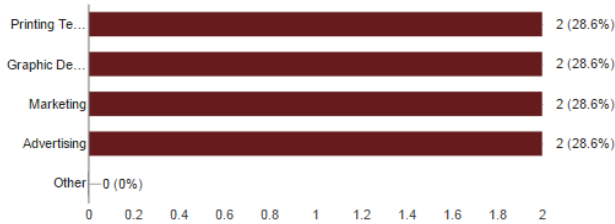


# GRAPH/X Career Expo Professional Participant Survey

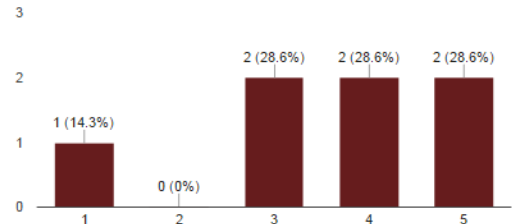
March 28, 2017

What industry do you represent? (7 responses)



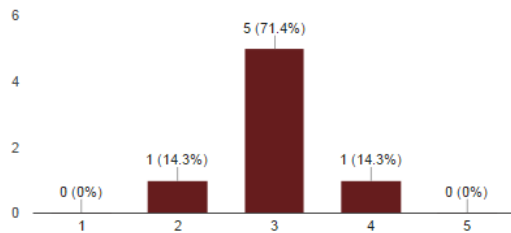
Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Teamwork/Collaboration? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



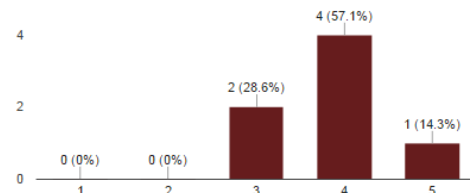
Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Critical Thinking/Problem Solving? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



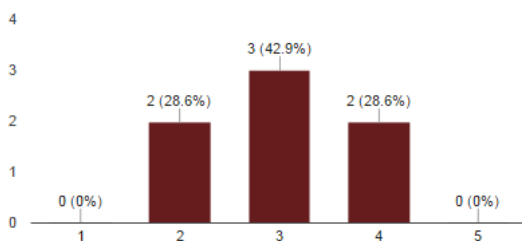
Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Digital Technology? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



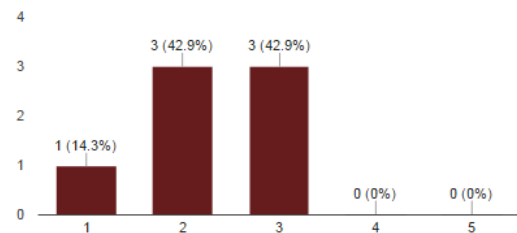
Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Oral/Written Communication? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



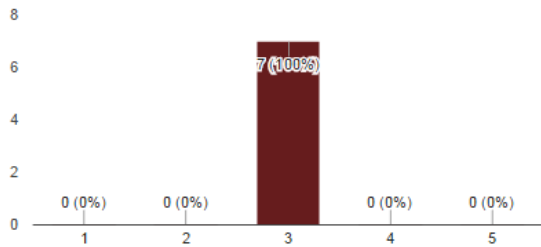
Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Leadership? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



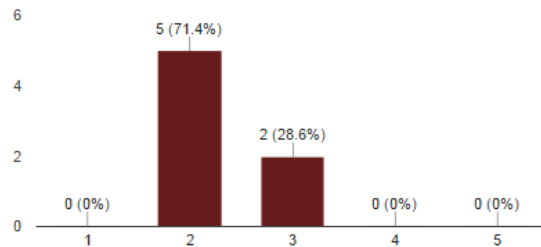
Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Professionalism/Work Ethic? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



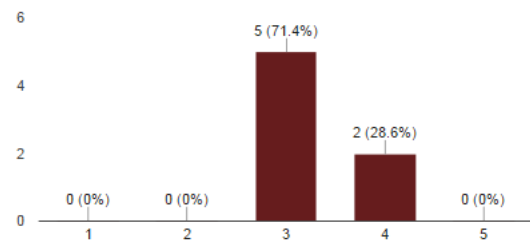
Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Career Management? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



Based on your experience, how do entry-level job candidates rate (1-5, 1 = poor, 5 = excellent) in terms of Global/Intercultural Fluency? (This is one of eight skills that has been identified as Career Readiness and Competency delineated by the National Association of Colleges and Employers.)

(7 responses)



What is one quality that you would like for more entry-level candidates to possess?

(6 responses)

Dedication to the position.
Work ethic
Willing to work hard and get their hands dirty.
Soft skills, communication
Hard working
Better oral and written communication

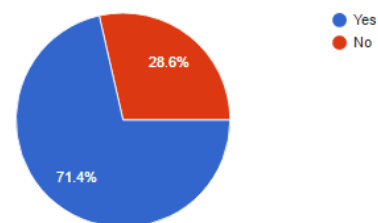
What are the major technical skills required to work in this industry?

(7 responses)

PrePress, Design, Pressmen
Adobe Suite of programs - Photoshop, InDesign, Premiere Pro, etc.
Graphics, organization.
Adobe CC; HTML/CSS/JS; Data/Analytics
Print, Digital (UI/UX), HTML - CSS
Basic math skills
A good knowledge of emerging trends, digital technologies; an understanding of culture and branding, in order to be able to tell the brands' stories correctly.

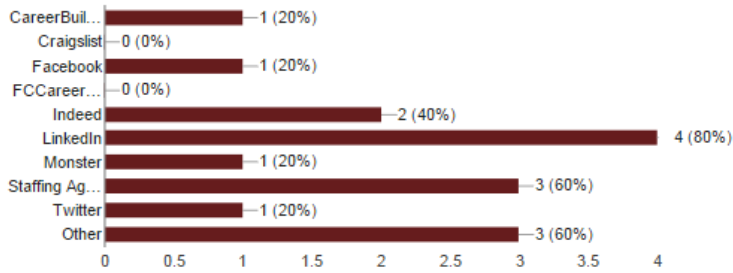
Does your company/organization advertise job opportunities?

(7 responses)



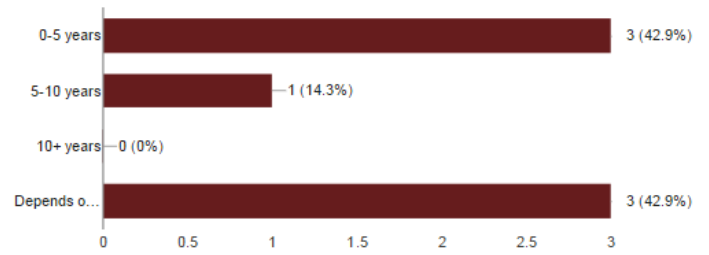
### If Yes, how does your company/organization advertise job opportunities?

(5 responses)



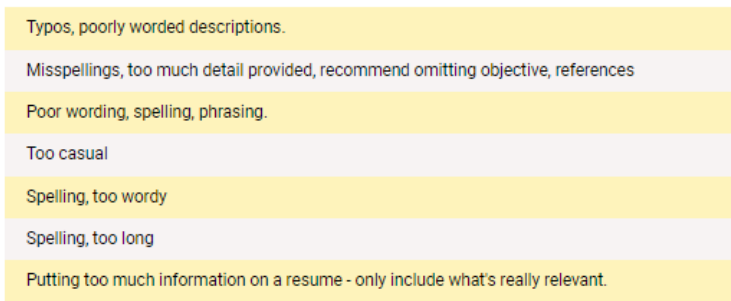
### How many years of experience do you like to see reflected on a resume?

(7 responses)

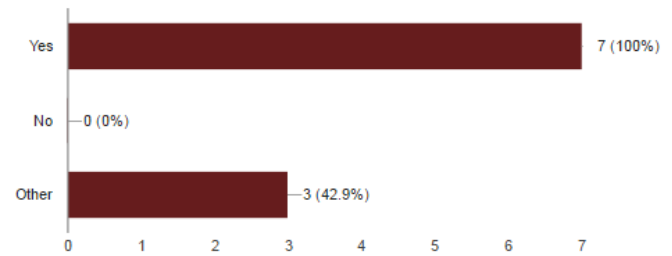


### What is the #1 mistake candidates typically make on their resumes?

(7 responses)

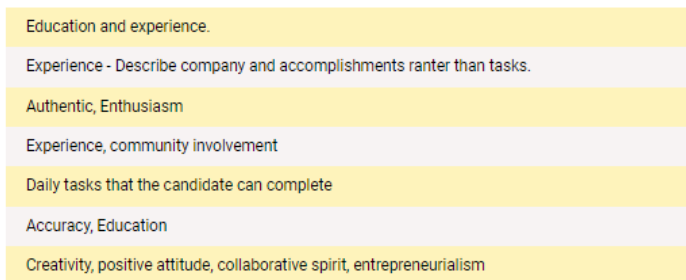


### Do you require portfolios as part of the application? (7 responses)



### What are the most important aspects that you look for on their resumes?

(7 responses)



### If Yes, are college projects and assignments something you value to be displayed in a portfolio?

(7 responses)

