

| 7. Which career focus areas do you believe now offer new and better opportunities for business graduates? You may select all that apply. | | | | | | | | | | | | | | | | |
|--|---------|-----|--------------|-----|------------|-----|------------|-----|-------------|-----|----------------|-----|----|-----|----|-----|
| Has 3+ Years Experience in: | Finance | | Wealth Mgmt. | | Accounting | | Management | | Real Estate | | Risk Mgmt/Ins. | | HR | | IT | |
| 1 Finance | 38 | 54% | 12 | 55% | 36 | 49% | 59 | 44% | 10 | 43% | 12 | 52% | 30 | 50% | 20 | 41% |
| 2 Wealth management | 15 | 21% | 7 | 32% | 16 | 22% | 30 | 22% | 7 | 30% | 6 | 26% | 15 | 25% | 11 | 22% |
| 3 Accounting | 44 | 62% | 13 | 59% | 55 | 74% | 77 | 57% | 12 | 52% | 12 | 52% | 33 | 55% | 24 | 49% |
| 4 Management | 24 | 34% | 9 | 41% | 22 | 30% | 61 | 46% | 11 | 48% | 10 | 43% | 32 | 53% | 25 | 51% |
| 5 Real estate | 7 | 10% | 3 | 14% | 6 | 8% | 12 | 9% | 6 | 26% | 2 | 9% | 3 | 5% | 2 | 4% |
| 6 Risk management/insurance | 21 | 30% | 6 | 27% | 18 | 24% | 40 | 30% | 6 | 26% | 9 | 39% | 24 | 40% | 17 | 35% |
| 7 Human resources | 15 | 21% | 6 | 27% | 18 | 24% | 46 | 34% | 9 | 39% | 5 | 22% | 29 | 48% | 12 | 24% |
| 8 Sales | 12 | 17% | 4 | 18% | 11 | 15% | 26 | 19% | 5 | 22% | 4 | 17% | 16 | 27% | 11 | 22% |
| 9 Marketing/Internet marketing | 27 | 38% | 12 | 55% | 25 | 34% | 60 | 45% | 13 | 57% | 11 | 48% | 27 | 45% | 21 | 43% |
| 10 Procurement | 9 | 13% | 4 | 18% | 9 | 12% | 16 | 12% | 7 | 30% | 5 | 22% | 8 | 13% | 10 | 20% |
| 11 Other, please specify: | 9 | 13% | 2 | 9% | 10 | 14% | 22 | 16% | 4 | 17% | 4 | 17% | 10 | 17% | 8 | 16% |

| 8. Please indicate the 3 areas that you believe will provide the BEST opportunity for prospective/current students over the next 5 years. | | | | | | | | | | | | | | | | |
|---|---------|-----|--------------|-----|------------|-----|------------|-----|-------------|-----|----------------|-----|----|-----|----|-----|
| Has 3+ Years Experience in: | Finance | | Wealth Mgmt. | | Accounting | | Management | | Real Estate | | Risk Mgmt/Ins. | | HR | | IT | |
| 1 Finance | 45 | 63% | 14 | 64% | 42 | 57% | 64 | 48% | 6 | 26% | 13 | 57% | 26 | 43% | 23 | 47% |
| 2 Wealth management | 13 | 18% | 4 | 18% | 11 | 15% | 23 | 17% | 5 | 22% | 3 | 13% | 11 | 18% | 7 | 14% |
| 3 Accounting | 45 | 63% | 11 | 50% | 55 | 74% | 68 | 51% | 11 | 48% | 12 | 52% | 28 | 47% | 22 | 45% |
| 4 Management | 29 | 41% | 10 | 45% | 28 | 38% | 64 | 48% | 12 | 52% | 11 | 48% | 27 | 45% | 23 | 47% |
| 5 Real estate | 3 | 4% | 2 | 9% | 4 | 5% | 5 | 4% | 2 | 9% | 1 | 4% | 0 | 0% | 2 | 4% |
| 6 Risk management/insurance | 16 | 23% | 2 | 9% | 19 | 26% | 31 | 23% | 4 | 17% | 7 | 30% | 13 | 22% | 13 | 27% |
| 7 Human resources | 20 | 28% | 6 | 27% | 25 | 34% | 49 | 37% | 6 | 26% | 10 | 43% | 30 | 50% | 19 | 39% |
| 8 Sales | 10 | 14% | 4 | 18% | 10 | 14% | 26 | 19% | 5 | 22% | 2 | 9% | 13 | 22% | 10 | 20% |
| 9 Marketing/Internet marketing | 22 | 31% | 9 | 41% | 21 | 28% | 55 | 41% | 12 | 52% | 7 | 30% | 25 | 42% | 20 | 41% |
| 10 Procurement | 10 | 14% | 4 | 18% | 7 | 9% | 17 | 13% | 6 | 26% | 3 | 13% | 7 | 12% | 8 | 16% |

| 15. Please select the top 2 specializations within the MBA or MSM degrees that offer the greatest opportunity for graduates? | | | | | | | | | | | | | | | | |
|--|---------|-----|--------------|-----|------------|-----|------------|-----|-------------|-----|----------------|-----|----|-----|----|-----|
| Has 3+ Years Experience in: | Finance | | Wealth Mgmt. | | Accounting | | Management | | Real Estate | | Risk Mgmt/Ins. | | HR | | IT | |
| 1 Finance | 32 | 41% | 9 | 39% | 25 | 29% | 45 | 26% | 6 | 23% | 8 | 28% | 16 | 25% | 14 | 14% |
| 2 Accounting | 36 | 46% | 10 | 43% | 47 | 55% | 54 | 31% | 7 | 27% | 9 | 31% | 19 | 29% | 21 | 22% |
| 3 Management | 18 | 23% | 7 | 30% | 15 | 18% | 49 | 28% | 10 | 38% | 6 | 21% | 23 | 35% | 19 | 20% |
| 4 Information technology | 21 | 27% | 7 | 30% | 31 | 36% | 61 | 35% | 8 | 31% | 8 | 28% | 20 | 31% | 41 | 42% |
| 5 Entrepreneurship | 13 | 17% | 7 | 30% | 12 | 14% | 30 | 17% | 10 | 38% | 7 | 24% | 13 | 20% | 18 | 19% |
| 6 Project Management | 19 | 24% | 3 | 13% | 19 | 22% | 52 | 30% | 4 | 15% | 13 | 45% | 22 | 34% | 35 | 36% |
| 7 Information security | 17 | 22% | 3 | 13% | 21 | 25% | 53 | 31% | 7 | 27% | 7 | 24% | 17 | 26% | 46 | 47% |



Statistically significant at 95%

1. Which one best describes your functional area at Kaplan?

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|------------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 Business | 204 | 74% | 204 | 100% | 0 | 0% | 78 | 76% | 83 | 74% | 89 | 75% | 72 | 76% | 83 | 79% | 78 | 72% |
| 2 IT | 73 | 26% | 0 | 0% | 73 | 100% | 24 | 24% | 29 | 26% | 30 | 25% | 23 | 24% | 22 | 21% | 31 | 28% |
| Total | 277 | 100% | 204 | 100% | 73 | 100% | 102 | 100% | 112 | 100% | 119 | 100% | 95 | 100% | 105 | 100% | 109 | 100% |

2. From the list below, please indicate the THREE areas that you believe will provide the GREATEST/BEST opportunity for prospective/current students over the next 5 years. Note: You must pick exactly THREE areas.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|--------------------------------------|-------|-----|----------|----|----|-----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| 1 Information security and forensics | 38 | 52% | 0 | 0% | 38 | 52% | 11 | 46% | 19 | 66% | 16 | 53% | 14 | 61% | 11 | 50% | 19 | 61% |
| 2 Mobile computing | 37 | 51% | 0 | 0% | 37 | 51% | 13 | 54% | 15 | 52% | 18 | 60% | 10 | 43% | 15 | 68% | 13 | 42% |
| 3 Information systems management | 24 | 33% | 0 | 0% | 24 | 33% | 10 | 42% | 11 | 38% | 10 | 33% | 11 | 48% | 8 | 36% | 13 | 42% |
| 4 Web development | 24 | 33% | 0 | 0% | 24 | 33% | 8 | 33% | 11 | 38% | 14 | 47% | 5 | 22% | 9 | 41% | 10 | 32% |
| 5 Network administration | 20 | 27% | 0 | 0% | 20 | 27% | 7 | 29% | 7 | 24% | 8 | 27% | 6 | 26% | 6 | 27% | 8 | 26% |
| 6 Project management | 15 | 21% | 0 | 0% | 15 | 21% | 7 | 29% | 5 | 17% | 6 | 20% | 6 | 26% | 4 | 18% | 8 | 26% |
| 7 Database management | 15 | 21% | 0 | 0% | 15 | 21% | 8 | 33% | 5 | 17% | 6 | 20% | 7 | 30% | 4 | 18% | 9 | 29% |
| 8 New media/internet marketing | 10 | 14% | 0 | 0% | 10 | 14% | 3 | 13% | 5 | 17% | 5 | 17% | 3 | 13% | 4 | 18% | 4 | 13% |
| 9 Health infomatics | 10 | 14% | 0 | 0% | 10 | 14% | 2 | 8% | 5 | 17% | 4 | 13% | 3 | 13% | 2 | 9% | 5 | 16% |
| 10 Application development | 8 | 11% | 0 | 0% | 8 | 11% | 3 | 13% | 4 | 14% | 3 | 10% | 4 | 17% | 3 | 14% | 4 | 13% |

3. Which career focus areas do you believe now offer new and better opportunities for IT graduates? You may select all that apply.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|--------------------------------------|-------|-----|----------|----|----|-----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| 1 Information security and forensics | 43 | 59% | 0 | 0% | 43 | 59% | 13 | 54% | 23 | 79% | 20 | 67% | 16 | 70% | 17 | 77% | 19 | 61% |
| 2 Mobile computing | 34 | 47% | 0 | 0% | 34 | 47% | 13 | 54% | 16 | 55% | 19 | 63% | 10 | 43% | 13 | 59% | 16 | 52% |
| 3 Information systems management | 30 | 41% | 0 | 0% | 30 | 41% | 10 | 42% | 16 | 55% | 14 | 47% | 12 | 52% | 10 | 45% | 16 | 52% |
| 4 Web development | 26 | 36% | 0 | 0% | 26 | 36% | 9 | 38% | 11 | 38% | 15 | 50% | 5 | 22% | 11 | 50% | 9 | 29% |
| 5 Database management | 22 | 30% | 0 | 0% | 22 | 30% | 8 | 33% | 9 | 31% | 8 | 27% | 9 | 39% | 4 | 18% | 13 | 42% |
| 6 Network administration | 20 | 27% | 0 | 0% | 20 | 27% | 7 | 29% | 12 | 41% | 9 | 30% | 10 | 43% | 9 | 41% | 10 | 32% |
| 7 Project management | 18 | 25% | 0 | 0% | 18 | 25% | 6 | 25% | 8 | 28% | 10 | 33% | 4 | 17% | 4 | 18% | 10 | 32% |
| 8 Application development | 16 | 22% | 0 | 0% | 16 | 22% | 6 | 25% | 7 | 24% | 10 | 33% | 3 | 13% | 6 | 27% | 7 | 23% |
| 9 Health infomatics | 16 | 22% | 0 | 0% | 16 | 22% | 5 | 21% | 9 | 31% | 9 | 30% | 5 | 22% | 4 | 18% | 10 | 32% |
| 10 New media/internet marketing | 14 | 19% | 0 | 0% | 14 | 19% | 2 | 8% | 8 | 28% | 6 | 20% | 4 | 17% | 4 | 18% | 6 | 19% |
| 11 Other (See Attachment) | 2 | 3% | 0 | 0% | 2 | 3% | 1 | 4% | 1 | 3% | 1 | 3% | 1 | 4% | 0 | 0% | 2 | 6% |

4.For entrepreneurs, what technology skills/focus area is most imperative to starting a company?

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|-------------------------------|-------|-----|----------|----|----|-----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| 1 Social media | 15 | 21% | 0 | 0% | 15 | 21% | 5 | 21% | 7 | 24% | 8 | 27% | 4 | 17% | 4 | 18% | 8 | 26% |
| 2 Network building / security | 12 | 16% | 0 | 0% | 12 | 16% | 4 | 17% | 6 | 21% | 4 | 13% | 6 | 26% | 3 | 14% | 7 | 23% |
| 3 Customer support | 12 | 16% | 0 | 0% | 12 | 16% | 4 | 17% | 7 | 24% | 5 | 17% | 6 | 26% | 7 | 32% | 4 | 13% |
| 4 Other (See Attachment) | 9 | 12% | 0 | 0% | 9 | 12% | 3 | 13% | 4 | 14% | 5 | 17% | 2 | 9% | 4 | 18% | 3 | 10% |
| 5 Web design | 8 | 11% | 0 | 0% | 8 | 11% | 3 | 13% | 4 | 14% | 5 | 17% | 2 | 9% | 2 | 9% | 5 | 16% |
| 6 IT/technical support | 8 | 11% | 0 | 0% | 8 | 11% | 5 | 21% | 1 | 3% | 3 | 10% | 3 | 13% | 2 | 9% | 4 | 13% |

5.Outside of working for a technology based company (i.e. Google, Apple, etc.) what TWO industries do you think will provide the greatest opportunity for IT graduates. You must select TWO industries.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|-----------------------------------|-------|-----|----------|----|----|-----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| 1 Healthcare | 35 | 48% | 0 | 0% | 35 | 48% | 12 | 50% | 20 | 69% | 20 | 67% | 12 | 52% | 14 | 64% | 18 | 58% |
| 2 Professional services | 21 | 29% | 0 | 0% | 21 | 29% | 9 | 38% | 9 | 31% | 11 | 37% | 7 | 30% | 5 | 23% | 13 | 42% |
| 3 Science/biotechnology | 21 | 29% | 0 | 0% | 21 | 29% | 8 | 33% | 8 | 28% | 9 | 30% | 7 | 30% | 8 | 36% | 8 | 26% |
| 4 Government | 16 | 22% | 0 | 0% | 16 | 22% | 5 | 21% | 9 | 31% | 10 | 33% | 4 | 17% | 8 | 36% | 6 | 19% |
| 5 Manufacturing/engineering | 11 | 15% | 0 | 0% | 11 | 15% | 6 | 25% | 4 | 14% | 3 | 10% | 7 | 30% | 3 | 14% | 7 | 23% |
| 6 Retail/sales | 9 | 12% | 0 | 0% | 9 | 12% | 2 | 8% | 5 | 17% | 1 | 3% | 6 | 26% | 1 | 5% | 6 | 19% |
| 7 Travel/hospitality/food service | 8 | 11% | 0 | 0% | 8 | 11% | 2 | 8% | 2 | 7% | 3 | 10% | 1 | 4% | 2 | 9% | 2 | 6% |
| 8 Entertainment | 2 | 3% | 0 | 0% | 2 | 3% | 2 | 8% | 0 | 0% | 1 | 3% | 1 | 4% | 1 | 5% | 1 | 3% |
| 9 Other, please specify | 3 | 4% | 0 | 0% | 3 | 4% | 2 | 8% | 1 | 3% | 2 | 7% | 1 | 4% | 2 | 9% | 1 | 3% |

6.With an escalating number of cyber attacks on the U.S. government and major corporations, do you view cyber-security as the number one area of opportunity for IT graduates?

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|-------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 Yes | 37 | 61% | 0 | 0% | 37 | 61% | 15 | 63% | 16 | 55% | 18 | 60% | 13 | 57% | 15 | 68% | 16 | 52% |
| 2 No | 24 | 39% | 0 | 0% | 24 | 39% | 9 | 38% | 13 | 45% | 12 | 40% | 10 | 43% | 7 | 32% | 15 | 48% |
| Total | 61 | 100% | 0 | 100% | 61 | 100% | 24 | 100% | 29 | 100% | 30 | 100% | 23 | 100% | 22 | 100% | 31 | 100% |

7. Which career focus areas do you believe now offer new and better opportunities for business graduates? You may select all that apply.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|--------------------------------|-------|-----|----------|-----|----|----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| 1 Accounting | 111 | 54% | 111 | 54% | 0 | 0% | 44 | 56% | 53 | 64% | 55 | 62% | 42 | 58% | 45 | 54% | 52 | 67% |
| 2 Finance | 82 | 40% | 82 | 40% | 0 | 0% | 37 | 47% | 40 | 48% | 48 | 54% | 29 | 40% | 40 | 48% | 37 | 47% |
| 3 Marketing/Internet marketing | 77 | 38% | 77 | 38% | 0 | 0% | 37 | 47% | 29 | 35% | 34 | 38% | 32 | 44% | 32 | 39% | 34 | 44% |
| 4 Management | 76 | 37% | 76 | 37% | 0 | 0% | 25 | 32% | 42 | 51% | 39 | 44% | 28 | 39% | 29 | 35% | 38 | 49% |
| 5 Human resources | 62 | 30% | 62 | 30% | 0 | 0% | 20 | 26% | 35 | 42% | 28 | 31% | 27 | 38% | 24 | 29% | 31 | 40% |
| 6 Risk management/insurance | 51 | 25% | 51 | 25% | 0 | 0% | 22 | 28% | 26 | 31% | 32 | 36% | 16 | 22% | 23 | 28% | 25 | 32% |
| 7 Wealth management | 39 | 19% | 39 | 19% | 0 | 0% | 19 | 24% | 17 | 20% | 24 | 27% | 12 | 17% | 17 | 20% | 19 | 24% |
| 8 Sales | 36 | 18% | 36 | 18% | 0 | 0% | 15 | 19% | 16 | 19% | 15 | 17% | 16 | 22% | 18 | 22% | 13 | 17% |
| 9 Procurement | 21 | 10% | 21 | 10% | 0 | 0% | 11 | 14% | 7 | 8% | 11 | 12% | 7 | 10% | 9 | 11% | 9 | 12% |
| 10 Real estate | 16 | 8% | 16 | 8% | 0 | 0% | 9 | 12% | 6 | 7% | 10 | 11% | 5 | 7% | 5 | 6% | 10 | 13% |
| 11 Other (See Attachment) | 27 | 13% | 27 | 13% | 0 | 0% | 14 | 18% | 11 | 13% | 11 | 12% | 14 | 19% | 10 | 12% | 15 | 19% |

8. From the list below, please indicate the THREE areas that you believe will provide the GREATEST/BEST opportunity for prospective/current students over the next 5 years. Note: You must pick exactly THREE areas.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|--------------------------------|-------|-----|----------|-----|----|----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| 1 Accounting | 103 | 50% | 103 | 50% | 0 | 0% | 42 | 54% | 48 | 58% | 51 | 57% | 39 | 54% | 47 | 57% | 43 | 55% |
| 2 Finance | 93 | 46% | 93 | 46% | 0 | 0% | 38 | 49% | 42 | 51% | 51 | 57% | 29 | 40% | 44 | 53% | 36 | 46% |
| 3 Management | 84 | 41% | 84 | 41% | 0 | 0% | 32 | 41% | 36 | 43% | 33 | 37% | 35 | 49% | 31 | 37% | 37 | 47% |
| 4 Marketing/Internet marketing | 73 | 36% | 73 | 36% | 0 | 0% | 29 | 37% | 33 | 40% | 32 | 36% | 30 | 42% | 37 | 45% | 25 | 32% |
| 5 Human resources | 59 | 29% | 59 | 29% | 0 | 0% | 22 | 28% | 32 | 39% | 26 | 29% | 28 | 39% | 21 | 25% | 33 | 42% |
| 6 Risk management/insurance | 45 | 22% | 45 | 22% | 0 | 0% | 22 | 28% | 18 | 22% | 27 | 30% | 13 | 18% | 21 | 25% | 19 | 24% |
| 7 Sales | 36 | 18% | 36 | 18% | 0 | 0% | 18 | 23% | 14 | 17% | 15 | 17% | 17 | 24% | 15 | 18% | 17 | 22% |
| 8 Wealth management | 35 | 17% | 35 | 17% | 0 | 0% | 14 | 18% | 17 | 20% | 17 | 19% | 14 | 19% | 18 | 22% | 13 | 17% |
| 9 Procurement | 24 | 12% | 24 | 12% | 0 | 0% | 13 | 17% | 7 | 8% | 12 | 13% | 8 | 11% | 13 | 16% | 7 | 9% |
| 10 Real estate | 9 | 4% | 9 | 4% | 0 | 0% | 4 | 5% | 2 | 2% | 3 | 3% | 3 | 4% | 2 | 2% | 4 | 5% |

10.If a student asked you, “What is there to be optimistic about for graduates entering the workforce?” please select the response below that you believe is most applicable:

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|---|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 There are many new industries opening, which is broadening the scope of available opportunities. | 69 | 30% | 53 | 31% | 16 | 30% | 30 | 29% | 33 | 29% | 29 | 24% | 34 | 36% | 31 | 30% | 32 | 29% |
| 2 As compared to past years, the job market is actually improving. | 64 | 28% | 50 | 29% | 14 | 26% | 26 | 25% | 36 | 32% | 35 | 29% | 27 | 28% | 23 | 22% | 39 | 36% |
| 3 Today's companies are quicker to recognize and reward talented individuals, meaning you can climb the corporate/professional ladder quicker. | 41 | 18% | 29 | 17% | 12 | 22% | 19 | 19% | 20 | 18% | 23 | 19% | 16 | 17% | 21 | 20% | 18 | 17% |
| 4 Today's companies are much more flexible and accommodating with work requirements, so you no longer have to sacrifice your whole life to your employer. | 27 | 12% | 24 | 14% | 3 | 6% | 10 | 10% | 15 | 13% | 18 | 15% | 7 | 7% | 15 | 14% | 10 | 9% |
| 5 Today's businesses and investors are more willing to take risks and finance new projects. | 6 | 3% | 3 | 2% | 3 | 6% | 3 | 3% | 3 | 3% | 4 | 3% | 2 | 2% | 3 | 3% | 3 | 3% |
| 6 Other (See Attachment) | 20 | 9% | 14 | 8% | 6 | 11% | 14 | 14% | 5 | 4% | 10 | 8% | 9 | 9% | 12 | 11% | 7 | 6% |
| Total | 227 | 100% | 173 | 100% | 54 | 100% | 102 | 100% | 112 | 100% | 119 | 100% | 95 | 100% | 105 | 100% | 109 | 100% |

11.Aside from educational training, what skills do you feel are most valuable for graduating students in today's workplace? You may select up to THREE responses.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|--|-------|-----|----------|-----|----|-----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| 1 Critical thinking skills | 191 | 84% | 143 | 83% | 48 | 89% | 80 | 78% | 100 | 89% | 102 | 86% | 78 | 82% | 91 | 87% | 89 | 82% |
| 2 Written communication skills | 138 | 61% | 108 | 62% | 30 | 56% | 58 | 57% | 74 | 66% | 68 | 57% | 64 | 67% | 57 | 54% | 75 | 69% |
| 3 Interpersonal skills | 131 | 58% | 99 | 57% | 32 | 59% | 54 | 53% | 68 | 61% | 66 | 55% | 56 | 59% | 59 | 56% | 63 | 58% |
| 4 Technology/social and digital media skills | 92 | 41% | 65 | 38% | 27 | 50% | 40 | 39% | 48 | 43% | 54 | 45% | 34 | 36% | 44 | 42% | 44 | 40% |
| 5 Networking skills | 49 | 22% | 42 | 24% | 7 | 13% | 29 | 28% | 18 | 16% | 24 | 20% | 23 | 24% | 29 | 28% | 18 | 17% |
| 6 Negotiating skills | 20 | 9% | 18 | 10% | 2 | 4% | 10 | 10% | 7 | 6% | 11 | 9% | 6 | 6% | 12 | 11% | 5 | 5% |
| 7 Personal life management skills like investing, home buying, retirement planning | 18 | 8% | 12 | 7% | 6 | 11% | 14 | 14% | 4 | 4% | 10 | 8% | 8 | 8% | 5 | 5% | 13 | 12% |
| 8 Other (See Attachment) | 14 | 6% | 8 | 5% | 6 | 11% | 8 | 8% | 6 | 5% | 10 | 8% | 4 | 4% | 7 | 7% | 7 | 6% |

| 12. Aside from education and work experience, if you had to pick ONE strength that you think gives students a competitive edge when entering the workforce, what would it be? | | | | | | | | | | | | | | | | | | |
|--|-------|-----|----------|-----|----|-----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 Articulate communicator | 68 | 30% | 55 | 32% | 13 | 24% | 27 | 26% | 37 | 33% | 31 | 26% | 33 | 35% | 31 | 30% | 33 | 30% |
| 2 Strong work ethic | 65 | 29% | 47 | 27% | 18 | 33% | 30 | 29% | 33 | 29% | 37 | 31% | 26 | 27% | 31 | 30% | 32 | 29% |
| 3 Confidence | 30 | 13% | 22 | 13% | 8 | 15% | 14 | 14% | 14 | 13% | 18 | 15% | 10 | 11% | 15 | 14% | 13 | 12% |
| 4 Positive attitude | 23 | 10% | 14 | 8% | 9 | 17% | 10 | 10% | 11 | 10% | 9 | 8% | 12 | 13% | 8 | 8% | 13 | 12% |
| 5 Wide network of peers | 14 | 6% | 13 | 8% | 1 | 2% | 5 | 5% | 7 | 6% | 10 | 8% | 2 | 2% | 8 | 8% | 4 | 4% |
| 6 Professional demeanor/appearance | 11 | 5% | 10 | 6% | 1 | 2% | 7 | 7% | 4 | 4% | 6 | 5% | 5 | 5% | 4 | 4% | 7 | 6% |
| 7 Other (See Attachment) | 15 | 7% | 11 | 6% | 4 | 7% | 9 | 9% | 6 | 5% | 8 | 7% | 7 | 7% | 8 | 8% | 7 | 6% |

| 13. During an internship, what experiences/skills are most important for students to take away? You may select up to THREE. | | | | | | | | | | | | | | | | | | |
|--|-------|-----|----------|-----|----|-----|------|-----|--------|-----|----------|-----|----------|-----|-----------|-----|-----------|-----|
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 Interpersonal skills/networking relationships | 138 | 61% | 111 | 64% | 27 | 50% | 61 | 60% | 72 | 64% | 72 | 61% | 61 | 64% | 68 | 65% | 65 | 60% |
| 2 Project work experience tied to measurable results | 126 | 56% | 99 | 57% | 27 | 50% | 52 | 51% | 71 | 63% | 73 | 61% | 50 | 53% | 60 | 57% | 63 | 58% |
| 3 An understanding of how teamwork functions within companies | 105 | 46% | 72 | 42% | 33 | 61% | 55 | 54% | 45 | 40% | 52 | 44% | 48 | 51% | 47 | 45% | 53 | 49% |
| 4 Specific technical/job-related knowledge | 96 | 42% | 67 | 39% | 29 | 54% | 44 | 43% | 50 | 45% | 57 | 48% | 37 | 39% | 41 | 39% | 53 | 49% |
| 5 A variety of job tasks providing an industry/workplace overview | 85 | 37% | 65 | 38% | 20 | 37% | 32 | 31% | 45 | 40% | 41 | 34% | 36 | 38% | 37 | 35% | 40 | 37% |
| 6 Strong referrals from their supervisors | 66 | 29% | 49 | 28% | 17 | 31% | 31 | 30% | 32 | 29% | 32 | 27% | 31 | 33% | 34 | 32% | 29 | 27% |
| 7 Other (See Attachment) | 5 | 2% | 5 | 3% | 0 | 0% | 1 | 1% | 3 | 3% | 3 | 3% | 1 | 1% | 1 | 1% | 3 | 3% |

18.If the sequester budget cuts were to stay in place as they are now, how do you think the outlook for Business and IT graduates will change in the next 12 months?

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|---------------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 No change | 104 | 48% | 76 | 47% | 28 | 53% | 46 | 45% | 58 | 52% | 58 | 49% | 46 | 48% | 53 | 50% | 51 | 47% |
| 2 Worse | 64 | 30% | 49 | 30% | 15 | 28% | 32 | 31% | 32 | 29% | 38 | 32% | 26 | 27% | 32 | 30% | 32 | 29% |
| 3 Much worse | 14 | 7% | 11 | 7% | 3 | 6% | 5 | 5% | 8 | 7% | 8 | 7% | 5 | 5% | 4 | 4% | 9 | 8% |
| 4 Better | 30 | 14% | 24 | 15% | 6 | 11% | 16 | 16% | 14 | 13% | 13 | 11% | 17 | 18% | 13 | 12% | 17 | 16% |
| 5 Much better | 3 | 1% | 2 | 1% | 1 | 2% | 3 | 3% | 0 | 0% | 2 | 2% | 1 | 1% | 3 | 3% | 0 | 0% |
| Total | 215 | 100% | 162 | 100% | 53 | 100% | 102 | 100% | 112 | 100% | 119 | 100% | 95 | 100% | 105 | 100% | 109 | 100% |

19.Please indicate your gender.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|----------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 Male | 104 | 48% | 80 | 49% | 24 | 45% | 105 | 100% | 0 | 0% | 52 | 43% | 53 | 55% | 53 | 49% | 52 | 48% |
| 2 Female | 112 | 52% | 83 | 51% | 29 | 55% | 0 | 0% | 112 | 100% | 68 | 57% | 44 | 45% | 55 | 51% | 57 | 52% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |

20.Please select the range that includes your current age.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|----------------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 Under 25 | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| 2 25-34 | 4 | 2% | 4 | 2% | 0 | 0% | 2 | 2% | 3 | 3% | 5 | 4% | 0 | 0% | 5 | 5% | 0 | 0% |
| 3 35-44 | 46 | 21% | 34 | 21% | 12 | 23% | 18 | 17% | 28 | 25% | 46 | 38% | 0 | 0% | 25 | 23% | 21 | 19% |
| 4 45-54 | 69 | 32% | 51 | 31% | 18 | 34% | 32 | 30% | 37 | 33% | 69 | 58% | 0 | 0% | 35 | 32% | 34 | 31% |
| 5 55-64 | 72 | 33% | 55 | 34% | 17 | 32% | 39 | 37% | 33 | 29% | 0 | 0% | 72 | 74% | 35 | 32% | 37 | 34% |
| 6 65 and older | 25 | 12% | 19 | 12% | 6 | 11% | 14 | 13% | 11 | 10% | 0 | 0% | 25 | 26% | 8 | 7% | 17 | 16% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |

21.Please indicate how long you have been employed at Kaplan.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|----------------------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 Less than 1 year | 2 | 1% | 2 | 1% | 0 | 0% | 1 | 1% | 1 | 1% | 2 | 2% | 0 | 0% | 2 | 2% | 0 | 0% |
| 2 1-2 years | 16 | 7% | 14 | 9% | 2 | 4% | 9 | 9% | 7 | 6% | 10 | 8% | 6 | 6% | 16 | 15% | 0 | 0% |
| 3 3-5 years | 89 | 41% | 69 | 42% | 20 | 38% | 43 | 41% | 47 | 42% | 53 | 44% | 37 | 38% | 90 | 83% | 0 | 0% |
| 4 6-10 years | 89 | 41% | 65 | 40% | 24 | 45% | 43 | 41% | 46 | 41% | 47 | 39% | 42 | 43% | 0 | 0% | 89 | 82% |
| 5 More than 10 years | 20 | 9% | 13 | 8% | 7 | 13% | 9 | 9% | 11 | 10% | 8 | 7% | 12 | 12% | 0 | 0% | 20 | 18% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |

22. Please indicate how long you have been employed in the education industry.

| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
|----------------------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| 1 Less than 1 year | 2 | 1% | 2 | 1% | 0 | 0% | 1 | 1% | 1 | 1% | 2 | 2% | 0 | 0% | 2 | 2% | 0 | 0% |
| 2 1-2 years | 2 | 1% | 2 | 1% | 0 | 0% | 1 | 1% | 1 | 1% | 2 | 2% | 0 | 0% | 2 | 2% | 0 | 0% |
| 3 3-5 years | 11 | 5% | 9 | 6% | 2 | 4% | 7 | 7% | 5 | 4% | 8 | 7% | 4 | 4% | 12 | 11% | 0 | 0% |
| 4 6-10 years | 64 | 30% | 57 | 35% | 7 | 13% | 29 | 28% | 35 | 31% | 50 | 42% | 14 | 14% | 38 | 35% | 26 | 24% |
| 5 More than 10 years | 137 | 63% | 93 | 57% | 44 | 83% | 67 | 64% | 70 | 63% | 58 | 48% | 79 | 81% | 54 | 50% | 83 | 76% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |

23. Please indicate if you have industry experience outside of education in any of the following fields, and the length of your experience:

| Finance | | | | | | | | | | | | | | | | | | |
|--------------------------|-------|------|----------|------|----|------|------|------|--------|------|----------|------|----------|------|-----------|------|-----------|------|
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 101 | 47% | 66 | 40% | 35 | 66% | 40 | 38% | 62 | 55% | 57 | 48% | 45 | 46% | 43 | 40% | 59 | 54% |
| 2 Less than 1 year | 12 | 6% | 8 | 5% | 4 | 8% | 8 | 8% | 4 | 4% | 2 | 2% | 10 | 10% | 5 | 5% | 7 | 6% |
| 3 1-2 years | 23 | 11% | 16 | 10% | 7 | 13% | 10 | 10% | 13 | 12% | 17 | 14% | 6 | 6% | 15 | 14% | 8 | 7% |
| 4 3-5 years | 21 | 10% | 20 | 12% | 1 | 2% | 9 | 9% | 12 | 11% | 14 | 12% | 7 | 7% | 14 | 13% | 7 | 6% |
| 5 6-10 years | 16 | 7% | 15 | 9% | 1 | 2% | 10 | 10% | 6 | 5% | 9 | 8% | 7 | 7% | 11 | 10% | 5 | 5% |
| 6 11+ years | 43 | 20% | 38 | 23% | 5 | 9% | 28 | 27% | 15 | 13% | 21 | 18% | 22 | 23% | 20 | 19% | 23 | 21% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |
| Wealth Management | | | | | | | | | | | | | | | | | | |
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 172 | 80% | 123 | 75% | 49 | 92% | 74 | 70% | 99 | 88% | 95 | 79% | 78 | 80% | 84 | 78% | 89 | 82% |
| 2 Less than 1 year | 10 | 5% | 7 | 4% | 3 | 6% | 9 | 9% | 1 | 1% | 6 | 5% | 4 | 4% | 4 | 4% | 6 | 6% |
| 3 1-2 years | 11 | 5% | 11 | 7% | 0 | 0% | 8 | 8% | 3 | 3% | 4 | 3% | 7 | 7% | 8 | 7% | 3 | 3% |
| 4 3-5 years | 6 | 3% | 6 | 4% | 0 | 0% | 3 | 3% | 3 | 3% | 5 | 4% | 1 | 1% | 3 | 3% | 3 | 3% |
| 5 6-10 years | 9 | 4% | 8 | 5% | 1 | 2% | 6 | 6% | 3 | 3% | 6 | 5% | 3 | 3% | 5 | 5% | 4 | 4% |
| 6 11+ years | 8 | 4% | 8 | 5% | 0 | 0% | 5 | 5% | 3 | 3% | 4 | 3% | 4 | 4% | 4 | 4% | 4 | 4% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |
| Accounting | | | | | | | | | | | | | | | | | | |
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 93 | 43% | 64 | 39% | 29 | 55% | 43 | 41% | 51 | 46% | 51 | 43% | 43 | 44% | 43 | 40% | 51 | 47% |
| 2 Less than 1 year | 20 | 9% | 10 | 6% | 10 | 19% | 8 | 8% | 12 | 11% | 9 | 8% | 11 | 11% | 7 | 6% | 13 | 12% |
| 3 1-2 years | 16 | 7% | 13 | 8% | 3 | 6% | 5 | 5% | 11 | 10% | 13 | 11% | 3 | 3% | 10 | 9% | 6 | 6% |
| 4 3-5 years | 19 | 9% | 17 | 10% | 2 | 4% | 15 | 14% | 4 | 4% | 10 | 8% | 9 | 9% | 11 | 10% | 8 | 7% |
| 5 6-10 years | 24 | 11% | 19 | 12% | 5 | 9% | 15 | 14% | 9 | 8% | 9 | 8% | 15 | 15% | 15 | 14% | 9 | 8% |
| 6 11+ years | 44 | 20% | 40 | 25% | 4 | 8% | 19 | 18% | 25 | 22% | 28 | 23% | 16 | 16% | 22 | 20% | 22 | 20% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |

| Management | | | | | | | | | | | | | | | | | | |
|----------------------------------|--------------|------|-----------------|------|-----------|------|-------------|------|---------------|------|--------------------|------|-----------------|------|---------------------|------|------------------|------|
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 29 | 13% | 21 | 13% | 8 | 15% | 12 | 11% | 17 | 15% | 18 | 15% | 11 | 11% | 17 | 16% | 12 | 11% |
| 2 Less than 1 year | 3 | 1% | 1 | 1% | 2 | 4% | 4 | 4% | 0 | 0% | 3 | 3% | 1 | 1% | 3 | 3% | 1 | 1% |
| 3 1-2 years | 10 | 5% | 5 | 3% | 5 | 9% | 2 | 2% | 8 | 7% | 8 | 7% | 2 | 2% | 7 | 6% | 3 | 3% |
| 4 3-5 years | 34 | 16% | 21 | 13% | 13 | 25% | 15 | 14% | 19 | 17% | 28 | 23% | 6 | 6% | 20 | 19% | 14 | 13% |
| 5 6-10 years | 29 | 13% | 16 | 10% | 13 | 25% | 11 | 10% | 18 | 16% | 15 | 13% | 14 | 14% | 15 | 14% | 14 | 13% |
| 6 11+ years | 111 | 51% | 99 | 61% | 12 | 23% | 61 | 58% | 50 | 45% | 48 | 40% | 63 | 65% | 46 | 43% | 65 | 60% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |
| Real Estate | | | | | | | | | | | | | | | | | | |
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 167 | 77% | 124 | 76% | 43 | 81% | 76 | 72% | 91 | 81% | 93 | 78% | 74 | 76% | 86 | 80% | 81 | 74% |
| 2 Less than 1 year | 12 | 6% | 8 | 5% | 4 | 8% | 6 | 6% | 7 | 6% | 12 | 10% | 1 | 1% | 7 | 6% | 6 | 6% |
| 3 1-2 years | 11 | 5% | 8 | 5% | 3 | 6% | 7 | 7% | 4 | 4% | 5 | 4% | 6 | 6% | 5 | 5% | 6 | 6% |
| 4 3-5 years | 8 | 4% | 7 | 4% | 1 | 2% | 3 | 3% | 5 | 4% | 2 | 2% | 6 | 6% | 4 | 4% | 4 | 4% |
| 5 6-10 years | 9 | 4% | 9 | 6% | 0 | 0% | 6 | 6% | 3 | 3% | 5 | 4% | 4 | 4% | 5 | 5% | 4 | 4% |
| 6 11+ years | 9 | 4% | 7 | 4% | 2 | 4% | 7 | 7% | 2 | 2% | 3 | 3% | 6 | 6% | 1 | 1% | 8 | 7% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |
| Risk Management/Insurance | | | | | | | | | | | | | | | | | | |
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 159 | 74% | 113 | 69% | 46 | 87% | 66 | 63% | 93 | 83% | 87 | 73% | 72 | 74% | 79 | 73% | 80 | 73% |
| 2 Less than 1 year | 12 | 6% | 11 | 7% | 1 | 2% | 10 | 10% | 3 | 3% | 8 | 7% | 5 | 5% | 9 | 8% | 4 | 4% |
| 3 1-2 years | 14 | 6% | 14 | 9% | 0 | 0% | 8 | 8% | 6 | 5% | 7 | 6% | 7 | 7% | 5 | 5% | 9 | 8% |
| 4 3-5 years | 7 | 3% | 5 | 3% | 2 | 4% | 5 | 5% | 2 | 2% | 4 | 3% | 3 | 3% | 1 | 1% | 6 | 6% |
| 5 6-10 years | 6 | 3% | 6 | 4% | 0 | 0% | 3 | 3% | 3 | 3% | 3 | 3% | 3 | 3% | 3 | 3% | 3 | 3% |
| 6 11+ years | 18 | 8% | 14 | 9% | 4 | 8% | 13 | 12% | 5 | 4% | 11 | 9% | 7 | 7% | 11 | 10% | 7 | 6% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |
| Human Resources | | | | | | | | | | | | | | | | | | |
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 125 | 58% | 82 | 50% | 43 | 81% | 59 | 56% | 66 | 59% | 73 | 61% | 52 | 54% | 63 | 58% | 62 | 57% |
| 2 Less than 1 year | 11 | 5% | 8 | 5% | 3 | 6% | 9 | 9% | 3 | 3% | 6 | 5% | 6 | 6% | 3 | 3% | 9 | 8% |
| 3 1-2 years | 15 | 7% | 13 | 8% | 2 | 4% | 9 | 9% | 6 | 5% | 8 | 7% | 7 | 7% | 8 | 7% | 7 | 6% |
| 4 3-5 years | 22 | 10% | 21 | 13% | 1 | 2% | 10 | 10% | 12 | 11% | 11 | 9% | 11 | 11% | 13 | 12% | 9 | 8% |
| 5 6-10 years | 14 | 6% | 12 | 7% | 2 | 4% | 5 | 5% | 9 | 8% | 7 | 6% | 7 | 7% | 7 | 6% | 7 | 6% |
| 6 11+ years | 29 | 13% | 27 | 17% | 2 | 4% | 13 | 12% | 16 | 14% | 15 | 13% | 14 | 14% | 14 | 13% | 15 | 14% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |

| Information Technology | | | | | | | | | | | | | | | | | | |
|-------------------------------|--------------|------|-----------------|------|-----------|------|-------------|------|---------------|------|--------------------|------|-----------------|------|---------------------|------|------------------|------|
| | Total | | Business | | IT | | Male | | Female | | Age: <55 | | Age: 55+ | | Kaplan <6 | | Kaplan 6+ | |
| 1 No Experience | 92 | 43% | 89 | 55% | 3 | 6% | 39 | 37% | 53 | 47% | 49 | 41% | 43 | 44% | 46 | 43% | 46 | 42% |
| 2 Less than 1 year | 15 | 7% | 14 | 9% | 1 | 2% | 11 | 10% | 5 | 4% | 10 | 8% | 6 | 6% | 11 | 10% | 5 | 5% |
| 3 1-2 years | 12 | 6% | 11 | 7% | 1 | 2% | 4 | 4% | 8 | 7% | 7 | 6% | 5 | 5% | 4 | 4% | 8 | 7% |
| 4 3-5 years | 20 | 9% | 12 | 7% | 8 | 15% | 11 | 10% | 9 | 8% | 11 | 9% | 9 | 9% | 12 | 11% | 8 | 7% |
| 5 6-10 years | 22 | 10% | 13 | 8% | 9 | 17% | 14 | 13% | 8 | 7% | 14 | 12% | 8 | 8% | 9 | 8% | 13 | 12% |
| 6 11+ years | 55 | 25% | 24 | 15% | 31 | 58% | 26 | 25% | 29 | 26% | 29 | 24% | 26 | 27% | 26 | 24% | 29 | 27% |
| Total | 216 | 100% | 163 | 100% | 53 | 100% | 105 | 100% | 112 | 100% | 120 | 100% | 97 | 100% | 108 | 100% | 109 | 100% |



3. Which career focus areas do you believe now offer new and better opportunities for IT graduates? You may select all that apply.

Business Intelligence

Storage Administration NetApp, EMC, HDS

4. For entrepreneurs, what technology skills/focus area is most imperative to starting a company?

Decision Support Systems

design and collaboration skills

finance, capitalization

financing

Highly dependent upon the type of business and its needs.

IT management focus

project management

Project Management

The ability to manage projects

5. Outside of working for a technology based company (i.e. Google, Apple, etc.) what TWO industries do you think will provide the greatest opportunity for IT graduates. You must select TWO industries.

Banking

game development

telecommunications applications development

7. Which career focus areas do you believe now offer new and better opportunities for business graduates? You may select all that apply.

Customer Service and Entrepreneurship

Customer Service Management

economics

Economics

Entrepreneurship/Innovation; International Business

faculty

Global/international management

government, nonprofit, public admin

Health administration and IT

Health Care

health care administration

Healthcare

I do not have enough information to answer this question.

I don't exactly follow what "new and better" means. Compared to what?

Information Technology

integrated supply management

International Business

International business

IT

IT Management

Meeting and Event Planning

Operations Management; Supply Chain Management

Project Management

Project Management

Quality

specifically, forensic accounting

Sustainability

9. Are you aware of any new areas of employment where better opportunities have emerged for Business and IT degree graduates in the post-recession economy that were not as strong prior to the recession?

According to the Department of Labor,
Accounting & Tax

Accounting positions with a CPA designation; Finance positions (i.e. Financial analysts)

Apps...developing and creating mobile apps.

Are we out of the recession? From the numbers I see we are still in a recession. Security and mobile computing are the two I would choose as better options now versus 4 years ago.

Auditing

Auditing

Banking and Education.

Big Data

Business Architect

Business intelligence

Business intelligence, data mining and neural networks

BUSINESS: Marketing/internet, Global Management

Cloud Computing

Cloud computing/virtualization scaling and mobile computing

Cloud technology

Cloud-based services (Infrastructure as a Service, Security as a Service, etc.)

Compliance - for all areas of business compliance with governmental regulations not just finance

computer programmer

Consulting - Travel IT network support

cyber security

Data analytics to manage all of the information companies now have and do not know how to use. It would be great if Kaplan offered a

Data Analytics degree.

Data Architect

Database connectivity

Distribution

Employment of meeting, convention, and event planners is expected to grow 44 percent from 2010 to 2020, much faster than the average for all occupations.

employment services

Energy - Oil Exploration (IT and business support services to this industry)

Entrepreneurship

Entrepreneurship

entrepreneurship

Financial risk management

Forensic Accountants with strong IT skills

Forensic Accounting

Forensic Accounting

forensic accounting

Forensic Accounting

Fraud prevention

Global Disaster and Contingency Response. Employment at local, state, national and international levels for contingency planner and strategists. DoD, DHS, CDC, FEMA, Red Cross are great examples, however also local first responders.

Global/international management

green

health care

Health care and government

Health care information technology

Health care management

Healthcare

Healthcare

healthcare and obama care requirements

Healthcare seems to be the biggest area of jobs.

Healthcare, but not necessarily direct care, I would include vendors, software companies, and other related fields that support healthcare.

HR
Human Resources and Recruitment strategies, along with course design and curriculum management
Human Resources; Engineering
I am not aware of new areas at present.
I am not.
I think Green Energy would be an important area
I think Internet opportunities are growing at an exponential pace due to low start up costs and quickly developing technology, enabling easier entry into business opportunities and markets.
I think wealth management as the baby boomers fear the economy and seek aid in managing their assets in the new yo-yo world.
Information Management
Internal Audit Opportunities
International Business
International business, healthcare administration and finance
Internet Commerce
Internet Security
Internet security
IT
IT
IT - health care
IT auditing is an area of internal auditing that experiencing a lot of growth
IT Auditors
it is not new, but entrepreneurship is a valuable approach that can serve many people well.
It would be valuable to have a concentration in business that is focused on the healthcare industry, energy or sustainability
IT: computer related programming, software development.
Localized services for Foreign Companies
Logistics
Management in all areas of life, not just business but finance, real estate, personal wealth, insurance, etc.
marketing has continued to grow the most and change the most due to new social internet sites
Mobil aps.
mobile apps
Mobile Computing
mobile marketing
Mobile phone security and applications and computer forensics
mortgage re-financing
n/a
n/a
N/A
N/A
n/a
N/A
NA
NA
Networking and Network Security
No
no
no
no
No
No
no
No
no
no
no
no
no
no
No
no
No
no

No
no
No
No
No
no
No I am not
No.
No.
No.
No.
No.
none
none
None
None
none
None at this time.
None at this time.
Not at the moment.
Not at the moment.
Not at this time
Not at this time.
not aware
not really
Nothing that hasn't already been presented
oil and gas
online marketing
Programming
Project Management
Project Management
Project Management / Six Sigma Certification
Project Management, Quality Management, Risk Management, Cost Management
Quantitative Economists
real estate
Risk management
risk management
Risk Management
Risk Management - not necessarily insurance - business risk;
Risk Management has been one of those areas that have generated an increased interest post recession.
Robotics/Automation
Security management
Skill sets focused on implementation of automation as it can be used by companies to reduce the number of employees required to do a job, reducing health care and other costs related to employment.
small business ownership
Social Media Architect
Social Media ie marketing, advertising, training
Social Media Marketing
Social network marketing
software testers
Storage administration was strong before and is strong now. It is unfortunate that colleges and universities provide no exposure to storage systems. This ability would greatly enhance a graduates opportunities.
Supply Chain
Supply Chain
supply chain management
Supply Chain Management
sustainable accounting/finance/management
Technology companies are rebounding.

The mining industry

There seems to be an increased interest in business ownership/entrepreneurship.

unemployment claims processing

User Interface Design

wireless

With more companies being less able to hire full-time IT staff, knowing how to effectively consult is a growing area-

Yes

Yes IT management

Yes, real estate

Yes.

10.If a student asked you, “What is there to be optimistic about for graduates entering the workforce?” please select the response below that you believe is most applicable:

Be the most valuable asset possible - be willing to work smarter. The job market will come to you.

By offering employers a solid understanding of security concepts in addition to valuable networking skills you differentiate yourself from other applicants and improve your opportunities to find a position that affords you the opportunities you seek.

Do some volunteer work in the area of expertise in order to create experience.

Education increases your career options. In a tight labor market, those with more options are better prepared for whatever opportunities arise.

Entrepreneurial ventures are increasing

Given the reduction in the employee workforce, a focused, motivated technical employee has an edge because such a person is able to accomplish more within the same timeframe than other less-motivated employees.

Having solid IT support is now recognized as a requirement for success in the modern business arena; this demand for good IT support will only grow in the coming years-

I tell students to look where the need is and may need to move.

Many of today's jobs did not exist 20 years ago.

No matter if they get a job or not, no one can take away their education.

Statistics show that personal income increases over time with a college degree and many jobs now require a minimum of a college degree.

The Blend of Business and IT is critical to all businesses and business are looking to fill positions with individuals with both these skill sets wrapped into one person!

the more degrees you have, the brighter your job prospects

The US and the world are entering a new era where creative and innovative management are creating new opportunities. The old is dead , we must recognize the new.

There are more opportunities to gain experience within industries than ever before and experience is what gets applicants hired.

There are not a lot of reasons to be optimistic at this point. I tell students to find something they love and serve others if possible.

There is no better time to begin your own business.

You need to distinguish your competencies and increase your value to potential employers - it is getting better, however employers have the ability to be selective.

You need to get experience while in college and use this experience as a leverage.

11. Aside from educational training, what skills do you feel are most valuable for graduating students in today's workplace? You may select up to THREE responses.

Agility

Communication

empathy

entrepreneurial thinking

Having a vision, objective, or goals in place

leadership

Microsoft Office, specifically Excel

Oral Communication skills

Project Management & Organization skills

quantitative/technical skills

Speaking skills

Team work

Technical skills

Work ethic and self management, meeting deadlines with quality work.

12. Aside from education and work experience, if you had to pick ONE strength that you think gives students a competitive edge when entering the workforce, what would it be?

Ability to communicate effectively

Able to understand different cultures

Agility

Discipline

emotional intelligence

experience

honesty / integrity

persistence

political savvy

prior leadership activities

quantitative/technical skills

Strong writing and communication skills

Technical Abilities

Technical skills

Willingness to move to where the jobs actually are

13. During an internship, what experiences/skills are most important for students to take away? You may select up to THREE.

Business writing

creative thinking

demonstrated excellence related to strong work ethic

Leadership competencies

Transferable soft skills like organization, communication, work ethic, networking, presentation and critical thinking skills

17. What is the one piece of advice you would give students seeking a career in the Business or IT sector where you spent most of your career (outside of education)?

A careful balance of formal education, certifications and real-world experience is the best recipe for strong career prospects. Most good technology-related jobs require at least an undergraduate (Bachelor's) level education and some basic certifications (CCNA, Security+, MCP, etc) to get your resume to the point where it is seriously considered. Don't make the mistake of thinking that work experience without education and certification is enough - many companies require certain education or certification levels to even be considered for the jobs that they are looking to fill.

A graduate degree will put you further faster.

Acquire additional skills away from the specialization.

Acquire Critical Thinking Skills.

Acquire excellent verbal and written communication skills

add to your IT skills by gaining an understanding of how business works

Always be ready to offer a potential solution to every problem that comes your way.

Always keep learning the new technology and ways of thinking.

Always think of ways that you can add value to the organization

Be able to align or relate your accomplishments to business goals/objectives that the company finds valuable.

be able to network with others in a professional society.

Be an individual, not a collectivist when it comes to delivering genuine customer service.

Be confident.

Be consistent in your work and personal life and always build - not burn - bridges with people as you never know when you may encounter them again in your career. Be honest and ethical in all that you do.

Be creative and work hard.

be diversified in your knowledge, don't be afraid to learn new things.

Be excellent in performance and communication

Be flexible and knowledgeable when it comes to technology

Be flexible and open in your interpersonal interactions. Be current, active, and well-read in your field.

Be flexible to the needs of the company and adaptable to change.

Be flexible, knowledgeable, and have good communication skills.

Be flexible, observant, and have a great work ethic. Sorry....that's three but all are important.

Be flexible, work hard, always try to add value

Be humble.

Be kind/caring

be organized

Be positive and learn the political skills present in your specific organization.

Be prepared and always have a positive attitude

Be prepared for change; adapt, don't fight it

Be prepared for continuous learning, skill development

Be prepared to work hard, to constantly network, and to continue your learning process.

Be sure to have a strong work ethic and demonstrate knowledge of potential employer...

Be sure to join an industry professional organization to find mentors, stay abreast of industry trends and form valuable relationships with your peers and associates.

Be willing to continue learning new skills that will help you to stay current.

Be willing to put in the time and work needed to be successful.

Be willing to start at the bottom and work your way up.

Be willing to work hard and work well with others as a part of a team.

Before entering the industry, research and be sure that you have a passion for your career.

Build a network

Build a portfolio of work, even if you do jobs for free.

Carefully investigate the companies you want to work for and be willing to start at the bottom.

Change is good, don't settle on a job to seek stability. Seeking new opportunities will provide the candidates with more experience.

Communication and people skills are critical, everybody has the technical know-how, but few have the communication and people skills.

Communications is critical in business and becoming a good listener and communicator is essential.

constant professional and self development, stay in the know

continue education, with certifications if applicable. continue to work on communication and critical thinking skills.

Continue to pursue knowledge of cutting edge technologies.

Continue to work on professionalism and networking

continuous education and skill upgrade is a necessity

Creating and maintaining connections in each work environment is important.

Cultivate critical thinking, sales, and leadership skills

Demonstrate a great work ethic

Demonstrate your critical thinking skills by showing that you have done an analysis of the opportunities available, evaluated the pros and cons of each, and drawn conclusions about the most significant opportunities for you.

Depends on the student.

Develop a good network that can help you find a job.

Develop a strong work ethic, make lasting impressions and constantly seek to develop new skills/strengths.

Develop an attitude of gratitude. Every job will have tasks and people that bother you. However, be thankful that you have a job.

Develop an integrated life where education, experience and reflection come together to fine-tune a sense of optimism toward future opportunities both obvious and subtle.

Develop communication skills.

Develop critical thinking

Develop critical thinking and social skills.

Develop effective communication skills and be as knowledgeable as you can be in your educational discipline.

Develop substantial knowledge of the particular industry targeted for employment.

Diversification. If you have an undergraduate degree in Accounting, then students must go for an MBA in Finance.

Do not rest on your laurels- you have to keep educating yourself and adding skills to your portfolio

Don't be afraid to ask questions. Employers don't expect you to know everything right away!

Don't be afraid to volunteer so others get to see how you perform

Don't expect things to happen: you have to make it happen

Don't rely only on career sites to get you to your next job; network your way to the next position.

Don't seek a job for the potential pay. Seek a job that you find interesting, for which you are capable, and for which you would spend time and money learning.

Don't wait to be told by your supervisor or other superiors to think of ways to improve. Constantly voice your opinions on how to improve the company or product.

enjoy

Experience along with education.

Experience and a proven track record is the key.

experience in the field is needed prior to entering the workplace. Failure to do so will result in less full time opportunities.

Experience that demonstrated their ability to achieve objectives.

Find a career in the area that you enjoy to get the most satisfaction from your career.

Find a good mentor for guidance and direction.

Find and work with teams on projects at work and in the community. Build up your project team work experience.

Focus not just on the present but more on networking & preparing for future jobs & companies, do not assume employer loyalty and be always ready for that job to end.

Focus on the learning and develop a strong network

Follow your passion.

Form genuine relationships. Many job opportunities come through those you know in the field.

Gain a strong understanding of top management issues; arrange informational meeting with key leaders; take on tough projects; learn to use available resources

Get an advanced degree

get as much training/technical knowledge as possible, make lifelong contacts

Get experience in large or mid-size organizations that have global capacities.

Get good at what you do.

Get organized

Get the best education you can, and early in your career make choices on skills you develop rather than your current salary.

get two Master Degrees

Good communication and comprehensive understanding of business, combined with IT experience.

Good work ethic.

Have a good work ethic.

Have a great work ethic, particularly attitude, to go along with your education and training.

Have a strong work ethic

Have the ability to 'think on your feet', and the power to communicate effectively to diverse groups, using fact based information about your industry.

Hone strong written and oral communication skills.

I can't limit it to one piece of advice.

Identify the trend of what skills will be required in the next 5 years and obtain that skill and experience

Identify your niche or specialization.

If you are seeking to move outside your area of expertise, be willing to accept an entry level position to get your foot in the door.

If you discover a problem, offer a solution.

Immerse yourself in the profession through local and national organizations as this helps you to be up to date and creates networking opportunities. If new career - willingness to take a lateral or lower level position to get your foot in the door. Pride will block success.

Improve written and oral communication skills. Learn to think.

In chosen industry

Increase the quantitative, critical thinking, and interpersonal skill.

internship

It is about the ability to express and promote the level of confidence you have in what an employer needs for success.

It pays to develop good written communication skills; the Dept. of Labor cites the ability to read (and understand) complex material as well as being able to write clearly and correctly as one of the top skill sets considered highly desirable by potential employers-

Technology becomes obsolete quite rapidly; good communication skills remain with you throughout your working life-

Join a professional organization and sharpen communication skills.

keep learning new technology

Keep the career network open.

Keep up-to-date with new technology.

Keep your chin up and never give up. Patience, persistence, and perseverance will serve you well.

Keep your options open and go outside your comfort zone.

Keep your skills updated.

Keep your technical skills the best they can be.

lead with your heart

Learn as much as possible about the applications

Learn good customer service skills and learn how to critically think through and find solutions to problems.

Learn how to lead...

Learn to network and keep making ethical decisions.

Learn to network and maintain professional relationships with everyone you meet- that becomes a strength and a value that you can take with you anywhere you go.

Learn to work well with ALL others.

Learn to work with people and treat them with respect, regardless of their IT knowledge level.

Let people know you.

Listen

Listen carefully to people. Listening and communicating ideas are the two most important skills you can take with you to industry.

Look people in the eye when you speak to them. Put your technology down.

Maintain a positive attitude and don't give up on pursuing your goals.

Make a promise and keep the promise.

Make certain what you are studying is your passion, that way when you work it is still fun and enjoyable.

Manage time effectively. Do one job well, not several jobs mediocre.

Manage your emotional intelligence to empower your creative thinking all with positive energy.

manufacturing management

Master the concepts and be able to use them to improve your organization's results

n/a

N/A

na

na

na

NA

network

Network

Network

Network

network

Network through professional organizations, continue to constantly improve your technical skills, education and training, function as a valuable team member and love the career you have chosen (or find a new one!).

Network with your professors and classmates. They might hold your key to a job in the future.

Network, join professional associations and attend networking functions

Network, network, network

Network, network, network.

Networking is for life now.

Never compromise your values or your ethics. It is better to leave your job, lose pay, or suffer negative consequences in the short-term, than to compromise the good person you are under any circumstance. If you stay true to yourself, others will recognize this value and you will be able to create the life you wish to live, and lead yourself, others around you, and society, to a better place--a higher level of positive productivity and success. You can make your own dreams come true!

none

None

none

Nothing beats knowledge - don't focus on the grades, focus on understanding what you're taught so you can take it into the workplace with you.

Obtain Experience in the field either as a volunteer or obtaining actual work experience. Diversity your skills and experience into more than one area.

PARTICIPATE ... fully engage your career, volunteer at your company for everything .. be visible, be polished, communicate OFTEN and effectively.

Patience is important - not everyone gets the corner office when they start, you have to hone your skills and prove your merit, and this can take time.

Patience with others that are not IT professionals. Strive to be the best you can be. Go into a field that is in demand.

People skills

Perform at your best always, and continually seek to learn new skills and insights.

Pick a job that you will enjoy

Planning

Present yourself as a professional with a positive attitude and work ethic.

Press on, and sell yourself.

Read and learn everything you can about your industry and professional field of study.

Read everything. Keep up with current trends in the industry.

realize that you will start at entry level if you have no experience in the field

relationships are most important

Remain flexible - always challenge yourself to achieve more by demonstrating a willingness to adapt.

Remember you are working for management and your job is to increase shareholder value.

Sales

Security

show and demonstrate initiative, ability to think out of the box and add value to an organization

show initiative

soft skills

Stay motivated to excel and develop good decision-making techniques and problem solving methods.

Stick to your area of expertise and continually develop that skill.

Stick with it. Lots of competition

Stick with it. Lots of competition

Strong oral and writing communications skills coupled with comprehension, retention and critical thinking skills.

Students need to apply themselves and focus on the material.

Take the initiative and work hard. Employers recognize the employees who do more than their usual job responsibilities.

the ability to communicate effectively and project a professional respect for all people

The importance of keeping your technical skills current - constant learning, reading, and training to remain current in your particular IT skillset.

The selection process is highly flawed in most companies, so it is important to "look good" to prospective employers. Networking skills in organizations are valued over technical skills, even though this is not the way it should be.

Time Management

To learn as much as possible.

To understand how the technology supports business objectives and to understand how to make all technology recommendations tie back to the executive level strategies and objectives.

To work on your transferable skills. Skills that you can use in any specialty such as oral and written communication, organization, critical thinking, networking, time management, confidence, office productivity software, presentation, attention to detail, etc. These skills can be used in all business arenas.

to work towards taking the CPA exam

Treat looking for a job like a job and have a well prepared resume

Try to do an internship before hand to see if that is the field you want to go in.

Try to network with as many peers as possible.

Try to obtain some hands on experience even if it means volunteering.

Understand the difference in structure, purpose, and operation of for profit and non-profit organizations. There are similarities but respecting/understanding the differences can mean the difference in success in both.

Understand the industry

Understand yourself, your strengths and where you have passion.

use your emotional intelligence

Volunteer at hospitals, health agencies or at a company that interests you. Volunteer experience looks great on a resume'.

While waiting for the ideal job, do whatever you can to present experience - even volunteer work.

Willingness to learn new things within the workplace. Work as a team player.

Work at providing as much value as you can to your employer.

Work for smart ethical people and learn as much as you can from them.

Work hard, stay focused, and you will achieve your dreams.

You must be technically competent.

You must have great communications skills. If you have all the knowledge in the world but can't communicate that information, it does no good.

You must work hard and be dedicated in what you are doing. You should not expect that any employer will just hand you what you want.

You need to learn to work on you own independtly but also as a team depending on the project. You have to have strong communication skills and a good work ethic.

Your reputation can follow you throughout your career. Your relationships can last the life of your career and beyond.

