



**McCOY COLLEGE
OF BUSINESS**
TEXAS STATE UNIVERSITY

EMPLOYER SURVEY 2024

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Introduction

To understand the needs of employers who hire our graduates, The McCoy College of Business occasionally conducts surveys to determine employer priorities and needs when hiring. Recipients of the survey are employers who hire undergraduate and/or graduate students across all departments in the McCoy College of Business. Previous surveys occurred in 2020, 2005, and 2001. This report outlines the methodology and results of the most recent survey distributed in April 2024.

Methodology

Names of employers for the survey were sourced based on involvement in career fairs held at Texas State University. The primary career fairs are hosted by Career Services, but the Department of Accounting also holds specific career fairs for students in their major. Career Services provided the contact info of 187 companies who have attended the career fair in the past few years. The Department of Accounting provided 56 additional names. After removing duplicates, 237 individuals were invited to complete the survey via email. The survey was completed online on Qualtrics. 20 surveys were completed by employers before the due date. This represents a response rate of 8.4%.

Results

The response rate of 8.4% is significantly higher than the 2020 Employer Survey (.5% response rate). This is partially due to a better list of survey participants with a greater likelihood of hiring McCoy College students in the past few years.

Demographic Data

Of the employers responding, the largest groups were from Houston (20%) and Austin (20%). The 2020 Employer Survey had a larger proportion of respondents from Austin (37%) indicating that students may be finding jobs in a wider range of cities. That being said, all cities represented in the survey were from the state of Texas. Table 1 identifies the primary work location of the respondent.

Table 1

Katy	5% (n=1)
Houston	20% (n=4)
Live Oak	5% (n=1)
College Station	5% (n=1)
Austin	20% (n=4)
Dallas	10% (n=2)
San Marcos	5% (n=1)
San Antonio	5% (n=1)
Multiple	5% (n=1)
Not Provided	20% (n=4)
TOTAL	100% (n=20)

Each employer responding (100%) has hired Texas State graduates within the past five years. This is up from 62.8% in the 2020 survey, indicating better survey distribution methods through the specific targeting of employers. Respondents were asked to indicate the areas in which they hired. All majors across the college are represented. See Table 2 for the areas hired.

Table 2

Accounting	75% (n=15)
Economics	20% (n=4)
Finance	45% (n=9)
Management	35% (n=7)
Marketing	35% (n=7)
Technology/Information Systems	20% (n=4)

The representation is slightly different than the 2020 data, with a large increase in representation from the accounting discipline. This could partially be attributed to the fact that the Department of Accounting provided a specific list of companies that hire their students. These individuals are highly engaged with the Accounting Department at McCoy College and are potentially more likely to respond to a survey soliciting their responses.

Graduate Skills and Abilities

Each employer was asked to rank the importance of skills/abilities for college graduates on a scale of 1 (Not Very Important) to 5 (Very Important). Table 3 indicates the average score and range for each of the skills and abilities measured. Items are presented in order based on the average score calculated.

Table 3

	Average	Range
Professionalism	5.00	5
Ethical Decision Making	4.88	4-5
Critical Thinking/Reasoning	4.82	4-5
Interpersonal Communication	4.76	4-5
Oral Communication	4.76	4-5
Problem Solving	4.76	4-5
Teamwork	4.53	3-5
Leadership	4.47	3-5
Written Communication	4.47	3-5
Intercultural Perspective	4.29	3-5
Quantitative Aptitude	4.12	2-5
Computer Applications	4.06	1-5

It is important to note that while some items are ranked lower than others, all of them averaged above a 4.0 on a scale of 1-5 indicating high overall importance of all items. Compared to the previous employer surveys, there is some slight variation in the ranking of the importance of skills/abilities. Table 4 shows the change from the 2003 and 2020 employer surveys. Of note, in 2020, there were 19 skills/abilities included in the list. This year, we consolidated the list to 12 items for improved clarity.

Table 4

	2024 Rank (Change from 2020 Rank)	2020 Rank
Professionalism	1 (-)	Not Measured
Ethical Decision Making	2 (-)	2
Critical Thinking/Reasoning	3 (+10)	13
Interpersonal Communication	T-4 (+3)	7
Oral Communication	T-4 (-1)	3
Problem Solving	T-4 (+8)	12
Teamwork	7 (-3)	4
Leadership	T-8 (+3)	11
Written Communication	T-8 (+2)	10
Intercultural Perspective	10 (+8)	18**
Quantitative Aptitude	11 (+3)	14
Computer Applications	12 (-6)	6

**Measured as "Global Issues"

We also included an open-ended item for participants to list any other skills/abilities that today's business employee needs. Their responses included:

- Ability to be detail-oriented: Double check work, ask questions, go slow
- Excel
- Time Management
- Ability to work independently, be pro-active in seeking answers, strive for excellence

As a follow-up to the question on ranking the most important skills/abilities, we included an open-ended question that stated, "Of all the skills/abilities listed in the previous two questions, which are the top three that should be emphasized in the business curriculum?" Table 5 includes those skills identified by employers.

Table 5

Critical Thinking/Reasoning	20%
Oral Communication	20%
Written Communication	20%
Interpersonal Communication	11%
Problem Solving	9%
Professionalism	8%
Computer Applications	4%
Teamwork	4%
Ethical Decision Making	2%
Leadership	2%
Intercultural Perspective	-
Quantitative Aptitude	-

Interestingly, the top three items ranked as most important by the respondents, were not the top three that they indicated should be emphasized in the business curriculum. In this question, employers identified **Critical Thinking/Reasoning**, **Oral Communication**, and **Written Communication** as the most important to emphasize in the business curriculum.

Finally, we asked participants “Based on your experience of hiring undergraduate business students, what do you see as the greatest area of need for improving students to be successful employees?” The responses for this were varied and are included below:

- Professionalism in the workplace and realistic expectations for a corporate environment
- Attitude, communication, interpersonal skills
- We would love for students to have a strong elevator pitch for hiring managers, and to be able to hold a flowing conversation in interviews.
- Email etiquette and written communication.
- Problem solving and Open minded to moving
- General professionalism and how to act in professional meetings
- Communication and commitment. We had two students renege on offers they accepted.
- Proactive communication. While understandable due to not having corporate experience, there is a greater than desired learning curve for students to communicate when they are unable to show up to work, problems arise, etc.
- Professionalism and Time Management
- Professionalism
- Being aware of the dress code; following/paying attention to the norms of the organization; integrity.
- Critical Thinking and communication.

When looking at these overall, a number of themes emerge. Employers regularly note **communication skills** (interpersonal, written, etc.) and **overall professionalism** as the greatest

areas of need for our students to be successful. These last two questions are of significant interest to the college and they will be considered as we look into future curricular and extracurricular activities.

Student Comparison

In our survey of employers, we were curious how they compared our graduates to the graduates of other universities. The results of this question are presented in Table 6.

Table 6

	Below Other University Graduates	The Same as Other University Graduates	Above Other University Graduates
Accounting	8% (n=1)	62% (n=8)	30% (n=4)
Economics		50% (n=2)	50% (n=2)
Finance		71% (n=5)	29% (n=2)
Management		50% (n=3)	50% (n=3)
Marketing		67% (n=4)	33% (n=2)
Technology/Information Systems			100% (n=1)

Employers overwhelmingly ranked our students across majors as “the same” or “above” other university graduates. This speaks to the quality of preparation our students are receiving.

Summary

As a final means of measuring the overall satisfaction of McCoy College graduates among our employers, a question asked how satisfied they were with the students they hired from Texas State. The average score reported was **8.75 out of 10**. This indicates a high overall satisfaction with graduates from the McCoy College of Business at Texas State University.

The results of this survey provide us with high-quality and relevant information as we make future decisions regarding curricular and co-curricular activities. Several clear themes emerged that will be shared among those in the college and publicly via the McCoy College website. We will strive toward continual improvement as we empower diverse students of exceptional promise to become leaders and innovators who create enduring value for business and society.