Recruiting Trends 2014-2015

Attaining Warp Speed
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Steady Progress
Review:
Four Year Perspective, BA Degree (RT series)

2014-2015

Everyone Loves a PARTY!

College Labor Market:  Good to Very Good
Industrial Sector: Very Good
97% Expect to hire at least one new graduate
40% Expect to increase hiring over last year
25% Have definite hiring targets as of September
Moving the Needle

**GROWTH**
- Investment in facilities – up
- Job growth above magic number
- Positive earning reports (maybe not this week)
- More confident consumer
- Housing – so-so

**TURNOVER**
- Highest level of concern since 2007
- Poised to leave indices – high
- Job satisfaction numbers – so-so
<table>
<thead>
<tr>
<th>Degree Level</th>
<th>Number of Employers</th>
<th>Average Number of New Hires per Organization</th>
<th>Change from 2013-14 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associates</td>
<td>698</td>
<td>12.3</td>
<td>19</td>
</tr>
<tr>
<td>Bachelors</td>
<td>2,116</td>
<td>43.8</td>
<td>16</td>
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<tr>
<td>MBA</td>
<td>638</td>
<td>5.9</td>
<td>38</td>
</tr>
<tr>
<td>MS/MA</td>
<td>705</td>
<td>12.5</td>
<td>No Change</td>
</tr>
<tr>
<td>PhD</td>
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<td>7.3</td>
<td>20</td>
</tr>
<tr>
<td>Professional</td>
<td>161</td>
<td>4.2</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,191</strong></td>
<td><strong>54.3</strong></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>
Associate's Degrees

- Continues to strengthen
- May outperform Bachelor's market
- Starting Salaries outpace Bachelor's salaries

MBA Degrees

- Recovery has been mixed
- Last year – wiped out by Financial Service Sector
- Largest percentage gain this decade (small numbers)
- Entering strategic period

Bachelor's Degrees

- Swinging in favor of students --- COMPETITIVE
- Skills and Competencies -- NECESSITY
- Work Attitudes and Behaviors
- Not a free pass
- Stem mania

Science Technology Engineering Mathematics
Organizational Size

- All size categories – strong outlook (except MA/MS)
- Very Small (<100) – BA 12%
- Very Large (>10,000) – BA 20%
- MBA – strong across the all groups, especially >10,000

Economic (Industrial) Sectors

Six sectors report double-digit growth in hiring for bachelor’s degrees.

A Thirty Year Comparison: 1985 -- 2015

- 1985 Leading Sectors
  - Manufacturing
  - Retail
  - Finance/Insurance
  - Government
- 2015 Leading Sectors
  - Services – professional, business, science
  - Non-profits
  - Government
  - Health Services
  - Finance/Insurance
Biggest Challenge in Filling Positions

- Computer Science/IT
- Sales
- Analysts
- Insurance – all positions
- Agricultural scientists
- Customer & business services
- Engineering (EE & ME)
- Nurses
- Special Education

Starting Salary Offers

- 53% increased salaries in 2007
- 37% will increase salaries this year
- Average increase 5%
- Bonuses – 7%
- Performance Bonuses – 27%
- Small companies moving ahead faster
- Wage pressure – the ripple effect

Reaching Hiring Targets: The Obstacles

- Competition
- Lack of Qualified Candidates
  - Not prepared
  - Skills & Competencies
  - Expectations
- Internal resources
  - Insufficient staff
  - Budgets
- Issues with campuses
- Reneging
Internships: Numbers Increase

- 92% of organizations with internship/co-op will hire
- 40% will provide more opportunities than last year
- Paid internships rise
- Hourly salaries stay about the same

Central Plains – all full-time responses

- 561 full-time recruiters/HR responded
- Small companies: <500 (43%)
- Large companies: >25,000 (14%)
- Main sectors: PBSS – 22%; Manufacturing – 13%; Finance – 9%; Educational Services – 11%; Non-Profit & Government – 6%
- 87% -- hired a new graduate last year
- Overall 96% intend to hire this year
- Outlook – 3.2  Sector – 3.8
- Core Colleges: 22

Central Plains -- ALL

- Hiring

<table>
<thead>
<tr>
<th>Degree</th>
<th>Average Number Hired last year</th>
<th>Average Number Expected to Hire</th>
<th>Percentage change from last year</th>
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<tbody>
<tr>
<td>Associates</td>
<td>24.1</td>
<td>27.8</td>
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<tr>
<td>Bachelors</td>
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<tr>
<td>MA/MS</td>
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<td>22.6</td>
<td>2</td>
</tr>
<tr>
<td>PhD</td>
<td>11.9</td>
<td>14.9</td>
<td>25</td>
</tr>
<tr>
<td>Professional</td>
<td>3.8</td>
<td>5.5</td>
<td>43</td>
</tr>
</tbody>
</table>
Central Plains – all continued

- 40% will increase starting salary
- Average increase: 4.9%
- 75% will seek interns
- 40% will increase number of interns over last year
- Average number of interns: 47
- States: Texas, California, Colorado & Illinois

Benchmarking Recruiting Programs

- % of professional hires result of on-campus recruiting – 47%
- Acceptance rate of full-time offers – 75%
- % of new hires former interns – 26%
- One year retention – 84%
- Salary Compensation – 3
- Intern Acceptance – 79%
- Intern Conversion – 44%

Special Groups: Vets and Persons with Disabilities

- Veterans – modest – serious effort
- PWD – modest effort
- International – opportunistic
- Less than 2 yrs. exp. – very serious
Empathy

- University of Michigan study
- Reaching adulthood
- Social media

**Empathy**

em-pa-thy ɪmˈpaθɪ

Identification with and understanding of another’s situation, feelings, and motives.

Short-term Outlook

- Chaotic – competitive – will the best candidates even be at the party
- Length of the run – or back to normal
- Global economy
- Consumers – sustain confidence
- Inconsistent behaviors by all parties
  - Very young recruiting staff
  - Candidate drift
  - Demands from colleges
Consider this:
- Disruption from cognitive advancement – constant
- Just one or an entire team!
- "Bring parents to work day!"
- Talent on demand – "leaving when I need to"
- End of a monopoly – changing digital platform – don’t control recruiting function
- Who do we align with?
- What’s our role?