

# April 2020 COVID-19 Quick Survey



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# Methodology

- Survey in the field: April 23 – April 30, 2020
- 75 responses
- 76% of respondents were from North America; 21% from Europe; 1% from Asia
- 92% of respondents represented schools; 8% employers



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# Employer Responses



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# What three changes has your company made to your MBA/Masters recruitment program recently as a result of COVID-19?

## Summary of write-in responses:

Later start dates

Some programs have gone virtual

Some programs have been cancelled

Virtual interviews

Virtual onboarding



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# School Responses



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What are the top three trends  
you are seeing in the job  
market in the short term?



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# What are the top three trends you are seeing in the job market in the short term?

## Summary of write-in responses (in order of frequency):

### Hiring freezes (11 responses)

- Causing frustrations for students

### Impact on full-time hiring

- Delayed start dates (8 responses) – some delayed as many as 6 months
- Fewer postings for full-time roles (4 responses)
- Job offer delays (3 responses) – banks, consulting
- Companies offering automatic full-time offers to interns (2 responses)
- Jobs turned virtual (2 responses)
- Rescinded offers (2 responses) – travel, hospitality, consulting industries
- Interviewing continues (2 responses)
- Roles still being pushed, but interviews are slow (2 responses)
- Students still receiving offers (2 responses)
- Some offers still standing – consulting
- Hiring is slow, but steady
- Longer hiring cycle
- Decrease in offers from consulting firms
- More competition for leadership programs
- Hiring processes stalled midstream



# What are the top three trends you are seeing in the job market in the short term?

## Summary of write-in responses (in order of frequency):

### Impact on internship hiring

- Cancelled internships (8 responses)
- Internships turned virtual (8 responses)
- Shorter internships (8 responses) – some shifting to case studies or project-based work
- Fewer internship opportunities (3 responses)
- Postponed (2 responses)
- Rescinded offers (2 responses)
- Unpaid internships
- Companies engaging with interns, even if the internship was cancelled
- Delayed start dates

### Shifts to remote/virtual activities

- Elevated numbers of openings for remote jobs (2 responses)
- Recruiting/hiring (2 responses)
- Virtual events and interviews going well
- Remote work going well
- Onboarding
- Positions starting virtual, then moving to face to face

### Focus on industries that are still growing (compilation of responses)

- Food & beverage, technology, e-commerce, FinTech, logistics, supply chain, telecommunications, health, agriculture, finance, consulting

# What are the top three trends you are seeing in the job market in the short term?

## Summary of write-in responses (in order of frequency):

### **Future impact**

- Hiring uncertainties/learning to manage changing information (2 responses)
- Companies trying to figure out the new normal post-COVID
- Cautious optimism that jobs will return once quarantine is reduced
- Fall recruiting still planned as normal
- Remote work, or a hybrid, will become the new normal

### **Impact on international students**

- Decreased opportunities for CPT/OPT
- More students returning to their home countries and looking for jobs at home

### **Other**

- Anxiety among job seekers
- Automation of jobs
- Hiring starting to become a priority again
- Furloughs and layoffs
- Employers looking for creative problem solvers
- Job postings down year over year, but not as much as expected given the circumstances
- No massive hiring freezes
- Virtual communications are more important than ever



What top three things are you doing to assist students during this uncertain time that have been most successful?



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# Coaching/ Direct support

## Coaching/Direct Support

### **Career team accessibility**

- Extended services/24-7 access
- Virtual office hours
- Video coaching
- More frequent 1:1 appointments
- Increased outreach
- Drop-in advising
- Extending beyond 90 days after graduation
- Virtual lounge sessions twice a week

### **Specific advice/topics**

- Remain flexible
- What students can do in preparation
- Coaching on responses to rescinded offers
- Reframe target roles, locations and organizations
- Resiliency
- Virtual interviewing
- Helping create alternate plans
- Market updates

### **Workshops/development**

- Offering new/targeted topics
- Weekly workshops
- Free webinars hosted by vendors
- Interactive class sessions (simulations, breakouts, rooms, polls, etc.)
- On-demand workshops via Canvas
- More frequent virtual events
- Online presence/branding
- Managing careers in times of crisis

# Coaching/ Direct support cont.

## Coaching/Direct Support cont.

### Communications

- More frequent newsletter distribution
- Virtual town halls
- Job alerts
- Transparency/honesty
- Weekly email with fun distractions, creative tips, etc.

Short videos for alumni on job search during a pandemic

Developing student projects in lieu of internships

Expand student networks through virtual meetings

Personal attention/tailor-made approaches

Providing stability while shifting to new delivery models

One-page “play books” for rescinded offers

Providing additional resources

Offering the same services, but in a new format

Providing stories of encouragement and hope, ongoing news for motivation

Personal calls to all graduating students

Job search support/accountability teams, some formed around shared interests

Virtual career fairs

Virtual mentor mixers



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# Outreach

## Outreach

### Leaning on alumni networks

- Outreach/job sourcing
- Networking with students
- Alumni leading webinars/coffee chats
- Connections students with alumni in their geographic region

Transferring on-campus corporate events into virtual sessions

Increased business development

Virtual information sessions with companies

More frequent resume book updates

Asking faculty to reach out to their connections

Ongoing job opportunity review

Lists of hot jobs/tracking documents of hiring companies

Debrief calls with employers to discuss previous year's recruiting efforts and current plans

Referring to aggregate data, peer groups (CSEA, NACE) to maintain a sense of perspective



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Thank you to everyone who completed the survey. We look forward to providing you with continued employment trends in the coming weeks.



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