

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" in the combined survey years 2001 to 2003.

- Improved ability to analyze arguments, investigate assumptions, and think critically - 80.4%

- Improved ability to communicate effectively in writing – 72.6%

- Improved ability to function effectively as team member – 76.3%

- Increased my capacity to reflect on my own values and ethical frameworks – 73.1%

- Improved my ability to communicate effectively in speaking – 69.2%

(Those with a 3 or 4 on a 4-point scale)

What Employers Seek in New Graduates—2004

- The National Association for Colleges and Employers (NACE) noted in January that there are good indications that the job market this year will be better for college graduates seeking full-time employment.
- This said, NACE also reports that it is still an employer's market and urge college students interviewing with prospective employers to distinguish themselves on the characteristics that employers value most.
- The top 2 characteristics most valued in a 2004 survey of employers are communication skills and honesty/integrity, also the top 2 characteristics noted in 2002.
- In 2004, interpersonal skills and motivation/initiative shifted up in importance, now the 3rd and 4th most valuable characteristics (compared to 4th and 6th in 2002). Teamwork, the 3rd most important in 2002, has moved down to 6th in 2004.
- These trends echo Howe & Strauss's (2003) research on the Millennial generation. Born since 1982, Millennials who are now entering college consider honesty and hard work now the highest-valued personal qualities, with 95% reporting that "it's important that people trust me."
- Candidates will be showcasing their strengths in an increasingly on-line environment. NACE found that 17% of employers said they currently only accept on-line applications. In addition, 12% of employers surveyed said they plan to move to accept only on-line applications, with another 35% unsure. Half (54%) said they did not plan to eliminate hard copy applications in the future.

Job Outlook 2002, 2003 & 2004 Top Qualities Employers Seek

From the National Association
of Colleges and Employers (NACE)

	2004	2003	2002
Communication Skills	1	1	1
Honesty/integrity	2	2	2
Interpersonal Skills	3	4	4
Motivation/initiative	4	5	6
Strong Work Ethic	5	6	5
Teamwork skills	6	3	3

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