



# **Fargo-Moorhead Market Area Student Survey: 2000**

---

North Dakota State Data Center  
Department of Agriculture Economics  
North Dakota State University  
IACC 424  
Fargo, North Dakota 58105-5636

## **Forward**

This report is part of a larger labor force study sponsored by the Fargo-Cass County Economic Development Corporation, Moorhead Economic Development Authority and the Valley City-Barnes County Economic Development Corporation through the cooperation of a locally driven regional Labor Availability Council. An important goal of the Council and the economic development organizations involved in the study is to identify key information regarding labor issues for the growth and development of the area. The other components of the study include a) an analysis of the migration patterns in the area; b) an underemployment survey of the residents in the area; and c) a survey of major employers in the area.

## **Acknowledgments**

Special thanks are extended to John Kramer and Tony Grindberg, Fargo-Cass County Economic Development Corporation, Beth Grosen, Moorhead Economic Development Authority, Jennifer Feist, Valley City-Barnes County Development Corporation, and Urban Weber, Job Services North Dakota for their time and effort to provide the valuable input into this project. In addition, we want to thank members of the Labor Availability Council for their assistance and review of the basic items on the survey.

## **Authored by**

Kay Olson, Research Assistant  
Dr. Richard Rathge, Director

North Dakota State Data Center  
Department of Agriculture Economics  
North Dakota State University  
IACC 424  
Fargo, North Dakota 58105-5636  
Ph: (701)231-7980  
URL: <http://www.sdc.ag.ndsu.nodak.edu>

## Executive Summary

### Introduction

The purpose of this project was to provide information about students' attitudes regarding employment preferences, training and skills development, employer incentives and benefit packages, and issues related to commuting and future mobility.

### Survey Results

- ' More than 80 percent of respondents said they planned on staying in the full-time job they acquired after graduation for more than five years.
- ' Approximately one-fifth of respondents said there were few opportunities in Fargo/Moorhead for the career they are seeking.
- ' Students indicated that job fulfillment/job satisfaction, a supportive relationship with employers and co-workers, and employee benefits were the most influential factors in their decision of which job to take after graduation.
- ' The average wage respondents said they would be willing to accept for full-time employment after graduation was \$14.28 per hour or \$27,342 annually.
- ' Approximately 16 percent of respondents said they were very likely to apply for or continue full-time employment in the Fargo/Moorhead area. More than one-third said they were somewhat likely to apply for employment in the area.
- ' Of those who were *very unlikely*, *unlikely*, or *did not know* whether they would apply for a full-time job after graduation:
  - # One-fifth of the respondents said they were very likely to apply for a position if a new company with growth opportunities moved into the area
- ' Of the respondents *somewhat likely* or *very likely* to apply for employment in the area:
  - # The majority of respondents said employment opportunities, quality of life factors, and family/friends were factors that would influence their decision to seek employment in the area.
  - # Approximately 28 percent of respondents said they were very likely to stay in the area for at least five years, and one-half were somewhat likely.
- ' Respondents said the most attractive employer based incentives were expanded benefits (i.e., eye, dental, etc.), and student loan forgiveness programs.

- ' Nearly 80 percent of respondents had not participated in an internship or cooperative work program. Of those who had not participated, nearly two-thirds indicated they were interested in participating.
- ' Of the respondents who had participated in an internship/cooperative work program nearly half said their internship was in the Fargo/Moorhead area. Of the respondents whose internship/cooperative work program was in the Fargo/Moorhead area, 41.4 percent indicated they would pursue that organization as an employer.
- ' More than three-fourths of respondents said they would be interested in obtaining proficiency certification in software-hardware or a professional skills area.
- ' Approximately 70 percent of respondents were between the ages of 18 and 21.
- ' More than one-half of respondents expected to receive a bachelor's degree.
- ' Proportions were similar between male and female respondents.

## Table of Contents

List of Figures .....	ii
List of Tables .....	iv
Introduction .....	vii
Study Objectives .....	viii
Methodology .....	viii
Survey Results .....	1
Employment Goals .....	2
Employment Selection .....	5
Attraction/Retention in the Fargo/Moorhead Area .....	7
Career Training (Institutions Offering Internships/Cooperative Work Programs) .....	11
Demographics .....	15
Appendix Tables .....	17
Survey Instruments .....	33
Student Survey-Telephone .....	34
Student Survey-Internships/Cooperative Work Programs .....	41
Student Survey-NON Internships/Cooperative Work Programs .....	48

## List of Figures

Figure 1. Respondents' Expectations of Full-time Jobs After Graduation .....	3
Figure 2. Respondents' Ratings of Employment Opportunities in Fargo/Moorhead for the Career They are Seeking .....	3
Figure 3. Information Sources Respondents Would Use to Find Out About Employment Opportunities in Fargo/Moorhead .....	4
Figure 4. Respondents' Ratings of Importance of Job Factors for the Job They Take After Graduation .....	5
Figure 5. Benefits Most Critical in Respondents' Decisions to Accept/Keep a Position After Graduation .....	5
Figure 6. Minimum Level of Pay Respondents Would Accept for Full-time Employment After Graduation .....	6
Figure 7. Likelihood Respondents Will Apply for/Continue Full-time Employment in the Fargo/Moorhead Area After Graduation .....	7
Figure 8. Reasons Why Respondents are Unlikely or Very Unlikely to Apply for/Continue Full-time Employment in Fargo/Moorhead After Graduation .....	7
Figure 9. Respondents' Likelihood of Applying for a Position if a New Company With Growth Opportunities Moved into the Fargo/Moorhead Area (if respondents were very unlikely, unlikely, or did not know whether they would apply for/continue full-time job after graduation) .....	8
Figure 10. Factors That Would Influence Respondents' Decisions to Seek/Continue Employment in the Fargo/Moorhead Area (if somewhat likely or very likely to apply for/continue employment in the area after graduation) .....	8
Figure 11. Likelihood Respondents Will Stay in the Fargo/Moorhead Area for at Least Five Years (if somewhat likely or very likely to apply for/continue full-time employment after graduation) .....	9
Figure 12. Respondents' Ratings of Employer Based Incentives .....	9
Figure 13. Respondents' Ratings of the Fargo/Moorhead Area .....	10
Figure 14. Respondents Participation/Interest in Internships or Cooperative Work Programs .....	11

Figure 15. Whether Respondents Participated in Internships or Cooperative Work Programs In the Fargo/Moorhead Area .....	11
Figure 16. Availability of Internships/Cooperative Work Programs at Respondents’ Institution .....	12
Figure 17. Importance of Internships/Cooperative Work Program Experiences to Respondents’ Future Careers (respondents from colleges and universities who participated in the phone survey) .....	12
Figure 18. Importance of Internships/Cooperative Work Program Experiences at Respondents’ Institution (respondents from community colleges and business schools who Participated in the written survey) .....	13
Figure 19. Whether Respondents Felt There Were Adequate Opportunities for Career-Related Internships/Cooperative Work Experiences in Their Major (if rated average or above average on internship importance) .....	13
Figure 20. Proportion of Course Work in Respondents’ Majors That is Directly Related/Relevant to Their Career Success .....	14
Figure 21. Whether Respondents Would be Interested in Obtaining Proficiency Certification in Software-Hardware or a Professional Skills Area .....	14
Figure 22. Respondents’ Ages .....	15
Figure 23. Respondents’ Expected Degree .....	15
Figure 24. Respondents’ Gender .....	16

## List of Tables

Table 1. Respondents' General Career Area .....	2
Table 2. Participating Institutions .....	16
Appendix Table 1. Whether Respondent Expected to Stay in Full-time Job After Graduation for More Than Five Years .....	18
Appendix Table 2. Likelihood of Changing Full-time Jobs More Than Once in the Next Five Years (if not expecting to stay in full-time job after graduation for more than five years) .....	18
Appendix Table 3. Respondents' Ratings of Employment Opportunities in Fargo/Moorhead for the Career They are Seeking .....	19
Appendix Table 4. Information Resources Respondents Would Use to Find Out About Employment Opportunities in Fargo/Moorhead .....	19
Appendix Table 5. Respondents' Ratings of Importance of Job Factors for the Job They are Seeking .....	20
Appendix Table 6. Other Factors That are Important for the Job Respondents Take After Graduation .....	21
Appendix Table 7. Benefits Most Critical in Respondents' Decisions to Accept/Keep a Position After Graduation .....	21
Appendix Table 8. Minimum Level of Pay Respondent Would Accept for Full-time Employment After Graduation .....	22
Appendix Table 9. Likelihood Respondents Will Apply for/Continue Full-time Employment in the Fargo/Moorhead Area After Graduation .....	22
Appendix Table 10. Reasons Why Respondents are Unlikely or Very Unlikely to Apply for/ Continue Full-time Employment in Fargo/Moorhead After Graduation ..	23
Appendix Table 11. Respondents' Likelihood of Applying for a Position if a New Company With Growth Opportunities Moved into the Fargo/Moorhead Area (if respondents were very unlikely, unlikely, or did not know whether they would apply for/continue full-time job after graduation) .....	24
Appendix Table 12. Factors That Would Influence Respondents' Decisions to Seek/Continue Employment in Fargo/Moorhead Area (if somewhat likely or very likely to apply for /continue employment after graduation) .....	25



Appendix Table 13. Likelihood Respondents Will Stay in the Fargo/Moorhead Area for at Least Five Years (if somewhat likely or very likely to apply for /continue full-time employment after graduation) . . . . .	25
Appendix Table 14. Respondents' Ratings of Employer Based Incentives . . . . .	26
Appendix Table 15. Other Employer Based Incentives . . . . .	26
Appendix Table 16. Respondents' Ratings of Fargo/Moorhead Attributes . . . . .	27
Appendix Table 17. Respondents' Participation in Internships or Cooperative Work Programs . . . . .	28
Appendix Table 18. Whether Respondents Were Interested in an Internship or Cooperative Work Program (if they had not participated in one before) . . . . .	28
Appendix Table 19. Whether Respondents' Internship or Cooperative Work Program was in the Fargo/Moorhead Area (if they had participated in an internship or cooperative work program) . . . . .	29
Appendix Table 20. Whether Respondents Will Pursue That Organization as a Future Employer (if they had participated in an internship or cooperative work program in the Fargo/Moorhead area) . . . . .	29
Appendix Table 21. Availability of Internships/Cooperative Work Programs at Respondents' Institution . . . . .	29
Appendix Table 22. Importance of Internships/Cooperative Work Program Experiences to Respondents' Future Careers (respondents from colleges and universities who participated in the phone survey) . . . . .	30
Appendix Table 23. Importance of Internships/Cooperative Work Experiences at Respondents' Institution (respondents from community colleges and business schools who participated in the written survey) . . . . .	30
Appendix Table 24. Whether Students Felt There Were Adequate Opportunities For Career-Related Internships/Cooperative Work Experiences in Their Major (if rated average or above average on internship importance) . . . . .	31
Appendix Table 25. Proportion of Course Work in Respondents' Majors that is Directly Related to Their Career Success . . . . .	31
Appendix Table 26. Whether Respondents Would Be Interested in Obtaining Proficiency Certification in Software-Hardware or a Professional Skills Area . . . . .	31
Appendix Table 27. Respondents' Ages . . . . .	32

Appendix Table 28. Respondents' Expected Degree ..... 32

Appendix Table 29. Respondents' Gender ..... 32

## **Introduction**

## **F-M Labor Force Analysis/Student Survey: 2000**

### **Study Objectives**

The major objective of this study was to gain insight into students' career goals and the motivational factors that aid them in selecting and maintaining employment. The study focused on five specific topics: employment goals, employer selection, attraction/retention in the F/M area, career training, and demographics. An item of particular concern is retention in the F/M area. Specifically, the likelihood of students to look for a job in the F/M area, the likelihood of staying in the F/M area for the next five years, and factors (incentives) that may influence their staying in the F/M area.

### **Methodology**

A survey was conducted of students attending post-high school degree and certificate granting institutions within 60 miles of the Fargo/Moorhead area. A two stage approach was used to obtain a generalizable sample of students. First, a telephone survey was administered to students attending colleges and universities that offered baccalaureate degrees. The sampling frame for these institutions was the student telephone directory. Student names were selected from the directories using a systematic random design. Proportional sampling was used in determining the number of students to survey from each institution. The survey averaged approximately 14 minutes in length.

The second stage of data collection consisted of written surveys administered to students attending two-year and technical institutions. These institutions were subdivided into two groups. The first group included those institutions offering internships or cooperative work programs. Students at these institutions were given the same survey as those administered by phone. The second group of institutions did not offer internships or cooperative work programs, therefore that section of the questionnaire was deleted. The sampling frame for the two-year and technical institutions was the spring class schedule. Classes were selected using a simple random design. Arrangements were made in advance with instructors, and members from the State Data Center distributed and then collected the completed surveys during the class period.

The written surveys were four and five pages in length and addressed five major topics. The topics included questions that related to career decisions, incentives, specialized training, mobility, and preferences for work environment as well as salary/benefits.

Data was collected from 731 students attending baccalaureate granting institutions and 238 students attending two-year and technical institutions.

## **Survey Results**

## EMPLOYMENT GOALS

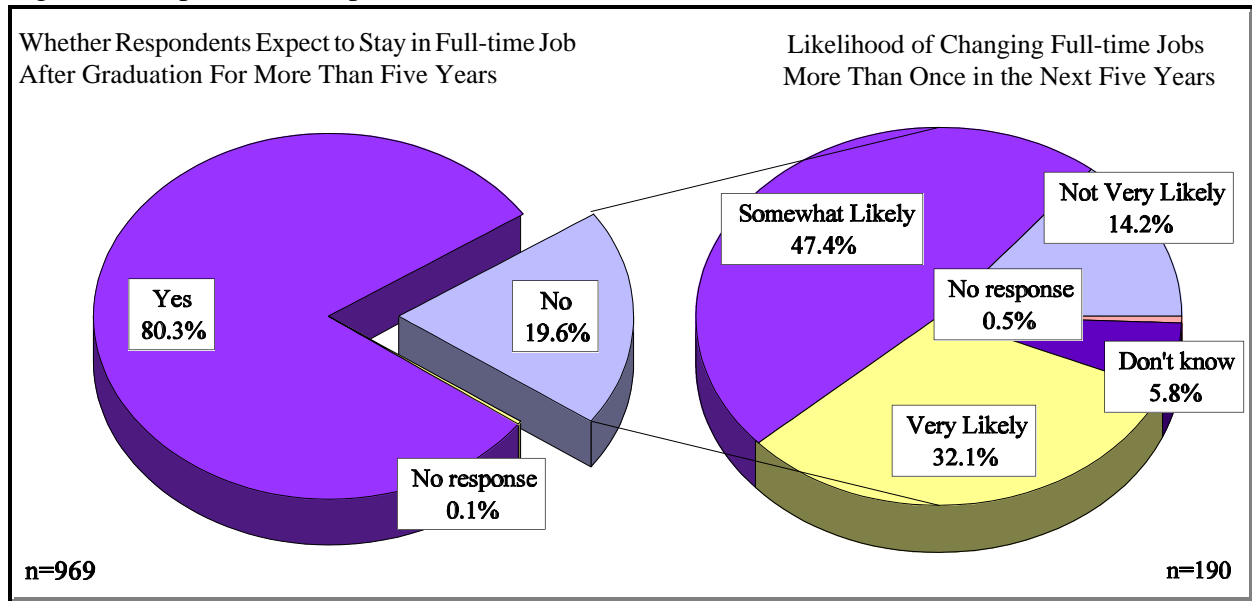
The highest proportion of respondents were in health, business, and educational career areas (18.1 percent, 18.0 percent, and 13.7 percent, respectively) (Table 1).

Table 1. Respondents' General Career Area

Career Areas	Respondents	
	Number	Percent
<b>Accounting</b>	12	1.2
<b>Administration</b> (Administrative Assistant)	6	0.6
<b>Advertising</b>	1	0.1
<b>Ag Economics/</b> Ag Finance, Ag Management	9	0.9
<b>Ag Manufacturing/</b> Ag Engineering, Ag Mechanics	3	0.3
<b>Animal/Range Science/</b> Veterinary Science, Crop Production, Crop and Weed Science	27	2.8
<b>Apparel Textiles/Interior Design</b>	6	0.6
<b>Architecture/Landscape Architecture/</b> Graphic Art, Design	30	3.1
<b>Arts/Humanities/Social Sciences/</b> Social Work/Music, Theater, Library Science, Anthropology, Child Development, English, French, Family Therapy, Ministry, Philosophy, Political Science, Criminal Justice, Law Enforcement, Human Resource Management	66	6.8
<b>Business/</b> Finance, Banking, International Business, Sales, Marketing	174	18.0
<b>Communication/</b> Mass Communication, Journalism, Public Relations, Speech Pathology	34	3.5
<b>Education/</b> Elementary Education, Special Education	133	13.7
<b>Engineering/</b> Civil, Electrical, Industrial, Mechanical, Construction, Surveying	73	7.5
<b>Health/</b> Health Care Administration, Health Education, Athletic Training, Corporate Fitness, Dental Hygiene, Dietetics, Food and Nutrition, Medical, Medicine, Mental Health, Nursing, Pharmacy, Health Psychology	175	18.1
<b>Information Systems/</b> Computer Science, MIS, Network Administration	69	7.1
<b>Law/</b> Paralegal	11	1.1
<b>Science/</b> Biology, Chemistry, Zoology, Astronomy, Psychology, Astronomy, General Sciences	48	5.0
<b>Technical/</b> Auto Technician, Plumbing, Aviation, Refrigeration, Diesel Mechanics, Machinist, Tool and Dye, Welding, Electronics, Culinary Arts	59	6.1
<b>Undecided/University Studies</b>	31	3.2
<b>No response</b>	2	0.2
<b>Total</b>	969	100.0

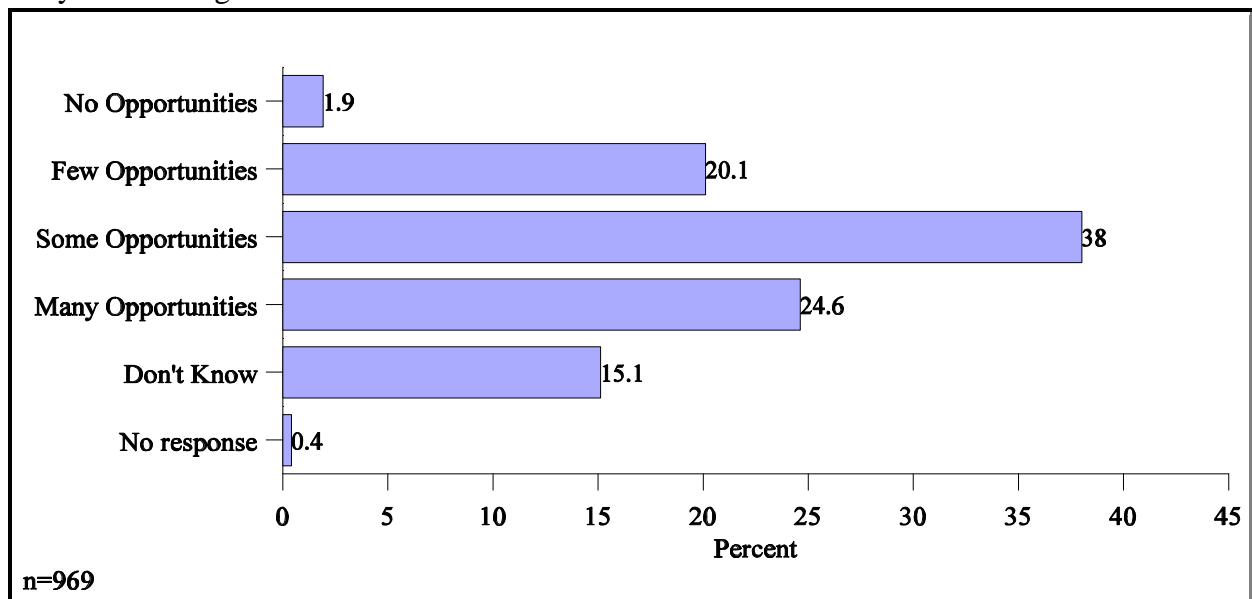
- More than 80 percent of respondents said they planned on staying in the full-time job they acquired after graduation for more than five years. (Figure 1, Appendix Tables 1 and 2).
- Of the 19.6 percent of respondents who did not expect to stay in the full-time job they acquired after graduation, nearly 80 percent indicated they were somewhat likely or very likely to change full-time jobs more than once in the next five years.

Figure 1. Respondents' Expectations of Full-time Jobs After Graduation



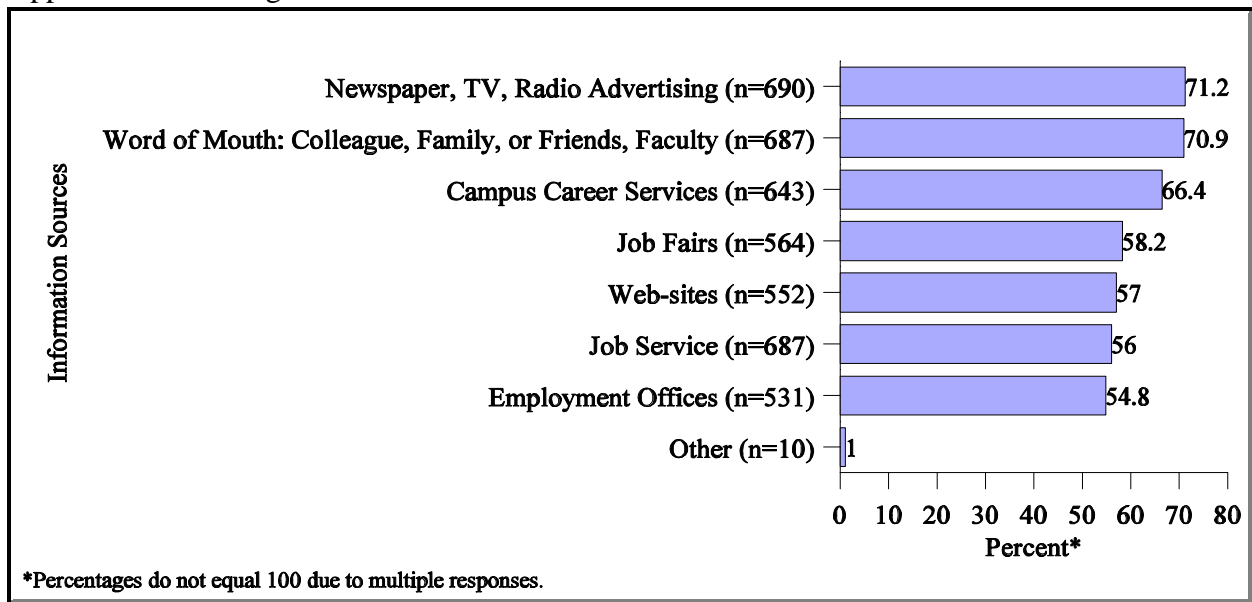
- One-fifth of respondents said there were few opportunities in Fargo/Moorhead for the career they are seeking, yet one-fourth said there were many employment opportunities (Figure 2, Appendix Table 3).

Figure 2. Respondents' Ratings of Employment Opportunities in Fargo/Moorhead for the Career They are Seeking



- ' Approximately 71 percent each said they would use information sources such as newspaper, TV, and radio advertising, as well as word of mouth through colleagues, family, friends, or faculty to find out about employment opportunities in Fargo/Moorhead (Figure 3, Appendix Table 4).
- ' Nearly 55 percent said they would use employment offices to find out about employment opportunities.

Figure 3. Information Sources Respondents Would Use to Find Out About Employment Opportunities in Fargo/Moorhead





## EMPLOYMENT SELECTION

- Respondents indicated job fulfillment/job satisfaction, a supportive relationship with employers/co-workers, and employee benefits were most important for the job they choose to take after graduation (Figure 4, Appendix Table 5). See Appendix Table 6 for a list of other factors.

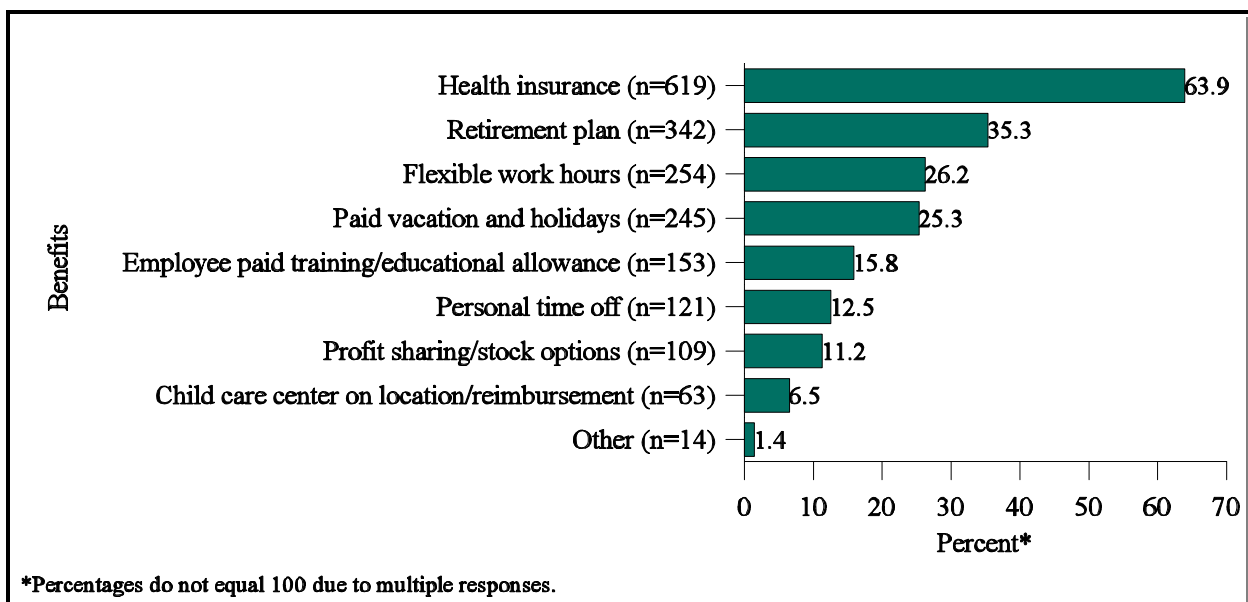
Figure 4. Respondents' Ratings of Importance of Job Factors for the Job They Take After Graduation



- Nearly two-thirds of respondents said health insurance was the most critical job benefit in their decision to accept or keep a position after graduation (Figure 5, Appendix Table 7).

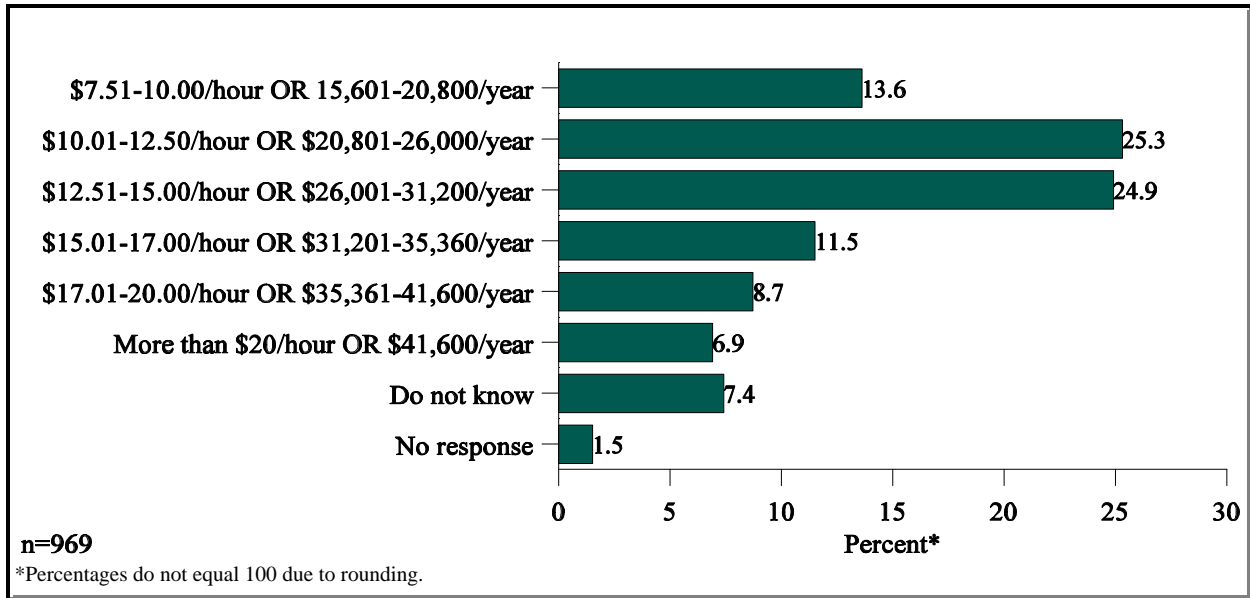
- Approximately one-third said a retirement plan was a critical benefit.

Figure 5. Benefits Most Critical in Respondents' Decisions to Accept/Keep a Position After Graduation.



- ' Approximately one-half of respondents indicated the minimum level of pay they would accept for full-time employment after graduation was between \$10.00 and \$15.00 per hour (\$20,801-\$31,200 annually) (Figure 6, Appendix Table 8).
- ' The average wage respondents were willing to accept for full-time employment after graduation was \$13.15 per hour or \$27,342 annually.

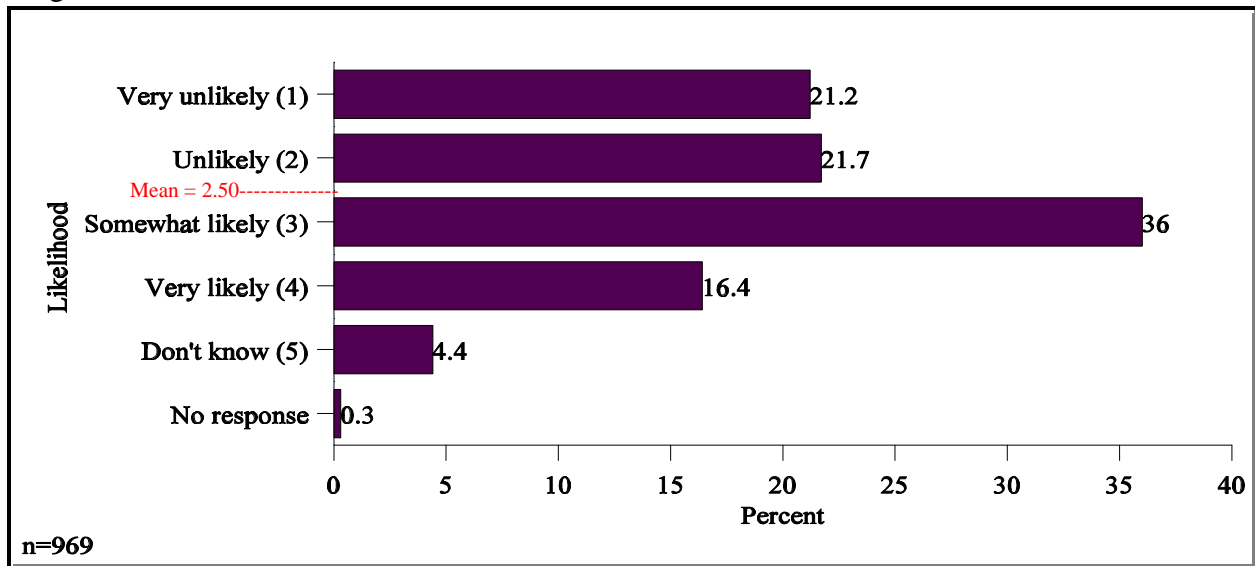
Figure 6. Minimum Level of Pay Respondents Would Accept for Full-time Employment After Graduation



## ATTRACTION/RETENTION IN THE FARGO/MOORHEAD AREA

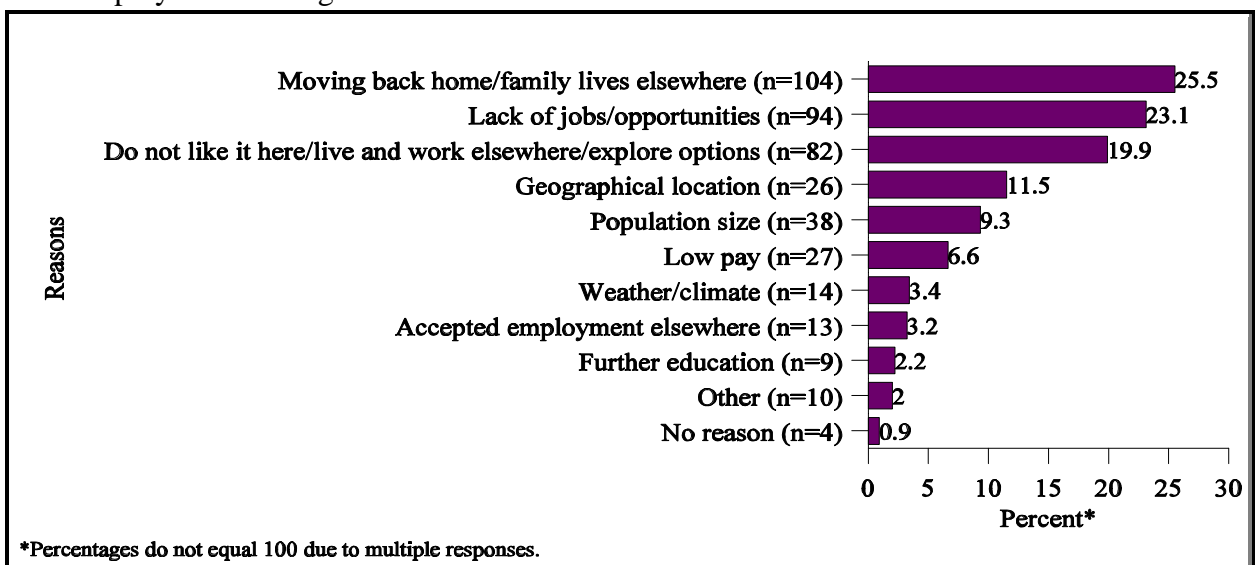
More than one-half of respondents (52.4 percent) said they were somewhat likely or very likely to apply for or continue full-time employment in the Fargo/Moorhead area after graduation (Figure 7, Appendix Table 9). Approximately 43 percent said they were unlikely or very unlikely to apply for or continue full-time employment.

Figure 7. Likelihood Respondents Will Apply for/Continue Full-time Employment in the Fargo/Moorhead Area After Graduation



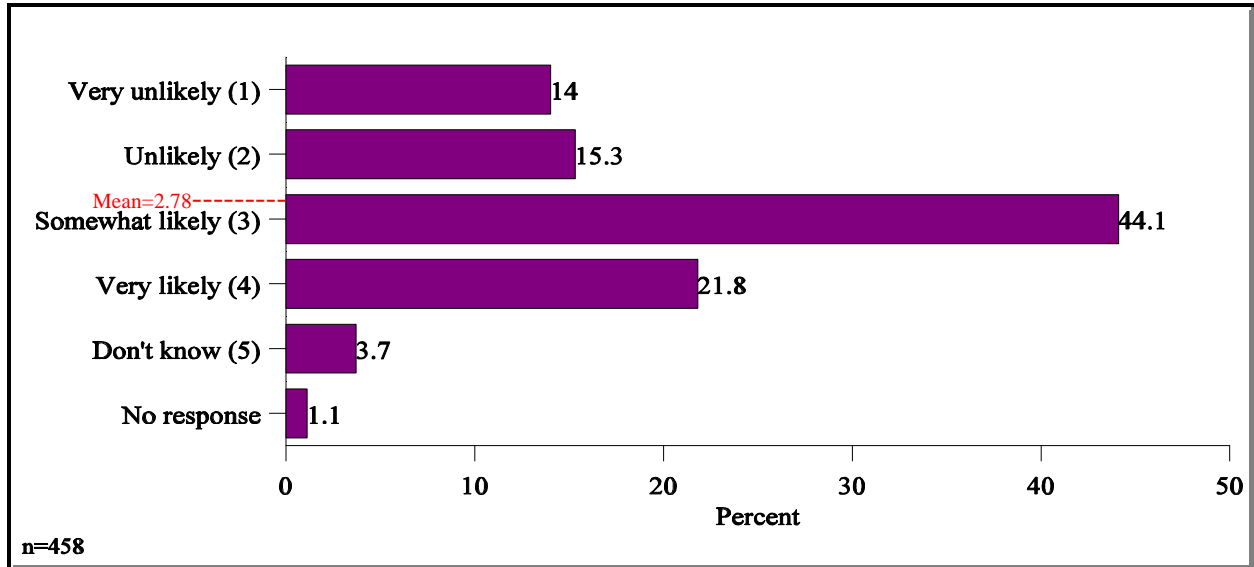
Approximately one-fourth each who said they were unlikely or very unlikely to apply for/continue full-time employment in the Fargo/Moorhead area said it was because they were moving back home/family lives elsewhere, and lack of jobs/opportunities (Figure 8, Appendix Table 10).

Figure 8. Reasons Why Respondents are Unlikely or Very Unlikely to Apply For/Continue Full-time Employment in Fargo/Moorhead After Graduation



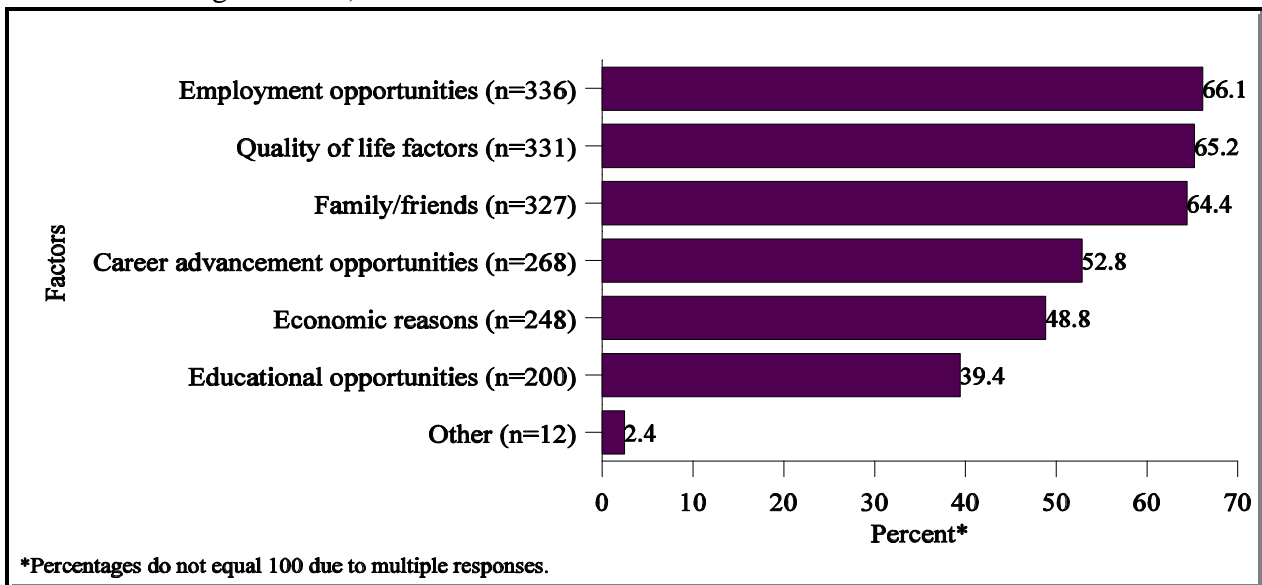
Of the respondents who were very unlikely, unlikely, or did not know whether they would apply for/continue full-time job after graduation, approximately one-fifth said they were very likely to apply for a position if a new company with growth opportunities moved into the Fargo/Moorhead area (Figure 9, Appendix Table 11). Approximately 44 percent said they were somewhat likely to apply for a position.

Figure 9. Respondents' Likelihood of Applying for a Position if a New Company With Growth Opportunities Moved into the Fargo/Moorhead Area (if respondents were very unlikely, unlikely, or did not know whether they would apply for/continue full-time job after graduation)



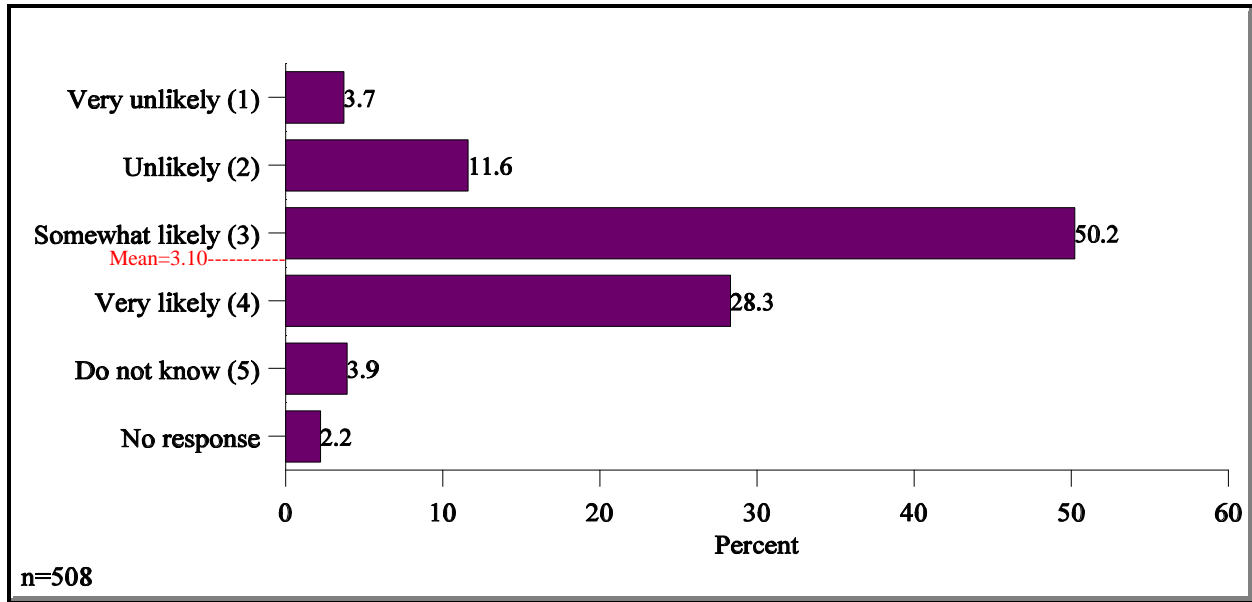
Of the respondents who were somewhat likely or very likely to apply for/continue employment in the Fargo/Moorhead area after graduation, approximately two-thirds each said employment opportunities, quality of life factors, and family/friends were factors that would influence their decision to seek employment in the area (Figure 10, Appendix Table 12).

Figure 10. Factors That Would Influence Respondents' Decisions to Seek/Continue Employment in the Fargo/Moorhead Area (if somewhat likely or very likely to apply for/continue employment in the area after graduation)



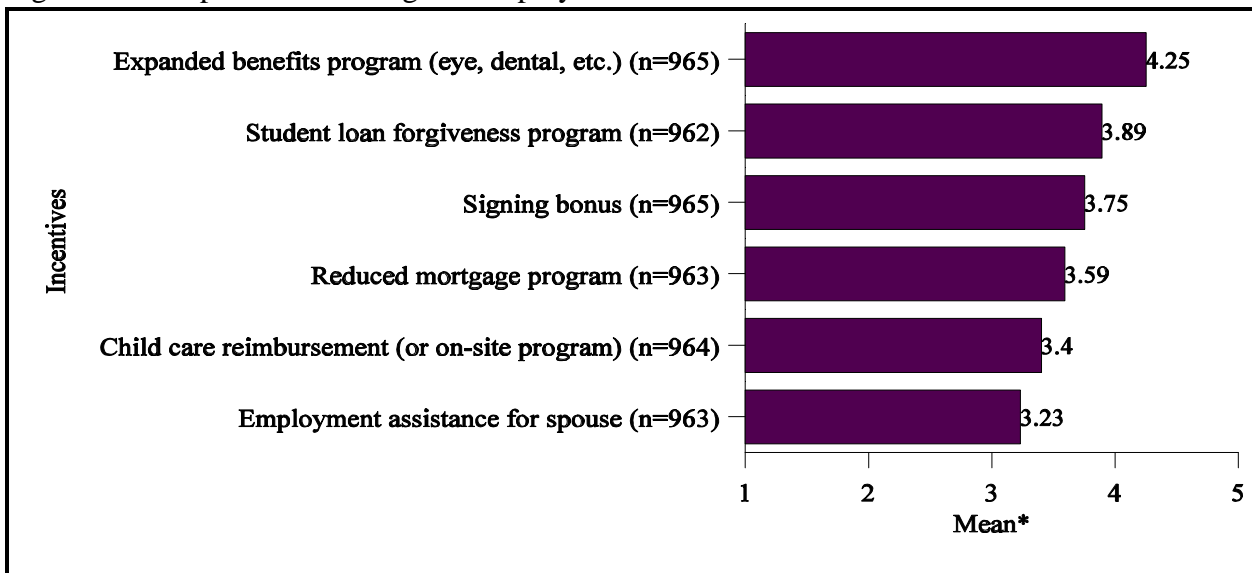
Of respondents somewhat likely or very likely to apply for/continue full-time employment after graduation, 28.3 percent said they were very likely to stay in the Fargo/Moorhead area for at least five years (Figure 11, Appendix Table 13). One-half said they were somewhat likely to stay in the area.

Figure 11. Likelihood Respondents Will Stay in the Fargo/Moorhead Area for at Least Five Years (if somewhat likely or very likely to apply for/continue full-time employment after graduation)



Respondents said the most attractive employer based incentives were expanded benefits and student loan forgiveness programs (Figure 12, Appendix Table 14). Appendix Table 15 lists other employer based incentives.

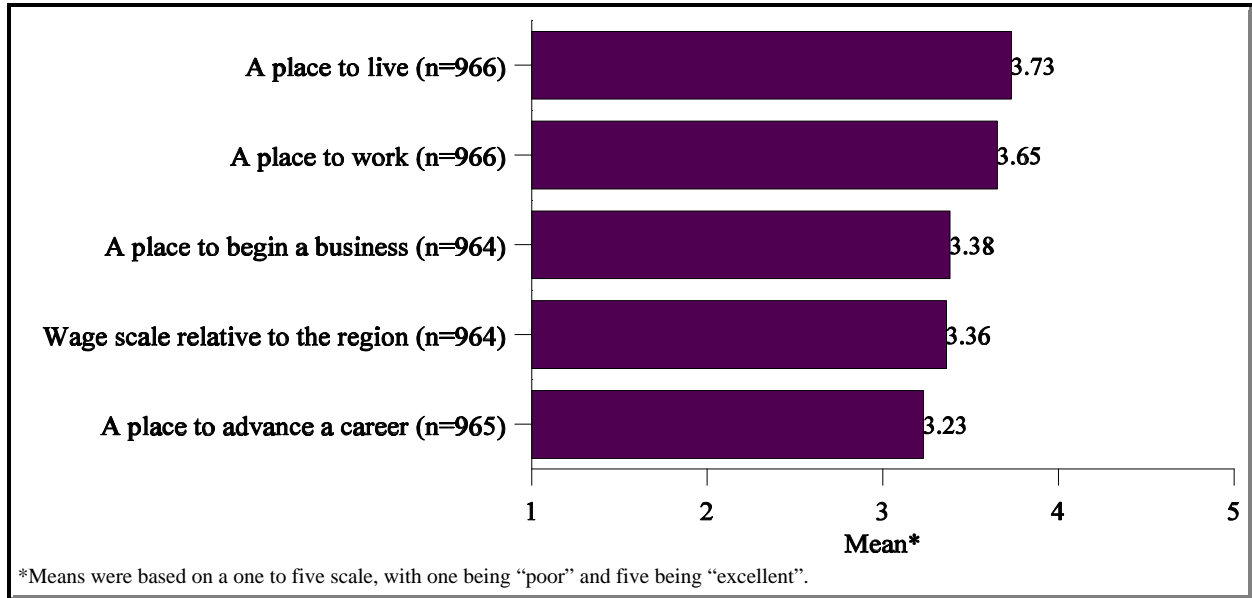
Figure 12. Respondents' Ratings of Employer Based Incentives



\*Means were based on a one to five scale, with one being "not very attractive" and five being "very attractive." "Don't know" was excluded from the mean.

\*' Respondents rated the Fargo/Moorhead area highest as a place to live and a place to work (Figure 13, Appendix Table 16). A place to advance a career and the wage scale relative to the region were rated the lowest.

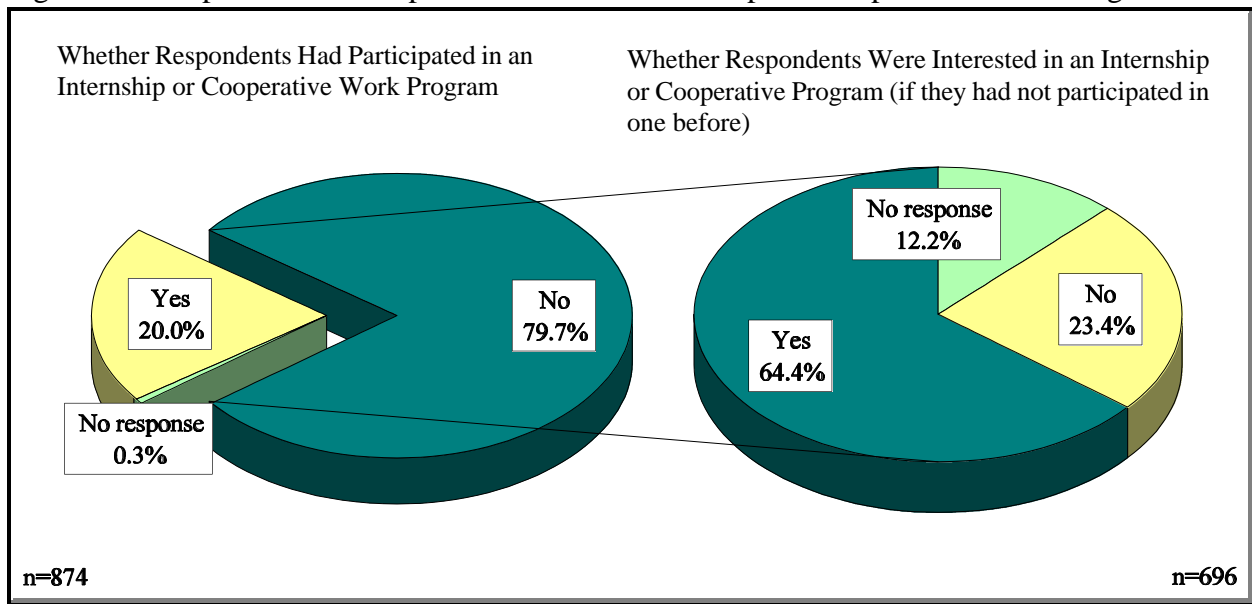
Figure 13. Respondents' Ratings of the Fargo/Moorhead Area



## CAREER TRAINING (Institutions Offering Internships/Cooperative Work Programs)

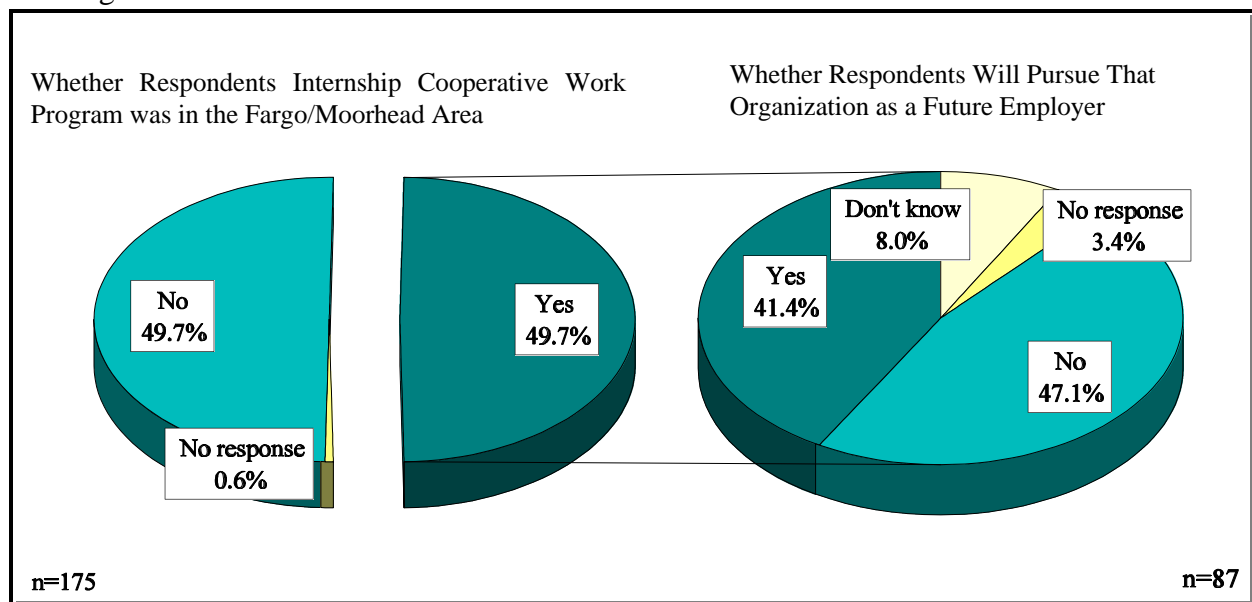
- Nearly 80 percent of respondents said they had not participated in an internship or cooperative work program. Approximately two-thirds of respondents who had not participated in an internship or cooperative work program said they were interested in participating (Figure 14, Appendix Tables 17 and 18).

Figure 14. Respondents Participation/Interest in Internships or Cooperative Work Programs



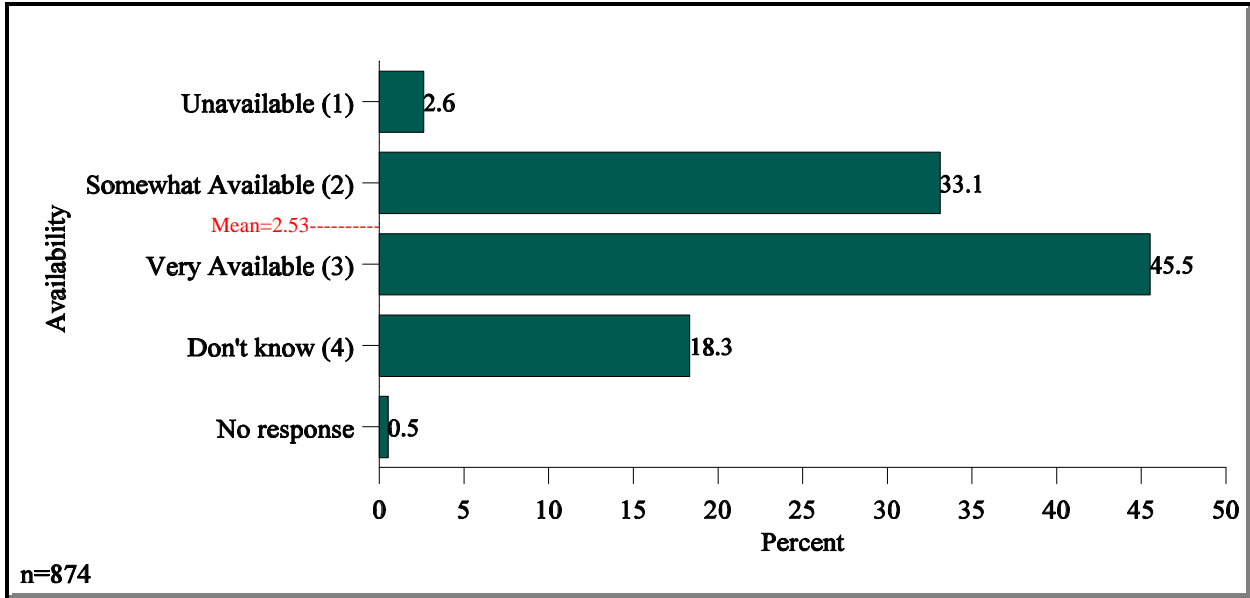
- Of the respondents who had participated in an internship/cooperative work program nearly half said their internship was in the Fargo/Moorhead area. Of the respondents whose internship/cooperative work program was in the Fargo/Moorhead area, 41.4 percent indicated they would pursue that organization as an employer (Figure 15, Appendix Tables 19 and 20).

Figure 15. Whether Respondents Participated in Internships or Cooperative Work Programs in the Fargo/Moorhead Area



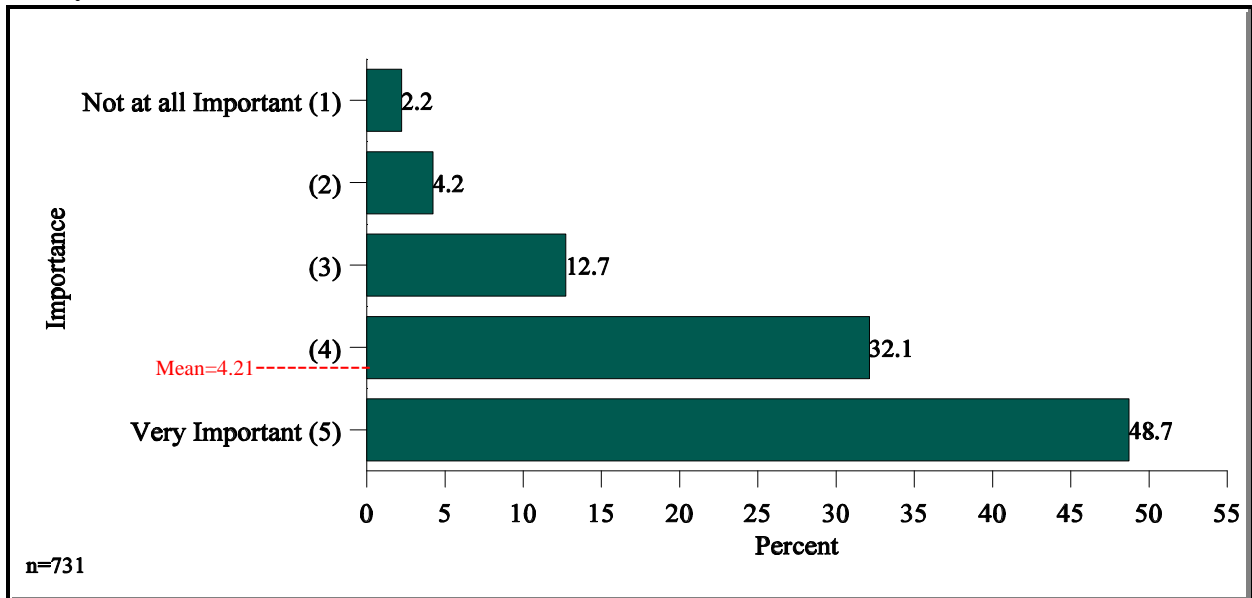
Nearly one-half of respondents indicated internships/cooperative work programs were very available at respondents' institutions (Figure 16, Appendix Table 21). Another one-third said internships were somewhat available.

Figure 16. Availability of Internships/Cooperative Work Programs at Respondents' Institution



Nearly half of respondents indicated internships/cooperative work program experiences were very important to their future careers (Figure 17, Appendix Table 22).

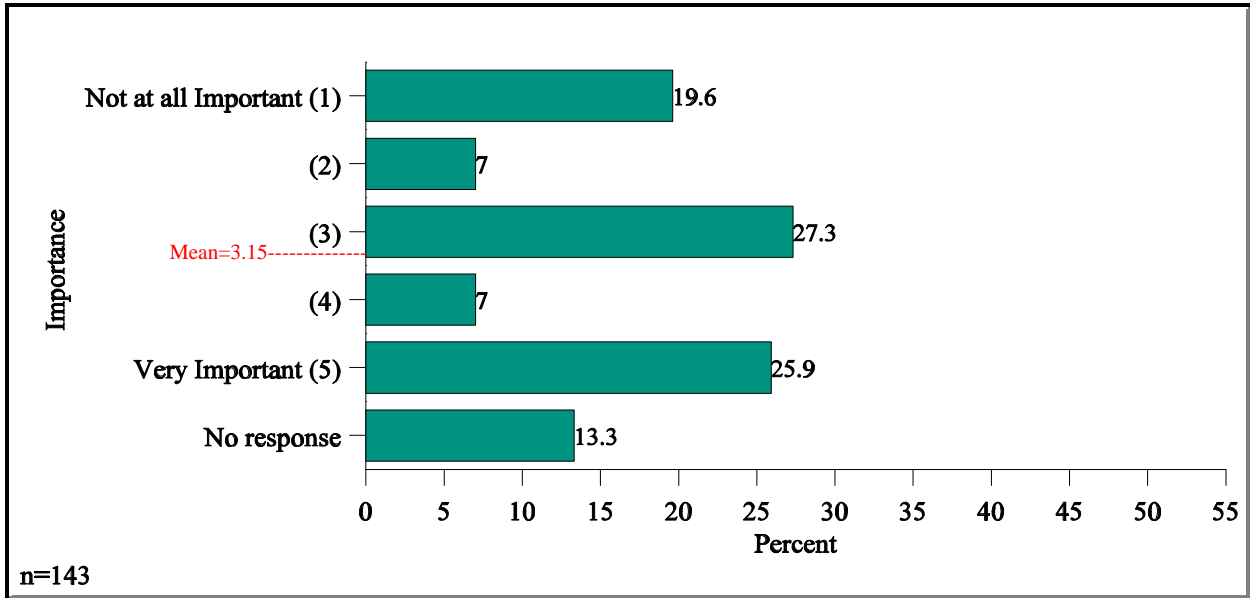
Figure 17. Importance of Internships/Cooperative Work Program Experiences to Respondents' Future Careers (respondents from colleges and universities who participated in the phone survey).





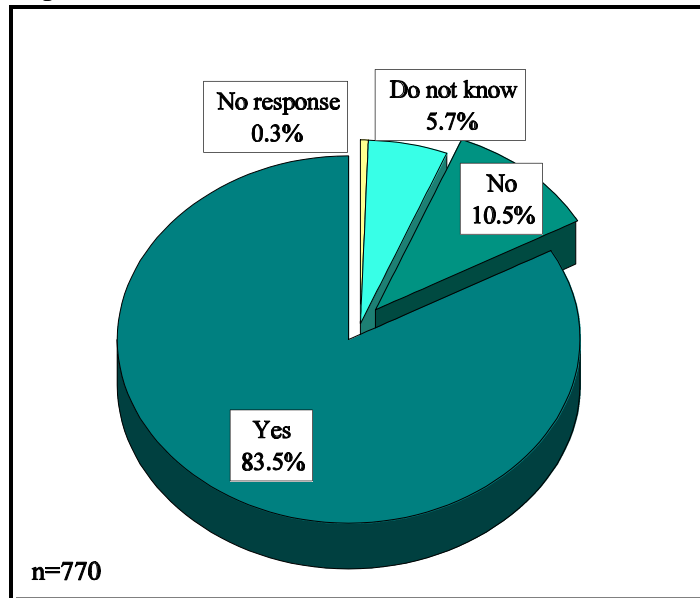
Approximately one-fourth of respondents from community colleges and business schools said internships/cooperative work experiences were very important at their institution (Figure 18, Appendix Table 23).

Figure 18. Importance of Internships/Cooperative Work Program Experiences at Respondents' Institution (respondents from community colleges and business schools who participated in the written survey).



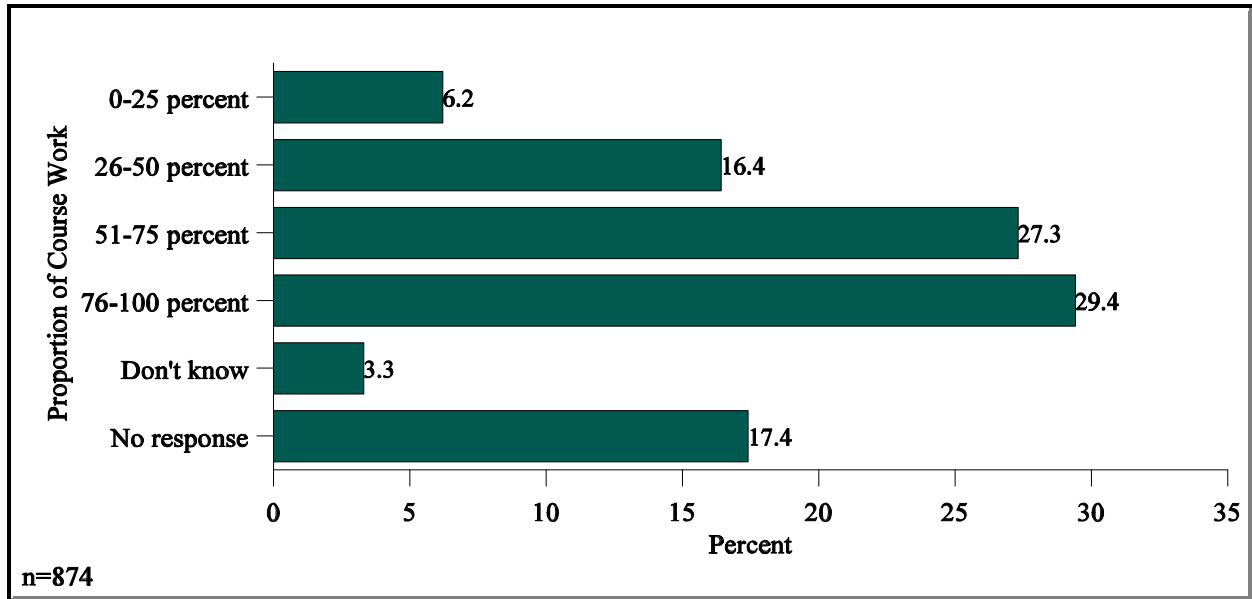
Of the respondents who rated internship/cooperative work experience average or above average, 83.5 percent indicated there were adequate opportunities for career-related internships/cooperative experiences in their major (Figure 19, Appendix Table 24).

Figure 19. Whether Respondents Felt There Were Adequate Opportunities for Career-Related Internships/Cooperative Work Experiences in Their Major (if rated average or above average on internship importance)



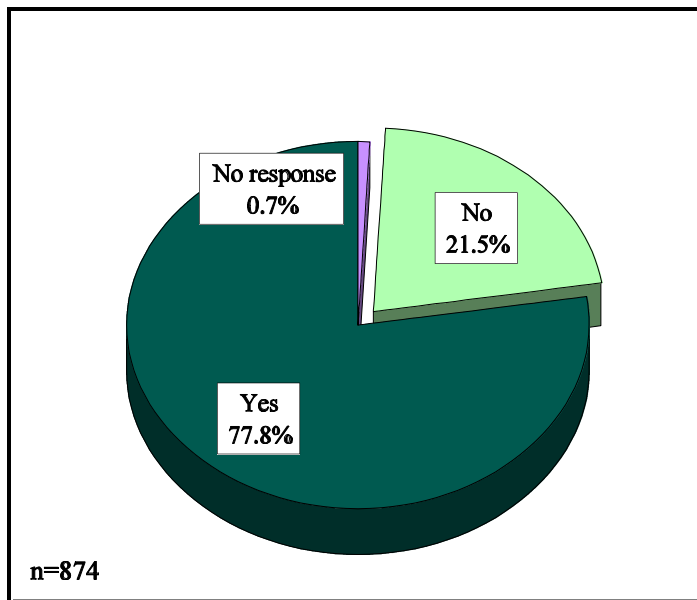
Approximately 29 percent of respondents indicated between 76 and 100 percent of their course work is directly related/relevant to their career success (Figure 20, Appendix Table 25). Slightly more than one-fourth said between 51 and 75 percent of their course work is directly related/relevant.

Figure 20. Proportion of Course Work in Respondents' Majors That is Directly Related/Relevant to Their Career Success



More than three-fourths of respondents said they would be interested in obtaining proficiency certification in software-hardware or a professional skills area (Figure 21, Appendix Table 26).

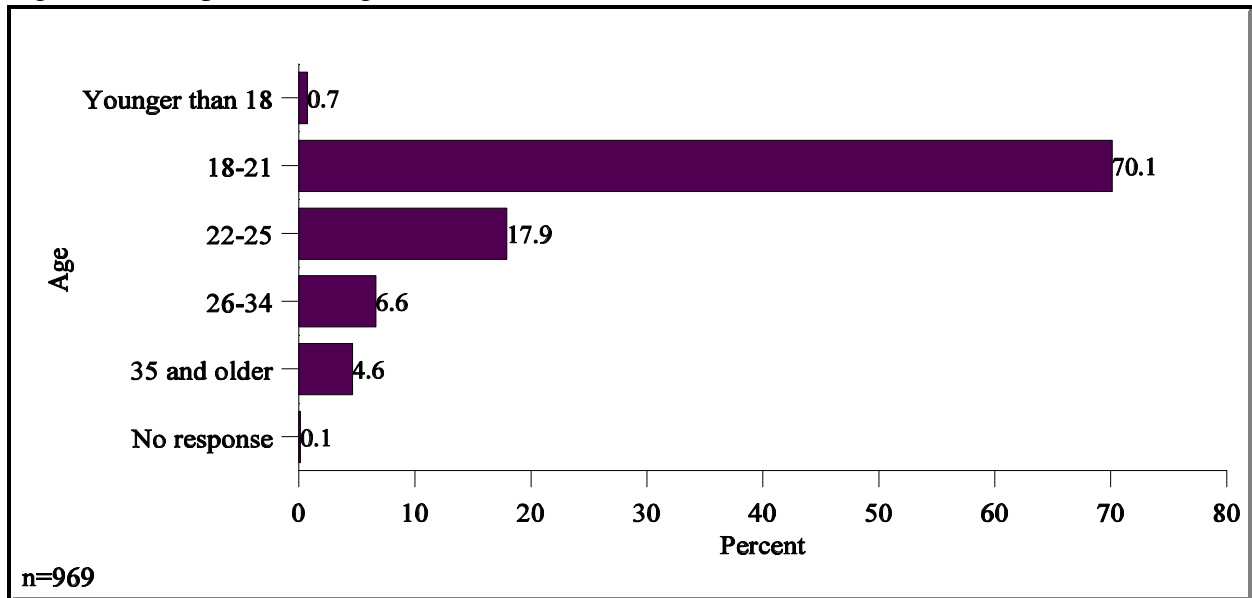
Figure 21. Whether Respondents Would be Interested in Obtaining Proficiency Certification in Software - Hardware or a Professional Skills Area



## DEMOGRAPHICS

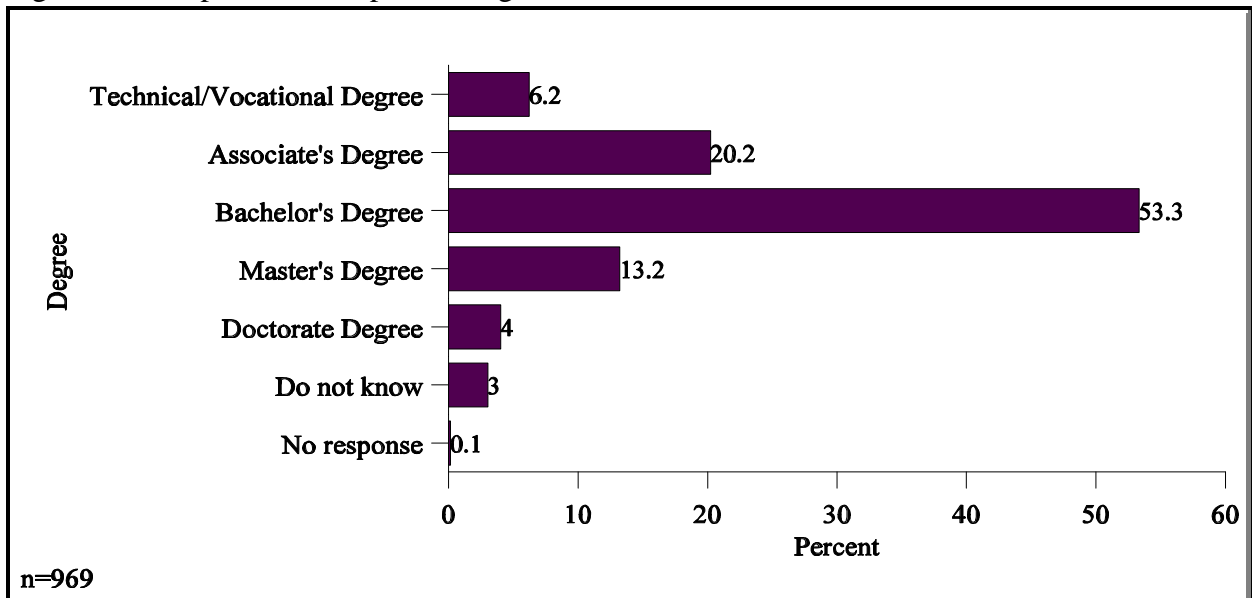
- Approximately 70 percent of respondents were between 18 and 21 years of age (Figure 22, Appendix Table 27).

Figure 22. Respondents' Ages



- More than one-half of respondents expected to receive a bachelor's degree, followed by 20.2 percent who expected to receive an associate's degree (Figure 23, Appendix Table 28).

Figure 23. Respondents' Expected Degree



Proportions were similar between male and female respondents (48.5 percent and 51.3 percent, respectively) (Figure 24, Appendix Table 29).

Figure 24. Respondents' Gender

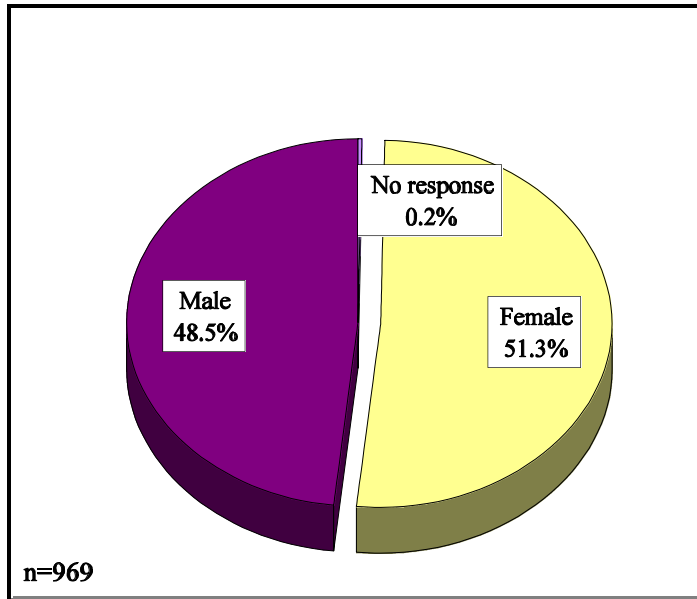


Table 2 lists the colleges/universities and technical schools that participated in the study.

Table 2. Participating Institutions

Institutions	Respondents	
	Number	Percent*
Concordia College	102	10.5
Mayville State College	61	6.3
Moorhead State University	128	13.2
NDSCS-Wahpeton	116	12.0
North Dakota State University	255	26.3
Valley City State University	69	7.1
Fergus Falls Community College	76	7.8
Northwest Technical College	95	9.8
Akers Business College	67	6.9
<b>Total</b>	<b>969</b>	<b>99.9</b>

\*Percentages may not equal 100 due to rounding.

## **Appendix Tables**

Appendix Table 1. Whether Respondent Expected to Stay in Full-time Job After Graduation for More Than Five Years

	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Yes	778	80.3
No	190	19.6
No response	1	0.1
<b>Total</b>	<b>969</b>	<b>100.0</b>

Appendix Table 2. Likelihood of Changing Full-time Jobs More Than Once in the Next Five Years (if not expecting to stay in full-time job after graduation for more than five years)

<b>Likelihood</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Not very likely	27	14.2
Somewhat likely	90	47.4
Very likely	61	32.1
Don't know	11	5.8
No response	1	0.5
<b>Total</b>	<b>190</b>	<b>100.0</b>

Appendix Table 3. Respondents' Ratings of Employment Opportunities in Fargo/Moorhead for the Career They are Seeking

Level of Opportunity	Respondents	
	Number	Percent*
No opportunities	18	1.9
Few opportunities	195	20.1
Some opportunities	368	38.0
Many opportunities	238	24.6
Don't know	146	15.1
No response	4	0.4
Total	969	100.1

\*Percentages may not equal 100 due to rounding.

Appendix Table 4. Information Resources Respondents Would Use to Find Out About Employment Opportunities in Fargo/Moorhead

Resources	Respondents	
	Number	Percent
Campus career services	643	66.4
Employment offices	531	54.8
Newspaper, TV, radio advertising	690	71.2
Job Service	543	56.0
Word of mouth: colleague, family or friends, faculty	687	70.9
Web-sites	552	57.0
Job fairs	564	58.2
Other:	10	1.0
<i>Personal connections</i>	3	
<i>Meetings</i>	1	
<i>Myself</i>	1	
<i>Already have a job</i>	1	
<i>Doesn't apply</i>	1	
<i>Not looking in FM area</i>	1	
<i>Coop job</i>	1	
<i>Walk-in</i>	1	

Appendix Table 5. Respondents' Ratings of Importance of Job Factors for the Job They are Seeking

Job Factors	Mean*	Respondents									
		Not at all important 1		2		3		4		Very important 5	
		N	%	N	%	N	%	N	%	N	%
Pay/Salary (n=969)	3.94	14	1.4	19	2.0	257	26.5	403	41.6	276	28.5
Employee Benefits (n=968)	4.16	6	0.6	19	2.0	141	14.6	451	46.5	351	36.2
Advancement/Mobility With the Company (n=966)	3.98	15	1.5	43	4.4	193	19.9	410	42.3	305	31.5
Engaging and Creative Environment (n=967)	3.99	5	0.5	48	5.0	222	22.9	366	37.8	326	33.6
Commuting Distance (n=967)	3.41	31	3.2	161	16.6	335	34.6	260	26.8	180	18.6
Family/Personal Concerns (n=967)	3.98	25	2.6	60	6.2	192	19.8	327	33.7	363	37.5
Flexible Work Schedule (n=969)	3.79	12	1.2	63	6.5	264	27.2	405	41.8	225	23.2
Supportive Relationship with Employer or Co-workers (n=968)	4.27	4	0.4	26	2.7	112	11.6	391	40.4	435	44.9
Casual Work Environment (Clothing) (n=969)	3.40	52	5.4	120	12.4	340	35.1	304	31.4	153	15.8
Job Fulfillment or Satisfaction (n=967)	4.60	1	0.1	5	0.5	45	4.6	274	28.3	642	66.3
Location (Community, Quality of Life Factors) (n=967)	3.74	25	2.6	76	7.8	264	27.2	362	37.4	240	24.8

\*Mean was based on a one to five scale, with one being "not at all important" and five being "very important."



Appendix Table 6. Other Factors That are Important for the Job Respondents Take After Graduation

<b>Factors</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Atmosphere, morale of company, good working conditions, stability and security/flexibility	18	45.0
Challenging, meaningful job, travel, convenience	9	22.5
Quality of life issues	8	20.0
Additions to pay: (i.e., gas, truck, meals, etc.) sign on bonus, student loan repayments, continuing education, day care	5	12.5
<b>Total</b>	<b>40</b>	<b>100.0</b>

Appendix Table 7. Benefits Most Critical in Respondents' Decisions to Accept/Keep a Position After Graduation

<b>Benefits</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Health insurance	619	63.9
Child care center on location/reimbursement	63	6.5
Flexible work hours	254	26.2
Personal time off	121	12.5
Profit sharing/stock options	109	11.2
Retirement plan	342	35.3
Paid vacation and holidays	245	25.3
Employee paid training/educational allowance	153	15.8
Other:	14	1.4
<i>Salary</i>	5	
<i>Travel</i>	1	
<i>Job is related to educational experience</i>	1	
<i>Enjoyment</i>	1	
<i>Environment</i>	1	
<i>No response</i>	5	

Appendix Table 8. Minimum Level of Pay Respondent Would Accept for Full-time Employment After Graduation

<b>Pay</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent*</b>
\$7.51-10.00/hour or \$15,601-20,800/year	132	13.6
\$10.01-12.50/hour or \$20,801-26,000/year	245	25.3
\$12.51-15.00/hour or \$26,001-31,200/year	242	24.9
\$15.01-17.00/hour or \$31,201-35,360/year	111	11.5
\$17.01-20.00/hour or \$35,361-41,600/year	85	8.7
More than \$20.00/hour or More than \$41,600/year	67	6.9
Do not know	72	7.4
No response	15	1.5
<b>Total</b>	<b>969</b>	<b>99.8</b>

\*Percentages may not equal 100 due to rounding.

Appendix Table 9. Likelihood Respondents Will Apply for/Continue Full-time Employment in the Fargo/Moorhead Area After Graduation

<b>Likelihood</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Very unlikely (1)	205	21.2
Unlikely (2)	210	21.7
Somewhat likely (3)	349	36.0
Very likely (4)	159	16.4
Don't know (5)	43	4.4
No response	3	0.3
<b>Total</b>	<b>969</b>	<b>100.0</b>

Mean response (2.50) was based on a one to four scale, with one being "very unlikely" and four being "very likely." "Don't know" was excluded from the mean.

Appendix Table 10. Reasons Why Respondents are Unlikely or Very Unlikely to Apply For/Continue Full-time Employment in Fargo/Moorhead After Graduation

Reasons	Respondents	
	Number	Percent*
Moving back home/family and friends live elsewhere	104	25.5
Lack of jobs/opportunities	94	23.1
Does not like it here/want to live and work elsewhere/explore options	81	19.9
Population size/too small-too big	38	9.3
Low paying jobs	27	6.6
Geographical location	47	11.5
Weather climate	14	3.4
Accepted employment elsewhere	13	3.2
Further education	9	2.2
No reason	4	0.9
Other:	9	2.2
<i>Military reasons</i>	2	
<i>Not much for recreation and wildlife here</i>	1	
<i>Just here for school</i>	1	
<i>Not an acceptable commuting distance</i>	1	
<i>Don't know the area</i>	1	
<i>No immediate plans</i>	1	
<i>Network marketer-time/freedom</i>	1	
<i>Children still in school</i>	1	

\*Percentages may not equal 100 due to multiple responses.

Appendix Table 11. Respondents' Likelihood of Applying for a Position if a New Company With Growth Opportunities Moved into the Fargo/Moorhead Area (if respondents were very unlikely, unlikely, or did not know whether they would apply for/continue full-time job after graduation)

<b>Likelihood</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Very unlikely (1)	64	14.0
Unlikely (2)	70	15.3
Somewhat likely (3)	202	44.1
Very likely (4)	100	21.8
Don't know (5)	17	3.7
No response	5	1.1
<b>Total</b>	<b>458</b>	<b>100.0</b>

Mean response (2.78) was based on a one to four scale, with one being "very unlikely" and five being "very likely". "Don't know" was excluded from the mean.

Appendix Table 12. Factors That Would Influence Respondents' Decisions to Seek/Continue Employment in Fargo/Moorhead Area (if somewhat likely or very likely to apply for/continue employment after graduation)

Factors	Respondents	
	Number	Percent
Career advancement opportunities	268	52.8
Economic reasons (e.g., cost of living)	248	48.8
Employment opportunities	336	66.1
Educational opportunities	200	39.4
Family/friends	327	64.4
Quality-of-life factors (e.g., place to raise a family, shopping/entertainment)	331	65.2
Other:	12	2.4
<i>Job guarantee</i>	1	
<i>Health issues (Roger Maris Cancer Center)</i>	1	
<i>Purchased home/property</i>	2	
<i>Location, professional contacts, networking</i>	2	
<i>Pay scale</i>	2	
<i>If spouse has a full-time job</i>	2	
<i>No response</i>	2	

Appendix Table 13. Likelihood Respondents Will Stay in the Fargo/Moorhead Area for at Least Five Years (if somewhat likely or very likely to apply for/continue full-time employment after graduation)

Likelihood	Respondents	
	Number	Percent*
Very unlikely (1)	19	3.7
Unlikely (2)	59	11.6
Somewhat likely (3)	255	50.2
Very likely (4)	144	28.3
Don't know (5)	20	3.9
No response	11	2.2
Total	508	99.9

\*Percentages may not equal 100 due to rounding. Mean response (3.10) was based on a one to four scale, with one being "very unlikely" and four being "very likely". "Don't know" was excluded from the mean.

Appendix Table 14. Respondents' Ratings of Employer Based Incentives

Incentives	Mean*	Respondents											
		Not very attractive 1		2		3		4		Very attractive 5		Don't know 6	
		N	%	N	%	N	%	N	%	N	%	N	%
Student loan forgiveness program (n=962)	3.89	73	7.5	51	5.3	184	19.0	254	26.2	395	40.8	5	0.5
Reduced mortgage incentive program (n=963)	3.59	31	3.2	90	9.3	309	31.9	329	34.0	193	19.9	11	1.1
Employment assistance for spouse (n=963)	3.23	75	7.7	132	13.6	360	37.2	264	27.2	118	12.2	14	1.4
Expanded benefits program (eye, dental, etc.) (n=965)	4.25	4	0.4	22	2.3	125	12.9	390	40.2	423	43.7	1	0.1
Child care reimbursement (or on-site program) (n=964)	3.40	94	9.7	114	11.8	278	28.7	260	26.8	211	21.8	7	0.7
Signing bonus (n=965)	3.75	33	3.4	84	8.7	250	25.8	315	32.5	280	28.9	3	0.3

\*Means were based on a one to five scale, with one being "not very attractive" and five being "very attractive." "Don't know" was excluded from the mean.

Appendix Table 15. Other Employer Based Incentives

Incentives	Respondents	
	Number	Percent*
Retirement plan/health insurance/paid vacation & personal days	29	39.7
Company vehicle/car expense reimbursement	13	17.8
Performance bonuses/pay incentives	8	11.0
Flexible work hours/home office	6	8.2
Paid training/educational reimbursement	5	6.9
Relocation costs paid/assistance in finding housing	5	6.9
Opportunities for growth within company/job security	5	6.9
Onsite fitness facilities	2	2.7
Total	73	100.1

\*Percentages may not equal 100 due to rounding.

Appendix Table 16. Respondents' Ratings of Fargo/Moorhead Attributes

Attributes	Mean*	Respondents											
		Poor 1		2		3		4		Excellent 5		Don't know 6	
		N	%	N	%	N	%	N	%	N	%	N	%
A place to live (n=966)	3.73	11	1.1	44	4.5	277	28.6	447	46.1	151	15.6	36	3.7
A place to work (n=966)	3.65	13	1.3	49	5.1	292	30.1	446	46.0	110	11.4	56	5.8
A place to advance a career (n=965)	3.23	30	3.1	148	15.3	387	39.9	273	28.2	73	7.5	54	5.6
A place to begin a business (n=964)	3.38	32	3.3	96	9.9	361	37.3	326	33.6	90	9.3	59	6.1
Wage scale relative to the region (n=964)	3.36	32	3.3	92	9.5	351	36.2	330	34.1	70	7.2	89	9.2

**Colleges and Universities That Offered Internships or Cooperative Work Programs (Appendix Tables 17-26)**

Appendix Table 17. Respondents' Participation in Internships or Cooperative Work Programs

<b>Participation</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent*</b>
Yes	175	20.0
No	696	79.6
No response	3	0.3
<b>Total</b>	<b>874</b>	<b>99.9</b>

\*Percentages may not equal 100 due to rounding.

Appendix Table 18. Whether Respondents Were Interested in an Internship or Cooperative Work Program (if they had not participated in one before)

<b>Interest</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Yes	448	64.4
No	163	23.4
No response	85	12.2
<b>Total</b>	<b>696</b>	<b>100.0</b>



Appendix Table 19. Whether Respondents' Internship or Cooperative Work Program was in the Fargo/Moorhead Area (if they had participated in an internship or cooperative work program)

	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Yes	87	49.7
No	87	49.7
No response	1	0.6
<b>Total</b>	<b>175</b>	<b>100.0</b>

Appendix Table 20. Whether Respondents Will Pursue That Organization as a Future Employer (if they had participated in an internship or cooperative work program in the Fargo/Moorhead area)

	<b>Respondents</b>	
	<b>Number</b>	<b>Percent*</b>
Yes	36	41.4
No	41	47.1
Don't know	7	8.0
No response	3	3.4
<b>Total</b>	<b>87</b>	<b>99.9</b>

\*Percentages may not equal 100 due to rounding.

Appendix Table 21. Availability of Internships/Cooperative Work Programs at Respondent's Institution

<b>Availability</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Unavailable (1)	23	2.6
Somewhat available (2)	289	33.1
Very available (3)	398	45.5
Don't know	160	18.3
No response	4	0.5
<b>Total</b>	<b>874</b>	<b>100.0</b>

Mean response (2.53) was based on a one to three scale, with one being "unavailable" and three being "very available." "Don't know" was excluded from the mean.

Appendix Table 22. Importance of Internships/Cooperative Work Program Experiences to Respondents' Future Careers (respondents from colleges and universities who participated in the phone survey)

<b>Importance</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent*</b>
Not at all important (1)	16	2.2
(2)	31	4.2
(3)	93	12.7
(4)	235	32.1
Very important (5)	356	48.7
<b>Total</b>	<b>731</b>	<b>99.9</b>

\*Percentages may not equal 100 due to rounding. Mean response (4.21) was based on a one to five scale, with one being "not at all important" and five being "very important."

Appendix Table 23. Importance of Internships/Cooperative Work Experiences at Respondents' Institution (respondents from community colleges and business schools who participated in the written survey)

<b>Importance</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent*</b>
Not at all important (1)	28	19.6
(2)	10	7.0
(3)	39	27.3
(4)	10	7.0
Very important (5)	37	25.9
No response	19	13.3
<b>Total</b>	<b>143</b>	<b>100.1</b>

\*Percentages may not equal 100 due to rounding. Mean response (3.15) was based on a one to five scale, with one being "not at all important" and five being "very important."

Appendix Table 24. Whether Students Felt There Were Adequate Opportunities For Career-Related Internships/Cooperative Work Experiences in Their Major (if rated average or above average on internship importance)

	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Yes	643	83.5
No	81	10.5
Don't know	44	5.7
No response	2	0.3
<b>Total</b>	<b>770</b>	<b>100.0</b>

Appendix Table 25. Proportion of Course Work in Respondents' Majors that is Directly Related to Their Career Success

<b>Proportion of Course Work</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
0 to 25 percent	54	6.2
26 to 50 percent	143	16.4
51 to 75 percent	239	27.3
76 to 100 percent	257	29.4
Don't know	29	3.3
No response	152	17.4
<b>Total</b>	<b>874</b>	<b>100.0</b>

Appendix Table 26. Whether Respondents Would Be Interested in Obtaining Proficiency Certification in Software-Hardware or a Professional Skills Area

	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Yes	680	77.8
No	188	21.5
No response	6	0.7
<b>Total</b>	<b>874</b>	<b>100.0</b>

Appendix Table 27. Respondents' Ages

<b>Ages</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Younger than 18	7	0.7
18-21	679	70.1
22-25	173	17.9
26-34	64	6.6
35 and older	45	4.6
No response	1	0.1
<b>Total</b>	<b>969</b>	<b>100.0</b>

Appendix Table 28. Respondents' Expected Degree

<b>Degree</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Technical/Vocational Degree	60	6.2
Associate's Degree	196	20.2
Bachelor's Degree	516	53.3
Master's Degree	128	13.2
Doctorate Degree	39	4.0
Don't know	29	3.0
No response	1	0.1
<b>Total</b>	<b>969</b>	<b>100.0</b>

Appendix Table 29. Respondents' Gender

<b>Gender</b>	<b>Respondents</b>	
	<b>Number</b>	<b>Percent</b>
Male	470	48.5
Female	497	51.3
No response	2	0.2
<b>Total</b>	<b>969</b>	<b>100.0</b>

## **Survey Instruments**