

Target Group Report

Universum Student Survey 2010

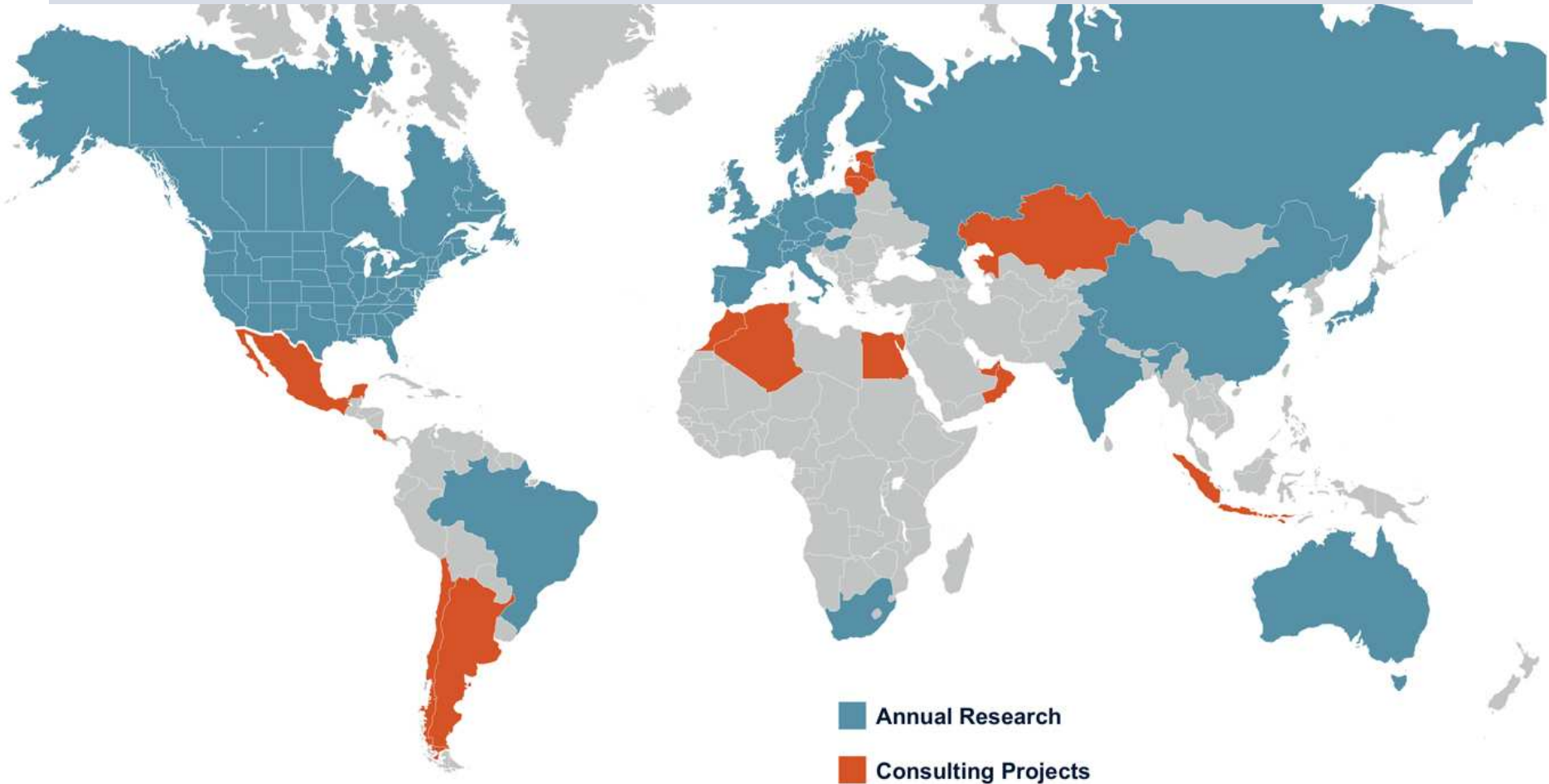
Undergraduate Edition



California State University, Long Beach Report

Universum around the world

Universum annually surveys over 300,000 students and 80,000 professionals worldwide through our standardized research. In addition to this research we conduct research in several other countries through our consulting projects. The group head office is located in Stockholm and the regional head offices are located in Philadelphia (America), Cologne (Europe) and Shanghai (Asia).



State of the talent market

Career ambitions:

- 60% of the Undergraduate students feel that the recent changes in the economy impacted their career choices and outlook on finding a job.
- Top 3 career goals fairly consistent with the past 3 years, include: work/life balance, security and stability, and dedication to a cause or feeling that students are serving a greater good. However, for the first time, students have lowered their expectations for work/life balance and job security!
- Notable decrease in aspiration to be a leader or manager of people, and other factors associated with leadership (i.e. inspiring top management, leaders who will support my development).
- Students see less full-time hiring taking place but they are still committed to internships in the short term perspective. 83% of undergraduates are interested in an internship, and 45% hope an internship will create an opportunity for a full-time employment.
- Undergraduate salary expectations are holding steady (took more of a drop in 2009).

Most popular industries:

- Students are exploring more alternatives in 2010 by choosing more industries as ideal compared to previous years.
- Undergraduate students are largely attracted to industries such as Government/public service, Healthcare, and Education/teaching (all continue to rise!).

Drivers behind choice of employer:

- The recession and tough job market caused a shift in priorities among the next wave of Millennials entering the workforce.
- Undergraduate students are turning away from more general attributes (i.e. high ethical standards and good reputation), in favor of more specifics that allude to strength (financial strength, market success, prestige, and attractive products/services).
- For the first time in the last 3 years, they are willing to sacrifice work/life balance, and related elements: flexible working conditions and control over their working hours.
- Undergraduates want to work with high quality peers – reflected in increasing interest in employers recruiting only the best students.
- Students are increasing their search for employers with good reference for future career.

Most popular employers:

- Overall minor changes in the top ideal employers which shows that students' preferences reflect a long-term orientation and preference for well-established national companies.
- Well-known organizations such as Google, Walt Disney, the FBI, Apple, and Ernst & Young are by far the most attractive employers in 2010.
- Following the 2009 trend, students still express a strong interest in government/public service employers.

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Methodology & targeted students



Universum research

Over **300,000** students in **Global** reach – approximately **70,000** in the **United States**



Undergraduate

- 56,900 Respondents
- 216 Schools
- 15th Annual Edition
- Quantitative

MBA

- 5,732 Respondents
- 50 Programs
- 16th Annual Edition
- Quantitative

Diversity

- 25,657 Respondents
- 178 Schools
- 11th Annual Edition
- Quantitative

Master's

- 4,841 Respondents
- 33 Programs
- 2nd Annual Edition
- Quantitative

PhD

- 2,063 Respondents
- 9 Programs
- 3rd Annual Edition
- Quantitative

INCENTIVES:

Donate to one of the following charities: UNICEF (United Nations Children's Fund) U.S. Fund, PROJECT HOPE or Breast Cancer Research. Receive WetFeet Insider Guide: Killer Cover Letters and Resumes. Enter a sweepstakes for: One Scholarship of \$1,000 Two Scholarships of \$500 One \$10,000 Scholarshippoints.com Scholarship One of many GOLLA Laptop/ iPod bags

Methodology

Field period:

December 2009 to March 2010

No. of educational institutions:

216

The Questionnaire:

- Created with 20 years of experience, extensive research within HR, focus groups and communication with both our clients and students.
- Comprised of closed-ended questions with an extensive list of alternatives and an 'Other' option, and open-ended questions that provide qualitative data.

The List Of Employers:

- Composition of Universum's knowledge of each market, evaluations of the last year's list, extensive market analysis complemented by information derived from discussions with clients, educational institutions, students' "write-ins."

School Selection:

- Developed through dialog with Universum's corporate partners and feedback on which campuses they recruit from via our annual Employer Feedback Survey.

The Data Collection:

- Approximately 95% conducted via an online survey, additional paper surveys collected at some key campuses. The on-line link has been distributed mainly via university contacts (career centers and the educational institutions), the Universum Panel and different local partners.

Target students:

- University students from all educational years within each target group.

Weighting:

- In our data collection we consider each school's student population to determine our target number of respondents at each school (targets are set per school and main field of study). The results from each school are then weighted to reflect these targets.

Comparison groups analyzed in this report

Group 1:

Base of the group: California State University/Long Beach

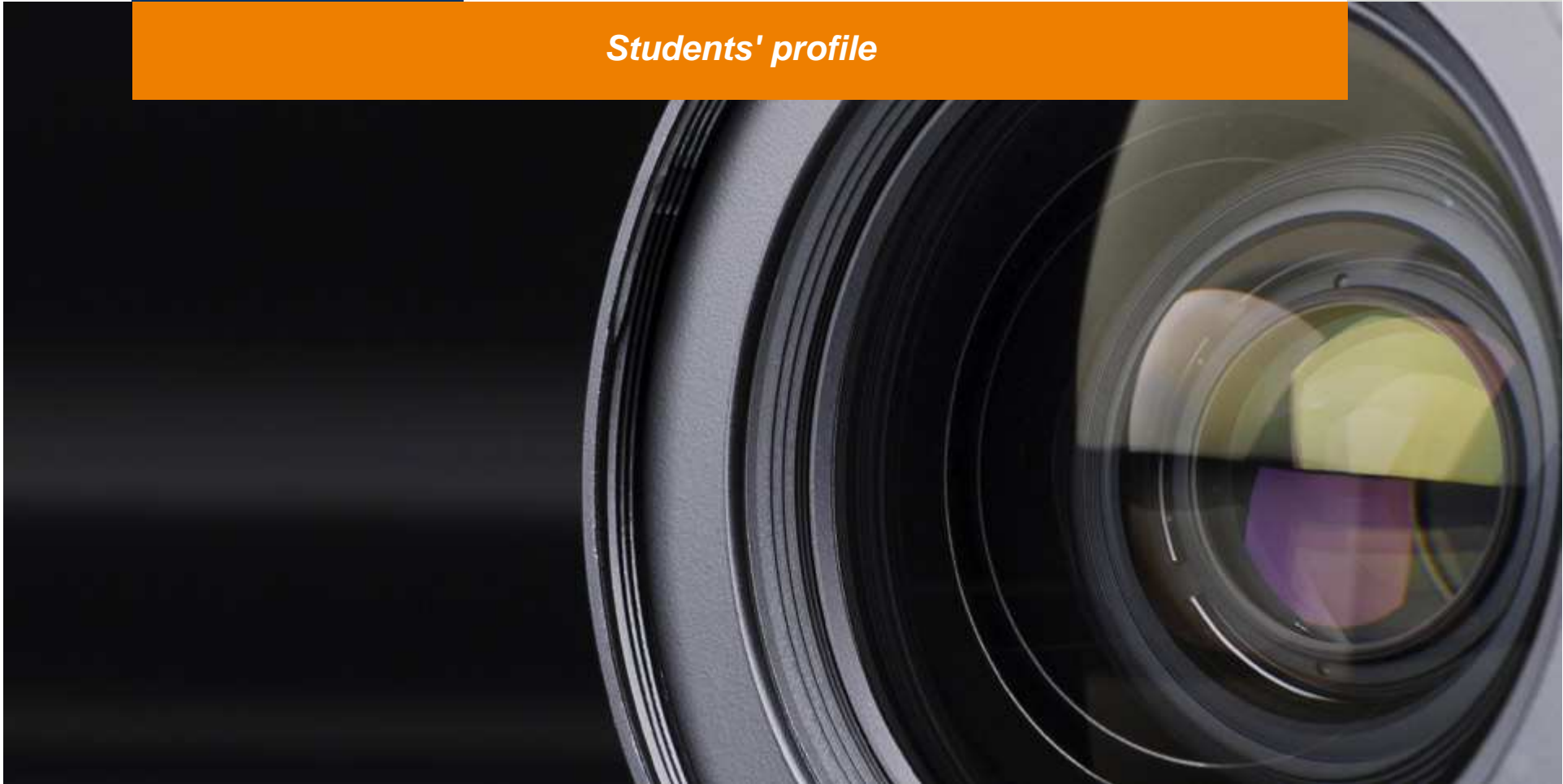
Number of respondents: 159

Group 2:

Base of the group: Total

Number of respondents: 56 900

Students' profile



Students' profile

Topics:

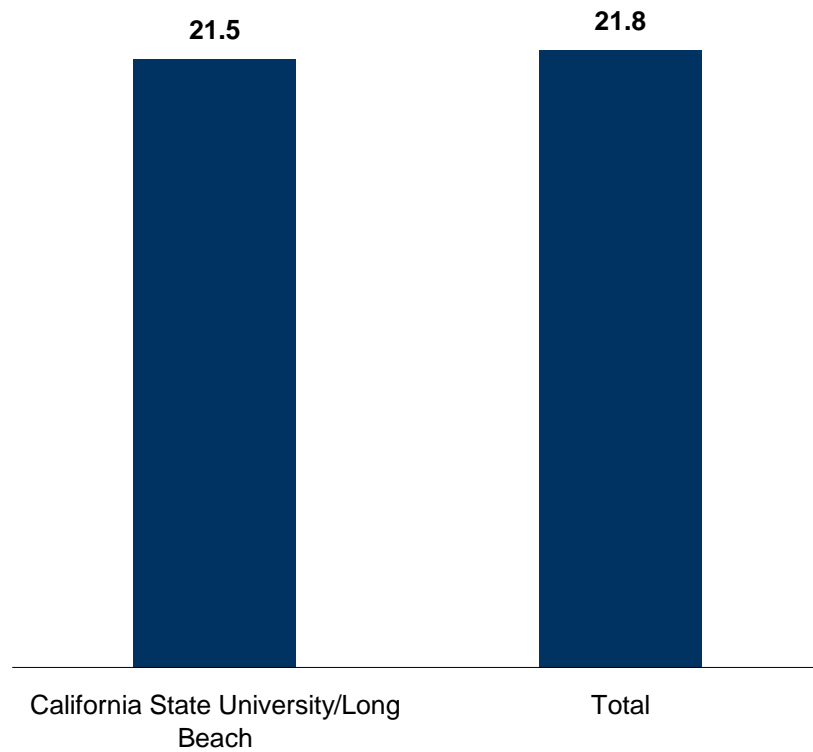
- Age & Gender
- Academic performance
- Participating students
- Student profile

Think about:

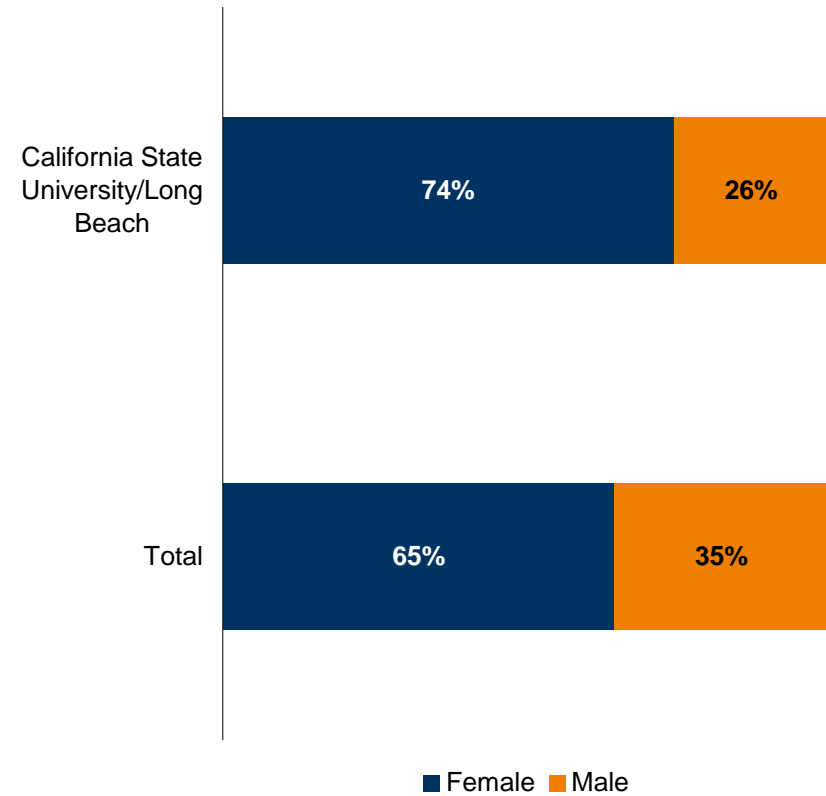
- *What characterizes the students?*
- *Which students are within your primary target groups?*
- *How do the groups differ from each other?*

Age & Gender

Age:



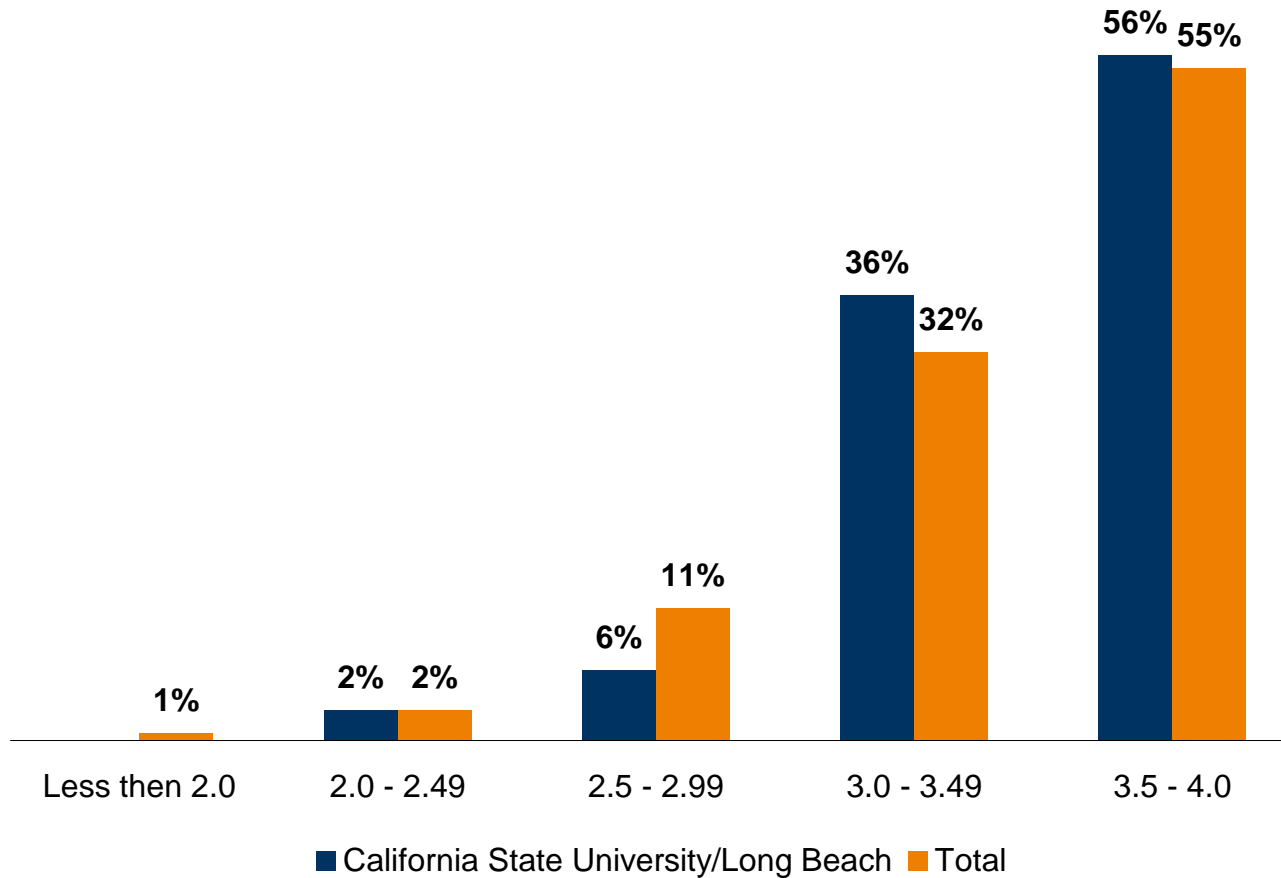
Gender:



SURVEY QUESTIONS:

- What is your year of birth?
- What is your gender?

Academic performance



SURVEY QUESTION:

What is your cumulative GPA?

PLEASE NOTE:

High Achiever is a student with GPA of 3.5 or above

THINK ABOUT:

- Are you focusing on high achievers in your communication?
- What actions can you take to attract these students to a larger extent?

Participating students - Educational institutions - California State University/Long Beach

University	California State University/Long Beach	University	California State University/Long Beach
		California State University/Long Beach	100.00%

SURVEY QUESTION:

Which educational institution do you attend?

Participating students - Educational institutions - Total

University	Total	University	Total
Michigan State University	1.23%	Rutgers University	0.76%
University of Central Florida	1.14%	Arizona State University	0.74%
Pennsylvania State University	1.07%	University of Maryland/College Park	0.74%
Texas A&M University	1.06%	Clemson University	0.73%
Florida State University	1.05%	University of Colorado/Boulder	0.73%
Purdue University	1.00%	Baruch College	0.72%
Ball State University	0.98%	University of Florida	0.72%
University of Arizona	0.95%	University of Texas/Austin	0.70%
University of Wisconsin/Madison	0.95%	University of Georgia	0.68%
University of Alabama	0.89%	Virginia Tech	0.67%
California State Northridge (CSUN)	0.89%	Northeastern University	0.67%
Ohio State University	0.88%	University of Washington/Seattle	0.66%
California State University/Long Beach	0.88%	University of Illinois/Urbana-Champaign	0.63%
University of Akron	0.81%	George Mason University	0.62%
Indiana University	0.81%	University of South Carolina/Columbia	0.62%
UCLA	0.80%	University of Cincinnati	0.61%
University of Michigan/Ann Arbor	0.79%	California State University/Fullerton	0.59%
Oklahoma State University	0.79%	University of Tennessee	0.59%
Temple University	0.77%	California Polytechnic State University	0.57%
Auburn University	0.77%	University of Texas at San Antonio	0.56%

SURVEY QUESTION:

Which educational institution do you attend?

Participating students - Areas of study - Business (1/2)

Area of study	California State University/Long Beach	Total
Accounting/ Auditing/ Taxation	28%	35%
Finance	17%	19%
Human Resource Management	17%	3%
Business Administration & Management	12%	9%
Financial Management	12%	2%
Communication Studies	9%	3%
International Business	9%	6%
Management	9%	11%
Marketing	9%	14%
Merchandising & Retail/ Fashion Apparel	9%	1%
Economics	7%	9%
Film and Media Arts	7%	2%
Financial Planning	7%	2%
Advertising	5%	3%
Banking	5%	2%
Public Relations	5%	2%
Sales	5%	1%
Speech Communication	5%	1%
Broadcasting, Telecommunications and Mass Media	2%	1%
Business Law	2%	2%
Digital Communications and Multimedia	2%	1%
Entrepreneurial Studies	2%	3%
Healthcare Administration	2%	2%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Areas of study - Business (2/2)

Area of study	California State University/Long Beach	Total
Hospitality Management	2%	2%
Insurance	2%	1%
Journalism	2%	2%
Management Information Systems	2%	3%
Non-Profit Administration	2%	0%
Operations	2%	1%
Public Administration & Policy	2%	1%
Tourism	2%	1%
Prelaw	2%	2%
Actuarial Science	-	1%
Industrial Management	-	0%
Information, Risk & Operations Management (IROM)	-	1%
Labor Studies	-	0%
Logistics	-	1%
Project Management	-	1%
Radio and Television	-	1%
Real Estate	-	1%
Restaurant Management	-	0%
Statistics	-	1%
Strategic and Organizational Communication	-	0%
Supply Chain Management	-	1%
Undeclared	-	1%
Other	6%	5%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Areas of study - Engineering

Area of study	California State University/Long Beach	Total
Mechanical Engineering	24%	22%
Civil Engineering	18%	12%
Computer Engineering	18%	10%
Construction	12%	2%
Electrical Engineering	12%	13%
Industrial Engineering/Design	6%	6%
Aerospace Engineering/Aeronautics	6%	7%
Chemical Engineering	6%	11%
Electronics Engineering	6%	2%
Architectural Engineering	-	2%
Astronautical Engineering	-	1%
Bioengineering	-	3%
Biological Engineering	-	2%
Biomedical Engineering	-	7%
Biomolecular Engineering	-	1%
Engineering Management	-	1%
Engineering Technology	-	2%
Environmental Engineering	-	4%
General Engineering	-	3%
Manufacturing Engineering	-	1%
Materials Engineering	-	3%
Petroleum Engineering	-	1%
Physics Engineering	-	1%
Software Engineering	-	3%
Systems Analysis & Engineering	-	2%
Other	6%	6%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Areas of study - IT

Area of study	California State University/Long Beach	Total
Graphics & Multimedia	100%	11%
Computer Engineering	-	3%
Computer Forensics	-	4%
Computer Information Systems	-	15%
Computer Information Technology	-	10%
Computer Networking	-	10%
Computer Programming	-	11%
Computer Science	-	30%
Engineering Technology	-	2%
Game Design	-	5%
Geographic Information Systems	-	1%
Information Assurance	-	2%
Information Systems	-	10%
Information Systems Security	-	6%
Information Technology	-	14%
Internet Technologies	-	4%
Management Information System (MIS)	-	8%
Management Information Systems	-	5%
Managing Innovation	-	1%
Network Security	-	7%
Software Engineering	-	6%
Technology Management	-	4%
Telecommunications/ Data Networking	-	5%
Undeclared	-	5%
Web Development and Design	-	11%
Web Management	-	3%
Other	-	9%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Areas of study - Natural Sciences (1/2)

Area of study	California State University/Long Beach	Total
Biology	19%	29%
Nursing	19%	13%
Chemistry and Biochemistry	12%	14%
Kinesiology	12%	3%
Dietetics/Nutrition	9%	4%
Mathematics & Statistics	9%	6%
Pre-Medical Studies	7%	15%
Health Sciences	6%	9%
Food Science	5%	1%
Physical Therapy	5%	4%
Zoology	5%	3%
Environmental Studies	2%	6%
Geology	2%	1%
Microbiology	2%	4%
Neuroscience	2%	4%
Pharmacy	2%	3%
Physics	2%	3%
Agriculture	-	2%
Animal Sciences	-	4%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Areas of study - Natural Sciences (2/2)

Area of study	California State University/Long Beach	Total
Astronomy	-	1%
Atmospheric Studies	-	0%
Aviation	-	0%
Biotechnology	-	2%
Computer Science	-	1%
Ecology	-	2%
Exercise Science	-	4%
Forensic Sciences	-	2%
Forestry	-	1%
Geography	-	1%
Geoscience	-	1%
Human Ecology	-	1%
Marine Science	-	1%
Occupational Science	-	1%
Public Health	-	3%
Sports Management	-	1%
Undeclared	-	1%
Veterinary Science	-	2%
Wildlife Ecology	-	2%
Other	-	5%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Areas of study - Humanities/Liberal Arts/Education (1/2)

Area of study	California State University/Long Beach	Total
Mass Communication	17%	7%
International Studies	13%	4%
Psychology	13%	18%
Art and Art History	7%	6%
Creative Writing	6%	3%
Education	6%	14%
Foreign Language	6%	8%
Graphic & Interactive Design	6%	3%
History	6%	6%
Sociology	6%	5%
Child/Family Development	5%	3%
Philosophy	5%	3%
Political Science	5%	9%
Social Work	5%	3%
Anthropology	3%	4%
Architecture	2%	2%
Classical Studies	2%	1%
Counseling	2%	1%
Criminal Justice	2%	5%
English	2%	10%
Geography and the Environment	2%	1%
Government	2%	1%
Interior Design	2%	1%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Areas of study - Humanities/Liberal Arts/Education (2/2)

Area of study	California State University/Long Beach	Total
International Relations	2%	4%
Law and Legal Studies	2%	2%
Photography	2%	1%
Pre-Law	2%	4%
Special Education	2%	2%
American Studies	-	1%
Comparative Literature Program	-	0%
Cultural Studies	-	1%
Ethnic and Regional Studies	-	1%
European Studies	-	0%
Gender Studies	-	1%
Humanities Program	-	1%
Linguistics	-	2%
Music	-	4%
Peace Studies	-	0%
Planning	-	1%
Religious Studies	-	2%
Science, Technology and Society Program	-	1%
Social Sciences	-	3%
Speech Therapy	-	1%
Theatre and Dance	-	3%
Undeclared	-	1%
Women's Studies	-	1%
Other	3%	6%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Top findings - Students' profile - California State University/Long Beach

Gender:

- 74% women and 26% men

Average age:

- 21.5 years

Average GPA:

- 3.4

Nationality:

- 17% non-American citizens



Main field of study:

- Humanities/Liberal Arts/Education (33%)
- Business (33%)
- Natural Sciences (21%)
- Engineering (13%)

Ethnic Background:

- White/Caucasian (41%)
- Latino/Hispanic (29%)
- Asian/Native Hawaiian or Pacific Islander (25%)

Top findings - Students' profile - Total

Gender:

- 65% women and 35% men

Average age:

- 21.8 years

Average GPA:

- 3.4

Nationality:

- 15% non-American citizens



Main field of study:

- Business (40%)
- Humanities/Liberal Arts/Education (27%)
- Natural Sciences (16%)
- Engineering (14%)
- IT (3%)

Ethnic Background:

- White/Caucasian (66%)
- Asian/Native Hawaiian or Pacific Islander (12%)
- Black/African American (10%)

Employer rankings



California State University, Long Beach Report

Employer rankings

Topics:

- IDEAL™ Employer ranking
- Considered Employer ranking
- First Choice Employer ranking
- Potential Applicants' ranking
- High Achievers' ranking

Think about:

- *How do the groups differ?*
- *How can you improve your position? What actions can be taken?*
- *Do you have to improve your visibility or focus on building a stronger Employer Brand?*
- *What are your goals for next year? Set up achievable goals!*

IDEAL™ Employer ranking (Top 30) - California State University/Long Beach

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	18.80%	2	Centers for Disease Control	16	6.12%	25
Walt Disney Company	2	17.64%	1	IBM	17	6.09%	43
Boeing	3	10.89%	16	3M	18	4.81%	37
Apple Computer	4	9.01%	4	Central Intelligence Agency	19	4.51%	23
Teach for America	5	8.67%	3	Calvin Klein	20	4.50%	13
The Coca-Cola Co.	6	8.33%	27	Mayo Clinic	21	4.39%	20
U.S. Department of State	7	8.06%	18	Lockheed Martin Corporation	22	4.13%	56
National Institutes of Health	8	7.45%	-	Sony	23	3.83%	15
Ernst & Young	9	7.38%	22	Raytheon Company	24	3.83%	101
Microsoft	10	7.31%	11	Target	25	3.52%	34
Peace Corps	11	7.23%	7	Major League Baseball	26	3.48%	10
NASA	12	7.19%	12	CBS Interactive	27	3.22%	59
American Cancer Society	13	6.93%	5	Southwest Airlines	27	3.22%	48
FBI	14	6.75%	9	Time Warner	27	3.22%	39
Northrop Grumman	15	6.36%	101	U.S. Air Force	30	3.21%	17

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking (Top 30) - Total

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	14.76%	1	KPMG LLP	16	4.52%	18
Walt Disney Company	2	11.08%	2	American Cancer Society	17	4.51%	14
FBI	3	7.51%	5	J.P. Morgan	18	4.45%	19
Apple Computer	4	7.50%	3	Goldman Sachs	19	4.38%	21
Ernst & Young	5	7.12%	6	Mayo Clinic	20	4.38%	20
U.S. Department of State	6	6.75%	4	Major League Baseball	21	4.23%	17
NASA	7	6.05%	8	Johnson & Johnson	22	3.88%	16
Peace Corps	8	5.93%	7	The Coca-Cola Co.	23	3.77%	23
Teach for America	9	5.73%	10	Lockheed Martin Corporation	24	3.68%	27
PricewaterhouseCoopers, LLP	10	5.68%	9	Centers for Disease Control	25	3.67%	24
Microsoft	11	5.59%	13	Procter & Gamble	26	3.61%	25
Deloitte	12	5.48%	12	Boeing	27	3.50%	29
National Institutes of Health	13	5.37%	-	BMW	28	3.38%	26
Central Intelligence Agency	14	5.14%	11	U.S. Department of Energy	29	3.32%	22
Nike	15	4.81%	15	Sony	30	2.93%	28

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

Considered Employer ranking (Top 30) - California State University/Long Beach

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	34.15%	2	FBI	16	13.95%	28
Walt Disney Company	2	30.89%	1	Nike	17	13.48%	7
Yahoo!	3	24.18%	21	Bank of America	18	13.16%	22
Sony	4	21.71%	4	Raytheon Company	19	12.83%	72
Target	5	20.01%	45	IBM	20	12.55%	51
Apple Computer	6	19.74%	3	J.P. Morgan	21	12.02%	56
Microsoft	7	19.08%	8	eBay	22	12.00%	32
The Coca-Cola Co.	8	18.86%	11	Ernst & Young	23	11.72%	54
Peace Corps	9	17.87%	16	Hewlett-Packard	24	11.70%	52
U.S. Department of State	10	16.60%	13	Johnson & Johnson	25	11.11%	38
Boeing	11	16.25%	20	U.S. Department of Energy	26	11.02%	60
Amazon	12	15.72%	23	Hyatt Hotels and Resorts	27	10.90%	30
Teach for America	13	15.20%	9	Best Buy	28	10.89%	12
American Cancer Society	14	14.17%	5	Coach	29	10.85%	10
NASA	15	14.14%	15	Southwest Airlines	30	10.60%	87

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

Considered Employer ranking (Top 30) - Total

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	28.73%	1	IBM	16	12.72%	19
Walt Disney Company	2	23.60%	2	Peace Corps	17	12.69%	18
Apple Computer	3	18.90%	3	General Electric	18	12.40%	20
Microsoft	4	18.39%	4	Boeing	19	12.34%	23
FBI	5	17.35%	5	Central Intelligence Agency	20	12.24%	15
The Coca-Cola Co.	6	16.18%	6	Amazon	21	12.16%	34
Nike	7	15.48%	9	Teach for America	22	12.12%	17
Johnson & Johnson	8	15.47%	7	PepsiCo	23	11.92%	24
NASA	9	15.23%	11	Yahoo!	24	11.79%	22
U.S. Department of State	10	15.05%	8	Bank of America	25	11.37%	21
Sony	11	14.89%	10	Deloitte	26	11.12%	32
Ernst & Young	12	13.60%	13	Target	27	11.03%	31
BMW	13	13.58%	12	PricewaterhouseCoopers, LLP	28	10.86%	27
J.P. Morgan	14	13.52%	14	U.S. Department of Energy	29	10.70%	25
Procter & Gamble	15	12.93%	16	American Cancer Society	30	10.57%	26

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

First Choice Employer ranking (Top 10) - California State University/Long Beach

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	13.25%	1	Calvin Klein	6	3.49%	7
Walt Disney Company	2	7.61%	2	KPMG LLP	6	3.49%	-
NASA	3	6.86%	34	Bank of America	8	2.92%	5
Ernst & Young	4	4.66%	9	Major League Baseball	8	2.92%	6
U.S. Department of State	5	3.52%	4	Kaplan Test Prep	10	2.35%	-

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.
- Choose the employer you would like to work for the most - your first choice employer.

THINK ABOUT:

Are there big differences in comparison to the IDEAL™ Employer ranking?

First Choice Employer ranking (Top 10) - Total

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	6.79%	1	NASA	6	2.58%	6
Walt Disney Company	2	4.76%	2	PricewaterhouseCoopers, LLP	7	2.56%	9
U.S. Department of State	3	3.08%	4	Goldman Sachs	8	2.36%	10
Ernst & Young	4	2.99%	5	Apple Computer	9	2.25%	3
FBI	5	2.77%	7	Major League Baseball	10	2.23%	8

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.
- Choose the employer you would like to work for the most - your first choice employer.

THINK ABOUT:

Are there big differences in comparison to the IDEAL™ Employer ranking?

Potential Applicants' ranking (Top 30) - California State University/Long Beach

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Walt Disney Company	1	5.85%	1	Colgate-Palmolive Company	14	1.52%	-
Google	2	5.55%	16	The Coca-Cola Co.	14	1.52%	-
Boeing	3	5.03%	2	Verizon	14	1.52%	-
Northrop Grumman	4	4.55%	36	Central Intelligence Agency	19	1.51%	-
Apple Computer	5	4.31%	16	Intel	19	1.51%	-
Ernst & Young	6	3.80%	3	Allstate	21	1.27%	-
Microsoft	7	3.79%	4	American Express	21	1.27%	-
Raytheon Company	8	3.03%	-	CBS Interactive	21	1.27%	-
U.S. Department of State	9	2.56%	5	General Electric	21	1.27%	-
NASA	10	2.48%	-	Major League Baseball	21	1.27%	7
KPMG LLP	11	2.28%	-	Mattel	21	1.27%	-
Bank of America	12	2.03%	16	IBM	27	1.27%	16
Lockheed Martin Corporation	13	2.00%	36	Turner Construction	27	1.27%	-
3M	14	1.52%	16	Nestlé USA	29	1.24%	16
Calvin Klein	14	1.52%	-	Nike	29	1.24%	16

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.
- Have you or will you apply to these employers?

THINK ABOUT:

Are there big differences in comparison to the IDEAL™ Employer ranking?

Potential Applicants' ranking (Top 30) - Total

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Ernst & Young	1	4.00%	1	Boeing	16	1.36%	17
Google	2	3.36%	5	Peace Corps	17	1.26%	21
PricewaterhouseCoopers, LLP	3	3.33%	2	General Electric	18	1.19%	19
Deloitte	4	3.22%	3	Teach for America	19	1.19%	18
Walt Disney Company	5	2.78%	4	Central Intelligence Agency	20	1.17%	20
KPMG LLP	6	2.70%	6	Nike	21	1.16%	23
U.S. Department of State	7	1.96%	8	Johnson & Johnson	22	1.13%	16
J.P. Morgan	8	1.94%	7	IBM	23	1.06%	26
Goldman Sachs	9	1.88%	9	The Coca-Cola Co.	24	1.03%	27
FBI	10	1.86%	12	Morgan Stanley	25	1.01%	25
Apple Computer	11	1.83%	10	Bank of America	26	0.96%	22
Lockheed Martin Corporation	12	1.77%	11	Major League Baseball	27	0.96%	24
NASA	13	1.70%	13	Exxon Mobil Corporation	28	0.92%	28
Microsoft	14	1.66%	14	National Institutes of Health	29	0.87%	-
Procter & Gamble	15	1.40%	15	Target	30	0.84%	32

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.
- Have you or will you apply to these employers?

THINK ABOUT:

Are there big differences in comparison to the IDEAL™ Employer ranking?

High Achievers' ranking (Top 30) - California State University/Long Beach

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	19.72%	Kaplan Test Prep	14	5.63%
National Institutes of Health	2	12.68%	Mayo Clinic	14	5.63%
Teach for America	2	12.68%	Time Warner	14	5.63%
Peace Corps	4	11.27%	Calvin Klein	19	4.23%
Walt Disney Company	4	11.27%	CBS Interactive	19	4.23%
Boeing	6	9.86%	IBM	19	4.23%
U.S. Department of State	6	9.86%	McGraw-Hill Companies	19	4.23%
Centers for Disease Control	8	8.45%	Microsoft	19	4.23%
Central Intelligence Agency	8	8.45%	Nike	19	4.23%
Apple Computer	10	7.04%	Northrop Grumman	19	4.23%
FBI	10	7.04%	U.S. Air Force	19	4.23%
Sony	10	7.04%	U.S. Department of Veteran Affairs	19	4.23%
The Coca-Cola Co.	10	7.04%	Yahoo!	19	4.23%
American Cancer Society	14	5.63%	3M	29	2.82%
Ernst & Young	14	5.63%	adidas	29	2.82%

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.
- What is your cumulative GPA?

PLEASE NOTE:

High Achiever is a student with GPA of 3.5 or above.

High Achievers' ranking (Top 30) - Total

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	15.99%	Central Intelligence Agency	16	5.29%
Walt Disney Company	2	10.82%	Microsoft	17	5.10%
Ernst & Young	3	9.52%	Mayo Clinic	18	5.07%
PricewaterhouseCoopers, LLP	4	8.31%	American Cancer Society	19	4.39%
Deloitte	5	7.84%	Nike	20	4.34%
U.S. Department of State	6	7.52%	Major League Baseball	21	4.02%
Apple Computer	7	7.45%	Johnson & Johnson	22	4.00%
Peace Corps	8	7.29%	Centers for Disease Control	23	4.00%
FBI	9	6.89%	Procter & Gamble	24	3.71%
Teach for America	10	6.78%	The Coca-Cola Co.	25	3.65%
Goldman Sachs	11	6.55%	U.S. Department of Energy	26	3.19%
KPMG LLP	12	6.13%	Morgan Stanley	27	3.08%
J.P. Morgan	13	5.90%	General Electric	28	3.01%
NASA	14	5.49%	Boeing	29	2.95%
National Institutes of Health	15	5.40%	Lockheed Martin Corporation	30	2.91%

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.
- What is your cumulative GPA?

PLEASE NOTE:

High Achiever is a student with GPA of 3.5 or above.

Top findings - Employer rankings - California State University/Long Beach

IDEAL™ Employer ranking:

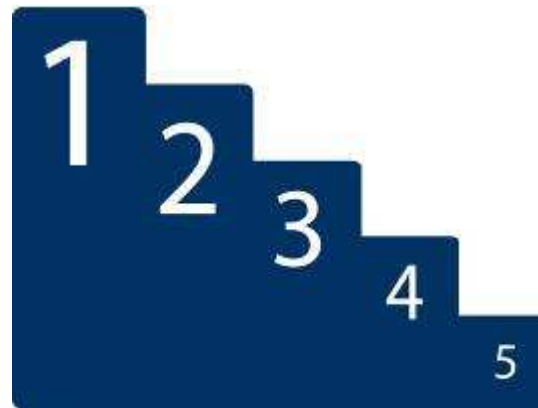
1. Google
2. Walt Disney Company
3. Boeing
4. Apple Computer
5. Teach for America

Considered Employer ranking:

1. Google
2. Walt Disney Company
3. Yahoo!
4. Sony
5. Target

First Choice Employer ranking:

1. Google
2. Walt Disney Company
3. NASA
4. Ernst & Young
5. U.S. Department of State



High Achievers' ranking:

1. Google
2. National Institutes of Health
2. Teach for America
4. Peace Corps
4. Walt Disney Company

Potential Applicants' ranking:

1. Walt Disney Company
2. Google
3. Boeing
4. Northrop Grumman
5. Apple Computer

Top findings - Employer rankings - Total

IDEAL™ Employer ranking:

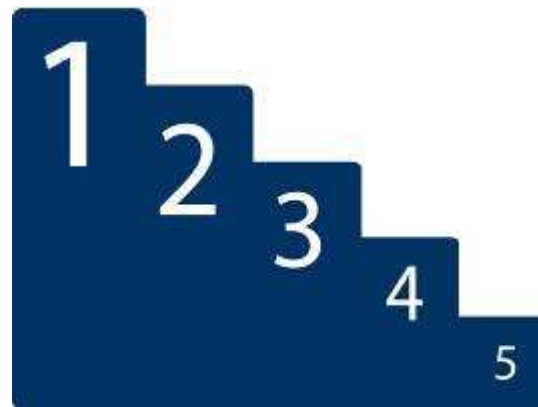
1. Google
2. Walt Disney Company
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1. Google
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5. Deloitte

Potential Applicants' ranking:

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3. PricewaterhouseCoopers, LLP
4. Deloitte
5. Walt Disney Company

Students' career preferences



Students' career & communication preferences

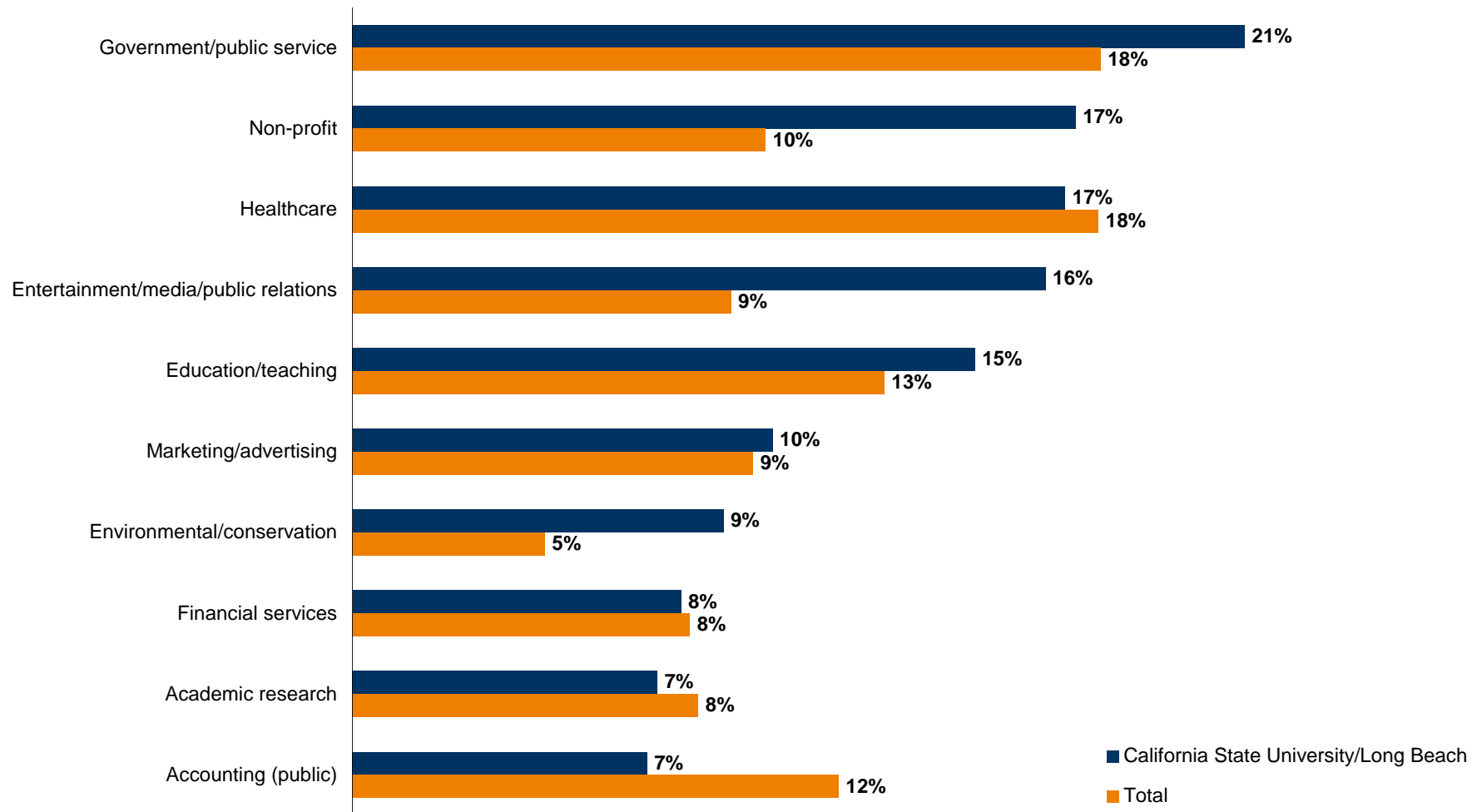
Topics:

- Preferred industries
- Preferred departments
- Career goals
- Expected salary
- Work-life balance
- Internships
- Rotational programs

Think about:

- *Is your industry a problem for your attractiveness? Which industries are more attractive? If the industry itself is considered unattractive, maybe you should try to partner up other companies or organisations to promote the industry.*
- *Which departments are regarded as most attractive? Does this match your recruiting needs? Are you likely to be facing challenges recruiting to certain departments?*
- *What are the students' career goals? Can you provide them with the opportunity to achieve these goals? Is this communicated to the students?*
- *What is their expected salary? Can you meet their expectations?*
- *What do your students expect from their IDEAL™ Employers when it comes to work-life balance?*
- *How do students perceive internships and rotational programs?*
- *Do students who have an internship go back on campus talking about the great experience they had?*

Top preferred industries (1-10)



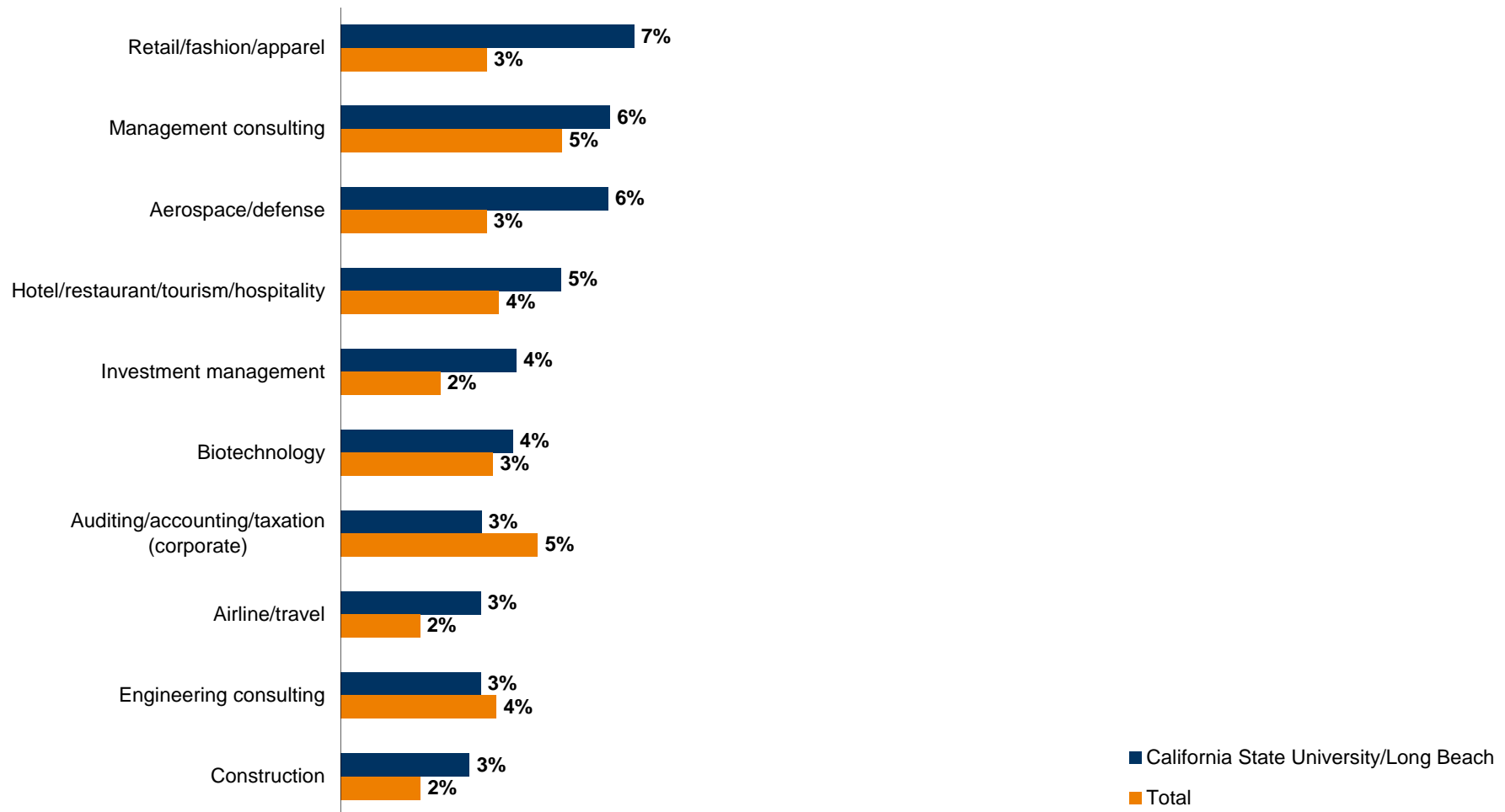
SURVEY QUESTION:

In which industry would you ideally want to work when choosing your first employment after graduation?
Please select a maximum of three alternatives

THINK ABOUT:

- Is your industry an issue for your attractiveness? Which industries are more attractive?
- If the industry as a whole is seen as unattractive, you could achieve good results by promoting the industry rather than your company or organisation.

Top preferred industries (11-20)



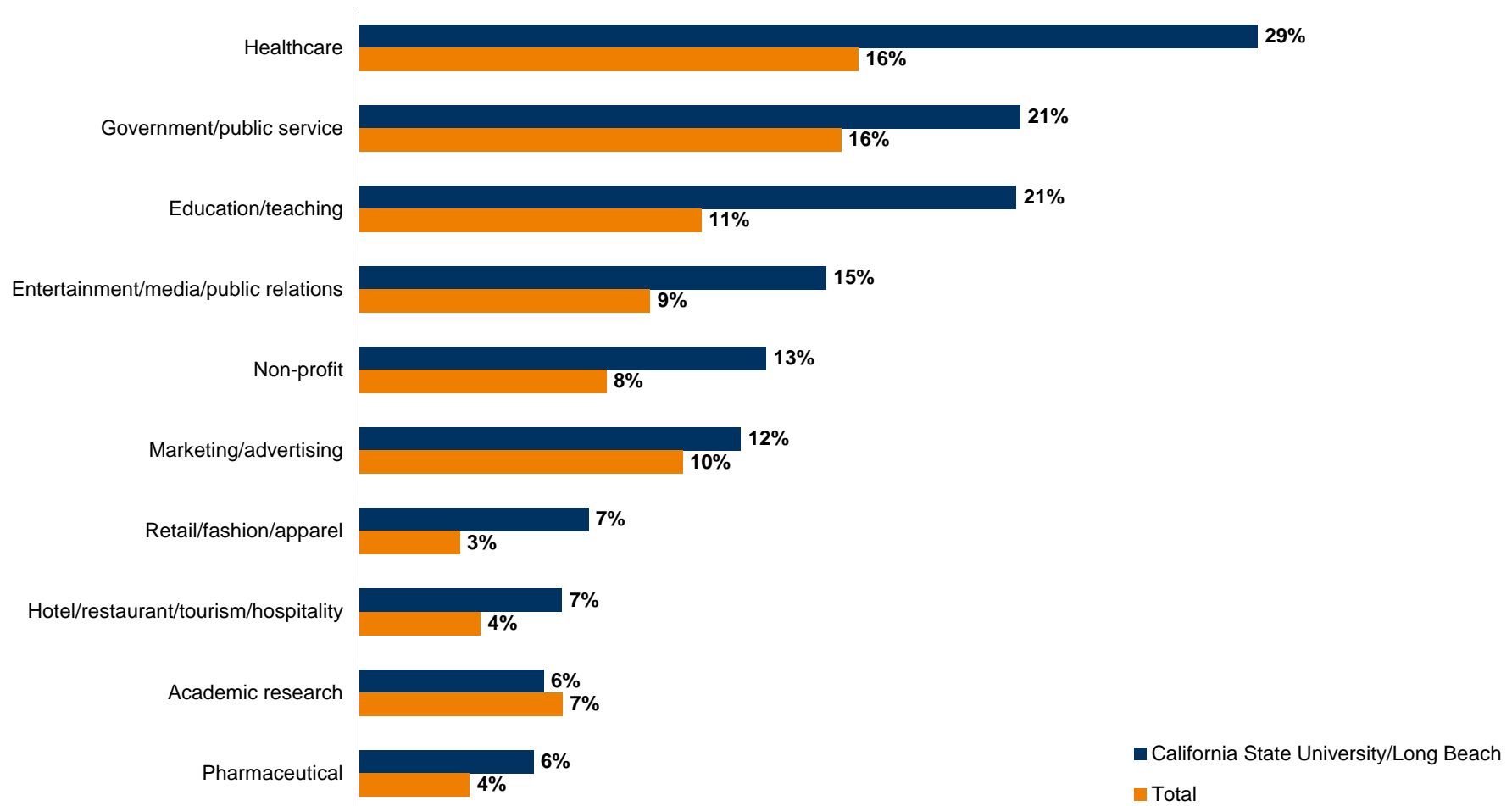
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Top preferred industries 2009 (1-10)



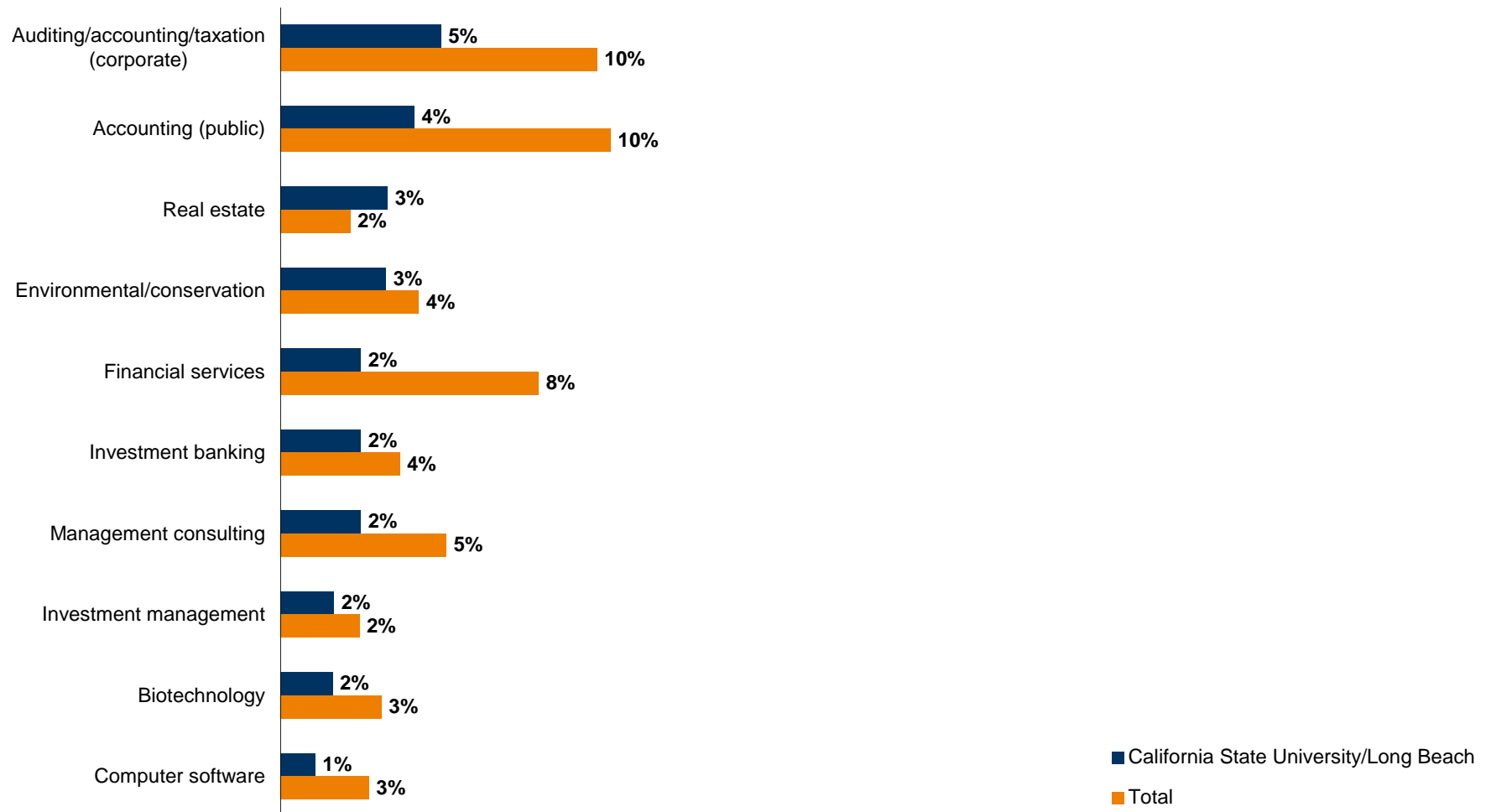
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- If the industry as a whole is seen as unattractive, you could achieve good results by promoting the industry rather than your company or organisation.

Top preferred industries 2009 (11-20)



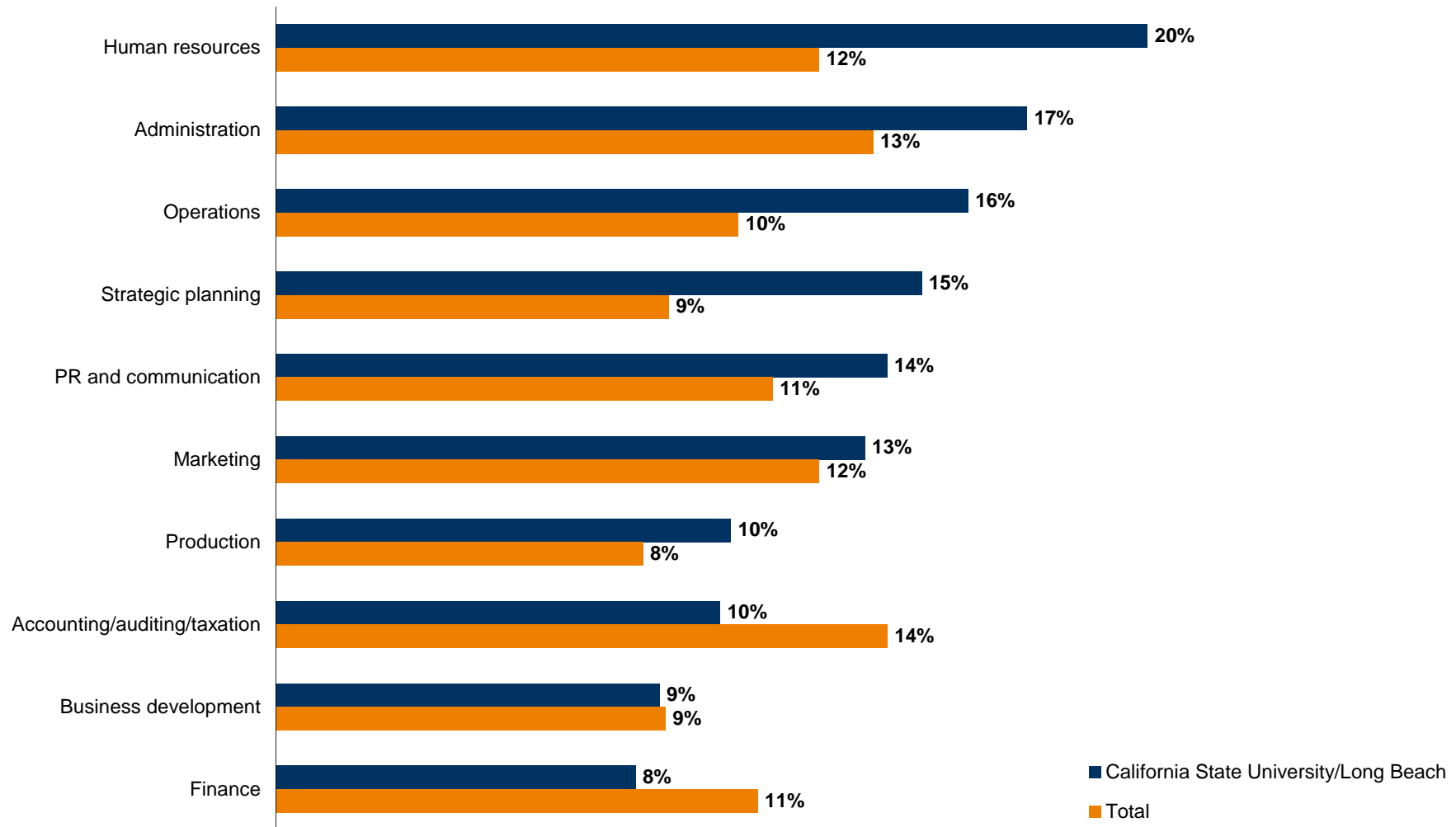
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Preferred departments (1-10)



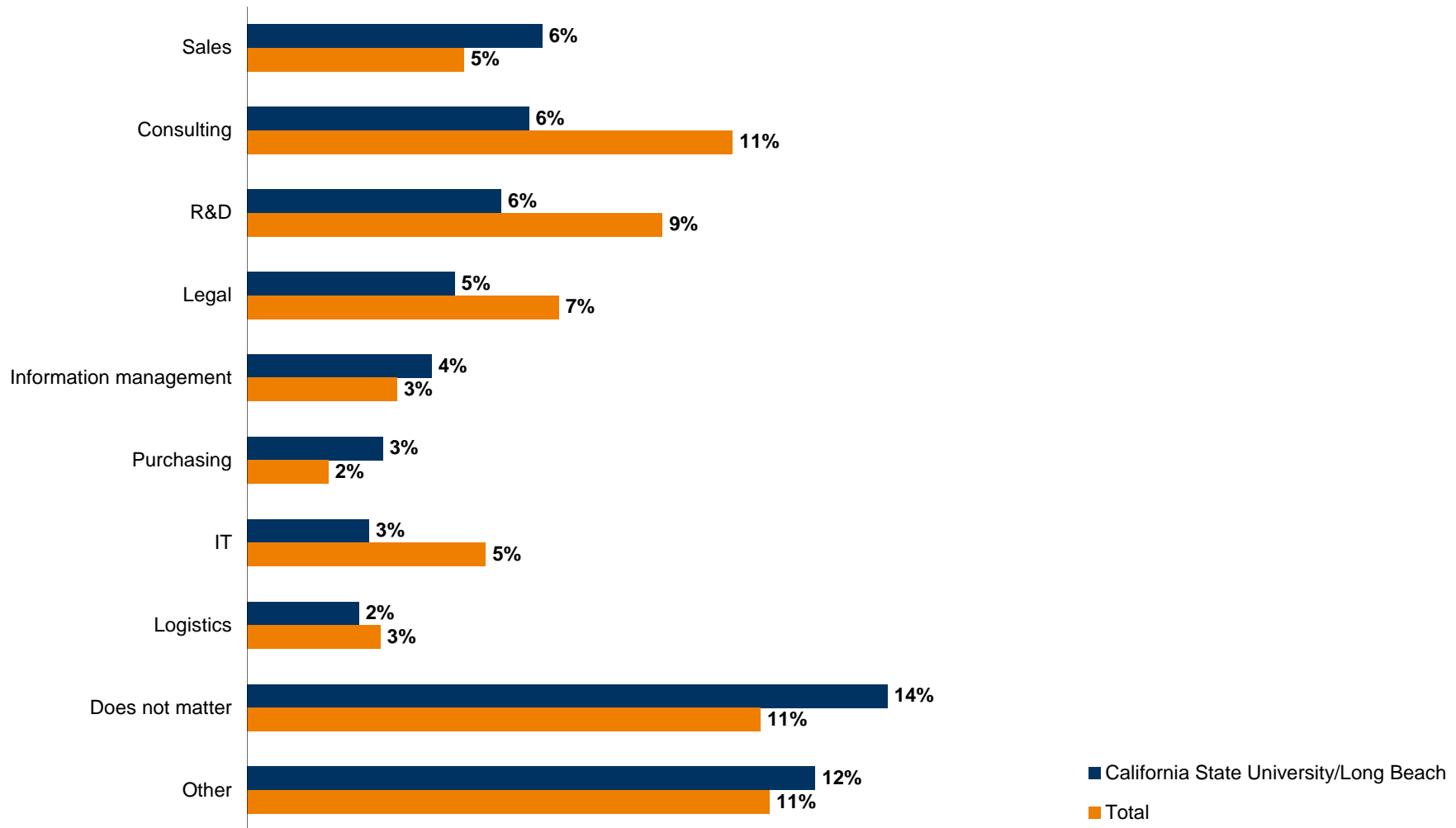
SURVEY QUESTION:

In which department would you ideally want to work when choosing your first employment?
Please select a maximum of three alternatives

THINK ABOUT:

- Which job functions are most popular?
- Which job functions are you currently recruiting to?

Preferred departments (11-20)



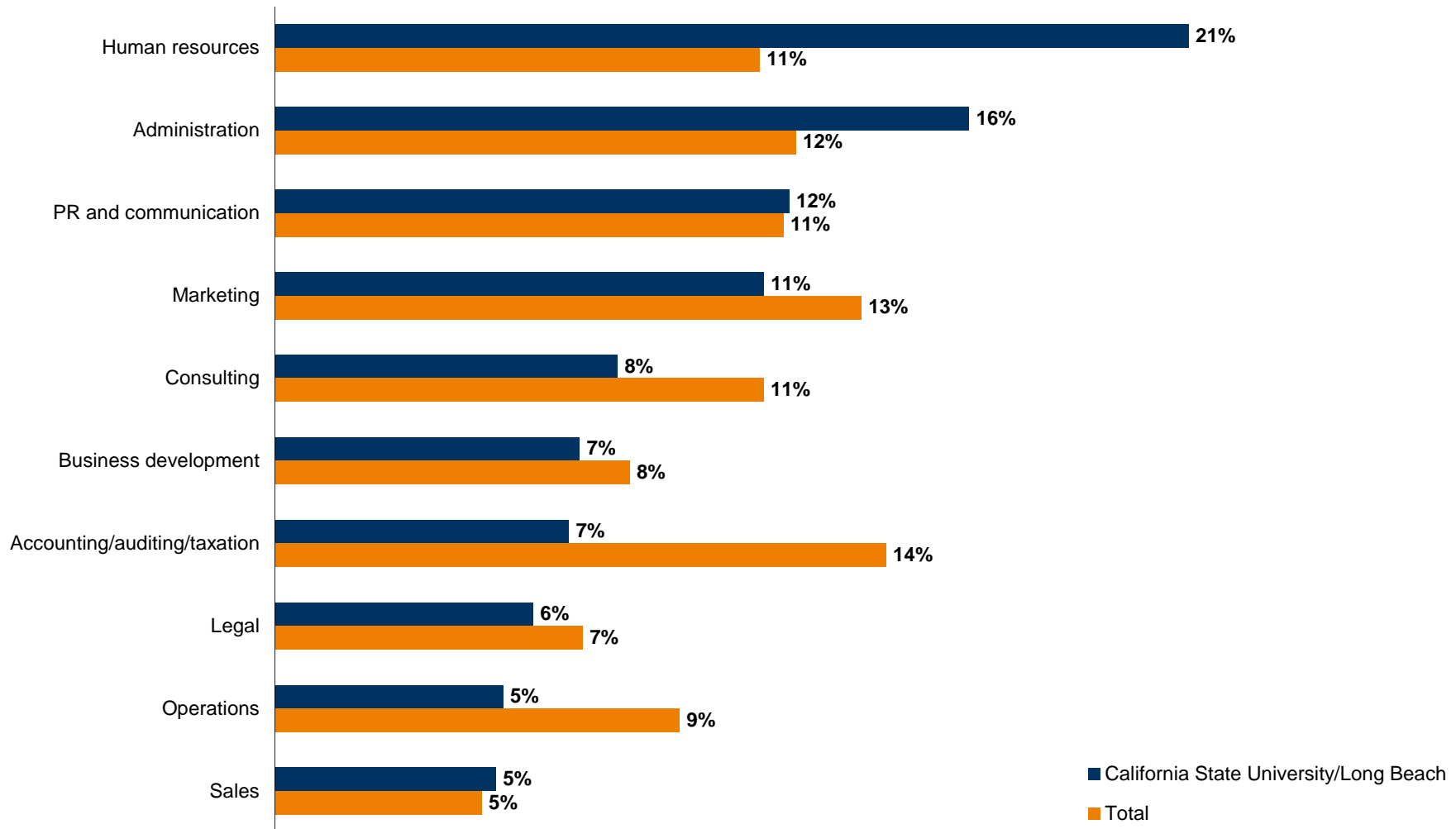
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Please select a maximum of three alternatives

THINK ABOUT:

- Which job functions are most popular?
- Which job functions are you currently recruiting to?

Preferred departments 2009 (1-10)



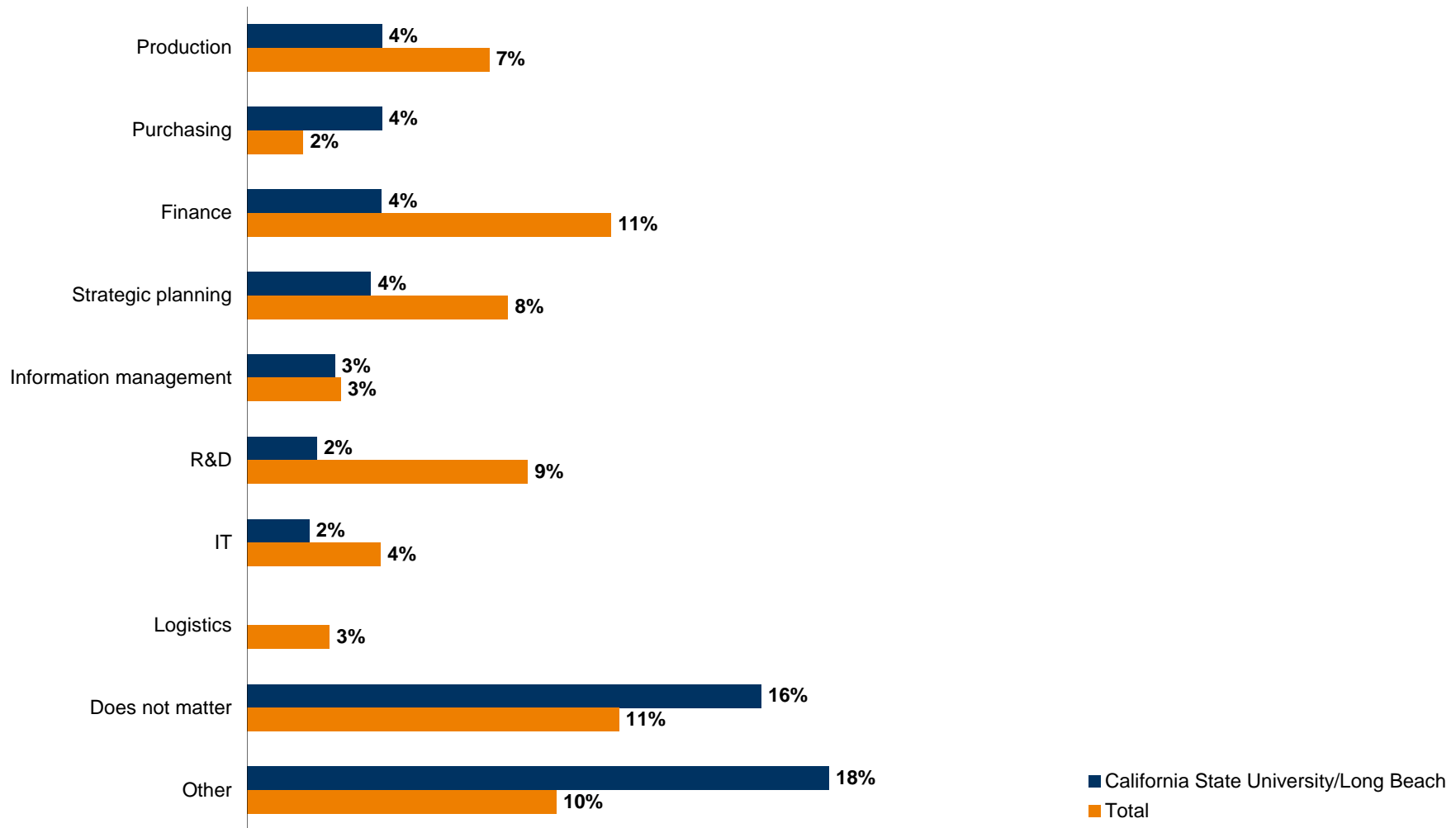
SURVEY QUESTION:

In which department would you ideally want to work when choosing your first employment?
Please select a maximum of three alternatives

THINK ABOUT:

- Which departments are most popular among students?
- Which departments are you currently recruiting to?

Preferred departments 2009 (11-20)



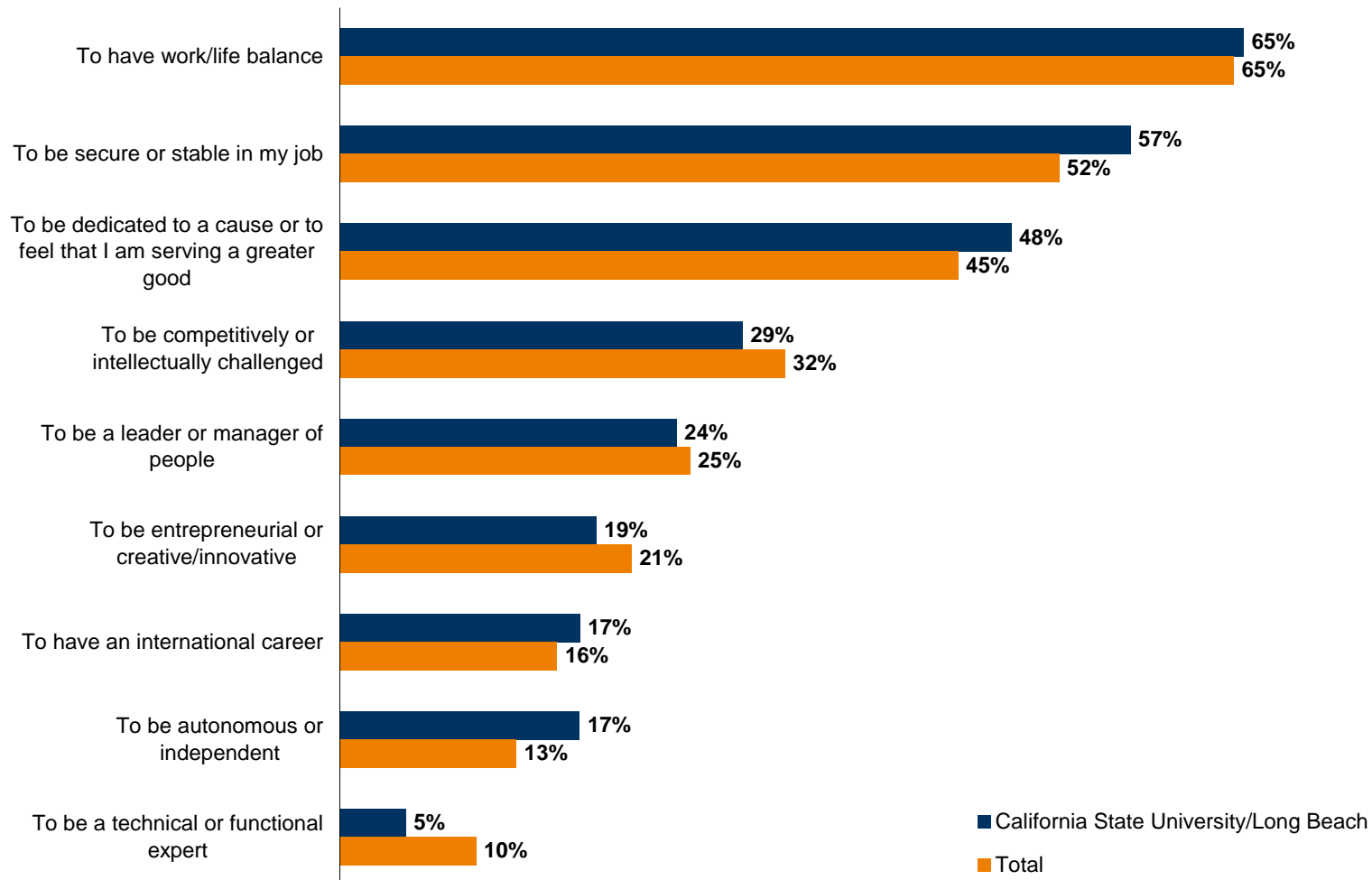
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THINK ABOUT:

- Which departments are most popular among students?
- Which departments are you currently recruiting to?

Career goals



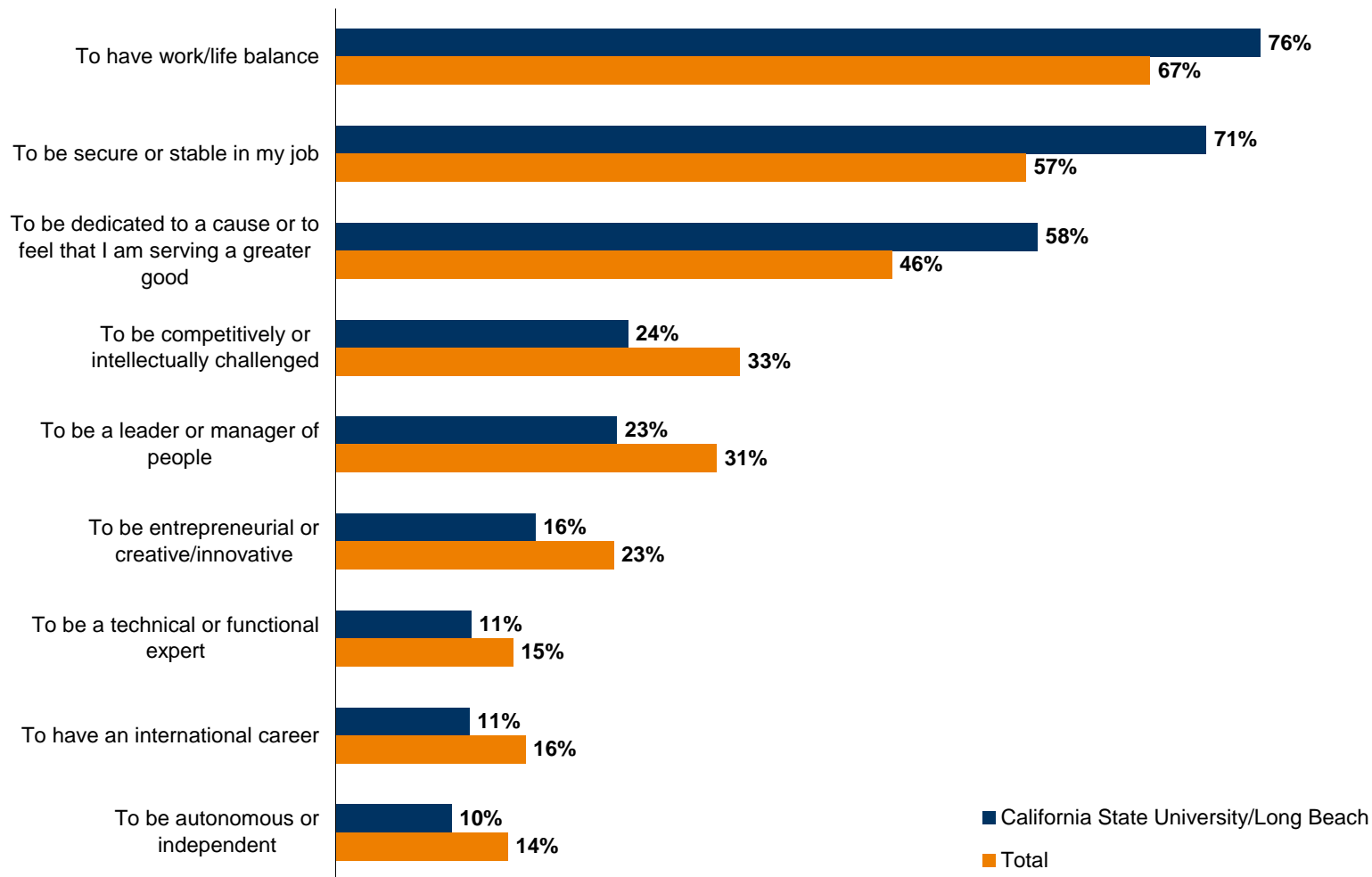
SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

THINK ABOUT:

- Which of the career goals can you offer the opportunity to achieve to the largest extent?
- Can you communicate the most attractive career opportunities given what you can offer?

Career goals 2009



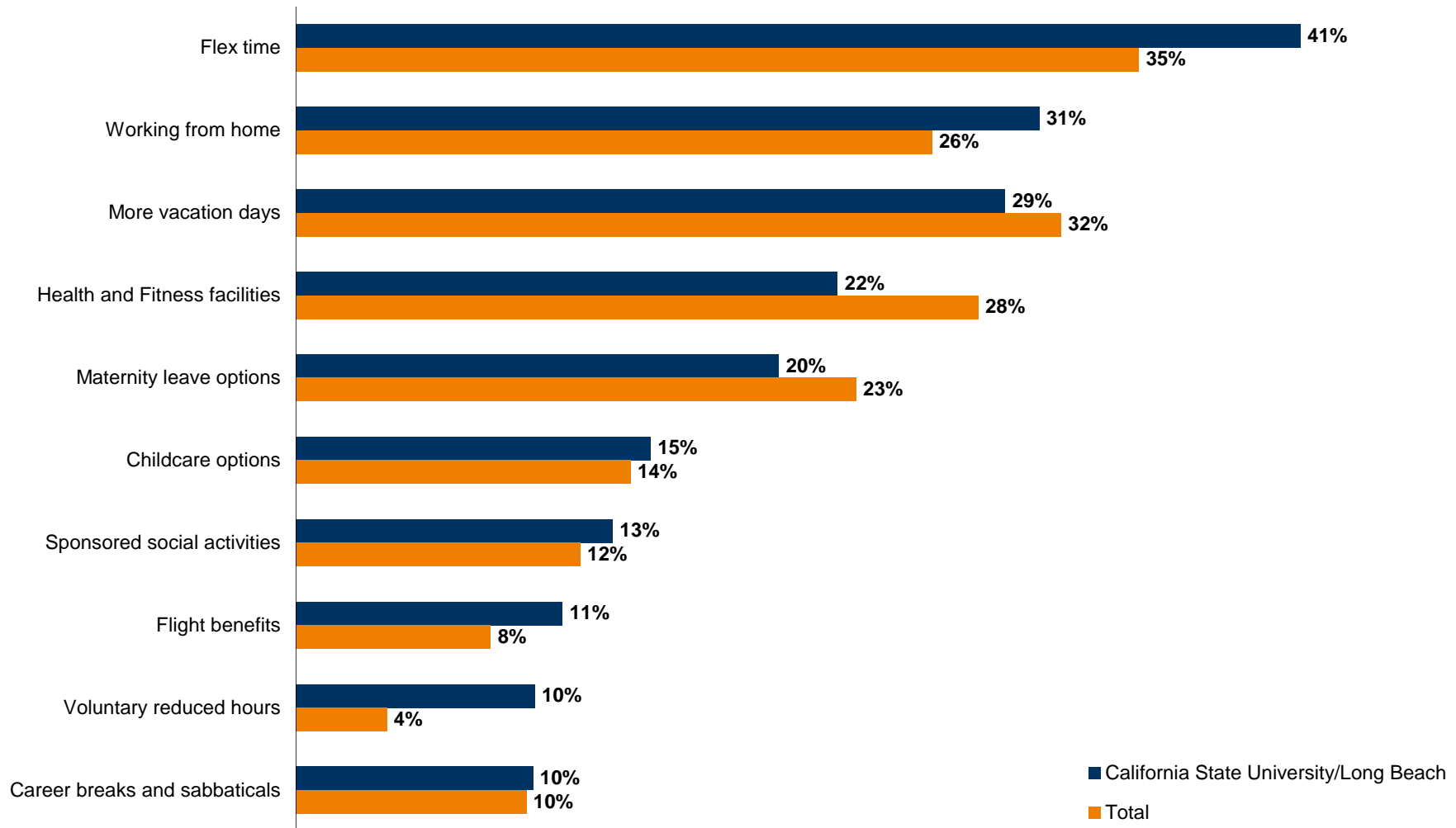
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- Which of the career goals can you offer the opportunity to achieve to the largest extent?
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Promoting work-life balance (1-10)



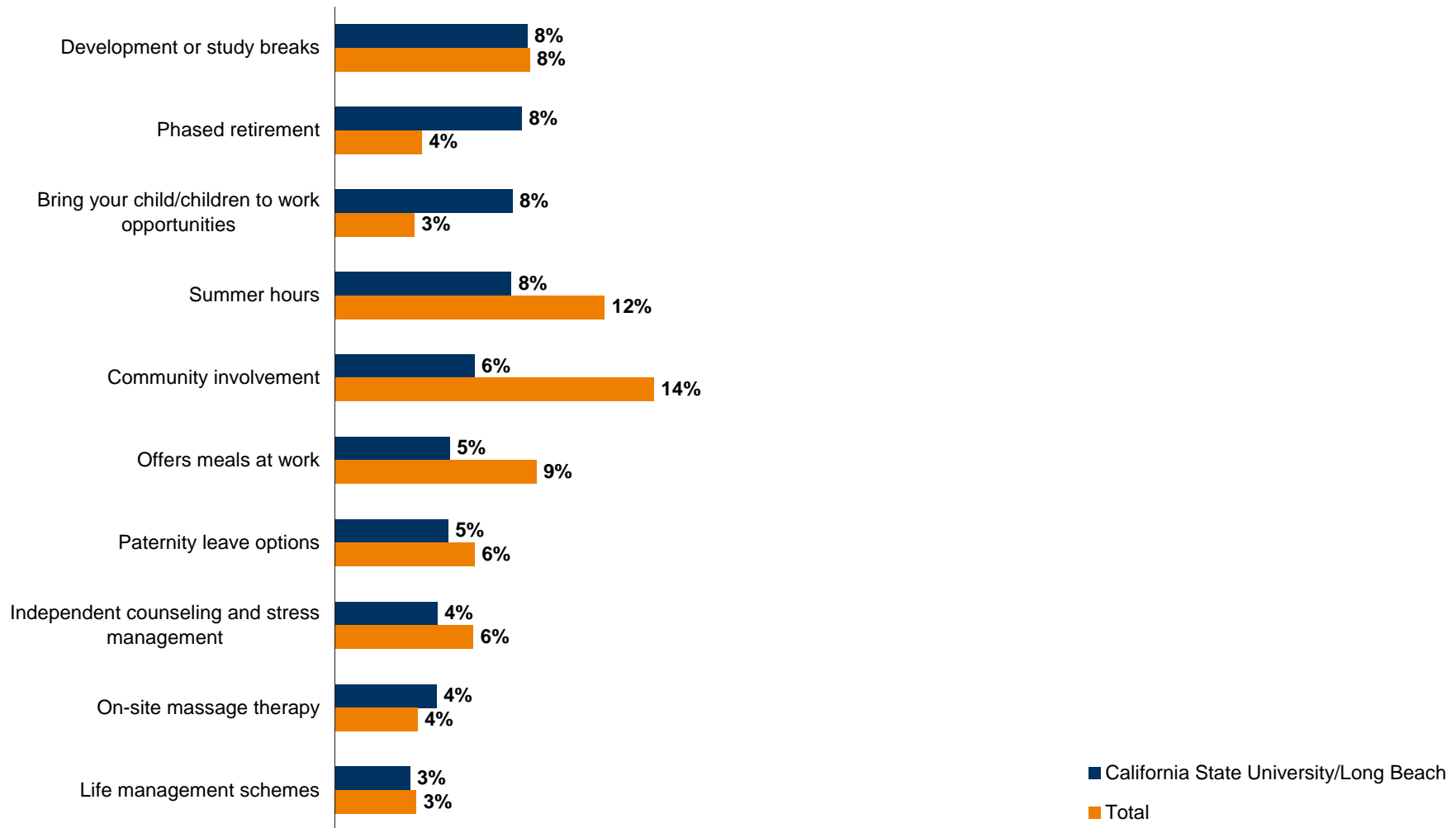
SURVEY QUESTION:

What should an employer offer to promote better work-life balance?
Please select a maximum of three alternatives

THINK ABOUT:

- Which of the work-life components can you offer?
- Can you communicate the most attractive work-life balance components given what you can offer?

Promoting work-life balance (11-20)



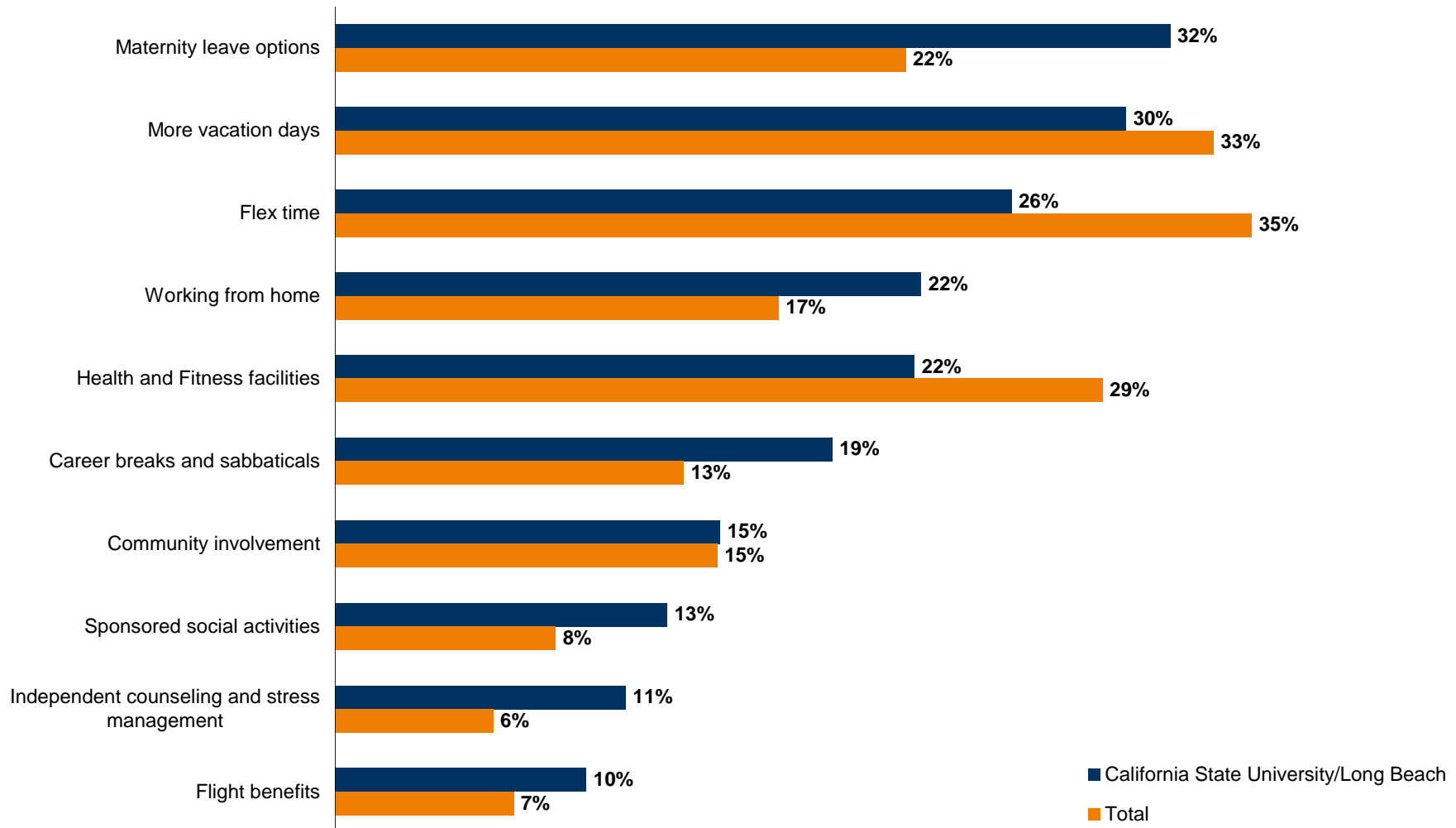
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- Can you communicate the most attractive work-life balance components given what you can offer?

Promoting work-life balance 2009 (1-10)



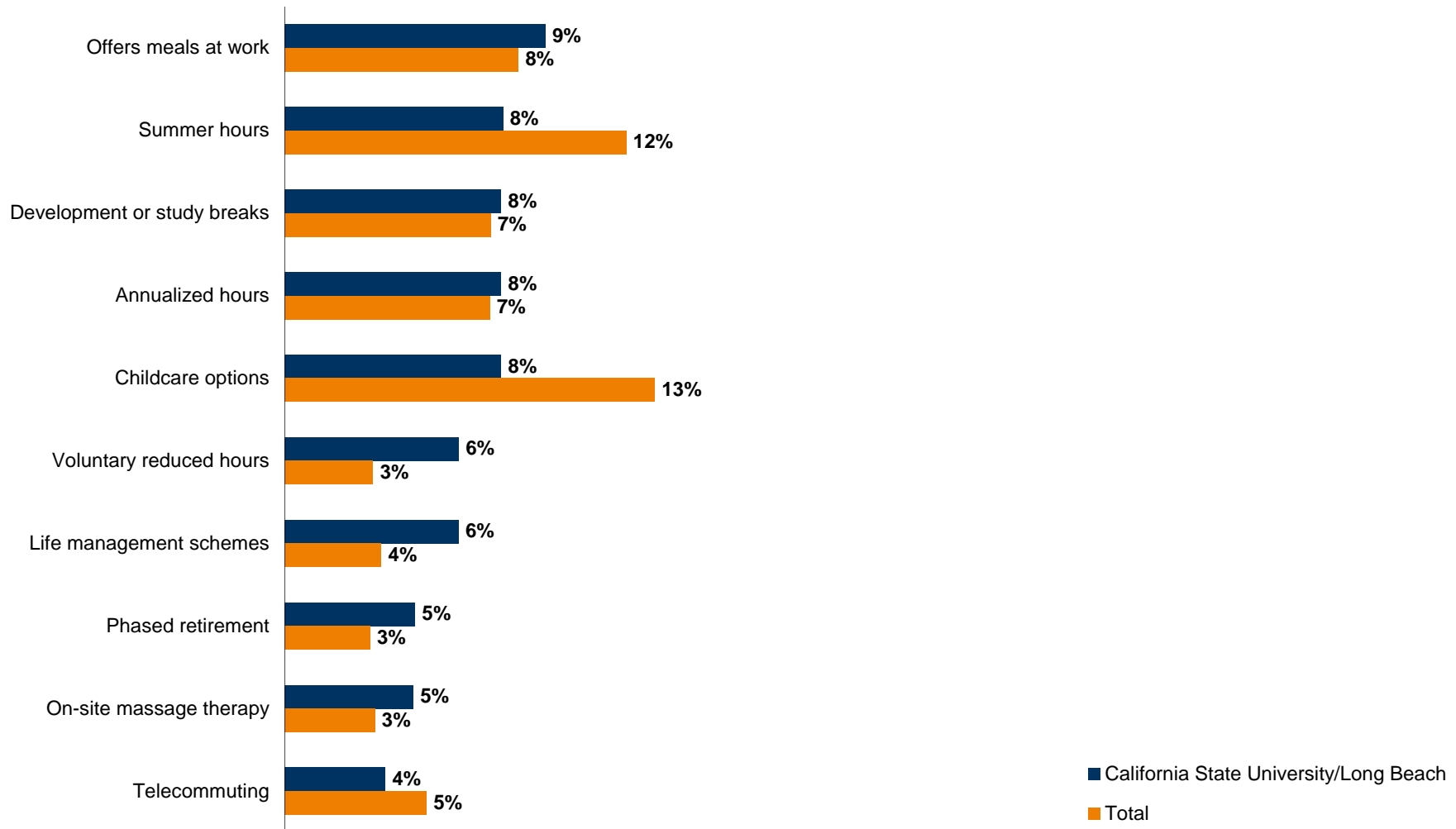
SURVEY QUESTION:

What should an employer offer to promote better work-life balance?
Please select a maximum of three alternatives

THINK ABOUT:

- Which of the work-life components can you offer?
- Can you communicate the most attractive work-life balance components given what you can offer?

Promoting work-life balance 2009 (11-20)



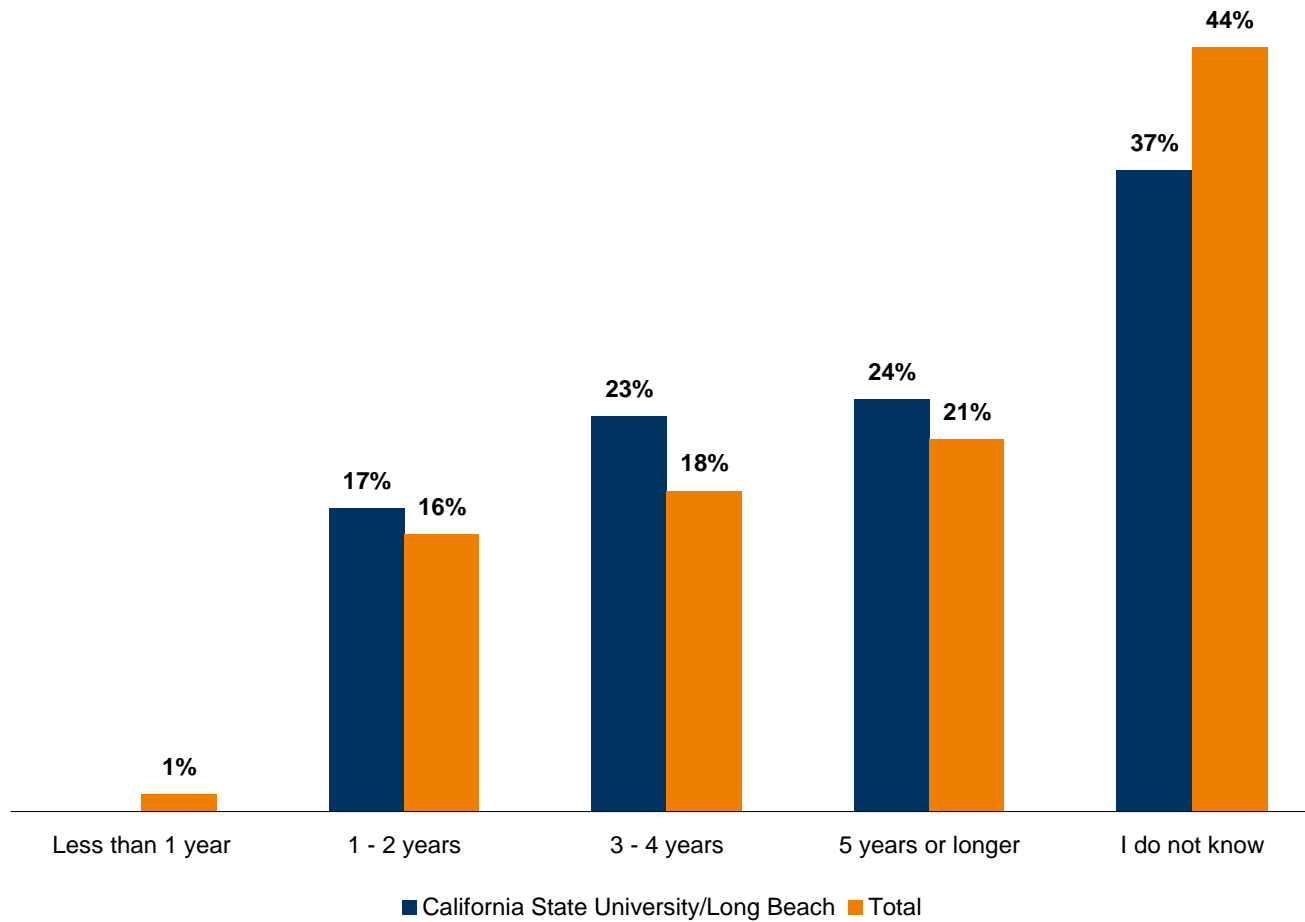
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THINK ABOUT:

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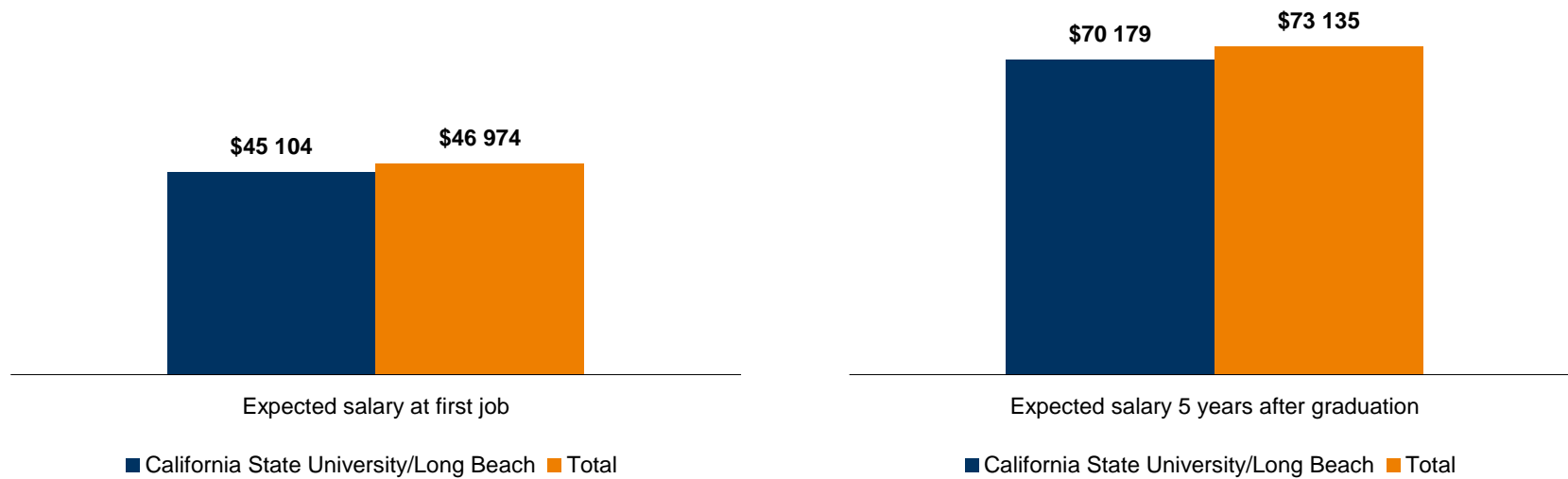
Predicting first job tenure



SURVEY QUESTION:

How long do you plan to stay at your first job after graduation?
Please select one alternative.

Expected annual salary



SURVEY QUESTIONS:

- What annual base salary before taxes do you expect at your first job after graduation?
- What annual base salary before taxes do you expect five years after graduation?

PLEASE NOTE:

- What salary do you currently offer targeted students?
- Can you meet their expectations?
- Do you know if your Recruitment Competitors can?

Best internship

Top 5 (California State University/Long Beach):

1. Boeing (33.39%)
2. Enterprise Rent-A-Car (16.74%)
3. Microsoft (16.65%)
4. Target (11.28%)
4. Time Warner (11.28%)

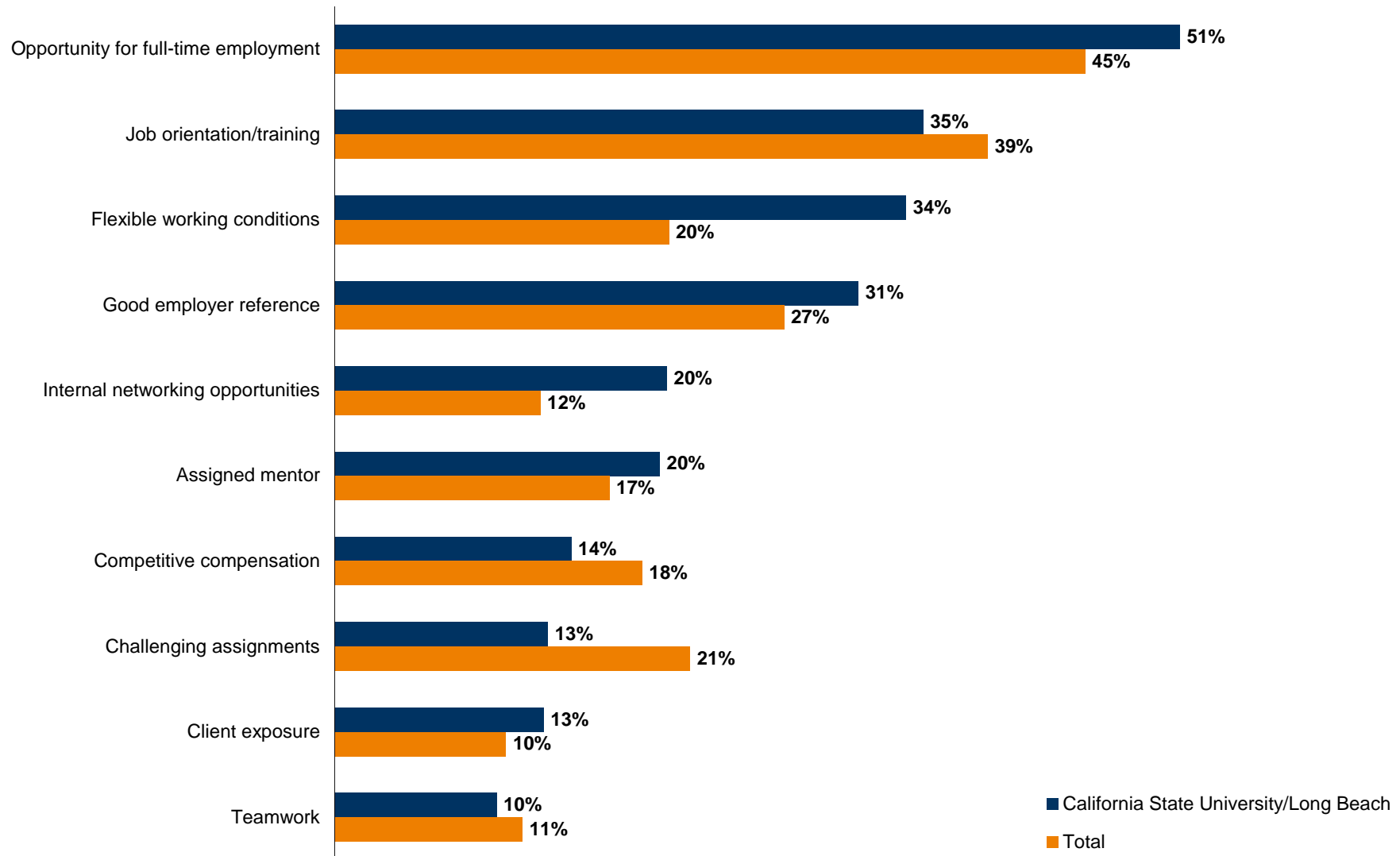
Top 5 (Total):

1. Google (8.41%)
2. Walt Disney Company (7.67%)
3. PricewaterhouseCoopers, LLP (6.27%)
4. Ernst & Young (5.65%)
5. Deloitte (5.45%)

SURVEY QUESTION:

Which employer's internship has the best reputation? *Top of mind*

Important factors when choosing an internship



SURVEY QUESTION:

What do you find most important that an employer offers in an internship? Please select a maximum of three alternatives

Best rotational program

Top 5 (California State University/Long Beach):

1. Boeing (100.00%)

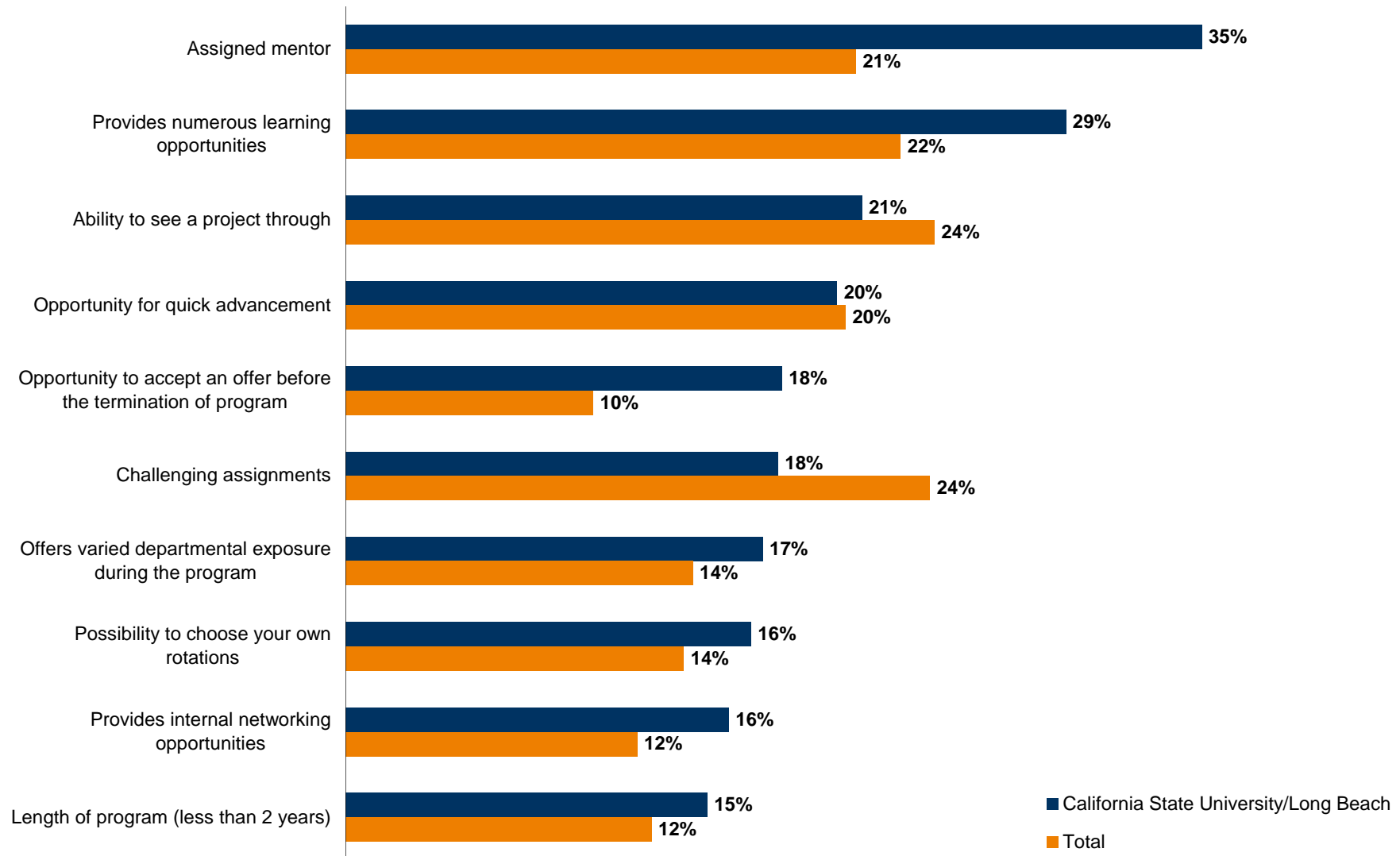
Top 5 (Total):

1. General Electric (15.18%)
2. KPMG LLP (4.68%)
3. Google (4.46%)
4. Johnson & Johnson (3.88%)
5. Ernst & Young (2.86%)

SURVEY QUESTION:

Which employer's rotational program has the best reputation? *Top of mind*

Important factors when choosing a rotational program



SURVEY QUESTION:

Which factors are most important to you when choosing a rotational program? Please select a maximum of three alternatives

Top findings - Students' career preferences - California State University/Long Beach

Top career goals:

- *To have work/life balance*
- *To be secure or stable in my job*
- *To be dedicated to a cause or to feel that I am serving a greater good*

Top industries:

- *Government/public service*
- *Non-profit*
- *Healthcare*

Top departments:

- *Human resources*
- *Administration*
- *Operations*

Most popular International cities:

- *London*
- *Paris*
- *Rome*

Most popular US cities:

- *Los Angeles*
- *San Francisco- Bay Area*
- *San Diego*



Expected annual salary at first job:

- *\$45 104*

Top findings - Students' career preferences - Total

Top career goals:

- *To have work/life balance*
- *To be secure or stable in my job*
- *To be dedicated to a cause or to feel that I am serving a greater good*

Top industries:

- *Government/public service*
- *Healthcare*
- *Education/teaching*

Top departments:

- *Accounting/auditing/taxation*
- *Administration*
- *Marketing*

Most popular International cities:

- *London*
- *Paris*
- *Sydney*

Most popular US cities:

- *New York*
- *Los Angeles*
- *Chicago*



Expected annual salary at first job:

- *\$46 974*

Students' communication preferences



Students' communication preferences

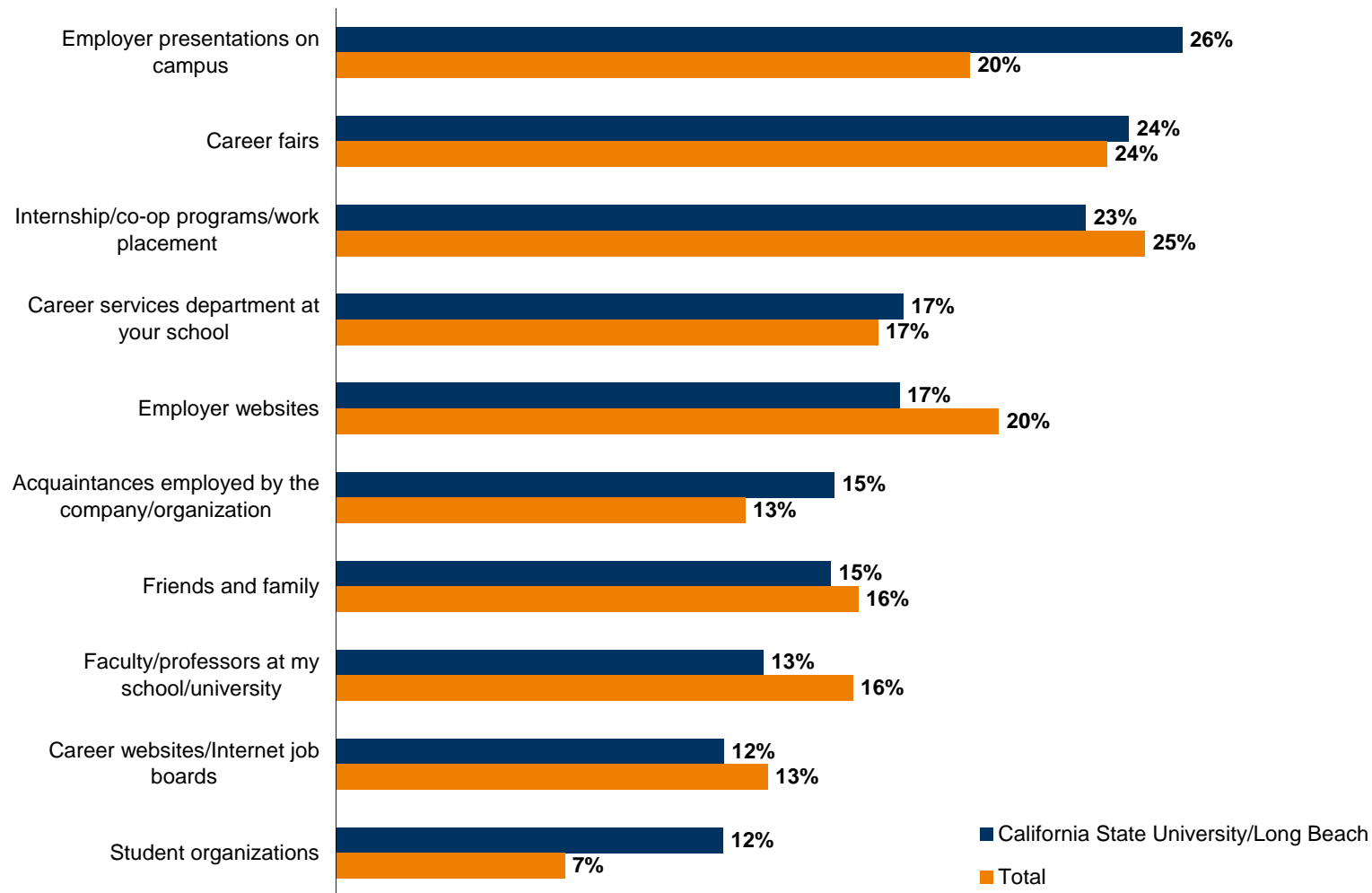
Topics:

- Preferred communication channels
- Actual communication channels
- What to communicate?
- Top communication sources
- Best publications and websites
- Videos & social media
- Best on-campus recruitment activities

Think about:

- *Are you providing the students with information through the channels they prefer or use? Could you be missing large student groups by failing to be present in one or more channels?*
- *Are you over communicating in channels that are not important to students? Can you adjust your communication activities to match students' preferences?*
- *Which publications and websites do students visit to learn about employers?*
- *How are they using videos and social media to learn about potential future employers?*

Top preferred channels (1-10)



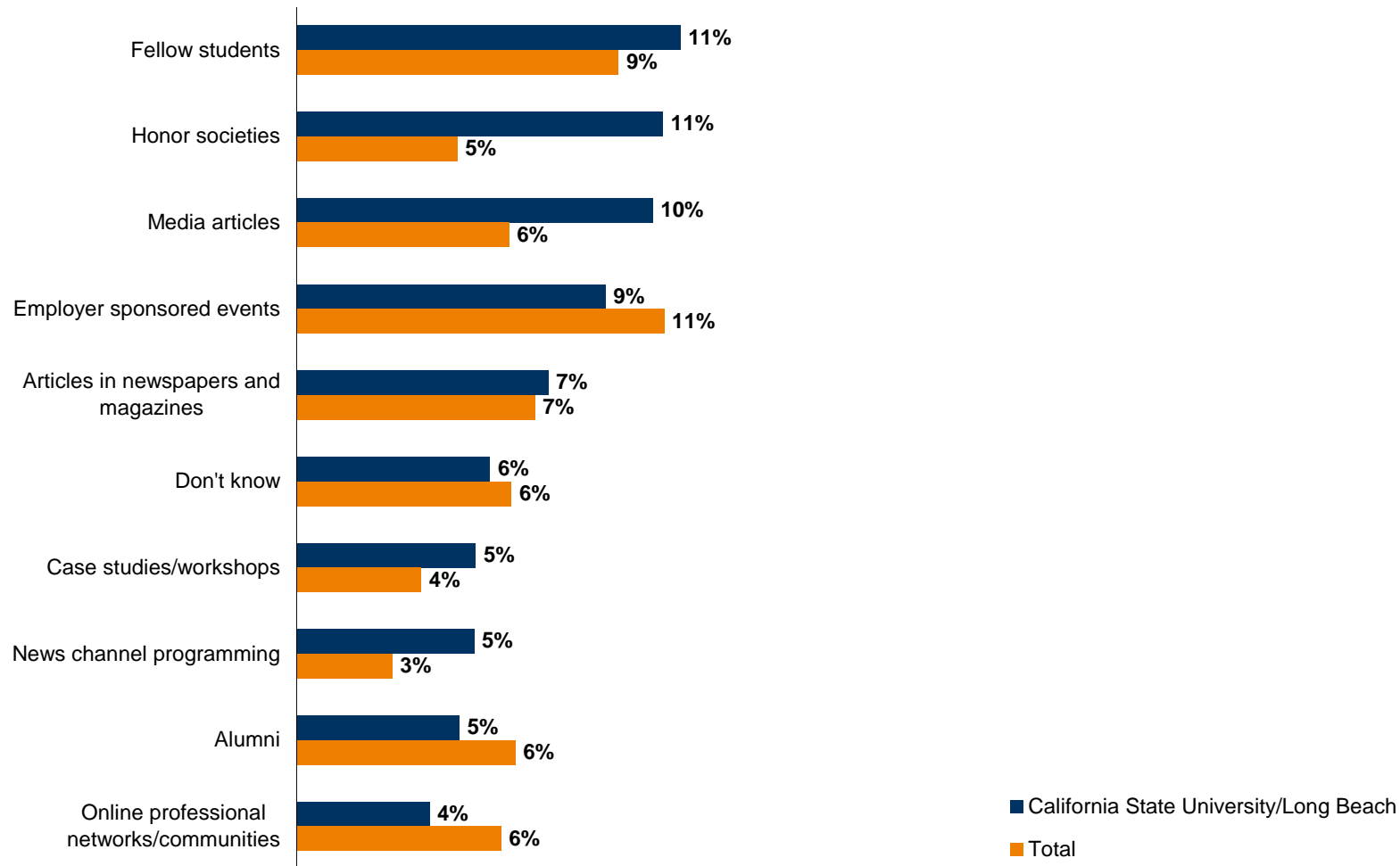
SURVEY QUESTION:

How would you prefer to gather information about potential employers? *Please select a maximum of three alternatives*

THINK ABOUT:

- Which communication channels have you used in your communication with the target group?
- Is there a mismatch between the channels you have used and their preferred ones?
- Are there any new possible channels to focus on in the future or to decrease your visibility in?

Top preferred channels (11-20)



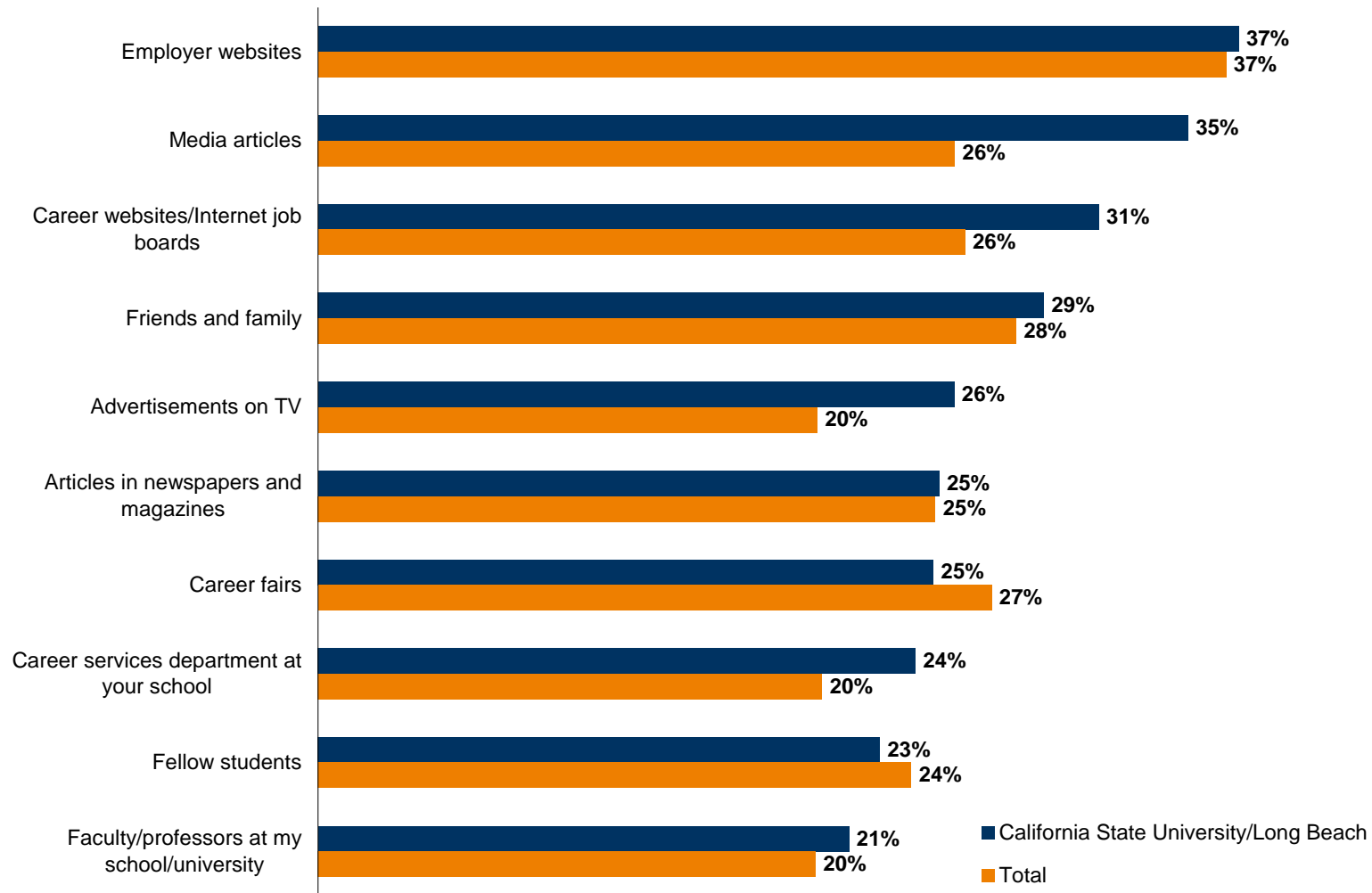
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Top actual channels (1-10)



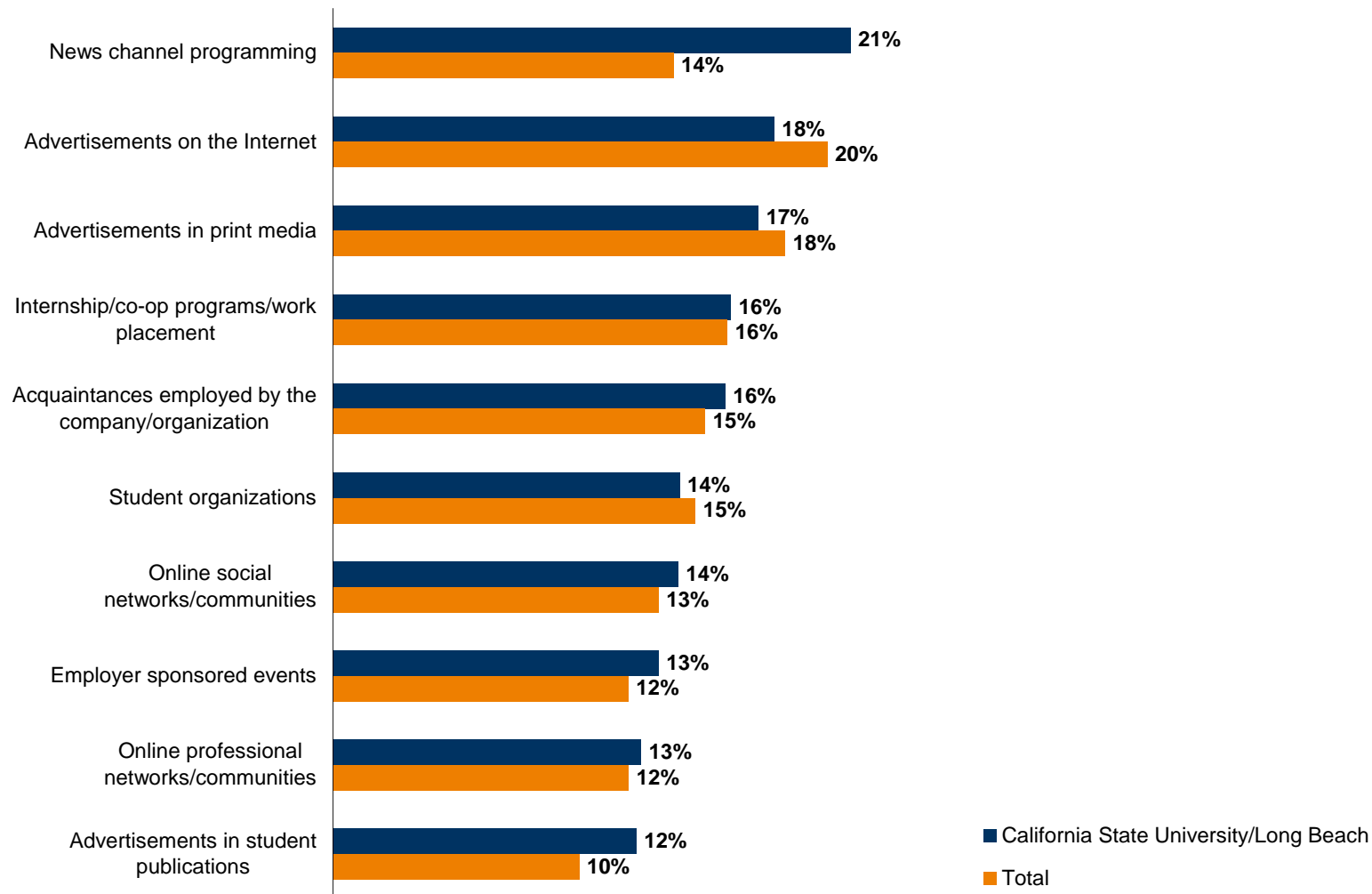
SURVEY QUESTION:

How have you mainly learnt about these employers? *Please select as many as applicable*

THINK ABOUT:

- Which communication channels have you used in your communication with the target group?
- Is there a mismatch between the channels you have used and their actual ones?
- Are there any new possible channels to focus on in the future or to decrease your visibility in?

Top actual channels (11-20)



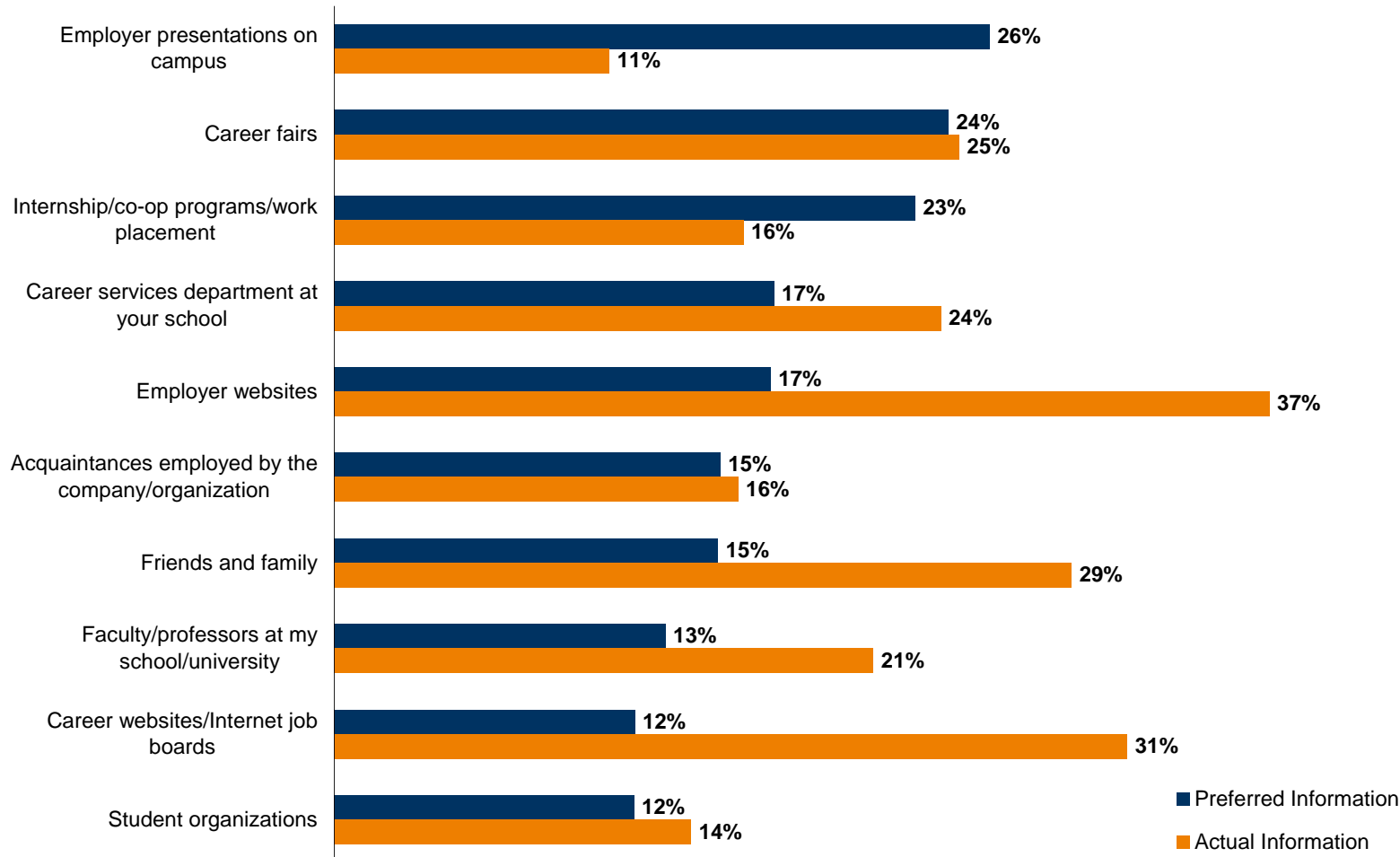
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Actual vs. preferred channels - California State University/Long Beach



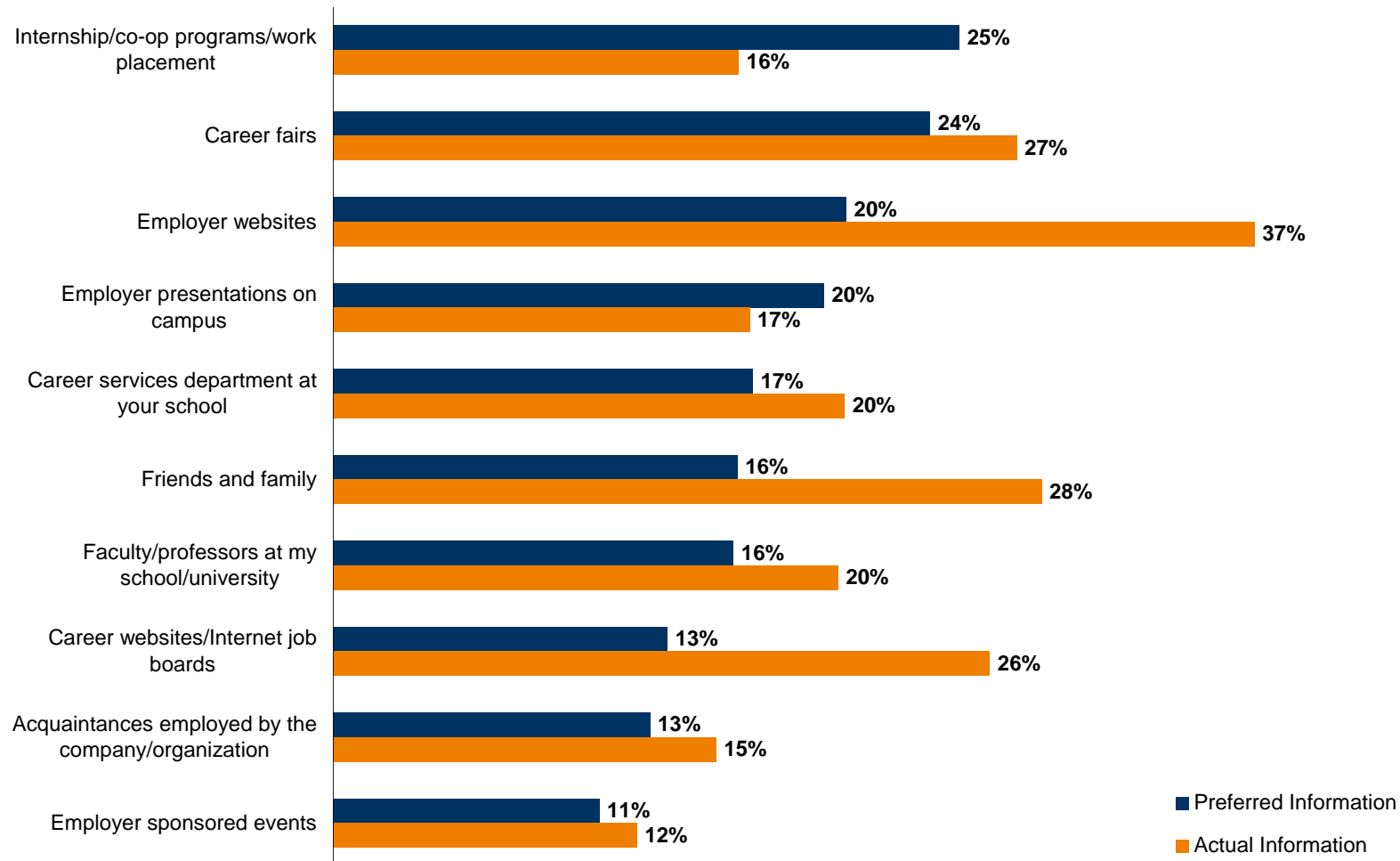
SURVEY QUESTIONS:

- How would you prefer to gather information about potential employers? *Please select a maximum of three alternatives*
- How have you mainly learnt about these employers? *Please select as many as applicable*

THINK ABOUT:

- Which communication channels have you used in your communication with the target group?
- Have you had the impact you thought?
- Is there a mismatch between preferred and used channels?
- Are there any channels to focus on in the future to communicate with students?

Actual vs. preferred channels - Total



SURVEY QUESTIONS:

- How would you prefer to gather information about potential employers? *Please select a maximum of three alternatives*
- How have you mainly learnt about these employers? *Please select as many as applicable*

THINK ABOUT:

- Which communication channels have you used in your communication with the target group?
- Have you had the impact you thought?
- Is there a mismatch between preferred and used channels?
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Best on-campus recruitment activities

Top 5 (California State University/Long Beach):

1. Enterprise Rent-A-Car (19.50%)
2. The Coca-Cola Co. (14.59%)
3. Apple Computer (12.21%)
3. Target (12.21%)
5. Calvin Klein (7.29%)

Top 5 (Total):

1. Walt Disney Company (7.39%)
2. Ernst & Young (6.90%)
3. PricewaterhouseCoopers, LLP (6.37%)
4. Deloitte (4.22%)
5. Teach for America (3.98%)

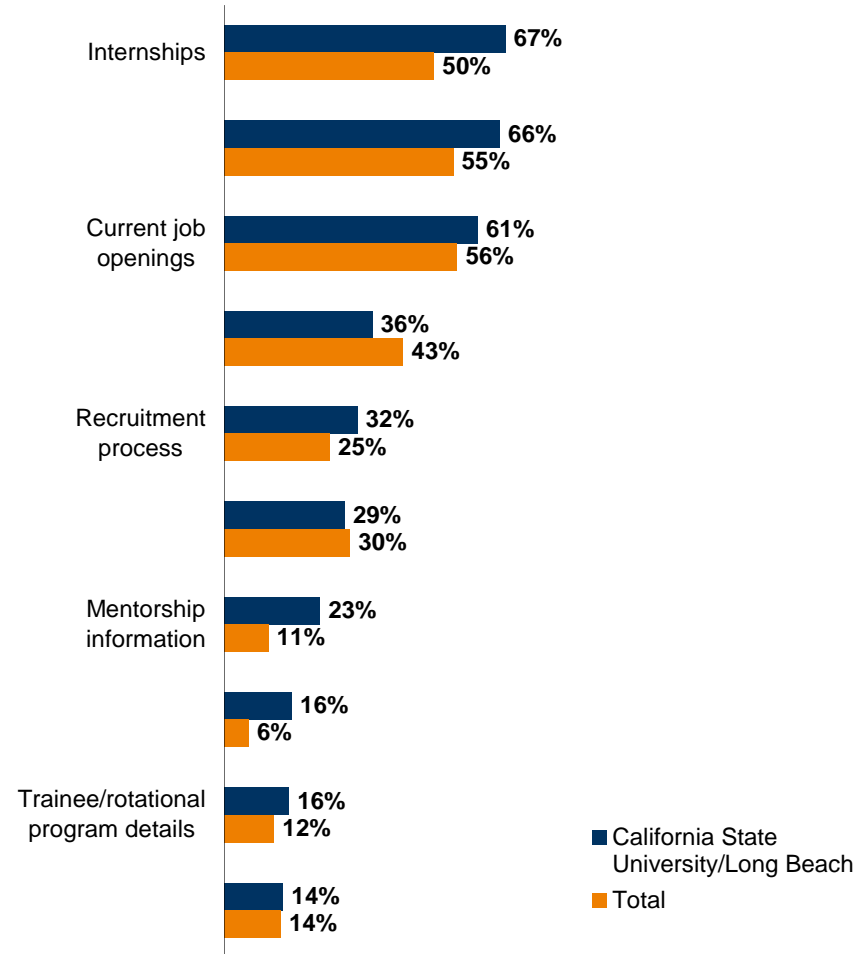
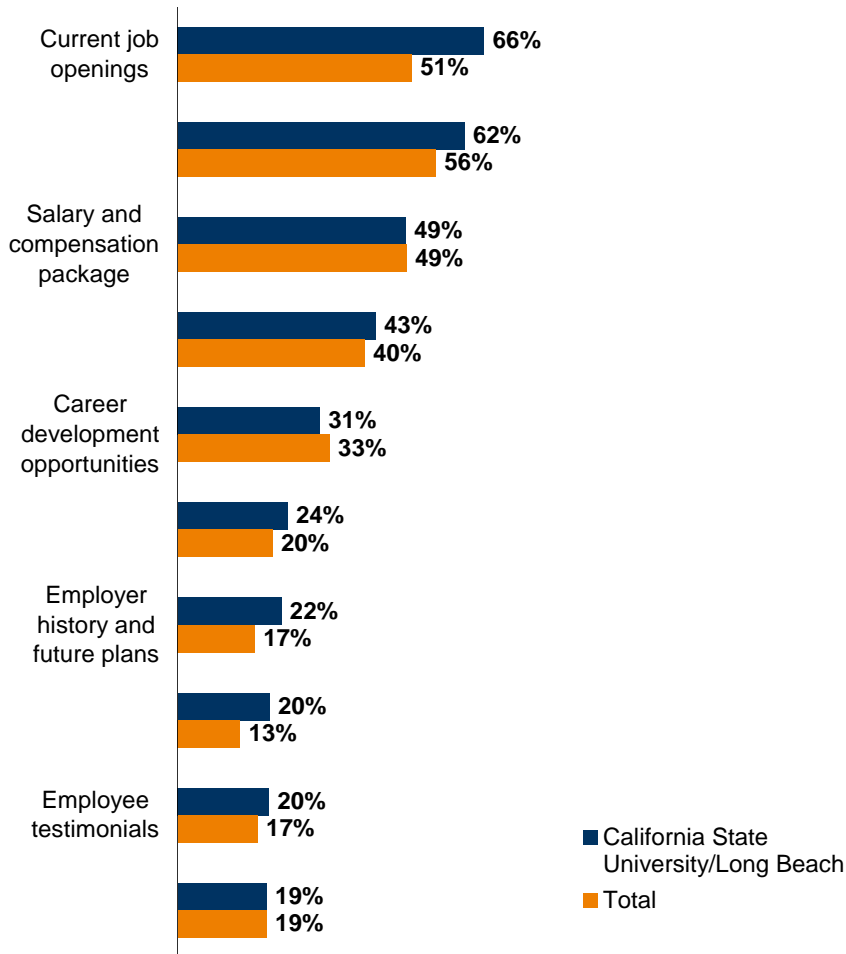
SURVEY QUESTION:

Which employer impresses you the most with its campus recruitment activities? *Top of mind*

Most important type of information to learn about an employer

Preferred type of information – Overall

Preferred type of information – At career fairs

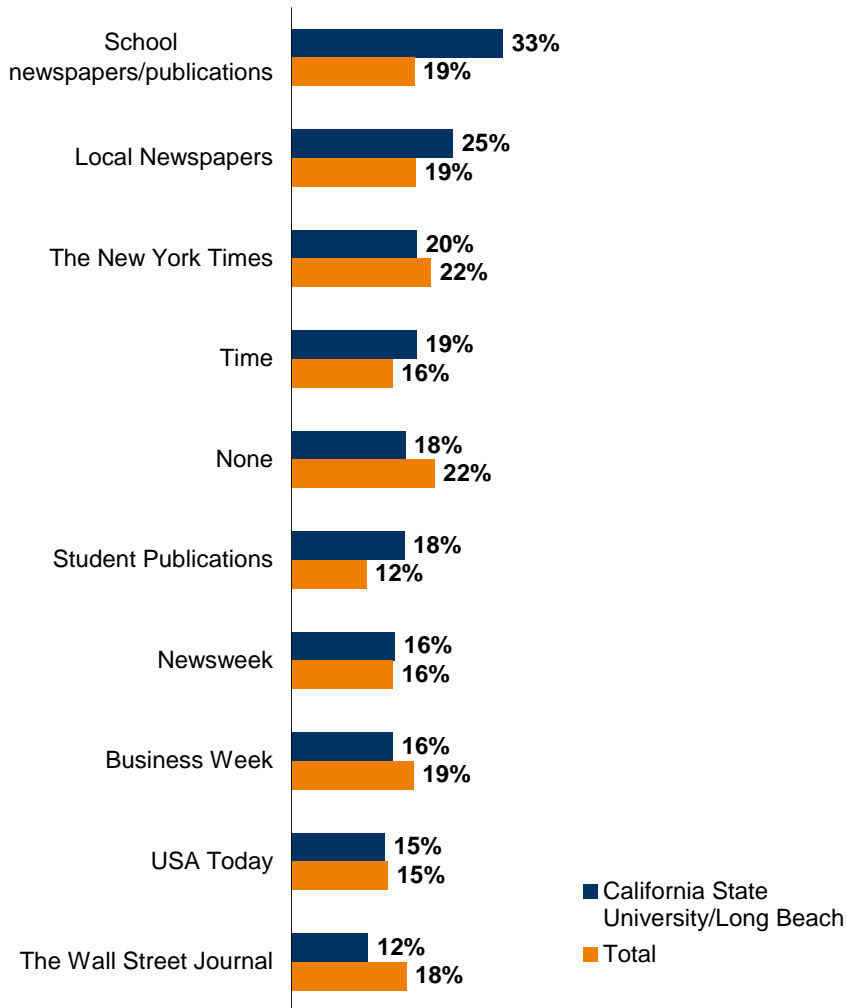


QUESTIONS:

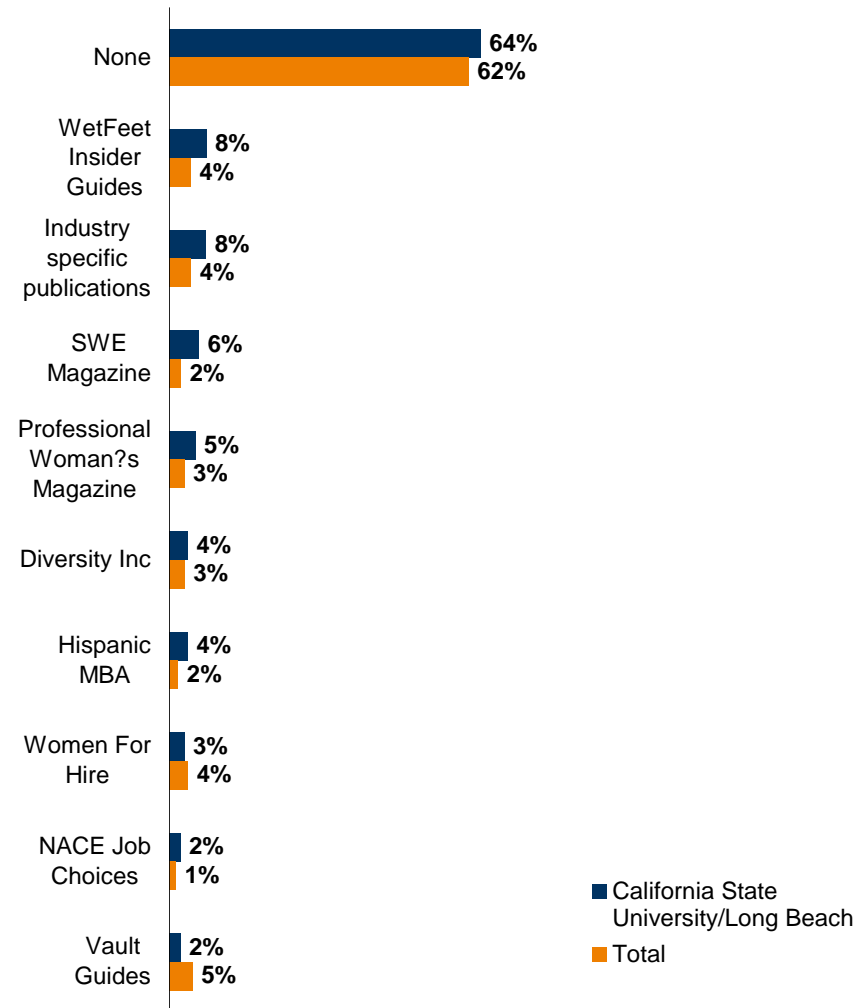
- When a company presents itself as an employer, what type of information would you prefer to learn about it? *Please select a maximum of 5 alternatives.*
- When a company presents itself as an employer at career fairs, what type of information would you prefer to learn about it? *Please select a maximum of 5 alternatives.*

Most popular publications

Business/general interest publications



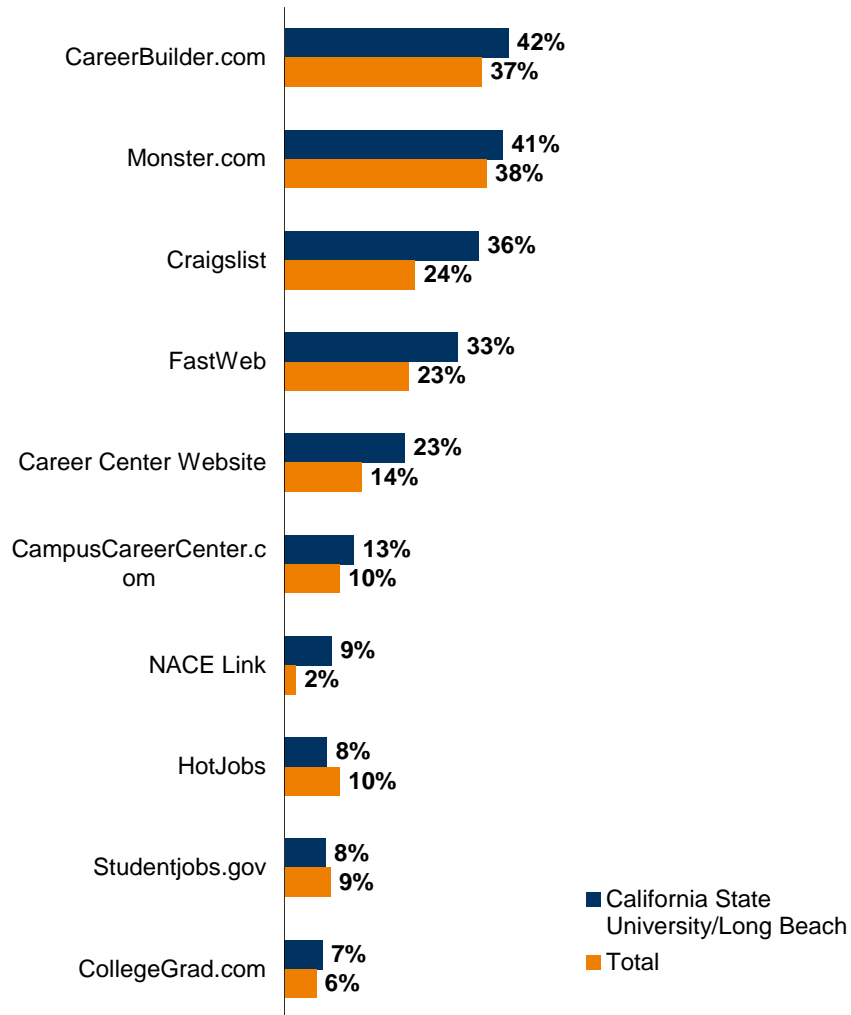
Career publications



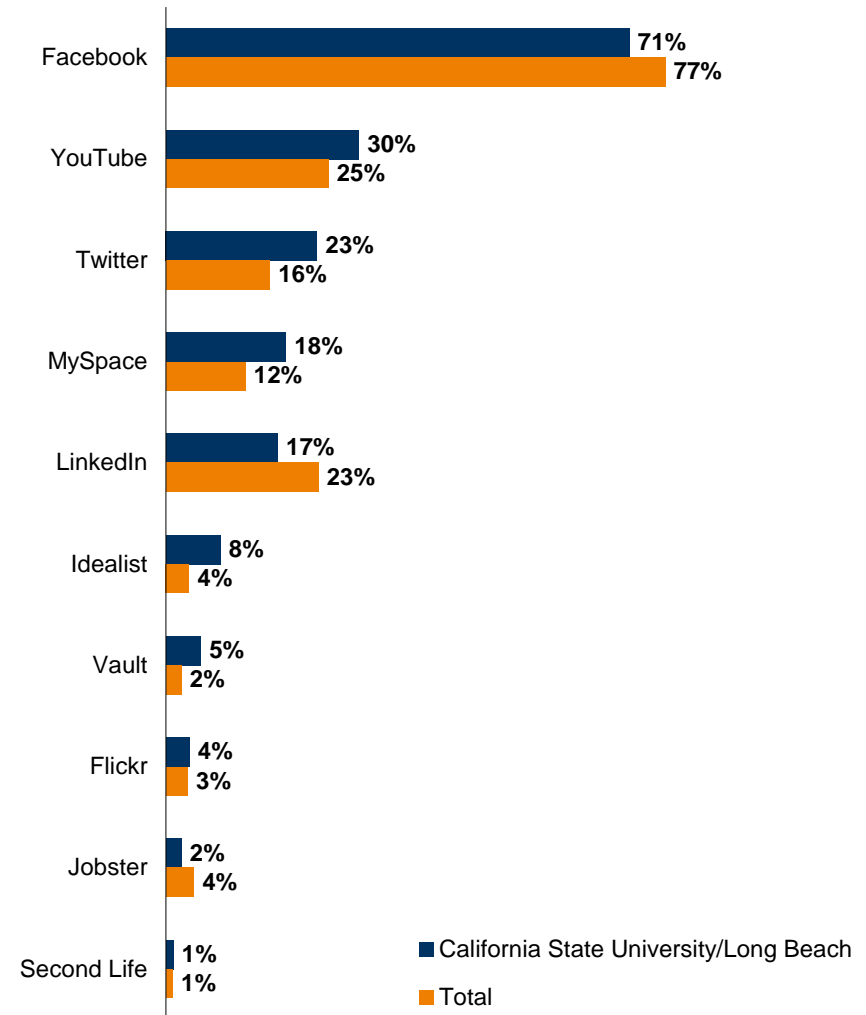
SURVEY QUESTION:
 What publications do you read to learn about future employers? *Please select as many as applicable*

Most popular websites

Career websites



Social networking websites



SURVEY QUESTION:

Which websites do you visit to learn more about future employers (including job openings)? *Please select as many as applicable*

Best websites

Top 5 (California State University/Long Beach):

1. Boeing (19.58%)
2. Walt Disney Company (13.10%)
3. Teach for America (8.83%)
4. General Electric (6.55%)
4. KPMG LLP (6.55%)

Top 5 (Total):

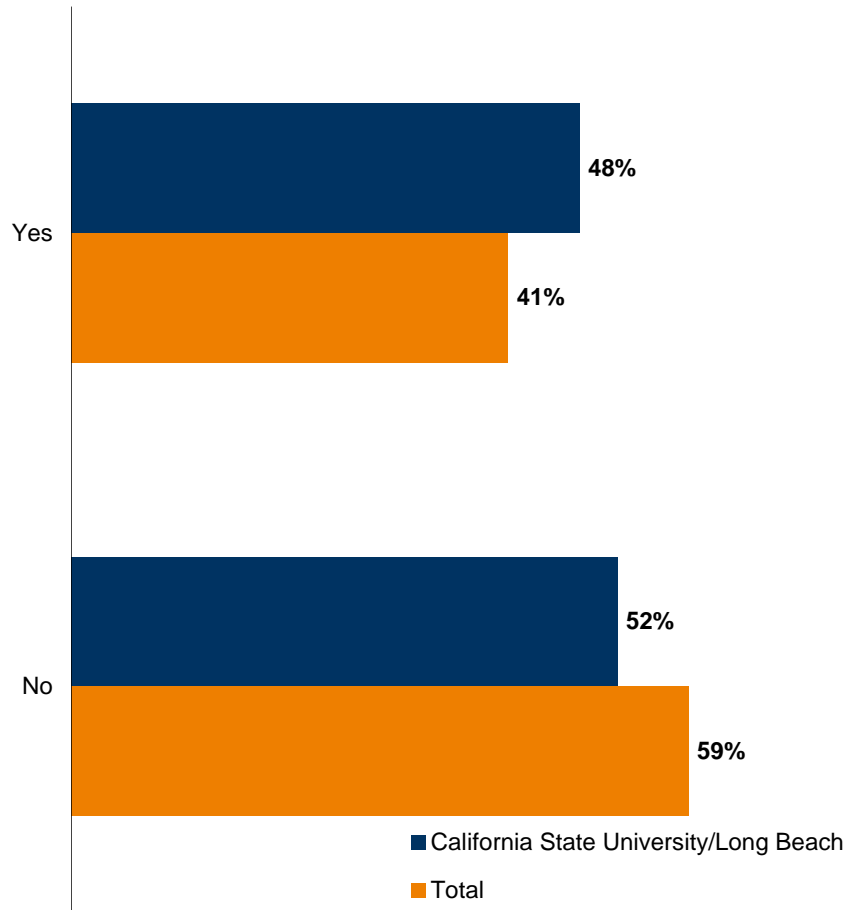
1. Google (6.40%)
2. Walt Disney Company (5.72%)
3. PricewaterhouseCoopers, LLP (5.25%)
4. Ernst & Young (4.88%)
5. Deloitte (3.62%)

SURVEY QUESTION:

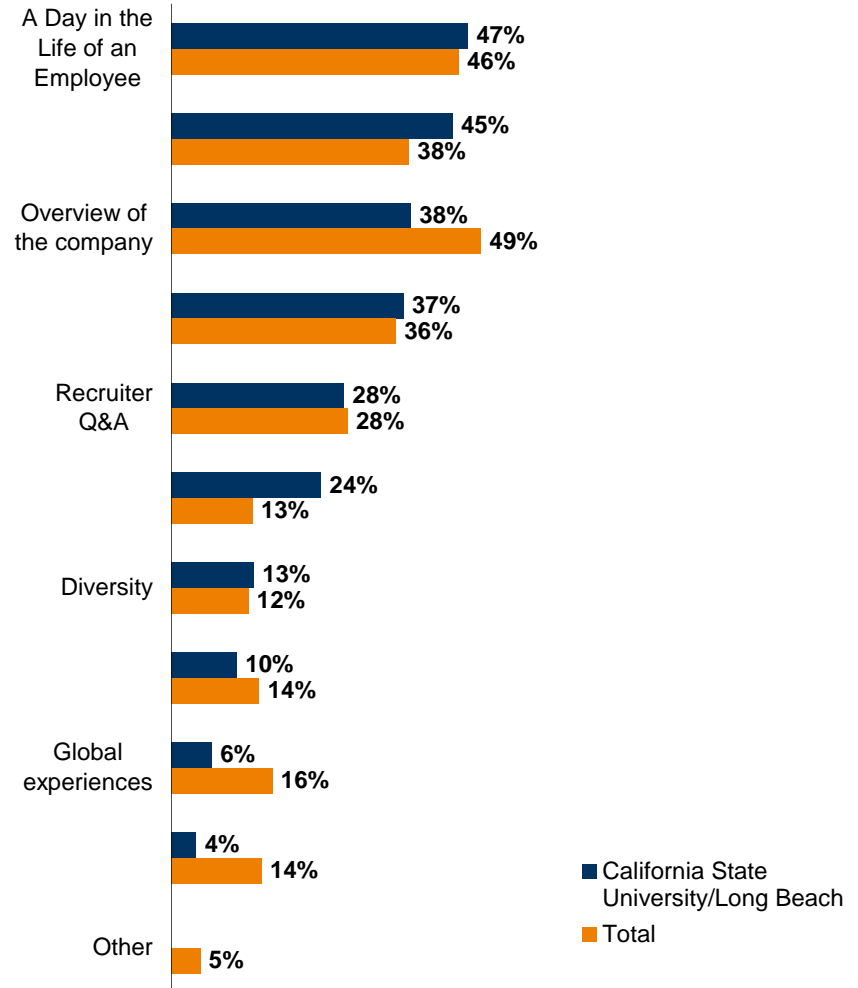
Which employer had the most impressive recruitment website? *Top of mind*

Preferred types of videos about employers

The use of video



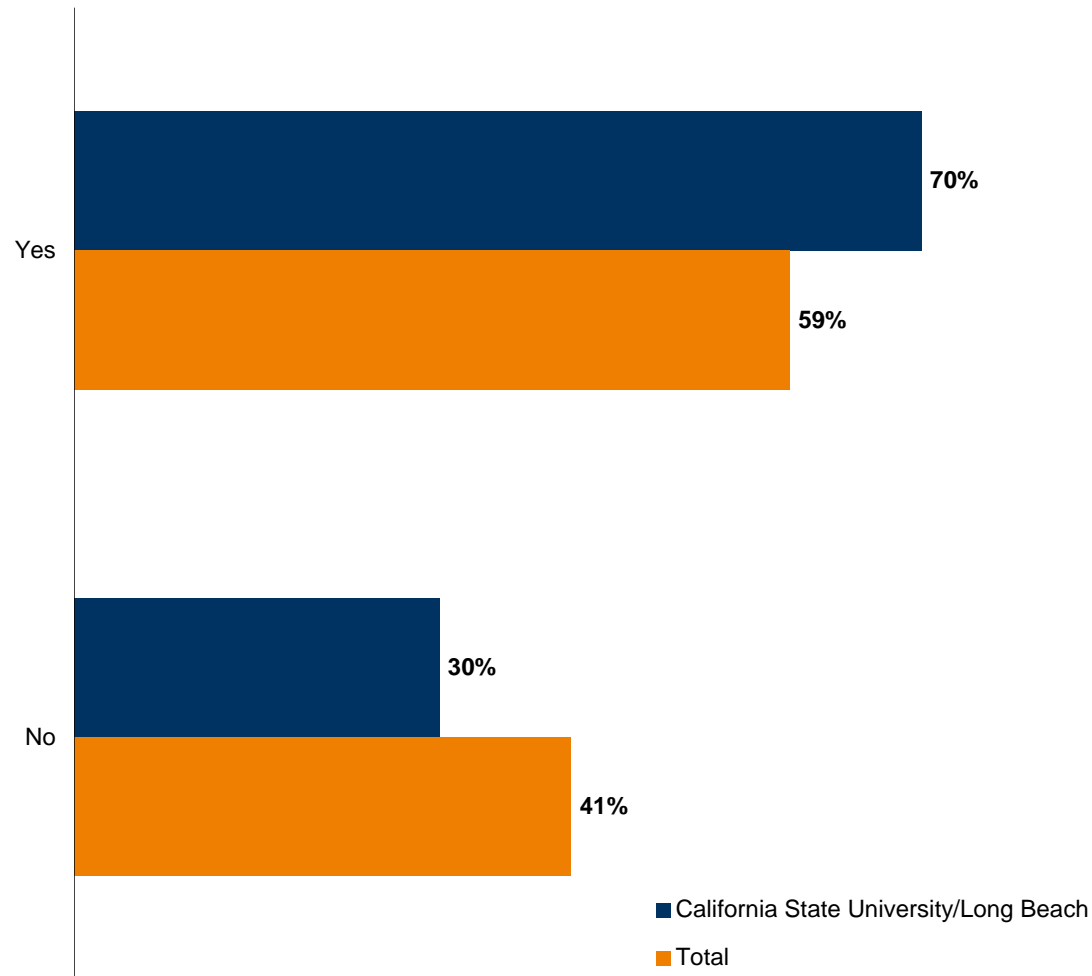
Preferred types of videos



QUESTIONS:

- Do you use videos to learn about potential future employers?
- What type of videos do you prefer to watch?

Social media



SURVEY QUESTION:

Do you use social media to learn about potential future employers and/or job opportunities?

Students' employer preferences



Drivers of Employer Attractiveness

Employer Reputation & Image

- *The monetary compensation and other benefits, now and in the future*

- Attractive/exciting products and services
- Fast-growing or entrepreneurial
- Financial strength
- Good reputation
- High ethical standards
- High level of Corporate Social Responsibility
- Innovative products and services
- Inspiring top management
- Market success
- Prestige

People & Culture

- *The social environment and attributes of the work place*

- Has a culture that is accepting towards minorities
- Has a culture that respects my individuality
- Has a culture that supports equality between the sexes
- Has leaders who will support my development
- Offers a comfortable physical work environment
- Offers a creative and dynamic work environment
- Offers a friendly work environment
- Offers interaction with international clients and colleagues
- Recruits only the best students
- Will enable me to have good work/life balance

Job Characteristics

- *The contents and demands of the job, including the learning opportunities provided by the job*

- A variety of assignments
- An attractive geographic location
- Challenging work
- Control over my working hours
- Flexible working conditions
- High level of responsibility
- Opportunities for international travel
- Opportunities for relocation abroad
- Professional training and development
- Secure employment

Remuneration & Advancement Opportunities

- *The attributes of the employer as an organisation*

- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good possibilities for rapid promotion
- Good prospects for high future earnings
- Good reference for future career
- Leadership opportunities
- Performance-related bonus
- Sponsorship of future education

Students' employer preferences

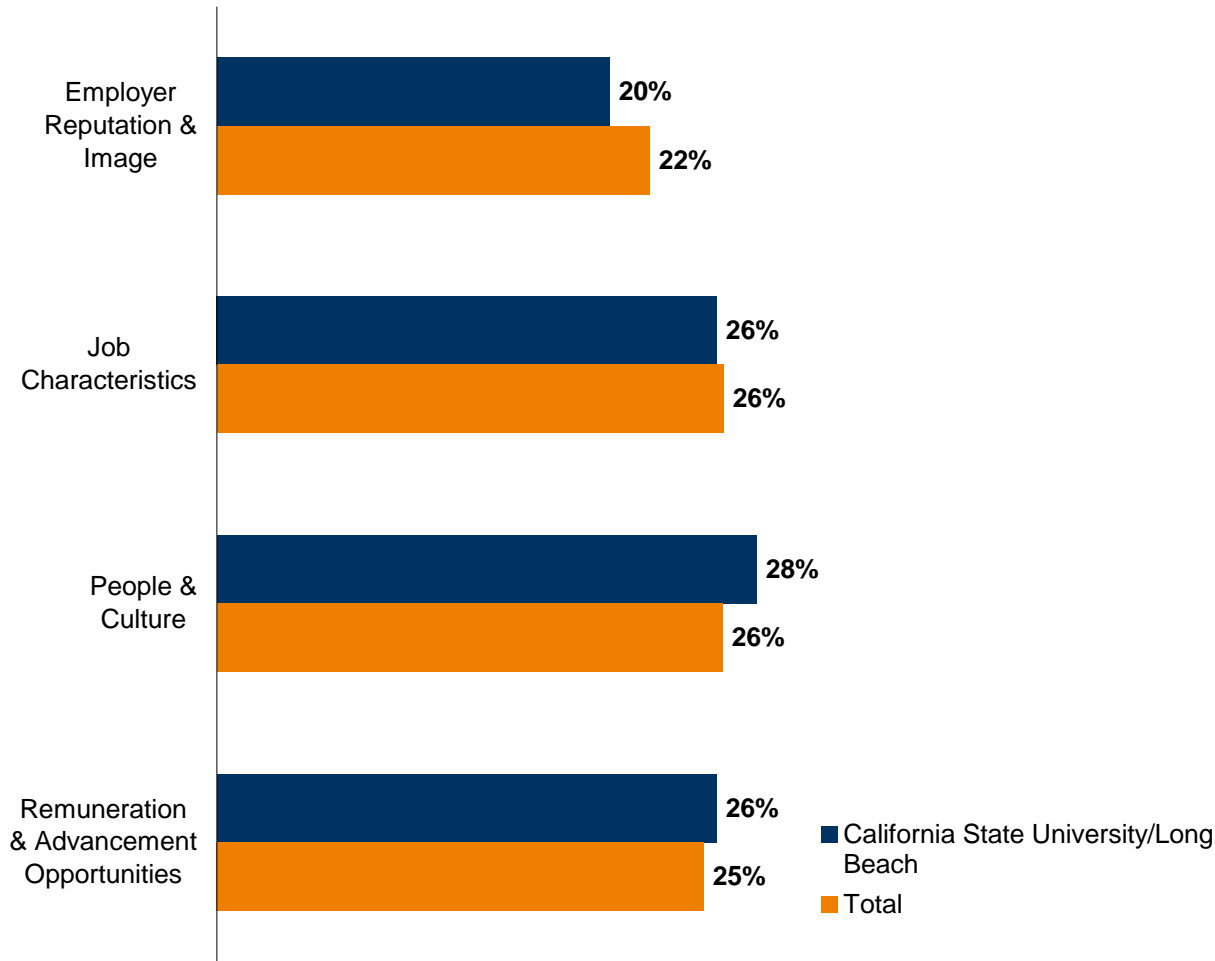
Topics:

- Importance of the Drivers of Employer Attractiveness
- Importance of the attributes within each driver:
 - Employer Reputation & Image
 - Job Characteristics
 - People & Culture
 - Remuneration & Advancement Opportunities

Think about:

- *Compare your current employer brand and employer value proposition with the survey results. Are the components you focus on important and attractive to students? Or are you wasting time and money communicating things not that important to them?*
- *Are there other attributes that are attractive to students that you can deliver? Should these be included in your external communication?*
- *As in any branding effort, you need to keep in mind that the preferences and goals vary greatly amongst different sub-segments.*

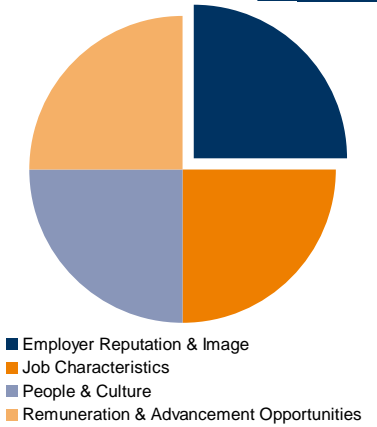
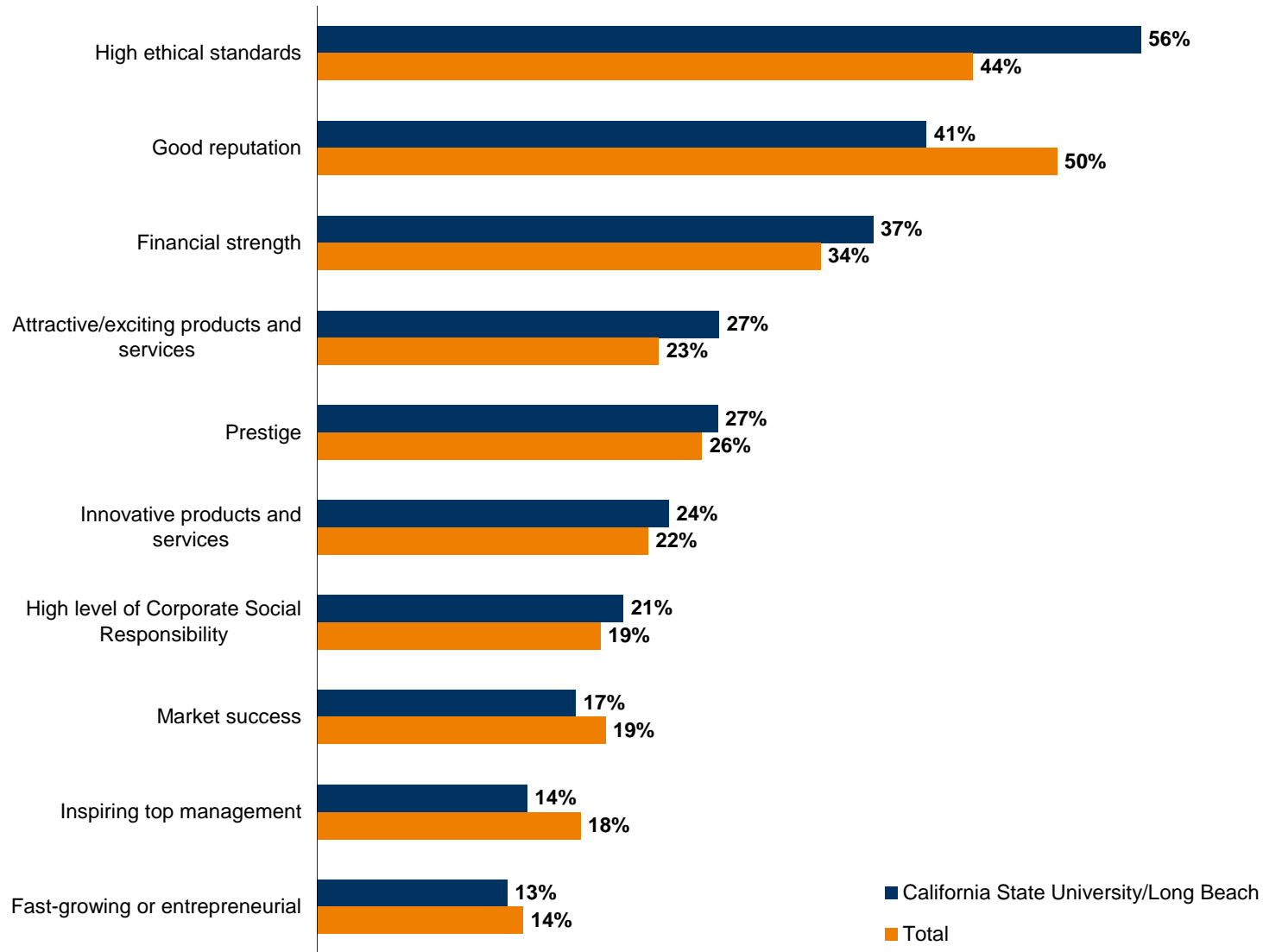
The Drivers of Employer attractiveness - Importance of each driver



SURVEY QUESTION:

How would you rate the relative importance of these aspects when choosing your Ideal Employer?
 Please divide 100 points between the alternatives in accordance with importance

The Drivers of Employer attractiveness - Employer Reputation & Image

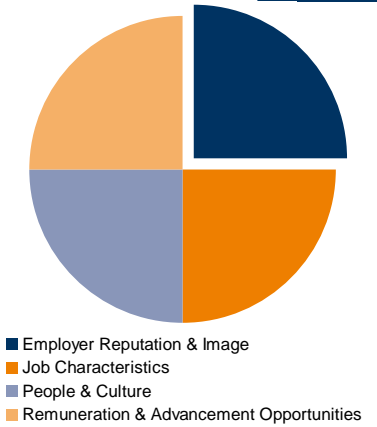
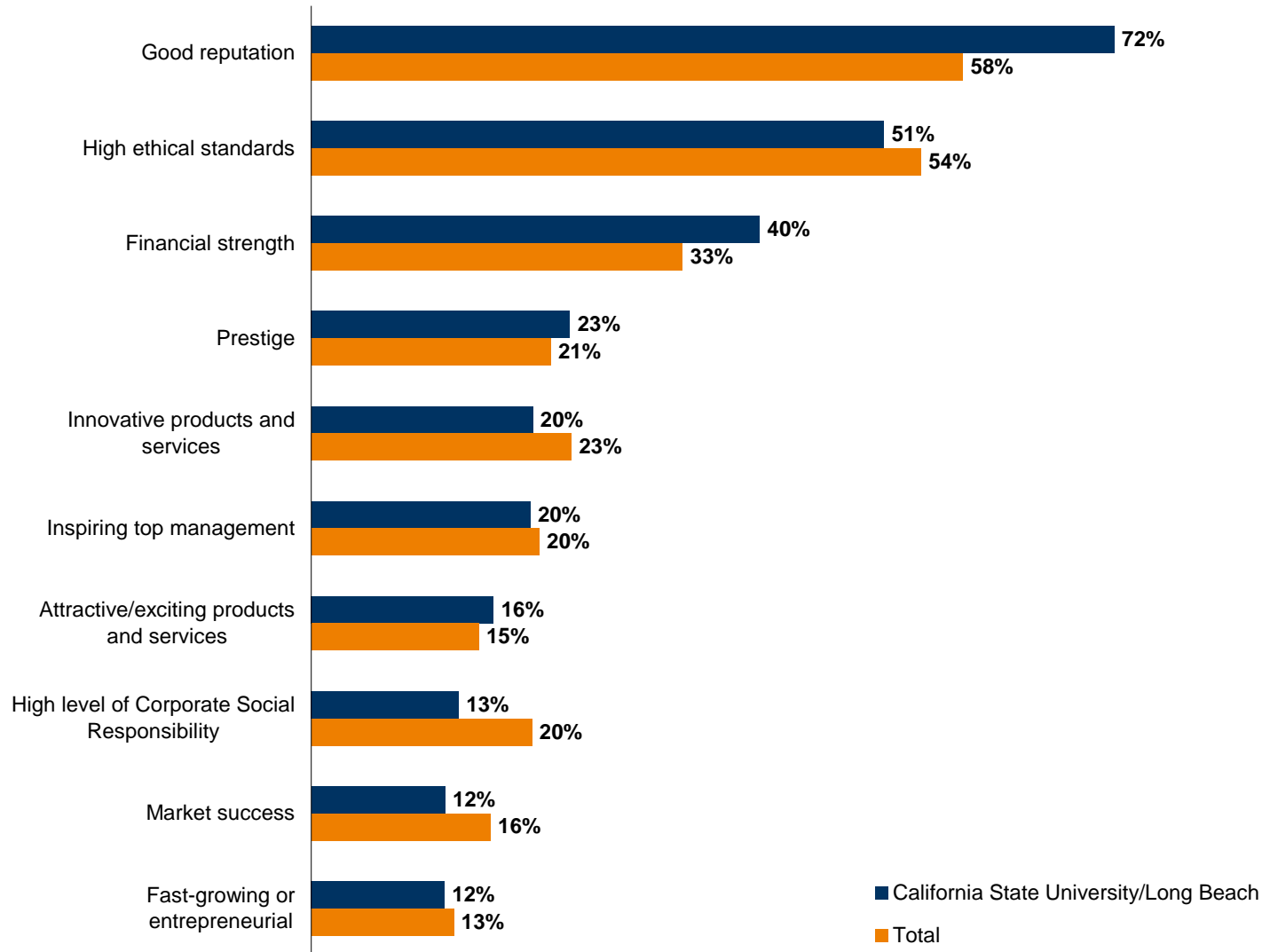


SURVEY QUESTION:

Employer Reputation & Image refers to the attributes of the employer as an organisation. Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

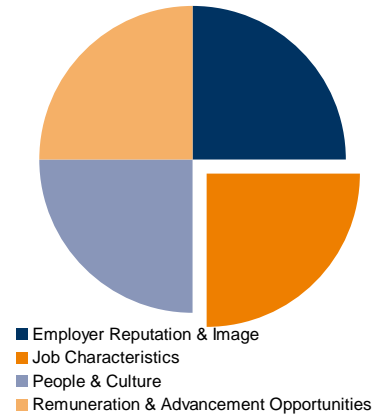
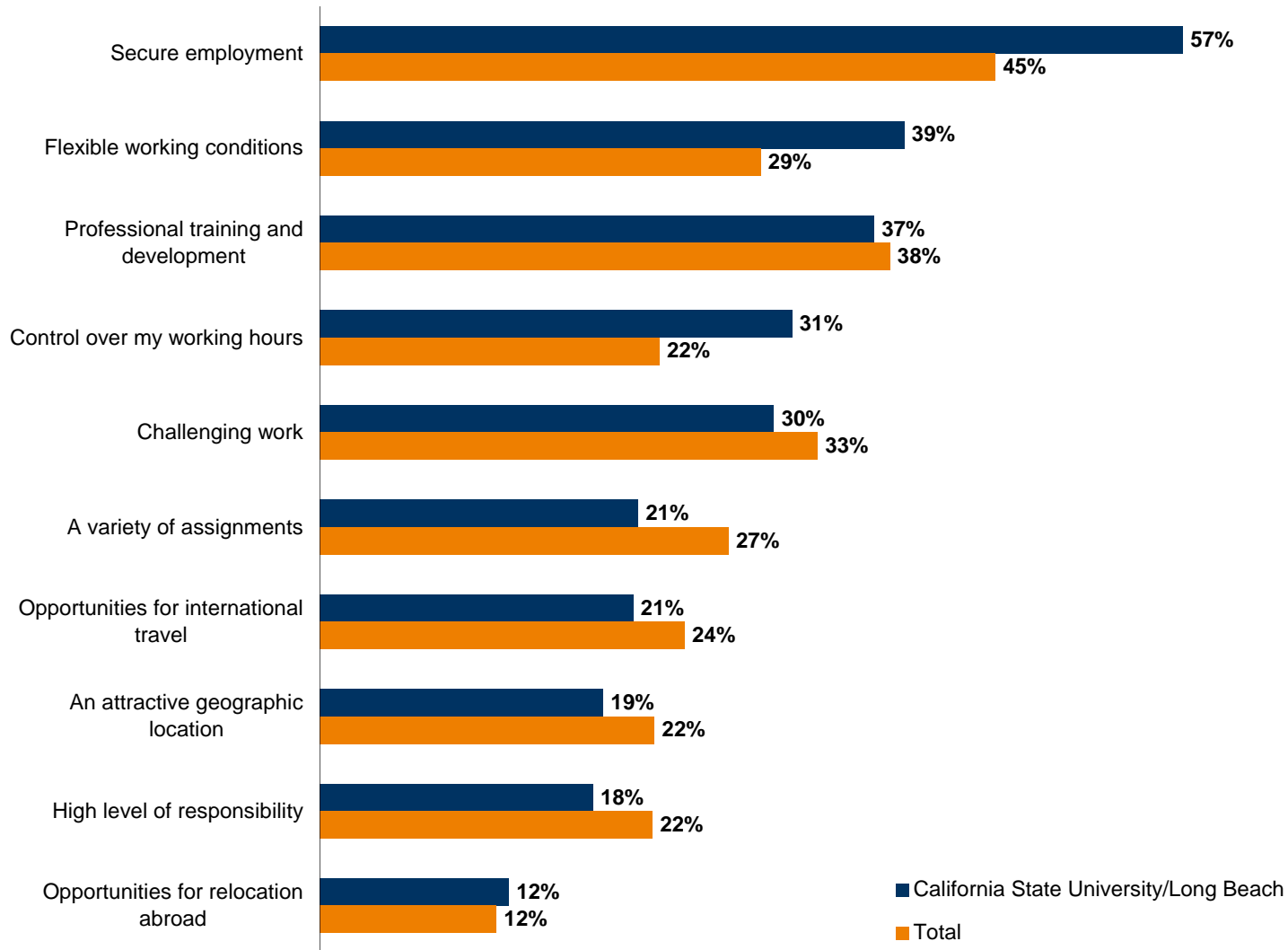
The Drivers of Employer attractiveness - Employer Reputation & Image 2009



SURVEY QUESTION:

Employer Reputation & Image refers to the attributes of the employer as an organisation. My ideal employer is associated with:
Please select a maximum of three alternatives

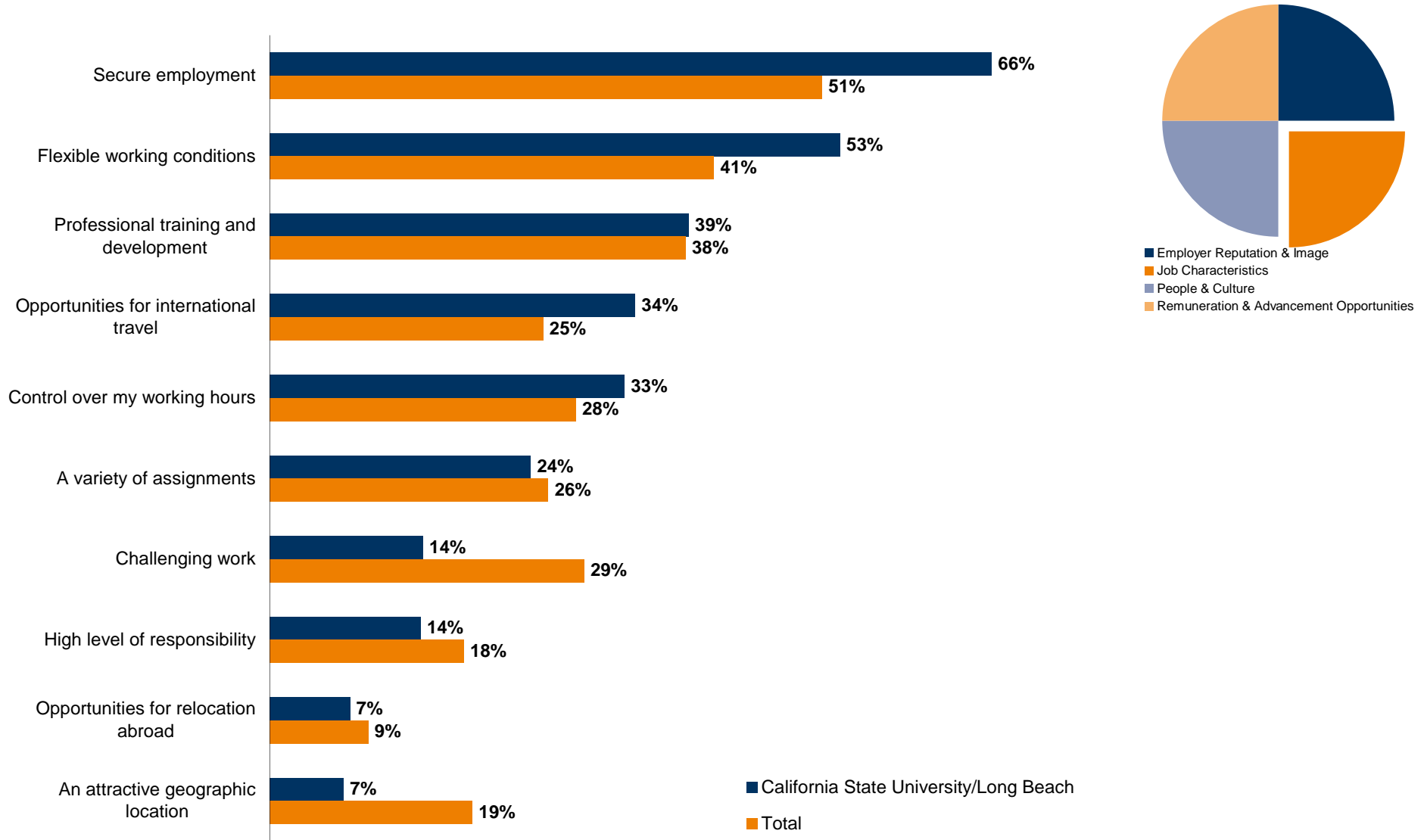
The Drivers of Employer attractiveness - Job Characteristics



SURVEY QUESTION:

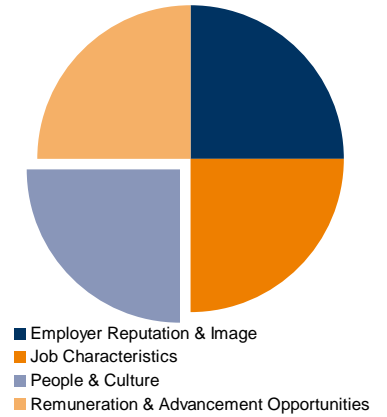
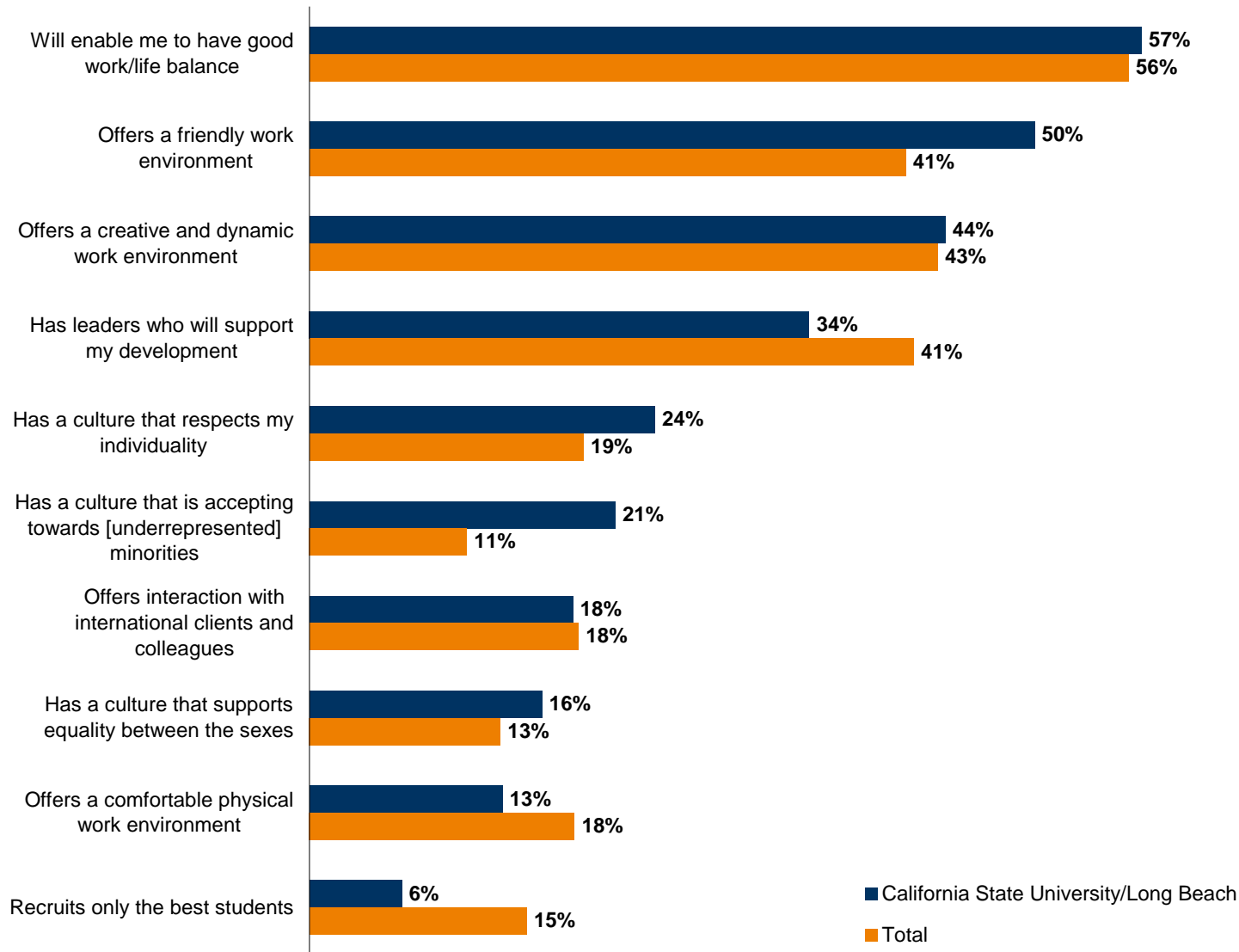
Job Characteristics refers to the content and demands of the job, including the learning opportunities provided by the job.
 Which attributes do you perceive as the most attractive?
 Please select a maximum of three alternatives

The Drivers of Employer attractiveness - Job Characteristics 2009



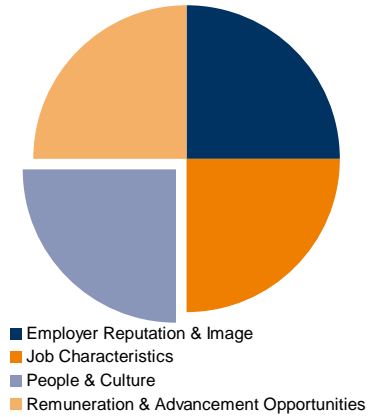
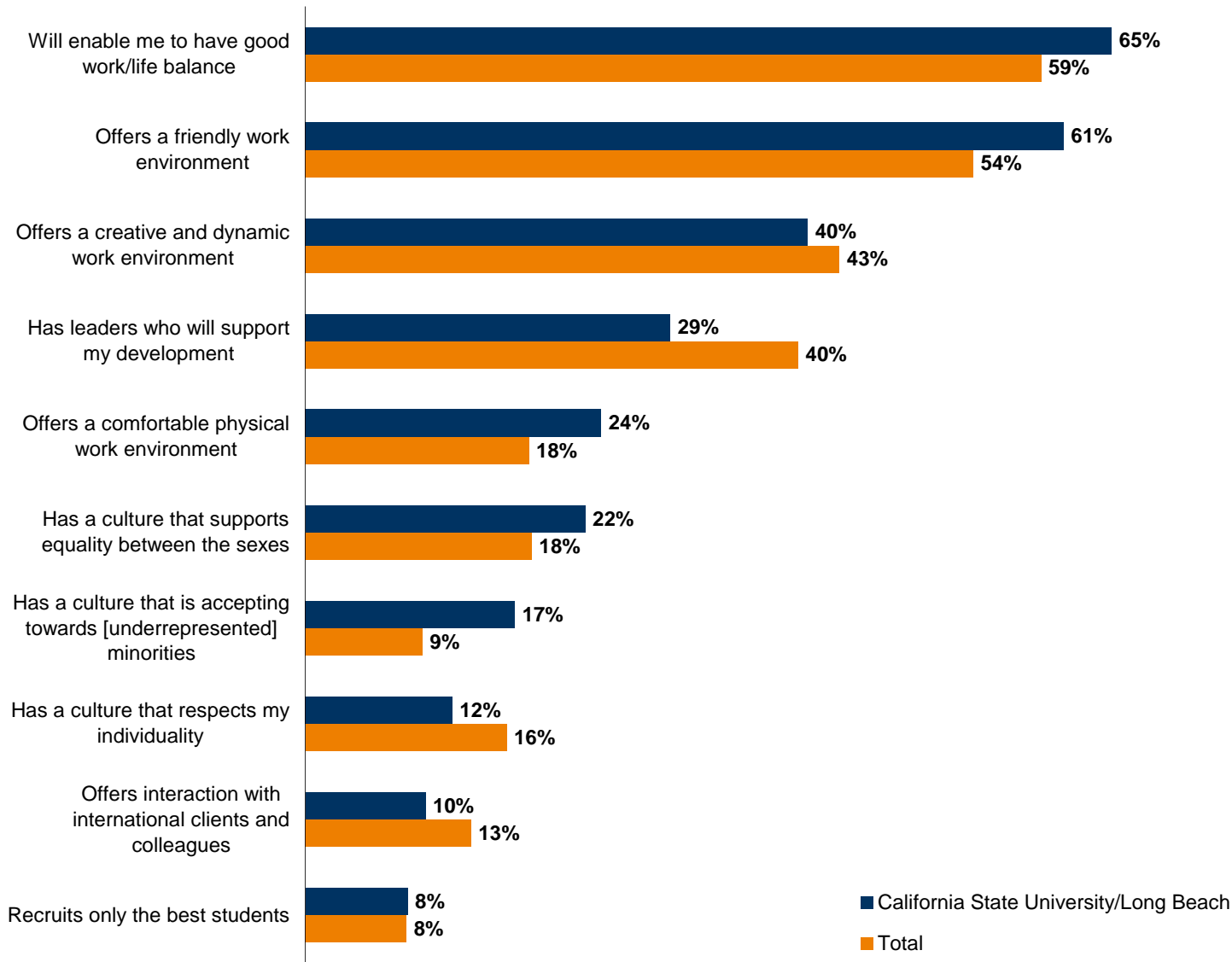
SURVEY QUESTION:
 Job Characteristics refers to the content and demands of the job, including the learning opportunities provided by the job.
 My IDEAL™ employer is associated with:
 Please select a maximum of three alternatives

The Drivers of Employer attractiveness - People & Culture



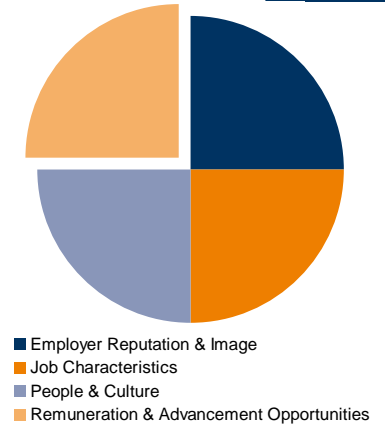
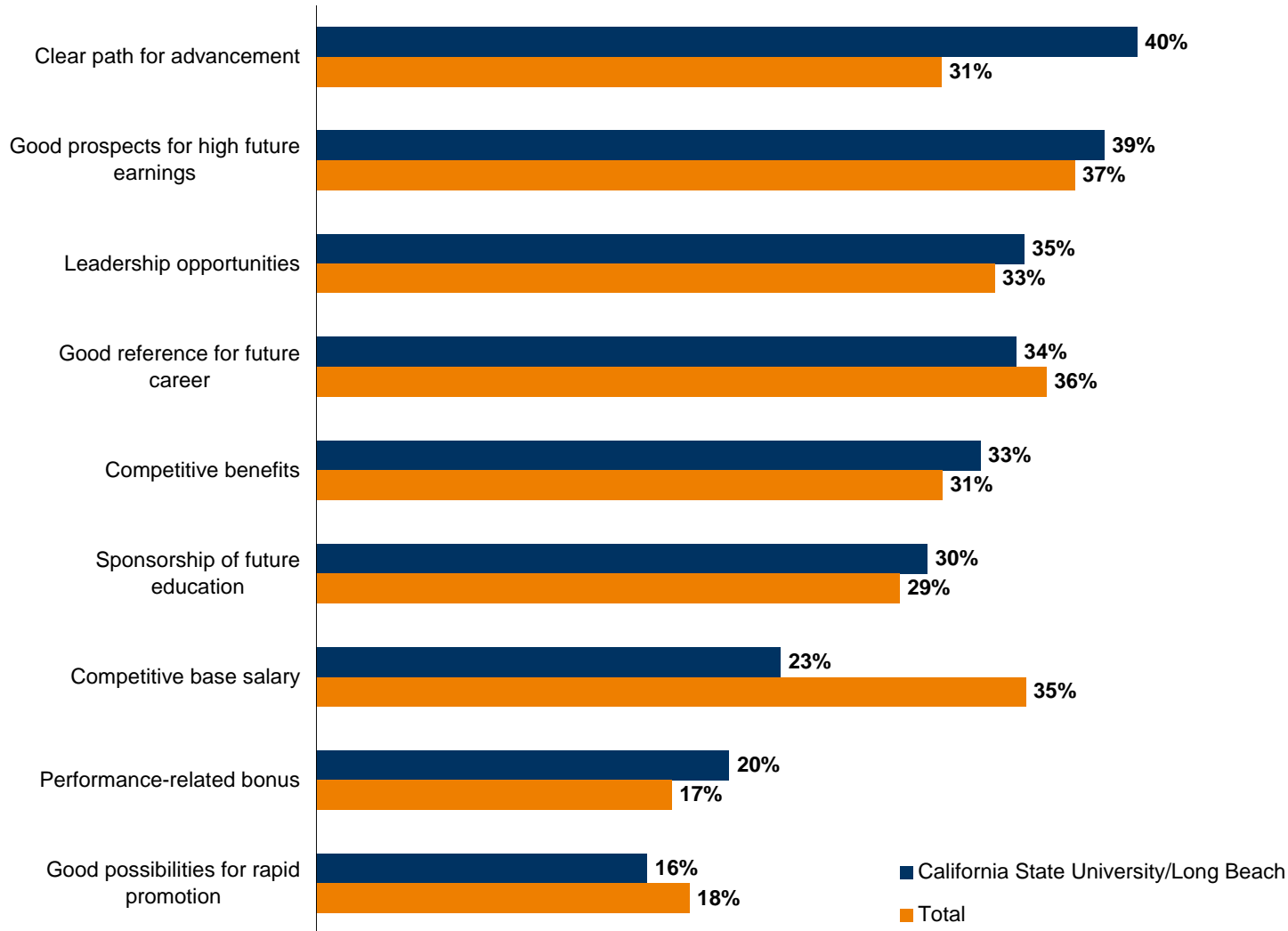
SURVEY QUESTION:
 People & Culture refers to the social environment and attributes of the work place. Which attributes do you perceive as the most attractive?
 Please select a maximum of three alternatives

The Drivers of Employer attractiveness - People & Culture 2009



SURVEY QUESTION:
 People & Culture refers to the social environment and attributes of the work place. My IDEAL™ employer is associated with:
 Please select a maximum of three alternatives

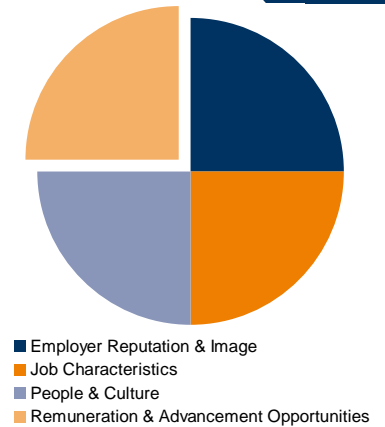
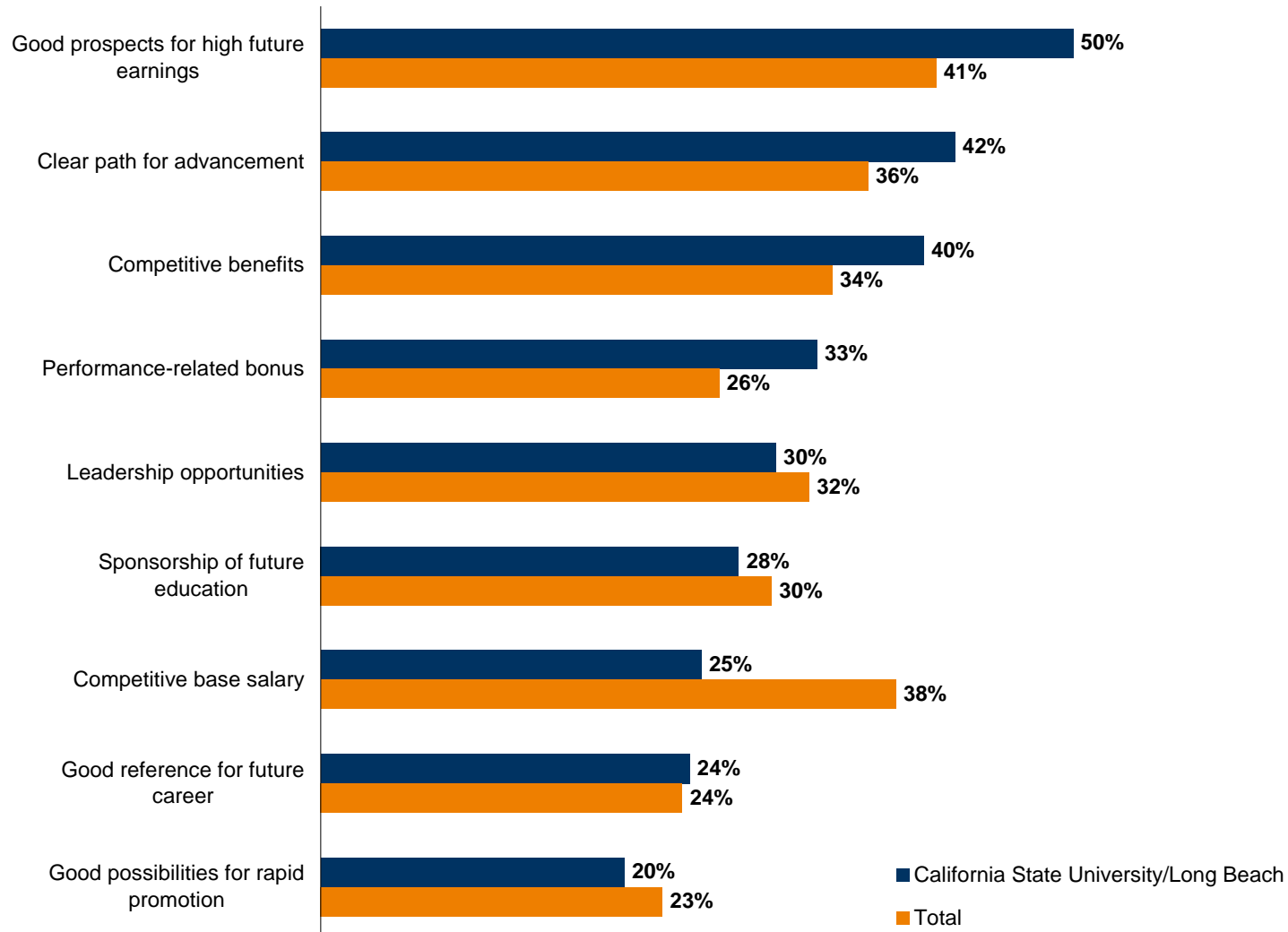
The Drivers of Employer attractiveness - Remuneration & Advancement Opportunities



SURVEY QUESTION:

Remuneration & Advancement Opportunities refer to monetary compensation and other benefits, now and in the future. Which attributes do you perceive as the most attractive?
 Please select a maximum of three alternatives

The Drivers of Employer attractiveness - Remuneration & Advancement Opportunities 2009

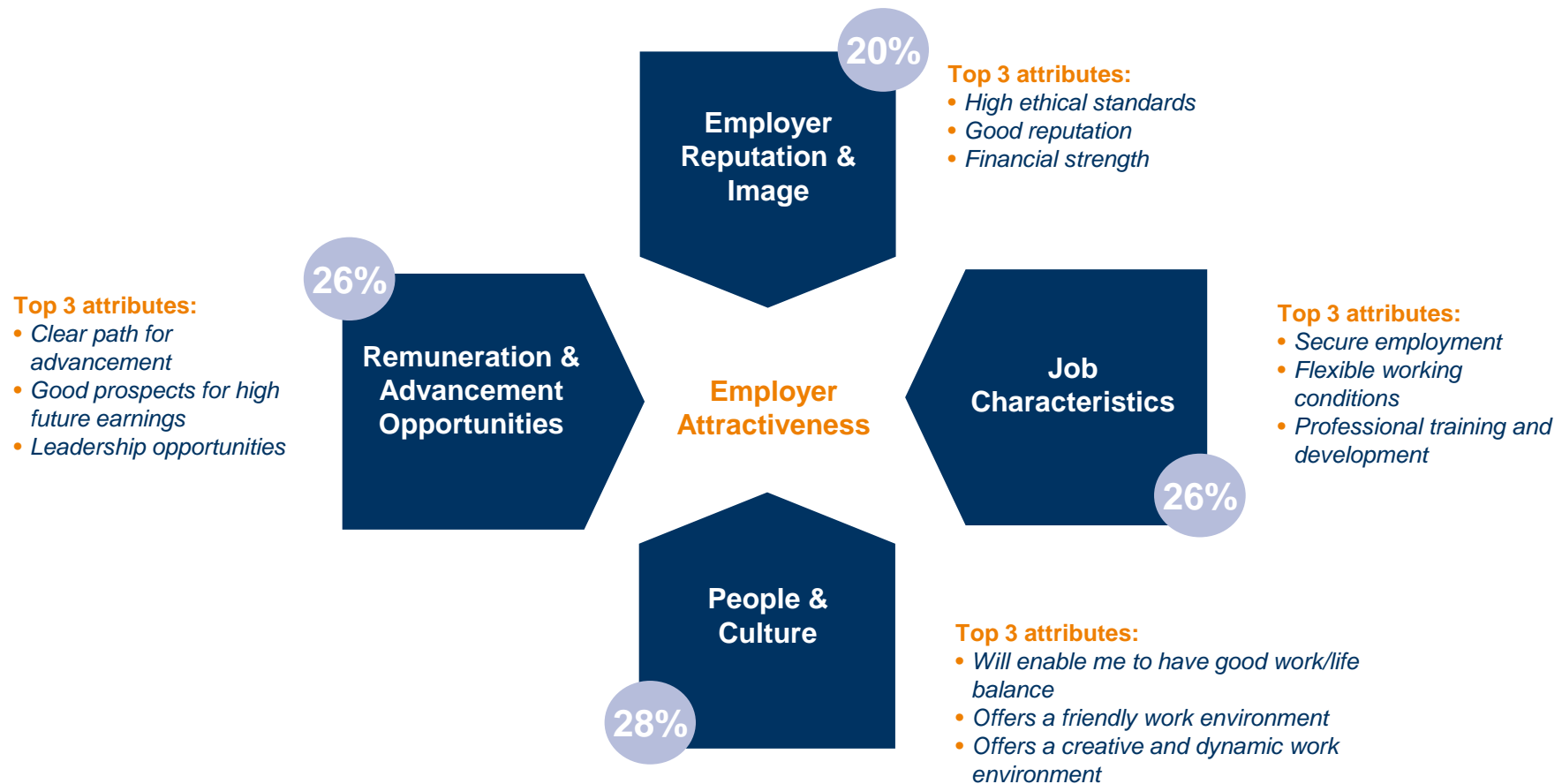


SURVEY QUESTION:

Remuneration & Advancement Opportunities refer to monetary compensation and other benefits, now and in the future. My IDEAL™ employer is associated with:

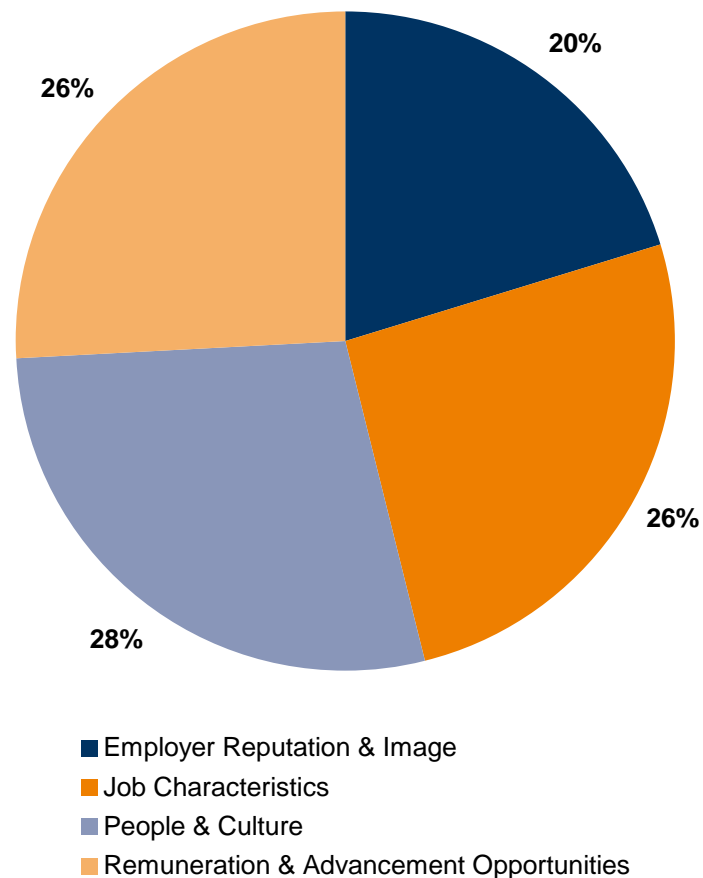
Please select a maximum of three alternatives

Top findings - Students' employer preferences (1/2) - California State University/Long Beach



Top findings - Students' employer preferences (2/2) - California State University/Long Beach

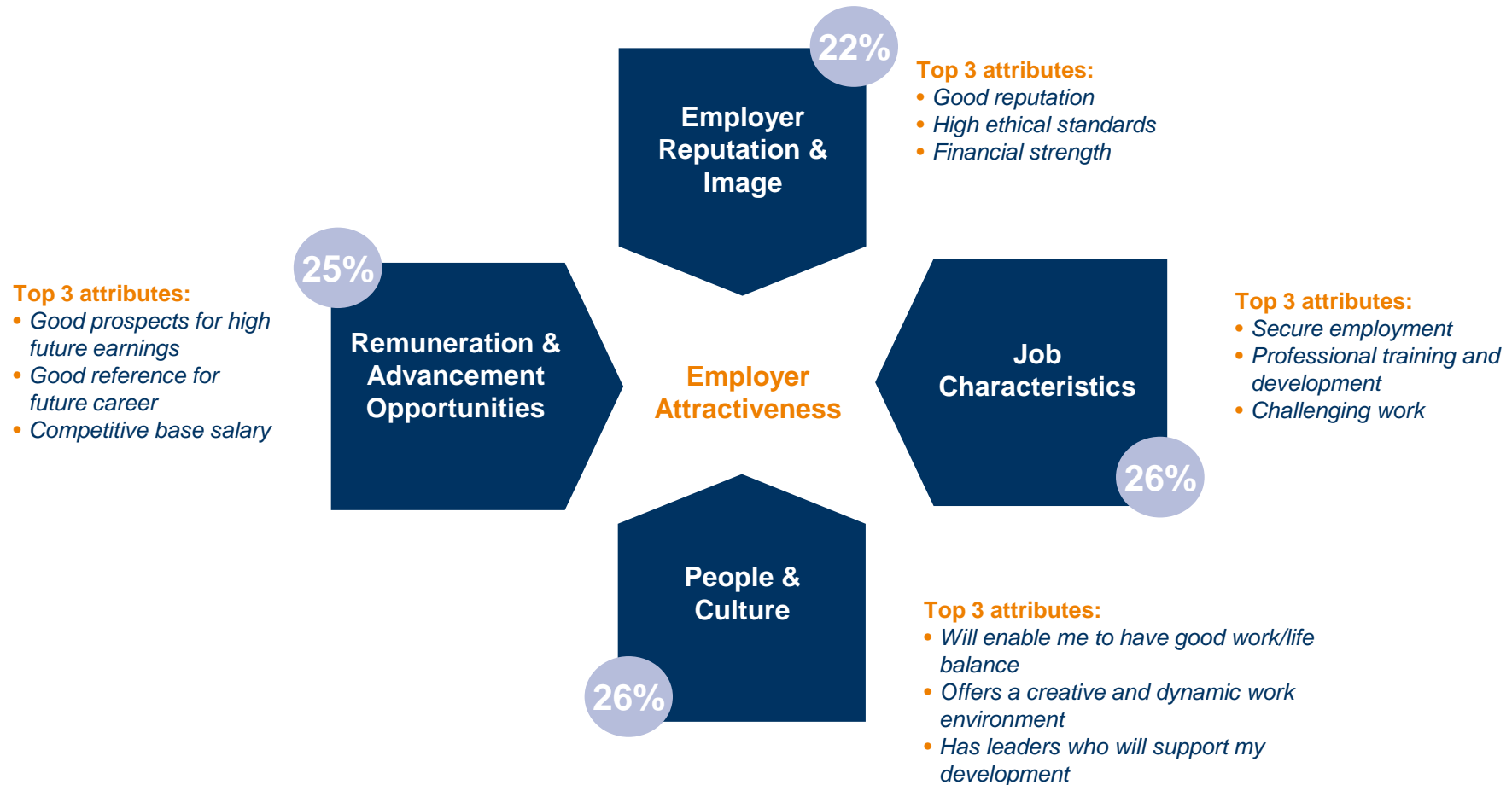
Students were asked to rate the importance of the four Drivers of Employer Attractiveness by dividing 100 points between the drivers in accordance with how important they perceive them.



Top 10 - Overall most important attributes:

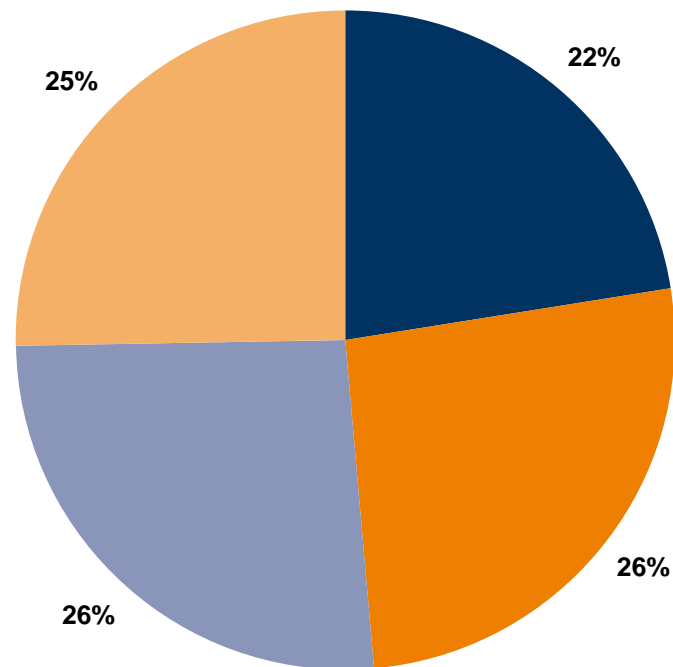
1. Will enable me to have good work/life balance (People & Culture)
2. Secure employment (Job Characteristics)
3. Offers a friendly work environment (People & Culture)
4. Offers a creative and dynamic work environment (People & Culture)
5. High ethical standards (Employer Reputation & Image)
6. Good prospects for high future earnings (Remuneration & Advancement Opportunities)
7. Professional training and development (Job Characteristics)
8. Flexible working conditions (Job Characteristics)
9. Competitive benefits (Remuneration & Advancement Opportunities)
10. Leadership opportunities (Remuneration & Advancement Opportunities)

Top findings - Students' employer preferences (1/2) - Total



Top findings - Students' employer preferences (2/2) - Total

Students were asked to rate the importance of the four Drivers of Employer Attractiveness by dividing 100 points between the drivers in accordance with how important they perceive them.



- Employer Reputation & Image
- Job Characteristics
- People & Culture
- Remuneration & Advancement Opportunities

Top 10 - Overall most important attributes:

1. Will enable me to have good work/life balance (People & Culture)
2. Secure employment (Job Characteristics)
3. Good reputation (Employer Reputation & Image)
4. Offers a creative and dynamic work environment (People & Culture)
5. Offers a friendly work environment (People & Culture)
6. Has leaders who will support my development (People & Culture)
7. Good prospects for high future earnings (Remuneration & Advancement Opportunities)
8. Professional training and development (Job Characteristics)
9. High ethical standards (Employer Reputation & Image)
10. Competitive base salary (Remuneration & Advancement Opportunities)

Ideal Employer Brand Report

The IDEAL™ Employer Brand Report gives you unrivalled insight into the student mindset, and provides you with the information you need to develop an employer brand that attracts the talent you want!

The IDEAL™ Employer Brand Report covers the following areas:

- **IDEAL™ Employer Rankings**

Find out how attractive you are amongst students, how to understand your current position, and how to set and track targets for attractiveness.

- **Career Preferences**

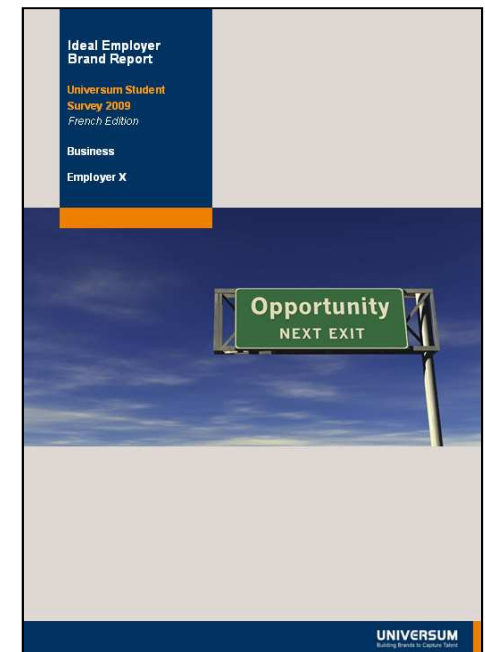
Understand what students want from a career and look for in an employer. Find out if your current communicated message is attracting the students you want to reach or if you are wasting valuable time and money communicating the wrong things to the right people.

- **Your Employer Image**

Gain insight into how you are perceived by students that are attracted to you, revealing both strengths as well as weaknesses.

- **Competitor Benchmarking**

Benchmark your employer image against five other employers of your choice.

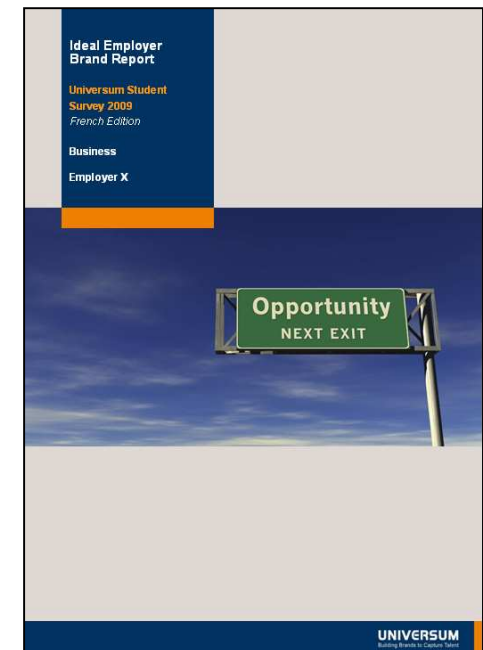


Book of Rankings

This report gives you an overview of which employers the students are most attracted to on your market. By analyzing the differences between type of students, educational institutions, areas of study etc. you will get a deeper understanding of what type of employers are attractive, and who you are competing against when it comes to talent.

The Book of Rankings includes the following rankings:

- Top 100 IDEAL™ Employers per main field of study
- Top 100 Considered Employers per main field of study
- Top 50 Potential applicants rankings per main field of study
- Top 50 Success ratios per main field of study
- Top 50 IDEAL™ Employers based on female/male within each main field of study
- Top 50 IDEAL™ Employers based on high achievers within each main field of study
- Top 20 IDEAL™ Employers for the 5 largest areas of study within each main field of study
- Top 20 IDEAL™ Employers for the 5 largest educational institutions within each main field of study



Communicating With Talent Report

Getting your message across to the students is one of the most important, and most expensive, steps in the Employer Branding process. By choosing the right mix of channels and the right content for each channel, you will increase your media spend effectiveness. This reports includes key insights and recommendations on how to get the most of your communication budget.

Communication channel effectiveness

- How the students prefer to gather information about employers
- How and what to communicate in print, online and in person
- Indirect sources of influence

Employer advertisements

- Best employer advertisement ranking
- Reasons the students liked it and channels used
- Case studies

Employer presentations

- Best employer presentation ranking and reasons why
- Which students attend employer presentations
- Preferences regarding location, setup, timing and content

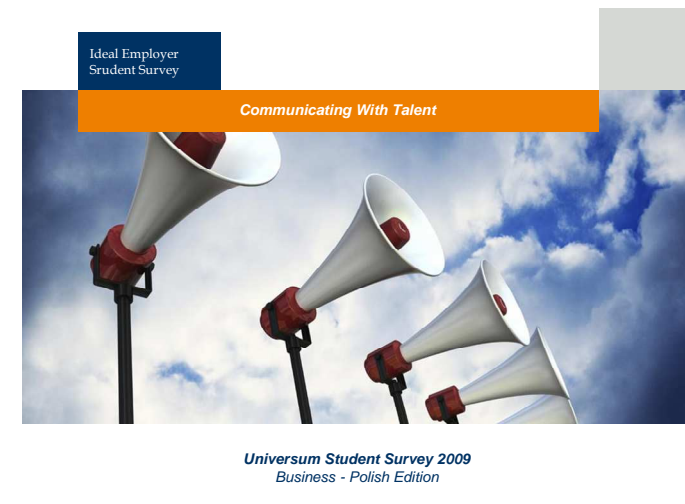
Online networks and social media

- Which online networks/communities the students use and how
- Using online networks/communities for recruiting
- Case examples

Also in the report

- Most important topics to include on career websites
- Best and worst aspects of career websites
- Ranking of student publications in the market

The findings are broken down by gender and main field of study.



Employer Executive Summary

This report provides you with a thorough, user friendly summary of the most fundamental results and changes on your company specific results in the Universum Student Survey together with recommendations for addressing your Employer Branding challenges.

Examples on questions the Employer Executive Summary explores are:

- Which important global trends have been visible the last year on the talent market?
- What is distinguishing with the student selecting you as an ideal employer compared to a typical student on your market?
- How do you and your recruitment competitors positioning on the ideal ranking compared to last year? What is the reason behind the difference?
- How have your position changed within the educational institutions and different area of studies the last year? What is the reason behind the result?
- Which are your strengths and weaknesses as an employer when analysing what the students perceive as important?
- What are your main advantages/disadvantages compared to your recruitment competitors?
- Which are the key findings in your results and which recommendation would Universum like to give in order for you to attract the right talents in the future?



These results and analysis will provide you with guidance on which topics to focus on within your employer branding work in order for you to attract and retain the right talents in the future.

Appendix

School Report



IDEAL™ Employer ranking - California State University/Long Beach (1/3)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	18.80%	2	Lockheed Martin Corporation	22	4.13%	56
Walt Disney Company	2	17.64%	1	Sony	23	3.83%	15
Boeing	3	10.89%	16	Raytheon Company	24	3.83%	101
Apple Computer	4	9.01%	4	Target	25	3.52%	34
Teach for America	5	8.67%	3	Major League Baseball	26	3.48%	10
The Coca-Cola Co.	6	8.33%	27	CBS Interactive	27	3.22%	59
U.S. Department of State	7	8.06%	18	Southwest Airlines	27	3.22%	48
National Institutes of Health	8	7.45%	-	Time Warner	27	3.22%	39
Ernst & Young	9	7.38%	22	U.S. Air Force	30	3.21%	17
Microsoft	10	7.31%	11	Bank of America	31	3.18%	8
Peace Corps	11	7.23%	7	Yahoo!	31	3.18%	21
NASA	12	7.19%	12	McGraw-Hill Companies	33	2.91%	59
American Cancer Society	13	6.93%	5	Federal Reserve Bank	34	2.89%	-
FBI	14	6.75%	9	J.P. Morgan	34	2.89%	43
Northrop Grumman	15	6.36%	101	KPMG LLP	34	2.89%	-
Centers for Disease Control	16	6.12%	25	Nike	37	2.87%	6
IBM	17	6.09%	43	adidas	38	2.87%	-
3M	18	4.81%	37	Gap Inc.	39	2.57%	50
Central Intelligence Agency	19	4.51%	23	U.S. Department of the Treasury	40	2.57%	-
Calvin Klein	20	4.50%	13	Intel	41	2.56%	59
Mayo Clinic	21	4.39%	20	Kaplan Test Prep	42	2.56%	-

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - California State University/Long Beach (2/3)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Colgate-Palmolive Company	43	2.54%	-	Procter & Gamble	63	1.57%	-
Toyota Motor Sales, U.S.A.	44	2.53%	50	Hilton Hotels Corporation	65	1.30%	19
U.S. Department of Veteran Affairs	45	2.52%	-	IKEA	65	1.30%	-
Maxim Healthcare	46	2.48%	14	United States Postal Service	65	1.30%	39
Allstate	47	2.26%	-	Johnson & Johnson	68	1.26%	30
American Airlines	47	2.26%	43	Pfizer	68	1.26%	94
American Eagle	47	2.26%	26	Amazon	70	0.96%	29
American Express	47	2.26%	72	Best Buy	70	0.96%	72
Deloitte	47	2.26%	72	Citi	70	0.96%	-
Goldman Sachs	47	2.26%	43	eBay	70	0.96%	43
National Security Agency (NSA)	53	2.25%	39	Electronic Arts	70	0.96%	39
Coach	54	2.19%	32	Fidelity Investments	70	0.96%	-
U.S. Department of Energy	55	2.18%	59	Hewlett-Packard	70	0.96%	72
U.S. Nuclear Regulatory Commission	55	2.18%	-	Hyatt Hotels and Resorts	70	0.96%	23
Verizon	57	1.92%	72	Kimberly-Clark Corporation	70	0.96%	-
Waste Management	58	1.92%	-	Lincoln Financial Group	70	0.96%	-
General Electric	59	1.61%	72	Macy's Inc.	70	0.96%	30
Limited Brands	59	1.61%	-	Marriott	70	0.96%	27
Mattel	59	1.61%	-	McKinsey & Company	70	0.96%	72
Turner Construction	62	1.61%	-	Moody's	70	0.96%	-
Nestlé USA	63	1.57%	72	Schlumberger	70	0.96%	-

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - California State University/Long Beach (3/3)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Starwood Hotels & Resorts	70	0.96%	48	ING Group	103	0.65%	-
T-Mobile	70	0.96%	-	L'Oréal	103	0.65%	53
Toys 'R' Us, Inc	70	0.96%	-	Mars Incorporated	103	0.65%	-
Tyco Electronics	70	0.96%	72	PepsiCo	103	0.65%	72
UBS	70	0.96%	72	Starbucks	103	0.65%	33
Wal-Mart Stores Inc.	70	0.96%	-	The World Bank Group	103	0.65%	-
Wells Fargo & Company	70	0.96%	59	Volkswagen	103	0.65%	-
Adobe Systems Inc.	92	0.96%	36	American Nursing Solutions	114	0.61%	-
AT&T	92	0.96%	-	Bose Corporation	114	0.61%	-
Boehringer Ingelheim Pharmaceuticals	92	0.96%	-	BP	114	0.61%	59
D.O.D.	92	0.96%	35	Chevron Corporation	114	0.61%	-
Dell Inc.	92	0.96%	56	CIGNA	114	0.61%	-
Honda Companies	92	0.96%	37	Cisco Systems	114	0.61%	101
Honeywell	92	0.96%	-	CVS	114	0.61%	-
Oracle	92	0.96%	-	ECOLAB	114	0.61%	-
Pacific Gas and Electric Company	92	0.96%	-	General Mills	114	0.61%	72
Siemens	92	0.96%	-	GlaxoSmithKline	114	0.61%	94
Texas Instruments	92	0.96%	59	Heineken	114	0.61%	-
Capital One	103	0.65%	-	Kraft Foods	114	0.61%	-
Delta Airlines	103	0.65%	72	Life Technologies	114	0.61%	-
Enterprise Rent-A-Car	103	0.65%	-	MetLife	114	0.61%	-
FedEx	103	0.65%	94				

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - Total (1/6)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Google	1	14.76%	1	Johnson & Johnson	22	3.88%	16
Walt Disney Company	2	11.08%	2	The Coca-Cola Co.	23	3.77%	23
FBI	3	7.51%	5	Lockheed Martin Corporation	24	3.68%	27
Apple Computer	4	7.50%	3	Centers for Disease Control	25	3.67%	24
Ernst & Young	5	7.12%	6	Procter & Gamble	26	3.61%	25
U.S. Department of State	6	6.75%	4	Boeing	27	3.50%	29
NASA	7	6.05%	8	BMW	28	3.38%	26
Peace Corps	8	5.93%	7	U.S. Department of Energy	29	3.32%	22
Teach for America	9	5.73%	10	Sony	30	2.93%	28
PricewaterhouseCoopers, LLP	10	5.68%	9	General Electric	31	2.92%	30
Microsoft	11	5.59%	13	National Security Agency (NSA)	32	2.89%	32
Deloitte	12	5.48%	12	IBM	33	2.81%	35
National Institutes of Health	13	5.37%	-	U.S. Department of the Treasury	34	2.69%	-
Central Intelligence Agency	14	5.14%	11	Bank of America	35	2.62%	31
Nike	15	4.81%	15	Target	36	2.47%	36
KPMG LLP	16	4.52%	18	Amazon	37	2.25%	48
American Cancer Society	17	4.51%	14	Electronic Arts	38	2.21%	37
J.P. Morgan	18	4.45%	19	U.S. Air Force	39	2.21%	49
Goldman Sachs	19	4.38%	21	Morgan Stanley	40	2.16%	40
Mayo Clinic	20	4.38%	20	Coach	41	2.03%	34
Major League Baseball	21	4.23%	17	Exxon Mobil Corporation	42	2.03%	45

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - Total (2/6)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Starbucks	43	2.01%	42	Calvin Klein	64	1.46%	53
Hilton Hotels Corporation	44	2.00%	33	Maxim Healthcare	65	1.44%	56
L'Oréal	45	1.97%	39	The Boston Consulting Group	66	1.42%	55
D.O.D.	46	1.93%	59	Anheuser-Busch InBev	67	1.41%	51
Time Warner	47	1.92%	47	AT&T	68	1.37%	77
Federal Reserve Bank	48	1.88%	46	Shell Oil Company	69	1.36%	64
Intel	49	1.84%	54	Northrop Grumman	70	1.34%	69
Marriott	50	1.77%	38	U.S. Department of Veteran Affairs	71	1.33%	-
Southwest Airlines	51	1.75%	67	Grant Thornton LLP	72	1.26%	83
Pfizer	52	1.68%	44	Verizon	73	1.25%	84
Macy's Inc.	53	1.67%	50	Cisco Systems	74	1.24%	79
IKEA	54	1.66%	-	Dell Inc.	75	1.23%	73
U.S. Army	55	1.66%	57	McKinsey & Company	76	1.18%	61
Internal Revenue Service	56	1.64%	60	Ford Motor Company	77	1.14%	118
Hyatt Hotels and Resorts	57	1.63%	65	McGraw-Hill Companies	78	1.13%	94
3M	58	1.61%	62	General Mills	79	1.13%	75
Yahoo!	59	1.60%	52	American Airlines	80	1.12%	76
adidas	60	1.56%	-	Kraft Foods	81	1.11%	86
Wells Fargo & Company	61	1.54%	63	Delta Airlines	82	1.11%	93
The World Bank Group	62	1.51%	-	Genentech	83	1.09%	81
PepsiCo	63	1.50%	58	Accenture	84	1.09%	90

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - Total (3/6)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Merck	85	1.04%	70	Bain & Company	106	0.87%	99
Nestlé USA	86	1.04%	71	U.S. Nuclear Regulatory Commission	107	0.87%	119
CBS Interactive	87	1.02%	85	Honda Companies	108	0.86%	68
Deutsche Bank	88	1.01%	74	BP	109	0.85%	96
Hewlett-Packard	89	1.01%	82	Barclays Capital	110	0.85%	109
Rolls-Royce North America	90	1.01%	106	DuPont	111	0.85%	105
Dow Chemical	91	1.00%	97	Heineken	112	0.85%	-
Raytheon Company	92	1.00%	92	Starwood Hotels & Resorts	113	0.85%	87
American Nursing Solutions	93	0.98%	-	Fidelity Investments	114	0.85%	101
Best Buy	94	0.98%	91	General Motors	115	0.83%	110
Texas Instruments	95	0.98%	100	UBS	116	0.82%	107
Adobe Systems Inc.	96	0.97%	88	MillerCoors	117	0.80%	111
American Express	97	0.97%	66	U.S. Customs Border Protection	118	0.80%	126
Siemens	98	0.97%	102	Harrah's Entertainment	119	0.80%	89
eBay	99	0.97%	80	Volkswagen	120	0.79%	-
American Eagle	100	0.96%	98	Toyota Motor Sales, U.S.A.	121	0.78%	43
Gap Inc.	101	0.96%	78	Chevron Corporation	122	0.76%	115
Wal-Mart Stores Inc.	102	0.95%	103	Credit Suisse	123	0.74%	108
Citi	103	0.94%	95	FedEx	124	0.72%	117
GlaxoSmithKline	104	0.91%	72	ECOLAB	125	0.69%	-
John Deere	105	0.88%	116	Caterpillar Inc.	126	0.68%	104

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - Total (4/6)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Bayer	127	0.66%	120	BAE Systems	148	0.51%	157
Lilly	128	0.66%	113	United States Postal Service	149	0.50%	114
Sun Microsystems	129	0.65%	122	Unilever	150	0.50%	128
Novartis Pharmaceuticals Corporation	130	0.63%	159	Bose Corporation	151	0.49%	129
Kaplan Test Prep	131	0.62%	-	Mattel	152	0.48%	-
Turner Construction	132	0.61%	134	Humana	153	0.48%	-
Toys 'R' Us, Inc	133	0.60%	-	State Farm Ins Cos	154	0.48%	144
United Technologies Corporation (UTC)	134	0.60%	156	Liberty Mutual	155	0.48%	140
CVS	135	0.58%	-	AstraZeneca	156	0.48%	143
Barclays Bank	136	0.58%	-	The Vanguard Group	157	0.47%	131
Schlumberger	137	0.58%	138	Limited Brands	158	0.46%	121
Abbott	138	0.55%	133	Life Technologies	159	0.45%	-
Booz Allen Hamilton	139	0.54%	125	The Travelers Companies	160	0.45%	145
ConocoPhillips	140	0.53%	127	Pacific Gas and Electric Company	161	0.45%	-
Nissan	141	0.53%	124	New York Life Insurance	162	0.44%	136
Honeywell	142	0.53%	123	ConAgra Foods, Inc.	163	0.43%	153
Harley Davidson	143	0.52%	-	MetLife	164	0.43%	132
Boehringer Ingelheim Pharmaceuticals	144	0.52%	-	Nokia	165	0.42%	141
Waste Management	145	0.51%	130	Northwestern Mutual	166	0.42%	158
Allstate	146	0.51%	-	Amgen	167	0.42%	149
Halliburton	147	0.51%	135	Cargill	168	0.41%	147

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - Total (5/6)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
Kimberly-Clark Corporation	169	0.41%	146	Monsanto	190	0.23%	164
Oracle	170	0.41%	-	Thomson Reuters	191	0.23%	196
Bristol-Myers Squibb	171	0.39%	142	Roche	192	0.23%	173
ING Group	172	0.38%	-	Lowe's	193	0.22%	183
Zurich Financial Services	173	0.38%	151	The Hartford	194	0.22%	184
GEICO	174	0.38%	150	Booz & Company	195	0.22%	202
LVMH	175	0.38%	-	The Home Depot	196	0.21%	175
CIGNA	176	0.37%	-	Kohler	197	0.20%	165
Lincoln Financial Group	177	0.34%	154	Harris Corporation	198	0.20%	-
Colgate-Palmolive Company	178	0.33%	-	Moody's	199	0.19%	190
Capital One	179	0.33%	161	Mercer	200	0.19%	-
Mars Incorporated	180	0.32%	171	BASF	201	0.19%	187
Qualcomm	181	0.31%	-	Progressive Insurance	202	0.19%	182
Philips	182	0.27%	169	Black & Decker	203	0.18%	186
Campbell Soup Company	183	0.27%	166	Chrysler	204	0.18%	176
T-Mobile	184	0.27%	163	Tyco Electronics	205	0.18%	191
TD Bank	185	0.25%	167	Enterprise Rent-A-Car	206	0.18%	178
Southern Company	186	0.25%	-	Georgia-Pacific Corporation	207	0.18%	179
Lenovo	187	0.25%	-	Staples, Inc.	208	0.18%	-
Bosch	188	0.25%	174	Pulte Homes	209	0.17%	193
SAP	189	0.24%	194	Baker Hughes	210	0.15%	-

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five IDEAL™ Employers.

IDEAL™ Employer ranking - Total (6/6)

Employer	Rank 2010	Percent 2010	Rank 2009	Employer	Rank 2010	Percent 2010	Rank 2009
The TJX Companies, Inc.	211	0.15%	-	SCA	233	0.10%	219
ARAMARK	212	0.14%	181	Susquehanna International Group, LLP	234	0.09%	222
Protiviti	213	0.14%	-	Archer Daniels Midland	235	0.09%	208
Weyerhaeuser	214	0.13%	199	Marsh & McLennan, Inc.	236	0.09%	-
Whirlpool Corporation	215	0.13%	185	Lutron Electronics Co., Inc.	237	0.08%	228
Sanofi-aventis	216	0.13%	-	British American Tobacco	238	0.07%	-
OfficeMax	217	0.12%	-	Daimler	239	0.07%	207
Navigant Consulting Inc	218	0.12%	-	UNUM	240	0.07%	226
Oliver Wyman	219	0.12%	209	Alcatel-Lucent	241	0.06%	-
Air Products	220	0.11%	-	ABB	242	0.06%	-
Eaton Corporation	221	0.11%	198	Thule	243	0.05%	-
Sears Holdings Corporation	222	0.11%	210	Ryder	244	0.05%	-
Diamond	223	0.11%	-	Danone	245	0.05%	-
Diageo	224	0.11%	203	A.T. Kearney	246	0.05%	-
Altria Group	225	0.11%	160	DHL	247	0.05%	-
Cerner Corporation	226	0.11%	215	Total	248	0.05%	-
Vestas	227	0.11%	206	Capgemini	249	0.04%	-
Owens Corning	228	0.10%	218	Convergys Corporation	250	0.04%	-
Ericsson	229	0.10%	201	Hertz	251	0.03%	-
Arcelor Mittal	230	0.10%	-	Lanxess	252	0.01%	-
Schneider Electric	231	0.10%	-	Bunzl Distribution USA, Inc	253	0.01%	-
Northern Trust	232	0.10%	204	Assa Abloy	254	0.00%	-

SURVEY QUESTION:

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