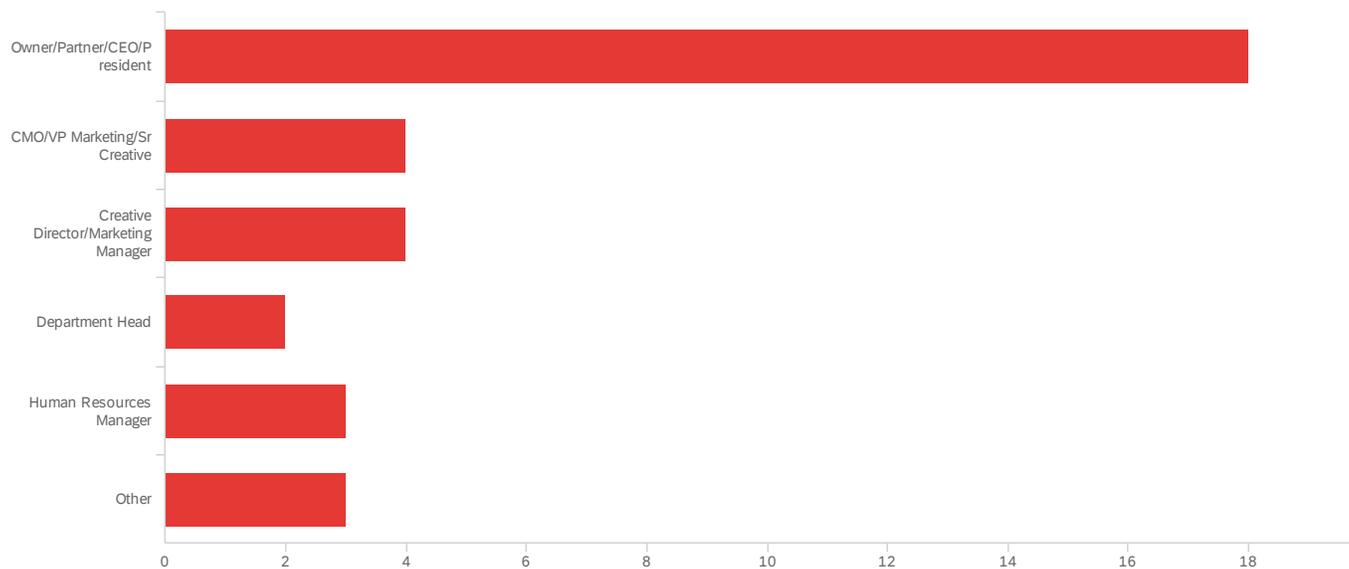


# Default Report

Creative Employment Survey

December 21, 2020 11:31 AM MST

## Q1 - Please tell us what best describes your position:



| # | Field   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | Please tell us what best describes your position: - Selected Choice | 1.00    | 6.00    | 2.32 | 1.73          | 2.98     | 34    |

| # | Field                               | Choice Count |
|---|-------------------------------------|--------------|
| 1 | Owner/Partner/CEO/President         | 52.94% 18    |
| 2 | CMO/VP Marketing/Sr Creative        | 11.76% 4     |
| 3 | Creative Director/Marketing Manager | 11.76% 4     |
| 4 | Department Head                     | 5.88% 2      |
| 5 | Human Resources Manager             | 8.82% 3      |
| 6 | Other                               | 8.82% 3      |

34

Showing rows 1 - 7 of 7

Q1\_6\_TEXT - Other

Other

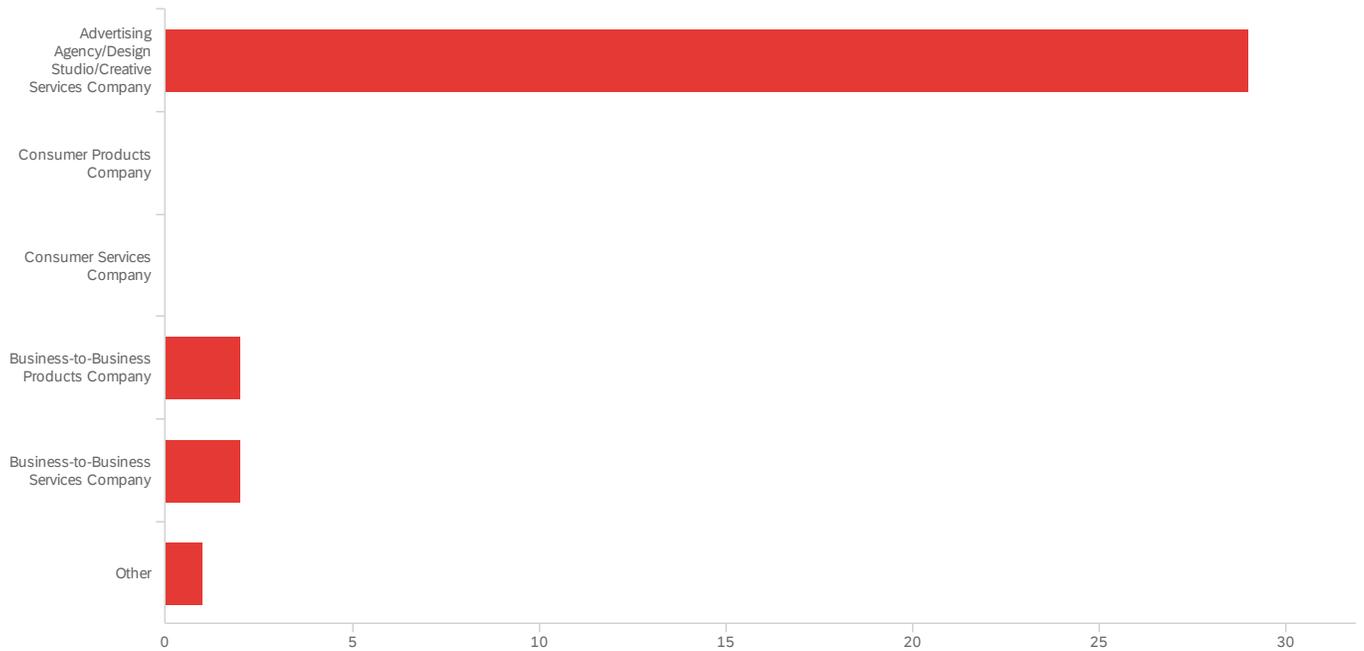
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Office Manager in collaboration with Associate Creative Director

Director of Operations

Operations Manager

## Q2 - What best describes your company:



| # | Field   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | What best describes your company: - Selected Choice | 1.00    | 6.00    | 1.56 | 1.38          | 1.89     | 34    |

| # | Field  | Choice Count |
|---|--|--------------|
| 1 | Advertising Agency/Design Studio/Creative Services Company | 85.29% 29    |
| 2 | Consumer Products Company                                  | 0.00% 0      |
| 3 | Consumer Services Company                                  | 0.00% 0      |
| 4 | Business-to-Business Products Company                      | 5.88% 2      |
| 5 | Business-to-Business Services Company                      | 5.88% 2      |
| 6 | Other  | 2.94% 1      |

34

Showing rows 1 - 7 of 7

### Q2\_6\_TEXT - Other

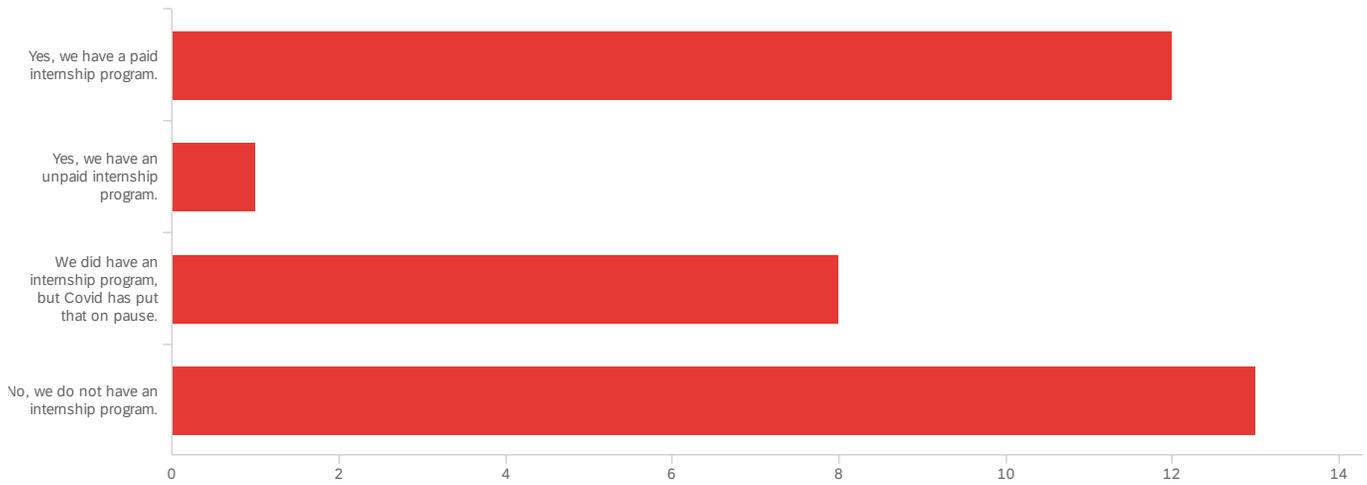
Other

Other

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Public Relations and Marketing firm

### Q3 - Do you have an internship program for creative team members?



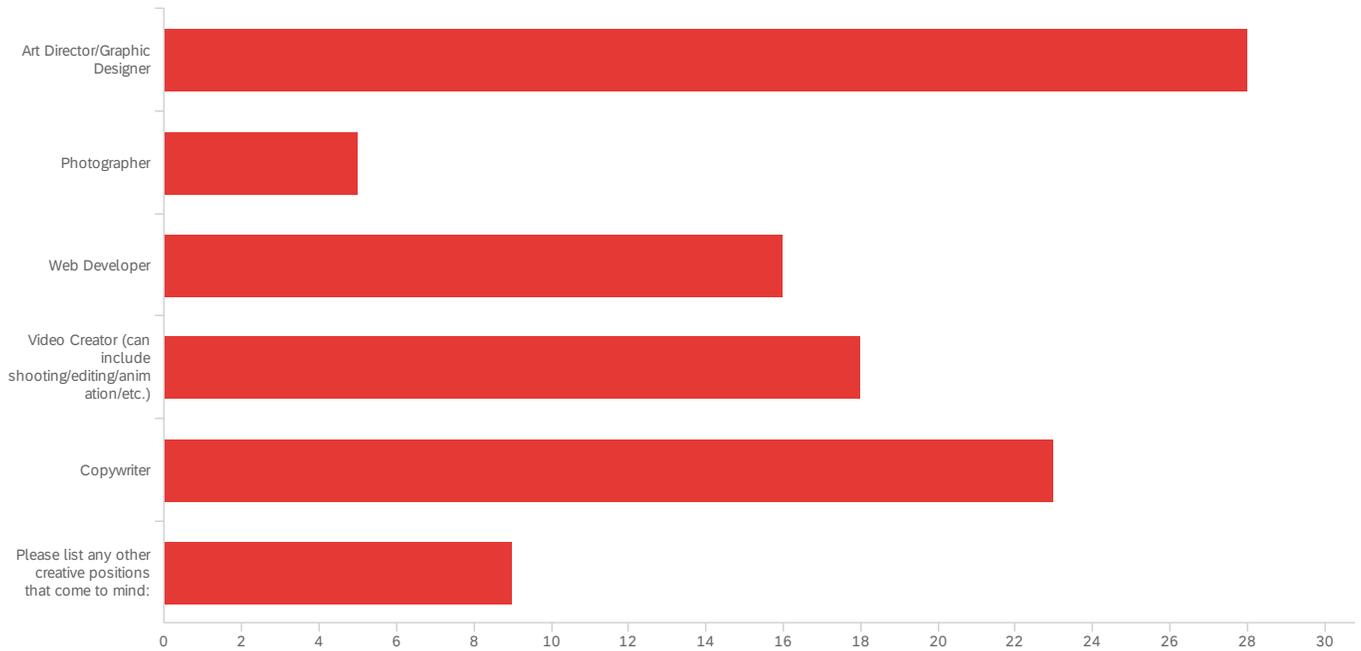
| # | Field  | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | Do you have an internship program for creative team members? | 1.00    | 4.00    | 2.65 | 1.30          | 1.70     | 34    |

| # | Field   | Choice Count |
|---|---|--------------|
| 1 | Yes, we have a paid internship program.                             | 35.29% 12    |
| 2 | Yes, we have an unpaid internship program.                          | 2.94% 1      |
| 3 | We did have an internship program, but Covid has put that on pause. | 23.53% 8     |
| 4 | No, we do not have an internship program.                           | 38.24% 13    |

34

Showing rows 1 - 5 of 5

Q4 - What type of "creative" positions do you hire for as in-house positions? (In general terms, does not mean you necessarily have a current opening.)



| # | Field   | Choice Count |
|---|---|--------------|
| 1 | Art Director/Graphic Designer                               | 28.28% 28    |
| 2 | Photographer  | 5.05% 5      |
| 3 | Web Developer   | 16.16% 16    |
| 4 | Video Creator (can include shooting/editing/animation/etc.) | 18.18% 18    |
| 5 | Copywriter  | 23.23% 23    |
| 6 | Please list any other creative positions that come to mind: | 9.09% 9      |

99

Showing rows 1 - 7 of 7

Q4\_6\_TEXT - Please list any other creative positions that come to mind:

Please list any other creative positions that come to mind:

Producer/Director/Writer

none, we are all freelance

Please list any other creative positions that come to mind:

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We hire on a contract basis per project

public relations

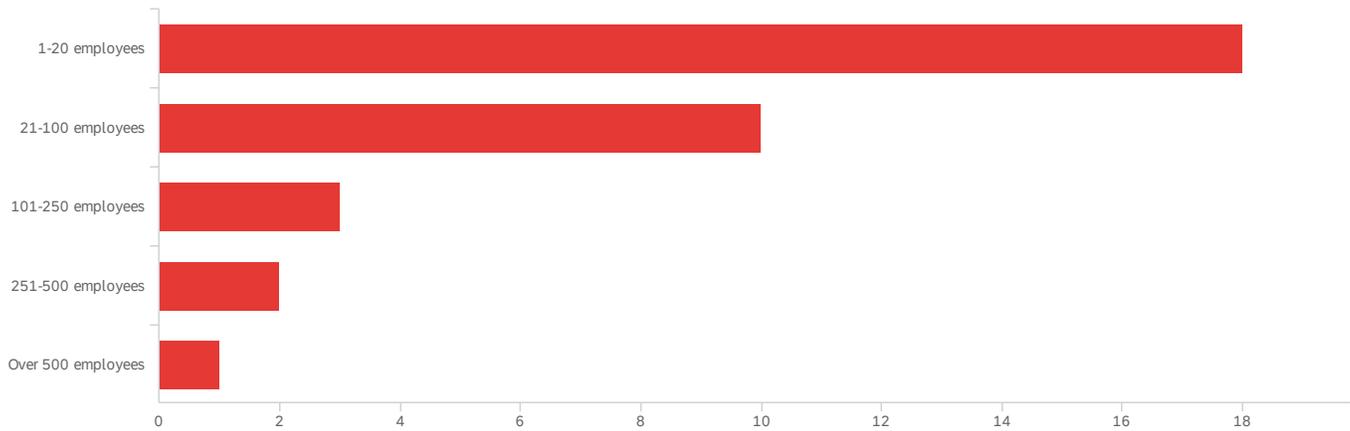
Generalist

production artist, retoucher

Public Relations

We only hire on a contractor basis (10-99). We hire graphic designers and copywriters frequently. On occasion we will partner with photographers and videographers.

## Q5 - How big is your company?

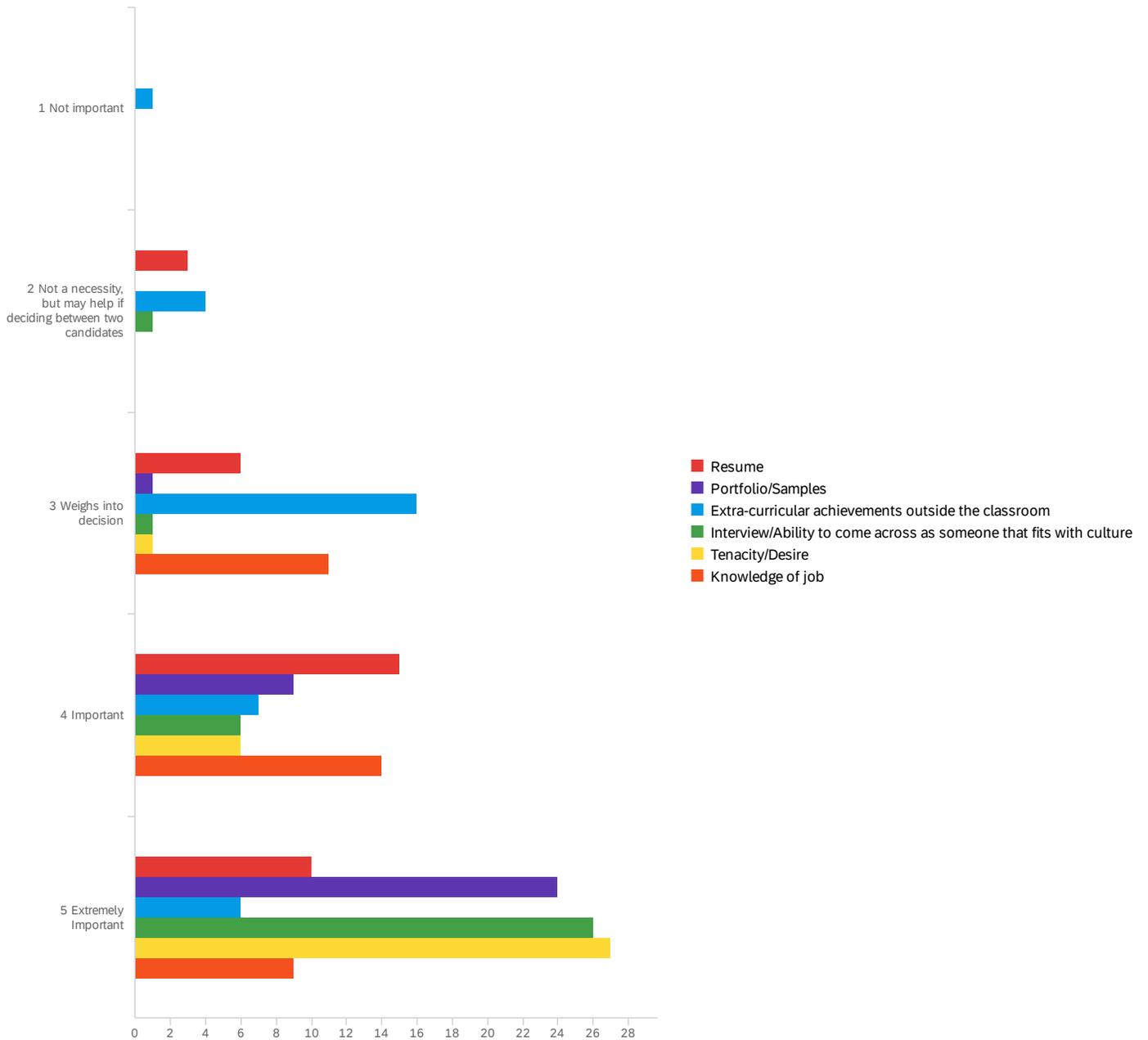


| # | Field                    | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--------------------------|---------|---------|------|---------------|----------|-------|
| 1 | How big is your company? | 1.00    | 5.00    | 1.76 | 1.03          | 1.06     | 34    |

| # | Field              | Choice Count |
|---|--------------------|--------------|
| 1 | 1-20 employees     | 52.94% 18    |
| 2 | 21-100 employees   | 29.41% 10    |
| 3 | 101-250 employees  | 8.82% 3      |
| 4 | 251-500 employees  | 5.88% 2      |
| 5 | Over 500 employees | 2.94% 1      |
|   |                    | 34           |

Showing rows 1 - 6 of 6

Q6 - On a scale of 1-5, 5 being extremely important, 1 being not important at all, please share with us your thoughts on the following items as it relates to your company and evaluating a candidate for employment. (In particular, as it relates to recent college graduates/entry or junior level positions.)



# Field Minimum Maximum Mean Std Deviation Variance Count

| # | Field  | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | Resume   | 2.00    | 5.00    | 3.94 | 0.91          | 0.82     | 34    |
| 2 | Portfolio/Samples  | 3.00    | 5.00    | 4.68 | 0.53          | 0.28     | 34    |
| 3 | Extra-curricular achievements outside the classroom                | 1.00    | 5.00    | 3.38 | 1.00          | 1.00     | 34    |
| 4 | Interview/Ability to come across as someone that fits with culture | 2.00    | 5.00    | 4.68 | 0.67          | 0.45     | 34    |
| 5 | Tenacity/Desire  | 3.00    | 5.00    | 4.76 | 0.49          | 0.24     | 34    |
| 6 | Knowledge of job   | 3.00    | 5.00    | 3.94 | 0.76          | 0.58     | 34    |

| # | Field  | 1 Not important | 2 Not a necessity, but may help if deciding between two candidates | 3 Weighs into decision | 4 Important | 5 Extremely Important | Total |
|---|--|-----------------|--|------------------------|-------------|-----------------------|-------|
| 1 | Resume   | 0.00% 0         | 8.82% 3  | 17.65% 6               | 44.12% 15   | 29.41% 10             | 34    |
| 2 | Portfolio/Samples  | 0.00% 0         | 0.00% 0  | 2.94% 1                | 26.47% 9    | 70.59% 24             | 34    |
| 3 | Extra-curricular achievements outside the classroom                | 2.94% 1         | 11.76% 4   | 47.06% 16              | 20.59% 7    | 17.65% 6              | 34    |
| 4 | Interview/Ability to come across as someone that fits with culture | 0.00% 0         | 2.94% 1  | 2.94% 1                | 17.65% 6    | 76.47% 26             | 34    |
| 5 | Tenacity/Desire  | 0.00% 0         | 0.00% 0  | 2.94% 1                | 17.65% 6    | 79.41% 27             | 34    |
| 6 | Knowledge of job   | 0.00% 0         | 0.00% 0  | 32.35% 11              | 41.18% 14   | 26.47% 9              | 34    |

Showing rows 1 - 6 of 6

Q7 - Please share any other background, traits, indicators, etc. that you look for in a job candidate. Please include hard skills (e.g. knowledge of graphics program) and/or soft skills (e.g. organized, good time manager, etc.)

Please share any other background, traits, indicators, etc. that you look f...

someone who has succeeded on a team

ability to not have an ego, being flexible with feedback, building off of ideas to make things better, being ok with taking client direction even if it's not what you think works best for the design, able to learn animation for web banners, understand web UX and design for it or work with developers hand-in-hand, be ok if something is "good enough" if it's going to take twice as long to make it perfect, have some video editing knowledge but most of all willingness to pick it up

I take their demeanor more into account. Confidence is key, and is what is most important during the first interview.

Certainly base knowledge of Adobe Creative Suite is a must. In addition, the ability to work under deadlines, flexibility and good communication are essential.

Depending on the position the candidate will need to know specific software or be familiar with specific technology. Everyone in this industry needs to handle stress well. Look for people who show responsibility and good time management, work well with others, but also can work independently.

experience with multiple graphics programs, skills in multiple areas (web, print, photo, video), independent and team player, self starter, ability to prioritize work

How much work he has done on his own outside of school which goes to drive/passion.

Prior professional experience

Personable; able to demonstrate communications skills that will make them a more valued associate. Associate chemistry is highly important in a smaller firm.

Ability to collaborate with others, and accept creative direction even if that direction is not their preference.

Punctual, Knowledgeable, Team player, Self motivated, Goes above and beyond.

Environmental Graphic Design experience

Soft skills are huge. We need people who know it's important to stay engaged

self-starter, problem solver

Soft skills such as time management, communication, presentation skills

self starter, organized, honest, resilient, hunger to learn more, tech savvy

High-capacity (workload, task switching), Solution-oriented (i.e. if they see a problem, suggest solutions)

Please share any other background, traits, indicators, etc. that you look f...

Communication

Passion for the business of advertising and design. Desire to learn and grow. Someone who desires opportunities for growth. And most of all talent.

Software knowledge a must; must be able to manage responsibilities and work well with others; MUST want to work in this business

Strong Communicator

Intellectually curious; self-starter

hunger and willingness to succeed

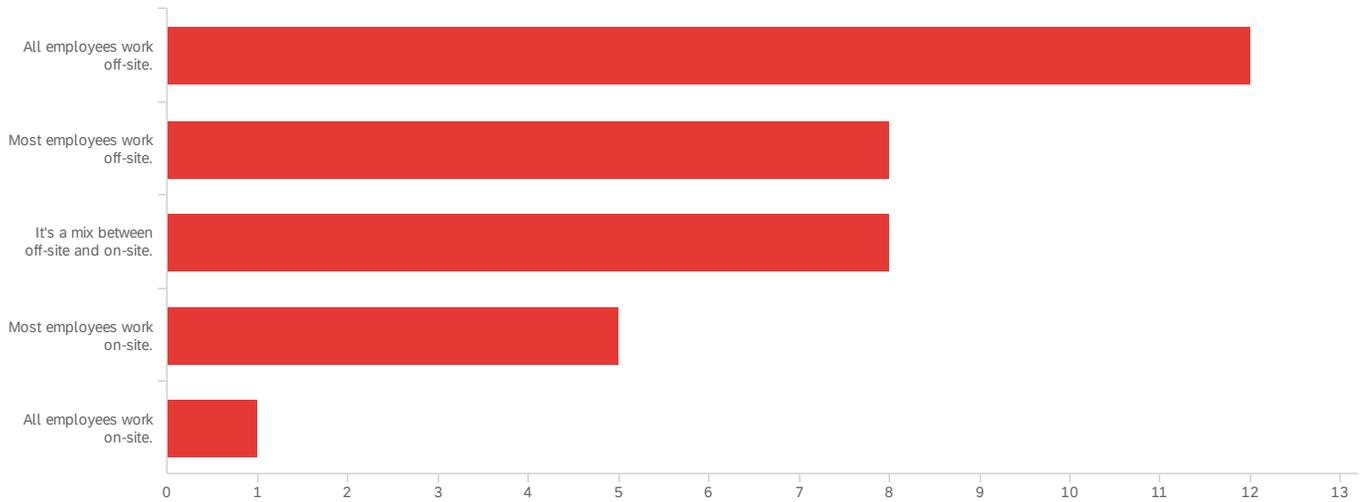
did they prepare, ask great questions, follow up, express interest in meeting team, ask my philosophy of business, how we help employees grow beyond their skills coming in to the agency

come from a family with / grew up with discipline. Jobs in sales and service. (waiter / waitress, retail selling )

flexibility, ability to take criticism, time management, attention to detail

## Q8 - Because of Covid, many companies are currently having employees work off-site.

Where does your company fit in?



| # | Field  | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | Because of Covid, many companies are currently having employees work off-site. Where does your company fit in? | 1.00    | 5.00    | 2.26 | 1.17          | 1.37     | 34    |

| # | Field                                    | Choice Count |
|---|--|--------------|
| 1 | All employees work off-site.             | 35.29% 12    |
| 2 | Most employees work off-site.            | 23.53% 8     |
| 3 | It's a mix between off-site and on-site. | 23.53% 8     |
| 4 | Most employees work on-site.             | 14.71% 5     |
| 5 | All employees work on-site.              | 2.94% 1      |
|   |  | 34           |

Showing rows 1 - 6 of 6

Q9 - If you are a hiring for a position where the employee would be working off-site, how would you evaluate whether a candidate is capable of doing the work without direct supervision? How would a recent graduate convince you that they can handle this responsibility?

If you are a hiring for a position where the employee would be working off-...

N/A

Offer to do freelance work for some upcoming projects the agency has to test it out

Ability to professionally conduct Zoom interviews. Relevant examples from the interviewee.

I'd give them a task to take home and judge its completeness to assess them.

This is a hard question even in non-Covid times. Asking questions like how the company manages workflow and scope of work/projects would indicate they put thought into time management.

We're preferring people who can work in the office and probably would be a bit leery to hire someone just out of college for a work-at-home position.

I would ask him/her to explain how they prioritize work in a typical day, what motivates them to work independently, how they communicate with their supervisor to keep them informed of progress on tasks, and if they can share some stories as to how they needed to work independently on a project(s) under a tight deadline.

I might give them an assignment with tight turnaround to see how they work.

Succeeding with online courses

Work quality (design and content), output/speed, billable time per project.

Hiring is on pause

We have a time tracker they would have to fill in daily. Their work would also be shared before it went to client.

Provide examples of work they've done without direct supervision, even in classroom environment

we don't hire recent graduates. They need to be committed freelancers.

References from colleagues from other assignments/projects

portfolio, interview answers, references

regular communication. Doesn't wait to get things done.

If you are a hiring for a position where the employee would be working off...

Have them work on a test project via Zoom screenshare.

Conversation, check ins, etc.

I would ask them to cite experiences from remote course work or internships.

via video meetings, reviewing of work - interns need to be sure they are constantly doing outreach, providing updates to supervisors, etc.

N/A

This is new territory for everyone. We are starting with a supervisor in the new hire in the office together for 2-3 days a week until both parties are confident in working off-site full time. All protocols are followed when working in the office.

A new candidate will have to convince us that, based on past experience in an internship or other related experience that they have developed the skillset. Being situationally aware and capable of self management is a "get it" thing. We screen for "get it" people.

this is why we are not hiring right now despite being very busy. The time to bring someone up to speed virtually is daunting.

Demonstrate communication skills, initiative and accountability

This is not a good survey question. Can't be answered in the way it is asked.

we do frequent intrnal zooms as group and one-on-one

Would not hire off site workers. Its too important to be in the office.

Knowledge of project management platforms like Asana, Wrike, Basecamp. Ability to communicate clearly in writing and also via telephone and video calls. And definitely responsiveness to emails, calls, etc.

# Q10 - What can a recent college grad do to make a positive impression with you and your organization to be considered for a position?

What can a recent college grad do to make a positive impression with you an...

Send a handwritten thank you note

Let the agency know that you can put the client first over your own opinion. That you can be flexible and work quickly -- mention times when you had to get something done fast or how quickly you can complete things.

Clean, correct resume with experiences made relevant to the position. For some positions an employment website.

Show a desire to learn and grow beyond where they are now.

One of the biggest things that influences my impression of someone is if I can see genuine excitement when they talk about the trade, learning new skills or techniques. When talking about past work talking about what makes them proud of it but also what they would do differently to improve. (Also as the one who gets the first pass at resumes - make sure to proof and then proof again! I see a lot of typos and mistakes! And BTW this question has a typo - FYI ☐)

Top of their game. Assertive. Positive. Mature. Interview well. Follow up appropriately.

I encourage college grads to learn what they can about our company and explain how and why they would fit in to our culture and what they can offer. They should be able to communicate openly about their career aspirations so that both of us can determine if there is a good match.

be tenacious in getting through and following up with emails to be interviewed. don't give up if you don't hear anything.

Ask questions, do a little homework before the interview, be authentic

Be organized and enthusiastic during the first interview; provide a well-written/composed resume and cover letter at the time of application.

the ability to articulate their project work clearly, strategically, creatively and effectively

Be knowledgeable and ready to begin and manage themselves well.

well designed online portfolio.

Understand the work that we do, share a relevant portfolio to the work we do

N/A

Showcase dependability, flexibility and versatility with technology

demonstrate curiosity and passion

proof read the question they are asking (see above). Attention to detail.

Research on recent project and ask questions about the project.

What can a recent college grad do to make a positive impression with you an...

have a site and opinion

Show that you've done some research about who we are and attempt to articulate your understanding of what we do and what your role would be in it.

stay in touch softly via linked in, ask for info interview even if not a job

Have a portfolio, know Adobe Creative Suite and focus on writing skills - that will set you apart

Your book of work is so important. If your college projects are not getting you hired create your own projects that represent you and the type of work you want to do.

see above .... past relevant experience through internships in related positions are required, as well.

Do your homework about our company, clients and industry

Reach out to a person, demonstrate interest in the career path, ask for an informational interview

Show desire to learn and to be successful.

see first comment box

Be tenacious. Have a plan and execute it. Do your homework.

Have a professionally designed (not overly designed) resume, portfolio presentation is key, initial communication, and follow-up.

What can a recent college grad do to make a positive impression with you an...

Send a handwritten thank you note

Let the agency know that you can put the client first over your own opinion. That you can be flexible and work quickly -- mention times when you had to get something done fast or how quickly you can complete things.

Clean, correct resume with experiences made relevant to the position. For some positions an employment website.

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What can a recent college grad do to make a positive impression with you an...

Ask questions, do a little homework before the interview, be authentic

Be organized and enthusiastic during the first interview; provide a well-written/composed resume and cover letter at the time of application.

the ability to articulate their project work clearly, strategically, creatively and effectively

Be knowledgeable and ready to begin and manage themselves well.

well designed online portfolio.

Understand the work that we do, share a relevant portfolio to the work we do

N/A

Showcase dependability, flexibility and versatility with technology

demonstrate curiosity and passion

proof read the question they are asking (see above). Attention to detail.

Research on recent project and ask questions about the project.

have a site and opinion

Show that you've done some research about who we are and attempt to articulate your understanding of what we do and what your role would be in it.

stay in touch softly via linked in, ask for info interview even if not a job

Have a portfolio, know Adobe Creative Suite and focus on writing skills - that will set you apart

Your book of work is so important. If your college projects are not getting you hired create your own projects that represent you and the type of work you want to do.

see above .... past relevant experience through internships in related positions are required, as well.

Do your homework about our company, clients and industry

Reach out to a person, demonstrate interest in the career path, ask for an informational interview

Show desire to learn and to be successful.

see first comment box

Be tenacious. Have a plan and execute it. Do your homework.

Have a professionally designed (not overly designed) resume, portfolio presentation is key, initial communication, and follow-up.

## Q11 - What are some of the mistakes that a recent college grad should avoid when looking for a position with you and your organization?

What are some of the mistakes that a recent college grad should avoid when...

entitlement

Don't presume to know what their clients should do or change -- a lot of work has gone into building those brands and they have a history that you may not know.

Don't apologize for what you haven't done. Make what you have relevant.

Coming in cocky and off as a know-it-all.

It's important to be able to show work that reflects being able to work collaboratively and under parameters. Showing a pretty piece of artwork doesn't mean anything unless they can explain why the piece demonstrates ability to design intelligently and creatively for someone else - not themselves. Also, make sure to do your homework. Research the company, make sure your facts are accurate. And make sure there is something about the company that genuinely gets you excited (if there isn't anything, maybe it's not a good fit!)

Not being focused enough in their outreach to us. If we're looking for a specific skill set sell us on how you can fit in, provide a solution, fill the requirements.

I can't think of anything specific at the moment as I would hope that they have had some interviewing training and/or experiences.

don't interview when you know nothing about the organization or the person interviewing you. do your research before coming in.

Spelling errors and typos in submitted materials

Not providing the information I request up-front, and avoiding sloppy responses or mistakes when responding.

Not prepared for the interview

Being late, Not being prepared, Little knowledge, Lack of being of team player.

they should have experience

Be sure to "stay in your lane." Don't overpromise to impress but then fail to deliver because you exaggerated your capabilities.

Pretend they know more than they do.

Not having a portfolio. Lack of taking direction or constructive criticism

Not hearing the question asked and answering with an irrelevant

Lack of attention to detail,

A big mistake is not selling yourself. We've had candidates that don't speak to the work in their book. What the challenge was. How they approached it and why their solution was the right answer. They should treat interviews as if we are their potential clients.

What are some of the mistakes that a recent college grad should avoid when...

Poorly constructed resume (sadly, a regular thing); poor business etiquette; lack of homework showing an investment in understanding our business

Often the first question I get asked is about paid time off and work hour schedules. We are not a 9-5 organization. We see a lot of college grads more worried about how many hours they'll have to work than what they'll learn and how they can make a difference

Asking about time off, being passive about and within the role

Not act professionally and formally.

do the opposite of first comment box, underdress for interview

Send me emails and leave it at that. Ask me to call you.

A basic resume done in Word that lacks organization or any type of design -- I would caution against overdesigning however. Not providing a link to a portfolio site or a pdf of samples. Number one thing we do when considering an employee is Google their name and check social media. Please make sure all of your social media is appropriate.

## Q12 - What else should we know from your perspective as it relates to recent college grads looking for a creative position?

What else should we know from your perspective as it relates to recent coll...

Prove to me that you want the job, that you have done your homework and you can contribute

New grads should know that there will be a lot of brand rules and guidelines they'll need to learn and they'll need to stay within those -- mimicking and building off of what others have done, rather than making new things most of the time.

Always ask about onboarding and talent development. They're key to entry-level success.

It's a fine line between showing confidence and being proud of one's skills and coming off as too self important. Be sure to show a real warm, eager side of your personality - playing it cool often comes across as either boring or over confident. We are a small company and we pride ourselves in liking to work with each other so being a good fit culturally is as (if not more) important as straight talent.

They need to start looking for a job when they are still in school. They need to make connections. Network. Have internships. It's a relationship.

I would say that in our business they should expect to be a jack of all trades and bring as many skills to the table as possible. They should also be eager to learn and advance their skills as I feel like there is a lot of room to grow as technology continues to advance.

internships and book is everything. looking for passionate creatives. also looking for diversity

Be ready to answer questions about collaborative experiences

They should have a plan in place, not simply seeking a first- or starter job. They should also be able to convey their enthusiasm and a desire to contribute to the position and company - not simply fill a spot or occupy a chair.

Know your stuff. Bring highly diverse samples and examples of your work. Be innovative and avant garde.

we are not set up to train, it's not our business model.

Be memorable and flexible

We are definitely looking for diversity of thought and willingness to work and think outside the box.

Should have a well rounded cultural literacy

Ability to take constructive criticism. The want to learn more.

They should remember that they should be interviewing for fit as well and making sure they feel like they can be part of the culture/team they are joining. If it doesn't feel right, it probably isn't.

Don't specialize in one area, be open to everything

Have fun. It's an exciting time with new mediums and all the tools at your disposal. Take advantage of all of this. Collaboration and great communication will really set you up to succeed.

What else should we know from your perspective as it relates to recent coll...

---

It is a crowded market, made even more crowded by the glut of experienced talent in the market due to COVID-related cuts. Recent grads must be exceptional in all aspects of their search prep and MUST have invested in their educational experience beyond the classroom.

Contribute; be accepting of criticism; have a POV; have a reason for everything you do

offer to do some work for free on a project.

Don't give up. Everyday try to do something that will make contacts, increase your knowledge of the industry or provide you with personal growth. Keep at it, things will work out.

**End of Report**