TOEIC® Scores for New Recruits in FY2015

Each year the TOEIC Newsletter publishes data on newly hired employees who take the test through the TOEIC Institutional Program (IP).

In FY2015, the number of TOEIC examinees increased by nearly 3,900 persons compared with the previous fiscal year, reaching a new record high for the second consecutive year. This increase demonstrates that, with the rapid globalization of businesses, more and more companies are paying greater attention to the English proficiency of their employees. In this newsletter, we will also present the results of the TOEIC Speaking & Writing (TOEIC S&W).

Average Score for Examinees and Companies Administering the TOEIC® Test

Record Number of TOEIC Examinees for Both New and Provisional Recruits for the Second Consecutive Year

In FY2015, although the number of companies administering the TOEIC test for new recruits declined slightly from the previous fiscal year, the number of TOEIC examinees increased year-on-year by 3,873, or 12.8%, to 34,085, while the average score stood at 494 scores. The increase in the number of TOEIC examinees reflects the increasing need for English in corporate settings. Compared with FY2011, the number of companies administering the TOEIC test for new recruits increased by 63, or 8.8%, and the number of TOEIC examinees rose by 6,689 persons, or 24.4%.

New Recruits: Average Score, Examinees, Companies Administering Tests

Provisional Recruits: Average Score, Examinees, Companies Administering Tests

The number of provisional recruits among new graduates in FY2015 who took the TOEIC test was 11,449, and the number of companies administering tests was 338, both record highs. With the growing globalization of businesses, companies have begun to pay greater attention to their employees’ English proficiency and an increasing number of companies are raising awareness of the necessity of English among new hires before they join the company.

* Unless otherwise specified, figures contained in this report are based on the data of TOEIC IP test takers.
* Data refers to companies that administered the TOEIC test to provisional recruits between October 1 and December 31, 2014 and to new recruits between April 1 and May 31, 2015.
* The average total TOEIC test score is calculated by dividing the total score by the number of TOEIC examinees.
The Average Score of New Recruits is Higher than That of Existing Employees in Many Industries.

The average score of new recruits (494) is higher than that of existing employees (479) in many industries. The increasing need for English in all industries shows that opportunities for using English are growing irrespective of industry type.

Average Scores for New Recruits and Existing Employees

* Figures for existing employees were obtained by excluding new recruits and provisional recruits from Institutional Program (IP) examinees data for FY2014.
Compared with FY2011, the Number of TOEIC Examinees Scoring 500 or Higher Increased.

This chart shows the number of examinees at each score level as a percentage of the total number of examinees. A comparison of figures in FY2011 and FY2015 indicates that with a score of 500 as a benchmark, the percentage of examinees who scored less than 500 scores declined and that of examinees who scored 500 or higher increased for almost all the score levels.

Number of Examinees and Companies Administering Tests

The number of companies administering TOEIC S&W was 68 and the number of examinees was 1,575, while the number of examinees for the TOEIC Speaking was 1,573 and that for the TOEIC Writing was 1,244. The results of these tests correlate with the amount of time spent overseas by the examinees; more specifically, the longer time examinees spent overseas, the higher their score tended to be.

Reference

TOEIC® Speaking & Writing of New Recruits in FY2014

The number of companies administering the TOEIC Speaking & Writing was 68 and the number of examinees was 1,575, while the number of examinees for the TOEIC Speaking was 1,573 and that for the TOEIC Writing was 1,244. The results of these tests correlate with the amount of time spent overseas by the examinees; more specifically, the longer time examinees spent overseas, the higher their score tended to be.

* This data refers to examinees of companies that administered the IP test in the periods from April 1, 2013 and 2014 to March 31 of the following year.
* The total score for both the TOEIC Speaking and the TOEIC Writing is 200 scores.
More Liberal Arts and Science Graduates are Taking the TOEIC Test.

The number of liberal arts graduates taking the TOEIC test upon entering the workforce increased by 1,737 despite a slight decline in their average score. The number of newly hired science graduates taking the TOEIC test increased by 1,921, although their average score remained almost unchanged.

Examinee Numbers and Average Scores for Newly Hired Liberal Arts and Science Graduates

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Examinee Numbers and Average Scores for Newly Hired Liberal Arts and Science Graduates

Looking at academic records, graduate students from every academic major recorded high test scores. The different score rates between undergraduate and graduate students was the smallest in the Humanities (education, art, languages, literature, music, psychology) and the largest in Accounting, Business, Economics, Finance, Marketing, and Trade.

Data on Academic Records by Major (Universities and Graduate Schools)

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Data of Final Academic Records by Academic Major (Universities and Graduate Schools)

* In each chart, the initials “L,” “R,” “S” and “W” refer, respectively, to listening, reading, speaking and writing.
Using the TOEIC® Test to Ascertain English Proficiency of New Employees and Encourage a Global Mindset

As its business expands, both in Japan and overseas, the Kao Group has been striving to develop personnel with a global outlook by integrating its training programs. Training plans for new employees are designed to nurture their cross-cultural understanding, to enhance their global mindset, and to raise their motivation to learn English. Employees must take the TOEIC test upon entering the company, and they are also encouraged to take it every year so that the company can ascertain their English proficiency.

Overseas Sales in 2014 Accounted for More Than 30% of Overall Sales and a Major Increase in International Ties for the Domestic Business

The Kao Group, a leading manufacturer of consumer products that include detergents, toiletries, and cosmetics, has been working to expand its presence in global markets. Overseas sales for the full year ending in December 2014 exceeded 30% of overall sales, encompassing 33 countries outside Japan. In its global operations, the company develops products designed to meet local needs, taking into consideration the differences in regional environments and lifestyles.

Meanwhile, the company's domestic business is also rapidly deepening its international ties as it merges with foreign business partners and strives to make inroads in overseas markets. Takeshi Shomura of the Training & Development, Human Capital Development stresses the importance of fostering globally minded employees: “Today, in all of our departments, fewer and fewer projects can be finished without working with overseas partners. In order to communicate effectively with people overseas and build networks, our employees need to acquire skills for communicating in English as a common language.”

Fostering a Global Mindset by Conducting Cross-Cultural Understanding Programs

The company advocates “learning initiated by employees” as the fundamental principle for human capital development and also provides training programs suited to each career stage. In addition, in 2010 Kao integrated its training programs globally among group companies to ensure that every employee shares the same values and vision. The new training plan contains two main categories: the Global Common Programs conducted beyond the boundaries of particular regions or departments, and the Global Professional Programs conducted by each department in a way that transcends national boundaries. Also, in the case of Japan, a series of original programs has been added to the common programs in response to the need to train new employees from the ground up. These training programs are called the Early Stage Programs.

The 3-year Early Stage Programs are composed of four phases: Program for Prospective Employees, Introductory Training for New Graduates, Follow-up Training, and Step-up Training. In the first phase, prospective employees take correspondence courses on business skills and English before...
joining the company. The course is not mandatory, but if they complete it, half the expense will be covered by Kao. After joining the company, new employees participate in the introductory training to learn about the company, develop a mindset as a member of society, acquire practical skills related to business, and last but not least deepen their understanding of the corporate philosophy known as the "Kao Way."

Serving as the highlight of the global training initiative, cross-cultural understanding programs are conducted in the follow-up training (six months after employees join the company) and the step-up training (the third year of employment). Both aim to develop a global mindset. Employees learn about various problems arising from cultural differences through case studies from inside and outside Japan. They are expected to better appreciate cultural differences by acquiring basic knowledge during the follow-up training and thus be prepared for learning more practical skills in the step-up training. During the step-up training they also engage in group discussions led by foreign instructors, a program designed to showcase the importance of gaining proficiency in English, thereby raising their motivation to study the language.

Yan Xia, who works in the same department as Shomura, looks back on the program of the previous year: "We divided students into groups regardless of their levels of English proficiency. As a result, it created an awkward atmosphere between those who spoke English well and those who didn’t. This year, groups will be divided by levels, and we hope that each group will be able to engage more freely in discussions."

Messages to Students Learning English

"Be curious and undertake as many challenges as you can." (Shomura)

"You can have access to first-hand overseas information if you are able to speak and read English. This allows you to better grasp the global trends regardless of your background and thus broaden your perspective." (Xia)