

Key findings of PolyU's image survey 2003



Major findings

- PolyU graduates were regarded by recruiters as the **most preferred graduates** for recruitment (35% of recruiter respondents ranked PolyU graduates as first choice for recruitment in 2003 vs 18% in 1999).
- PolyU was again rated first by recruiters in producing **graduates of the highest practical value** to employers (43% of recruiter respondents regarded PolyU graduates as most practical in 2003 vs 34% in 1999).
- PolyU attained the highest rating for its **"practicality of courses** in relation to career development" (77% of respondents rated PolyU as excellent / very good in this aspect).
- PolyU has become one of the **top three** choices among secondary school students in their selection of tertiary institutions for further study.
- While the **'Preferred Graduate' Development Programme (PGDP)** was highly praised by recruiters, the **Leadership and Competence for Success Programme (LCSP)** was highly commended by PolyU staff and students.
- PolyU's progress and achievements over the past five years were more widely recognized when compared with 1999. A total of 62% of all respondents agreed that PolyU had made progress over the recent few years and the most prominent progress recognized by these respondents was in the area of **academic reputation**.
- More respondents than in 1999 regarded PolyU as a tertiary institution with a **long history**, which helped create a better image for the University.
- PolyU's achievements in **technological research development** also won high recognition.

Background — The University commissioned an independent research agency to conduct an image and identity survey in late 2003 to gauge PolyU's image in the eyes of public. This followed two similar exercises conducted in 1994 and 1999.

Methodology — The survey was made up of a quantitative and a qualitative phase. A total of 708 sampled respondents were interviewed.

- Quantitative – conducted through questionnaire survey with the following:

Types of Respondents
Recruiters
PolyU Alumni
Current PolyU Staff
Current PolyU Students
Parents of F.4 – F.7 Students
F.4 – F.7 Students

- Qualitative – through in-depth interviews with the following:

Types of Respondents
Secondary School Principals/ Counsellors/Teachers
Community Leaders
Government Officials
LegCo Members/Opinion Leaders
Recruiters

PolyU's major strengths and progress in recent years*

Areas consistently seen as PolyU's key strengths

- Practical and application-oriented education
- Reputable professional programmes
- Course design
- Good connections with the business and industrial sectors
- Convenient campus location

Areas showing greatest improvements

- Moving with the times (up 19%)
- Practicality of courses (up 18%)
- Contribution of graduates to society (up 18%)

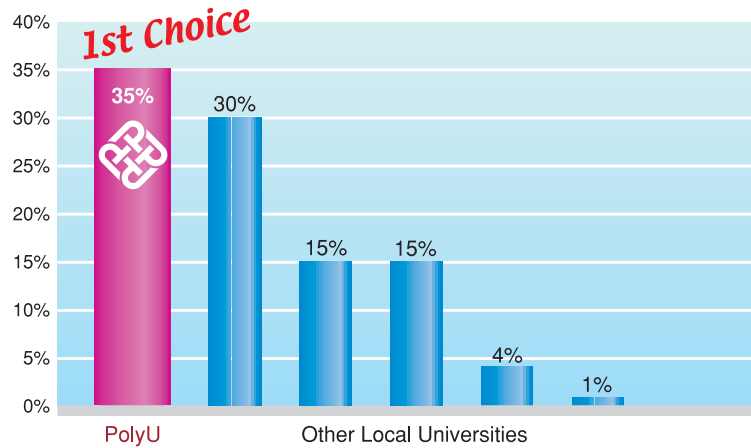
* Refers to a comparative analysis of ratings for PolyU in 1999 and 2003. The percentages marked show the increase in the no. of respondents giving excellent/very good rating

二零零三年理大形象調查結果摘要



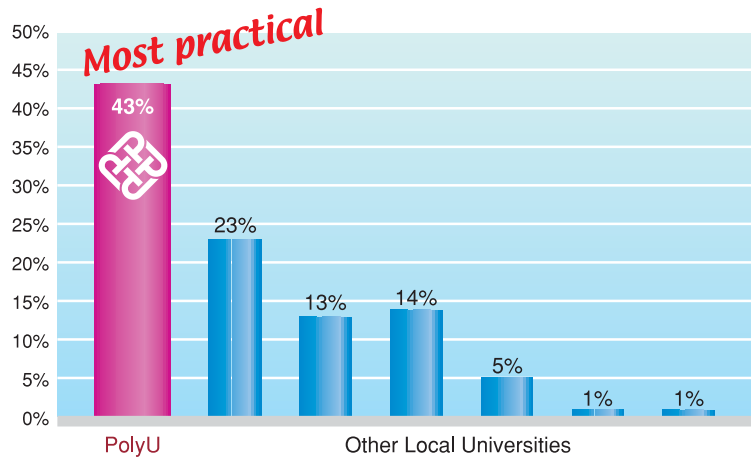
- 最多受訪僱主以理大畢業生為**首選聘用對象** (2003年：35%受訪僱主以理大畢業生為首選；1999年：18%)。
- 理大畢業生再次獲受訪僱主稱許為**最具實用價值**的僱員 (2003年：43%受訪僱主認為理大畢業生最具實用價值；1999年：34%)。
- 受訪者認為理大的**課程實用**，最能切合事業發展的需要 (77%受訪者在這方面給予理大「非常好」及「很好」的評價)。
- 受訪中學生認定理大為升學的首選三大院校之一。
- 受訪僱主高度讚揚理大為學生安排暑假在職培訓的「**首選畢業生**」培育計劃。另理大專為培育學生領袖才能而設的「**青雲路計劃**」獲理大師生大力表揚。
- 與1999年調查比較，有更多受訪者認同理大在過去五年取得的進展與成就。62%受訪者認同理大過去幾年的進展，其中最顯著的是理大**學術地位**得到提升。
- 更多受訪者普遍認同理大擁有**悠久歷史**，有助確立大學的正面形象。
- 理大的**科研成果**深受受訪者讚賞。

Overall preference of graduates for recruitment*



* Refers to the percentage of recruiter respondents who ranked the graduates of the university as first choice for recruitment

Graduates' Practical Value to Employers*



* Refers to the percentage of recruiter respondents who regarded the graduates of the university as most practical

Recognition of PolyU's contribution*

Respondents	2003
All Respondents	97%
Recruiters	98%
F.4 – F.7 students	94%
Parents of F.4 – F.7 students	98%
PolyU Alumni	98%
PolyU Staff	100%
PolyU Students	94%

* Refers to the percentage of respondents who agreed that PolyU had unique contribution to tertiary education in HK

