What Skills Do Students Think Employers Are Looking For?

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EXECUTIVE SUMMARY

There are certain qualities employers want their potential employees to possess. These qualities are well documented. However, qualities that potential employees believe employers want are not as well known. This survey, taken by 244 respondents, 239 of them currently enrolled at the University of Central Arkansas, provides insight into what college students believe employers are looking for. By finding what qualities these future employees believe are important and seeing how they compare with what employers want, the university could take measures to educate students on these characteristics in order to improve their success in today’s job market.

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