

The Office of Institutional Engagement and Effectiveness contacted general employers in the state of Utah via the Survey Research Center to invite them to participate in the 2024 Survey of UVU Employers. The survey was conducted via interview over the phone, from January 26 to March 6. 362 participants responded to the survey (n = 362), resulting in a response rate of 10.3%. All participants surveyed were major employers in the state of Utah, representing companies that employed greater than 50 people. The majority of employers worked in the following industries:

- Construction, engineering, and architecture
- “Other” (see Appendix B for a detailed list)
- Healthcare
- Manufacturing
- Hospitality
- Retail
- Finance
- Education
- Transportation, packaging, and shipping
- Public administration
- Office administration and support
- Telecommunications and technology

Key Findings

- Over 61% of employers in Utah feel that UVU provides a “very good” or “good” education.
- Only 20% of employers feel that an internship is “not important at all”.
- Call out results from comparisons to other schools
- A degree from UVU is more like to encourage an employer to hire a UVU graduate than it would discourage them.
- 70% of employers believe that having a college degree from any school is “moderately” to “very” important.
- 80% of employers believe that having a relevant degree is “moderately” to “very” important.
- The perceived gap in quality between BYU and UVU has steadily decreased over the past decade.

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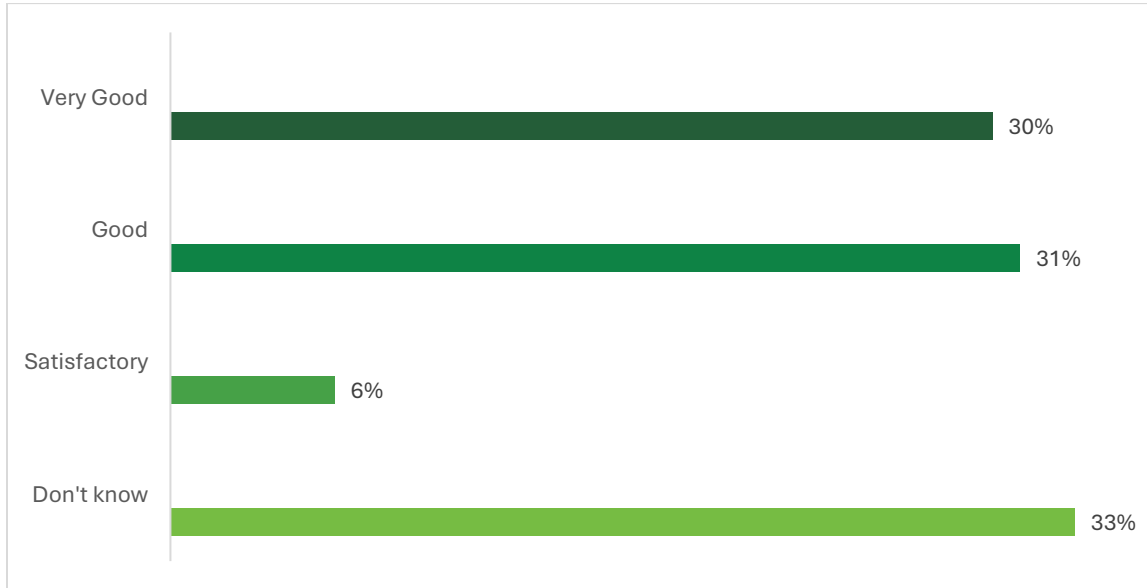
3. Quality of UVU education and Importance of Internships
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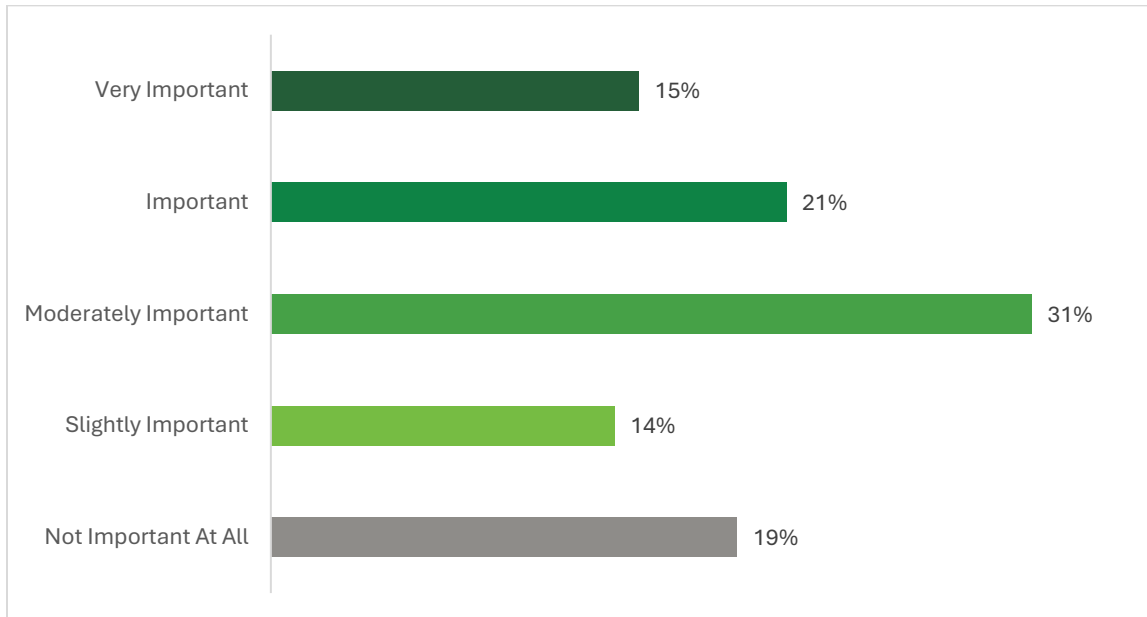
What is the quality of education provided by UVU?

4-point Likert scale



Importance of an Internship

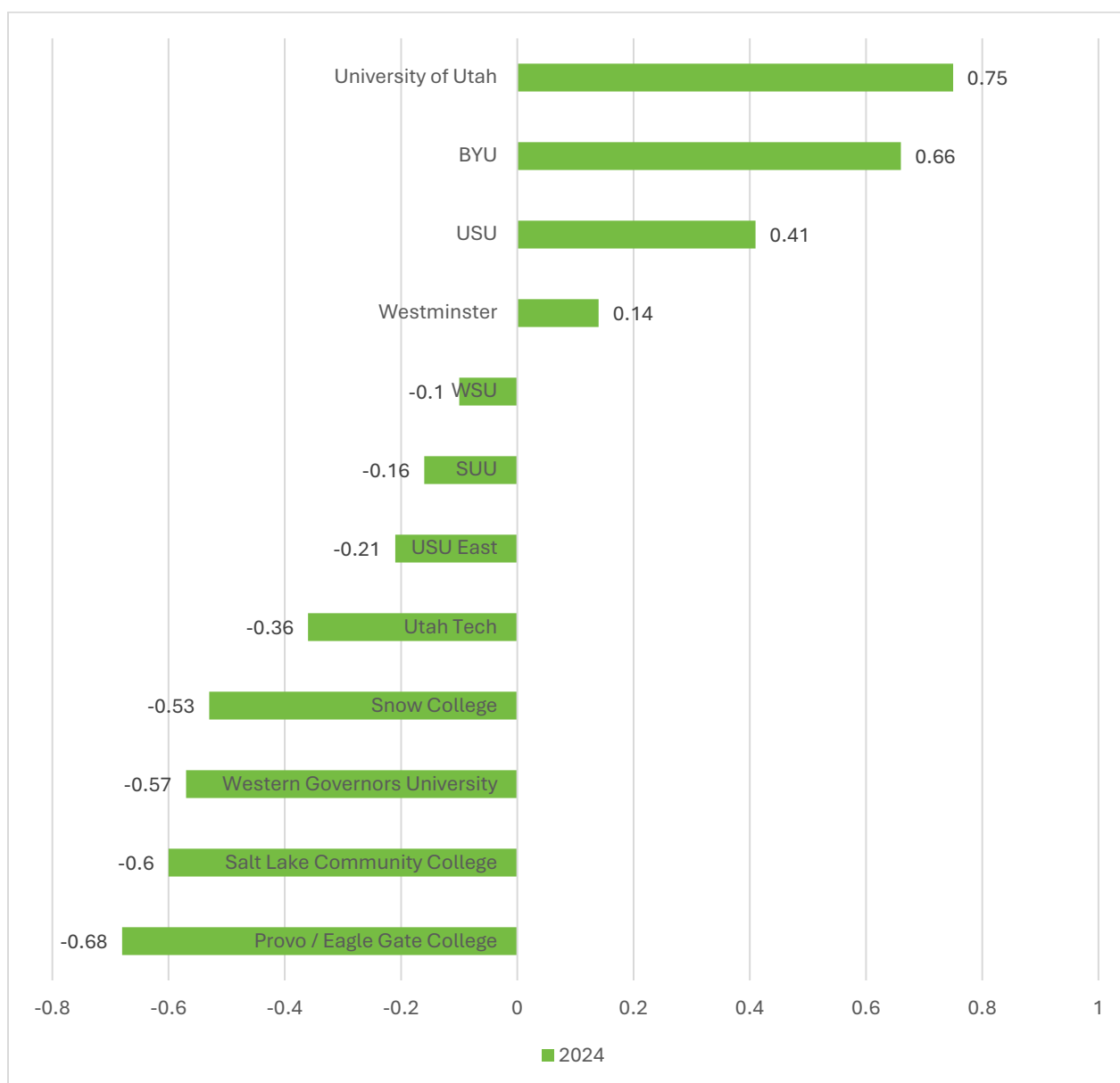
Employers were asked how important it was that a graduate participated in an internship.



UVU Compared to Other Schools

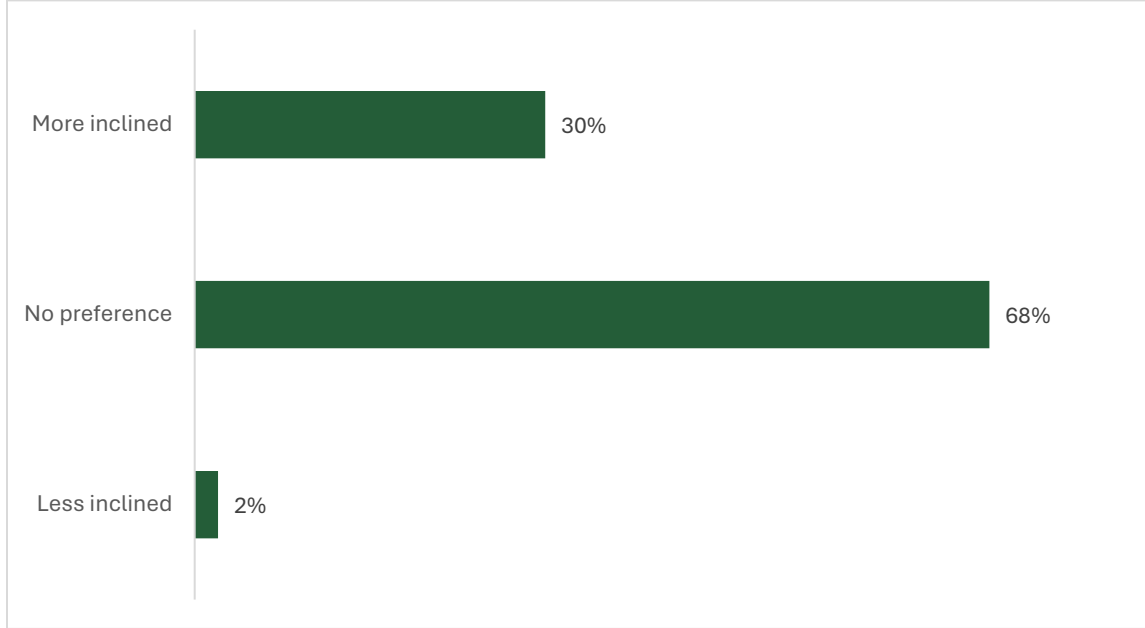
Average Quality Score (-2=Much Lower than UVU, 0=Same as UVU, 2=Much Higher than UVU)

- A positive score indicates that employers view the school as having a higher average quality than UVU, while a negative score indicates that employers view a school as having lower average quality than UVU.
 - The perceived quality gap between BYU and UVU has steadily decreased over the past 10 years (from 0.9 in 2013, to 0.8 in 2016, to 0.66 in 2024).
 - The average quality of USU East and Utah Tech has consistently risen.



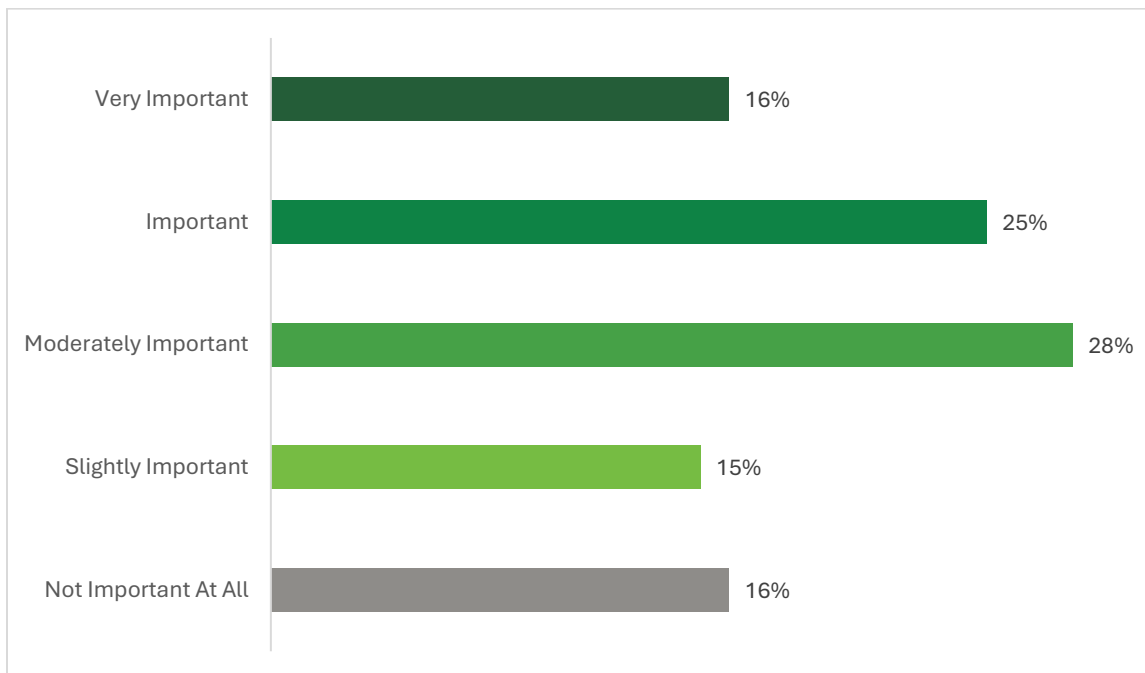
Weight of a UVU Degree

Employers were asked whether they would be more or less inclined to hire somebody if they had a degree from UVU.



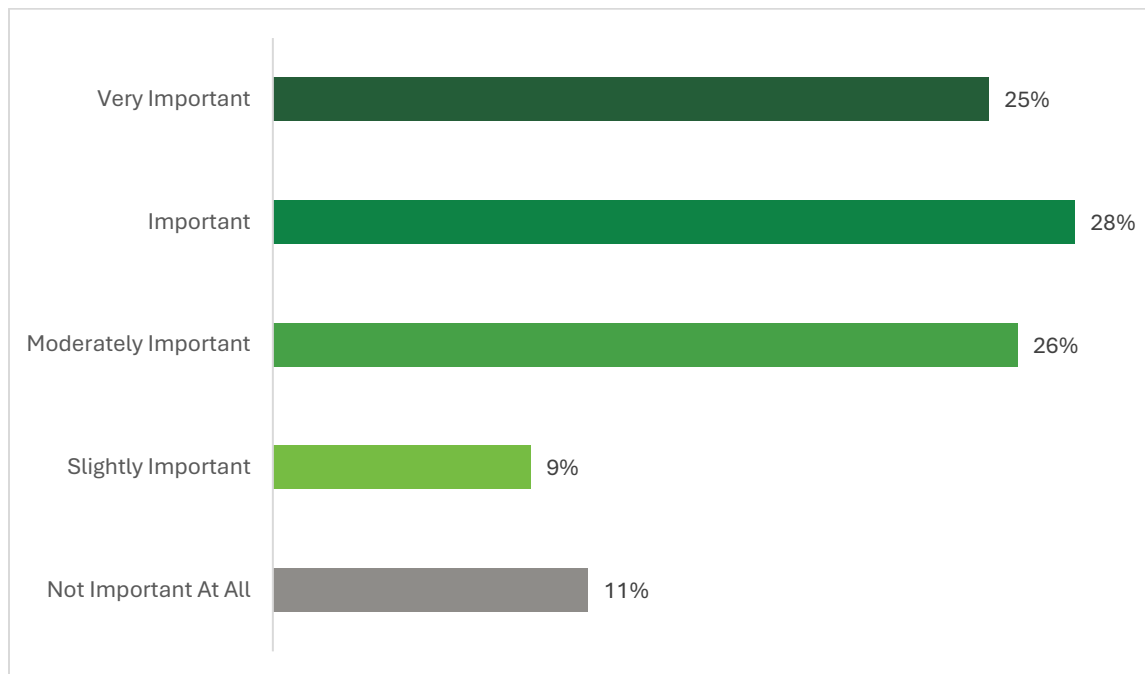
Importance of a College Degree

Employers were asked how important it was to have any college degree.



Importance of a Relevant Degree

Employers were asked how important it was that a graduate’s degree was relevant to their field.



Advice for Graduates

Employers were asked what advice they would offer graduating students at UVU. This table lists common themes from their responses.

Be willing to learn	Have internship experience	Connect with the community	Get real work experience	Have realistic expectations
Improve the programs at UVU	Build your social skills	Offer more credentials	Have better homework	Hire better professors
Hold more job fairs	Use Handshake	Be willing to work	Don't expect high wages	

Appendix A

Employers were asked what programs UVU should offer. Redundant suggestions (i.e. programs already offered by UVU) were excluded from this list. The majority of suggestions were programs offered by UVU, suggesting that community awareness of what UVU offers could be increased.

Landscape maintenance	“Trade programs” generally	Mechanical insulation
Commercial driver’s license	Masters of business with an emphasis in HR	Equipment operations and certifications
Program management	Geodetics	Law school
Dental technology	Natural resources	Caregiver CNA
Industrial automotive	VRD	PLC programming
Agriculture	Masonry	Cosmetology
Early childhood social work	Underwriting	Golf administration
Irrigation education	PhD in Psychology	Plumbing
Biomedical engineering	Food science	Framing

Appendix B

Industries of respondents have been organized into broad categories; any industry with less than 10 respondents was categorized as “Other”.

Manufacturing (39)	Hospitality (36)	Finance (21)
Education (18)	Transportation, Packaging, Shipping (18)	Healthcare (47)
Construction, Engineering, Architecture (59)	Retail (32)	Telecommunications and Technology (10)
Public Administration (17)	Office administration and support (14)	Other (52)

Appendix C

Listed below are the “Other” industries that were surveyed.

Non-profit (9)	Sports and fitness (9)	Entertainment (8)
IT (6)	Plant and gardening (6)	Childcare (5)
Security (4)	Legal services (3)	Real estate (2)