

IR&P Research Brief

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Hartnell College

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2002 Employer Survey

In fall 2002, the Hartnell College Institutional Research and Planning Office surveyed the employers of Hartnell College graduates who received an associates degree or certificate of completion during 2001-02. The purpose of this survey was to assess how well Hartnell College is preparing its graduates for the workforce, as well as to ascertain the knowledge, abilities, and skills that are important to employers. The results are intended to provide information that will assist Hartnell's instructional and student services staff to better prepare students for employment.

Who completed the surveys?

Questionnaires were mailed to 66 employers of Hartnell College graduates who gave permission for their employers to be surveyed. Completed questionnaires were returned by 49 (74%) of the employers.

What are Employee Work Characteristics?

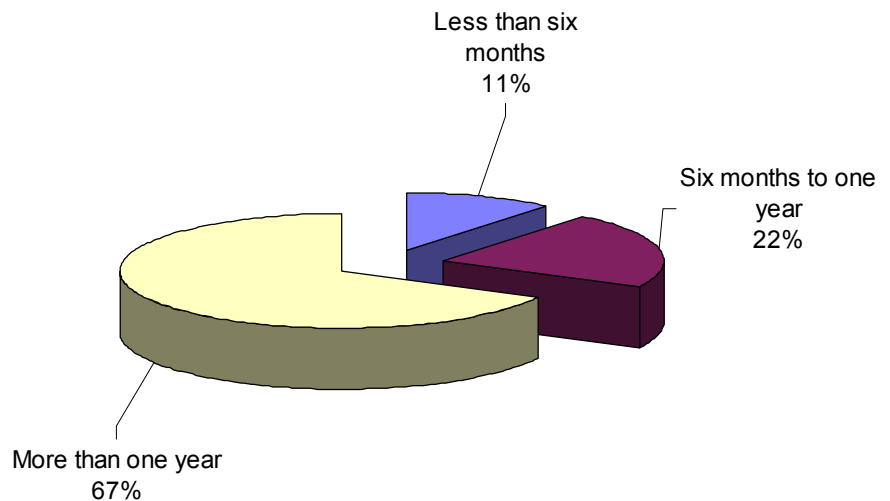
The majority of Hartnell graduates assessed by their employers were employed in occupations of education (27%), health sciences/veterinary medicine (23%), administrative assistant (17%), and sales/banking (17%). Most of the graduates have been employed in their current position for over one year (Graph 1), and approximately one-half are employed

between 31-40 hours per week. In addition, the largest proportion of these graduates earn between \$1,001-\$2,000 (32%) and \$2,001-\$3,000 (30%) per month. Overall, 26% found their current position through a friend or relative (Graph 2).

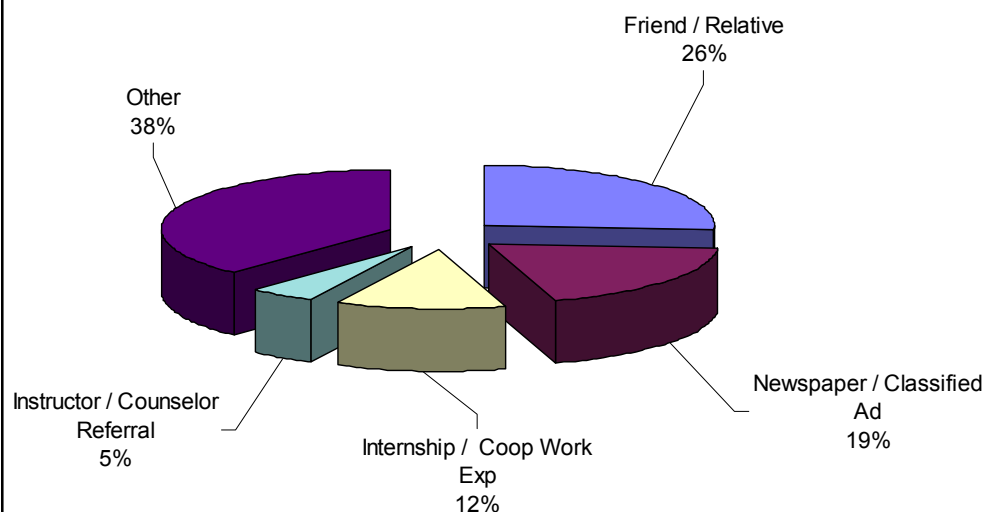
Is Hartnell Training Related to Employee's Current Position?

Overall, approximately one-half of the respondents indicated that the training their employee received at Hartnell College directly related to the employee's current position. This included 77% of employees in

Graph 1: Length of Employment



Graph 2: How Job was Found



the education field, 55% in the health sciences/veterinary medicine field, 38% of administrative assistants, and 25% of employees in sales/banking.

How Important are Credentials?

Sixty-three percent of the employers rated having an associates degree as moderately or very impor-

tant when hiring a Hartnell graduate and 57% percent of employers rated the certificate of completion as moderately or very important.

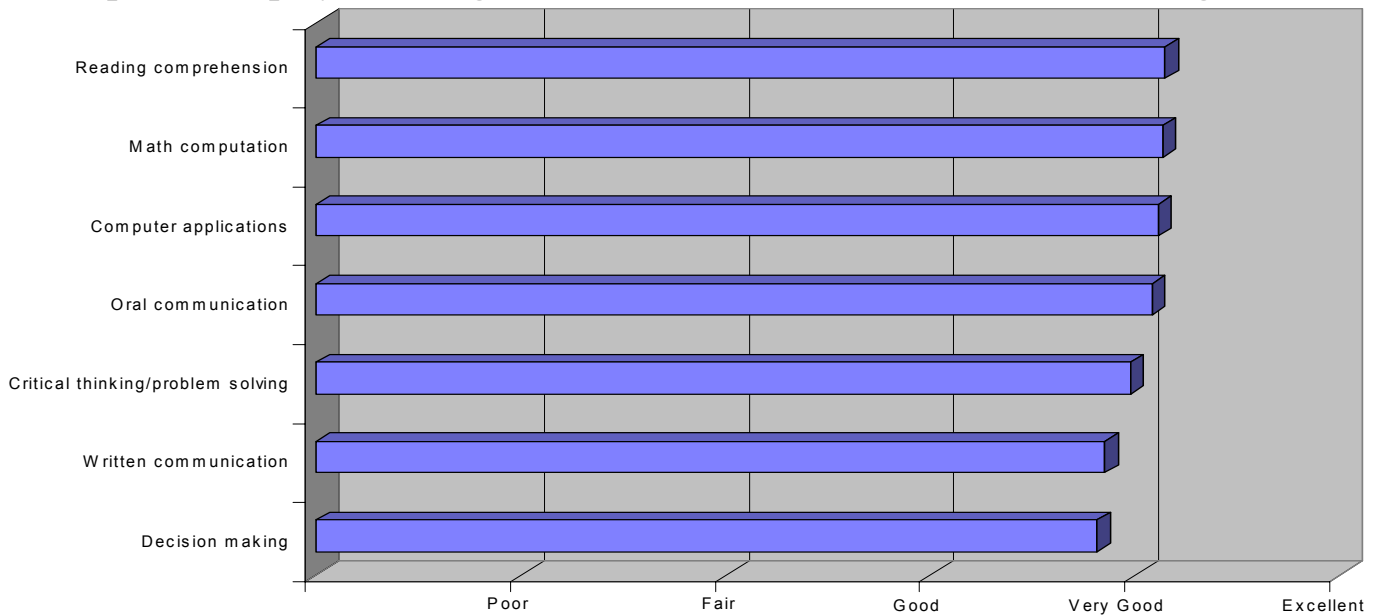
How did Hartnell Graduates Perform as Employees?

As shown in Graph 3, employers rated the general education knowl-

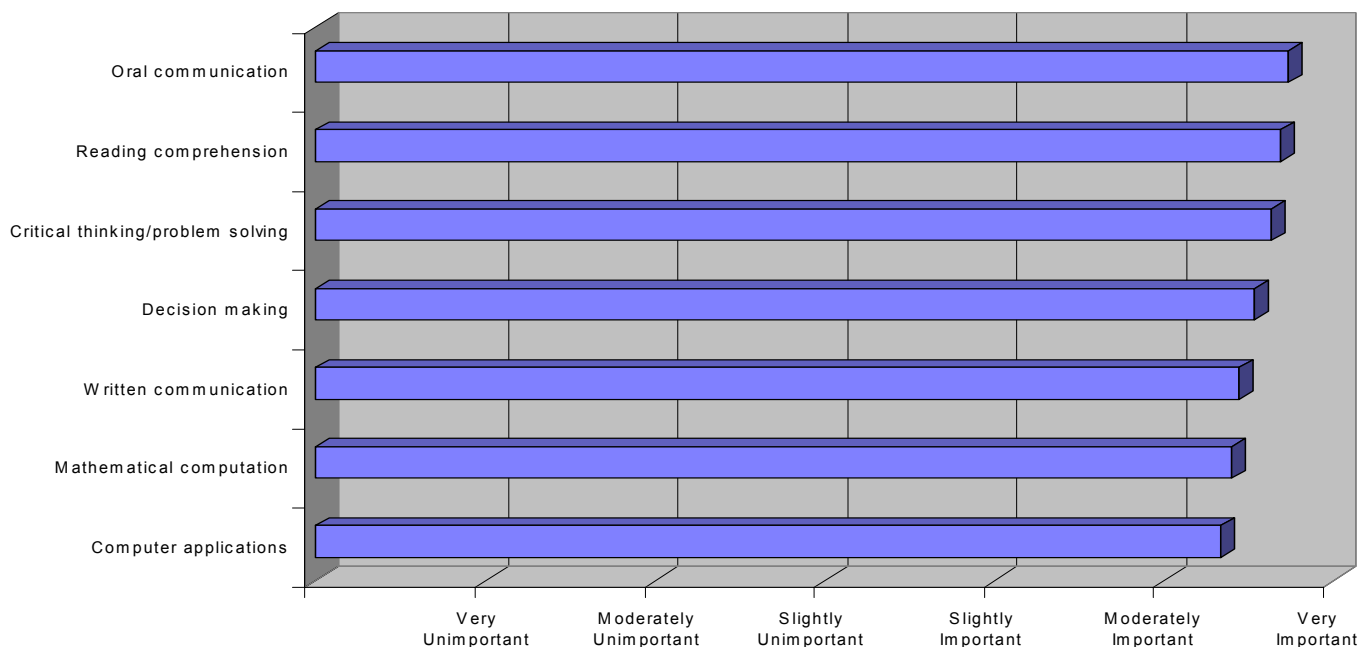
edge and abilities of Hartnell graduates as being very good, on average. Employers also assessed these areas as being moderately to very important (Graph 4).

Graph 5 shows that employers rated Hartnell graduates as having very good to excellent abilities in follow-

Graph 3. Employer Rating of Graduate’s General Education Knowledge/Abilities



Graph 4. Importance of General Education Knowledge/Abilities



ing directions, attitude toward work, overall performance, working as a team member, applying knowledge/skills related to the job, ability to work independently, and quality of work. In addition, employers rated the quality of work, interpersonal/people skills, overall performance, completing tasks in a timely manner,

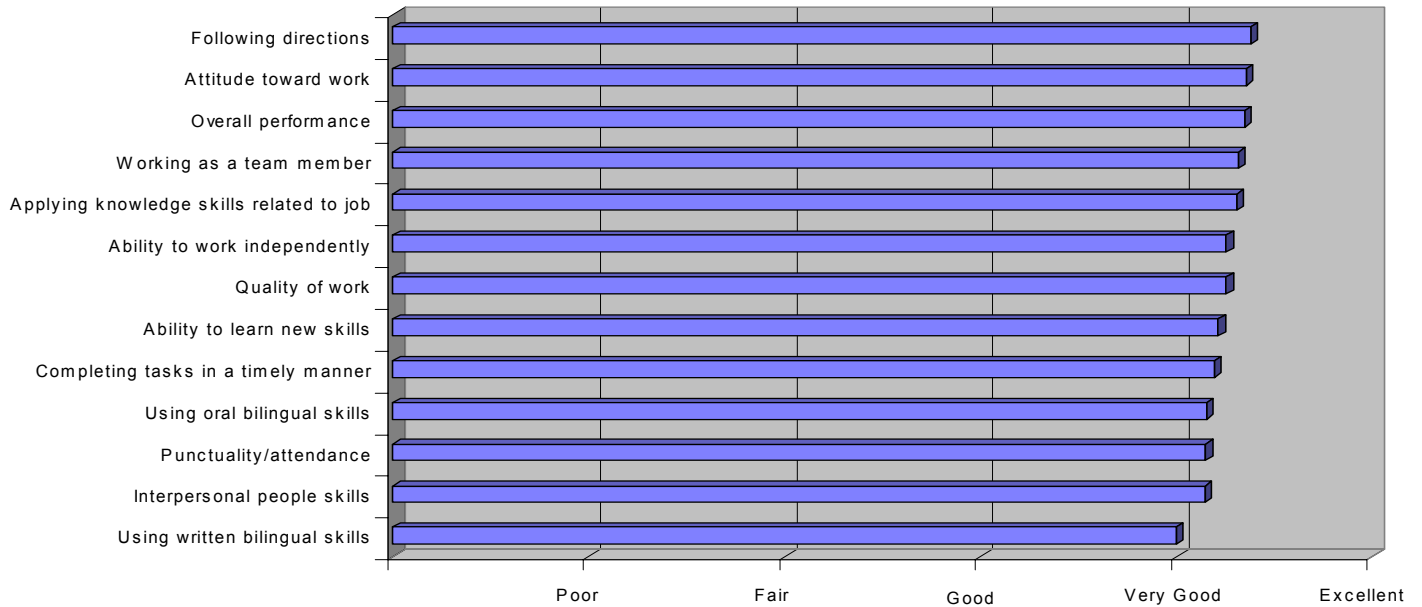
attitude toward work, and following directions as very important (Graph 6).

How can Hartnell Better Prepare Students

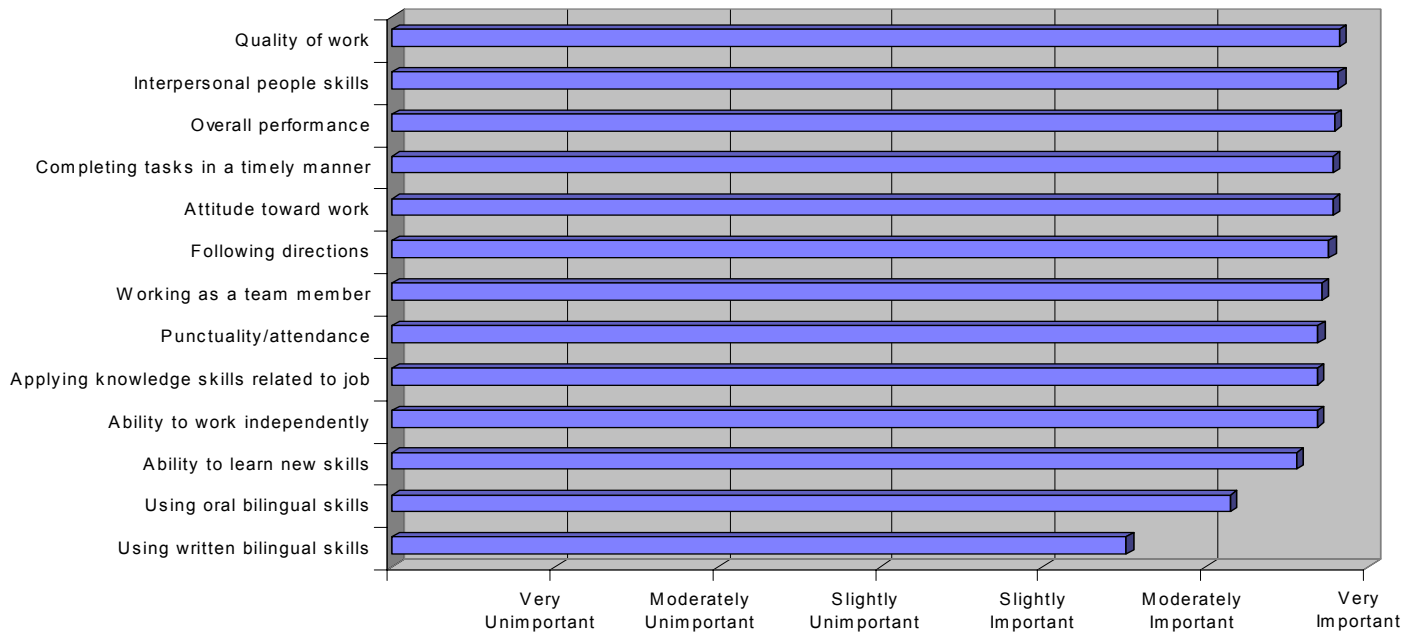
Graph 7 displays the responses from employers on how Hartnell

College can better prepare students to meet their employment needs. Twenty-two percent of the respondents suggested that emphasizing a stronger work ethic would have the greatest benefit. Better communication skills (12%), scheduling more recruitment fairs (6%), improved English language skills (4%), and a

Graph 5. Employer Rating of Graduate’s Work Knowledge/Abilities



Graph 6. Importance of Work Knowledge/Abilities



more flexible schedule of classes (4%) were also suggested.

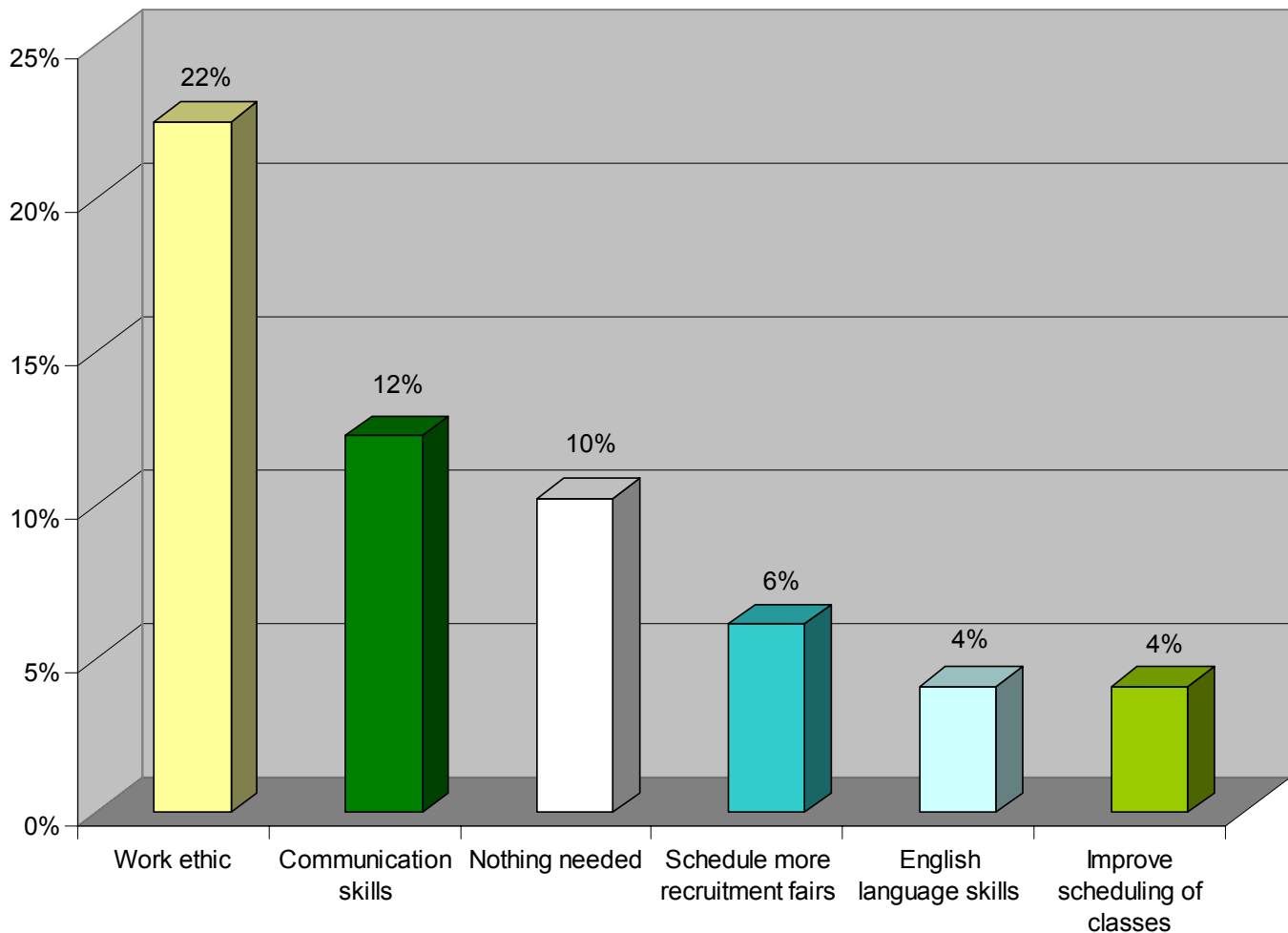
Summary and Conclusions

The employers who completed the 2002 Employer Survey appear to be satisfied with the quality of Hartnell graduates. The typical Hartnell graduate, whose employer participated in the survey, was a 20-24

year old Latina from Salinas. Survey results show that most employers believed their employee's Hartnell major directly related to their current position. The employers generally rated the performance of general education and work knowledge or abilities of the Hartnell graduates positively. Employers valued quality of work, interpersonal/

people skills, completing tasks in a timely manner, attitude toward work, and following directions as the most important work related skills or knowledge an employee could have. Suggestions most often given for how Hartnell College can better prepare students included emphasizing a stronger work ethic and better communication skills.

Graph 7. How Hartnell College Can Better Prepare Students



Research Brief is a publication of the Institutional Research and Planning Office. More detailed information may be found in the **2002 Employer Survey Final Report**, which is available upon request. The report is also available on the web at: www.hartnell.edu/irp/reports