



There is a joint interest of APPAM academic and non-academic institutional members for policy and public affairs programs to produce graduates with marketable skills. However, there is little information available about the skills desired of new Masters-level and new Doctorate-level researchers employed by APPAM’s non-academic institutional members. APPAM is launching this data collection as a benefit to both our academic and non-academic members to help graduate programs improve the match between the skills of graduates and those desired by research firms.

Our goal is to share the survey results in aggregate at the Spring Conference/Institutional Reps Meeting in May, and we would greatly appreciate and value your participation and contributions. We will not identify responding institutions. The survey should only take about 15 minutes of your time.

Non-Academic Employer Survey; Survey Closes April 15

1. How important are the following research skills in your assessment of candidates for new Masters-level research positions and new Doctorate-level research positions?
(Select one per row)

	Very Important	Somewhat Important	Not Important	Not applicable (researchers at this level do not typically conduct work that requires these skills)
For Masters-level researchers				
Basic quantitative data analysis (e.g., descriptive, bivariate, multiple or logistic regression)				
Advanced quantitative data analysis (e.g., structural equation modeling, hierarchical linear modeling, propensity score matching)				
Data analytics (e.g., machine learning, predictive analytics)				

Qualitative data analysis				
Mixed-methods analysis				
Cost-Benefit Analysis				
Program evaluation study design				
Evaluability assessment				
Formative assessment				
Summative assessment				
Impact Evaluation				
Quasi-experimental designs				
Implementation studies				
Other descriptive studies				
Systematic reviews				
Survey design				
Performance measurement				
Policy analysis				
For Doctorate-level researchers				
Basic quantitative data analysis (e.g., descriptive, bivariate, multiple or logistic regression)				
Advanced quantitative data analysis (e.g., structural equation modeling, hierarchical linear modeling, propensity score matching)				
Data analytics (e.g., machine learning, predictive analytics)				
Qualitative data analysis				
Mixed-method analysis				
Cost-Benefit Analysis				
Program evaluation study design				
Evaluability assessment				
Formative assessment				
Summative assessment				
Impact Evaluation				
Quasi-experimental designs				
Implementation studies				
Other descriptive studies				
Systematic reviews				
Survey design				
Performance measurement				
Policy analysis				

2. How important are the following writing and communication skills in your assessment of candidates for new Masters-level research positions and new Doctorate-level research positions? (Select one per row)

	Very Important	Somewhat Important	Not Important	Not applicable (researchers at this level do not typically conduct work that requires these skills)
For new Masters-level researchers				
Literature reviews				
Report writing (e.g., for technical reports, study designs, issue briefs, white papers)				
Non-technical writing (e.g., for op-eds, blogs, tweets, online data stories)				
Writing for professional journals				
Proposal writing (e.g., for grants or contracts)				
Ability to translate technical material into non-technical material for a lay audience				
Data visualization skills				
Oral communication/presentation skills				
For conference presentations				
For client interactions				
For business development networking opportunities				
For new Doctorate-level researchers				
Literature reviews				
Report writing (e.g., for technical reports, issue briefs, white papers)				
Non-technical writing (e.g., for op-eds, blogs, tweets, online data stories)				

Writing for professional journals				
Proposal writing (e.g., for grants or contracts)				
Ability to translate technical material into non-technical material for a lay audience				
Data visualization skills				
Oral communication/presentation skills				
For conference presentations				
For client interactions				
For business development networking opportunities				

3. How important are the following areas of experience in your assessment of candidates for new Masters-level research positions and new Doctorate-level research positions? (Select one per row)

	Very Important	Somewhat Important	Not Important	Not applicable (researchers at this level do not typically conduct work that requires this experience)
For new Masters-level researchers				
Contract or grant budgeting				
Project management				
Teaching experience				
Professional experience in nonacademic organizations (e.g., internships or paid employment)				
Expertise in particular a policy area				
For new Doctorate-level researchers				
Contract or grant budgeting				
Project management				
Teaching experience				

Professional experience in nonacademic organizations (e.g., internships or paid employment)				
Expertise in particular a policy area				

4. How important are the following other skills or experiences in your assessment of candidates for new Masters-level research positions and new Doctorate-level research positions? (Select one per row)

	Very Important	Somewhat Important	Not Important	Not applicable (researchers at this level do not typically conduct work that requires this skill or experience)
For new Masters-level researchers				
A record of publications				
Interpersonal skills				
For new Doctorate-level researchers				
A record of publications				
Interpersonal skills				

5. How often are new Masters-level and Doctorate-level researchers at your organization expected to use the following software packages? (Select one per row)

	Frequently	Occasionally	Rarely/Never
For new Masters-level researchers			
Study design software (e.g., PowerUp!, Optimal Design)			
SAS			
Stata			
SPSS			
R			
Python			
Machine Learning			
MPlus			
ARCGIS			
Tableau			

D3			
Git/GitHub			
NVivo			
Excel			
Other quantitative software (specify)			
Other data analytics software (specify)			
Other geographic information systems software (specify)			
Other qualitative software (specify)			
For new Doctorate-level researchers			
Study design software (e.g., PowerUp!, Optimal Design)			
SAS			
Stata			
SPSS			
R			
Python			
Machine Learning			
MPlus			
ARCGIS			
Tableau			
D3			
Git/GitHub			
NVivo			
Excel			
Other quantitative software (specify)			
Other data analytics software (specify)			
Other geographic information systems software (specify)			
Other qualitative software (specify)			

6. Where do you recruit candidates for new Masters- or Doctorate-level research positions? (Check all that apply)
- Online, through popular job search sites (LinkedIn, Indeed, etc.)
 - Online, through niche job search sites (Public Service Careers, etc.)
 - At job fairs (Idealist, etc.)

- Directly through graduate programs
- Other (specify)