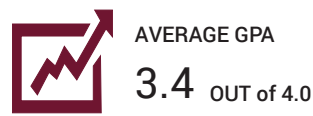
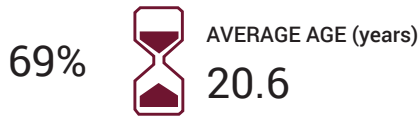


UNIVERSUM SURVEY RESULTS SNAPSHOT

2015

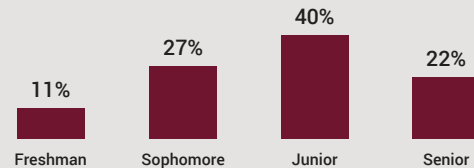


FLORIDA STATE UNIVERSITY STUDENTS



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