



Universum Talent Research 2016

Partner Report | Kimep University

Kazak Edition | Students | All main fields of study

About Universum



With over 25 years of experience researching the field of Employer Branding, Universum is a recognised world leader with tried and tested frameworks.

EVERY YEAR

1.000.000

Universum annually conducts quantitative and qualitative research with over 1.000.000 talented individuals to gather insights into their career preferences, communication habits and their perception of potential employers.



For our clients around the world, Universum is a trusted partner providing solutions and services to develop, improve and implement tailored Employer Branding strategies.



Universum is the thought leader in Employer Branding, with local experts in research, consulting and communication solutions, offering high-quality insights.



Universum's unique global reach ensures the comparability of research results across markets. We partner with approximately 2.000 of the top academic institutions in the world.

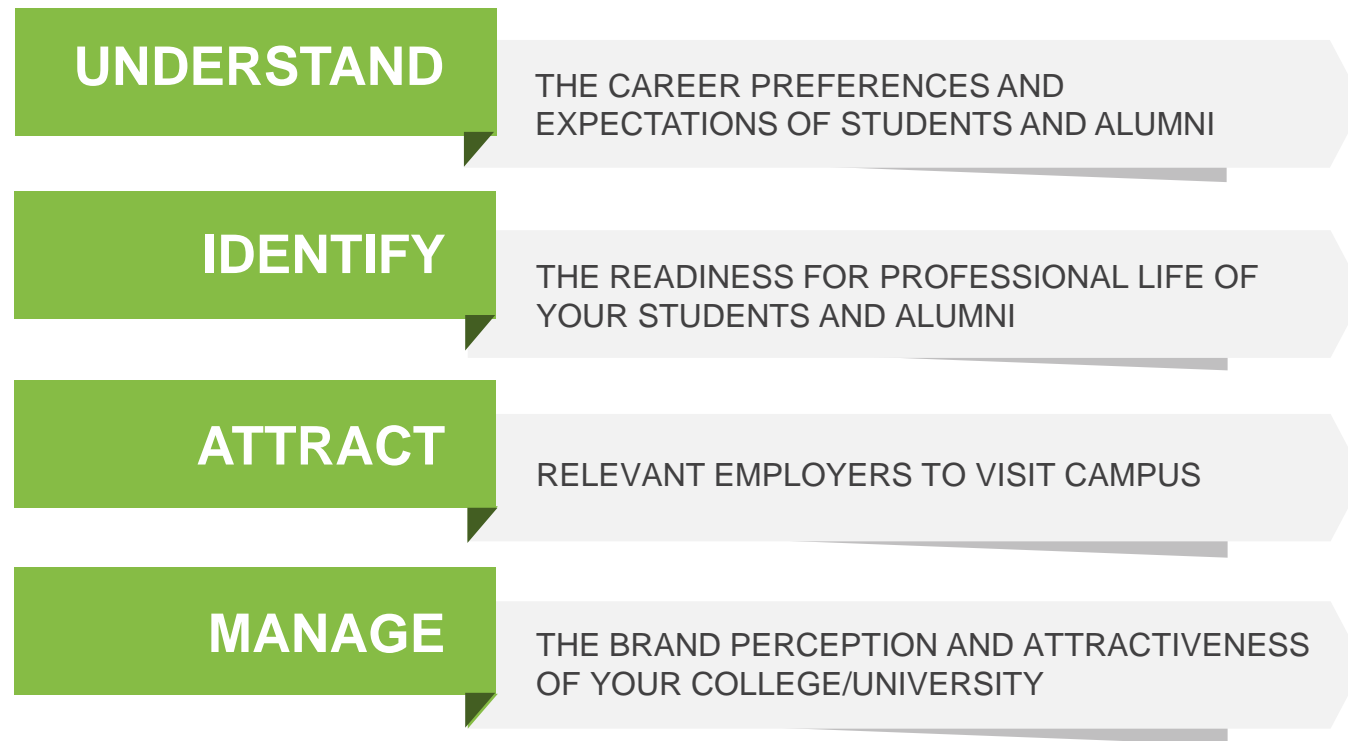


Universum employs smart, friendly and professional experts and consultants, who work with our clients in long-term partnerships.

We help higher educational institutions

Universum is the global leader in the field of employer branding and talent research. Through our market research, consulting and media solutions we aim to close the gap between the expectations of employers and talent, as well as support Higher Education Institutions in their roles.

Through our unique insight into the recruitment challenges of employers and the dynamics of the talent market, we help nearly 2,000 colleges and universities worldwide to:



What we cover in this report

5

CAREER SERVICES

Career Services are undergoing a tremendous change around the globe as they become a more and more integral part of educational institutions. Find out how students currently use your career service, how satisfied they are and how you can better position your career service for the future with more relevant offerings.

4

CAREER & EMPLOYER PREFERENCES

Find out which are students' most preferred employers and get insight into the career preferences and expectations of your students in comparison to the overall population. Also, understand how your institution has shaped the career path of your students and alumni.

1

EXECUTIVE SUMMARY

Gain insight into the profile, career and employer preferences of your students and the comparison groups.



2

EMPLOYABILITY & READINESS FOR PROFESSIONAL LIFE

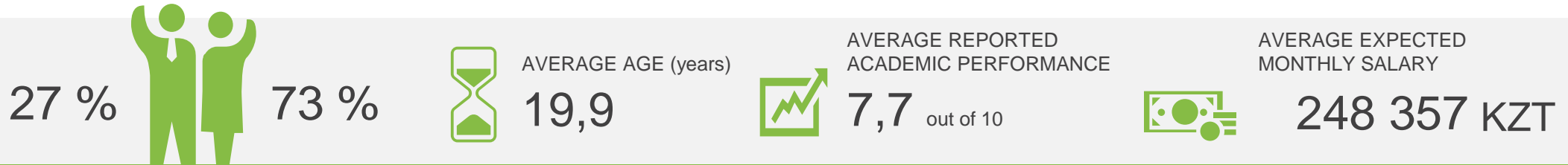
Identify what kind of practical experience, skills and mindset your students have and what separates them from the overall target group. These insights will help you improve the employability of your students and alumni by being able to communicate their unique value to employers.

3

UNIVERSITY BRAND PERCEPTION

This chapter evaluates the brand perception of your university with respect to employability & career advancement opportunities.

General profile and summary of career preferences



Your students



TOP CAREER GOALS

1. To be competitively or intellectually challenged
2. To be secure or stable in my job
3. To have work/life balance



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Taking time to think
3. Continuous renewal of yourself



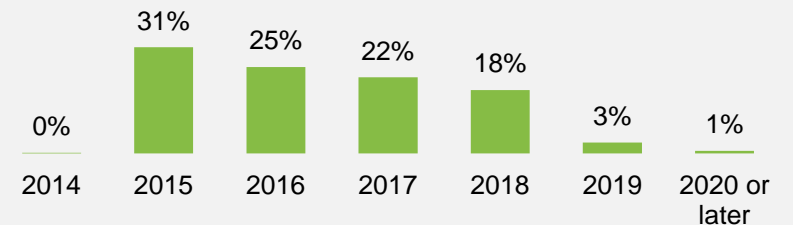
TOP 3 MOST PREFERRED INDUSTRIES

1. Management and Strategy Consulting
2. Auditing and Accounting
3. Banks

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Professional training and development
2. High future earnings
3. Opportunities for international travel/relocation
4. Financial strength
5. Market success

YEAR OF GRADUATION DISTRIBUTION:



16% of your students have an International Mindset

Internationalists



IN¹

International
Mind-set

Share of talent with an international mindset within the target group:

Your students



16%

All Students



13%

Being an Internationalist is not only an experience on a CV, but:

- *Comprises a global skill and mind-set which enables career success*
- *Allows individuals to recognise market & growth opportunities*
- *Enables individuals to handle complex situations and to successfully influence those who are different from oneself*

7% of your students have Leadership Potential

Leaders

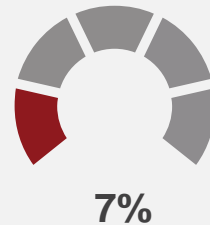


LP²

Leadership
Potential

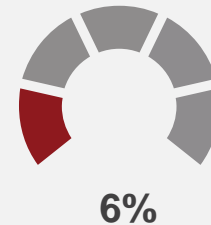
Share of talent with
Leadership Potential
within the target group:

Your students



7%

All Students



6%

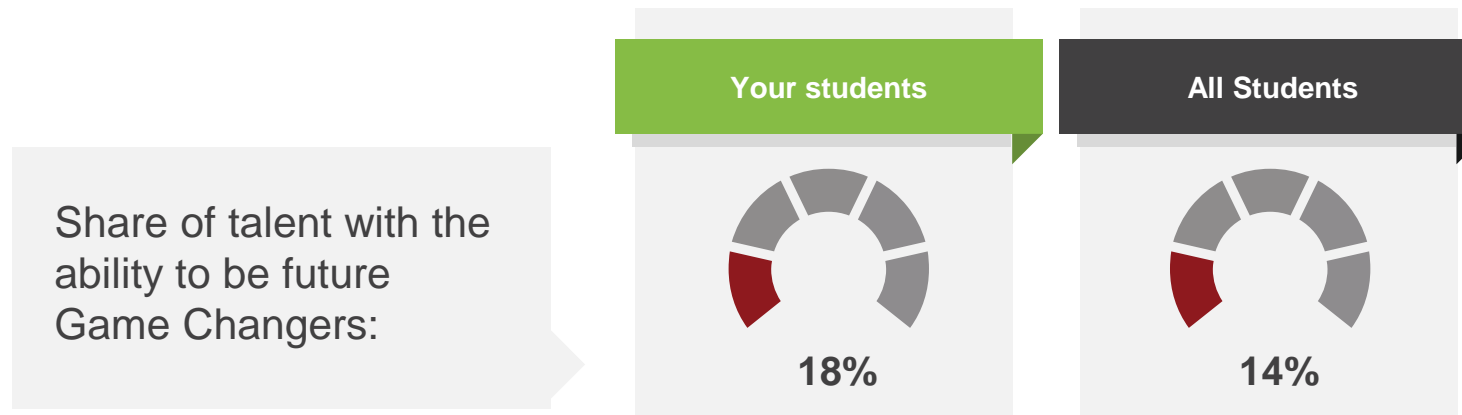
Having a large share of future leaders in the population is important, as those will be the individuals who have the chance to influence business, governments and society in the future. Leaders combine:

- *An ability to see the big picture in any situation, which helps them inspire both their teams and themselves*
- *They prefer the benefits of working with others in a team environment, rather than being a “lone-wolf”*
- *They understand responsibility as something to be desired and sought after*

18% of your students have the ability to be Game Changers

Game Changers

GC³
Game
Changer



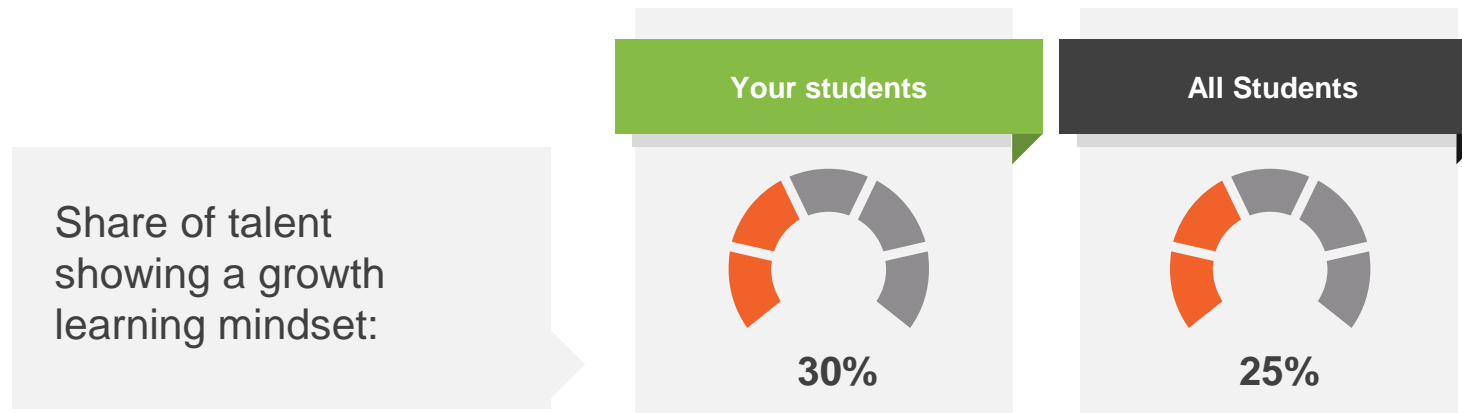
Game Changers are those that will help business to grow, to remain in the market and/or stay innovative. While in the past the most efficient workers were often the most successful ones, the future of business will value the ones showing passion for what they do. Game Changers are defined as combining the following personality skills:

- *Questing: actively seeking challenges to rapidly improve their performance*
- *Commitment and responsibility: desire to have a lasting and increasing impact on a particularly industry or function*
- *Networking disposition: seek deep interactions with others and build strong, trust-based relationships to gain new insights*

30% of your students have a Scalable Learning Mindset

Scalable Learning

SL⁴
Scalable
Learning



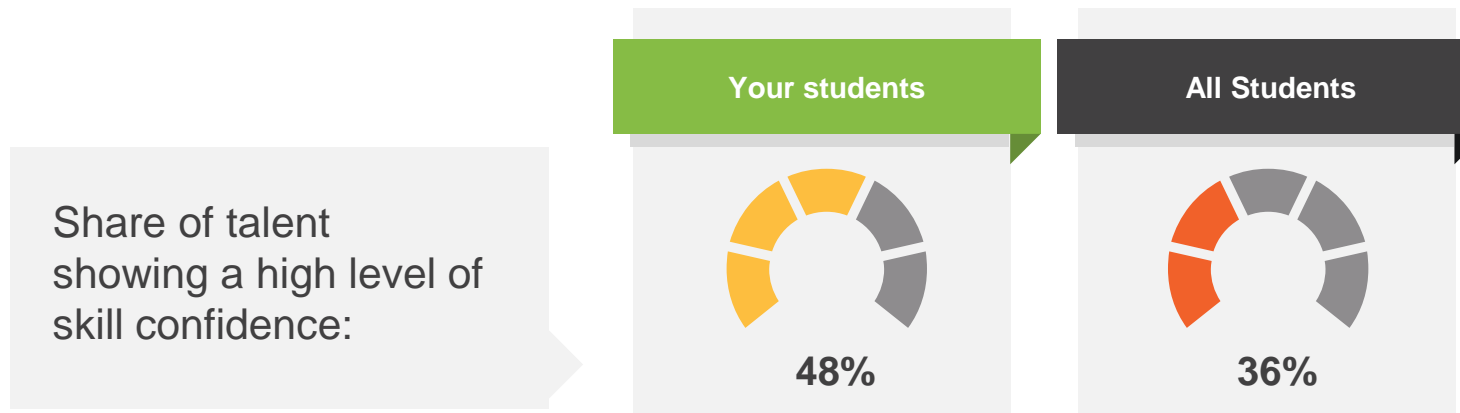
The new business order moves efforts from scalable efficiency to scalable learning. The mindset and attitudes behind this are crucial for talent to succeed in their professional life.

*In an essence, **growth learning is about innovation and creativity**. It is the ability to continue learning and never “arrive”.*

48% of your students are confident in their personality skills

Skill confidence

SC⁵
Skill
Confidence

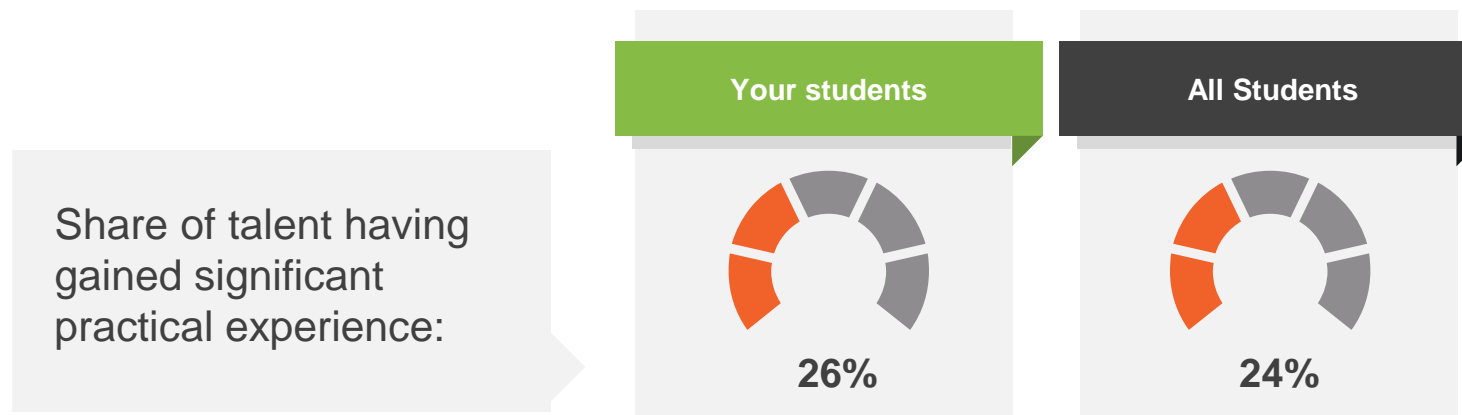


Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent, especially in presenting it to potential employers to gain, keep or find new employment when needed.

26% of your students have gained significant practical experience during their studies

Practical Experience

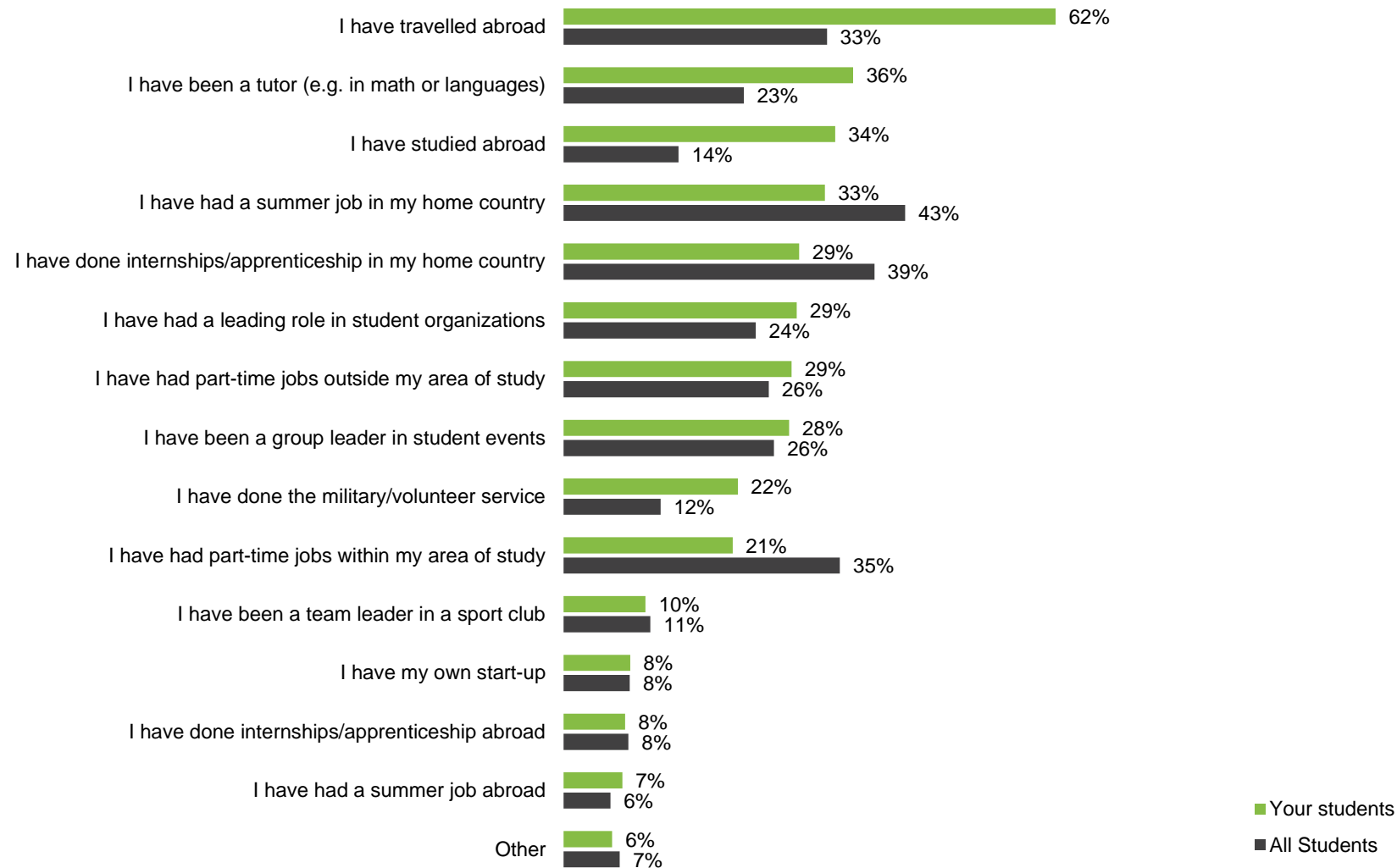
PE⁶
Practical
Experience



Academic qualifications are not the only important requirement. Employers will also expect talent to have hands-on experience, to have taken on positions of leadership and responsibility, and to show real initiative before they graduate. Practical experience will:

- *Provide talent with an insight into the workplace*
- *Help to develop key skills*
- *Provide opportunities to put one's knowledge into practice*

What kind of practical experiences do students have?

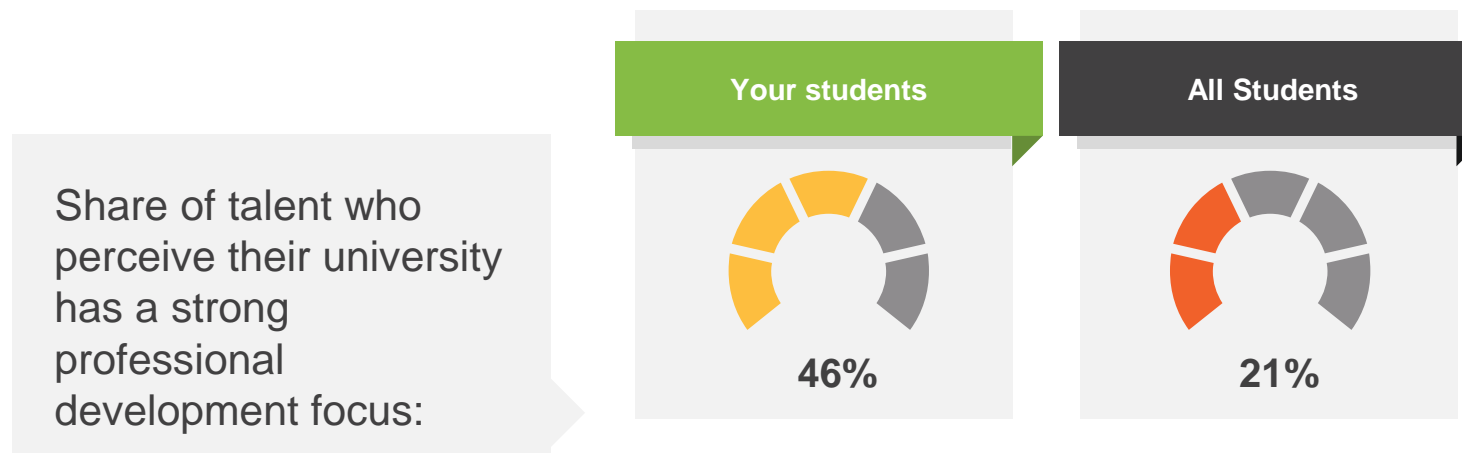


? • Which of the following experiences do you have? Please select as many as applicable.

46% of your students perceive your university to have a strong focus on their professional development

University Professional Development Focus

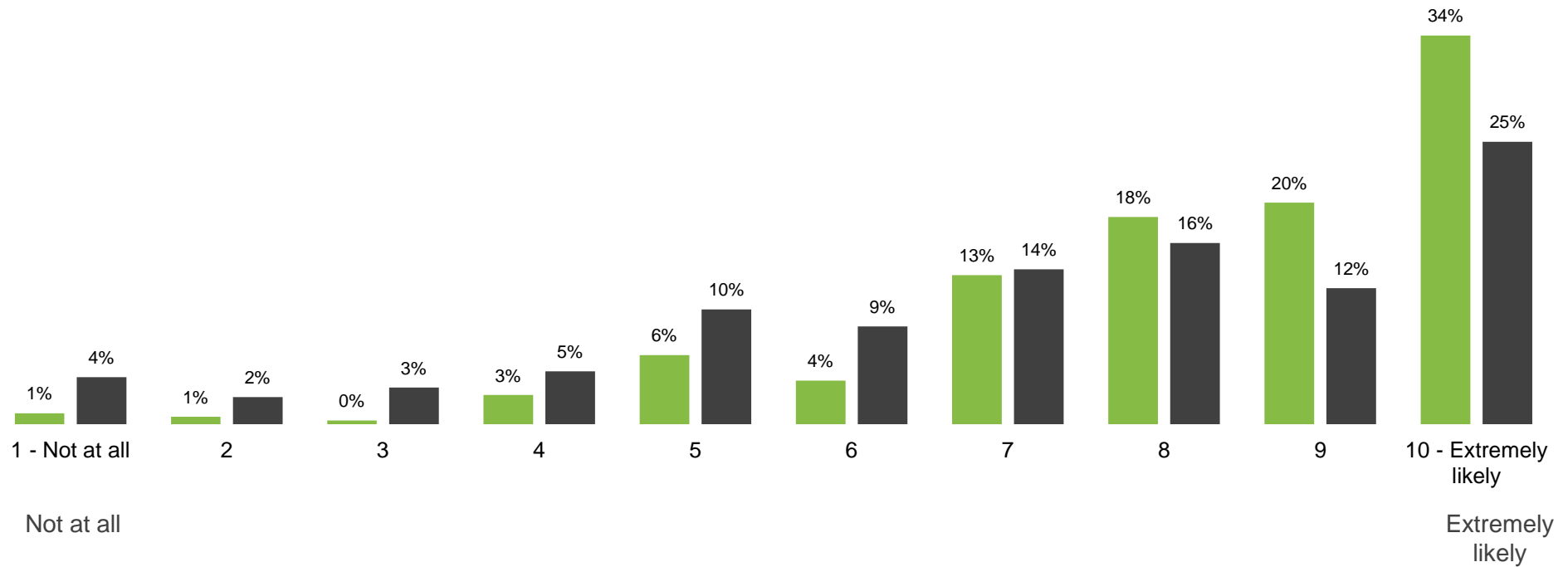
PD⁷
Professional
Development



Being an entrepreneurial university or having a focus on employability & professional development of talent are core strategic goals for higher education around the globe.

The above KPI reflects the internal perception your talent population has about their university and thus helps to guide the transformation from being “knowledge-ivory towers” to becoming “talent hubs”.

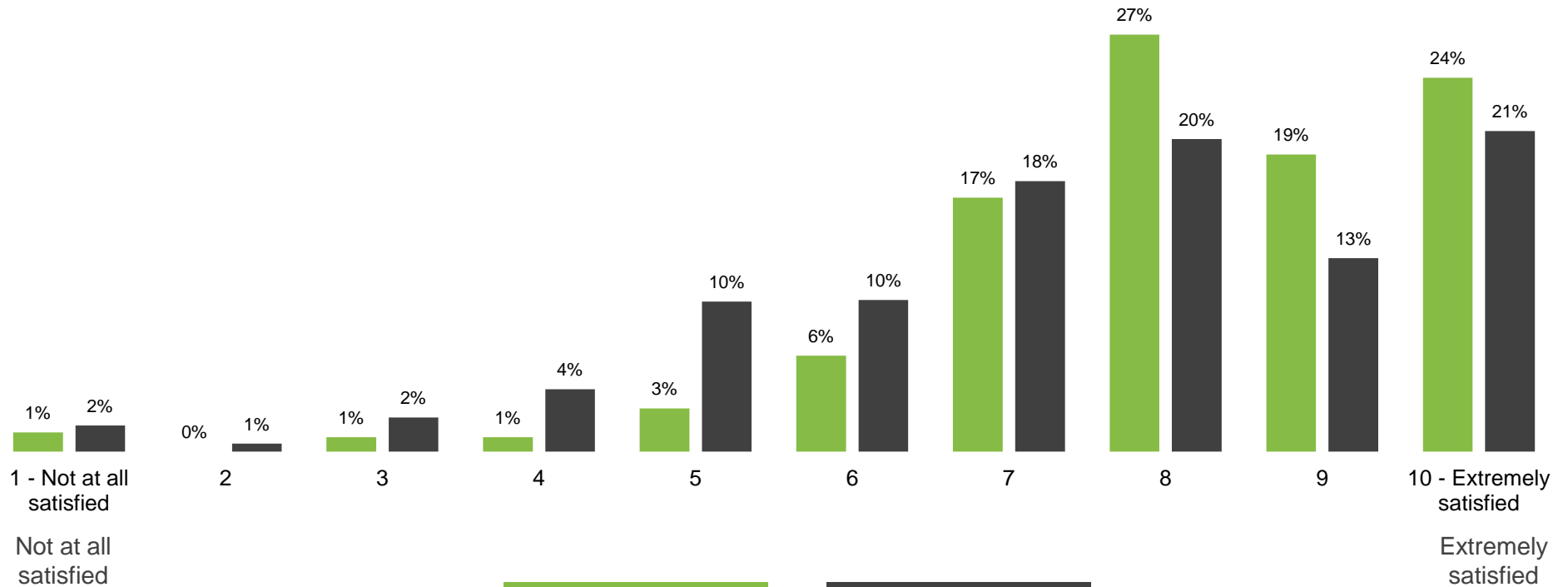
Would talent recommend their university to a friend or family member? | Target Group Comparison



Average rate:
8,3
Your students

Average rate:
7,2
All Students

How satisfied are your students with you?



Average rate:
8,1
Your students

Average rate:
7,5
All Students

Most attractive attributes per target group

Your students

1. Prepares graduates well for their professional life
2. Teaches transferable and practical skills employers are looking for
3. Is considered a target school for employers in my field

All Students

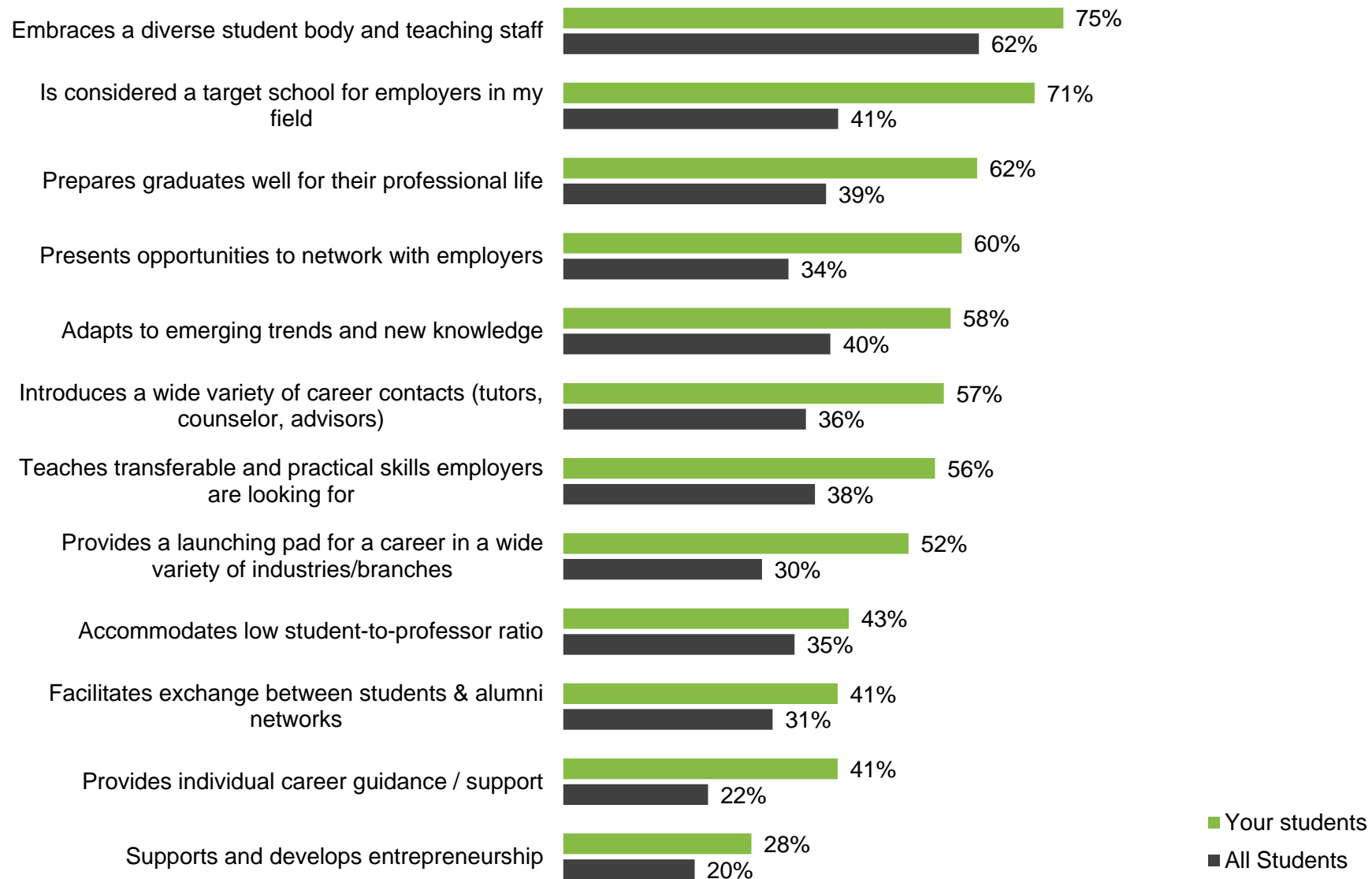
1. Prepares graduates well for their professional life
2. Teaches transferable and practical skills employers are looking for
3. Adapts to emerging trends and new knowledge

YOUR UNIVERSITY'S STRENGTHS?

Where do you see the strengths of your University?
What do you believe are the opportunities to differentiate from your competition?

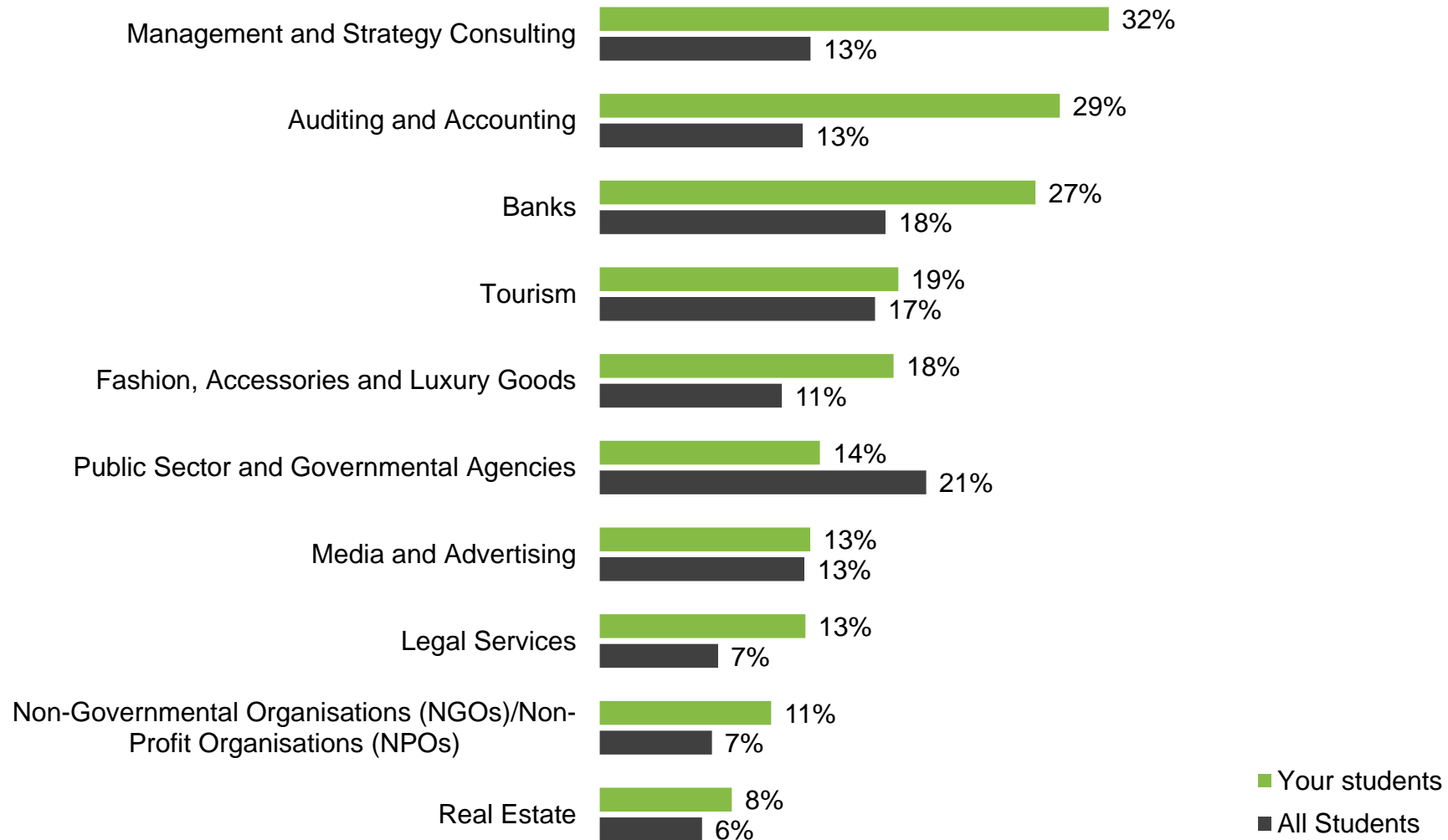
- 1.
- 2.
- 3.
- 4.
- 5.

Most frequent associations

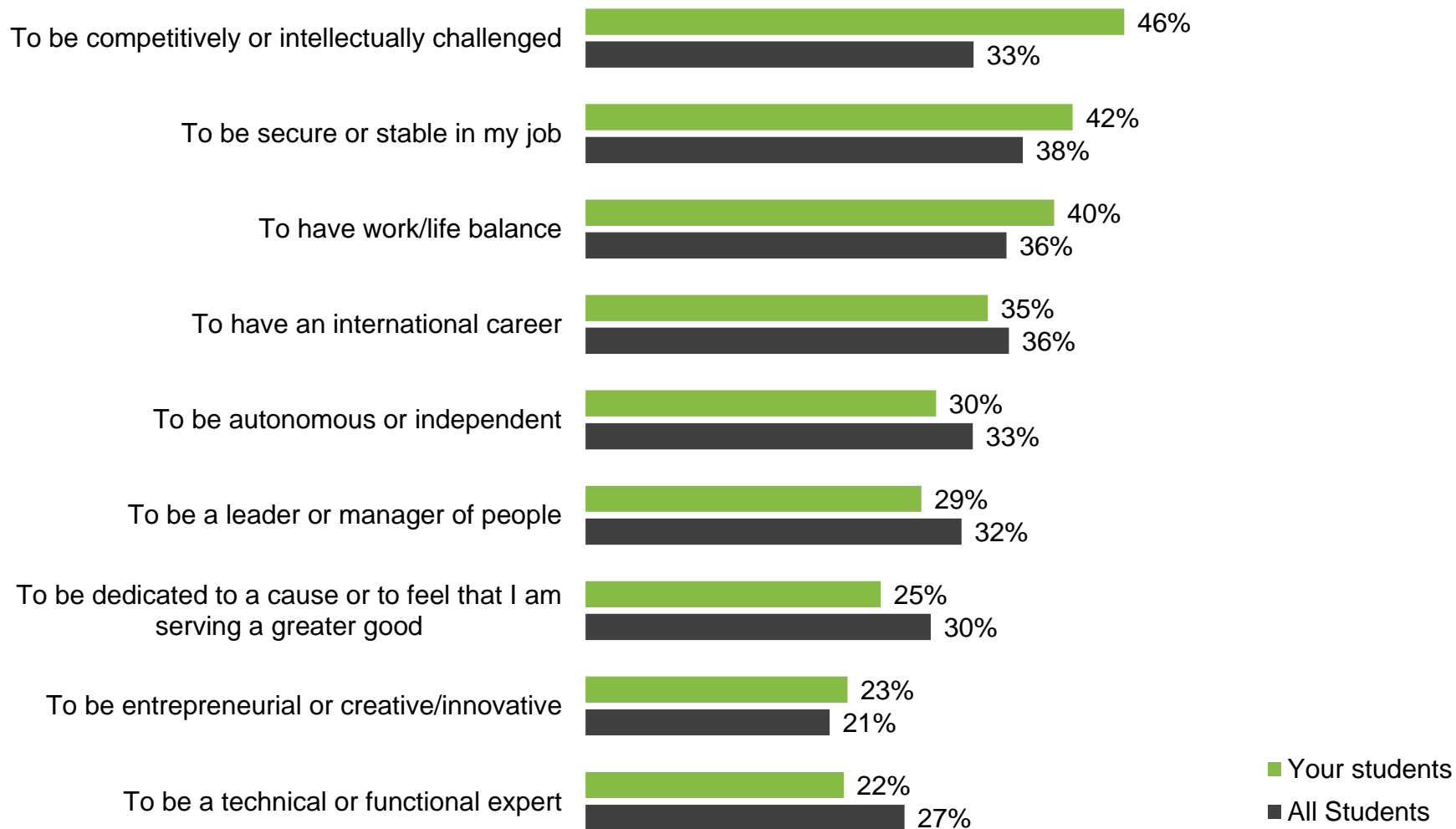


? • Which of the following attributes do you associate with your educational institution?. Select as many as applicable

Students' most preferred industries



“To be competitively or intellectually challenged” is the most important long term career goal among your students



• Which of these career goals are most important to you? Please select in order of preference, where '1' is most important.

• The graph shows career goals chosen as first, second or third choice.

What is important to your students?

Your students

EMPLOYER REPUTATION & IMAGE

1. Financial strength
2. Market success
3. Prestige

PEOPLE & CULTURE

1. Leaders who will support my development
2. Interaction with international clients and colleagues
3. A friendly work environment



REMUNERATION & ADVANCEMENT OPPORTUNITIES

1. High future earnings
2. Rapid promotion
3. Competitive base salary

JOB CHARACTERISTICS

1. Professional training and development
2. Opportunities for international travel/relocation
3. Secure employment

“Professional training and development” is the overall most important attribute to your students



• Which attributes do you perceive as the most attractive? 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.

Which communication channels do students use the most?

Your students

1. Social media
2. University press & student organisation publications
3. Employer presentations on campus
4. Lectures/case studies as part of curriculum
5. Outdoor/billboard advertisements
6. Employer websites
7. Employer-sponsored events
8. Career fairs
9. Conferences arranged and hosted by employers
10. Job boards (sites where job openings are posted)

All Students

1. Social media
2. Outdoor/billboard advertisements
3. Employer websites
4. Career guidance websites
5. University press & student organisation publications
6. Employer advertisement in social media
7. Job boards (sites where job openings are posted)
8. Career fairs
9. Employer advertisements on news/business-related websites
10. Career magazines/guides/books

Print

In-person

Digital

Other

Considered Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
Procter & Gamble (P&G)	1	38,81%	McKinsey & Company	11	27,11%
KPMG	2	38,06%	Samsung	12	26,87%
Nestlé	3	36,07%	Johnson & Johnson	13	24,38%
Mars	4	33,83%	Microsoft	14	24,13%
Air Astana	5	32,59%	Philip Morris International	15	22,64%
Coca-Cola	6	32,34%	BMW Group	16	22,39%
Deloitte	7	32,09%	Samruk	17	22,14%
PwC	8	31,84%	Tengizchevroil	18	21,14%
KazMunaiGas Group	9	31,09%	KazTransOil	19	19,40%
EY (Ernst & Young)	10	27,61%	British American Tobacco	20	19,15%

Ideal Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
Procter & Gamble (P&G)	1	24,19%	Deloitte	11	12,72%
KPMG	2	18,45%	Samsung	12	11,47%
Air Astana	3	18,20%	Samruk	13	10,47%
Mars	4	16,96%	BMW Group	14	9,48%
KazMunaiGas Group	5	16,46%	Microsoft	15	8,98%
EY (Ernst & Young)	6	15,96%	Tengizchevroil	16	8,73%
Nestlé	7	15,71%	J.P. Morgan	17	8,23%
PwC	7	15,71%	Chevron	18	7,98%
Coca-Cola	9	13,47%	HSBC Bank	19	6,98%
McKinsey & Company	10	12,97%	Johnson & Johnson	19	6,98%

Potential Applicants' Ranking | Top 20

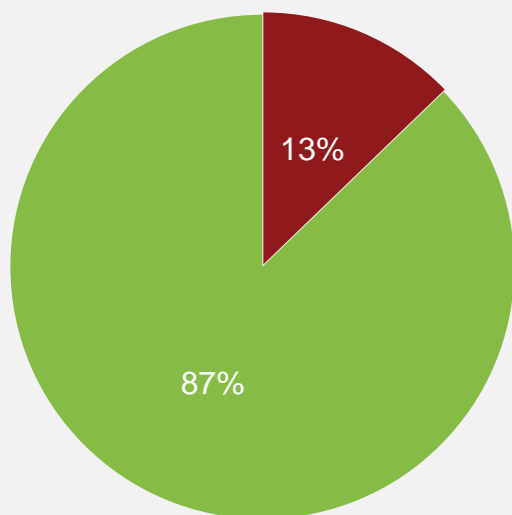
Your students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
Procter & Gamble (P&G)	1	7,38%	KazMunaiGas Group	10	3,62%
KPMG	2	5,77%	Tengizchevroil	12	3,22%
Mars	3	5,64%	Samruk	13	2,95%
EY (Ernst & Young)	4	5,10%	Samsung	13	2,95%
PwC	5	4,97%	Chevron	15	2,42%
Nestlé	6	4,83%	J.P. Morgan	16	2,01%
Air Astana	7	4,30%	Johnson & Johnson	16	2,01%
Coca-Cola	8	4,16%	HSBC Bank	18	1,88%
McKinsey & Company	9	4,03%	L'Oréal Group	19	1,74%
Deloitte	10	3,62%	Gazprom	20	1,48%

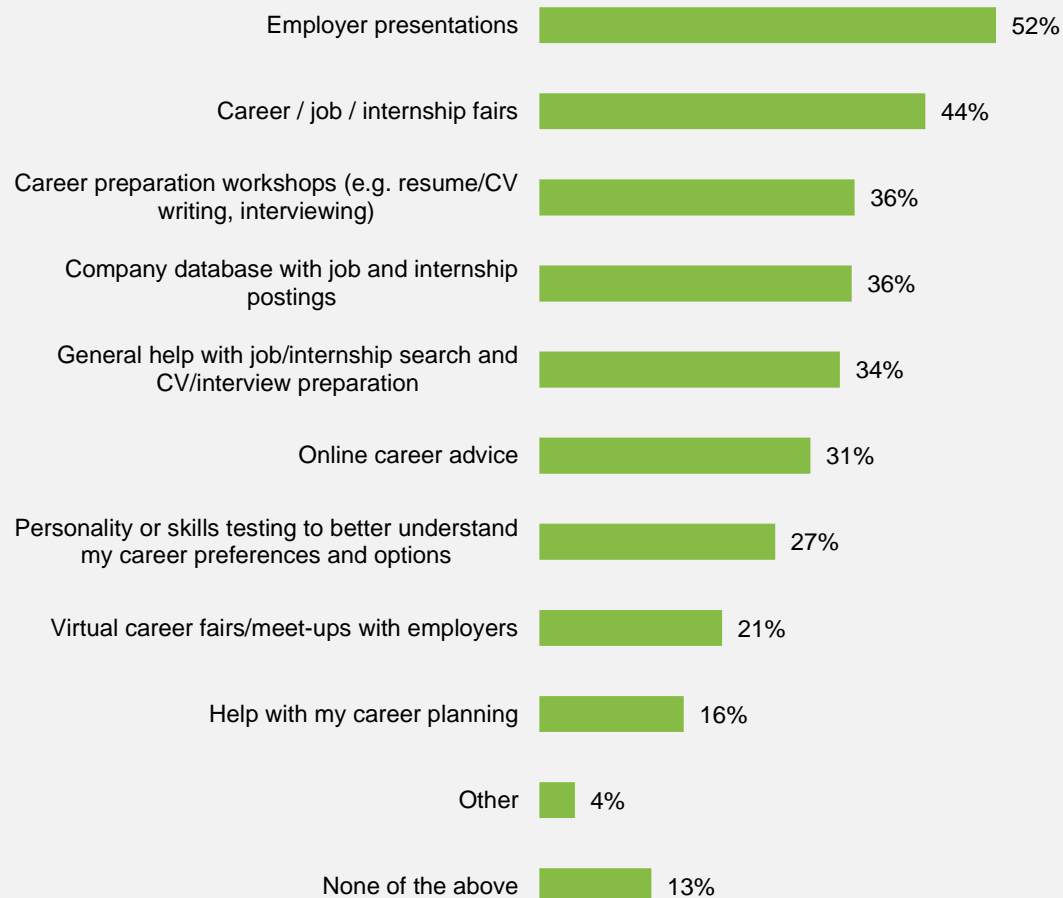
- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

To what extent are students using the career services you offer?

Kimep University

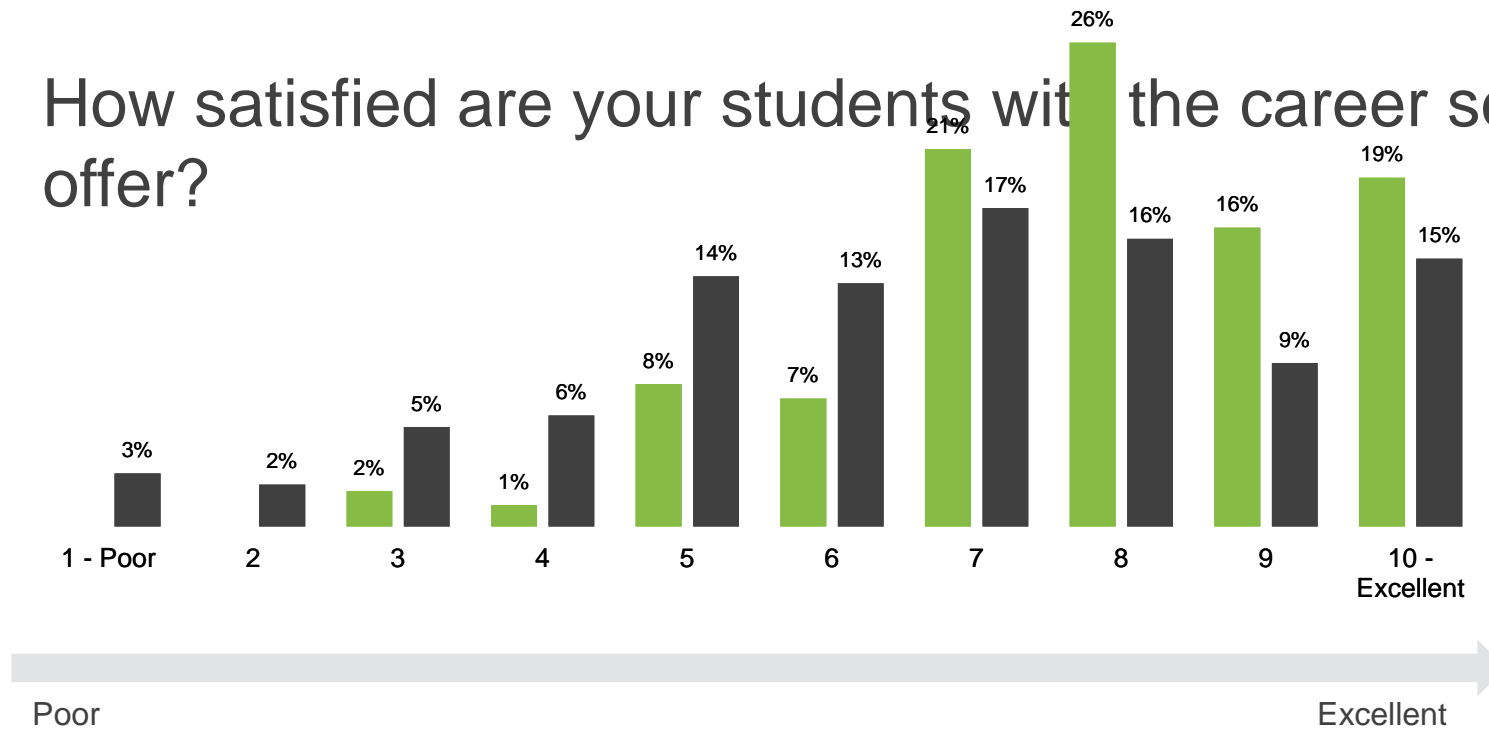


- Share of students using one or more career services at their university
- Share of students not using any career service at their university



• Which of these career services have you used at your educational institution? Select as many as applicable.

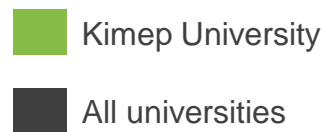
How satisfied are your students with the career services offer?



AVERAGE SATISFACTION:

7,8

6,7



Which are the most important career services to your students?

