



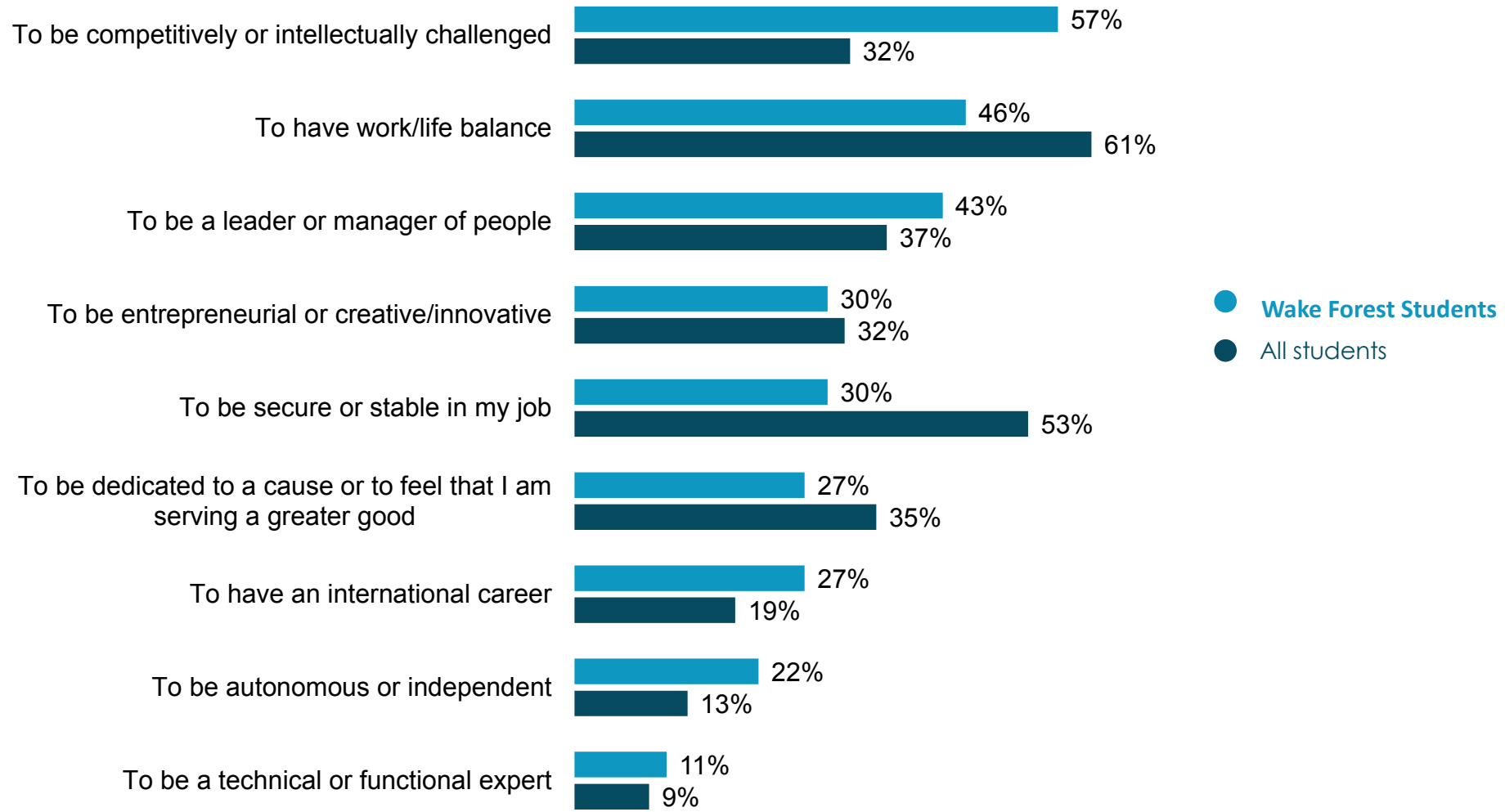
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Universum Talent Research 2019

Partner Report | Wake Forest University

US Edition | Students

The most important career goals



The most important attributes

Wake Forest Students

1. Clear path for advancement
2. Market success
3. Leaders who will support my development
4. High future earnings
5. Inspiring leadership
6. Leadership opportunities
7. Respect for its people
8. High performance focus
9. Professional training and development
10. A friendly work environment

- Employer Reputation & Image
- Remuneration & Advancement Opportunities

All students

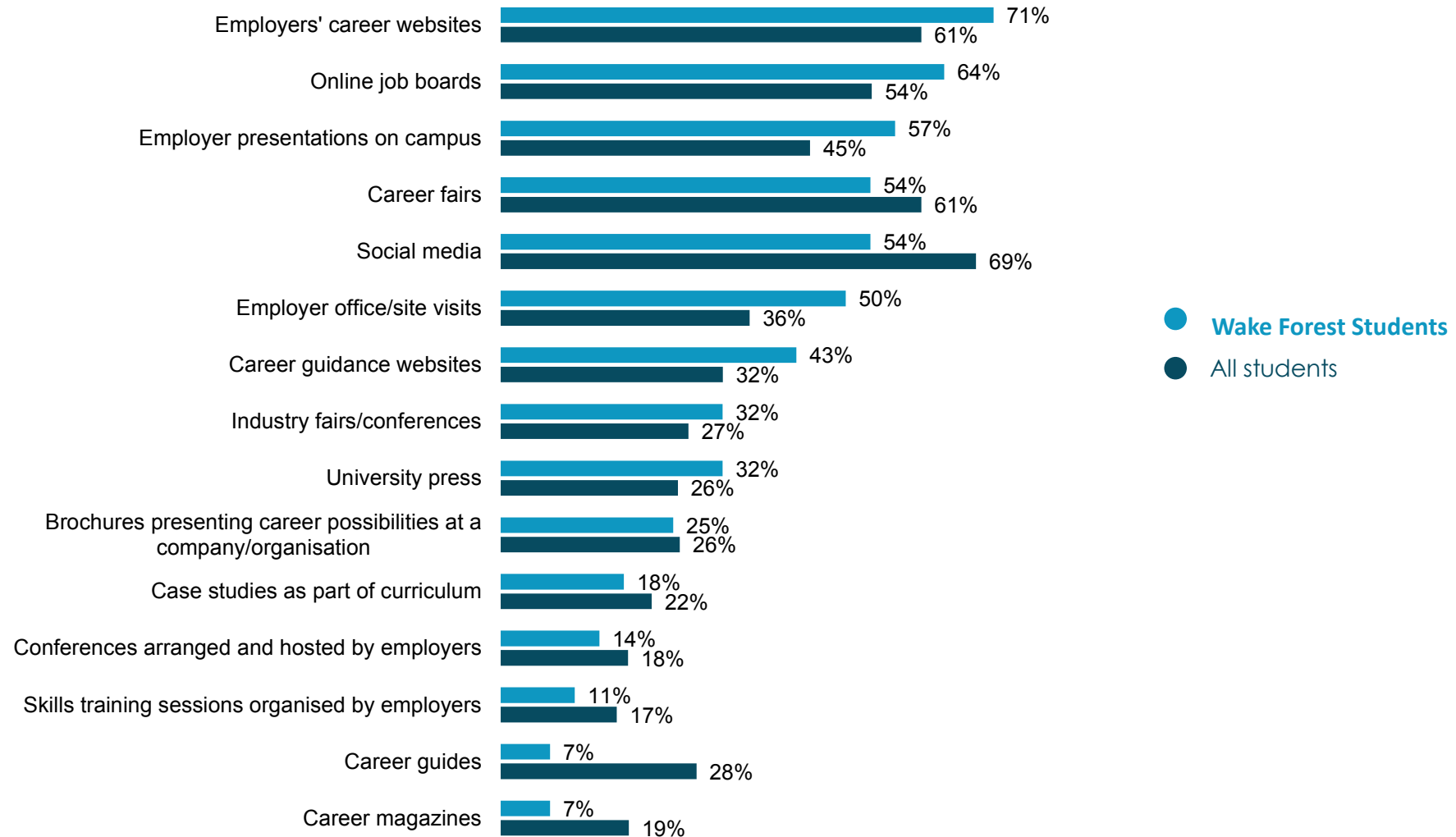
1. High future earnings **(+1)**
2. Leaders who will support my development **(-1)**
3. Professional training and development
4. Secure employment **(+4)**
5. Encouraging work-life balance **(NEW)**
6. Clear path for advancement **(-1)**
7. Leadership opportunities
8. A creative and dynamic work environment **(-4)**
9. Inspiring leadership **(+1)**
10. Competitive base salary **(NEW)**

- People & Culture
- Job Characteristics

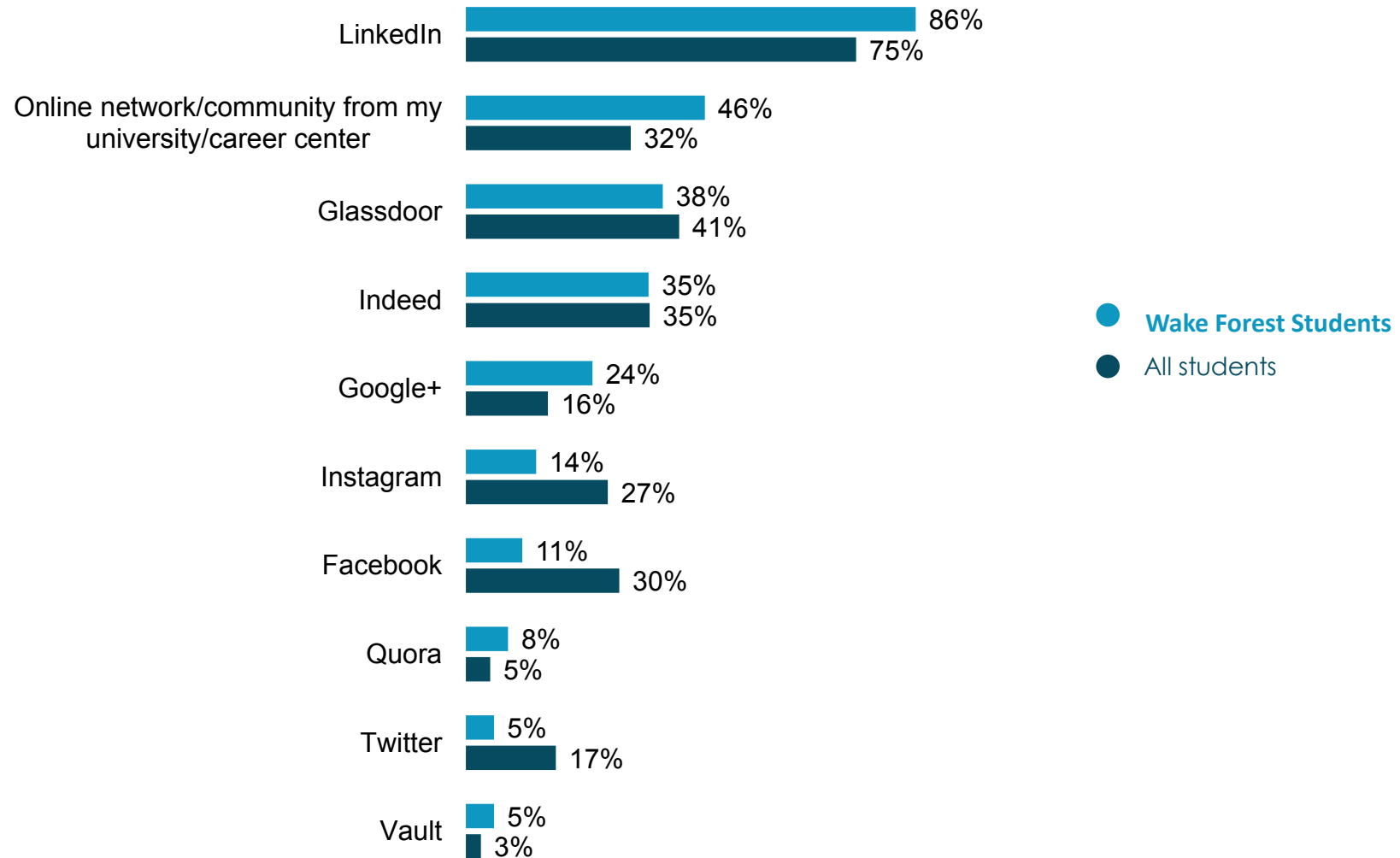
? • How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)
• Which of these are most important to you? Please select a maximum of three alternatives.

! • This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

Communication channels – Top 15

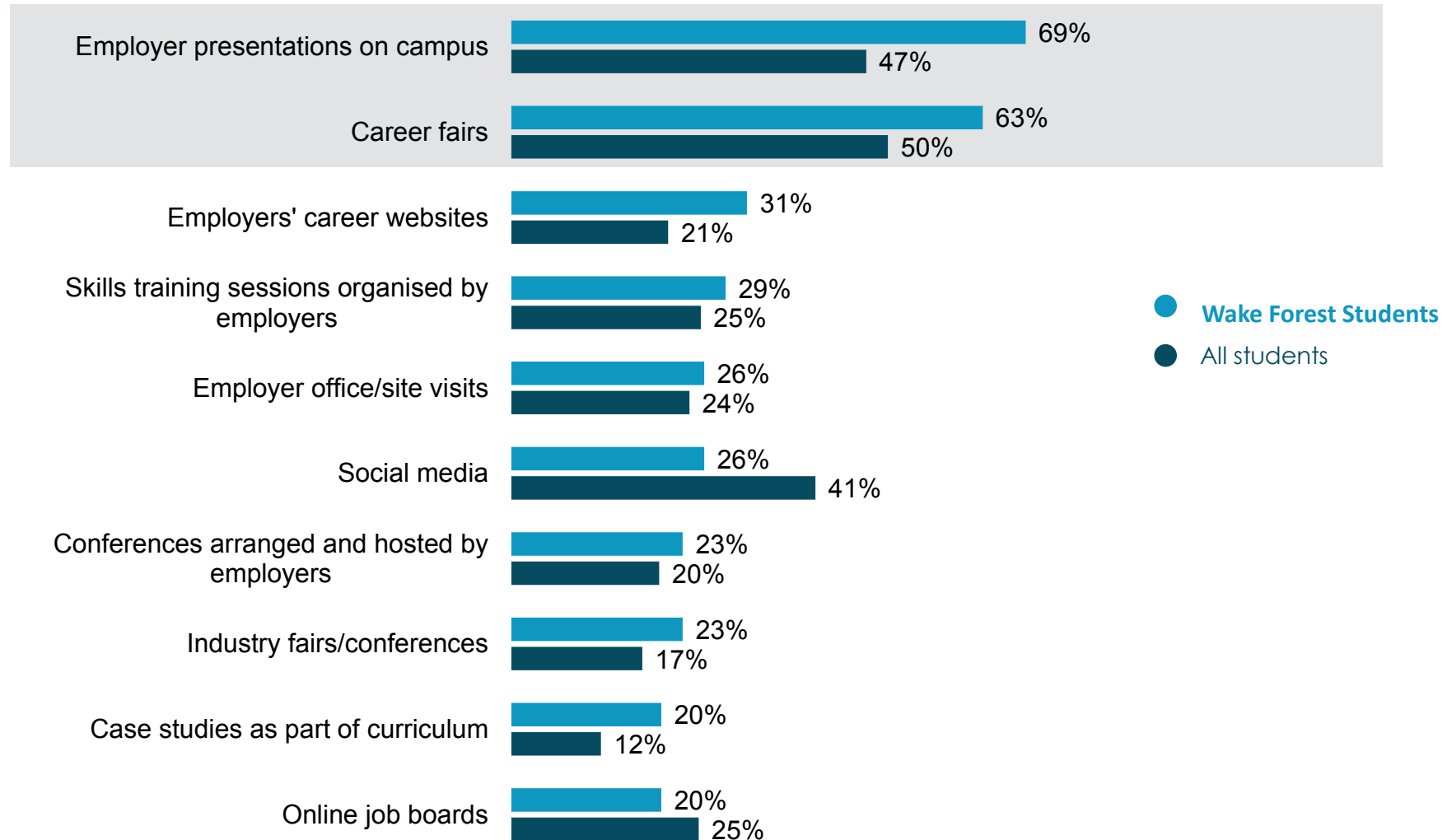


On which platforms do students look for employer information?



- ? • Which of these online platforms do you use to inform yourself about employers?

Top channels employers should use more



? • In which channels do you think employers should invest more time and money to communicate with you?

! • Only includes the Top 10 channels.