Stakeholder Feedback

Focus Groups with Employers

Needs from UVU

- Narrow the skills gap
- Increase Softskills
- Increase Communications skills, especially how to:
  - communicate problems,
  - research,
  - solutions,
  - financials.

Pluralsight

1. Is **communication skills.**
2. Is **understanding tech** & **Digital literacy.**

- **How to query a database,**
- **Use and program Python**
- **Data analytics & mining,**
- **Write HTML,**
- **Use Adobe suite,**
- **Graphic based presentations,**
- **How to talk and read graphs,**
- **Web meetings and use Cast**

Pluralsight

1. These skills have to be iterative.

2. They can't be just in one course.

3. Students need to walk away with some "currency" in their pocket.

4. That currency is digital literacy.

Pluralsight

"Every time we ship a feature, it has to be explained and iterated over and over by product development teams, then to communications."

"All this demands the best communication possible to transfer the knowledge."

Pluralsight

Interns/Graduates need to know how to:
- Structure a project from start to finish
- Build a team
- Complete the work
- Then communicate what they did

Pluralsight

Hard skills are easier to teach and assess. (They can be taught in house.)

They really need the soft skills for everyone.

Pluralsight

Intern software developer process:

- Code for 30 min,
- Next 1½ hour communicating with a lead software developer (product manager),
- 1 hour cultural interview,
- 30 min Q&A,
- 30 min hanging around.

Ideal Hire from UVU

- Self-starters
- Problem solvers – They don't need to be told step-by-step
- "Low maintenance"
- Patient – willing to pay dues before expecting accolades (many nods from others in the focus group)
- Critical thinkers
- Able to communicate in a business environment
- Ability to work with people

What they are getting from UVU

- Some entitlement issues.
- There is a fit and contribution issue. They need to be better team players.
- Obsolescence with university instruction. Some programs are obsolete.
- College teaches them only to jump through hoops.
- Problem with "hygiene items"

Hygiene Items

- Show up/on-time,
- Stay,
- Appropriate:
  - Appearance/tattoes, etc.
  - Business acumen,
  - Primed, proper, & use of professional manners and appropriate language

NOTE: Seeing more emotional, anxiety, depression, entitlement, etc. issues with our interns/grads.

Wants:

- MORE internships
  - earlier, but with some "program level" tools
  - set up so that students can take a semester and then reintegrate into classes.
- MORE ability in PRO-ACTIVE communication with employers.

GEN ED concerns/suggestions:

- Need some classes that are program specific in 1st year
  - To whet their appetites early
  - May help them to decide about change
- Make Gen ed more career path related & targeted
- Avoid repeat of high school – more targeted GenEd courses (based on their interested career path
- Authentic experiences earlier
- Common gen ed experiences –
  - communicate verbally & professional use of email
  - express ideas clearly – write properly, periods, commas & professional communication skills
- Earlier internships – for credit and paid

BEST/RECOMMENDED classes:

- Business communications.
  - It is the "common thread" amongst all humanity.