EMPLOYER SURVEY 2010-11

**Instructions:** The thoughts and opinions of our employers are important to us in evaluating the quality of our business programs and graduates. Please complete the survey based on knowledge of recent Cal Poly graduates. Your response will be treated confidentially. Thank you.

Orfalea College of Business & Career Services

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Email Address</th>
</tr>
</thead>
</table>

Please indicate the primary concentrations you hire:
- [ ] Accounting
- [ ] Economics
- [ ] Entrepreneurship
- [ ] Finance
- [ ] Industrial Technology
- [ ] Information Systems
- [ ] International Business
- [ ] Management
- [ ] Marketing

**Attainment:** Indicate the degree to which Cal Poly graduates have achieved the following learning objectives:
- NA = not applicable, 1 = lowest, 2 = low, 3 = medium, 4 = high, 5 = highest

**Importance:** Indicate how important the following learning objectives are to your company:
- NA = not applicable, 1 = lowest, 2 = low, 3 = medium, 4 = high, 5 = highest

<table>
<thead>
<tr>
<th>Learning Objectives – AACSB Accreditation Standards</th>
<th>Attainment</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NA 1 2 3 4 5</td>
<td>NA 1 2 3 4 5</td>
</tr>
<tr>
<td>1 Business Fundamentals – Demonstrate breadth of knowledge and skill in general business fundamentals</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>2 Business Discipline – Demonstrate depth of knowledge, skill, and perspective within their selected, specific business discipline</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>3 Ethics – Recognize the ethical dimensions of business decision</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>4 Societal Context – Recognize the wider responsibilities of business organizations for societal level outcome above and beyond firm level profit or loss</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>5 Problem Solving – Able to generate innovative solutions to business problems that are supported by appropriate data analysis and evaluation of alternatives</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>6 Diversity – Understand diverse perspectives and generate solutions that incorporate them</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>7 Writing – Demonstrate effective writing skills</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>8 Communication – Demonstrate effective speaking skills</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>9 Leadership – Demonstrate effective peer leadership</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>10 Team Work – Demonstrate effective participation in teams</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
<tr>
<td>11 Life-Long Learning – Engage in continuous education and keep current within the field</td>
<td>✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔</td>
</tr>
</tbody>
</table>
### Attainment
Indicate the degree to which Cal Poly graduates have achieved the following learning objectives:

- **NA** = not applicable
- **1** = lowest
- **2** = low
- **3** = medium
- **4** = high
- **5** = highest

### Importance
Indicate how important the following learning objectives are to your company:

- **NA** = not applicable
- **1** = lowest
- **2** = low
- **3** = medium
- **4** = high
- **5** = highest

<table>
<thead>
<tr>
<th>Other Standards</th>
<th>Attainment</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Quality – My company is satisfied with the overall quality of Cal Poly business graduates</td>
<td>□ □ □ □ □</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>Industry Readiness – Cal Poly business graduates are able to make a positive contribution to the work place with minimal supervision</td>
<td>□ □ □ □ □</td>
<td>□ □ □ □ □</td>
</tr>
</tbody>
</table>

Select the top seven (7) personal qualities you value most when hiring business graduates.

- Adaptability
- Analytical
- Attitude
- Communication Skills
- Commitment
- Confidence
- Creative/Innovative
- Critical Thinking
- Enthusiasm/Energy
- Honesty/Integrity
- Independent Worker
- Interpersonal/Social Skills
- Leadership Skills/Potential
- Motivation/Drive
- Problem Solving Skills
- Public Speaking
- Team Work/Team Player
- Technical Skills/Knowledge
- Work Collaboratively
- Work Ethic
- Other

What educational experiences do you value most that would best prepare new graduates for success in your organization? Check all that apply.

- Internship/Co-op
- Community Service Project
- Class Project
- Leadership Experience
- Inter-disciplinary Project
- Senior Project
- Club/Organization Involvement
- Team Projects
- Travel Experience
- Study Abroad
- Volunteer Work
- Other

Please make any suggestions that you believe would improve the business program at Cal Poly (e.g. types of course, computer skills or course content).
EMPLOYER SURVEY (2010-11)
College of Engineering & Career Services

Please indicate the majors you have recently hired:

- Aerospace
- Architectural
- Biomedical
- BioResource & Agricultural
- Civil
- Computer Science
- Computer Engineering
- Electrical
- Environmental
- Industrial
- Materials
- Mechanical
- Manufacturing
- Software Engineer

The purpose of this assessment is to measure the abilities of Cal Poly RECENT GRADUATES as entry level employees. Your feedback will be used to determine the effectiveness of the curriculum and clarify areas that may need improvement. Your responses will remain confidential. Thank you for taking the time to participate in this survey.

Attainment: Indicate the degree to which recent Cal Poly engineering graduates have demonstrated effectiveness in the areas below.

- NA = not applicable
- 1 = unacceptable
- 2 = below standard
- 3 = meets standard
- 4 = above standard
- 5 = exceeds standard

Importance: Rate the level of important the following program outcomes are to your company:

- NA = not applicable
- 1 = not important
- 2 = somewhat important
- 3 = important
- 4 = highly important
- 5 = critically important

PROGRAM OUTCOMES

<table>
<thead>
<tr>
<th>Attainment</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td>1</td>
</tr>
<tr>
<td>A. Knowledge – Ability to apply knowledge of mathematics, science and engineering</td>
<td></td>
</tr>
<tr>
<td>B1. Technical Practice – Ability to design and conduct experiments</td>
<td></td>
</tr>
<tr>
<td>B2. Technical Practice – Ability to analyze and interpret data</td>
<td></td>
</tr>
<tr>
<td>C. Design – Ability to design a system component or process subject to constraints (e.g. economic, environmental, social, political, ethical, health and safety, manufacturability, or sustainability)</td>
<td></td>
</tr>
<tr>
<td>D. Multi-disciplinary Teams – Ability to function on multi-disciplinary teams</td>
<td></td>
</tr>
<tr>
<td>E. Problem Solving – Ability to identify, formulate, and solve engineering problems</td>
<td></td>
</tr>
<tr>
<td>F. Ethical Behavior – Demonstrates professional and ethical responsibility</td>
<td></td>
</tr>
</tbody>
</table>
### PROGRAM OUTCOMES - continued

<table>
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<tbody>
<tr>
<td>NA 1 2 3 4 5</td>
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</tr>
</tbody>
</table>

| G1. Communication – Ability to communicate (orally) effectively |
| G2. Communication – Ability to communicate (written) effectively |
| H. Global/Societal Context – Accountable for the impact of engineering solutions in global, economic, environmental, and societal context |
| I. Life-Long Learning – Engages in continuous education and keeps current within the field |
| J. Contemporary Issues – Integrates awareness of current issues in implementing engineering solutions |
| K. Tools – Ability to use technical skills and modern engineering tools |

**Level:** Indicate the level to which you agree with the following statements:

1 = disagree    2 = somewhat disagree    3 = neutral    4 = agree    5 = strongly agree

### ADDITIONAL STANDARDS

<table>
<thead>
<tr>
<th>Level</th>
<th>Overall Quality – My company is satisfied with the overall quality of Cal Poly engineering graduates</th>
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<tbody>
<tr>
<td></td>
<td>Industry Readiness – Cal Poly engineering graduates are able to make a positive contribution to the work place with minimal supervision</td>
</tr>
<tr>
<td></td>
<td>Diverse Perspectives – Cal Poly engineering graduates are successful in integrating diverse perspectives in their day-to-day decision-making and problem solving</td>
</tr>
</tbody>
</table>

What future training, education, or licensure would your organization encourage new engineering graduates to pursue? Check all that apply.

- [ ] Additional Course Work
- [ ] Master’s Degree Program
- [ ] PhD Degree Program
- [ ] Professional Affiliations
- [ ] In-House Training
- [ ] Seminars
- [ ] Conferences
- [ ] Mentoring
- [ ] P.E.
- [ ] L.E.E.D.
- [ ] Other

Please make specific suggestions that you believe would improve our engineering programs at Cal Poly.