

# **Survey of Aerospace Student Attitudes: Request for Assistance, 2009 Results Highlights**

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- **Goals**

- Assess student perceptions about their education and the aerospace industry, motivations for studying aerospace, job and career aspirations, and job offers and acceptance
- Explain why students take job in the aerospace industry
- Over time, create a true longitudinal data set spanning college and early career stages
- Replace anecdotes with real data

- Data gathered in 6 areas
  - Initial interests in aerospace (pre-college)
  - College experiences
  - Career expectations
  - Desired job attributes
  - Perception of aerospace industry
  - Demographics
- Survey population
  - Sophomores and seniors (or their equivalents)
  - Eventually, students 2 and 5 years out from graduation
- Web-based survey takes 30 minutes
- 2009 response characteristics
  - ~600 students from 23 schools participated in spring of 2009
  - 80% male, 20% female
  - 96% US Citizens, 4% foreign nationals

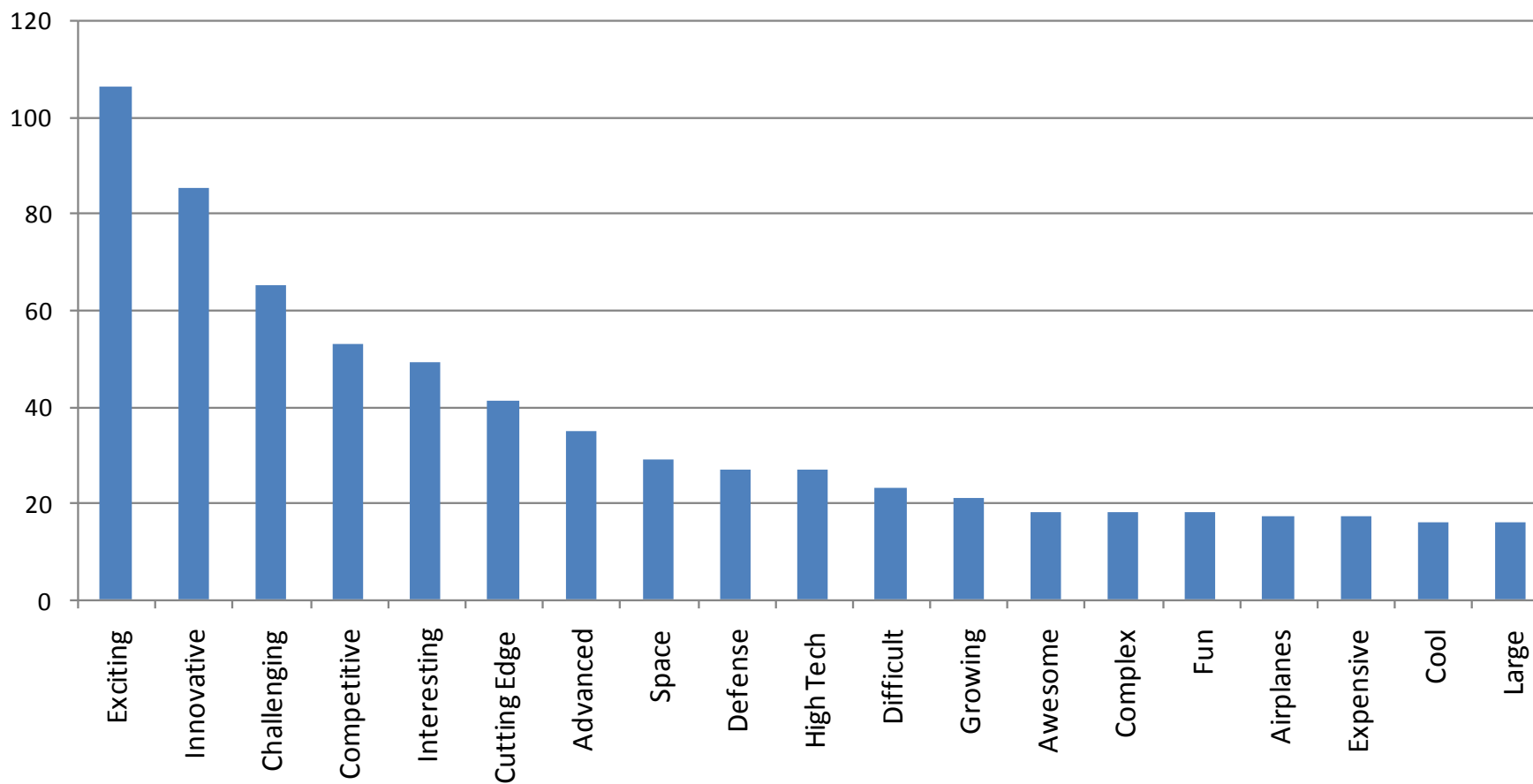
- Email the request to participate in the survey to your Sophomore and Senior students (or their equivalents)
  - A sample email announcement will be sent to all Department Heads via the ADCA email list in late February
  - Forward this email “en masse” to your eligible students
    - Send an announcement to your sophomore and senior email lists
    - Send an announcement to your general student list, asking only sophomores and seniors to participate
    - No need to provide student emails or identifying information
  - Encourage students to participate, circulate follow-up calls to participate (will also send a sample email for this)
  - Consider adding your own incentives for your students to participate



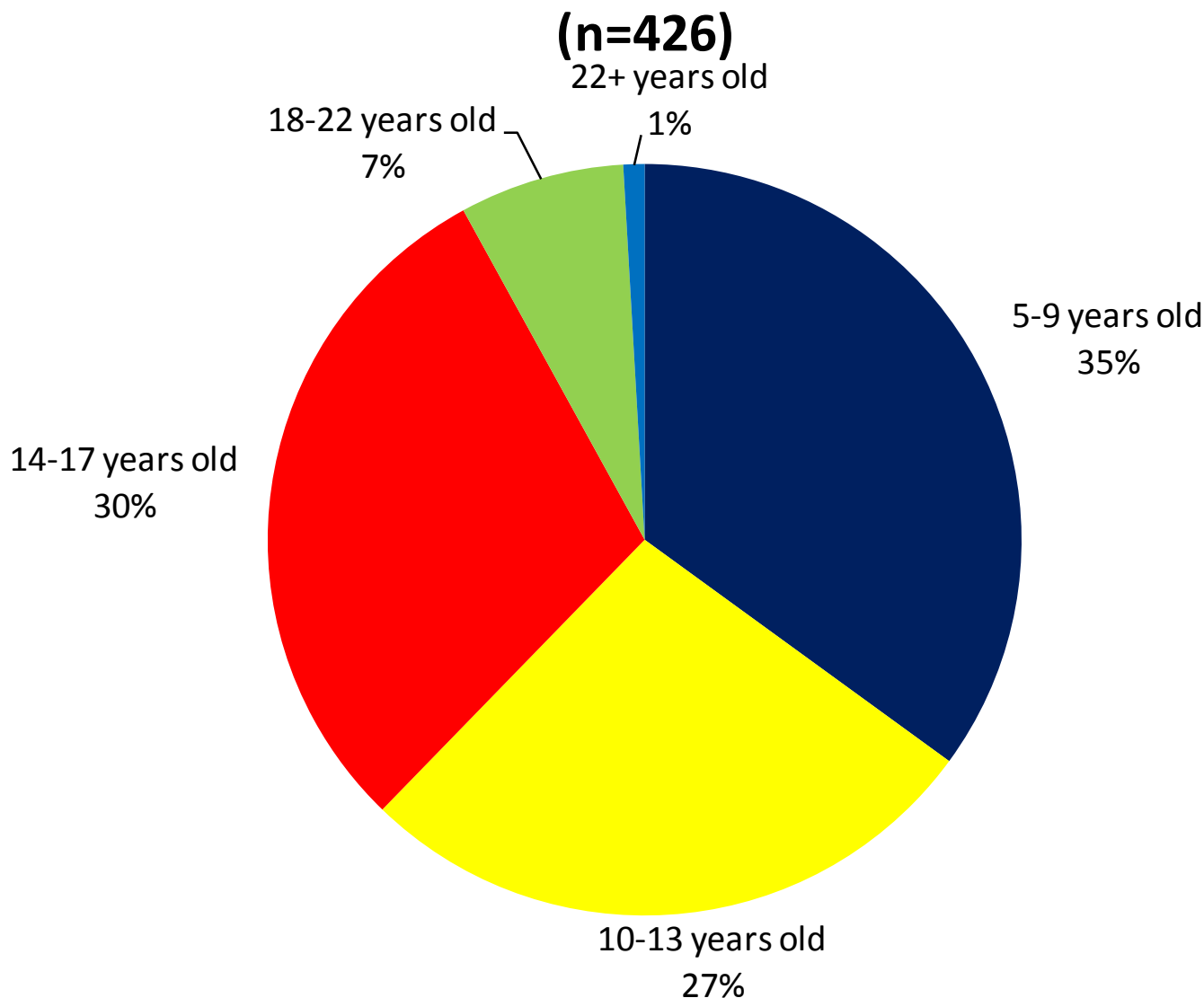
# Aerospace is Exciting...Literally!



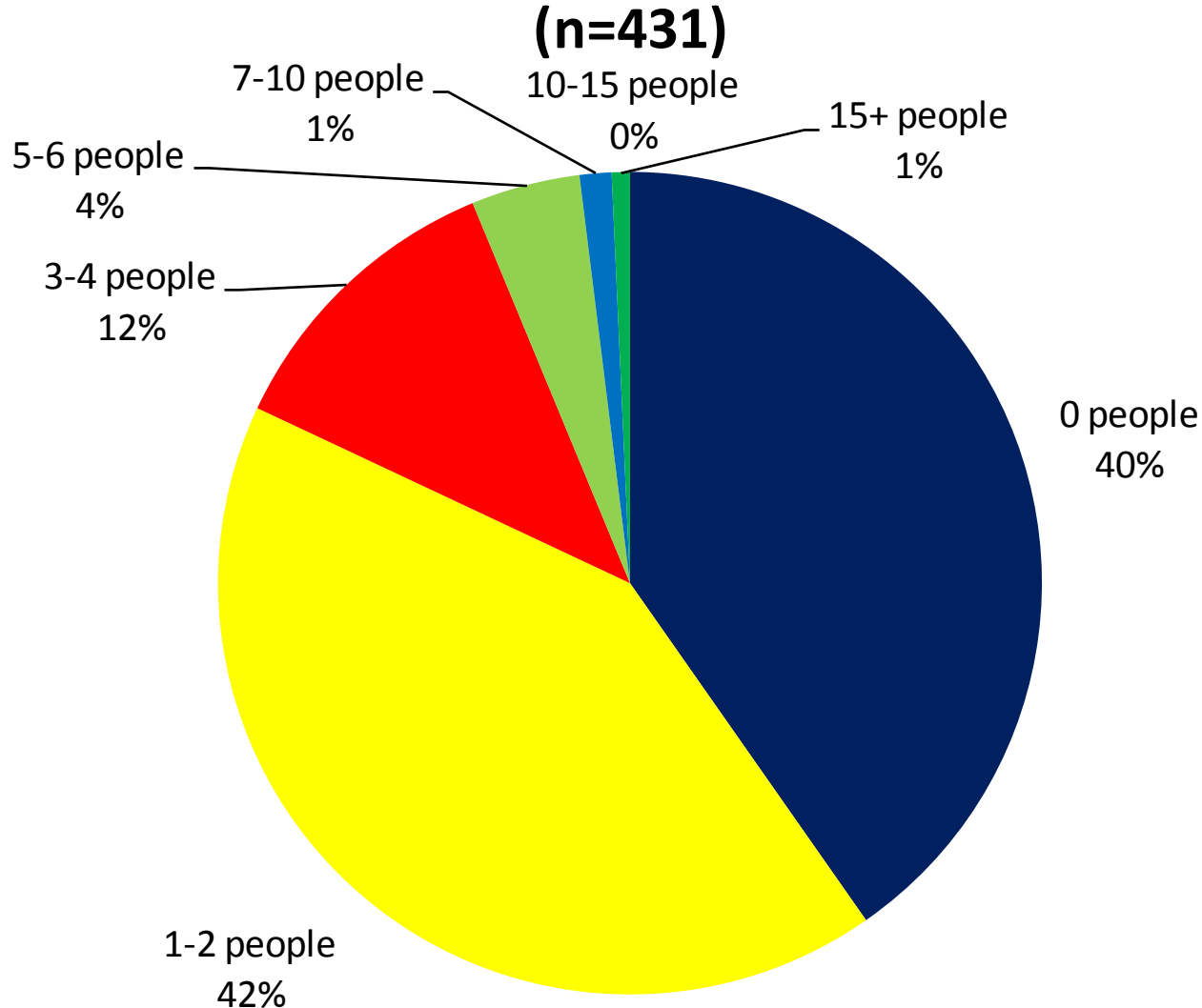
Using the first one, two, or three words that come to mind, how would you describe the aerospace industry? (n=528)



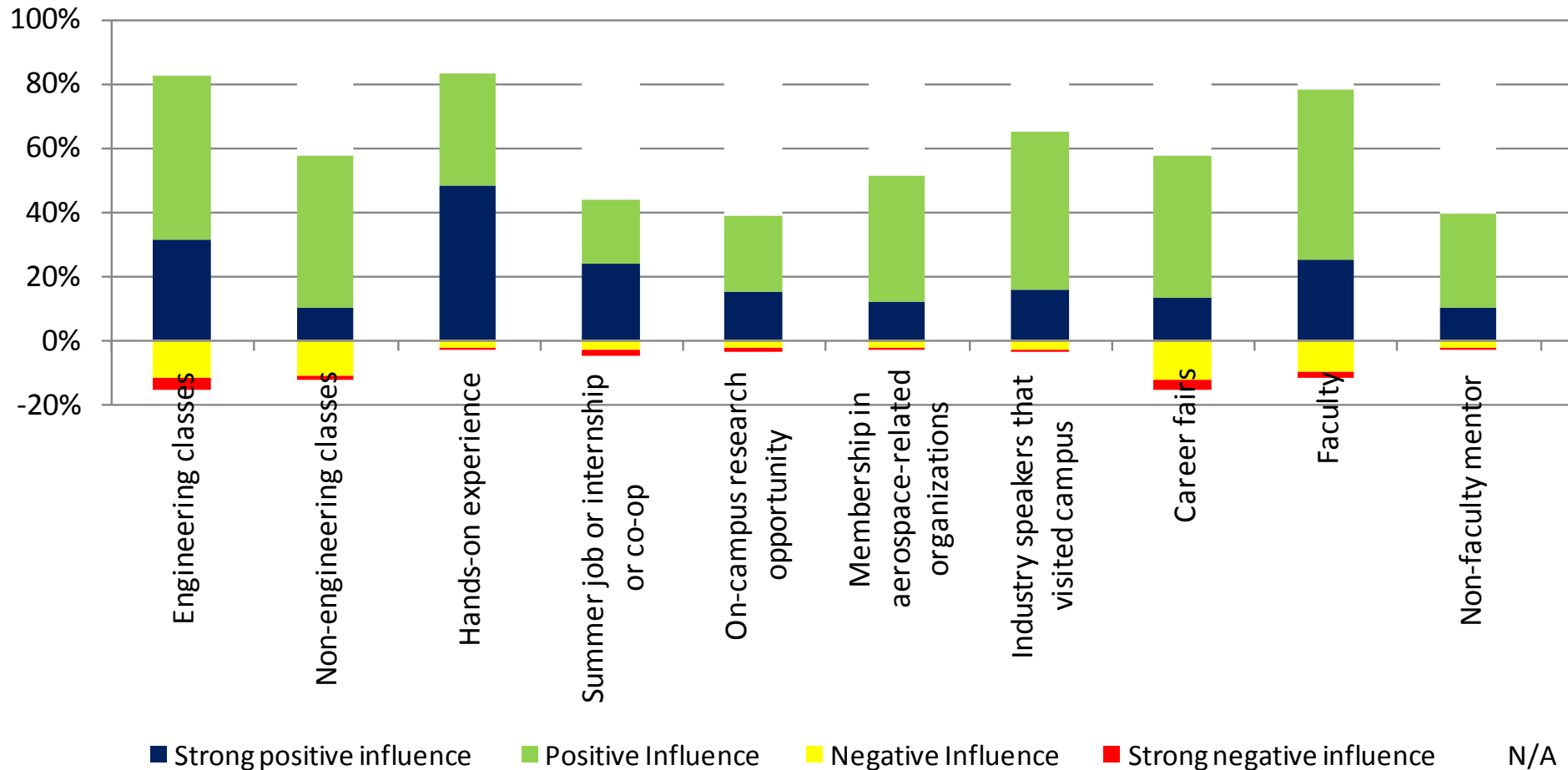
How old were you when you first became interested in aerospace?



How many family members or close family friends are engineers?

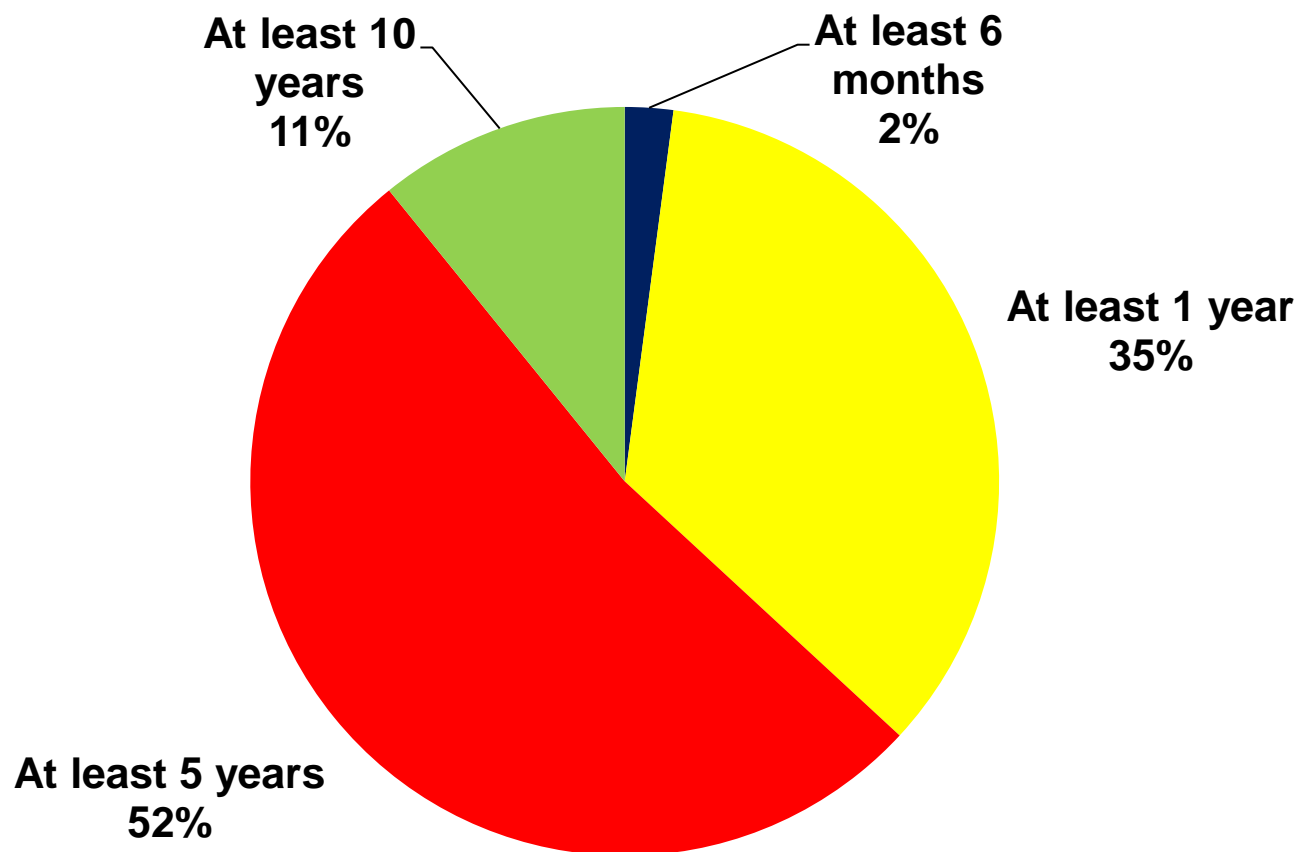


Please indicate whether each of the following has influenced your desire to work in aerospace: (n=515)

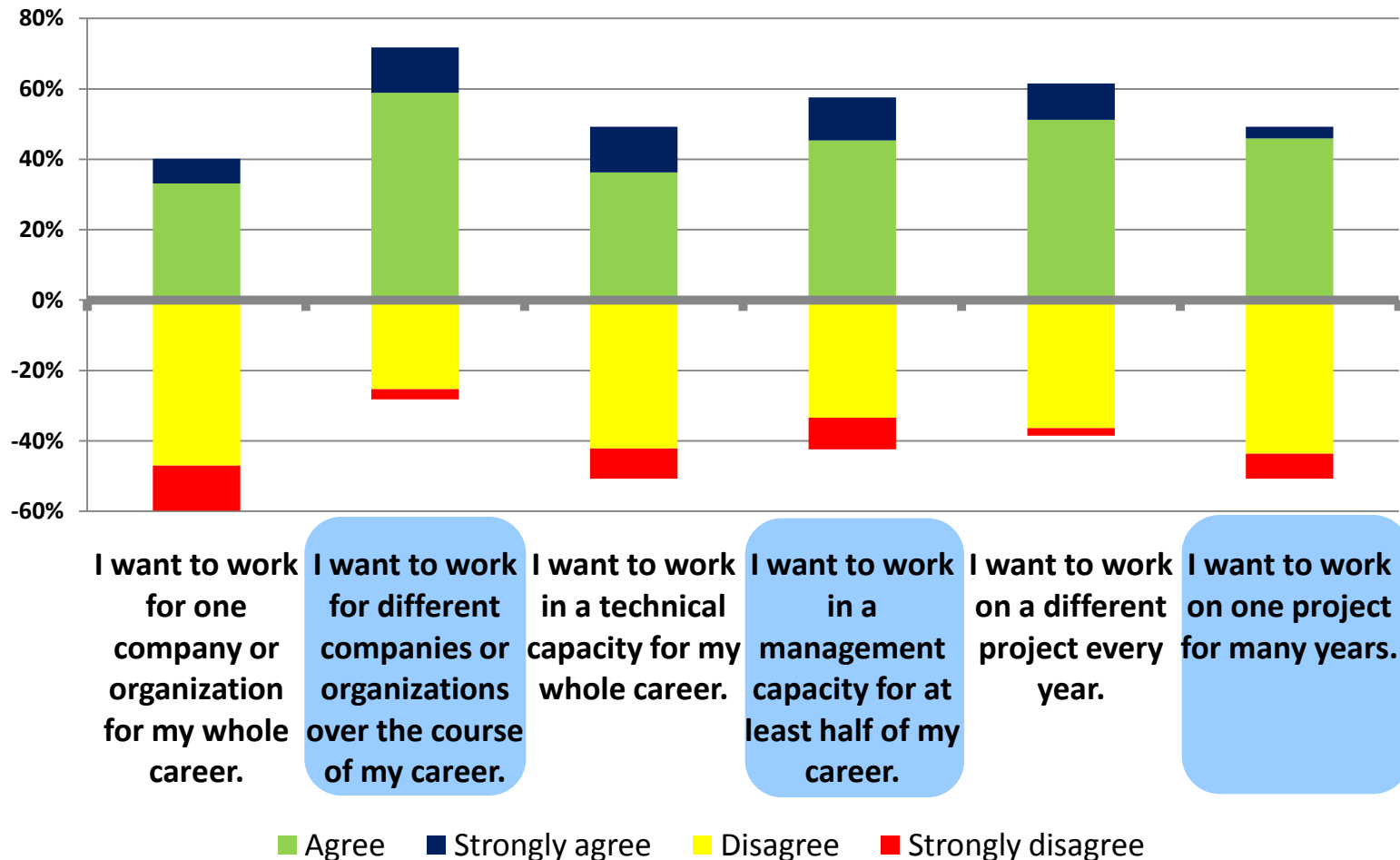




How long would you expect to stay with the first company / organization you work for after graduation? (n=480)



Please indicate how you feel about the following statements:  
(n=483)

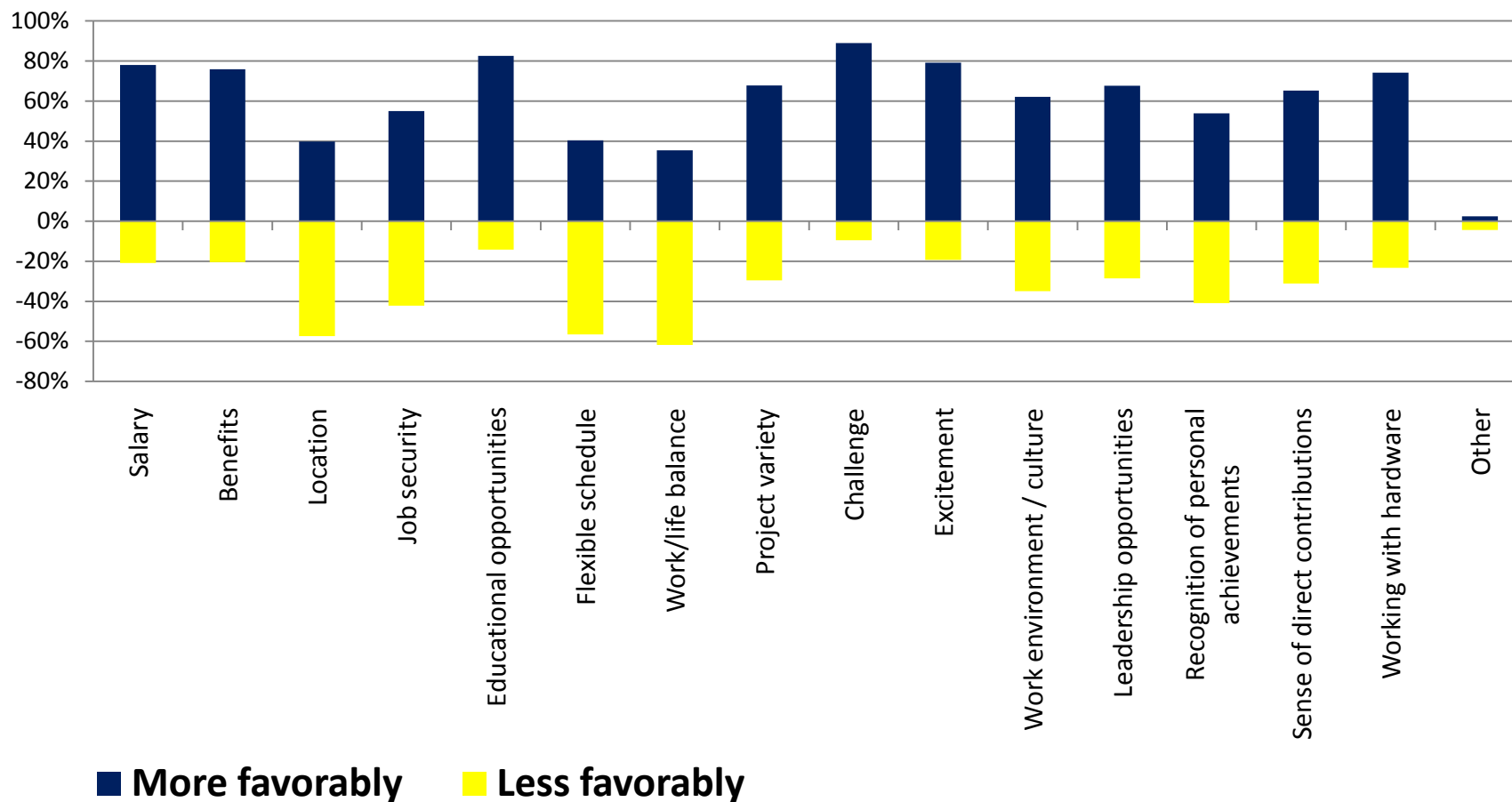




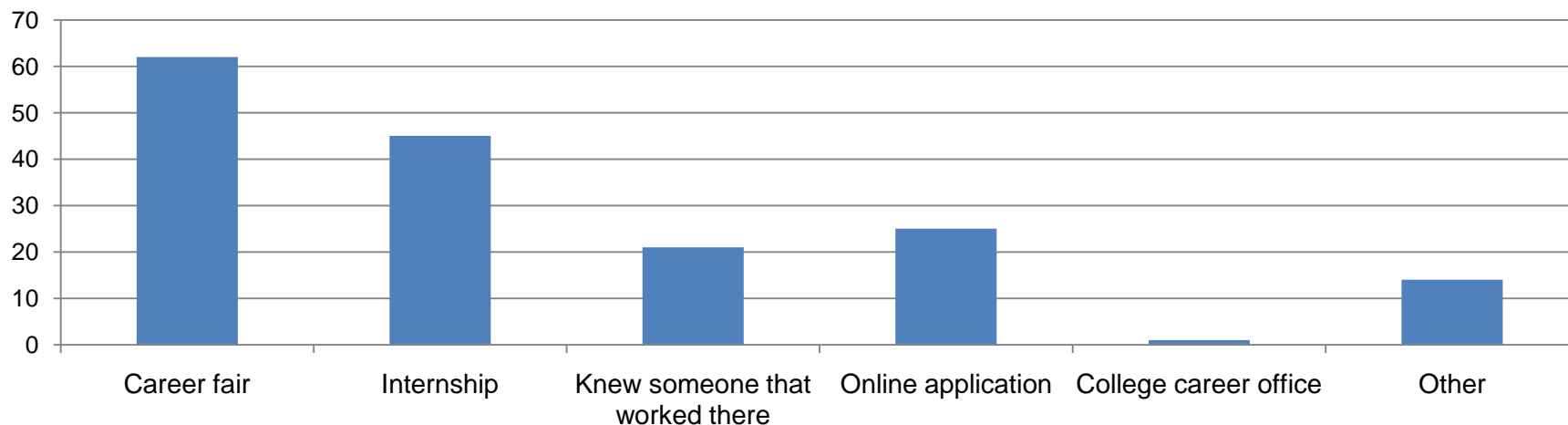
# Perception of Aerospace Compared to Other Industries



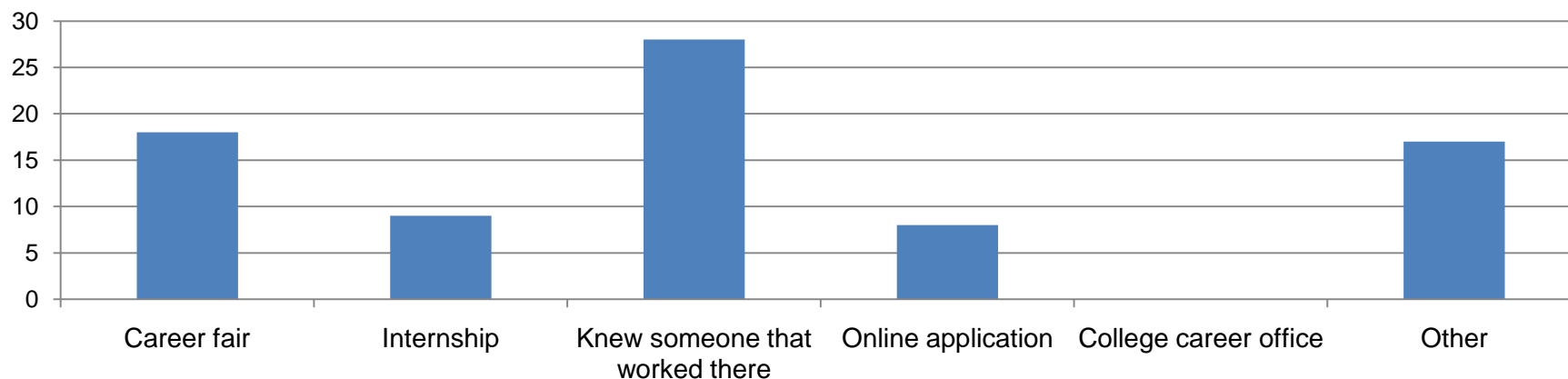
How does aerospace compare to other industries on the following job attributes? (n=460)



## Recruiting Avenues for Aerospace Job Offers. (n=74)



## Recruiting Avenues for non-Aerospace Job Offers. (n=48)



- Of graduating aerospace engineering students
  - 80% took aerospace-related jobs
  - Leadership opportunities, excitement, challenge, benefits were the top four ranked factors for accepting a job outside aerospace
  - Salary, location, challenge, work environment were the top four factors for accepting a job in aerospace