



NATIONAL EDUCATIONAL UNIVERSITY

Labor Market Research Standard



Article 1. General Provisions

1.1. The "NEU National Educational University" (hereinafter referred to as the "University") Labor Market Research Standard represents the procedures for defining the goals and objectives of the research, planning, conducting, analyzing, and preparing conclusions.

1.2. The University's Labor Market Research Standard is a guide for analyzing the labor market and employer demands in relation to the University's educational programs.

Article 2. Objectives of the Research

2.1. The objective of the research is to determine the demand, needs, and relevance of educational programs.

2.2. The objective of the research is to study the attitudes and needs of interested parties toward the educational programs.

2.3. The objective of the research is to implement the research results.

Article 3. Research Tasks

3.1. The tasks of the research include:

- Identifying trends in the labor market;
- Evaluating employer demand;
- Evaluating employers' assessments of educational programs;
- Evaluating prospective students' demand for programs;
- Evaluating graduates' demand for programs;
- Developing recommendations for the development of educational programs based on the current market situation.

Article 4. Research Object

4.1. The object of the research is the study of the attitudes of employers from the public and private sectors.

4.2. The object of the research is the study of the attitudes of prospective students from public and private schools.

4.3. The object of the research is the study of the attitudes of graduates.

Article 5. Research Implementers

5.1. The research is carried out by a special group, the members of which are determined by the rector's order of the University.

5.2. The special group is led by the head of the Quality Management Service, who defines the list of research objects, sets the questionnaires, conducts training sessions on the research goals and instruments for the working group members, and prepares conclusions after the statistical processing of the questionnaires.

5.3. The special group conducts interviews and submits completed questionnaires for further processing, according to the instructions of the head of the Quality Management Service.

Article 6. Research Methodology

6.1. The research is conducted using a combination of qualitative and quantitative methods.

6.2. Within the qualitative research, focus group meetings are held, specifically with employers in the relevant field to assess the labor market.

6.3. Within the quantitative research, a structured questionnaire (with both open and closed questions) is used. The quantitative research is conducted online.

Article 7. Research Scope

7.1. The research is conducted throughout Georgia.

7.2. The research may also be carried out outside the borders of Georgia, according to the relevant decision and within the scope of the corresponding educational program.

Article 8. Population Selection Method

8.1. The selection method is determined as a probabilistic sampling type, specifically simple random sampling.

8.2. The probabilistic sampling type, simple random sampling, establishes a complete framework for selecting the population.

Article 9. Research Instrument

9.1. According to the research goals, the quantitative research instrument is developed - structured questionnaires for prospective students.

9.2. According to the research goals, the quantitative research instrument is developed - structured questionnaires for graduates.

9.3. According to the research goals, the quantitative research instrument is developed - structured questionnaires for employers.

Article 10. Prospective Students' Questionnaire

The prospective students' questionnaire consists of 7 (seven) questions:

- Gender;
- Name of the school;
- Do you intend to study at a higher educational institution?
- Do you prefer "public" or "private" higher educational institutions?

- Which educational program do you intend to pursue?
- Would you choose "NEU National Educational University"?
- Why would you choose "NEU National Educational University"?
- Why would you not choose "NEU National Educational University"?

10.2. Graduates' Questionnaire

The graduates' questionnaire consists of 17 (seventeen) questions:

- Are you employed?
- Are you employed in your field of study? (Please answer this question only if you answered "Yes" to the first question.)
- Where are you currently employed? (Please answer this question only if you answered "Yes" to the first question.)
- What position are you employed in? (Please answer this question only if you are currently employed.)
- To what extent do the competencies gained through the educational program align with the demands of the labor market?
- To what extent do the educational courses ensure the development of skills and competencies relevant to qualifications?
- How adequate were the resources provided to ensure the mastery of the learning components?
- How satisfied are you with the practical experience gained during the educational program?
- Which competencies did the university's educational program help you develop for your professional activities? (You may select multiple answers)
 - a. Acquiring theoretical knowledge related to the profession;
 - b. Acquiring practical skills related to the profession;
 - c. Developing communication skills;
 - d. Foreign language component;
 - e. Developing critical thinking skills;
 - f. Developing appropriate values;
 - g. Other.
- **Which of the competencies gained at the university are the most important for your employer?** (You can select multiple answers.)
- **Which competencies did the university's educational program fail to help you develop for employment?** (You can select multiple answers.)
 - a. Acquiring theoretical knowledge related to the profession;
 - b. Acquiring practical skills related to the profession;

- c. Developing communication skills;
 - d. Foreign language component;
 - e. Developing critical thinking skills;
 - f. Developing appropriate values;
 - g. Other;
 - h. I have difficulty naming such a competency.
- **Which additional skills did you need to acquire in the workplace to successfully perform your job?**
 - **Which of the following factors increases the likelihood of employment for a graduate of a higher education institution?** (Select a maximum of 3 options)
 - a. Mastery of a demanded profession;
 - b. Academic degree (Master, Doctorate);
 - c. Work experience;
 - d. Internship;
 - e. Prestigious higher education institution;
 - f. High academic performance;
 - g. Experience studying/working abroad;
 - h. Other.
 - **In your opinion, what changes are needed to make the university's graduates more competitive and demanded in the labor market?** (Please list the 3 most important changes.)
 - a. Strengthening the theoretical component;
 - b. Diversification of teaching-learning methods;
 - c. Improvement of textbooks/teaching materials;
 - d. Strengthening the foreign language component;
 - e. Improvement of infrastructure;
 - f. Increased career support;
 - g. Ensuring internships;
 - h. Increasing funding provided by the university for student participation in various programs (research projects, study abroad, etc.);
 - i. Support for the professional development of professors/teachers;
 - j. More involvement of the university's administrative structural units in solving student problems;
 - k. Other.
 - Please name the strong aspects of the educational program.
 - Please name the aspects of the educational program that need improvement.

- Additional comments or recommendations.

Employer's Questionnaire

10.3. The employer's questionnaire consists of 14 questions:

- **How often do vacant positions appear in your company/organization?**
 - a. Once a year
 - b. Twice a year
 - c. Rarely
 - d. As needed
- **Is there a shortage of qualified young professionals in the labor market?**
 - a. Yes
 - b. More or less
 - c. No
- **Please indicate the methods/ways through which new employees are recruited to your organization/company (note: you can choose multiple options):**
 - a. Finding candidates through "internal resources" (from existing employees of the organization/company)
 - b. Communication with university career support services
 - c. Posting job advertisements on the company's website
 - d. Databases where resumes of job seekers are posted
 - e. Other
- **How often does an internship lead to employment in your company/organization?**
 - a. Never
 - b. Rarely
 - c. Often
 - d. Very often
- **Has your company/organization faced problems in finding suitable employees/staff?**
 - a. Yes
 - b. No
 - c. I don't know
 - d. More or less
- **What were the reasons for difficulties in finding new employees?**
 - a. Shortage of qualified professionals in the labor market
 - b. Lack of cooperation with university employment centers
 - c. Lack of information about university graduates

d. Insufficient readiness of graduates for employment in regional areas

- **What is your company/organization's policy regarding offering part-time positions for students?**
 - a. We offer part-time positions with a fixed schedule
 - b. We offer part-time positions with a flexible schedule
 - c. We also offer freelance opportunities (task-based, without office hours)
 - d. We cannot offer part-time positions to students, but we may allow exceptions during exam periods
 - e. We have a system for individual schedules
- **Please name the maximum of 3 most important competencies that a university graduate must have in order to be employed by you:**
 - a. Practical knowledge
 - b. Theoretical knowledge
 - c. Ability to work in a team
 - d. Ability to work independently
 - e. Presentation skills
 - f. Knowledge of foreign language(s)
 - g. Analytical thinking
 - h. Creativity
 - i. Decision-making skills

- **Please rate the educational program structure on a scale of 1 to 5 (5 being the highest score):**

5 4 3 2 1

Note:

- **Please rate how well the learning outcomes of the educational program meet the employment requirements for graduates on a scale of 1 to 5 (5 being the highest score):**

5 4 3 2 1

Note:

- **Would you hire graduates equipped with the competencies provided by the educational program in your company/organization?**

Yes No

Note:

- Please specify the strengths of the educational program:
- Please specify the areas of the educational program that could be improved:

- In which areas do you see potential for deeper collaboration with the higher education institution within the educational program?
 - a. Joint academic courses
 - b. Internship programs
 - c. Applied research
 - d. Joint events (conferences, workshops, seminars)
 - e. Other

Article 11. Transitional and Concluding Provisions

11.1. This provision is approved by the university senate;

11.2. This provision of the university comes into effect immediately upon signature;

11.3. The adoption, repeal, and introduction of amendments and additions to the provision are carried out by the Senate;

11.4. This provision loses its force in the case of approval of a new provision.