Recruiting Trends 2010-2011
40th Edition

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Michigan State University
For Kansas State University

Quiz:
What do these numbers represent?

- 1 1 1 1
- 65
- 8
- 18

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The map wasn’t big enough for all the dots!!

Themes

- Waiting for godot
- Early bird gets the job

40 Years of Trends: Y over Y
The Labor Landscape

- Office Depot Small Business Index:
  - 81% increase sales but only 44% hiring

- Manpower Employment Outlook:
  - Employers increasing employment outpaced those decreasing by 5% -- a slowdown actually

- BLS
  - October: private sector added 156,000
  - Year over year still not generating many jobs

Comparison of Different Projections

<table>
<thead>
<tr>
<th>Sector</th>
<th>BLS YOY</th>
<th>09-10 Trends</th>
<th>10-11 Trends</th>
</tr>
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<tbody>
<tr>
<td>Financial Services</td>
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<td>Decrease</td>
<td>?</td>
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<tr>
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<td>Increase</td>
<td>Decrease</td>
<td>?</td>
</tr>
<tr>
<td>Membership Ass.</td>
<td>Increase</td>
<td>(Increase all np)</td>
<td>?</td>
</tr>
<tr>
<td>Fed. Government</td>
<td>Increase</td>
<td>Decrease (a1)</td>
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Respondents

- 5800 – 4600 employers; 3714 complete
- Size: Average = 8400 median = 150
  (9189) (250)
- School:
  - 88% recruit at public 4 year
  - 66% recruit at private (non-profit) 4 year
- Recruiting:
  - 26% entire U.S.
  - 23% in Great Lakes states
- Test of the wandering mean
Kansas Regional Employers

- Arkansas, Kansas, Louisiana, Missouri, Oklahoma, Texas (based on location of respondent)
- Number: 535
- Average size: 9189
  - 58% Less than 500
  - 21% More than 4000
- Key Sectors
  - Professional, Scientific Services 20%
  - Manufacturing 12%
  - Finance and Insurance 12%
  - Education 8%
  - Health Services 7%
  - Non-profits 5%

Outlook

- Factors
  - Stimulus (economic growth, credit, government spending)
  - Labor Structure (productivity, alignment, organizational spending)
  - Competition (Europe, Asia, mergers)
  - Wild Cards (retirement, government debt, health costs)

Hiring Intentions

- Intentions of Employers Who Hired Last Year
  - Definitely Hire 43%
  - Preliminary Targets 21%
  - Hire Uncertain 31%
  - Will Not Hire 5%

- Intentions of Employers Who Did Not Hire Last Year
  - Definitely Hire 7%
  - Preliminary Targets 17%
  - Hire Uncertain 44%
  - Will Not Hire 32%
Hiring Outlook 2010 - 2011

- Associates -6%
- Bachelors +10%
- MBA +10%
- Masters -2%
- PHD +5%
- Professional -13%
- Total 3%
- Credentials -30%

- Associates -10%
- Bachelors 10%
- MBA 16%
- Masters 7%
- PHD 30%
- Professional -11%
- Total 5%
- Credentials -44%

Characteristics: Size (BA)

- Large +11.5%
  ◦ KR: 11.5% quart.
- Mid-size -3%
  ◦ KR: -15% quart.
- Small +4%
  ◦ KR: 9% quart.
- Fast Growth +15%
  ◦ KR: 39% quart.
- Very Small >+50%

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<td>Increase</td>
<td>Decrease (all)</td>
<td>Increase (Fed.)</td>
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Kansas Region: BA only

<table>
<thead>
<tr>
<th>Sector</th>
<th>Av. Hires 2010</th>
<th>Av. Hires 2011</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oil</td>
<td>38.2</td>
<td>37.1</td>
<td>-3</td>
</tr>
<tr>
<td>Construction</td>
<td>3.2</td>
<td>6.8</td>
<td>+100</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>13.2</td>
<td>15.6</td>
<td>+18</td>
</tr>
<tr>
<td>Financial</td>
<td>13.0</td>
<td>13.3</td>
<td>+2</td>
</tr>
<tr>
<td>Professional Services</td>
<td>6.1</td>
<td>7.4</td>
<td>+21</td>
</tr>
<tr>
<td>Education</td>
<td>67.3</td>
<td>71.4</td>
<td>+6</td>
</tr>
<tr>
<td>Health</td>
<td>15.8</td>
<td>14.1</td>
<td>-11</td>
</tr>
<tr>
<td>Non-profits</td>
<td>256.0</td>
<td>280.0</td>
<td>+9</td>
</tr>
<tr>
<td>Government</td>
<td>17.1</td>
<td>14.3</td>
<td>-16</td>
</tr>
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Majors: more than a discipline

- "All Majors" – 36% (31%)
  - Skills and abilities plus fit
- Business
  - Accounting on rebound
  - E-commerce
- Engineering
  - Sluggish
  - Computer and IT very, very (cooler)
- Communications
- Sciences (so-so)
- Entrepreneurism

This Year’s Most Requested Majors

<table>
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<tr>
<th>Major</th>
<th>Percent of Employers Seeking</th>
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<td>36% (31%)</td>
</tr>
<tr>
<td>Accounting</td>
<td>26% (30%)</td>
</tr>
<tr>
<td>All Business</td>
<td>26% (29%)</td>
</tr>
<tr>
<td>All Technical</td>
<td>25% (24%)</td>
</tr>
<tr>
<td>Marketing</td>
<td>23% (23%)</td>
</tr>
<tr>
<td>Finance</td>
<td>23% (26%)</td>
</tr>
<tr>
<td>Computer Science</td>
<td>19% (18%)</td>
</tr>
<tr>
<td>Communications</td>
<td>17% (17%)</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>16% (12%)</td>
</tr>
<tr>
<td>MIS Computer Science</td>
<td>16% (18%)</td>
</tr>
<tr>
<td>Computer Programming</td>
<td>16% (15%)</td>
</tr>
<tr>
<td>All Liberal Arts</td>
<td>16% (13%)</td>
</tr>
<tr>
<td>MBA’s</td>
<td>23% (26%)</td>
</tr>
</tbody>
</table>
Location

Northwest -10%
Upper Plains +4%
Great Lakes +13%
South Central +8%
Southeast +1%
Southwest -2%
Mid-Atlantic +10%
Northeast -1%
The Rest of the Story

MBA Market:
The Tale of Two Humps
Salary

- Most are holding salaries steady
- Some cutting significantly
- Overall – BA average is slipping
  - Partially the sample
  - Partially a correction (still feeling the 90s)
  - Possible acceleration

Internships

- Hiring
  - 60% hiring interns; average = 25 (61% average 28)
- Reaction to Bureau of Labor
  - Decrease in or elimination of opportunities (organizations simply cannot pay interns).
  - Too costly to hire and train.
  - Reduced professional exposure for students in some disciplines
- Challenges
  - Lack of or inconsistent support from upper management.
  - Connections with academic institutions for finding the right students and scheduling the experience (too many people to contact).
  - Loss of interns to competitors when hiring begins.
  - Students who are frequently described as poorly prepared, unrealistic expectations (money), unreliable, and really not interested.
Timing

- Do I have time to wait to start my job search until after spring break?
- The “blobs” are already done!
- Medium and small in the spring -- maybe

Prepared and Willing: Really

- Resume: A+
- Interview preparation and knowledge of company: C-
- Maturity, career interests and direction, articulate skills and abilities, professional demeanor, and realistic expectations: F

Vulnerable
Liberal Arts

- The clock is ticking??
- Not a loud voice at the top
- Pendulum swings toward balance plus technical

Recruiting

- Virtual Interviews
  - Few and far between
- Career fairs
  - The Good
  - The Bad
  - Branding Wars
  - Options

Recruiting Strategies

- Event Planner
  - Playground of the big and famous
- Agent
  - Connecting for the best results
- Databases & Social Media
  - Data mining: Where is Sparty?
- External
  - Specialties and lost causes
Final Thoughts

- Baby steps
- Will removing uncertainty make a difference?
- Strategic TA = data management + targeted action
- Connections trumps branding events
- The rest of the day
  - Internships
  - Adult learners
  - Liberal arts
  - Campus perceptions of young adults

Report Announcement

- Report Format (www.ceri.msu.edu)
- Brief
- Copyright, yes read the fine print

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