

Recruiting Trends 2019-2020

KEEPING AHEAD OF DARKENING CLOUDS

"THERE'S SOMETHING HAPPENING HERE, WHAT IT IS AIN'T EXACTLY CLEAR."

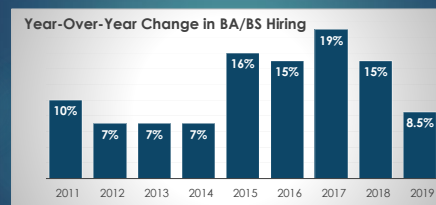
BUFFALO SPRINGFIELD



Subtle Changes in Who Responded

- ▶ Size
 - ▶ Larger Employers -- down
- ▶ Industrial Sector
 - ▶ Business, Professional and Scientific Services --
 - ▶ Financial Services
 - ▶ Education and Health Services
- ▶ Location
 - ▶ Globally Oriented -- down
 - ▶ Nationally Oriented -- down

Historical Pattern: New Norm?



Drivers Shaping College Labor Market

- ▶ Retirements
 - ▶ ~ 30% -- very important
- ▶ Turnover
 - ▶ 60% -- very important
- ▶ Growth Projections (new wording)
 - ▶ 70% -- very important
- ▶ Trade/Tariff Policy
 - ▶ 20% -- very important to hiring intentions
- ▶ Global Economic Outlook
 - ▶ 18% -- very important to hiring intentions

Hiring Intentions; 2019-2020

Degree	Number of Employers	New Hires 2018-19 (avg.)	New Hires Anticipated 2019/20 (avg.)	Change from 2018/19 (%)
Associate	554	11.3	14.6	29
Bachelor	1434	26.5	29.2	10
MBA	271	7.8	7.2	-8
Master	560	10.3	9.8	-4
PhD	129	3.7	4.3	17
Professional	118	5.2	6.3	21
Total	1535	37.0	41.4	12

Associate's Degree

- ▶ Highly favored in this market
- ▶ Applied technology, health technology, computer/IT
- ▶ Certain certifications (can be regionally specific)

Bachelor's Degree

- ▶ Better outlook than expected
- ▶ Everyone is in play –especially “All Majors”
- ▶ Ag & NR weathering the storm pounding Ag sector
- ▶ Engineering having a bumpy ride – especially in manufacturing area
- ▶ Not clear how biological & physical sciences will fare

MBA & Master's Degrees

- ▶ After several years of modest growth, employers cutting back on MBAs
- ▶ Master's degree grads in Health & Education fine
- ▶ What is going on with MBAs
 - ▶ In this survey – degree substitution
 - ▶ Declining enrollments – in face-to-face programs
 - ▶ Rapid expansion of on-line, less expensive options

Size: Makes a Difference

- ▶ Size employers: keep on growing, favoring associates and bachelors, and mixed on MBAs
- ▶ Mid-size firms are being very cautious: 1,500 to 3,999 cutting BA hires (3%) and 4000 to 9,999 up a modest 8%
- ▶ Very large firms – more growth oriented with BA up 10%
- ▶ MBA outlook among mid-size and large firms – not good

Industrial Sector

- ▶ Strong push by Education and Health – mirrors national numbers
- ▶ Manufacturing – mixed – auto iffy – and electronics, fabricated metals, and petro/chemicals absent. Food, defense, heavy equipment carrying the load.
- ▶ Finance: numbers are kind of crazy since hiring has been constrained of late. Bank numbers are up and insurance strong. Absent personal financial services.
- ▶ Non-profits, government, accommodation & food, and wholesale – struggling.
- ▶ Construction, especially non-residential and heavy, strong
- ▶ BPSS – okay – just fewer responses

Geography: No Place Like Home

- ▶ Globally – having troubles
- ▶ Nationally – being cautious
- ▶ Regions – really positive
- ▶ Region 6: Central Midwest
 - ▶ Key sectors: BPSS, Education, Manufacturing, Construction & Government
 - ▶ Size: <100 – 28% 100 to 500 – 25% Mid-size – 26% Large – 21%
 - ▶ Really helped with Ag & NR, Mining & Oil
 - ▶ Associates: 10%
 - ▶ Bachelors: 12%
 - ▶ MBA: -17% Masters: -17%

Academic Majors: Play Together

- ▶ All majors – strongest hiring across the board
- ▶ Profile – composition of hiring pool based on percentage pulled from various academic disciplines
- ▶ 25% to fill 75 to 100% will engineers (down from over 30% past two years)
- ▶ 15% to fill 75 to 100% will business majors – mostly in accounting
- ▶ Despite the profile, hiring is positive. Couple weaknesses – Engineering (25% to 75% of hires) and Sciences

Clouds Blowing In

- ▶ Retirements: Most important – 30% plan to decrease BA hiring, overall 9% increase in BA hiring; Least important – 24% plan to decrease BA hiring; Overall BA hiring up 23%
- ▶ Turnover: Most important – 52% plan to increase BA hiring, 6%; Least important – 48% plan to increase BA hiring, 10%
- ▶ Growth: Very important – BA hiring 12%; Least important – BA hiring 3%
- ▶ Trade/Tariffs: Very important – NC in BA hiring Least important – BA hiring 6%
- ▶ Global: Very important – BA hiring -1%; Not important – BA hiring 10%
- ▶ Clues: degree substitution, salaries, sector representation
- ▶ See pull back in sectors likely to take brunt of early recession
- ▶ No big red flags of pending doom at this time

Internships and Co-ops

- ▶ Wide range of WIL opportunities available
- ▶ Internship opportunities – robust
- ▶ 70% indicated that they will pay
- ▶ New forms of internships: micro, mini, virtual, interdisciplinary, and project-based: aware – 22%, 34%, 26%, 22%, 65%
- ▶ Mini: clarify career interests – 63% A
- ▶ Mini: not sufficient to meet experience – 78% A
- ▶ Mini: benefit in assisting in project – 46% A
- ▶ Virtual: allow students to gain skills – 46% A
- ▶ Vi: understand of organizational culture – 28% A
- ▶ Vi: enhance virtual team project – 43% A

Future of Recruiting

- ▶ Managing Recruiting
 - ▶ Adoption of Cognitive Systems: 35% Fast 42% Average 23% Slow
 - ▶ 75% changed recruiting processes in last 24 months
 - ▶ Impact: time to hire 70% Increase # Candidates 74% Quality of Candidates 48%
 - ▶ Systems Use: Applicant Tracking, University Portals, Job Boards, Employee referral, Employment Branding
 - ▶ Like to see next 5 years: Mobile Recruiting, Recruitment Apps, Recruitment Data and Analytics, Applicant Tracking
- ▶ Managing Careers

Watson

QUESTIONS & THOUGHTS

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