The Global Employability University Survey and Ranking 2015

The Globalization of Higher Education
Bienvenue !
Who are we?

**The producer, Emerging is:**

A HR consultancy agency based in Paris

We help companies optimize their recruitment of young graduates and build a strong employers brand.

Our consultants assist large organizations to establish partnerships with universities for research, teaching and training programs as well as recruitment support and events.

We also conceive innovative soft skills courses as well as specific campus surveys.

**The researcher, Trendence is:**

Europe's leading research institute specializing in employer branding, personnel marketing and recruiting.

The Annual 'Top 100' rankings of the most desirable employers, compiled from its studies, are a particular focus of interest, acting as guides and benchmarks for the media, employers and the employees of the future alike.

Trendence is part of Group GTI, the world's largest careers publisher, which has offices in Europe and Asia. figures..
What are the Global Employability Survey and Rankings?

An annual survey and ranking produced by Emerging and carried out by Trendence in partnership with the NY Times International since 2011 and The Times Higher Education since 2015.

It collects the point of view of around **4500 to 5000 recruiters** from major companies in more than **20 countries**, asking them what they are looking for in university systems and to evaluate and choose which institutions in their opinion produce the best performing graduates.

It differs and thus complements other rankings by focusing on the practical skills of ‘ready-for-work’ graduates developed by universities rather than on academic achievements in terms of research and development.

*This information is not only valuable to our clients, corporations with large recruitments volumes of young graduates but is increasingly used by educational establishments, government agencies, students and graduates.*
Global Employability Survey and Ranking 2015 conducted for EMERGING by Trendence Institute in 20 countries
Global media partnership:

From **2010 to 2014**: the New York Times International

Since **2015**: the Times Higher Education

Regional media partnerships:

Le Monde and L’Étudiant (France), Expansion and El Pais (Spain), La Republica (Italy), Die Zeit (Germany), Indian Times (India), China South Morning Post (China)...

More than **700** articles and reviews, publications off and online for the 2015 edition (+20% yearly increase)

*Our 2500 top world recruiters placed it in 3rd place in terms of notoriety and second in terms of usage*
The Survey
Survey Editions

2011/2012  The Ideal Young Graduate

2013  : The Ideal University

2014: the University of Tomorrow

2015 : The Globalization of Higher Education

The findings of this survey provide answers to key questions regarding the university of the future, outlining a global model, identifying the secrets behind winning brands known as hotbeds of talent to recruiters.

Coming next 2016 Edition : How to measure and foster employability ?Publication date : November 17/11/2016:
The 2015 Survey
Methodology and sample information

**Number of participants:**
About 2,300 recruiters in 21 countries worldwide

**Target group:**
Managers responsible for recruitment and selection and/or having experience in working with graduates

**Methodology:**
Online survey with personalised links

**Countries:**
Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, Singapore, South Korea, Spain, Sweden, Switzerland, The Netherlands, Turkey, United Kingdom, United States of America

**Field phase:**
April-August 2015
The 2015 Edition
“The rise of university brands in a global higher education market”

**Introduction:**

Globalization and digitalization are megatrends that are transforming the university market and the concept of employability. A new global landscape of university brands is emerging. Who are the new players and why are they successful? Which university models offer a sustainable answer to talent shortage in this new context?

With this survey, we wanted to find answers to those questions by giving a voice to those who deal with future talents everyday and can better assess the real quality of higher education.
When it comes to university choice, expertise and experience are more important than rankings

Question: According to which criteria does your company base its university selection? (Please select the 2 main selection criteria.)

- Expertise in one field of competence
- Past experience with graduates
- University reputation
- Production of ready-to-work graduates
- University rankings
- Quality of research facilities
- Links with companies
- Quality of teaching staff
- International exposure

...university rankings are especially used in Australia and within the automotive industry

...66% of the recruiting experts think that links with companies are key for universities to promote the employability of their graduates

Only answers from Recruiting Experts who are directly involved in the university selection process are shown
University is less important in the recruiting process than skills and experience

Which information is the most important to you when you recruit a graduate?
Please select the 2 facts you look for first when you read an application.

- Specific skills
- Professional experience
- Area of degree specialisation
- University where graduated
- Extra-curricular activities
- Grades
- Cover letter
- Experience abroad

Max 70% Poland
Min 27% Sweden
Max 74% Sweden
Min 24% Japan
Max 57% Turkey
Min 15% Sweden
Max 35% Russia
Min 3% Switzerland
Max 19% Brazil
Min 4% Singapore/Turkey
Max 22% Japan
Min 0% Turkey
Max 24% South Korea
Min 0% Turkey
Max 20% Spain
Min 0% Netherlands

Does your company normally recruit graduates from a selected list of universities? 
(global values are shown)

Still: A majority of managers use a list of selected universities.
In conclusion …..

**The global market place for higher education is here !**

Nowadays students, whatever their nationality, are increasingly choosing to apply to universities with strong brands over electing a university because of its location.

A student will choose for instance Harvard (US) or McGill (Canada) because they have become strong international brands recognised everywhere by recruiters, thus guaranteeing employability.

They will then move on to work for a multinational or a company from yet another country wherever that company may be located.

**Three factors drive this globalization:**

A shared language - English – which has become the shared lingua franca at most universities

Digitalization: meaning localisation of knowledge is not an issue anymore

The growing cost of higher education means that people will seek the optimum return on their investment defined by the quality of the university brand and how it guarantees employability
The Ranking
The 2015 Ranking
Methodology and sample information

The ranking was established with the combined votes from two panels with a total of 4,600 respondents.

The first panel of 2200 recruiters from the survey were asked to select from a list of their local universities which in their opinion produced the best recruits.

Those who recruited internationally were also asked to vote on a global ranking from the list of the 2014 Global Employability University Ranking. Each had ten votes to cast and could also add additional universities from a database of 6000 institutions worldwide.

The second panel of 2,400 managing directors of international companies or subsidiaries > 1000 employees of multinational companies in 20 countries cast a maximum of 10 votes for the universities appearing in the local and global rankings established in phase one, with the possibility of adding names from the database.

The countries selected for canvassing were the same 20 countries as in the survey.
Overall satisfaction in Asia and Europe has decreased from 2014 to 2015

...overall satisfaction has decreased from 2014 to 2015 satisfaction level.

The satisfaction level in general is quite high, but there is still room for improvement.

European managers are more satisfied than Asian managers for the first time. Japanese managers remain the most critical.
Top 10 universities producing the best graduates

1. USA - Harvard Univ.
2. Great Britain - Univ. Of Cambridge
3. Great Britain - Univ. of Oxford
4. USA - California Institute of Technology
5. USA - Yale Univ.
6. USA - Mass. Institute of Technology
7. USA - Stanford Univ.
8. USA - Columbia Univ.
9. USA - Princeton Univ.
10. Canada - Univ. of Toronto

...US universities are dominating the top 10 universities with respect of producing the best graduates only Cambridge and Oxford are still racing for the top spots in the ranking

The chart illustrates which countries recruiters consider to produce the best graduates.

Question: As a person dealing with international graduates, which universities are in your opinion the best in the world when it comes to graduate employability?
Question: As a person dealing with international graduates, which universities are in your opinion the best in the world when it comes to graduate employability?

11 Germany - TU München
12 Japan - Univ. of Tokyo
13 France - École Normale Supérieure Paris
14 Hong Kong - Hong Kong Univ. of Sciences and Tech.
15 Great Britain - Imperial College London
16 China - Peking Univ.
17 Singapore - National Univ. of Singapore
18 USA - Duke Univ.
19 USA - Univ. of California, Berkeley
20 India - Indian Institute of Science
21 Canada - McGill Univ.
22 France - École des Mines ParisTech
23 Great Britain - Univ. of Edinburgh
24 Great Britain - Univ. of Manchester
25 France - H.E.C. Paris
26 Japan - Tokyo Institute of Technology
27 Spain - IE Univ
28 USA - Johns Hopkins Univ.
29 USA - New York Univ.
30 Great Britain - Univ.College London
From 31 to 50

31 USA - Boston Univ.
32 Australia - Australian National Univ.
33 Australia - Univ. Of Melbourne
34 China - Fudan Univ.
35 France - École Centrale Paris
36 France - École Polytechnique ParisTech
37 Switzerland - Swiss Federal Inst. of Tech. Zurich
38 USA - Cornell Univ.
39 Canada - Univ. of British Columbia
40 Germany - Univ. Heidelberg
41 Germany - Ludwig-Maximilians-Univ. München
42 Australia - University of Sydney
43 Great Britain - King's College London
44 Canada - Univ. of Montreal
45 Great Britain - London School of Economics
46 USA - Boston College
47 Germany - Goethe-Univ. Frankfurt am Main
48 USA - Univ. of California, Los Angeles
49 Belgium - Univ. Gent
50 Great Britain - London Business School
What makes top universities so attractive to managers on a local level?

University reputation is getting less important when recruiting nationally for university rankings it is the other way around, university rankings are more important on a national level.

Harvard University is able to reach high scores in almost every criteria, past experience is a high local and global driver whereas international exposure is the second most important on a global level it is not as relevant when recruiting on a national level.

<table>
<thead>
<tr>
<th>Past experience with graduates</th>
<th>Harvard University</th>
<th>University of Cambridge</th>
<th>University of Oxford</th>
<th>California Institute of Technology</th>
<th>Yale University</th>
<th>Mass. Institute of Technology</th>
<th>Stanford Univ.</th>
<th>Columbia University</th>
<th>Princeton Univ.</th>
<th>University of Toronto</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>23,0%</td>
<td>20,0%</td>
<td>21,2%</td>
<td>19,8%</td>
<td>25,0%</td>
<td>25,1%</td>
<td>25,0%</td>
<td>24,3%</td>
<td>27,2%</td>
<td>18,5%</td>
</tr>
<tr>
<td>International exposure</td>
<td>9,8%</td>
<td>11,8%</td>
<td>11,9%</td>
<td>11,7%</td>
<td>10,3%</td>
<td>10,5%</td>
<td>8,8%</td>
<td>10,0%</td>
<td>10,4%</td>
<td>12,3%</td>
</tr>
<tr>
<td>Expertise in one field of competence</td>
<td>13,3%</td>
<td>11,8%</td>
<td>12,1%</td>
<td>14,7%</td>
<td>13,4%</td>
<td>14,5%</td>
<td>12,7%</td>
<td>13,0%</td>
<td>11,2%</td>
<td>14,0%</td>
</tr>
<tr>
<td>Quality of research facilities</td>
<td>10,4%</td>
<td>11,6%</td>
<td>11,4%</td>
<td>10,3%</td>
<td>8,9%</td>
<td>10,6%</td>
<td>9,4%</td>
<td>9,9%</td>
<td>9,7%</td>
<td>12,0%</td>
</tr>
<tr>
<td>Production of ready-to-work graduates</td>
<td>11,4%</td>
<td>12,2%</td>
<td>11,2%</td>
<td>10,2%</td>
<td>8,8%</td>
<td>11,0%</td>
<td>10,6%</td>
<td>10,7%</td>
<td>10,6%</td>
<td>13,8%</td>
</tr>
<tr>
<td>University reputation</td>
<td>12,4%</td>
<td>11,9%</td>
<td>11,1%</td>
<td>12,3%</td>
<td>12,0%</td>
<td>11,0%</td>
<td>12,2%</td>
<td>12,5%</td>
<td>12,6%</td>
<td>9,8%</td>
</tr>
<tr>
<td>Quality of teaching staff</td>
<td>8,8%</td>
<td>9,9%</td>
<td>10,2%</td>
<td>8,9%</td>
<td>9,9%</td>
<td>8,3%</td>
<td>11,8%</td>
<td>9,6%</td>
<td>8,0%</td>
<td>9,9%</td>
</tr>
<tr>
<td>Links with companies</td>
<td>5,6%</td>
<td>5,3%</td>
<td>5,7%</td>
<td>5,4%</td>
<td>5,2%</td>
<td>4,6%</td>
<td>5,2%</td>
<td>4,9%</td>
<td>4,5%</td>
<td>4,9%</td>
</tr>
<tr>
<td>University rankings</td>
<td>5,4%</td>
<td>5,3%</td>
<td>5,2%</td>
<td>6,7%</td>
<td>6,5%</td>
<td>4,3%</td>
<td>4,2%</td>
<td>5,1%</td>
<td>5,7%</td>
<td>4,1%</td>
</tr>
</tbody>
</table>

*Sorted by level of importance globally, dark blue indicates the highest value.
A ranking like other rankings?
What can we learn that is new

- As in other rankings the US with 39 establishments and the UK with 12 do particularly well but .......we should note the strong performance in proportion to their population of:

- Smaller European countries, particularly, Switzerland (7), The Netherlands (5) and Sweden (4)

- Other English speaking markets such as Canada and Australia as they are are seen as offering more value

- Or the performance of French institutions which with 10 fare much better, propped up by the famous « Grandes Écoles » which do well on employability

- Finally Chinese universities confirm their strong progress: this ranking was perhaps the first one to report it in its first 2010 edition
You would still like to know some more?

You can access the 2015 top 150 ranking - and previous ones at www.Emerging.fr

Where you can also download the Key Findings of the survey

Au revoir!