



**Department of Institutional Research and Assessment**

## **Universum Talent Research**

**Trend Report: 2013-2015**

**August 28, 2015**

**Your suggestions and comments are welcomed. For questions or additional queries do not hesitate to contact us  
by email: [ira@lau.edu.lb](mailto:ira@lau.edu.lb) or at extensions 1232, 1384, 1783**

## TABLE OF CONTENTS

<b>I. About Universum.....</b>	<b>2</b>
<b>II. General Profile.....</b>	<b>3</b>
1. Gender.....	3
2. Average Age and Average Reported Academic Performance.....	3
3. Average Expected Monthly Salary .....	6
<b>III. Career Preferences .....</b>	<b>7</b>
1. Top Career Goals .....	7
2. Top Most Preferred Industries .....	8
3. Top 5 Overall Most Important Attributes .....	9
<b>IV. Employability KPIs in the Talent Survey 2015.....</b>	<b>10</b>
<b>Appendix I .....</b>	<b>11</b>

## **Trend Report 2013-2014-2015**

### **I. About Universum**

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

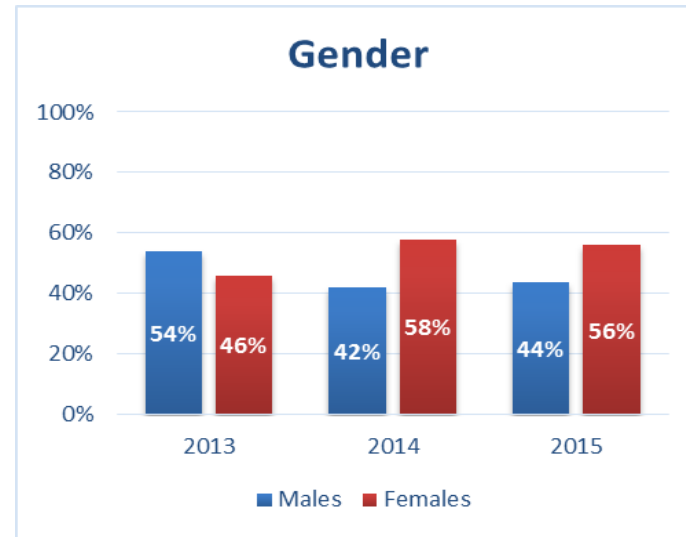
They help nearly 2,000 colleges and universities worldwide to:

- understand the career preferences and expectations of students and alumni
- identify the readiness for professional life students and alumni
- attract relevant employers to campus visits
- manage the brand perception and attractiveness of the university

## II. General Profile

### 1. Gender

	2013	2014	2015
<b>Gender</b>	54% males 46% females	42% males 58% females	44% males 56% females

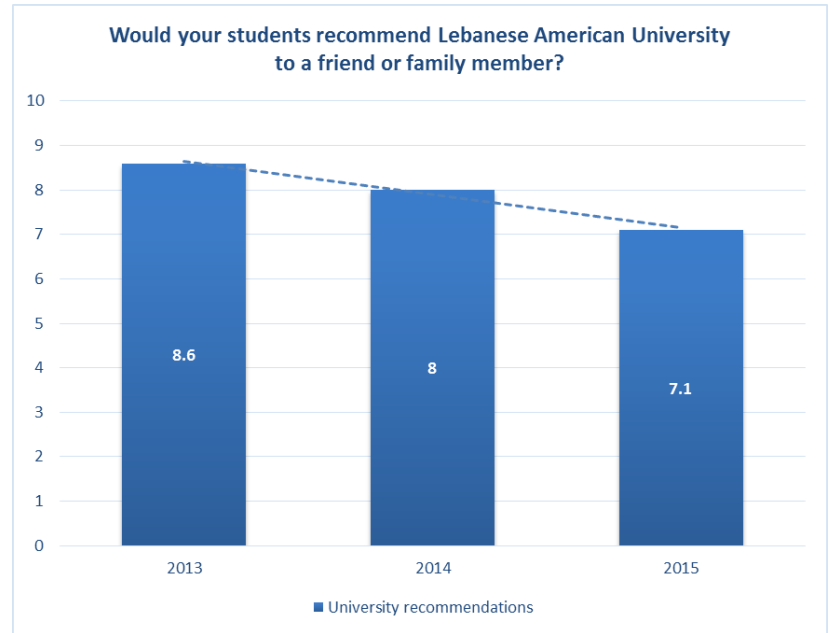


### 2. Average Age and Average Reported Academic Performance

	2013	2014	2015
<b>Average Age</b>	20.0 years	20.2 years	19.7 years
<b>Average Reported Academic Performance</b>	7.8 out of 10	7.8 out of 10	7.6 out of 10

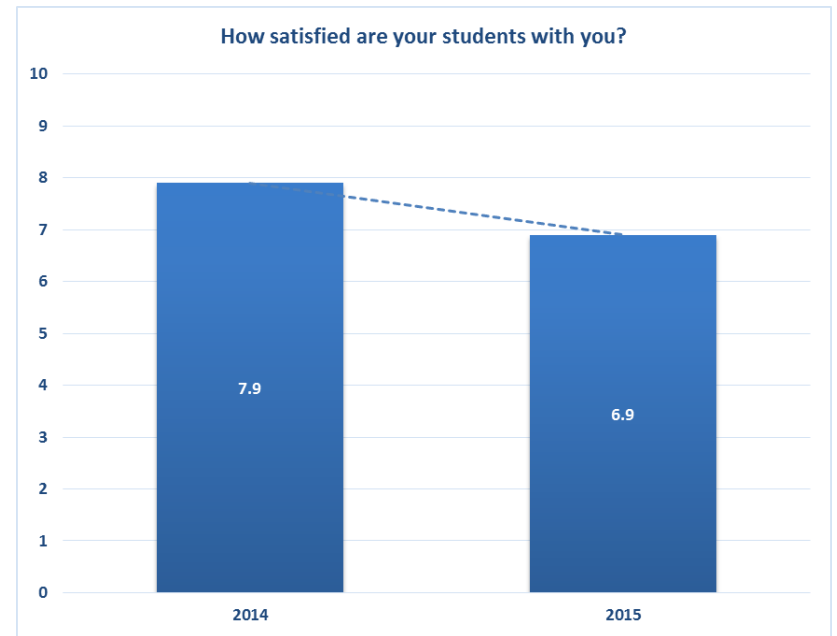
**3. Would your students recommend Lebanese American University to a friend or family member?**

	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>University recommendations</b>	8.6	8	7.1



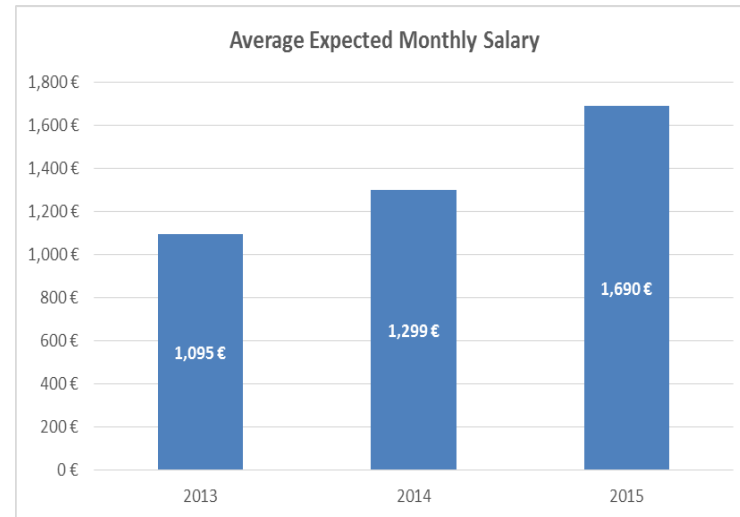
**4. How satisfied are your students with you?**

	<b>2014</b>	<b>2015</b>
<b>Student Satisfaction</b>	7.9	6.9



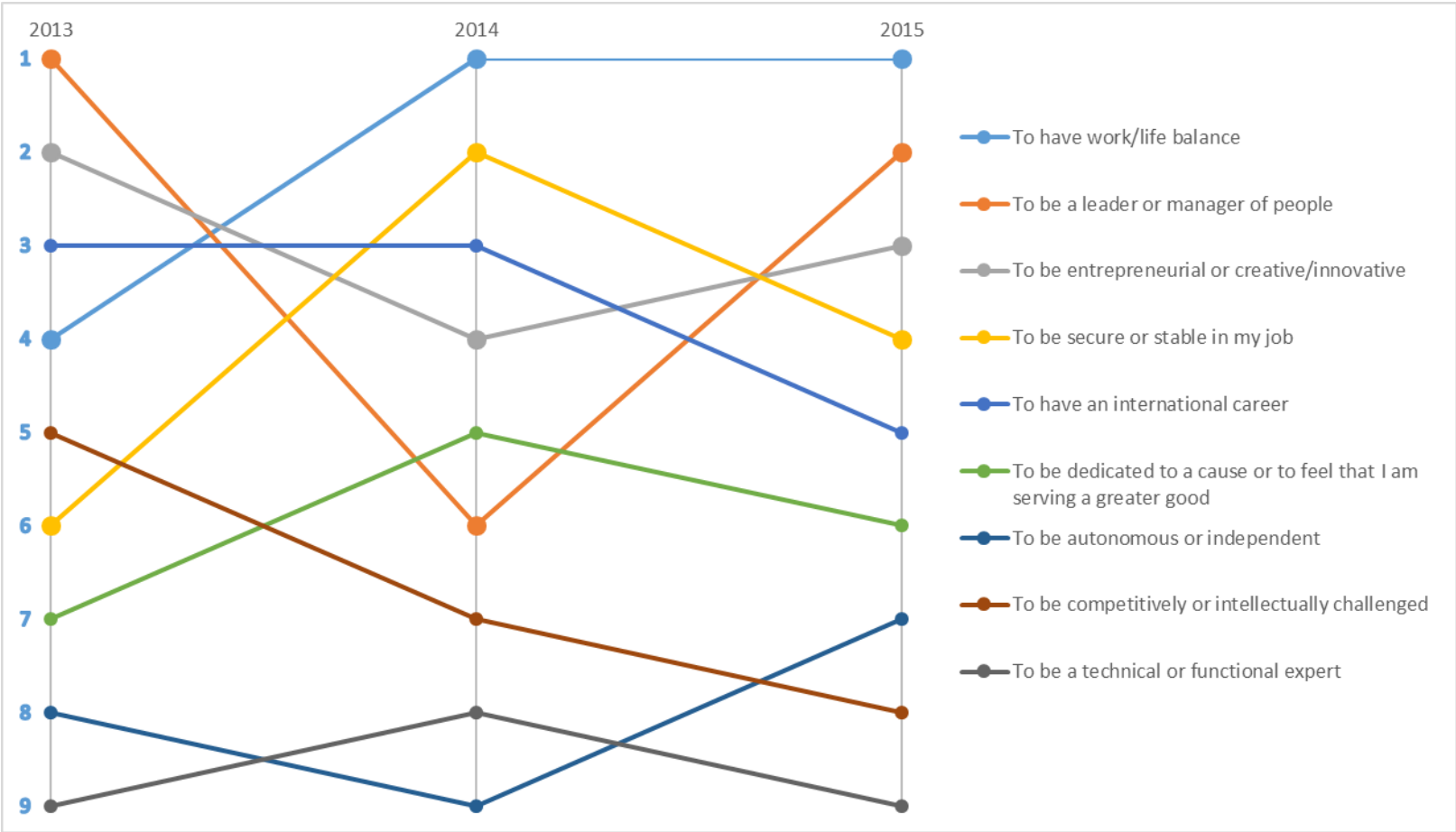
### 5. Average Expected Monthly Salary

	2013	2014	2015
<b>Average Expected Monthly Salary</b>	1095 EUROS	1299 EUROS	1690 EUROS



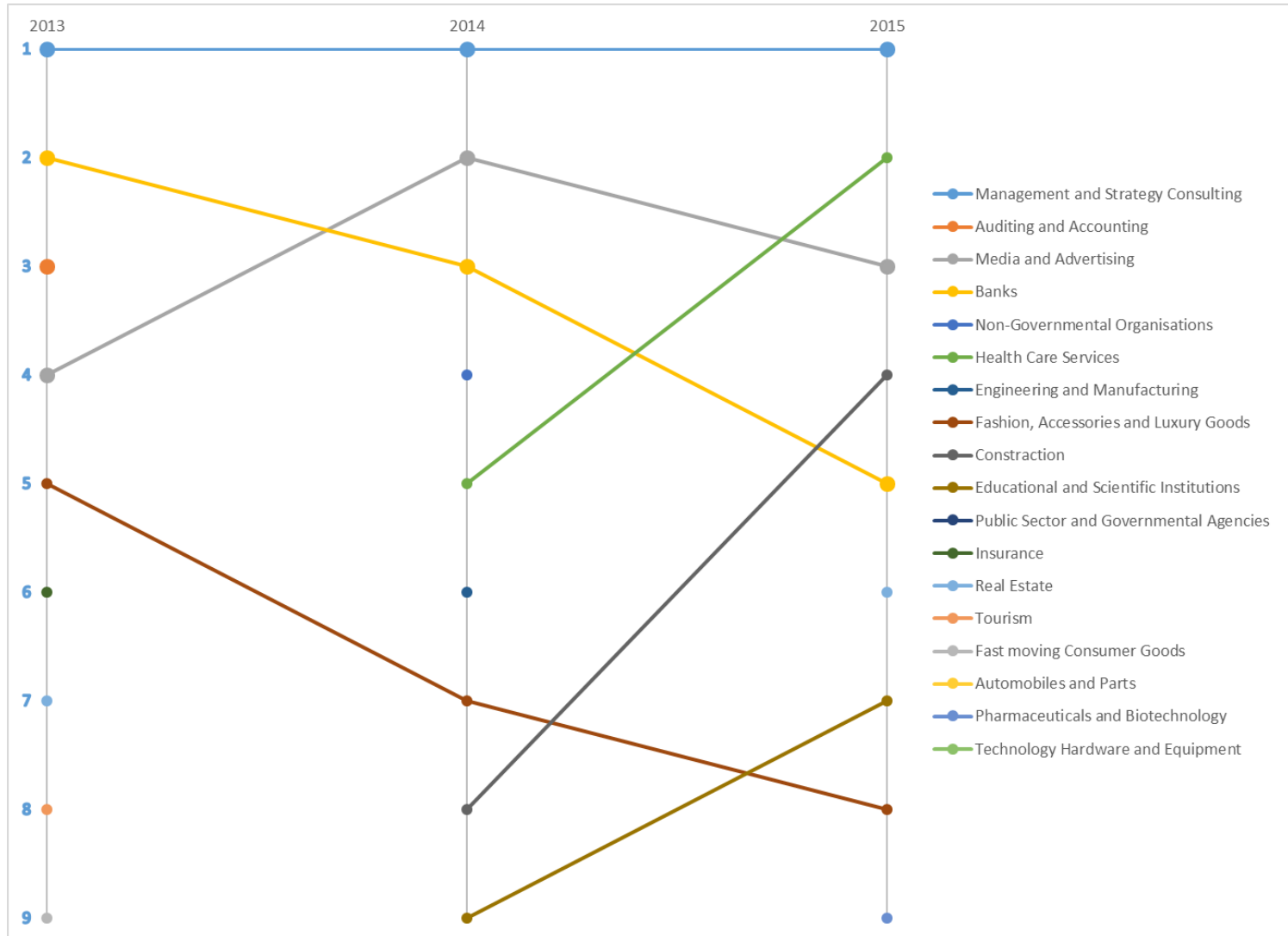
III. Career Preferences

1. Top Career Goals

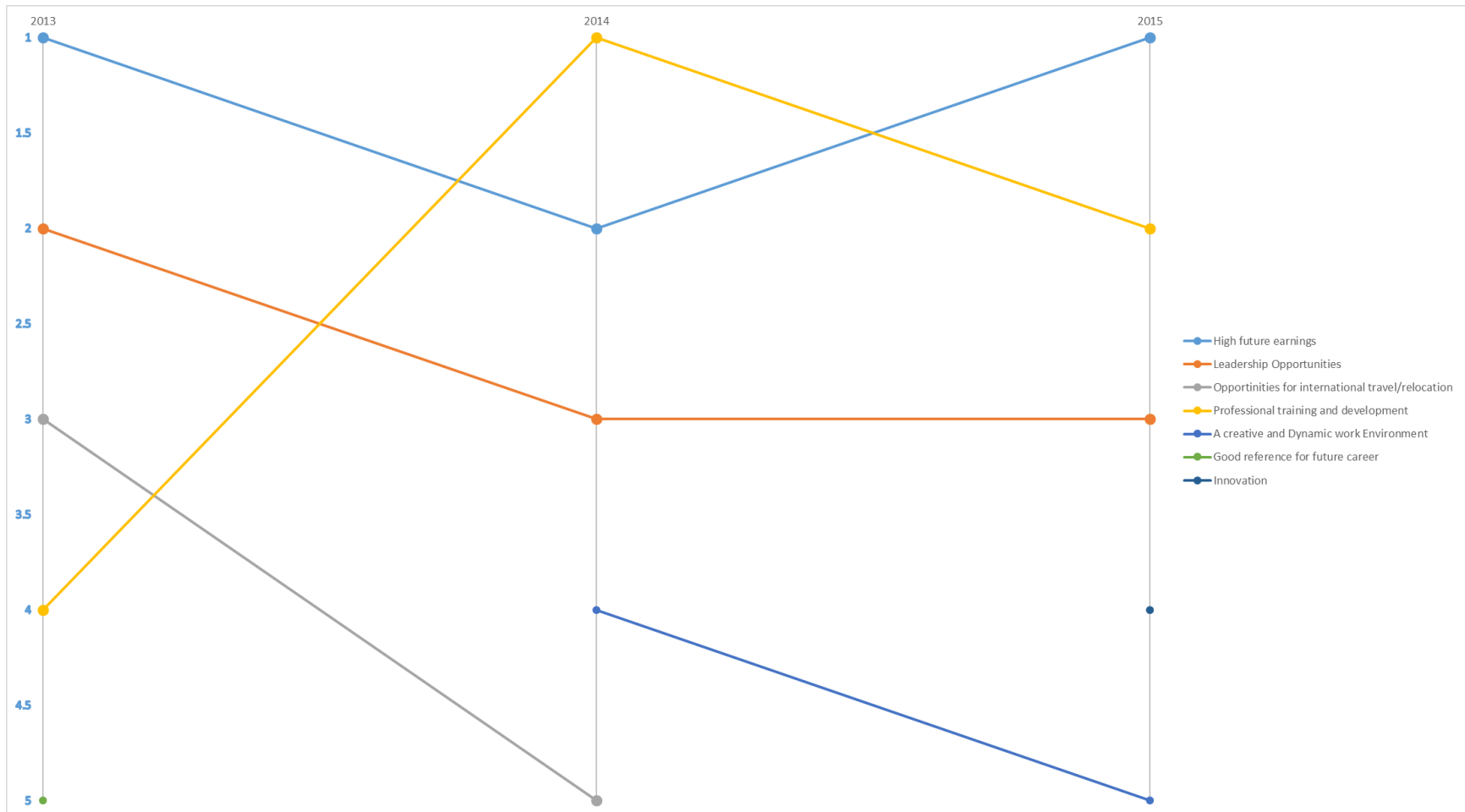




## 2. Top Most Preferred Industries



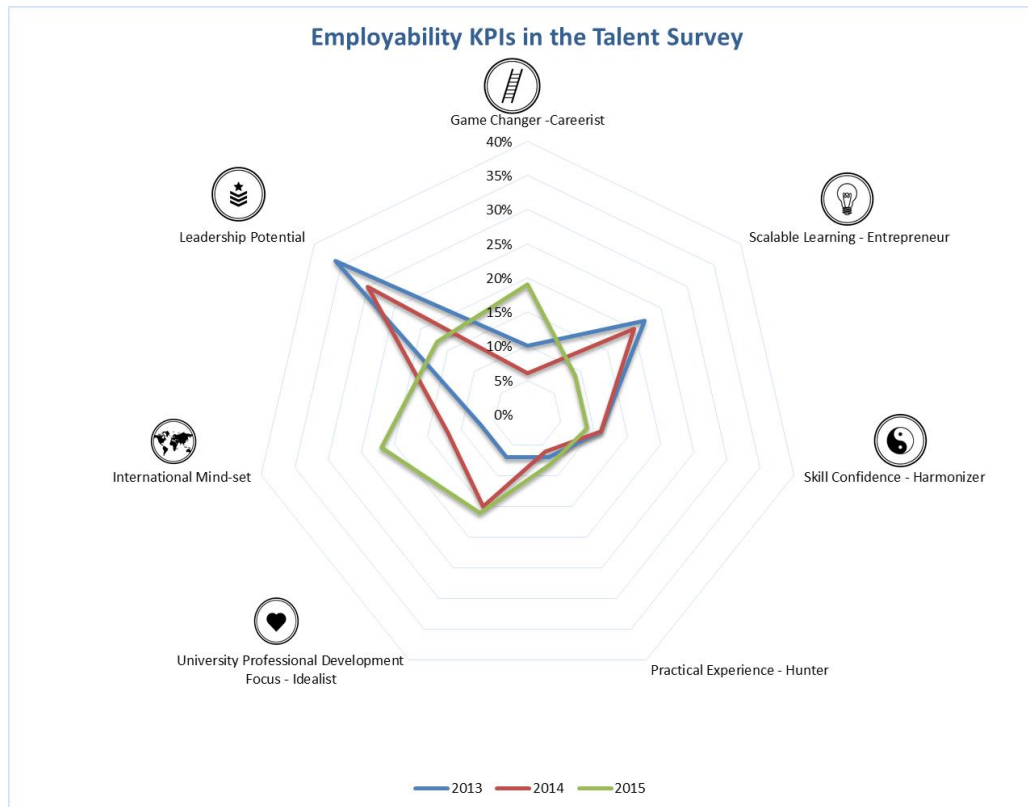
### 3. Top 5 Overall Most Important Attributes



#### IV. Employability KPIs in the Talent Survey 2015

International Mind-set
Leadership Potential
Game Changer -Careerist
Scalable Learning - Entrepreneur
Skill Confidence - Harmonizer
Practical Experience - Hunter
University Professional Development Focus - Idealist

\*\* Definition of terms can be found in Appendix I.



## Appendix I

<b>Employability KPIs in the Talent Survey 2015</b>
<p><b>International Mind-set</b></p> <ul style="list-style-type: none"> <li>• Comprises a global skill and mind-set which enables career success</li> <li>• Allows individuals to recognize market &amp; growth opportunities.</li> <li>• Enables individuals to handle complex situations and to successfully influence those who are different from oneself</li> </ul>
<p><b>Leadership Potential</b></p> <ul style="list-style-type: none"> <li>• An ability to see the big picture in any situation, which helps them inspire both their teams and themselves</li> <li>• They prefer the benefits of working with others in a team environment, rather than being a “lone-wolf”</li> <li>• They understand responsibility as something to be desired and sought after</li> </ul>
<p><b>Game Changer -Careerist</b></p> <ul style="list-style-type: none"> <li>• Questing: actively seeking challenges to rapidly improve their performance</li> <li>• 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</li> </ul>
<p><b>Scalable Learning - Entrepreneur</b></p> <ul style="list-style-type: none"> <li>• In an essence, <b>growth learning is about innovation and creativity.</b></li> <li>• It is about being future-oriented, solution-focused, questioning assumptions, seeing the bigger picture, talking the time to think, and balancing behavior.</li> <li>• It is the ability to continue learning and never “arrive”.</li> </ul>
<p><b>Skill Confidence - Harmonizer</b></p> <ul style="list-style-type: none"> <li>• Self-esteem is about being responsible and committed, analytical, thorough, flexible, persuasive, and team-oriented</li> <li>• It is being a challenger, leader and networker.</li> </ul>
<p><b>Practical Experience - Hunter</b></p> <ul style="list-style-type: none"> <li>• Provide talent with an insight into the workplace</li> <li>• Help to develop key skills</li> <li>• Provide opportunities to put one’s knowledge into practice</li> </ul>
<p><b>University Professional Development Focus - Idealist</b></p> <ul style="list-style-type: none"> <li>• Being an entrepreneurial university or having a focus on employability &amp; professional development of talent are core strategic goals for higher education around the globe.</li> </ul>