

CSUMB Survey of Potential Employers

Welcome!

Dear Madam/Sir,

The School of World Languages and Cultures (SWLC) is considering a *name change* for its Bachelor's degree in order to provide its students with the best possible career opportunities. SWLC is considering calling its undergraduate degree a "Bachelor's in Spanish" instead of the current "Bachelor's in World Languages and Cultures with emphasis in Spanish". Your input is essential in SWLC's decision-making process.

We appreciate your input and look forward to sharing our results with you.

Please take a moment and answer the survey's 4 questions. The survey should take no longer than a couple of minutes.

Consent Form

Please read the following "Consent Form" and then indicate whether you would like to proceed.

CONSENT FORM

1. PURPOSE: The purpose of this survey is to gather information about the name of a degree program.
2. PROCEDURES: You will respond to several questions about the degree name by selecting or typing answers.
3. DISCOMFORTS and RISKS: There are no known risks involved in completing this survey.
4. BENEFITS: The results of the study are intended to benefit students at CSUMB, and students in the CSU system more broadly.
5. DURATION: It will take no longer than 5 minutes to complete the survey.
6. CONFIDENTIALITY: The data will be collected on a secure webserver and will not include any personally identifiable information about you. Findings will be disseminated in aggregate form, with no information identifying individuals or individual programs.
7. RIGHT TO ASK QUESTIONS: Contact Rafael Gomez (Rafael_Gomez@csumb.edu) with any questions about the survey.
8. VOLUNTARY Participation: You are not required to participate in this study. You can stop your participation at any time.

* Please indicate below whether or not you consent to participate (click blank and select), then click "Next".

I consent to participate.

I do not consent to participate.

Background

1. Please give us some information about your type of workplace.

a. For-profit company

b. Not-for-profit company

c. Other

2. Please describe the type(s) of services your workplace provides.

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3. Please describe the type(s) of employment you offer.

Degree name

4. Please provide us with some information about the relationship between your employment practices and the name of our undergraduate degree.

If/when you look for an employee with each of the skills on the left, which degree name seems most attractive?

	Bachelor's Degree in Spanish	Bachelor's degree in World Languages and Cultures with emphasis in Spanish	Either degree name fulfills my needs	Neither degree name fulfills my needs	Not Applicable
Spanish language abilities	jn	jn	jn	jn	jn
Knowledge of Spanish cultures	jn	jn	jn	jn	jn
Both language and cultural knowledge	jn	jn	jn	jn	jn
Ability to teach Spanish	jn	jn	jn	jn	jn
Ability to translate orally	jn	jn	jn	jn	jn
Ability to translate in writing	jn	jn	jn	jn	jn

If you answered "neither" on any of the above, please provide suggested degree names here:

5. Please describe the Spanish-related abilities that you look for in an employee.

Thank you!

We appreciate your valuable contribution to this survey!