

Recruiting Trends 2010-2011 40th Edition

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Quiz:
What do these numbers represent?

• I I I I

• 65

• 8

• 18

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

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Themes

- Waiting for godot
- Early bird gets the job



40 Years of Trends: Y over Y

Hiring Changes Over The Past 40 Years



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

Sector	BLS YOY	09-10 Trends	10-11 Trends
Financial Services	Decrease	Decrease	?
Manufacturing	Increase	Increase	?
Information	Decrease	Increase	?
Professional Services	Increase	Steady	?
Education	Increase	Decrease (prelim)	?
Health Services	Increase	Decrease	?
Hospitality	Increase	Decrease	?
Membership Ass.	Increase	(Increase all np)	?
Fed. Government	Increase	Decrease (all)	?

Respondents

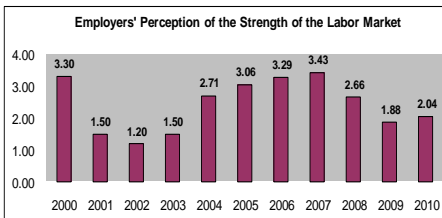
- 5800 – 4600 employers; 3714 complete
- Size: Average = 8400 median = 150
(9189) (250)
- School:
 - 88% recruit at public 4 year
 - 66% recruit at private (non-profit) 4 year
- Recruiting:
 - 26% entire U.S.
 - 23% in Great Lakes states
- Test of the wandering mean

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%

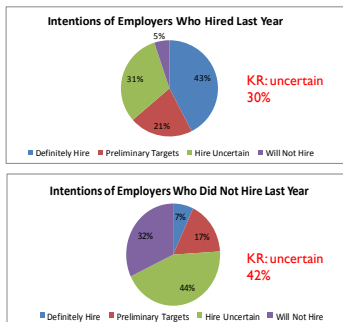
Outlook



KR: 2.20

- 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



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%

Comparison of Different Projections

Sector	BLS YOY	09-10 Trends	10-11 Trends
Financial Services	Decrease	Decrease	Increase
Manufacturing	Increase	Increase	Increase
Information	Decrease	Increase	Increase
Professional Services	Increase	Steady	Increase
Education	Increase	Decrease (prelim)	Decrease (prelim)
Health Services	Increase	Decrease	Decrease
Hospitality	Increase	Decrease	Increase
Membership Ass.	Increase	(Increase all np)	Decrease (ma)
Fed. Government	Increase	Decrease (all)	Increase (Fed.)

Kansas Region: BA only

Sector	Av. Hires 2010	Av. Hires 2011	Percentage Change
Oil	38.2	37.1	-3
Construction	3.2	6.8	+>100
Manufacturing	13.2	15.6	+18
Financial	13.0	13.3	+2
Professional Services	6.1	7.4	+21
Education	67.3	71.4	+6
Health	15.8	14.1	-11
Non-profits	256.0	280.0	+9
Government	17.1	14.3	-16

Majors: more than a discipline

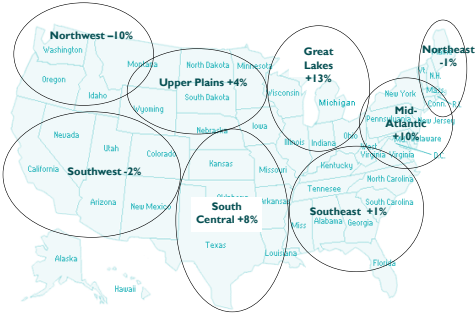
- “All Majors” – 36% (31%)
 - Skills and abilities plus fit
- Business
 - Accounting on rebound
 - E-commerce
- Engineering
 - Sluggish
 - Computer and IT very, very (cooler)
- Communications
- Sciences (so-so)
- Entrepreneurism

HOT

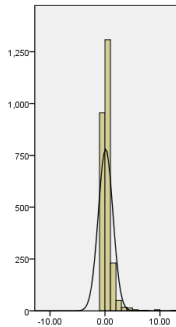
This Year's Most Requested Majors

Major	Percent of Employers Seeking
All Majors	36% (31%)
Accounting	26% (30%)
All Business	26% (29%)
All Technical	25% (24%)
Marketing	23% (23%)
Finance	23% (26%)
Computer Science	19% (18%)
Communications	17% (17%)
Computer Information Systems	16% (12%)
MIS Computer Science	16% (18%)
Computer Programming	16% (15%)
All Liberal Arts	16% (13%)
MBA's	23% (26%)

Location



The Rest of the Story



MBA Market:

The Tale of Two Humps

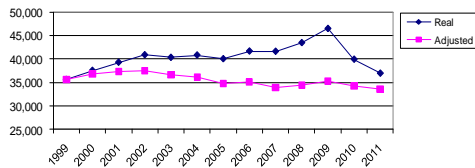


Salary

- 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

Salary

Starting Salaries For All Bachelors 1998-99 to 2010-11
Real and Adjusted (1998 Index Year)



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.

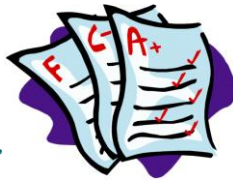
Timing



- 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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