



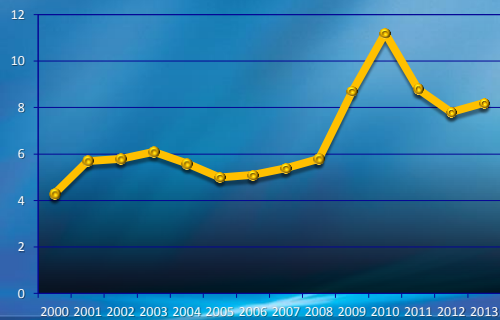
Student Attitudes and Expectations – Class of 2013

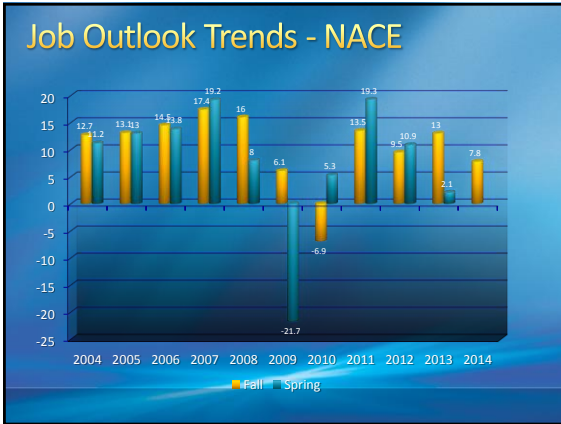
Kansas State University
January 6, 2014

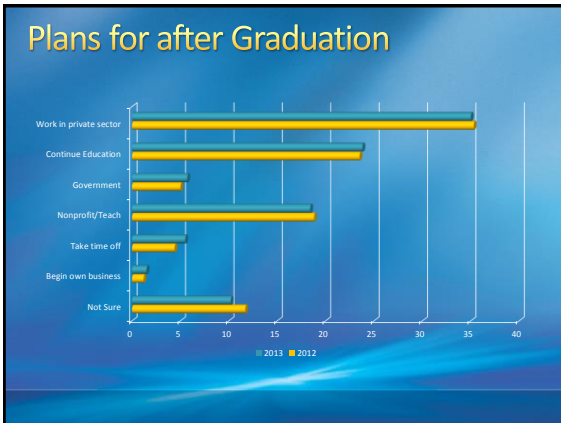
Overview

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

Unemployment Trends – 20 to 24

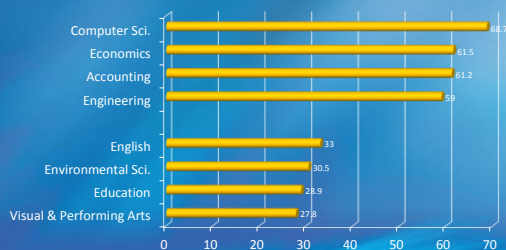








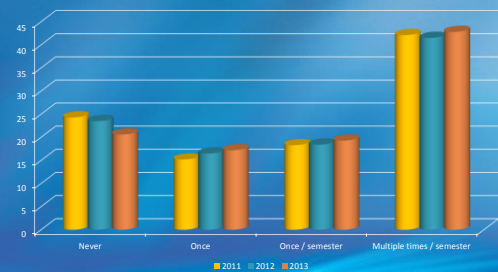
Job Prospects by Major – 2013 Offer Rates



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

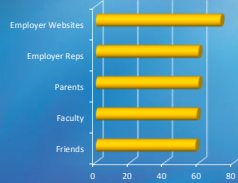


Resources useful in learning about employers

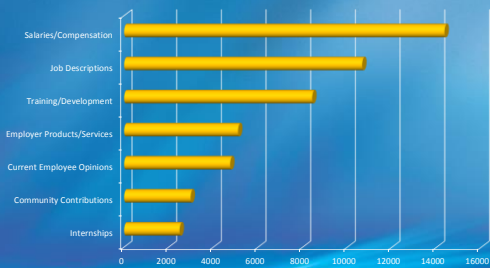
Most Used

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

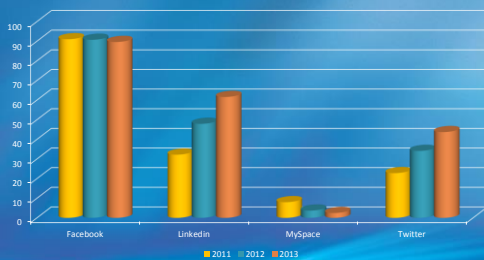
Most Useful



Employer factors researched by students



Class of 2013 with social networking profiles

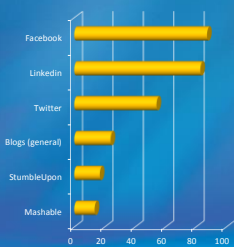


Use of social networking in the job search

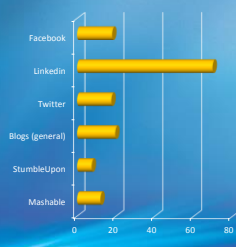


Social Networks used in the job search

Most Used



Most Effective



Internships: Overview

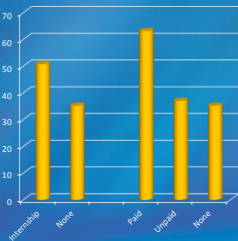
- 63.2% of 2013 seniors: internship or co-op experience
 - 51.6% -- private, for-profit sector
 - 25.8% -- not-for-profit
 - 8.4% -- education
 - 14.4% -- government
- 47.8% of non-teaching internships – unpaid
 - 32.4% of for-profit sector internships - unpaid

Interns – Accepting a full-time offer

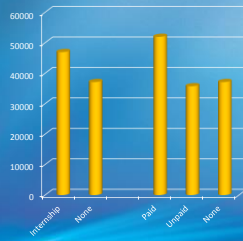


Impact of Internship – Job Search Success

Offer Rate



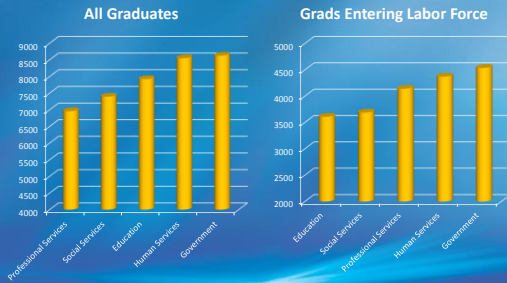
Salary Offer



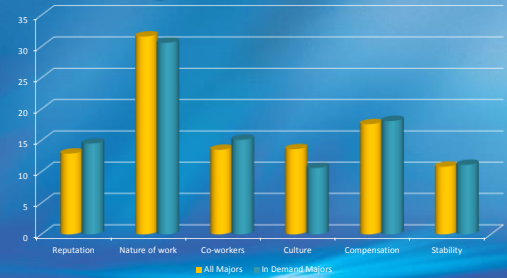
Student Preferences

- Preferred Industries
- Job/Employer attributes
- Expected salaries
- Preferred Benefits
- Lifestyle tradeoffs

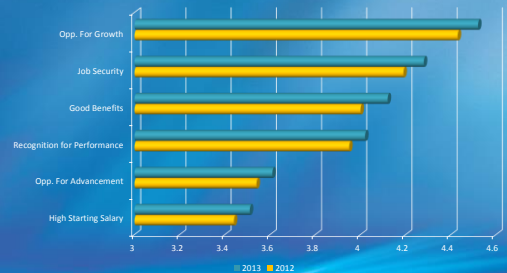
Preferred industry to begin career



Employer/Job factors when considering an offer



Job/Employer Preferences



Job Expectations – Salary

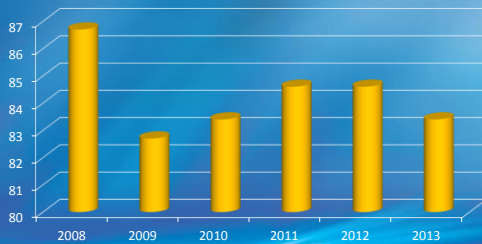
- The median expected salary for the class of 2013 is \$38,494
 - 1.0 percent increase compared with the class of 2012
 - Class of 2012 expected an increase of 4.2 percent compared with the class of 2011
- The median expected salary for "in demand" majors – considerably higher
 - Computer Science - \$56,147
 - Accounting - \$45,000
 - Engineering - \$59,504

Job Expectations - Benefits

- | 2013 | 2008 |
|------------------------------------|------------------------------------|
| 1. Annual Salary Increases | 1. Employer-paid medical insurance |
| 2. Employer-matched 401(k) program | 2. Annual salary increases |
| 3. Employer-paid medical insurance | 3. Employer-matched 401(k) program |
| 4. Tuition reimbursement | 4. Dental insurance |
| 5. More than 2 weeks of vacation | 5. Life insurance |

Job Expectations – Work Hours

Percent willing to work more than 40 hours



Summary

- 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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