

## Advisory Board Interview Data Trend Analysis

Trend	Code Used	Color	Number of Mentions in Overall Interviews	Number of Interviewees who cite concern	Rank of Implied Importance
Professionalism	Square		21	9	1
Customer service skills	Star		10	6	2
Verbal and written communication	Star		9	6	3
Lack of comfort and practice with Interviews	Squiggly Line		9	6	3
Ability to self-start and work independently	Square		8	6	4
Basic knowledge/technical skills/computer skills	Square		8	3	5
Increased internships and experiential learning opportunities	Asterisks		7	6	6
Critical thinking skills, problem solving, and data analysis	Square		7	3	7
Importance of degree requirement and focus on transfer (Bachelors v. Associates)	Star		6	6	8
Comfort with organization culture and diversity	Star		6	3	9
Ability to make previous experiences relevant on resumes and ability to explain employment gaps	Squiggly Line		6	3	9
Ability to be a team player	Square		5	4	10
Attention to detail	Star		5	3	11
Lack of ability to speak/sell oneself in interviews	Squiggly Line		3	3	12
Researching the company/organization prior to interview/knowing appropriate questions	Squiggly Line		3	3	12
Increased need for resume help	Squiggly Line		3	2	13

Increased focus on transfer opportunities	Asterisks		2	2	14
---	-----------	--	---	---	----