

**EMPLOYER SURVEY RESULTS 2019-2020**

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Fall 2020

**Employer Survey:**

**Methodology**

Survey forms were mailed to 28,604 employers who had recruited McCoy College of Business majors through Career Services. Also, approximately 250 surveys were mailed to members of the Accounting Advisory Group, the CIS Industry Advisement Council, the Latin America Business Advisory Group, Finance and Economics Advisory Council, Marketing/Management Advisory Council, and the College of Business Administration Advisory Council. A total of 94 completed surveys were returned. Such low response rate does not invite to make generalizations but allows us to observe some patterns across the years.

**Results**

As seen in Table 1, the response rate for the 2020 Employer Survey is less than one-half of a percent. This rate is substantially lower than the 19.1% obtained in 2005 (57 responses) and 20 responses obtained in 2001, for which we don’t have a basis; however, the basis for the 2005 Employer Survey was only 299 people and the basis for the 2020 survey is more than 95 times larger. The main difference in size was due to the large mailing list that TXST Career Services was able to provide for this recent survey effort.

**Characteristics of respondents are:**

*Table 1: Respondents' Location*



The largest group of respondents, 37%, were from Austin and 55% of the respondents were from the Career Services list. In 2001 and 2005, Austin also had the largest number of respondents with San Antonio second largest. The 2020 Employer Survey shows a greater representation of locations closer to TXST, such as San Marcos and New Braunfels.

Of those responding, 59 or 62.8% had hired Texas State Business graduates in the last five years. In addition, respondents were asked to indicate all areas in which they hired. The representation of major discipline in the 2020 sample is comparable to 2005, with the exception of Finance and Economics. Finance representation in the sample dropped from 50% to 30% and Economics dropped from 22% to 13% (Table 2).

***Please check the areas in which you hire. Please check all that apply.***

*Table 2: Major Disciplines Hired*

|  |  |  |
| --- | --- | --- |
|   | **#**  |  **%**  |
| Accounting  | 39  |  41.5  |
| Economics  | 12  |  12.8  |
| Finance  | 28  |  29.8  |
| Information Systems  |  31  | 33.0  |
| Management  | 34  | 36.2  |
| Marketing  | 36  |  38.3   |

***All Texas State business undergraduates (regardless of major) are expected to have skills/abilities in the following areas. Please indicate how you would value/rate these skills and abilities in BBA graduates.***

Table 3 shows respondents’ levels of satisfaction (5 is Very Satisfied to 1 is Very Disappointed) with regard to graduates’ skills and abilities.

*Table 3: Counts for 2020 Employer Survey*

|  |  |
| --- | --- |
| **Skills and Abilities**  |   **VS S N D VD** **(5) (4) (3) (2) (1)**  |
| Oral Communications  | 46  | 34  | 4  | 4  | 1  |
| Written Communications  | 35  | 39  | 10  | 3  | 1  |
| Computer Applications  | 39  | 41  | 5  | 1  | 2  |
| Ethical Issues  | 44  | 35  | 9  | 0  | 1  |
| Global Issues  | 24  | 27  | 31  | 2  | 2  |
| Leadership Skills  | 33  | 39  | 12  | 4  | 1  |
| Interpersonal Skills  | 44  | 35  | 3  | 4  | 1  |
| Diversity Issues  | 37  | 37  | 9  | 4  | 1  |
| Information Technology Uses  | 35  | 44  | 5  | 1  | 2  |
| Political/Social Issues  | 22  | 35  | 25  | 3  | 1  |
| Legal/Regulatory Issues  | 20  | 38  | 23  | 4  | 1  |
| Work Ethic  | 54  | 24  | 4  | 5  | 2  |
| Teamwork Skills  | 51  | 29  | 3  | 3  | 1  |
| Quantitative Skills  | 31  | 41  | 11  | 3  | 1  |
| Analytical Skills  | 34  | 41  | 7  | 3  | 2  |
| Decision Making Skills  | 31  | 45  | 6  | 4  | 2  |
| Company Resource Management Skills  | 24  | 37  | 20  | 3  | 1  |
| Initiative  | 41  | 36  | 7  | 4  | 1  |
| Multilingual  | 17  | 22  | 44  | 2  | 2  |

Table 4 shows the percentage of respondents indicating very satisfied and satisfied with graduates in 2001 and 2020. Significant improvement is shown in most cases. Analytical Skills, Decision Making Skills, Company Resource Management Skills, Initiative, and Multilingual are new skills and abilities included in the 2020 Employer Survey for the first time. The results reflect the increased emphasis currently placed on oral and written communication.

*Table 4: Very Satisfied and Satisfied Comparison*

|  |  |
| --- | --- |
| **Skills and Abilities**  | **2020       2001**  |
| Oral Communications  | 90%  | 60%  |
| Written Communications  | 84%  | 42%  |
| Computer Applications  | 91%  | 75%  |
| Ethical Issues  | 89%  | 63%  |
| Global Issues  | 59%  | 28%  |
| Leadership Skills  | 81%  | 69%  |
| Interpersonal Skills  | 91%  | 79%  |
| Diversity Issues  | 84%  | 45%  |
| Information Technology Uses  | 91%  | 69%  |
| Political/Social Issues  | 66%  | 39%  |
| Legal/Regulatory Issues  | 67%  | 30%  |
| Work Ethic  | 88%  | 83%  |
| Teamwork Skills  | 92%  | 74%  |
| Quantitative Skills  | 83%  | 58%  |
| Analytical Skills\*  | 86%  |  n/a |
| Decision Making Skills\*  | 86%  |  n/a |
| Company Resource Management Skills\*  | 72%  |  n/a  |
| Initiative\*  | 87%  |  n/a |
| Multilingual\*  | 45%  |  n/a |

*\*New in 2020*

**Skills and abilities ranked in order of value/importance**

Table 5 shows the rank of responses for the aforementioned skills and abilities. The far-right column displays their rank as it appeared in the 2005 Employer Survey. Therefore, Work Ethic, Ethical Issues, Oral Communications, Teamwork Skills and Initiative are the top 25% most valued and important skills and abilities. In comparison to 2005, teamwork, computer applications, information technology uses and diversity issues seems to have increased in importance. Leadership seem to have decreased in importance. None of the five newly added skills and abilities ranked among the top 50% with the exception of “initiative”.

*Table 5: Ranking of Skills and Abilities in terms of Value/Importance*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Skills and Abilities**  | **VS**  | **S**  | **N**  | **D**  | **VD**  | **SCORE**  |   | **2005**  |
| Work Ethic  | 54  | 24  | 4  | 5  | 2  | 390  |   | Oral Communications  |
| Ethical Issues  | 44  | 35  | 9  | 0  | 1  | 388  |   | Work Ethic  |
| Oral Communications  | 46  | 34  | 4  | 4  | 1  | 387  |   | Written Communications  |
| Teamwork Skills  | 51  | 29  | 3  | 3  | 1  | 387  |   | Ethical Issues  |
| Initiative\*  | 41  | 36  | 7  | 4  | 1  | 379  |   | Interpersonal Skills  |
| Computer Applications  | 39  | 41  | 5  | 1  | 2  | 378  |   | Teamwork Skills  |
| Interpersonal Skills  | 44  | 35  | 3  | 4  | 1  | 378  |   | Leadership Skills  |
| Information Technology Uses  | 35  | 44  | 5  | 1  | 2  | 370  |   | Quantitative Skills  |
| Diversity Issues  | 37  | 37  | 9  | 4  | 1  | 369  |   | Computer Applications  |
| Written Communications  | 35  | 39  | 10  | 3  | 1  | 368  |   | Information Technology Uses  |
| Leadership Skills  | 33  | 39  | 12  | 4  | 1  | 366  |   | Diversity Issues  |
| Analytical Skills\*  | 34  | 41  | 7  | 3  | 2  | 363  |   | Global Issues  |
| Decision Making Skills\*  | 31  | 45  | 6  | 4  | 2  | 363  |   | Legal/Regulatory Issues  |
| Quantitative Skills  | 31  | 41  | 11  | 3  | 1  | 359  |   | Political/Social Issues  |
| Company Resource Management Skills\*  | 24  | 37  | 20  | 3  | 1  | 335  |   |   |
| Political/Social Issues  | 22  | 35  | 25  | 3  | 1  | 332  |   |   |
| Legal/Regulatory Issues  | 20  | 38  | 23  | 4  | 1  | 330  |   |   |
| Global Issues  | 24  | 27  | 31  | 2  | 2  | 327  |   |   |
| Multilingual\*  | 17  | 22  | 44  | 2  | 2  | 311  |   |   |

*\*New in 2020*

Next, the rankings of each area were compared to those of a previous survey of employers administered by the CBA Curriculum Committee in 2003. The change in rank is shown as positive (moving up in importance) versus negative (moving down in importance) in the last column. Note that last three items were newly added this year.

**Ranking of Areas of Importance**



Those with significant changes in rankings (increases): written communications (10 to 3), oral communications (3 to 1) and ethical issues (2 to 4); (decreases) computer applications (6 to 11), teamwork skills (4 to 8), and information technology uses (8 to 12).

***Can you suggest any skills/abilities other than those listed previously that are needed by today’s business employee?***

An attempt was made to group some of the similar responses by category. The categories used, in order, were: Flexibility/decision making/initiative (9), global/international (4), communication (3). The reader should note that these comments range from very general/broad to specific subjects (Appendix A).

***Based on your knowledge of BBA graduates, List the top three topics that a contemporary business curriculum should cover.***

Respondents were asked to list the top three topics that a contemporary curriculum should have. The responses are shown in Appendix B. The frequency analysis considering those listed more than five times revealed the following topics: Communication (26); Data Analytics (15); Accounting (15); Ethics (15); Marketing (10); Management (9); Decision (7); Finance (7); Sales (7); Leadership (5).

**Appendix A:**

**Can you suggest any skills/abilities other than those listed previously that are needed by today’s business employee?**

1. Capitalism
2. Entrepreneurial Mindset
3. Patience
4. Sales Skills
5. Dealing with Ambiguity
6. More work in cloud based platforms and services such as AWS, and understanding the interconnection of these services and written code ability to work with a diverse team
7. The ability to self educate.
8. Data analytics
9. Drive
10. Problem solving; client facing
11. technical security, and social networking
12. professionalism
13. Sales training
14. A good work ethic.
15. digital analytics
16. data analytics
17. Better Communication Skills
18. remote worker skills
19. More part-time job experience
20. Business Acumen
21. Basic understanding of Databases/SQL
22. Strong foundation in financial and investment concepts for our business.
23. Conscientious
24. Patience
25. Commercial Awareness (understanding what makes a business/organization successful)
26. common sense
27. Quantitative
28. Need to be better prepared for the CPA exam
29. Competitiveness
30. Very knowledgeable in Excel, making spreadsheets, formulas. Word, and Power Point expertise.
31. Ability to separate from their cell phones
32. Professionalism - appropriate dress and use of cell phones

**Appendix B**

**List the top three topics that a contemporary business curriculum should cover.**

1. IT, accounting, marketing
2. Strange thing was that you didn't have sales on your list, but TSU has a decent sales program and regardless of the degree that I was I hired for.  3 area:  Customer satisfaction, shareholder value, and product differentiation
3. Technology Skills, written communication, core curriculum
4. 1) Entrepreneurship -  Business Planning, Raising Capital, Recognizing "Sharks", Team building, 2) Accounting /Computer Skills - Excel in particular. Be great at Excel and a good working understanding of accounting, doing pro forma financial statements, spreadsheets, etc., 3) Sales, Marketing and Communications - Doing a customer "needs analysis", on-line marketing and analytical skills, excellent communication and presentation skills.
5. Micro and Macro economics and how business is effected. Communication skills to be able to articulate to superiors and subordinates. Leadership skills.
6. Analytics, Communication, Practical application of marketing automation tools
7. Communication: verbal, written and physical, Ethics, Decision making
8. Story Telling, Selling your self, and Presentation Skills
9. Seeing around corners, Creativity, Owning the hard decisions
10. Communication, information technology, finance/accounting
11. Mortgage, Personal Finance, Credit Scores
12. Excel, Communication Skills (all types)
13. Critical Thinking, Global Issues, Ethics
14. 1. Communication- written and oral, including diplomacy and de-escalation skills, 2. Anticipation for the needs of others-being prepared to be flexible, creative, and accommodating, while still meeting organizational requirements and mission 3. Ability to think and learn
15. Ability to follow directions (written - especially how to write an email & oral communication); strategic integration of work activities (how one decision can affect another work area & how decisions should support mission/vision of an organization); Computer skills (application of using Microsoft Office products, online video conferencing, etc.)
16. Critical Thinking, Problem Solving
17. Data Driven Decision Making, Process Evaluation, Performance Management
18. Accounting/Auditing: 1) accounting principles 2) audit approach (more understanding of audit documentation) 3) communication
19. 1. true understanding of relationship between income stm, balance sheet and cash flow stm
2. data analytics, 3. financial analysis
20. Outreach, client relations
21. 1. Negotiation (can relate to anything from asking for a raise to negotiating pricing with a customer in a sales roles), 2. Business planning (department budget planning, owning a small business, sales goals, marketing presentations for customers), 3. Public Speaking Skills
22. Interpersonal and communication skills, problem solving & analytical skills, adaptability to change
23. internet security,  data visualization, data science
24. Communication, Business ethics, finance
25. Technical - accounting skills, Microsoft Excel, audit/tax class, NonTechnical - communication, professionalism, teamwork
26. Written skills, computer skills, oral/interpersonal skills
27. Risk, Analytics, Cost Management
28. Data Analytics and how to use applications, such as excel, to analyze data, Accounting/Tax
Ethics/Leadership
29. Finance, marketing and sales
30. (1) Oral & Written Communication, (2) Strong Understanding of Technology (not 6 year old non-sense, but technologies use today in business - they don't have to be technologist perse, but they better understand IoT, Analytics, Predictive, Prescriptive, etc. etc., (3) Analytical Reasoning (can you do a case study on something DEEP?)
31. How to communicate and interact with other coworkers. The biggest challenge I have faced was not being prepared to deal with employees. I always thought I needed some form of training in that arena. I was not prepared to deal with people in the real world.
32. Entrepreneurship, capital markets and business ethics
33. IA/Data Analytics, Core Accounting, Ethics
34. email communication skills, problem solving, how to create efficiency
35. How to Sell products to a client; How to work on getting referrals; How to use customer service to make more sales.
36. Data analytics, Business Communications, Cross Divisional Teamwork
37. Remote / distributed collaboration; Digitization of the economy (move from physical assets to digital services); Using metrics and KPIs to quantify success
38. Thorough understanding of accounting and finance, written communications skills, work force expectations
39. Ethics (morals and work), Business Acumen, & Critical Thinking/Problem Solving (communication (interpersonal, oral, verbal, written), analytics, teamwork, & leadership)
40. problem solving, ethics, leadership
41. 1. communication skills, 2. beginner accounting/finance--being able to read financial statements
3. self marketing
42. 1) Communication Skills (Oral, Written),2) Analytics and its implementation, interpretation of data, and its application in a business environment to make data driven decisions (marketing tests, etc.)
3) Self-direction as it comes to their activities in the office
43. 1. Foundational financial / investment concepts, 2. Decision Making, 3. Management / Strategy
44. Critical thinking, Work ethic (not sure it can be taught but the value to employers should be emphasized), Ownership (the concept of owning a job/project and working it through to successful completion)
45. Globalism, entrepreneurship, technology
46. Need for solid inquiry skills, solid communication skills, solid written communication skills. Math and accounting skills. Ethics and integrity skills.
47. Finance, Accounting, Marketing
48. Communication, Delegation, Time- Management
49. Problem Solving, Customer Centric, Basic Ledger/Spreadsheet/P & L
50. Managing people; managing (and applying) systems; leveraging data/research into action
51. Problem solving, technical, team work
52. business analytics, data evaluation, software tools
53. Data analytics, Project management & People Management
54. Math, Technology, Oral/written Communication
55. Ethics, Leadership, Project Management
56. Ethics, Diversity, HR
57. Data analytics courses are crucial to future accounting student, Offering CPA prep courses as part of the curriculum would really benefit the accounting students to be ready for their career
58. Relationship Building, Competitiveness, Work Ethic
59. Problem solving (logical steps), Data analysis, Ability to research a topic and produce a POC / concept for further discussion
60. Finance, Economics, Budgeting
61. Professionalism in the workplace, Work Ethics, Sexual Harassment
62. Cell phone use in the work place, Initiative, dependability, Being invested in the tasks performed
63. Ethical, social, knowledgePage Break

***Additional Comments by Employers:***

Are there any comments or recommendations you would like to make regarding the hiring of Texas State College of Business graduates?

1. work ethics are above average
2. I retired a few years ago, but over my 22 years at Dell, my org hired hundreds of people from TSU.  My main disappointment in my later years of hiring is that graduates had a false sense of "job reality".  I had a very difficult time hiring people that were flexible with moving, working in an office, or reality that a college degree is the ticket to an entry level job - even when that job paid $50k/year starting.  Unlike the last decade, it was tough to find flexible capitalists.  Note this wasn't limited to TSU only.  We didn't require a college degree and I found myself hiring outside of the colleges more and more since the applicants appeared more driven.
3. I find Texas State grads to be VERY well prepared, to be less fearful of "the real world"that UT, Baylor or other recent grads. Maybe i am biased but this is my perception.  TSU grads seem to be significantly more knowledgable and comfortable with entrepreneurialism vs just basic business skills.  Entrepreneurs are the backbone of our economy, and they are the people that learn to value and "leverage" their gifts, skills and time to create valuable companies vs just being prepared to work as an employee for someone else's company. TXU can train it students with a fearless entrepreneurial mentality, or a more traditional become a good employee mentality. It's the difference between freedom and control of one's God given destiny, or being a slave to support someone else's destiny. It's the difference in thinking about business in today's global business environment of creating value for one's self and family as an entrepreneur, versus creating value for someone else and their family as a paid employee. I will hire a TSU grad every day because they understand my entrepreneurial ventures and come to lean and add value...but they do it from a perspective to not be an employee slave their whole career...but to learn how they too can build their own company and hire future TSU grads. It comes down to the educational mindset they gain while in College and their own ability to visualize the future they want and then to Carpe Diem!
4. Better communications skills as it relates to not being able to attend an interview and letting them know in advanced rather than last minute or not at all.
5. Great program. Keep up the good work!
6. One of the Best Sales Programs that I work with!
7. Keep them coming to Apple
8. All that we have met have been impressive candidates
9. The one time that we hired an intern from your program, we kept her on after graduation. She has been amazing.
10. Finance students should have a greater amount of class hours focused on more advanced quantitative analysis and model building, not purely company cash flow valuation.
11. Why aren't there specific job fairs for employers in McCoy itself (working with Career Services isn't easy)? Why are employers included as an advisory board for curriculum development?
12. Career Services department should be more effective for the Graduates
13. I've been hiring recent college graduates for 3 years now. I'm deeply saddened by the level of candidates we receive. In my mind, very few college degree are worth more than a high school diploma these days. I continue to observe students who feel that using the internet to find an answer is somehow wrong. I tell them that the days of trying to prove rote memorization and writing multiple page papers that have a minimum length is over.
We now pre screen applicants by presenting them with small tasks until we find something that they don't already know and test to see how long it will take for them to perform an internet search to find the answer. Please stop teaching students that using all the resources that are available is somehow wrong and that the only correct answer is in the textbook or buried in some obscure scholarly journal. Stop spoon feeding the students with answers in lectures and teach them how to find it themselves.
Please teach your students how to be a lifelong learner and not just someone who crams for a test on a subject that they don't particularly care about and is not relevant to their field of study.
14. Graduates can be more skilled in Microsoft Excel.
Graduates should work on business written communication skills. Grammar, punctuation, and spelling.
15. good work ethic
16. Texas State College of Business students are among our top performers at North American Plastics, we are thrilled to continue hiring new talent from these programs!
17. Very intelligent student group. Student lack practical understanding of financials, both business and personal.  They need more real world experience with this.  Not global economics, but more on how to read a P&L and understanding of capital investing, relationships to earnings, etc.
18. I am curious as to the best means of recruiting upcoming or recent graduates when our company has management openings.
19. We recruit from many schools around the State and surrounding States.  Texas State has been one of our top schools to get good Accounting talent from both the undergraduate and Masters programs.
20. I like the fact that most of them worked well going to college, typically are first-generation college students and their anxious to make money and show everyone their capabilities.
21. My communications with those who hire from McCoy imply that they prefer those graduates over graduates from schools such at UT.
22. I think Texas State turns out some great candidates.
23. The strong points are initiative and work ethic, exposure to the real world of business is a little lacking in comparison to other universities
24. I have overall been very pleased with the students we get from Texas State on an annual basis.
25. Help them have a better understanding of their graduation timeline
26. NBU has utilized a number of interns in our GIS and Human Resources Departments.  Each student has been well prepared and a great asset.
27. I initiated an internship program here at First Commercial Bank and have hired many of your Junior and Senior level students, many of whom have stayed on as full-time employees.  I am disappointed that there doesn't seem to be consistent outreach to businesses like ours for internships.
28. Our experience has been and continues to be that Texas State graduates are prepared to enter the workforce or pursue additional higher education. They lack an entitlement mentality and have a strong work ethic. The graduates are self-starters, and bring a lift to an organization.
29. Admittedly, I have only interviewed one or two candidates from McCoy, but their interpersonal skills were good and I found them quite likable.  However, I also found them lacking in quantitative skills.  This could purely be due to small sample size.  Could be I got folks who didn't have any interest in the quant side.
However, I will say that should this be the norm, the modern business, especially those (like ours) that are online involve heavy amounts of data-driven decisions.  I can't hire an employee that does not have a sufficient technical background to pick it the basics of SQL quickly (and would prefer one that new it), as we can't pay for people who can't "get their hands dirty".  I've thus hired out of a physics department at UT and engineering at Texas State and taught them the business side.  I strongly recommend you pick up your analytics curriculum at the business school.
30. I find that Texas State grads lose to other university graduates as they are not prepared with the core skills and abilities they need to be successful in an entry level role.
31. I am in FL now so I do not recruit from TX. I own an IT support business so my hiring is narrowly focused. My frustrations with candidates are not with hard skills but the critical intangibles (pride if work, work ethic, critical thinking, completing an assignment without being told every step, etc.). I doubt that can be taught in classroom.
32. The college needs its own, dedicated and on-site, career and intern placement team.
33. We love Texas State
34. I have hired many Texas State grads in my 10 years as a manager. Never been disappointed.
35. Encouragement and communication of internships between all interested parties (University, Employers and Students).
36. Bobcats have a very strong work ethic. I canâ€™t say enough about the product and culture of the Professional Sales Program that Vicki West and Wayne Noll have consistently developed and enhanced.
37. Professionalism is needed skill.
38. The current CPA pass rate after hiring is way too low, which hopefully can be cured by adding university prep courses etc.
39. I've gotten to hire from several (Most of the big ones) universities around the state. The TXST students as a whole don't seem to have a sense of entitlement. They come to work and their hard work get them promoted, not where they went to college.
40. My experience with the Business school at Texas State is that they are very professional students and hold a higher level of respect. One of our student workers is an Accounting major and he is very professional and fits the description of an ethical business man.
41. They are wonderful!