

LMEC Survey - Linking Industry and Educational Institutions

1. GROUP 1 Please rank from 1 (highest) to 7 (N/A) the most important skills desired in entry level new employees									
	1	2	3	4	5	6	N/A	Rating Average	Response Count
Adaptable and flexible [Adapts easily to changing business and working environments, flexible under pressure and meets expectations]	51.6% (33)	23.4% (15)	12.5% (8)	0.0% (0)	3.1% (2)	9.4% (6)	0.0% (0)	2.08	64
Strategic thinker [Visionary, knows how to align mission, goals and people]	28.3% (17)	26.7% (16)	18.3% (11)	6.7% (4)	5.0% (3)	10.0% (6)	5.0% (3)	2.61	60
Critical thinker [Ability to prioritize and break down activities; forecast end results and attentive to trends and risks]	31.7% (19)	16.7% (10)	16.7% (10)	13.3% (8)	8.3% (5)	5.0% (3)	8.3% (5)	2.62	60
Analytical thinker [Strong research skills and able to make inferences and deductions about activities and end results]	22.6% (14)	24.2% (15)	24.2% (15)	17.7% (11)	4.8% (3)	4.8% (3)	1.6% (1)	2.72	62
Problem solver [Knows how to solve difficult situations dealing with people, business, finance and others; resolves and aligns goals]	40.3% (25)	21.0% (13)	9.7% (6)	11.3% (7)	11.3% (7)	4.8% (3)	1.6% (1)	2.46	62
Collaborator [how to reflect and listen; works well in teams, manages conflict well, and is interdependent]	61.3% (38)	14.5% (9)	11.3% (7)	3.2% (2)	3.2% (2)	6.5% (4)	0.0% (0)	1.92	62
Results Driven [Meeting goals and objectives within time, scope, cost and quality]	47.5% (29)	21.3% (13)	6.6% (4)	8.2% (5)	9.8% (6)	6.6% (4)	0.0% (0)	2.31	61

	answered question	70
	skipped question	0

2. GROUP 2 Please rank in order of importance from 1 (highest) to 7 (N/A).									
	1	2	3	4	5	6	N/A	Rating Average	Response Count
Preparation skills	40.6% (26)	23.4% (15)	14.1% (9)	9.4% (6)	6.3% (4)	3.1% (2)	3.1% (2)	2.24	64
Writing skills	34.8% (23)	28.8% (19)	18.2% (12)	12.1% (8)	0.0% (0)	6.1% (4)	0.0% (0)	2.32	66
Presentation skills	24.2% (15)	30.6% (19)	9.7% (6)	6.5% (4)	16.1% (10)	12.9% (8)	0.0% (0)	2.98	62
Communication skills	65.6% (42)	18.8% (12)	6.3% (4)	0.0% (0)	3.1% (2)	4.7% (3)	1.6% (1)	1.68	64
Content development	16.1% (10)	21.0% (13)	19.4% (12)	9.7% (6)	11.3% (7)	9.7% (6)	12.9% (8)	3.09	62
Creative skills	19.4% (12)	21.0% (13)	22.6% (14)	11.3% (7)	16.1% (10)	4.8% (3)	4.8% (3)	2.98	62
Speaking skills	37.9% (25)	27.3% (18)	13.6% (9)	4.5% (3)	7.6% (5)	7.6% (5)	1.5% (1)	2.38	66
	answered question								70
	skipped question								0

3. GROUP 3 Please rank in order of importance 1 (highest) to 7 (N/A).

	1	2	3	4	5	6	N/A	Rating Average	Response Count
Influencer	20.0% (13)	16.9% (11)	20.0% (13)	9.2% (6)	7.7% (5)	12.3% (8)	13.8% (9)	3.05	65
Self awareness	22.2% (14)	27.0% (17)	27.0% (17)	9.5% (6)	7.9% (5)	6.3% (4)	0.0% (0)	2.73	63
Proactive	45.5% (30)	27.3% (18)	12.1% (8)	4.5% (3)	7.6% (5)	1.5% (1)	1.5% (1)	2.05	66
Dependable	62.7% (42)	19.4% (13)	7.5% (5)	3.0% (2)	0.0% (0)	7.5% (5)	0.0% (0)	1.81	67
Self confidence	29.0% (18)	22.6% (14)	19.4% (12)	12.9% (8)	11.3% (7)	3.2% (2)	1.6% (1)	2.64	62
Resilient	23.8% (15)	25.4% (16)	23.8% (15)	7.9% (5)	6.3% (4)	11.1% (7)	1.6% (1)	2.81	63
Values feedback	37.1% (23)	22.6% (14)	8.1% (5)	9.7% (6)	6.5% (4)	4.8% (3)	11.3% (7)	2.33	62
	answered question								70
	skipped question								0

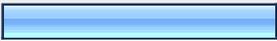
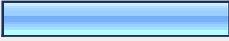
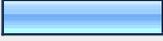
4. Please rank from 1 (highest) to 3 (lowest) the importance of the groups above?

	Group 1	Group 2	Group 3	Rating Average	Response Count
1	40.0% (24)	45.0% (27)	15.0% (9)	1.75	60
2	27.9% (17)	31.1% (19)	41.0% (25)	2.13	61
3	38.3% (23)	26.7% (16)	35.0% (21)	1.97	60
	answered question				67
	skipped question				3

5. Please rank in order of importance 1 (highest) to 6 (N/A) the area of expertise that you need future employees to know.

	1	2	3	4	5	N/A	Rating Average	Response Count	
Finance [able to understand balance sheets, income statements, P&L statements]	22.2% (14)	28.6% (18)	27.0% (17)	6.3% (4)	12.7% (8)	3.2% (2)	2.57	63	
Technology [knows basic functionality of technology use, i.e. PC, Internet, e-mail, database]	49.2% (32)	26.2% (17)	10.8% (7)	9.2% (6)	4.6% (3)	0.0% (0)	1.94	65	
Marketing [ability to prepare and executive general and niche marketing plans using various technologies]	37.3% (25)	22.4% (15)	19.4% (13)	4.5% (3)	9.0% (6)	7.5% (5)	2.19	67	
Public relations [ability to develop and execute strategic communication plans; speaking and media relations skills]	32.8% (21)	21.9% (14)	20.3% (13)	7.8% (5)	10.9% (7)	6.3% (4)	2.38	64	
Human resources [know policy, regulations, talent recruitment and retention strategies]	7.9% (5)	17.5% (11)	25.4% (16)	14.3% (9)	19.0% (12)	15.9% (10)	3.23	63	
Procurement [ability to handle contract, negotiation, bidding processes, contract management]	11.1% (7)	23.8% (15)	19.0% (12)	19.0% (12)	12.7% (8)	14.3% (9)	2.98	63	
	<i>answered question</i>								69
	<i>skipped question</i>								1

6. Please rank the importance of an entry level candidate having extracurricular activity.

		Response Percent	Response Count
Most Important		18.2%	12
Somewhat Important		56.1%	37
Least Important		15.2%	10
Not Important		10.6%	7
answered question			66
skipped question			4

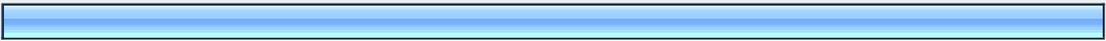
7. Please rank in order of importance 1 (highest) and 4 (lowest) which media knowledge do you require your potential employees to have.

	1	2	3	4	Rating Average	Response Count
Interactive/Digital	61.5% (40)	16.9% (11)	12.3% (8)	9.2% (6)	1.69	65
TV	39.1% (25)	34.4% (22)	12.5% (8)	14.1% (9)	2.02	64
Radio	23.3% (14)	31.7% (19)	25.0% (15)	20.0% (12)	2.42	60
Direct Mail	23.0% (14)	21.3% (13)	31.1% (19)	24.6% (15)	2.57	61
Print	23.0% (14)	34.4% (21)	27.9% (17)	14.8% (9)	2.34	61
Outdoor advertising	18.0% (11)	24.6% (15)	31.1% (19)	26.2% (16)	2.66	61
answered question						67
skipped question						3

8. What media knowledge do you think you will require your potential employees to have five years from now?

	Most Important	Somewhat Important	Least Important	Not Important	Rating Average	Response Count
Interactive/Digital	80.3% (53)	13.6% (9)	0.0% (0)	6.1% (4)	1.32	66
TV	44.4% (28)	38.1% (24)	9.5% (6)	7.9% (5)	1.81	63
Radio	21.9% (14)	45.3% (29)	25.0% (16)	7.8% (5)	2.19	64
Direct Mail	27.4% (17)	25.8% (16)	25.8% (16)	21.0% (13)	2.40	62
Print	26.7% (16)	31.7% (19)	28.3% (17)	13.3% (8)	2.28	60
Outdoor advertising	16.7% (10)	35.0% (21)	35.0% (21)	13.3% (8)	2.45	60
Events	41.3% (26)	41.3% (26)	4.8% (3)	12.7% (8)	1.89	63
Public Relations	52.4% (33)	25.4% (16)	11.1% (7)	11.1% (7)	1.81	63
Mobile	50.0% (31)	35.5% (22)	4.8% (3)	9.7% (6)	1.74	62
	<i>answered question</i>					67
	<i>skipped question</i>					3

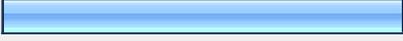
9. How important is having a new candidate skilled with office productivity software (Microsoft Office)?

		Response Percent	Response Count
Most Important		73.8%	48
Somewhat Important		23.1%	15
Least Important		1.5%	1
Not Important		1.5%	1
		answered question	65
		skipped question	5

10. How important is having a new candidate skilled with search and other Internet skills?

		Response Percent	Response Count
Most Important		77.6%	52
Somewhat Important		19.4%	13
Least important		3.0%	2
Not Important		0.0%	0
		answered question	67
		skipped question	3

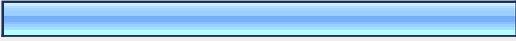
11. Please choose the database you need employees to know.

		Response Percent	Response Count
Access		48.9%	22
Foxpro		4.4%	2
FilePro		11.1%	5
Oracle		8.9%	4
Act		26.7%	12
Other (please specify)			10
		answered question	45
		skipped question	25

12. Please choose the level of Social Media skills you need employees to have.

	Beginner	Intermediate	Advanced	Expert	Rating Average	Response Count
Web design	30.0% (18)	41.7% (25)	21.7% (13)	6.7% (4)	2.05	60
Blogs	20.0% (12)	33.3% (20)	33.3% (20)	13.3% (8)	2.40	60
Video streaming	19.0% (12)	34.9% (22)	38.1% (24)	7.9% (5)	2.35	63
YouTube	18.3% (11)	46.7% (28)	23.3% (14)	11.7% (7)	2.28	60
Facebook	22.4% (13)	36.2% (21)	29.3% (17)	12.1% (7)	2.31	58
Myspace	27.6% (16)	41.4% (24)	20.7% (12)	10.3% (6)	2.14	58
Twitter	32.1% (18)	48.2% (27)	17.9% (10)	1.8% (1)	1.89	56
Flickr	35.7% (20)	42.9% (24)	19.6% (11)	1.8% (1)	1.88	56
Wikis	24.6% (14)	49.1% (28)	22.8% (13)	3.5% (2)	2.05	57
Mobile	15.0% (9)	40.0% (24)	28.3% (17)	16.7% (10)	2.47	60
				Other (please specify)		4
				answered question		64
				skipped question		6

13. Do you require potential employees to know how to integrate various social media tools to the business strategy?

		Response Percent	Response Count
Yes		45.7%	32
No		18.6%	13
Maybe		34.3%	24
N/A		1.4%	1
		answered question	70
		skipped question	0