



Employer Engagement Questionnaire

This questionnaire is designed to ascertain statistics and trends related to the recruitment of Web Designers / Developers. Before completing this questionnaire, you may wish to read the Participant Information Sheet which provides background information and explains that no actual business information will be permanently recorded.

All information obtained will be kept strictly confidential and will only be used for statistical purposes as part of the participant group. You do not have to complete every question although you are encouraged to be as thorough as possible.

You may place an 'X', 'Y' or 'YES' in boxes where a selection is required.

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SECTION 1 – About your business

Question 1.1

How many years has your business been undertaking any form of web design?

Question 1.2

How many web design/developer staff do you have?

Question 1.3

How many other staff do you have?

Question 1.4

Is Web Design / SEO the main area of your business?

Question 1.5

Roughly how often do you recruit new web design employees?

Less 1 a year	1 or 2 a year	3 to 5 a year	6 or more
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Question 1.6

When (or if) you are looking for a new web designer, which method(s) do (would) you use to advertise the vacancy? (Please place a tick in the appropriate box(es) below)

Word of mouth	On your website	Local Media	Job Centre	Specialist Agency
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



SECTION 2 – Candidates

Question 2.1

Please rank, in order, the type of applicants you have seen in the last few years.
(1 being most common, 5 being the least common)

School Leavers	Graduates	Applicants with no relevant experience	Applicants with some previous experience	Applicants with ideal previous experience

Question 2.2

Is a candidate's academic background ever used as a factor in selecting the candidate for interview? (Please place a tick in the appropriate box below)

Always	Mostly	Sometimes	Rarely	Never

Question 2.3

Please give a rating on the quality of the following aspects of recent job applicants?
(Please rate out of 10, 10 being the highest rating)

	Recent school leavers or graduates			Applicants from within the industry		
	Best Applicant	Worst Applicant	Average Applicant	Best Applicant	Worst Applicant	Average Applicant
Relevant skill set	/10	/10	/10	/10	/10	/10
Interpersonal skills	/10	/10	/10	/10	/10	/10
Office skills	/10	/10	/10	/10	/10	/10
Literacy and Numeracy	/10	/10	/10	/10	/10	/10
Overall	/10	/10	/10	/10	/10	/10

[illegible]



SECTION 3 – Candidate skills vs. required skills

Question 3.1

With regards to any applicants you have seen in the last few years, please review the list below and then rate each skill / area of knowledge / personal attribute in terms of the best and worst you have encountered. The third column is rating out of 10 that represent what your particular requirement is (10 being essential, 1 being irrelevant). The last column represents what you think the education system should help deliver in the near future (as in, where the current trends are heading) Please try to provide as many ratings as possible.

(Please rate out of 10, 10 being the highest rating)

Technical Skills	Best Applicant	Worst Applicant	Your Requirement	Your Future Expectation
Skills in graphics software	/10	/10	/10	/10
Adapting existing website software to meet business requirements	/10	/10	/10	/10
Writing any sort of programming code	/10	/10	/10	/10
Laying out web pages, placing elements to fit the design that has been agreed	/10	/10	/10	/10
Testing the website and identifying technical problems	/10	/10	/10	/10
Web Server interaction	/10	/10	/10	/10
Registering with different search engines and performing SEO	/10	/10	/10	/10
Being aware of international web standards and protocols	/10	/10	/10	/10
Incorporating dynamic content	/10	/10	/10	/10
Handling cross browser / operating system compatibility	/10	/10	/10	/10
Understanding business websites as opposed to personal ones	/10	/10	/10	/10
Understanding b2c ecommerce	/10	/10	/10	/10
Knowledge of version control systems	/10	/10	/10	/10



Supporting Skills	Best Applicant	Worst Applicant	Your Requirement	Your Future Expectation
Establish the target audience	/10	/10	/10	/10
Translate client wishes into website requirements	/10	/10	/10	/10
Identify the type of content the site will host	/10	/10	/10	/10
Determine any functionality that the site must support	/10	/10	/10	/10
Give guidance on layout, colours and styles	/10	/10	/10	/10
Project Management / planning	/10	/10	/10	/10
Manage one or more web projects.	/10	/10	/10	/10

Personal Attributes	Best Applicant	Worst Applicant	Your Requirement	Your Future Expectation
Creativity and imagination	/10	/10	/10	/10
Adaptable and able to pick up new techniques	/10	/10	/10	/10
Analytical and problem solving ability	/10	/10	/10	/10
Eye for aesthetics	/10	/10	/10	/10
Be able to work to tight deadlines	/10	/10	/10	/10
Have good interpersonal skills	/10	/10	/10	/10
Written and verbal communication skills	/10	/10	/10	/10
Be able to use their initiative	/10	/10	/10	/10
Be able to work on their own or in a team	/10	/10	/10	/10
Be thorough and precise in their work	/10	/10	/10	/10
Professionalism when dealing with potential clients	/10	/10	/10	/10

SECTION 4 – Involvement in Education



Question 4.3

Thinking about the term “Employer Engagement”, please state your opinions on whether subject relevant businesses should have more of say in what the education system delivers. Should they actively demand certain skills or software be taught? Is it too risky or too demanding on business resources to get involved? Are you aware that partnerships between businesses and schools are becoming more prevalent?

[illegible]

Question 4.4

What is your opinion on pupils /students building background knowledge outside of the education system?

[illegible]

SECTION 5 – Personal reflections



Additional space for any overflowing text:

[illegible]

If you wish to see any of the results of this survey then please send an e-mail to us and a summary can be provided once all the information has been accumulated.

Finally, many thanks for completing this questionnaire and I hope it has been of some interest to you.