

Recruiting Trends 2014-2015



Attaining Warp Speed

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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



TURNOVER



- Highest level of concern since 2007
- Poised to leave indices – high
- Job satisfaction numbers – so-so

Hiring Targets for 2014-2015

	Number of Employers	Average Number of New Hires per Organization	Change from 2013-14 (%)
Associates	698	12.3	19
Bachelors	2116	43.8	16
MBA	638	5.9	38
MS/MA	705	12.5	No Change
PhD	254	7.3	20
Professional	161	4.2	8
Total	2191	54.3	16



Associate's Degrees

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



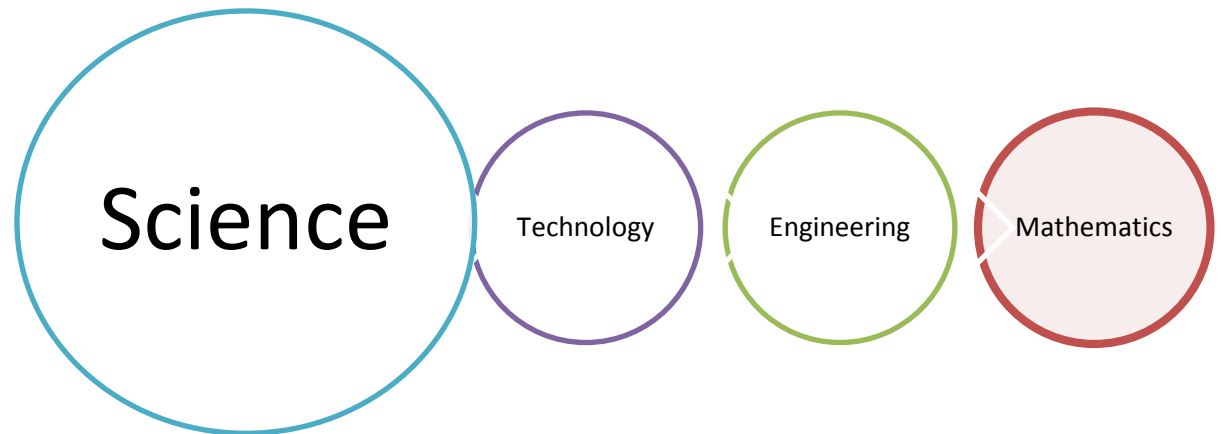
MBA Degrees

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



Bachelor's Degrees

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



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



**CHALLENGE
ACCEPTED
NOW
CARRY
ON**

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



GET THE SALARY YOU WANT

9 FAILPROOF TRICKS

Women tend to shy away from salary negotiation, which leads to overall lower salaries and a dramatic loss in potential earnings. With a little preparation and the right techniques, you'll be armed to get the best possible offer.

by KATE WHITE

Learn the secrets of not having to settle!

Entry level salaries of new college grads

1 Play Detective.

Go to sites like Salary.com, ask around, and get a true sense of what the job might pay.

2 Determine the ZOPA.

Lavy's ZOPA: 25 years old, New York City Public Relations Assistant
Happy Salary Range: \$38-\$62K
Unhappy Salary Range: \$35K-\$65K
ZOPA: \$35K-\$62K

ZOPA: zone of possible agreement
Where the range of salary they might offer intersects with the range that will make you happy

3 Don't Name a Number!

"Silence is the ultimate weapon of power."
Wait for them to first bring up the salary.

4 When they offer you the job and announce the salary, graciously tell them how pleased you are to have the offer and how much you'd like to work there.

5 ...then add

"But I was really hoping for x"
*the highest mark in the ZOPA

Now is the time to negotiate!
If you don't negotiate now, the gap will get bigger over time.

Age	Pay Equity by Age	Women's % of Men's Earnings
20-24	82.8%	
25-34	80.8%	
35-44	79.9%	
45-54	75.2%	
65+	73.7%	

6 Now shut up... and wait...

7 When they counteroffer with y, assess the mood.

If you think there's room to negotiate further say,

"I appreciate your flexibility. Could we meet in the middle at z?"

8 Don't stop! HINT: Collaboration is a good strategy while negotiating!

This is a time to nail down the extras: signing bonus, car, moving expenses, cell phone, gym membership, flexible schedule...

9 If the first offer is firm, ask if there is anything else they can do.

More vacation time?
A better title?
A bonus plan?
Additional Benefits

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



Florida – all full-time responses

- 493 full-time recruiters/HR responded
- Main sectors: PSBS – 23%; Manufacturing – 13%; Finance – 10%; Educational Services – 7%
- 88% -- hired a new graduate last year
- 13% -- did not hire in 2014
- Overall 98% intend to hire this year
- Core Colleges: 30



Florida – all continued

- 38% will increase starting salary
- Average increase: 5.4%
- 73% will seek interns
- 46% will increase number of interns over last year
- Average number of interns: 63



Florida Respondents only

- 244 respondents: 45% -- FT, 28% -- Exp.,
- 39% 100 or fewer employees (65% < 500)
- 7% 10,000 or more
- Manufacturing – 10%; PSBS – 19%; Finance – 12%; Non-profits – 7%; Health, Transportation, Ed. Serv., Gov't – 5%
- Overall college market – 3.1
- Industrial Sector – 3.6



FL employers continued

- 81% hired one grad last year – this year 98% will
- 19% did not hire last year
- Overall – 98% expect to hire this year
- 35% expect to increase starting salaries
- 4.8% average increase
- 77% with intern programs expect to hire
- 50% expect to increase their intern pool



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%
- Intern Acceptance – 79%
- Intern Conversion – 44%



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



Innovations in College-to-Career

- CERl: <http://www.ceri.msu.edu/>
- Phil Gardner -- Free Webinar
 - June 25 / 2:00 pm EST
- Key elements of a 'T-Shaped' professional
- Model used to advance student skillsets
- [RSVP: https://fullbridge.com/phil-gardner/](https://fullbridge.com/phil-gardner/)

