The most important career goals

- To be competitively or intellectually challenged: 57%
- To have work/life balance: 61%
- To be a leader or manager of people: 43%
- To be entrepreneurial or creative/innovative: 30%
- To be secure or stable in my job: 53%
- To be dedicated to a cause or to feel that I am serving a greater good: 27%
- To have an international career: 19%
- To be autonomous or independent: 22%
- To be a technical or functional expert: 11%

Which of these career goals are most important to you? Please select a maximum of 3 alternatives.
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

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)

- Employer Reputation & Image
- Remuneration & Advancement Opportunities
- 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

- Employers’ career websites: 71%
- Online job boards: 64%
- Employer presentations on campus: 57%
- Career fairs: 61%
- Social media: 69%
- Employer office/site visits: 50%
- Career guidance websites: 43%
- Industry fairs/conferences: 32%
- University press: 32%
- Brochures presenting career possibilities at a company/organisation: 26%
- Case studies as part of curriculum: 22%
- Conferences arranged and hosted by employers: 18%
- Skills training sessions organised by employers: 17%
- Career guides: 28%
- Career magazines: 19%

\* Wake Forest Students
\* All students

Which channels do you use in general to learn about potential employers?
On which platforms do students look for employer information?

- LinkedIn: 86% (Wake Forest Students: 75%)
- Online network/community from my university/career center: 46% (All students: 32%)
- Glassdoor: 38% (Wake Forest Students: 41%)
- Indeed: 35% (All students: 35%)
- Google+: 24% (Wake Forest Students: 16%)
- Instagram: 14% (Wake Forest Students: 27%)
- Facebook: 11% (Wake Forest Students: 30%)
- Quora: 8% (Wake Forest Students: 5%)
- Twitter: 5% (Wake Forest Students: 17%)
- Vault: 5% (Wake Forest Students: 3%)

Question: Which of these online platforms do you use to inform yourself about employers?
In which channels do you think employers should invest more time and money to communicate with you?

- Employer presentations on campus: 69%
- Career fairs: 63%
- Employers' career websites: 31%
- Skills training sessions organised by employers: 29%
- Employer office/site visits: 26%
- Social media: 26%
- Conferences arranged and hosted by employers: 23%
- Industry fairs/conferences: 23%
- Case studies as part of curriculum: 20%
- Online job boards: 20%

Only includes the Top 10 channels.