

## **Appendix C: Protocol for Broad- Based Business Survey**

### *Introduction*

1. Does (company name) hire people with Master's or PhD degrees?  
Yes  
No
  
2. Are you interested in, or planning on, hiring Master's or PhD degree holders in the future?  
Yes  
No  
Not Sure/ Don't Know
  
3. Are you currently or have you recently hired Master's level or PhD degree holders from universities in Alabama?  
Yes  
No  
Not Sure/ Don't Know
  
4. How difficult has it been getting applicants with Master's or PhD degree from universities in Alabama?  
Extremely difficult  
Slightly difficult  
No Difficulty  
Not Sure/ Don't Know
  
5. When hiring, do you prefer to hire Master's and PhD graduates from universities in Alabama or from universities in other states?  
Alabama  
Other States  
No Difference  
No Opinion  
Not Sure/ Don't Know
  
6. I am going to read a list of graduate majors. Please respond "yes" or "no" to the degree field where \_\_\_\_\_ is likely to hire employees with a Masters or PhD degree?  
Engineering  
Accounting  
MBA  
Information Technology & Computer Science  
Natural or Physical Science  
Liberal Arts  
Education

Other

7. Please respond "yes" or "no" to the following types of contacts \_\_\_\_\_ utilizes in working with university graduate programs in Alabama.
- No reply
  - Job Fairs
  - Campus Interviews
  - Co-op Training Programs
  - University Web Pages
  - Research Projects
  - Guest Lectures
  - Faculty Consultants
  - On-campus training
  - Joint Training Programs
  - Joint Contract Bidding
  - Other
8. Does     (company name)     participate in a graduate internship program with a university in Alabama?
- Yes
  - No
  - Not Sure/ Don't Know
9. Are graduate students never, sometimes, or usually hired as regular employees after completing your internship program?
- Never
  - Sometimes
  - Usually
  - Not Sure/ Don't Know
10. Does     (company name)     offer any incentives for employees to go back to school for a Masters or PhD degree?
- Yes
  - No
  - Not Sure/ Don't Know
11. Through your organization's assisted program, how many employees receive assistance each year in obtaining a Masters or PhD degree?
- under 10
  - 10- 20
  - 20- 30
  - over 30
  - Not Sure/ Don't Know

12. Of these employees, approximately how many graduated with a Masters or PhD degree last year?
- 0
  - 1 - 2
  - 3 - 5
  - 6 - 10
  - over 10
  - Not Sure/ Don't Know
13. Would prefer that more of your employees obtain an advanced degree?
- Yes
  - No
  - Not Sure/ Don't Know
14. Currently, how satisfied are you with the level of cooperation between any of Alabama university's graduate programs and your organization?
- Very Satisfied
  - Satisfied
  - Maybe
  - Dissatisfied
  - Very Dissatisfied
  - Not Sure/ Don't Know
15. Would     (company name)     consider increasing the amount of support to employees interested in pursuing a Masters or PhD degree?
- Definitely Yes
  - Probably Yes
  - Maybe
  - Probably Not
  - Definitely Not
  - Not Sure/ Don't Know
16. Would     (company name)     like to see an increase in the number of Alabama students able to get support from the State of Alabama to pursue a graduate degree?
- Definitely Yes
  - Probably Yes
  - Maybe
  - Probably Not
  - Definitely Not
  - Not Sure/ Don't Know

17. Should the State of Alabama increase its support for graduate programs?

Definitely Yes

Probably Yes

Maybe

Probably Not

Definitely Not

Not Sure/ Don't Know

18. Do you have any additional comments?

*Thank you for your time. Your responses are very helpful for improving cooperation with university graduate schools in Alabama.*