



**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

SPRING 2014 RECRUITING TRENDS SURVEY

Methodology

- Survey fielded via Qualtrics from June 2 – 20, 2014
- 80 programs responded to the survey
- Results compared to survey fielded in Spring 2013, when 70 schools responded

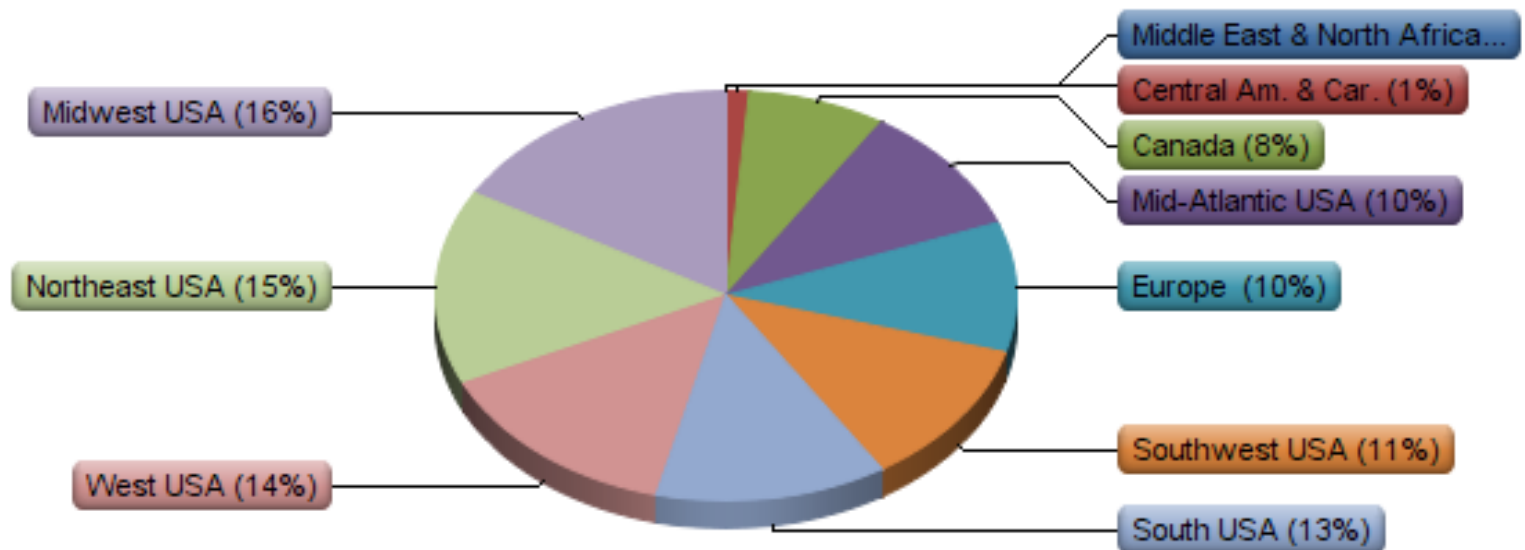
Respondent Profile



**MBA Career Services
& Employer Alliance**

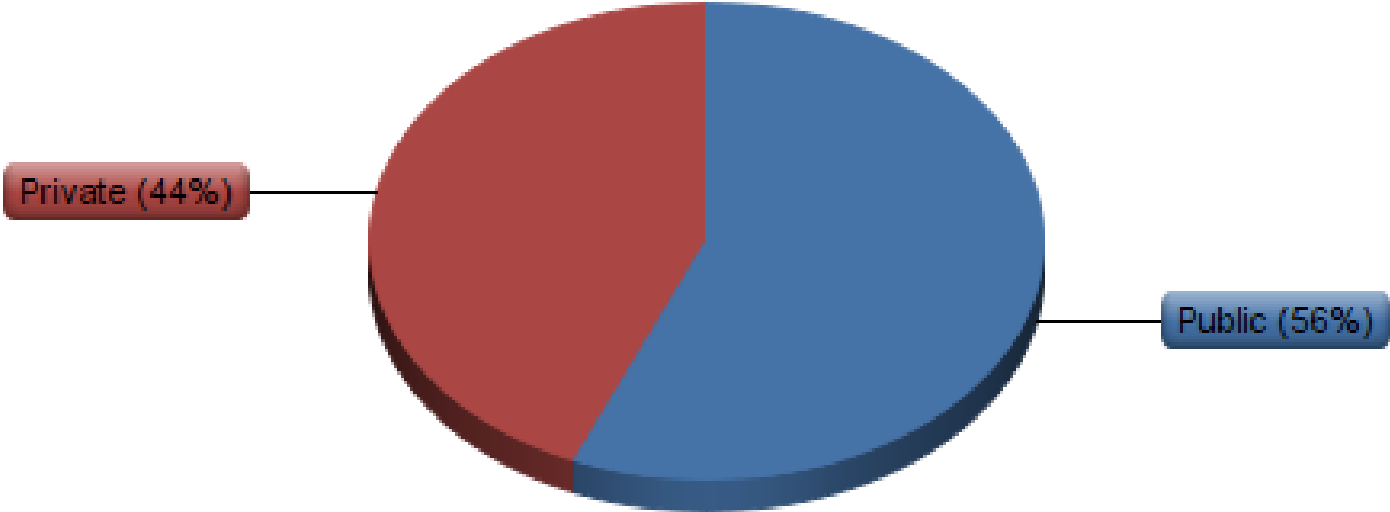
Setting the Standard. Connecting the Industry.

79% of respondents were North American universities.

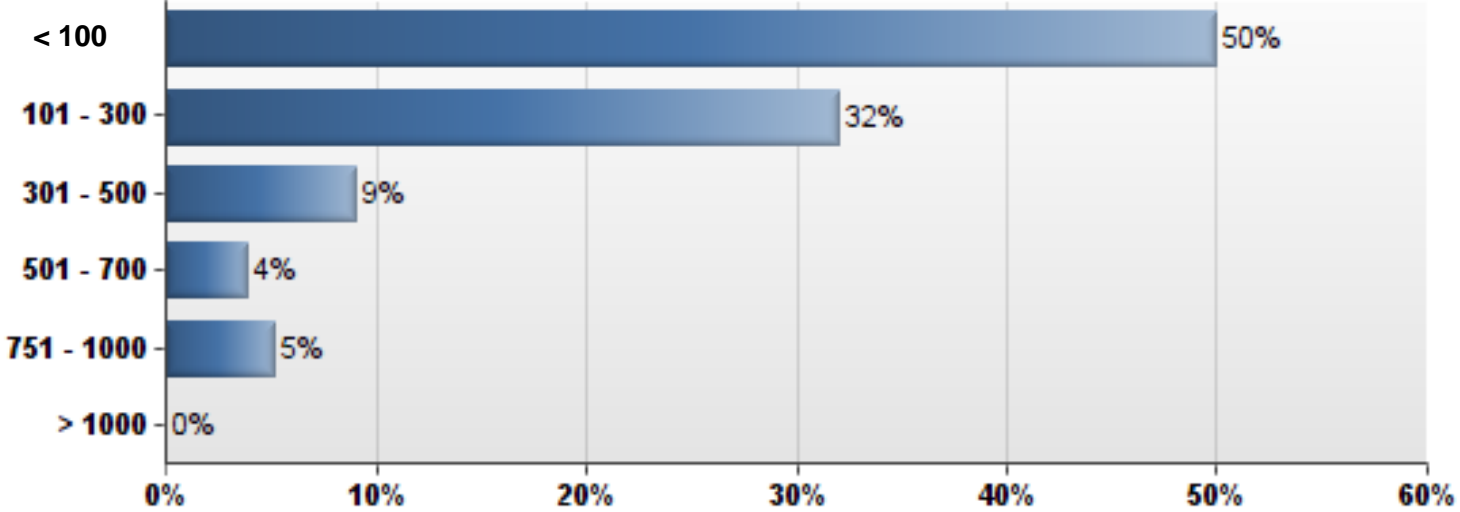


Numbers may not add up to 100% due to rounding

A slight majority of responding programs were public universities.

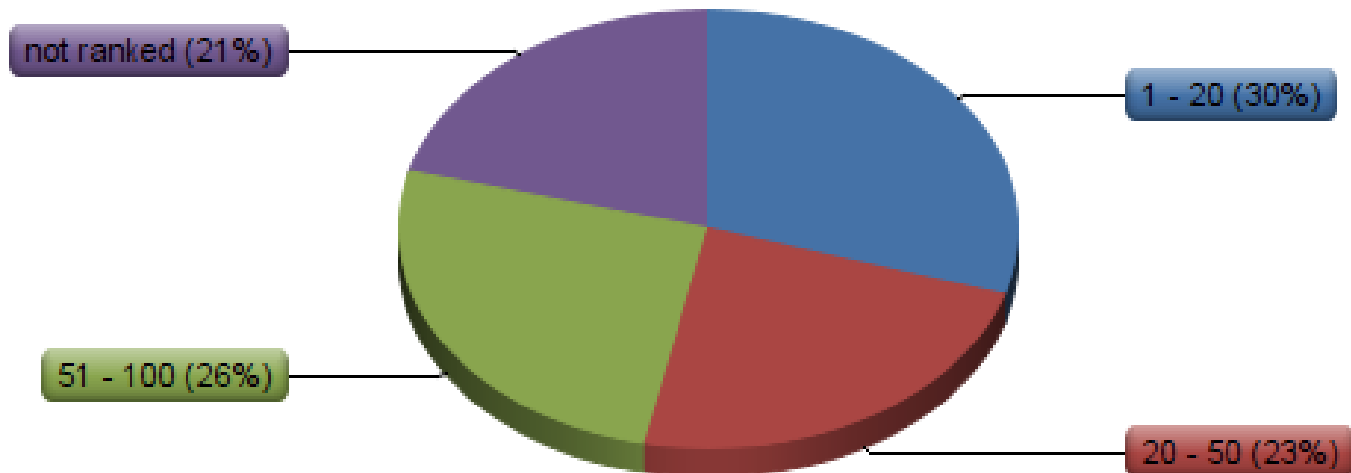


72% of respondents will graduate 300 or fewer students this year.



79% of respondents said they were ranked among the top 50 full-time MBA programs.

Where was your full-time MBA program ranked in any of the most recent national/international rankings? (Business Week, U.S. News, Forbes, Financial Times, The Economist)



Full-time Recruiting Trends

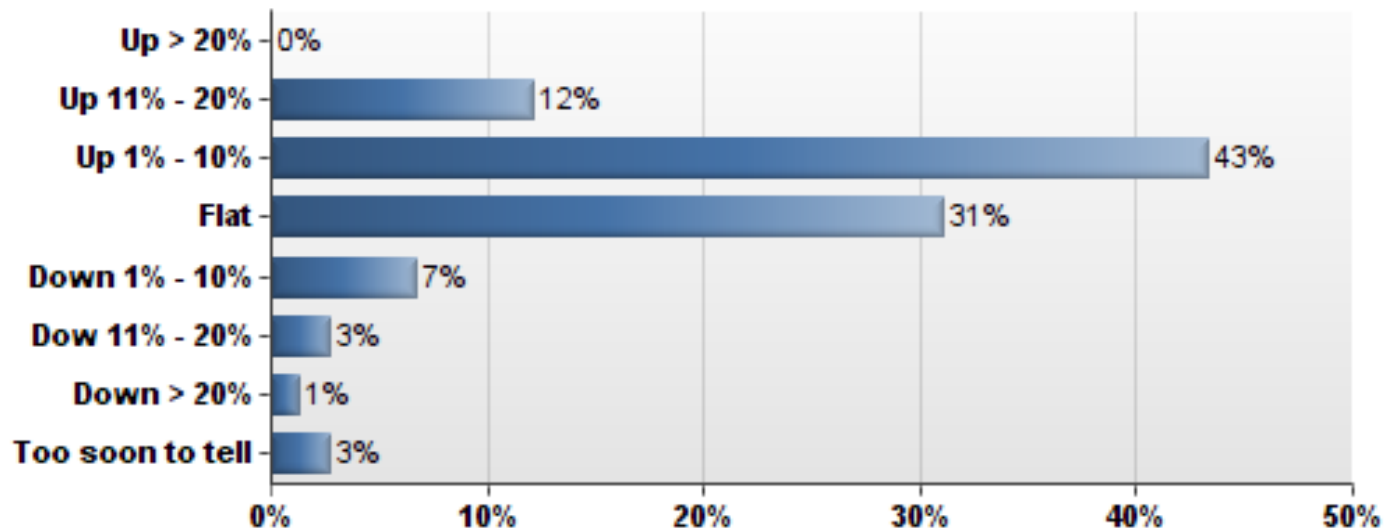


**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

55% of respondents experienced increased on-campus recruiting this year compared to the same time last year; 11% experienced a decrease.

Overall, how do full-time, on-campus opportunities compare YTD versus last year?

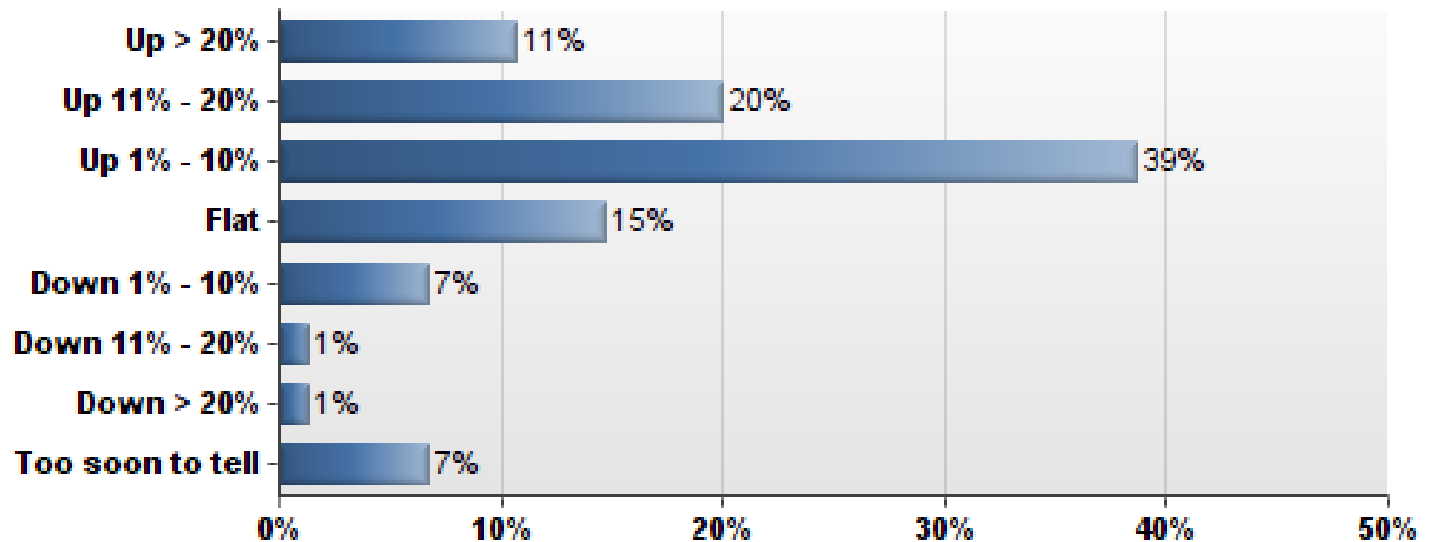


Full-time, on-campus opportunities increased regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	52%	78%	44%	43%
Flat	22%	11%	44%	57%
Down	22%	11%	5%	0%
Too soon to tell/N/A	4%	0%	5%	0%

70% of respondents reported increased full-time postings this fall while 9% reported a decrease when compared to the same time last year.

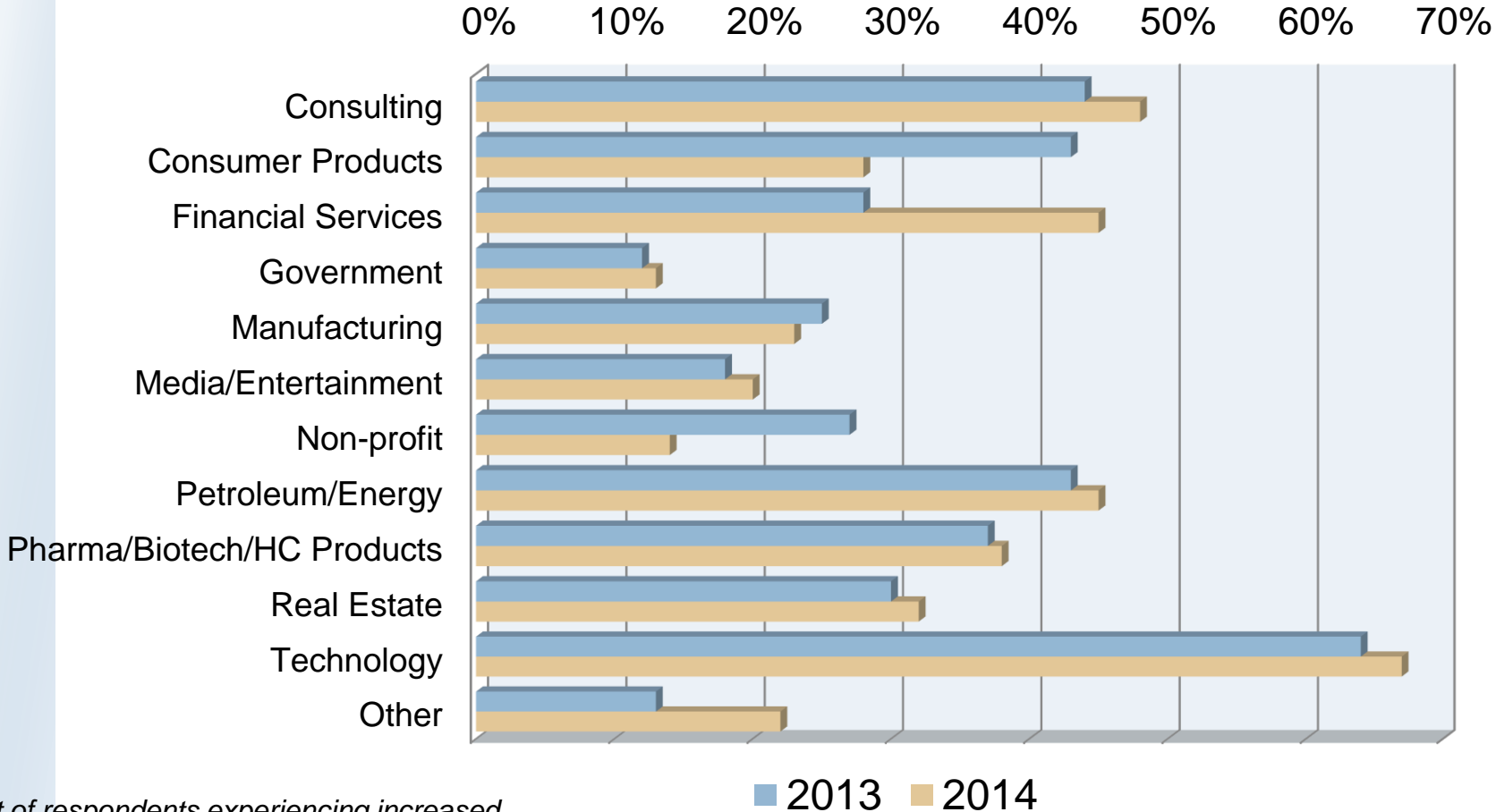
Overall, how do full-time postings (off-campus opportunities) compare YTD versus last year?



Full-time postings increased across categories of rankings, though some schools reported decreases.

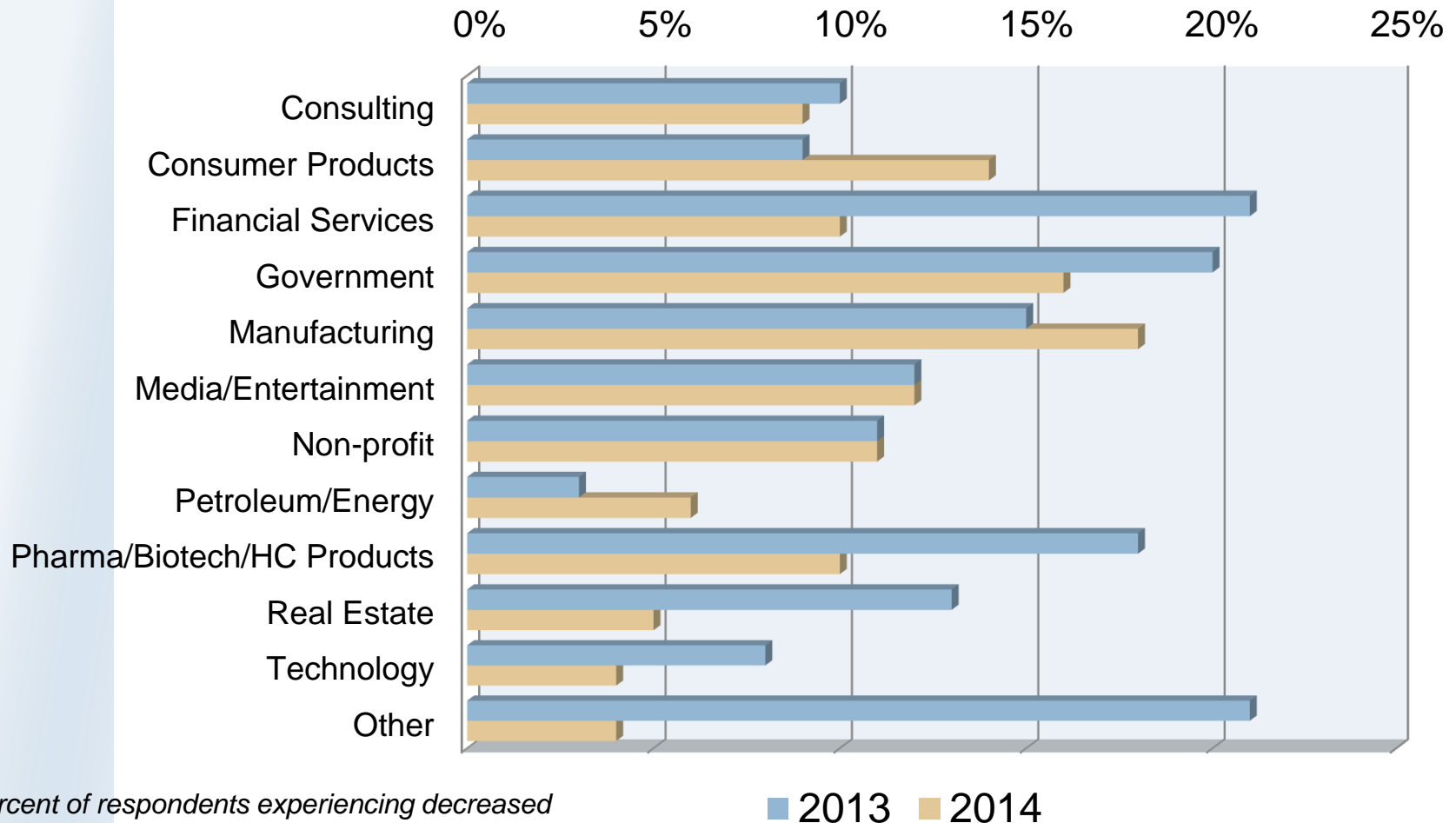
% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	70%	75%	65%	67%
Flat	13%	19%	5%	27%
Down	17%	6%	10%	0%
Too soon to tell/N/A	0%	0%	20%	6%

The strongest increase in recruiting activity was seen in the Technology industry; with the biggest increase compared with last year seen in Financial Services.



Percent of respondents experiencing increased full-time recruiting activity in this industry.

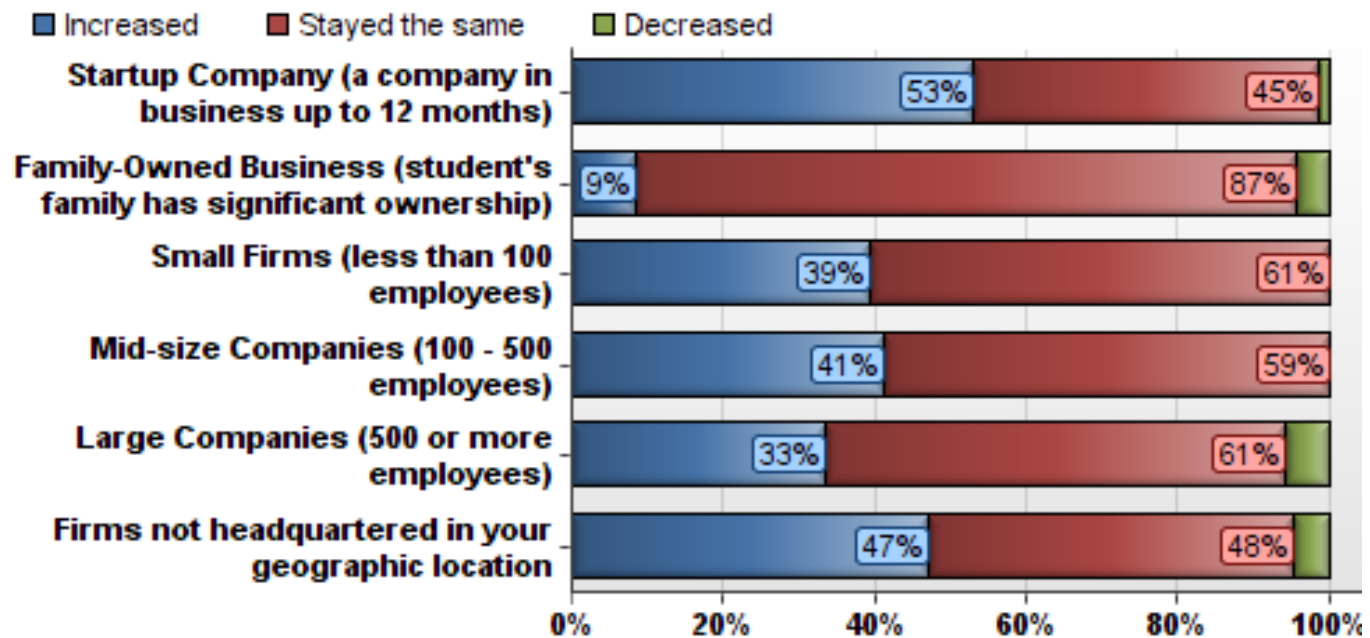
The latest decrease overall was seen in the Manufacturing sector, with a number of industries seeing significantly less decrease compared with 2013.



Percent of respondents experiencing decreased full-time recruiting activity in this industry.

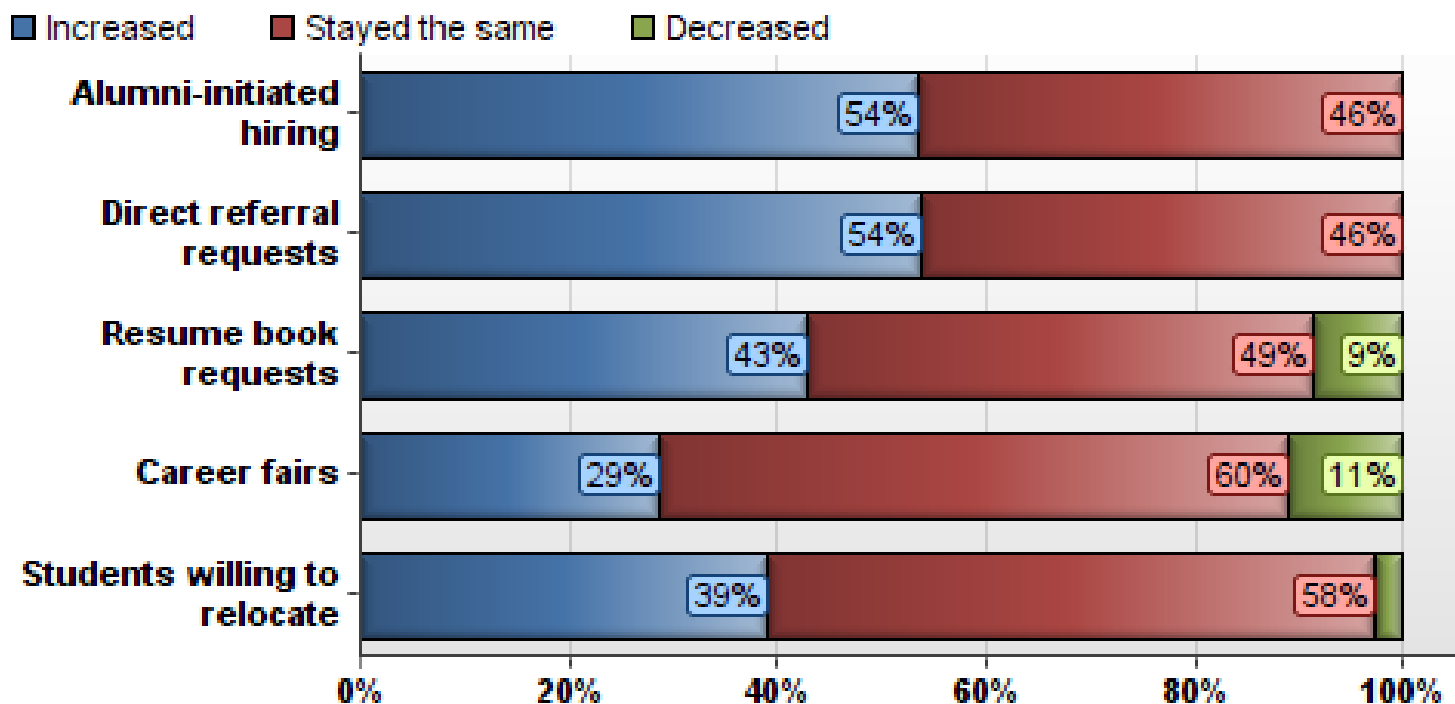
Most schools saw the same or increased recruiting activities across all types of organizations. The largest increase was seen in start-ups.

What changes in full-time recruiting activity have you seen with the following types of organizations?



Alumni-initiated hiring and direct referral requests increased slightly.

What changes in full-time recruiting activity have you experienced on your campus?



Internship Recruiting Trends

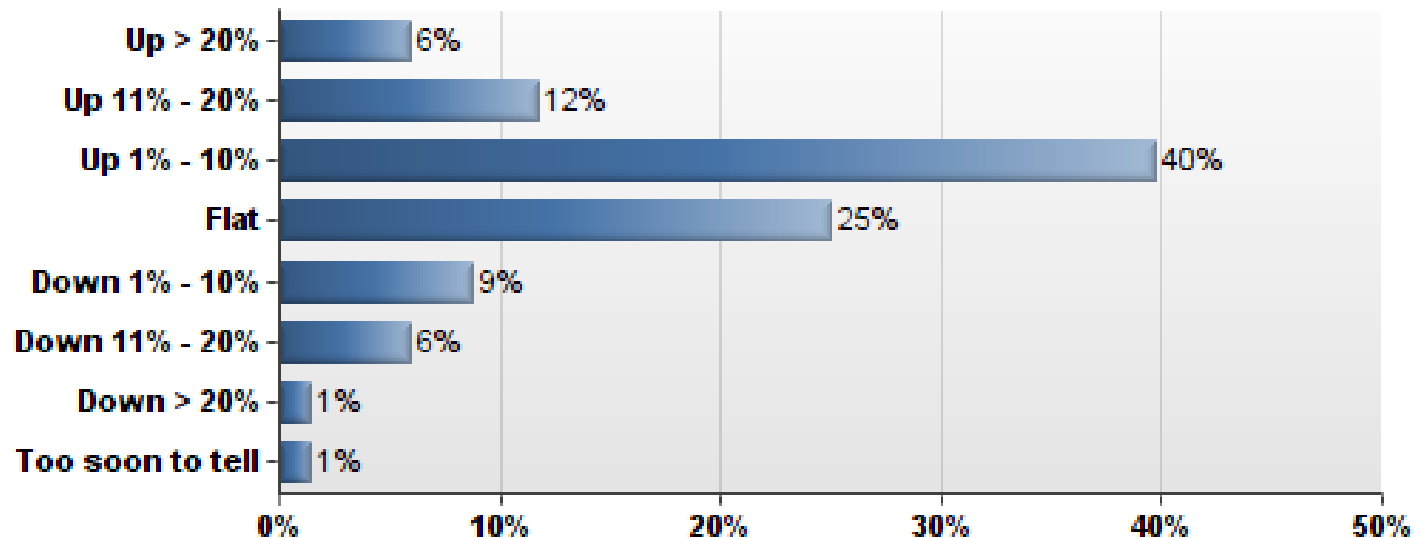


**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

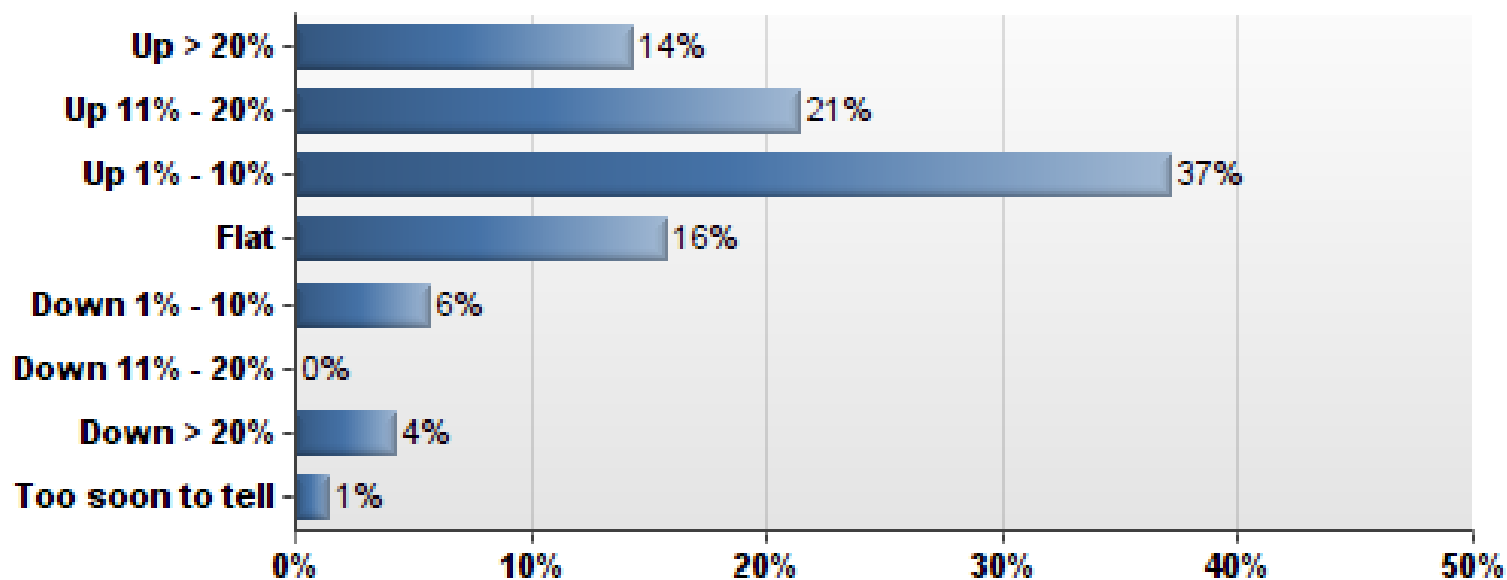
58% of respondents experienced increased on-campus internship recruiting this year compared to the same time last year.

Overall, how do on-campus opportunities for internships compare YTD versus last year?

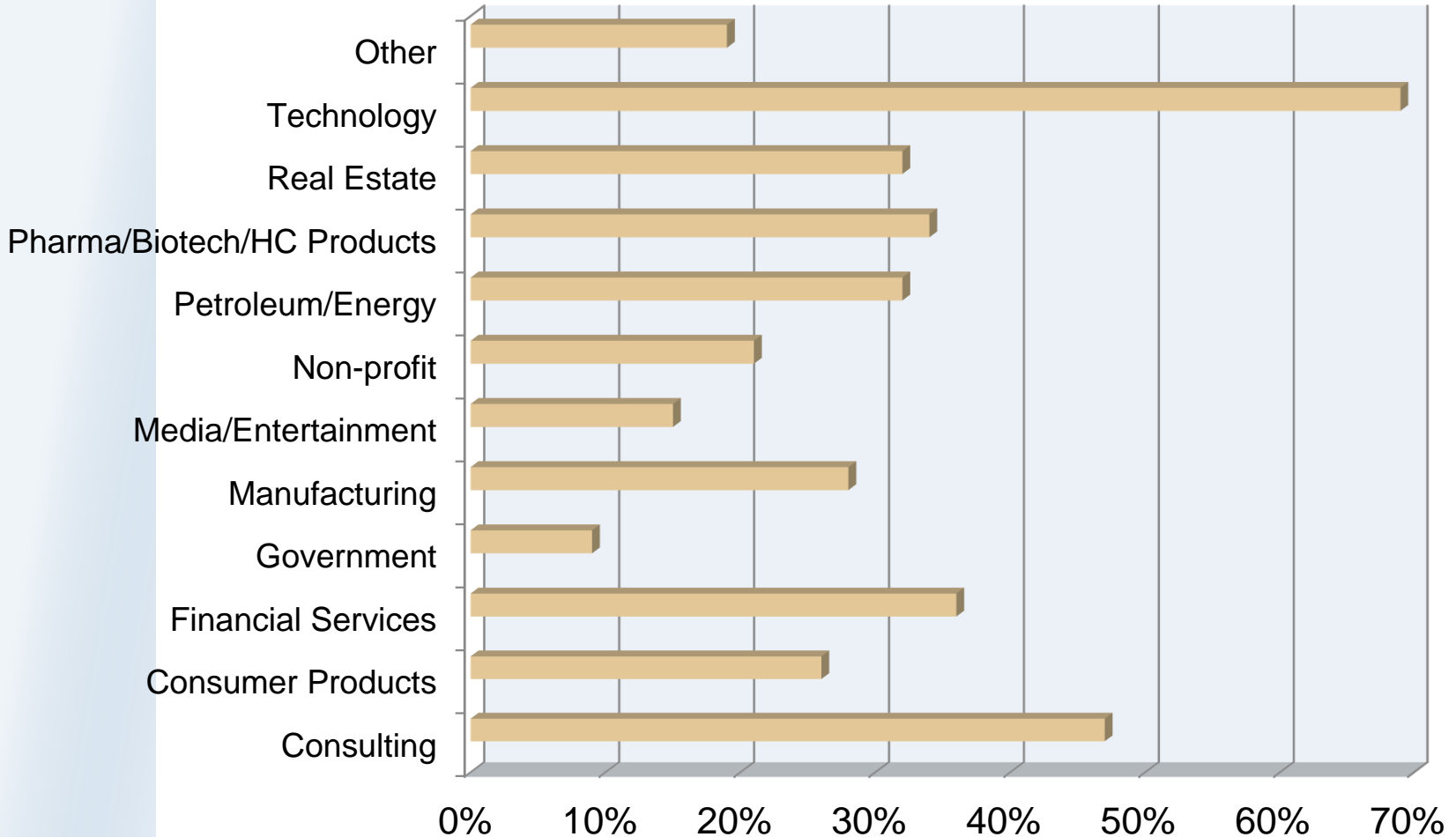


72% of respondents also reported increased postings for internships when compared to the same time last year.

Overall, how do internship postings (off-campus opportunities) compare YTD versus last year?

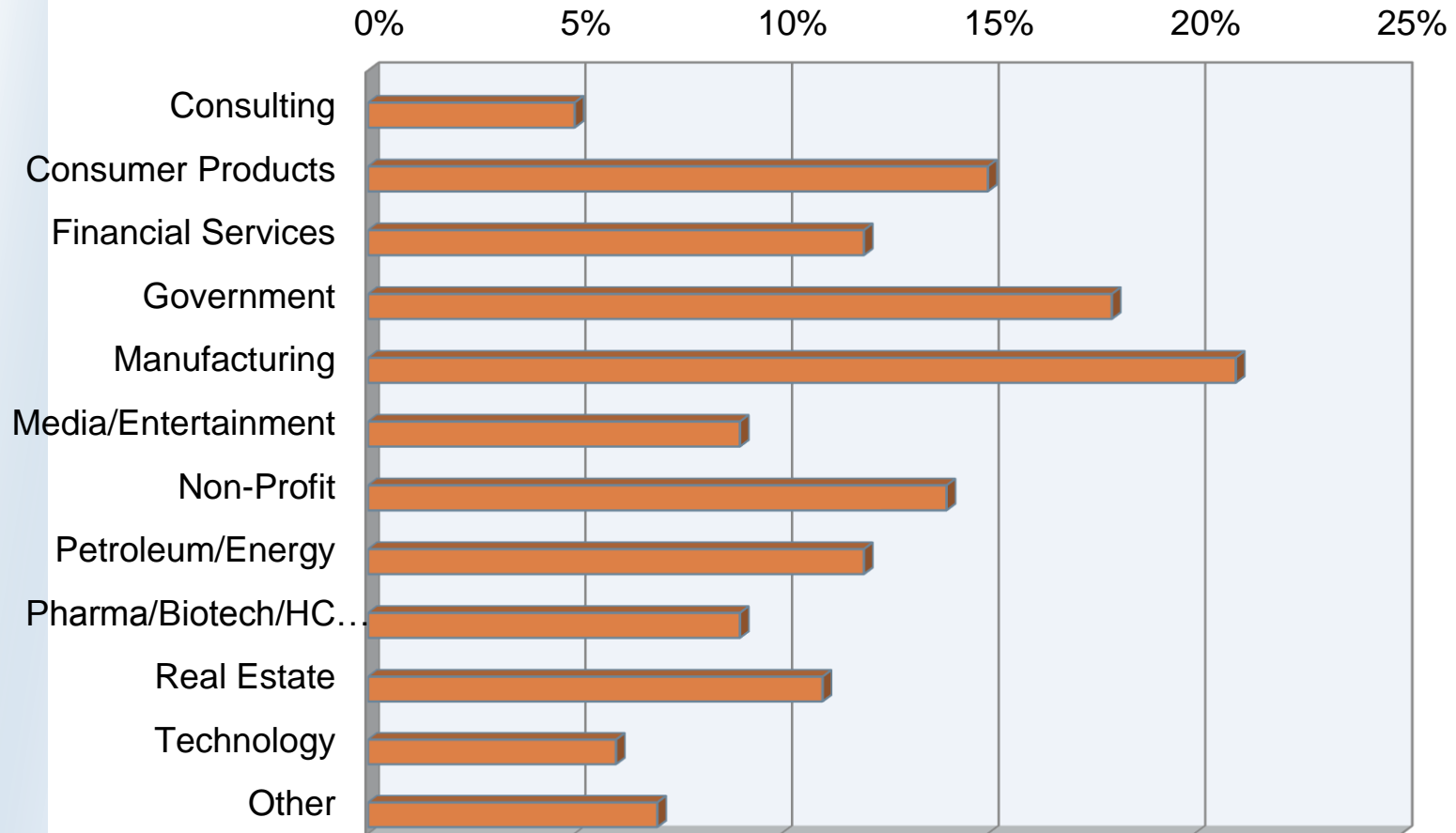


The greatest increases in internship recruiting was in the Technology industry, with the smallest increase seen in Government.



Percent of respondents experiencing increased internship recruiting activity in this industry.

Manufacturing experienced the largest decrease in internships recruiting.



Percent of respondents experiencing decreased internship recruiting activity in this industry.

MBA Career Services & Employer Alliance, July 2014

Schools shared a wide variety of ways they are helping graduating students.

- Additional career treks to desired geographies
- Working with student clubs
- Increased resume referrals
- Increased employer and alumni development
- Enhanced one-on-one coaching
- Resources for students seeking jobs at start-ups
- Alumni panels
- Personalized career fairs and networking events
- Multi-school events

Summary

- Significant increases in full-time and internship hiring show an underlying strength of the economy despite recent GDP reports of some weakness.
- Several trends remain consistent from the previous year, including growth in energy, technology and consulting and decreases in manufacturing, and government.
- Reporting schools indicated an increase in alumni-generated job opportunities, in recruiting interest from employers in different geographical locations and from start-ups, all indicating a healthy job market for the MBA degree.