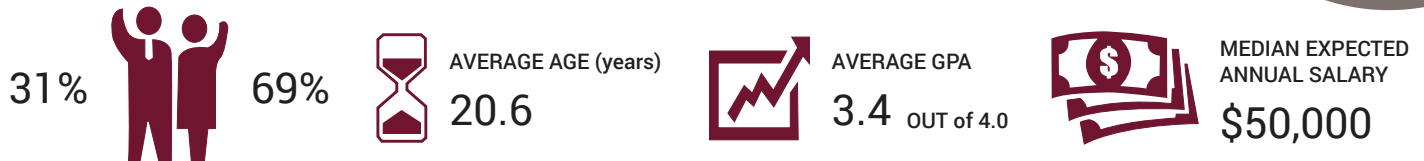


# UNIVERSUM SURVEY RESULTS SNAPSHOT

# 2015

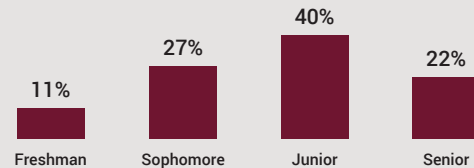


## FLORIDA STATE UNIVERSITY STUDENTS



### STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-oriented
2. Taking time to think
3. Seeing the bigger picture



YEAR OF STUDY DISTRIBUTION

### TOP 5 CAREER GOALS



1. To have work/life balance
2. To be secure or stable in my job
3. To be dedicated to a cause or to feel that I am serving the greater good
4. To be competitively or intellectually challenged
5. To be entrepreneurial or creative/innovative

### DRIVERS OF EMPLOYER ATTRACTIVENESS



1. Secure employment
2. A creative and dynamic work environment
3. High future earnings
4. Respect for its people
5. Clear path for advancement

### STUDENTS MOST USED COMMUNICATION CHANNELS

1. Employer websites
2. Social media
3. Career fairs
4. Job boards (sites where job openings are posted)
5. Employer advertisements on TV



### CAREER SERVICES THAT FSU STUDENTS VALUE

1. Career/job/internship fairs
2. General help with job/internship search and CV/interview preparation
3. Help with my career planning
4. Career preparation workshops
5. Company database with job and internship postings