Student Attitudes and Expectations – Class of 2013

Kansas State University
January 6, 2014

Overview

- College Job Market Trends
- Reaching Graduates – Where students find out about employers
- What Students Want – Job Preferences and Expectations

Unemployment Trends – 20 to 24
The Job Search

- Resources students use to find jobs/employers
- What do students want to know about a job/employer
- The changing nature of the search – the use of social networking
- The internship as a recruiting/marketing experience

Use of the Career Center
Resources useful in learning about employers

- Most Used
  - Employer Websites
  - Friends
  - Parents
  - Career/Job Fairs
  - Faculty

Employer factors researched by students

Class of 2013 with social networking profiles
Use of social networking in the job search

Social Networks used in the job search

Internships: Overview

- 63.2% of 2013 seniors: internship or co-op experience
  - 51.6% -- private, for-profit sector
  - 25.8% -- not-for-profit
  - 8.4% -- education
  - 14.4% -- government
- 47.8% of non-teaching internships – unpaid
  - 32.4% of for-profit sector internships - unpaid
Interns – Accepting a full-time offer

Impact of Internship – Job Search Success

Student Preferences
- Preferred Industries
- Job/Employer attributes
- Expected salaries
- Preferred Benefits
- Lifestyle tradeoffs
The median expected salary for the class of 2013 is $38,494, a 1.0 percent increase compared with the class of 2012. Class of 2012 expected an increase of 4.2 percent compared with the class of 2011.

The median expected salary for "in demand" majors – considerably higher:
- Computer Science - $56,147
- Accounting - $45,000
- Engineering - $59,504

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### Job Expectations - Benefits

<table>
<thead>
<tr>
<th>2013</th>
<th>2008</th>
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</thead>
<tbody>
<tr>
<td>1. Annual Salary Increases</td>
<td>1. Employer-paid medical insurance</td>
</tr>
<tr>
<td>2. Employer-matched 401(k) program</td>
<td>2. Annual salary increases</td>
</tr>
<tr>
<td>3. Employer-paid medical insurance</td>
<td>3. Employer-matched 401(k) program</td>
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<td>4. Tuition reimbursement</td>
<td>4. Dental insurance</td>
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<td>5. More than 2 weeks of vacation</td>
<td>5. Life insurance</td>
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</tbody>
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### Job Expectations – Work Hours

- Percent willing to work more than 40 hours:
  - 2008: 87%
  - 2009: 86%
  - 2010: 85%
  - 2011: 86%
  - 2012: 84%
  - 2013: 83%

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What does today’s student want?
- Meaningful, impactful work
- Competitive compensation
- Employer-supported development

How to communicate the message?
- Directly, actively
- Personal interactions

Questions?

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