

Kunming University Employer Social Evaluation Survey

Questionnaire

Dear Sir/Madam:

Thank you for your long-term support and concern for Kunming University. To further deepen educational and teaching reform, improve the quality of talent cultivation and management services, and better provide application-oriented talents who meet job requirements for enterprises (schools), we are conducting this survey. Please provide an objective evaluation based on your recruitment and employment situation over the past three years. Thank you for your support and participation.

We wish you success in your work and a pleasant life!

Part I: Basic Information

01 Name of your organization (fill in): _____

02 Your organization belongs to: (Single choice)

- ☐ Government agency
- ☐ State-owned enterprise
- ☐ Foreign-funded enterprise
- ☐ Private enterprise/individual business
- ☐ Primary/secondary education
- ☐ Other public institution
- ☐ Other

03 Industry type of your organization: (Single choice)

- ☐ Agriculture, forestry, animal husbandry, fishery
- ☐ Mining
- ☐ Electricity, heat, gas and water supply
- ☐ Construction
- ☐ Wholesale and retail
- ☐ Transportation, warehousing and postal services
- ☐ Accommodation and catering
- ☐ Information transmission, software and IT services
- ☐ Finance
- ☐ Real estate
- ☐ Leasing and business services
- ☐ Scientific research and technical services
- ☐ Water conservancy, environment and public facilities management
- ☐ Resident services and repairs
- ☐ Education
- ☐ Health and social work
- ☐ Culture, sports and entertainment
- ☐ Public administration and social organizations
- ☐ International organizations
- ☐ Military
- ☐ Other

04 Size of your organization: (Single choice)

- ☐ Less than 100 employees
- ☐ 100–200

- ☐ 200–500
- ☐ 500–1000
- ☐ More than 1000

Part II: Talent Quality Evaluation

05 Overall satisfaction with graduates: (Single choice)

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Average
- ☐ Dissatisfied
- ☐ Very dissatisfied

06 Overall performance of graduates: (Single choice)

- ☐ Above average
- ☐ Average
- ☐ Below average
- ☐ Unable to evaluate

07 Demand for competencies (1–5):

Problem-solving ability (1–5)

Lifelong learning ability (1–5)

Critical thinking (1–5)

Innovation ability (1–5)

Organizational management ability (1–5)

Teamwork ability (1–5)

Communication ability (1–5)

Stress tolerance (1–5)

Hands-on ability (1–5)

Time management (1–5)

Information technology ability (1–5)

08 Satisfaction with competencies:

(Options: Very satisfied / Satisfied / Dissatisfied / Very dissatisfied / Unable to evaluate)

09 Demand for personal qualities (1–5):

Professional ethics

Social responsibility

Innovation awareness

Political literacy

Initiative and motivation

10 Satisfaction with personal qualities:

(Same options as above)

11 Demand for knowledge (1–5):

Professional basic knowledge

Advanced professional knowledge

Interdisciplinary knowledge

General knowledge

12 Satisfaction with knowledge:

(Same options as above)

13 Stability of graduates: (Single choice)

- ☐ Very stable
- ☐ Basically stable
- ☐ Average
- ☐ Unstable
- ☐ Very unstable

14 Time to job competence compared to others: (Single choice)

- ☐ Above average
- ☐ Average
- ☐ Below average
- ☐ Unable to evaluate

15 Promotion compared to others: (Single choice)

- ☐ Above average
- ☐ Average
- ☐ Below average
- ☐ Unable to evaluate

16 Factors contributing to promotion (Multiple choice):

- ☐ Strong responsibility

- ☐ Strong initiative
- ☐ Continuous learning ability
- ☐ Good self-management
- ☐ Excellent professional ability
- ☐ Good communication
- ☐ Leadership ability
- ☐ Personal charisma

Part III: Talent Demand Feedback

17 Willingness to recruit graduates in future:

- ☐ Yes
- ☐ No

18 Reasons for hiring graduates (Multiple choice):

- ☐ Major matches job
- ☐ Skills meet requirements
- ☐ Good reputation
- ☐ Fit company culture
- ☐ Internship experience
- ☐ Relevant certificates

19 Reasons for not hiring (Multiple choice):

- ☐ Salary mismatch
- ☐ Value mismatch

- ☐ Skill mismatch
- ☐ Location issues
- ☐ Work environment
- ☐ Other

20 Most urgently needed talent (Single choice):

- ☐ Postgraduate
- ☐ Undergraduate
- ☐ Junior college

21 Recruitment channels (Multiple choice):

- ☐ University postings
- ☐ Campus job fairs
- ☐ Company website
- ☐ Recruitment websites
- ☐ Internship programs
- ☐ Alumni referral
- ☐ University recommendation
- ☐ National exam
- ☐ Other

22 Future recruitment plan (Single choice):

- ☐ Increase
- ☐ Same
- ☐ Decrease

- ☐ Suspend

Part IV: Training Improvement Feedback

23 Employer involvement areas (Multiple choice):

- ☐ Core competencies definition
- ☐ Core knowledge definition
- ☐ Curriculum design
- ☐ Internship programs
- ☐ Teaching standards
- ☐ Teaching materials
- ☐ Teacher training

24 Willingness for cooperation (Single choice):

- ☐ Yes
- ☐ No

25 Preferred cooperation methods (Multiple choice):

- ☐ Provide internships
- ☐ Order-based training
- ☐ Faculty exchange
- ☐ Joint research
- ☐ Training bases
- ☐ Teaching reform
- ☐ Other

26 Satisfaction with cooperation:

A. Very satisfied

B. Satisfied

C. Dissatisfied

D. Very dissatisfied

E. Unable to evaluate

27 Satisfaction with campus recruitment services (Single choice):

☐ Very satisfied

☐ Satisfied

☐ Average

☐ Dissatisfied

28 Satisfaction with career guidance services (Single choice):

☐ Very good

☐ Good

☐ Average

☐ Poor

☐ Very poor

29 What are your comments and suggestions on the university's talent development or employment services? (Optional, brief description, limited to no more than 100 words.)