TRENDS IN COLLEGIATE HIRING

2011-2012
WELCOME!
# Meet the Staff of Career Services

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bette Scott</td>
<td>Director</td>
<td></td>
</tr>
<tr>
<td>Brenda Peters</td>
<td>Associate Director</td>
<td>Employer Relations, Recruiting Coordinator</td>
</tr>
<tr>
<td>Betsy Bishop</td>
<td>Assistant Director</td>
<td>Employer Relations</td>
</tr>
<tr>
<td>Mary Delaney</td>
<td>Assistant Director</td>
<td>College of Arts &amp; Sciences/Internships</td>
</tr>
<tr>
<td>Jennifer Allen-Ayres</td>
<td>Assistant Director</td>
<td>College of Arts &amp; Sciences</td>
</tr>
<tr>
<td>Rick Dubler</td>
<td>Assistant Director</td>
<td>College of Engineering/College of E&amp;E</td>
</tr>
<tr>
<td>Kevin Johnson</td>
<td>Assistant Director</td>
<td>Marketing</td>
</tr>
<tr>
<td>Sarah Welch</td>
<td>Associate Director</td>
<td>College of Business</td>
</tr>
<tr>
<td>Claudia Schaff</td>
<td>Assistant Director</td>
<td>College of Journalism and Mass Comm. College of Fine Arts, College of Education</td>
</tr>
<tr>
<td>Dan Kemp</td>
<td>Assistant Director</td>
<td>College of Atmospheric &amp; Geographic Sciences, Graduate College</td>
</tr>
</tbody>
</table>
Overview

- New in Career Services 2011-2012
- Career Services Statistics
- Internships
- Overview of 2011-2012 College Recruiting
  - Recruiting Trends – Michigan State University
  - NACE Job Outlook 2012
- Keys to Successful Recruiting at OU
- Questions
New in Career Services 2011-2012

- Webinars – Partnership with Alumni Affairs

- Over 854 individuals viewed the Webinars live – 72.5% were students and 27.5% alumni
- All Webinars uploaded to YouTube and itunesU for future viewing
New in Career Services 2011-2012

- Social Media – Internship Mondays/Full-time Fridays
  - 772 Facebook Fans
  - 1,597 Twitter followers
  - LinkedIn
  - Career Blog
  - Pinterest
<table>
<thead>
<tr>
<th></th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students Registered for All Majors</td>
<td>4,686</td>
<td>6,453</td>
<td>7,401</td>
<td>8,257</td>
<td>7,260</td>
</tr>
<tr>
<td>Number of Arts &amp; Sciences Majors Registered</td>
<td>1,798</td>
<td>1,942</td>
<td>2,336</td>
<td>2,932</td>
<td>1,830</td>
</tr>
<tr>
<td></td>
<td>2007-08</td>
<td>2008-09</td>
<td>2009-10</td>
<td>2010-11</td>
<td>2011-12</td>
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<tr>
<td>Number of Job Postings for A&amp;S</td>
<td>1,503</td>
<td>1,134</td>
<td>1,243</td>
<td>1,535</td>
<td>1,988</td>
</tr>
<tr>
<td>Number of Job Postings for All Majors</td>
<td>4,021</td>
<td>2,801</td>
<td>3,017</td>
<td>3,163</td>
<td>4,037</td>
</tr>
</tbody>
</table>
Internships

- 55% of the class of 2012 took part in an internship or co-op at some point during their college career.
  - 55.2% in for-profit sector
  - 21.5% in not-for-profit
  - 15.2% in education
  - 8.1% in government

- 47% of all internships were unpaid
Paid Internships

- 60% of students who did a paid internship received at least one job offer

- Spent 42% of time on professional duties (analysis and project management)

- Spent 25% of time on clerical and non-essential functions
Unpaid Internships

- 37% of unpaid interns received job offers (36% of graduates with no internship experience received job offers)

- Spent 31% of time on clerical and non-essential work

- Spent 30% of time on professional tasks
Overview of Job Market 2011-12

- Employers plan to hire 9.5% more new grads
- 50.8% plan to increase their number of individual hires
- Employers plan to conduct 65% of their recruiting in the fall and 35% in the spring
- Increases in hiring are seen across all industries – most in double digits
Location, Location, Location

Northwest  -4%
Upper Plains  +3%
Great Lakes  +10%
Mid-Atlantic  +5%
Northeast  3%
Southeast  +12%
South Central  +16%
Southwest  +14%

Recruiting Trends – Michigan State University
## Top A&S Degrees in Demand

<table>
<thead>
<tr>
<th>Major</th>
<th>Percent of Employers Hiring</th>
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<tbody>
<tr>
<td>Political Science/Government</td>
<td>71.4%</td>
</tr>
<tr>
<td>Psychology</td>
<td>71.4%</td>
</tr>
<tr>
<td>Math</td>
<td>57.6%</td>
</tr>
<tr>
<td>English</td>
<td>46.9%</td>
</tr>
<tr>
<td>Sociology</td>
<td>46.9%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>38%</td>
</tr>
<tr>
<td>History</td>
<td>32.7%</td>
</tr>
<tr>
<td>Biological Sciences/Life Sciences</td>
<td>29.3%</td>
</tr>
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*Job Outlook 2012 – National Association of Colleges and Employers*
Employers Rate Candidate Skills/Qualities

- Ability to work in a team structure
- Ability to verbally communicate with persons inside and outside the organization
- Ability to make decisions and solve problems
- Ability to obtain and process information
- Ability to plan organize and prioritize work
- Ability to analyze quantitative data
- Proficiency with computer software programs
- Ability to create and/or edit written reports
- Ability to sell or influence others
What Students Want to Know

- Salary and Compensation – a competitive salary not necessarily the highest salary
- Job Descriptions - the actual nature of the work (meaningful, impactful work) is what ultimately drives the student’s interest in an organization and willingness to accept a job offer.
- Training and Development Options – employer supported development
Successful Recruiting at OU

- OU Online Resume Books – View and download student resumes
- Post jobs for free on HIREsooner Online Job Board
- Career Fairs – students can view organization name, profile, majors you are seeking, full-time or internship
- Offer to speak to classes or clubs/organizations – contact Adrienne Jablonski
- Volunteer to become a Career Mentor – contact Bette Scott
- Invite faculty/staff to join you for lunch when you are on campus
- On-Campus Interviewing – schedule dates now – contact Brenda Peters
Questions