

PRIMARY RESEARCH PLAN

Team: Rethink Your Resume



“All students come from different backgrounds, and students seek a higher education for a variety of reasons. Students have a wide variety of opportunities. However, what one gains from the college experience is highly influenced by one’s perspective.” - Jana

Problem

Do students understand the value or importance of the diploma, transcript or college experience?



These students began with the question ‘What is a diploma?’ Re-examining the place of credentials led this team to investigate how students felt credentials would benefit them and how employers viewed the value of their credentials.



Objective

Determine the perceived value of the diploma with regard to its ability to inform employers of a skills and abilities of a student.

In their preliminary research they were told by employers that a diploma was “just a ticket to the game”. This was a shocking revelation to the team. Didn’t their education mean more than that?

Commenting on this issue Jesse said

Research Methods

Student Interviews

- New graduates who are seeking employment
- Students preparing for graduation

“Fundamentally it is because credentials are trying to measure and advertise to employers something that is unmeasurable. The point here is that educational institutions need to be constantly rethinking how they go about communicating that they have instilled such abstract things into their degree holders.”

Additional Primary Research

Interview Exit Survey

Students who had interviewed for a prestigious scholarship were given an exit survey. The scholarship is housed in the business school and patterns its interview process after major corporations.