STUDENTS’ EMPLOYER PREFERENCES

THE DRIVERS OF EMPLOYER ATTRACTIVENESS

- Employer Reputation & Image
- Job Characteristics
- People & Culture
- Remuneration & Advancement Opportunities
SURVEY QUESTION
How would you rate the relative importance of these aspects when choosing your Ideal Employer?
Please divide 100 points between the alternatives in accordance with importance.

Washington University in St. Louis

24% - Employer Reputation & Image
23% - Job Characteristics
27% - People & Culture
26% - Remuneration & Advancement Opportunities

Total

25% - Employer Reputation & Image
22% - Job Characteristics
26% - People & Culture
26% - Remuneration & Advancement Opportunities

© Universum Communications
Which attributes do you perceive as the most attractive?
*Please select a maximum of three alternatives*
Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives.
SURVEY QUESTION

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

© Universum Communications
SURVEY QUESTION

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

- Clear path for advancement: 44%
- Leadership opportunities: 40%
- Competitive base salary: 39%
- Good reference for future career: 38%
- High future earnings: 37%
- Competitive benefits: 30%
- Sponsorship of future education: 30%
- Performance-related bonus: 13%
- Rapid promotion: 4%
- Overtime pay/compensation: 4%
STUDENTS’ EMPLOYER PREFERENCES

TOP FINDINGS
OVERALL MOST ATTRACTIVE ATTRIBUTES • TOP 5

WASHINGTON UNIVERSITY IN ST. LOUIS

1. A creative and dynamic work environment (People & Culture)
2. Respect for its people (People & Culture)
3. A friendly work environment (People & Culture)
4. Challenging work (Job Characteristics)
5. Variety of assignments (Job Characteristics)

TOTAL

1. Respect for its people (People & Culture)
2. Secure employment (Job Characteristics)
3. A creative and dynamic work environment (People & Culture)
4. A friendly work environment (People & Culture)
5. Professional training and development (Job Characteristics)

PLEASE NOTE: These tables show the attractiveness of each of the 40 attributes in relation to how important the students think its driver is. This analysis gives a summarized 360 degree view of what influences employer attractiveness.