

THE UNIVERSITY OF NAIROBI IS THE MOST PREFERRED SOURCE OF NEW STAFF BY KENYAN EMPLOYERS

The Study by CPS International, Marketing and Social Research Firm, Surveyed 67 Universities and 50 Organisations between November and January



University of Nairobi Tower

SKILLS AND KNOWLEDGE

- The most valued skills among employers are basic numeracy and literacy, ICT, ability to work in a team, positive attitude, strong communication abilities, decision-making and organisation.
- “Studying overseas is not so much of an issue for new graduates, considering that only 11% of employers think it is an added advantage,” the survey says, adding that 28% of new recruits are local graduates with at least three-month experience.
- 24% of new recruits are local graduates with no experience.
54% said reputation of universities has a bearing on graduate employability, and 26% consider it inconsequential.

- Report says universities that are ranked high and with a good reputation have a higher chance of employment than those poorly perceived.
- 56% of the employers say they are satisfied with the quality of newly hired graduates.
- 33% say recruits do not meet their expectations in terms of skills and general knowledge.
- Employers dissatisfied with the quality of graduates cite a high on-the-job-training cost and general acceptability of the recruits.