

Market Share

Information on DePaul's Market Prominence, Position and Performance

*Division of Enrollment Management
Office of Enrollment & Marketing Research*

Based on OIPR's annual Graduating Senior Survey, students rated their improvement in specific learning goals.

The following is the percent of students who said their DePaul education improved these characteristics "quite a bit" or "very much"

- Improved ability to analyze arguments, investigate assumptions, and think critically - 85%

- Improved ability to communicate effectively in writing – 79%

- Improved ability to function effectively as team member – 77%

- Increased my capacity to reflect on my own values and ethical frameworks – 75%

- Improved my ability to communicate effectively in speaking – 74%

- Ability to use computer programs/tools to support my learning - 68%

What Employers Seek in New Graduates

- Employers and alumni felt communication skills are the most important qualities for a new graduate, with employers rating this skill #1, and alumni rating both verbal and written communication in the top ten most important abilities.
- Honesty/integrity and computer skills were among the most important qualities employers seek in new graduates, reflecting sociological and technological changes over the past five years.
- Although alumni rated understanding moral issues and using technology, these did not appear among the top ratings of ten abilities and knowledge.
- Alumni rated the ability to function independently as #1, while employers did not include it among the most important qualities they seek in employees.
- Three in four DePaul 2001 graduating seniors rated analytical skills, written communication, teamwork skills, and the ability to reflect on values and ethics as qualities that improved quite a bit or very much as a result of their DePaul education.

Job Outlook 2002 Top 10 Qualities Employers Seek

From the National Association
of Colleges and Employers

1. Communication Skills (verbal and written)
2. Honesty/integrity
3. Teamwork skills
4. Interpersonal skills
5. Strong Work Ethic
6. Motivation/initiative
7. Flexibility/adaptability
8. Analytical skills
9. Computer skills
10. Organizational skills

Top 10 Abilities and Knowledge Rated Most Important by DePaul 1996 Graduates

Findings From 2002 DePaul
Alumni Research

1. Function independently
2. Communicate orally
3. Think analytically
4. Establish course of action to accomplish goals (self development)
5. Understand others
6. Acquire new skills
7. Function as team member
8. Intellectual self-confidence
9. Write effectively
10. Relate well to others