

2023

# MBA CSEA Fall Recruiting Trends Survey



**MBA Career Services  
& Employer Alliance**

More than an association. A community.

# Introduction

The MBA CSEA Fall 2023 Recruiting Trends Survey provides key information about recruiting trends for full-time MBA, part-time MBA, and specialty master's students compared to the same timeframe the previous year. The report is based on confidential surveys completed in January, February and March 2024 by 63 MBA Career Services & Employer Alliance (MBA CSEA) member schools. The full results from the survey are provided to participating schools, with an Executive Summary and abridged made available to the general public. The survey was created, compiled and analyzed by MBA CSEA.

## DISCLAIMER

The statistical information contained in this report is believed to be representative of the individuals responding to the survey. All reasonable efforts were taken by MBA CSEA to assure data comparability within the limitations of reporting procedures. However, the data used in this report is not necessarily based on audited data. As such, the statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for that particular figure. MBA CSEA, therefore, makes no representations or warranties with respect to the results of this study and shall not be liable to members or anyone else for any information inaccuracies, or errors or omissions in contents, regardless of the cause of such inaccuracy, error or omission. In no event shall MBA CSEA be liable for any consequential damages.

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## About This Report

This year's MBA CSEA 2023 Fall Recruiting Trends Survey Report provides information that will assist member schools with understanding recruiting trends for full-time MBA, part-time MBA and specialty master's students.

In January, February and March 2024, confidential survey forms were made available to MBA CSEA member schools. A complete set of survey questions can be provided upon request. This report provides an abridged view of the survey results.

## How to Use This Report

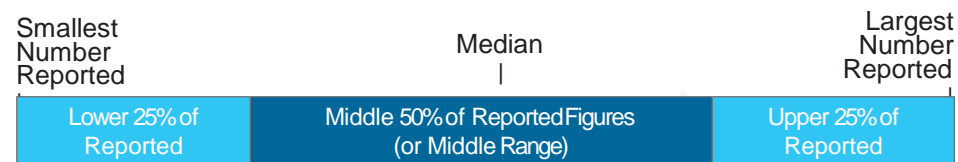
This MBA CSEA 2023 Fall Recruiting Trends Survey Report will help institutions evaluate recruiting trends relative to what similar institutions are observing. The statistics represent benchmarks against which an institution's recruiting trends can be compared. Using the information within this report, schools can compare their own institution's observations about the recruitment marketplace with the participants as a whole.

Please keep in mind:

1. A deviation between your organization's figures (for any particular measure) and numbers in the report is not necessarily good or bad. It merely indicates additional analysis may be required.
2. In situations where large deviations do exist, it may be helpful to go back and calculate the same measure over the past several years to identify any trends that may exist .
3. The information in this report should be used as a tool for informed decision-making rather than absolute standards. Since organizations differ as to their specialization, location, size and other factors, any two organizations can be successful and yet have very different experiences with regards to certain benchmarks.
4. Many respondents used estimates for the data points provided, rather than absolute numbers. This should be considered when drawing conclusions about the data.

## Interpreting the Numbers

Most of the data points included in this study are reported as both medians and averages/means. The median value represents the mid-point of the data for a particular measure, with half of the organizations reporting figures above it and half below. Unlike the mean, the median is not distorted by a few unusually high or low values that may exist in the sample due to special circumstances. Each median was computed independently based on the organizations that reported for that item. As a result, mathematical relationships do not always exist when different ratios are used together in the calculation. **Also, please note, some items may not total exactly due to rounding.**



Figures reported were not used unless they were in accordance with the survey instructions and definitions. In cases where the number of organizations reporting was considered inadequate for the computation of a meaningful figure the survey question was omitted from the report. Additional context was also provided in cases where questions may be skewed toward a certain industry or other parameter.

## Definitions

<b>Number of Responses (N):</b>	The number of responses in a particular grouping.
<b>Average:</b>	The simple average of all responses for a particular item (e.g., it is the result of summing the values and dividing by the total number of responses).
<b>Median (or 50th percentile):</b>	The center value of the total distribution of the data that are reported (e.g., it is the value at which 50% of the responses are above and 50% are below). This measure is less likely than an average to be distorted by a few outlying responses.
<b>Lower Quartile (or 25th percentile):</b>	The observation point below which 25% of the responses lie (e.g., 25% of the responses are less than this amount and 75% are greater than this amount).
<b>Upper Quartile (or 75th Percentile):</b>	The observation point below which 75% of the responses lie (e.g., 75% of the responses are less than this amount and 25% are greater than this amount).

## Using Ratios

While it is important to analyze information in dollars and cents, it is essential that percentages and ratios be used if the data is to be compared with past data or with reported standards. For example, it is necessary to know your annual employee compensation expense, but it is even more essential to compare this expenditure with the value it produces.

# Executive Summary

MBA CSEA conducts the Fall Recruiting Trends Survey annually to assist member schools with benchmarking and strategic decision-making. This year's survey results are aligned with what MBA CSEA has observed anecdotally from member schools regarding hiring shifts and economic uncertainty.

Overall, the post-pandemic increase in recruiting seen over the past two years seems to be tapering off as schools are seeing a decline in some areas. Schools indicated that Full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) were down this year across all program types. On-campus opportunities, (companies interviewing at a school either on-campus or coordinated virtually via campus recruiting process), didn't see as much of a decline, with Specialty Masters programs seeing an increase. A new measurement was added this year – informal job postings (school-curated sources not posted through school-based job posting platforms). These job sources were more likely to be flat overall compared with off-campus postings.

By industry, Healthcare, Energy and Government showed the largest increase in demand for all program types. The most notable decreases were seen in Consulting and Technology for all program types, which likely had an impact on overall hiring trends given that these are traditionally popular industries for MBAs.

By company type, start-ups saw the largest increase with large companies seeing the largest decrease.

A significant number of schools saw an increase in employer use of AI-empowered pre-screening tools, which follows industry trends. Companies also continue to shift toward in-person work modalities for internships with a decrease reported in virtual opportunities.

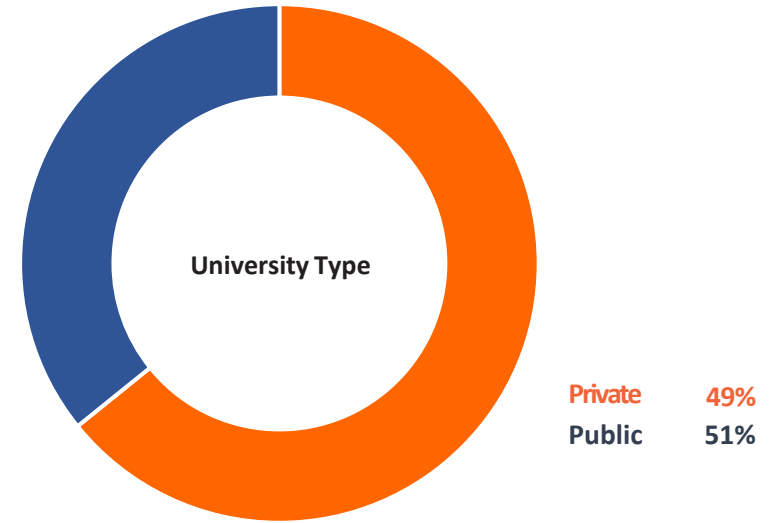
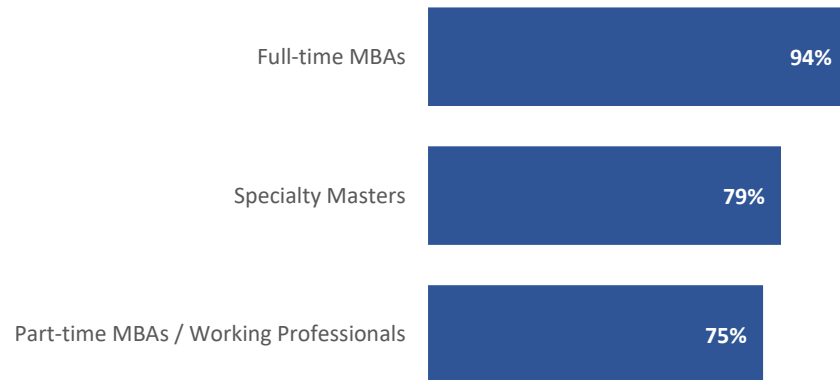
Schools continue to adjust to the ever-changing needs and marketplace shifts through innovative programming and relationship-building, with the largest increases seen in in-person engagement and one-on-one coaching.

# Respondent Profile

# Respondent Profile

The respondent sample for the survey this year included 63 schools. Most of the responding institutions (94%) serve Full-time MBA students. A majority also serve Specialty Masters (79%) and Part-time MBAs (75%). This includes working professional programs but excludes Executive MBAs. There was a relatively even split of public (51%) and private (49%) institutions represented.

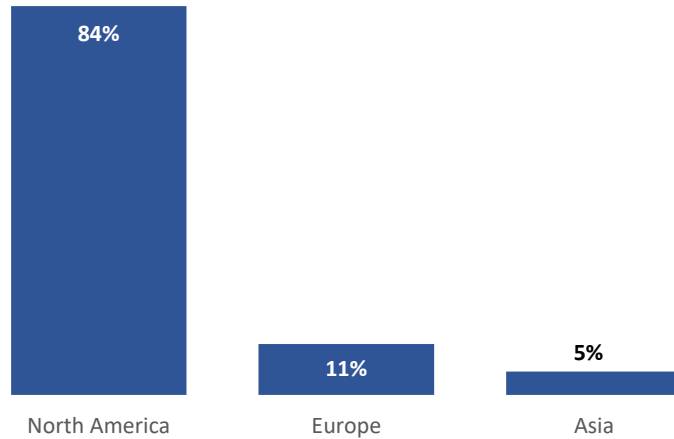
**Student Populations Served**



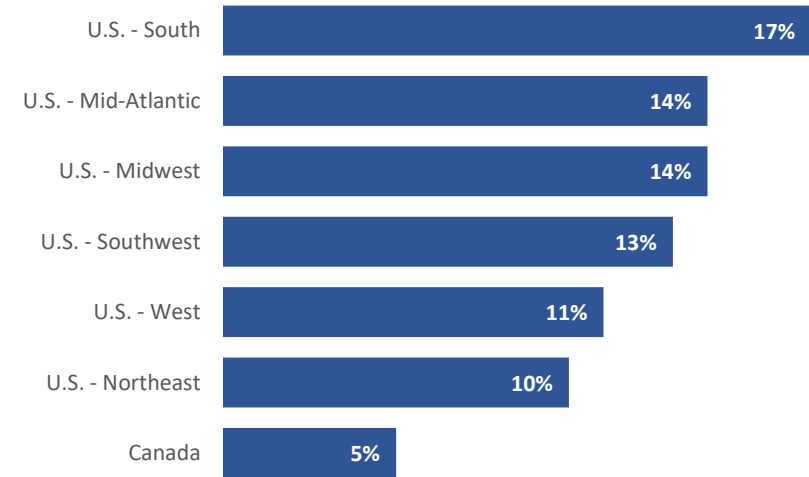
# Respondent Profile cont.

Although many respondents have a global reach, the sample primarily consists of universities whose main campus is based in the US. The majority of responding universities (84%) reported their main campuses were located in North America, with 16% located in other regions.

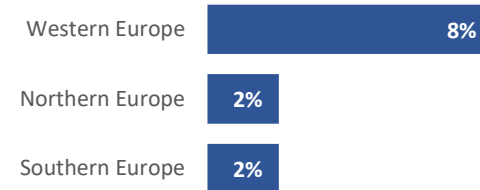
Geographic Location of University's Main Campus



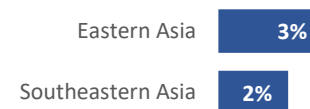
Regions in North America



Regions in Europe



Regions in Asia





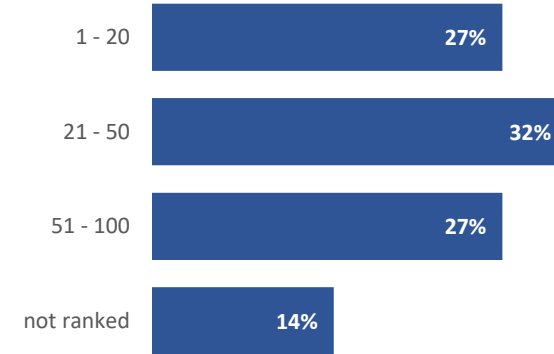
# Full-Time MBA Programs

# Full-time MBA Programs

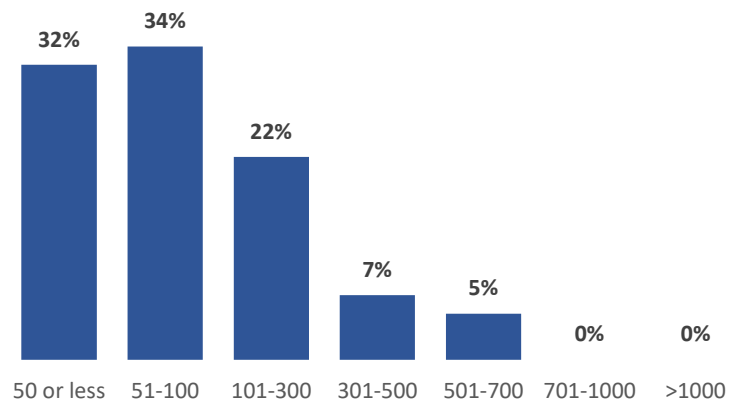
The institutions reporting recruiting trends for their Full-time MBA programs had a strong representation of top ranked MBA programs in the results. Nearly two thirds (59%) of the respondents were ranked as one of the top 50 MBA programs in one of the most recent national/international rankings (BusinessWeek, US News & World Report, Financial Times, Economist, Forbes, etc.). This includes 27% that were ranked in the top 20.

Over three quarters of the institutions (88%) have less than 300 students graduating from their Full-time MBA program this year. Nearly two thirds of responding schools (61%) have a program length that lasts between 19 and 23 months.

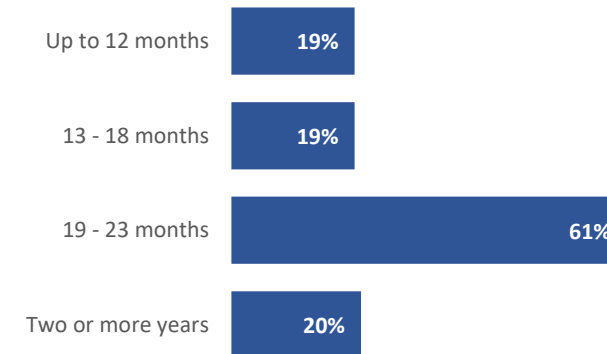
Full-time MBA Program Ranking



Full-time MBA graduates this year (class of 2023)



Full-time MBA Program Length

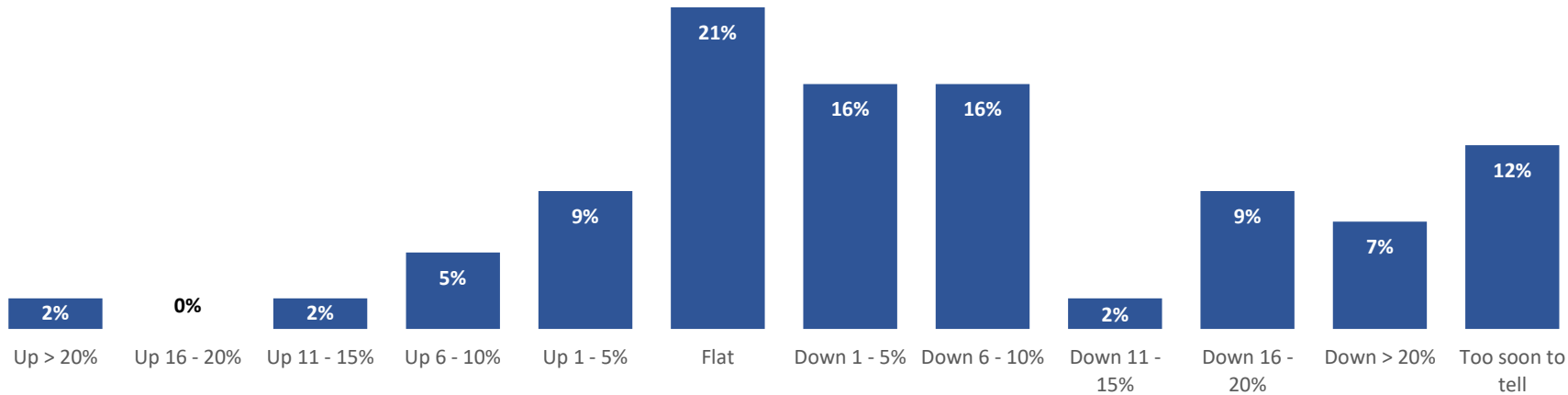


# Full-time MBA Programs

Overall, Full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) were down compared to last year's survey. This year, 49% of respondents indicated that job postings were down, compared to 26% in 2022.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	49%	26%	15%	10%
<b>2020</b>	22%	32%	40%	7%
<b>2021</b>	74%	11%	6%	9%
<b>2022</b>	38%	23%	26%	13%
<b>2023</b>	18%	21%	49%	12%

Overall, how do Full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for FT MBAs compare YTD versus last year?

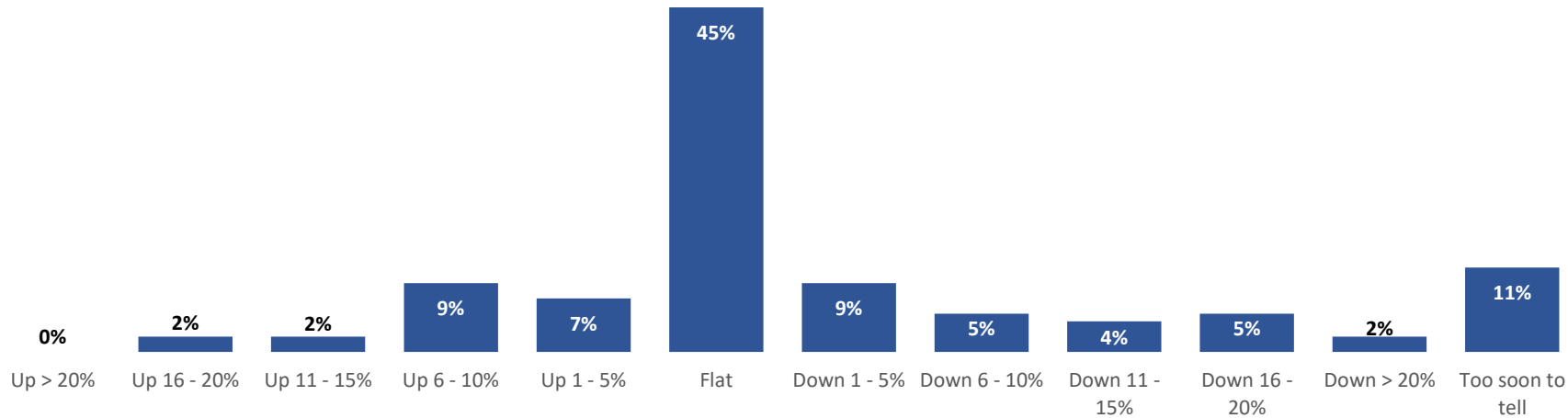


# Full-time MBA Programs

Nearly half of respondents (45%) indicated that informal Full-time job postings (school-curated sources not posted through school-based job posting platforms) were flat compared to last year.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2023</b>	20%	45%	25%	11%

Overall, how do other, informal postings (school-curated sources not posted through school-based job posting platforms) for FT MBAs compare YTD versus last year?

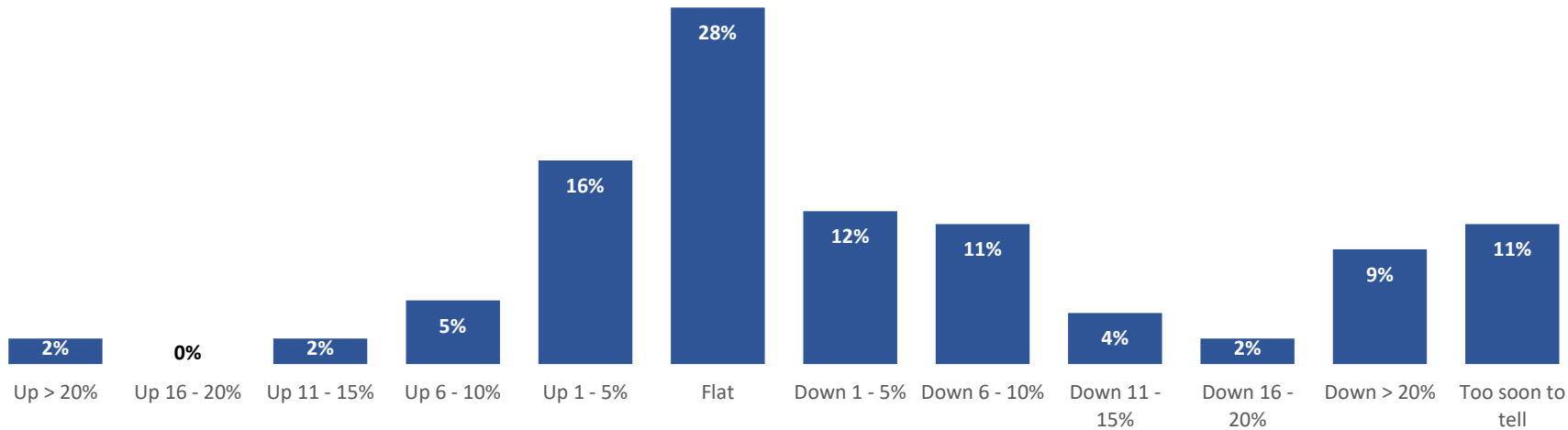


# Full-time MBA Programs

On-campus opportunities (companies interviewing at a school either on-campus or coordinated virtually via campus recruiting process) for Full-time MBAs were down compared to last year. This year, 38% of respondents indicated that on-campus opportunities were down, compared to 22% in 2022.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	22%	40%	31%	7%
<b>2020</b>	21%	24%	47%	8%
<b>2021</b>	35%	29%	27%	9%
<b>2022</b>	40%	31%	22%	7%
<b>2023</b>	25%	28%	38%	11%

Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process) for FT MBAs compared YTD versus last year?

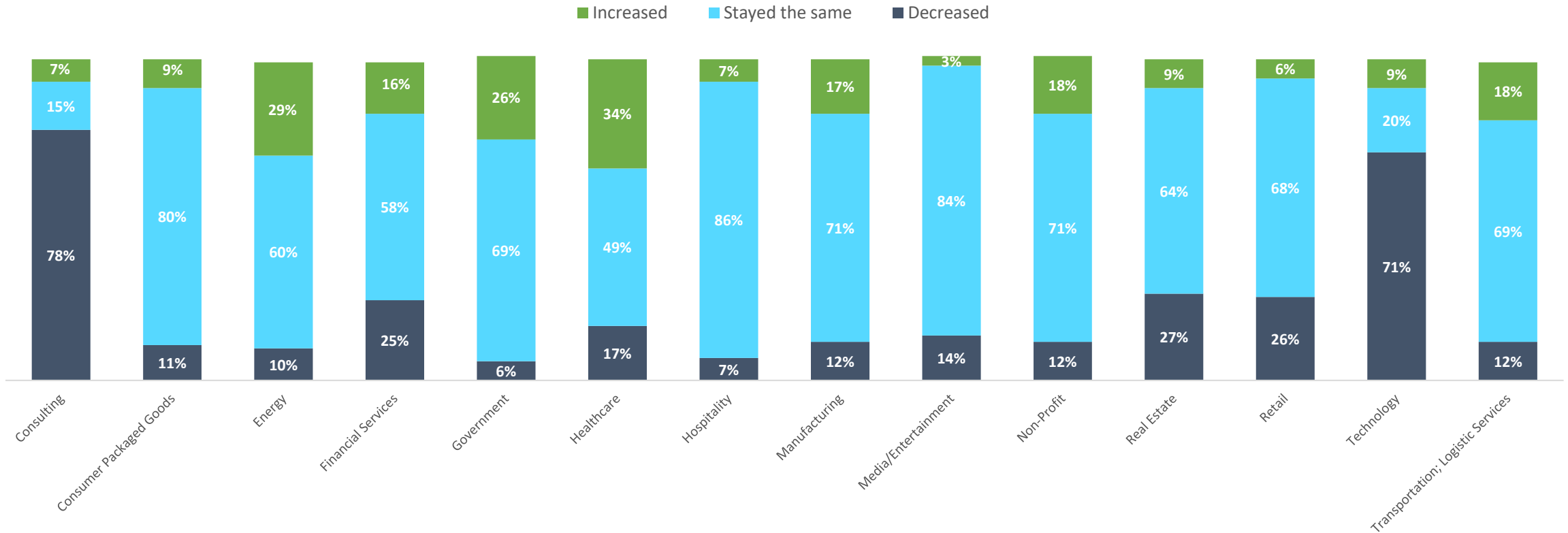


# Full-time MBA Programs

The Healthcare sector saw the largest increase in recruiting activity, with 34% of schools reporting an increase. Energy (29%) and Government (26%) also saw the largest increases.

The sectors where the largest numbers of schools saw a decrease include Consulting (78%) and Technology (71%). The decrease in the Consulting industry in 2023 follows a large reported increase of 52% in 2022.

What changes in recruiting activity (job opportunities for students) for FT MBAs have you seen in the following industries?

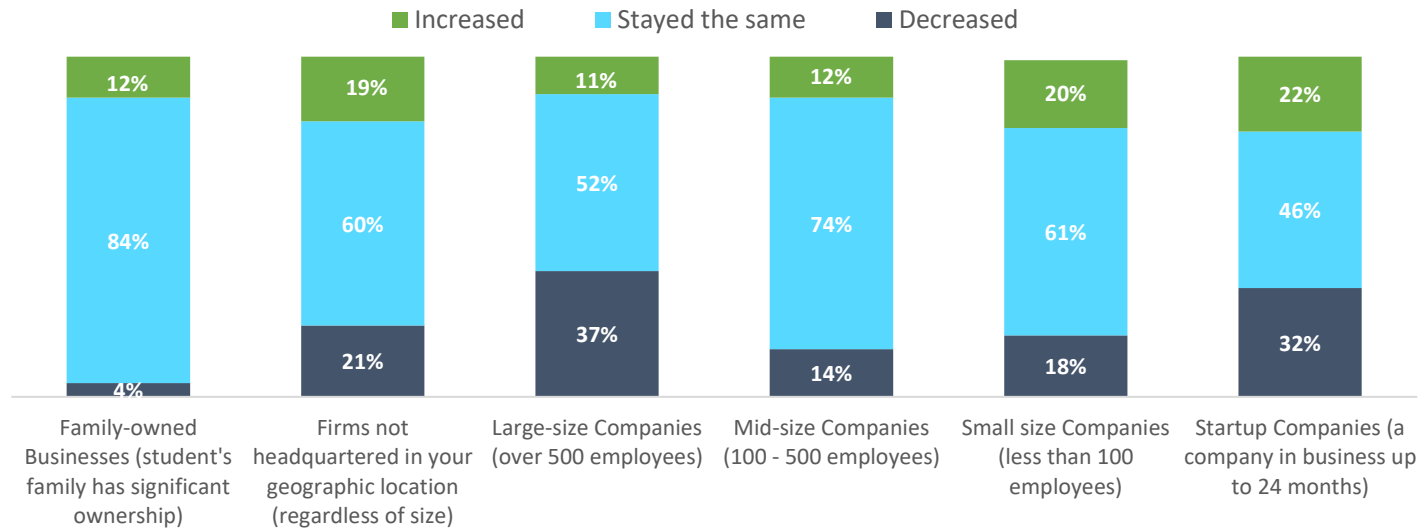


# Full-time MBA Programs

The largest increase in recruiting activity by organization type was seen with start-up companies (22%), small size companies (20%) and firms not headquartered in your geographic location (19%).

The largest decreases in recruiting activity were in large-size companies (37%).

**What changes in recruiting activity (job opportunities for students) for FT MBAs have you seen with the following types of organizations?**



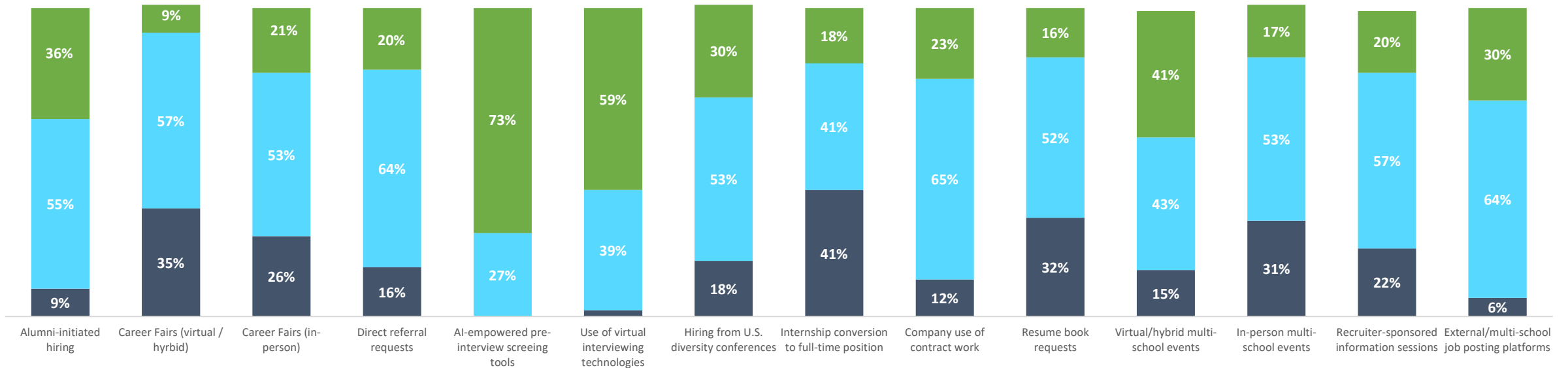
# Full-time MBA Programs

Nearly three quarters (73%) of schools saw an increase in employer use of AI-empowered pre-screening interview tools. Employer use of virtual interview technologies also saw strong increases (59%) in 2023.

The areas that saw the largest decrease were internship conversion to full-time employment (41%) and career fairs (virtual / hybrid) (35%).

What changes in Full-time recruiting activity (job opportunities for students) for FT MBAs have you experienced on or off campus?

■ Increased ■ Stayed the same ■ Decreased

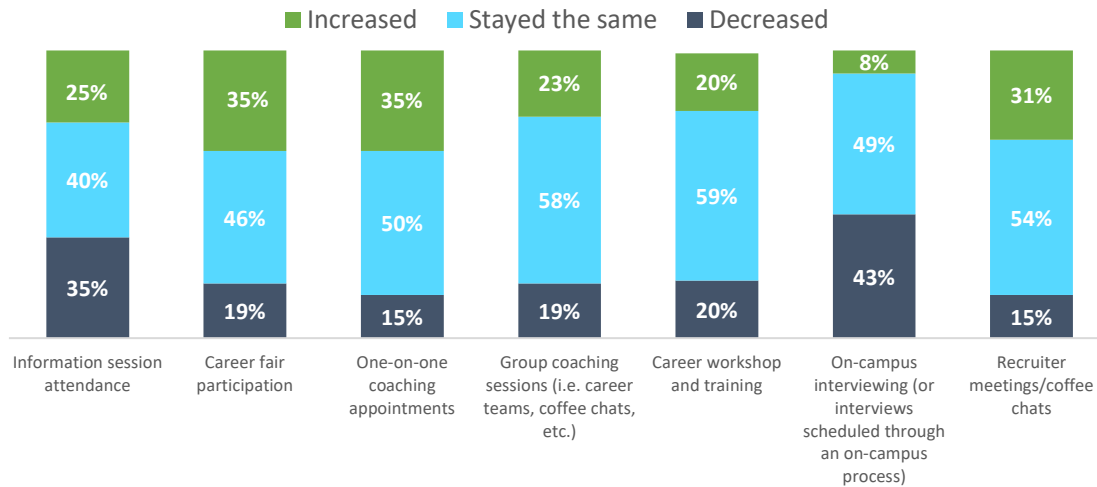




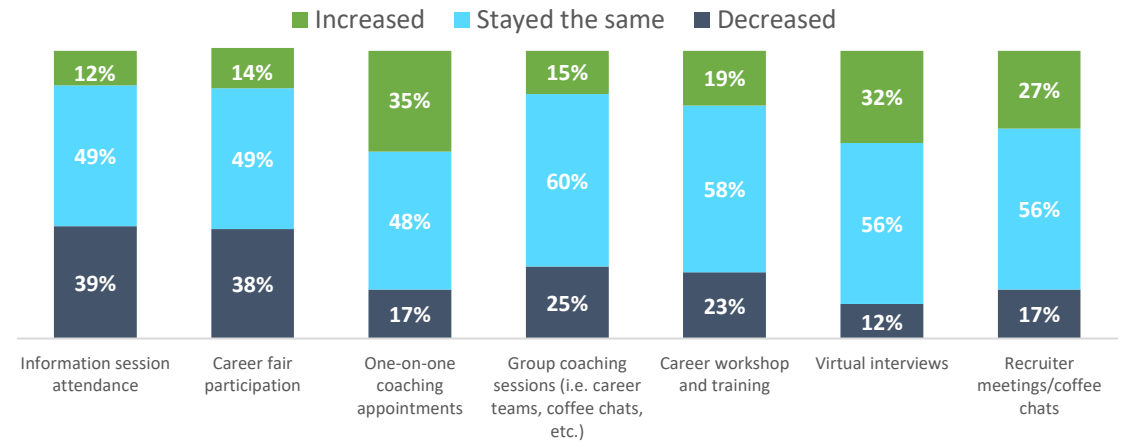
# Full-time MBA Programs

The largest increase in in-person student engagement was seen with career fair participation (35%) and one-on-one coaching appointments (35%). The largest increase in virtual student engagement was seen with one-on-one student coaching appointments (35%) and virtual interviews (32%). Information session engagement was down for both in-person (35%) and virtual (39%) options.

**How did FT MBA student engagement in the following IN-PERSON activities compare to the same time period last year?**



**How did FT MBA student engagement in the following VIRTUAL activities compare to the same time period last year?**



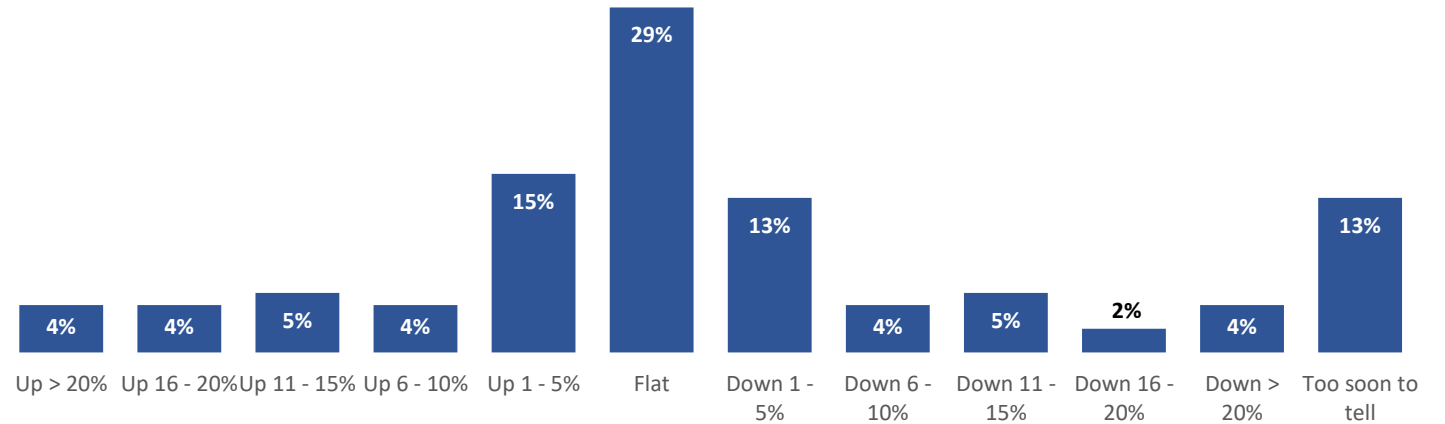
# Full-time MBA Programs

## Internship Recruiting Trends

In 2022, 48% of responding institutions indicated off-campus opportunities (internship postings) for internships were up, compared with only 32% this year. This year, nearly a third of schools (29%) reported that internship postings stayed the same compared to last year.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
2020	30%	19%	34%	16%
2021	65%	6%	20%	15%
2022	48%	16%	36%	8%
2023	32%	29%	28%	13%

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



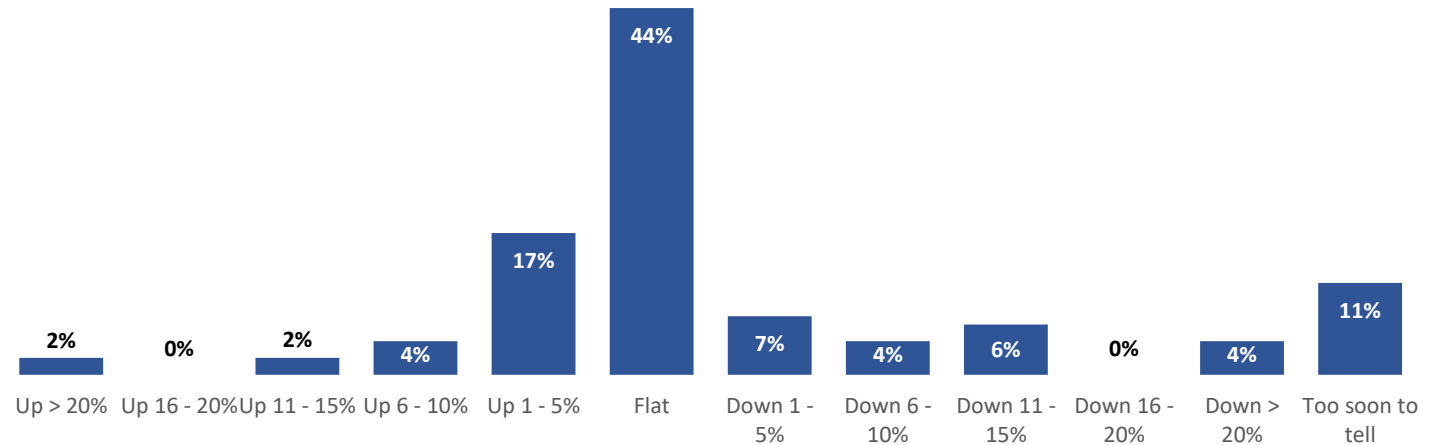
# Full-time MBA Programs

## Internship Recruiting Trends

This year, 25% of schools indicated that postings for on-campus opportunities for internships were up. This is less than the 30% reported in 2022. Nealy one half of schools (44%) reported that on-campus opportunities for internships have stayed the same compared to last year.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
2020	16%	22%	46%	16%
2021	36%	29%	22%	15%
2022	30%	34%	36%	7%
2023	25%	44%	21%	11%

Overall, how do on-campus opportunities (company interviews either conducted on campus or coordinated virtually via a campus recruiting process) for internships for FT MBAs compare YTD versus last year?



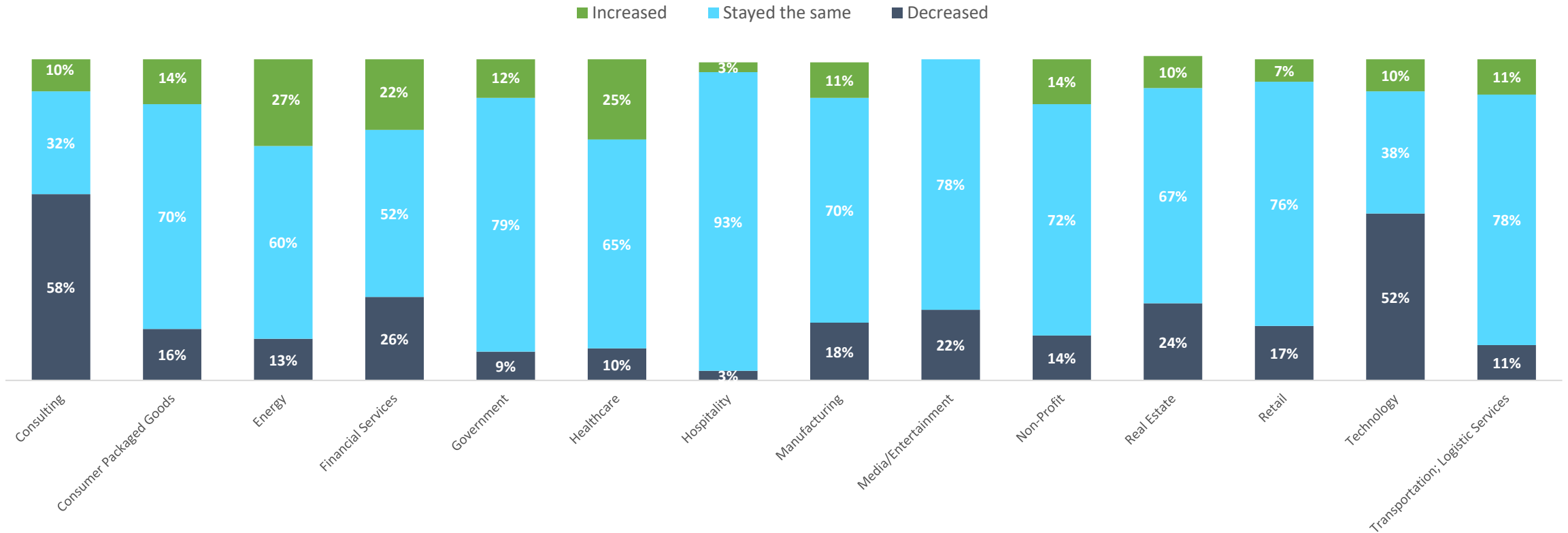
# Full-time MBA Programs

## Internship Recruiting Trends

The Energy (27%), Healthcare (25%) and Financial Services (22%) sectors showed the strongest increase in internship recruiting for FT MBA students.

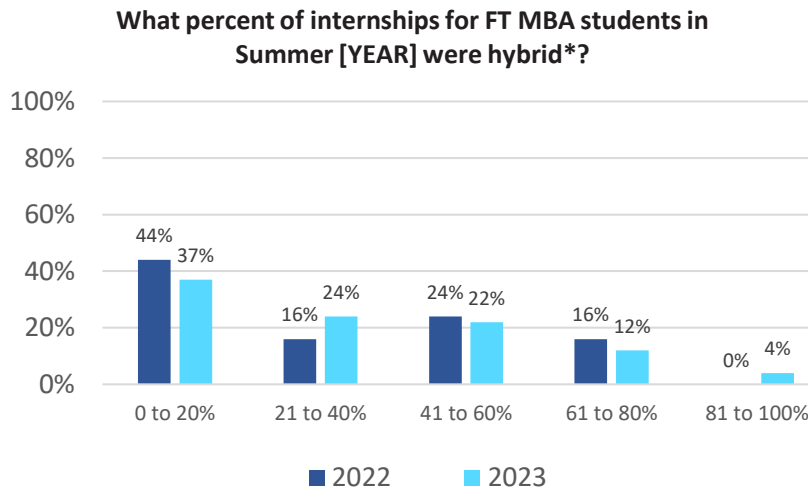
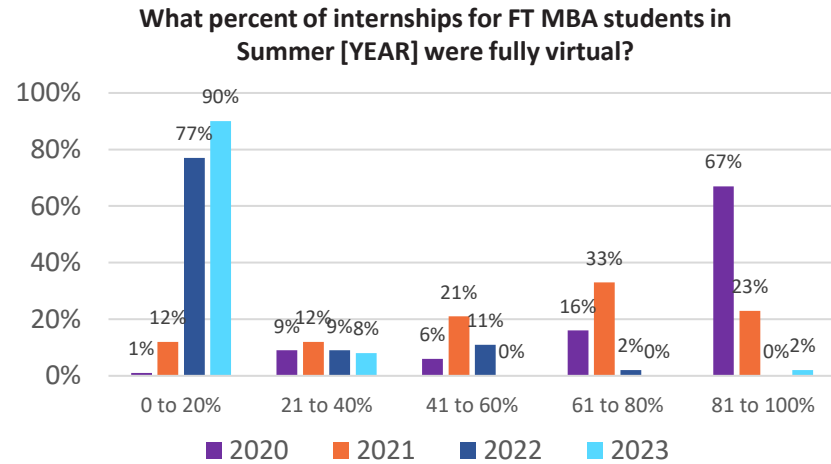
The largest decrease was seen in the Consulting (58%) and Technology (52%) sectors. This is the second year in a row where the Technology sector has seen a large decline, with a 54% decrease in 2022.

What changes in internship recruiting activity for FT MBAs have you seen in the following industries?



# Full-time MBA Programs

## Internship Recruiting Trends

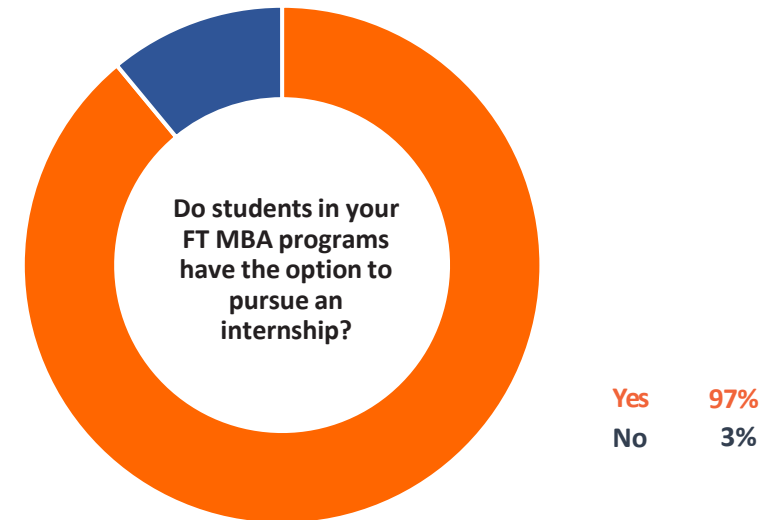


\*Programs that meet at least 40% and no more than 60% in-person, are typically considered a hybrid program. In 2023, hybrid would also be defined as classes that provided multiple modes of participation - in-person and virtual at the same time.

Nearly all Full-time MBA students have the option to pursue an internship (97%), which increased from 89% in 2022.

In 2022 and 2023, there were far fewer fully virtual summer internships than in 2021 and 2020.

For the past two years, a higher percentage of summer internships were in a hybrid format compared to fully virtual. However, only 16% of schools reported that over 61% of their internships were in a hybrid format, which remains consistent from last year.



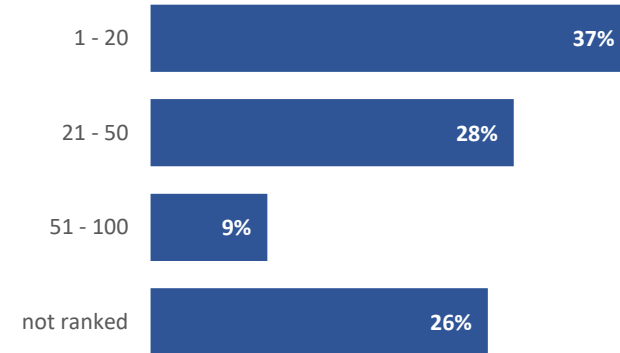
# Part-Time MBA Programs

# Part-time MBA Programs

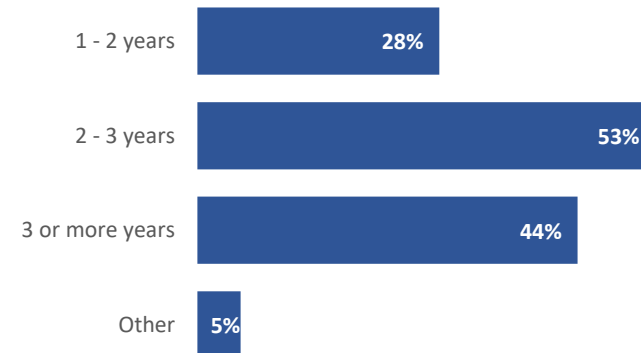
The institutions reporting recruiting trends for their PT MBA Programs had a strong representation of top ranked PT MBA programs in the results. Nearly two thirds (65%) of the respondents were ranked as one of the top 50 PT MBA programs in one of the most recent national/international rankings (U.S. News & World Report, QS, etc.) This includes 37% that were ranked in the top 20.

Eighty-six percent of the institutions have 300 or less students graduating from their PT MBA program this year. The most common program length is 2 – 3 years. In 2022, only 32% of programs reported PT MBA program lengths being 3 or more years. In 2023, 44% of programs reported this length.

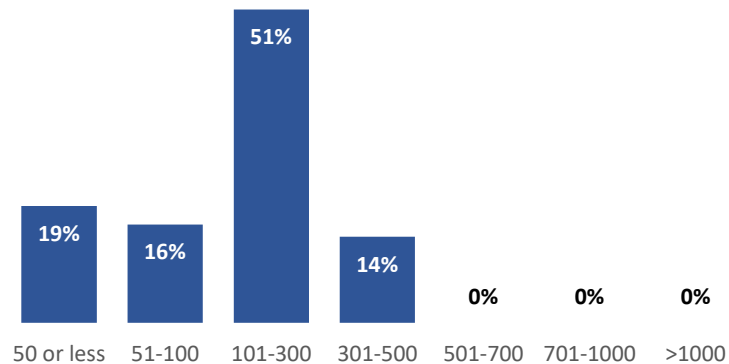
Part-time MBA Program Ranking



Part-time MBA Program Length



Part-time MBA graduates this year (class of 2023)

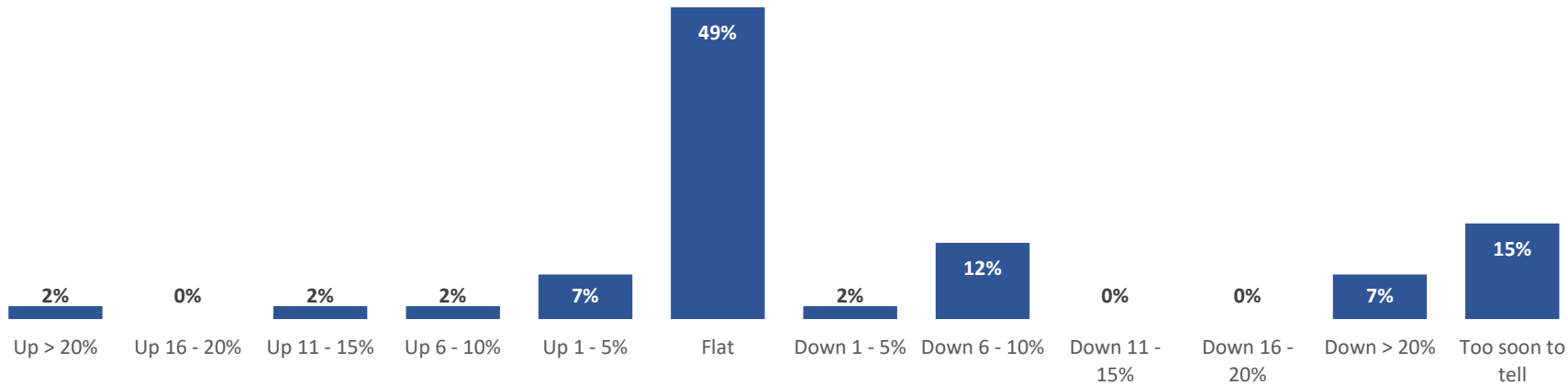


# Part-time MBA Programs

Overall, Full-time job postings (off-campus opportunities/postings by employers through a school’s job posting platform(s)) for PT MBAs were slightly down compared to last year’s survey. In 2022, 18% indicated postings were up, compared with only 13% this year.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	31%	41%	12%	16%
<b>2020</b>	26%	30%	37%	7%
<b>2021</b>	55%	21%	6%	18%
<b>2022</b>	18%	47%	19%	16%
<b>2023</b>	13%	49%	21%	15%

How do Full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for PT MBAs compare YTD versus last year?



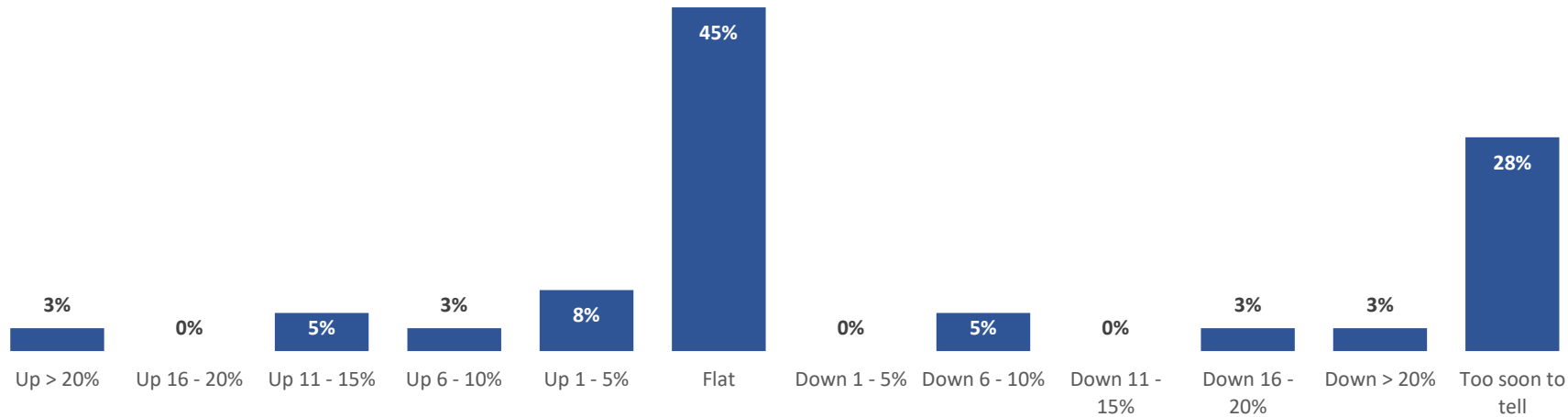


# Part-time MBA Programs

Nearly half of respondents (45%) reported that informal postings (school-curated sources not posted through school-based job posting platforms) for PT MBAs remained the same compared to last year.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2023</b>	19%	45%	11%	28%

Overall, how do other, informal postings (school-curated sources not posted through school-based job posting platforms) for PT MBAs compare YTD versus last year?

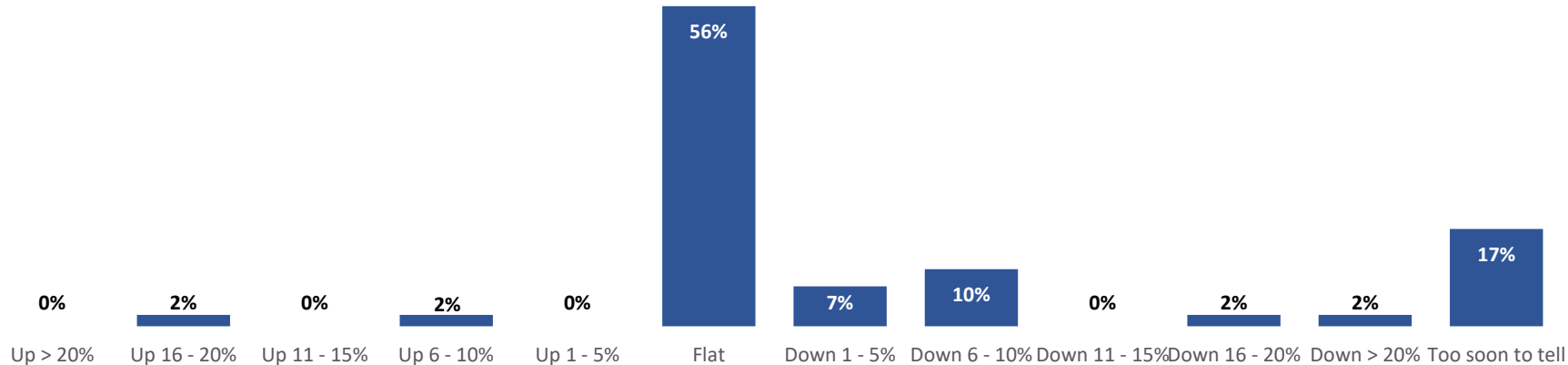


# Part-time MBA Programs

On-campus opportunities (companies interviewing at a school either on campus or coordinated virtually via campus recruiting process for FT, permanent positions) were also down compared to last year. Only 4% of respondents indicated postings were up in 2023, while 21% indicated that postings were down.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	20%	44%	28%	8%
<b>2020</b>	6%	48%	36%	13%
<b>2021</b>	31%	39%	12%	19%
<b>2022</b>	14%	59%	11%	16%
<b>2023</b>	4%	56%	21%	17%

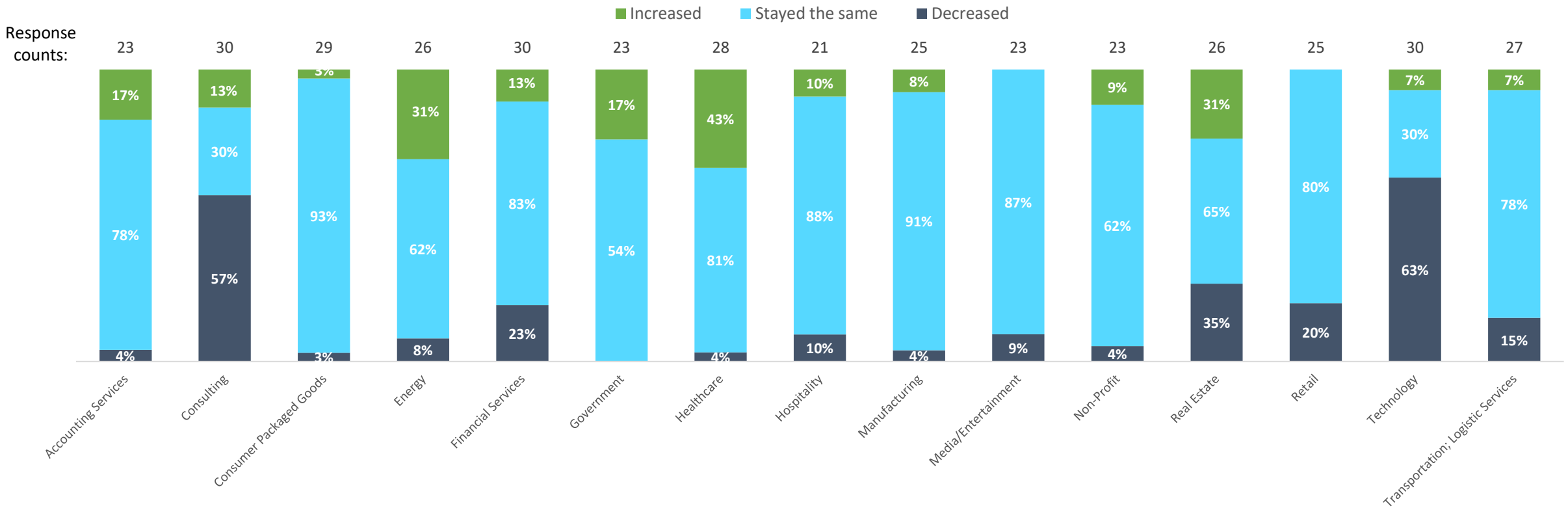
Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process for FT, permanent positions) for PT MBAs compare YTD versus last year?



# Part-time MBA Programs

Healthcare (43%) and Energy (31%) were the top two largest growing sectors for recruiting activity for PT MBA students in 2023. For a second year in a row, Technology had the largest decrease at 63%. Consulting also had a large decrease (57%) in recruiting activity this year.

What changes in recruiting activity (job opportunities) for PT MBA students have you seen in the following industries?

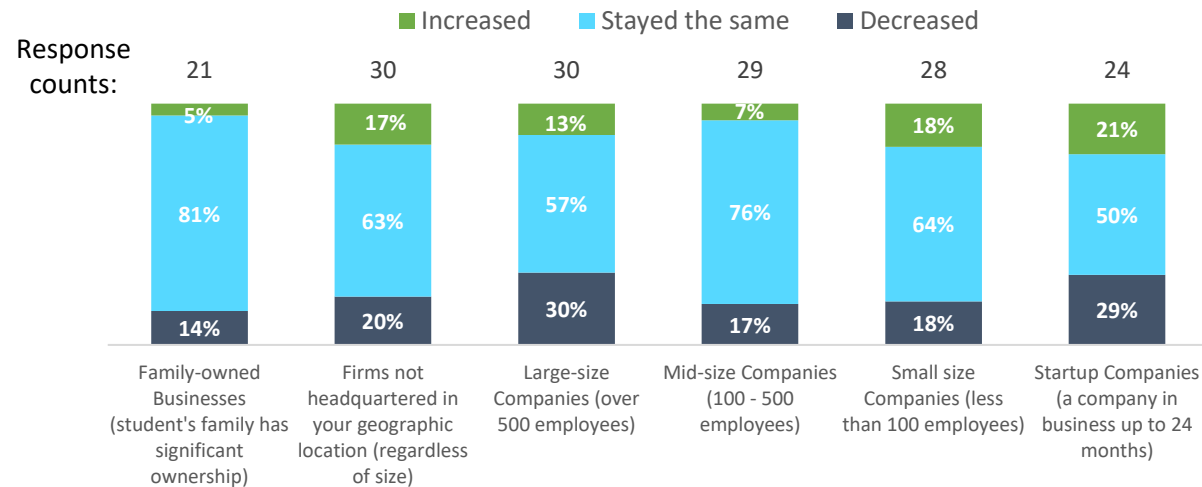


# Part-time MBA Programs

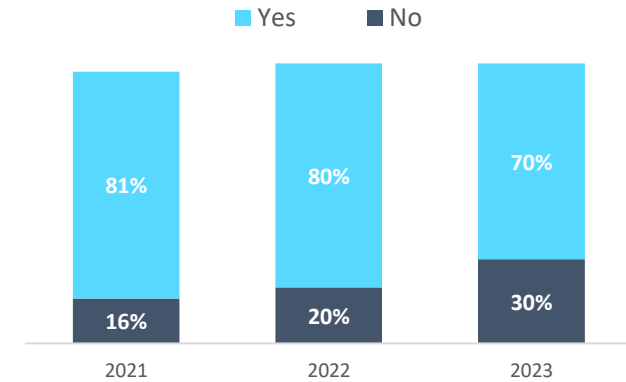
For the second year in a row, the largest increase in recruiting activity by organization type was seen in startup companies (21%). However, 29% of schools also reported a decrease in recruiting activity at startup companies. Large-sized companies saw the largest decrease (30%).

Increasingly over the past few years, fewer schools are providing PT MBAs with access to internship and/or on-campus recruiting opportunities.

**What changes in recruiting activity (job opportunities for students) for PT MBA students have you seen with the following types of organizations?**



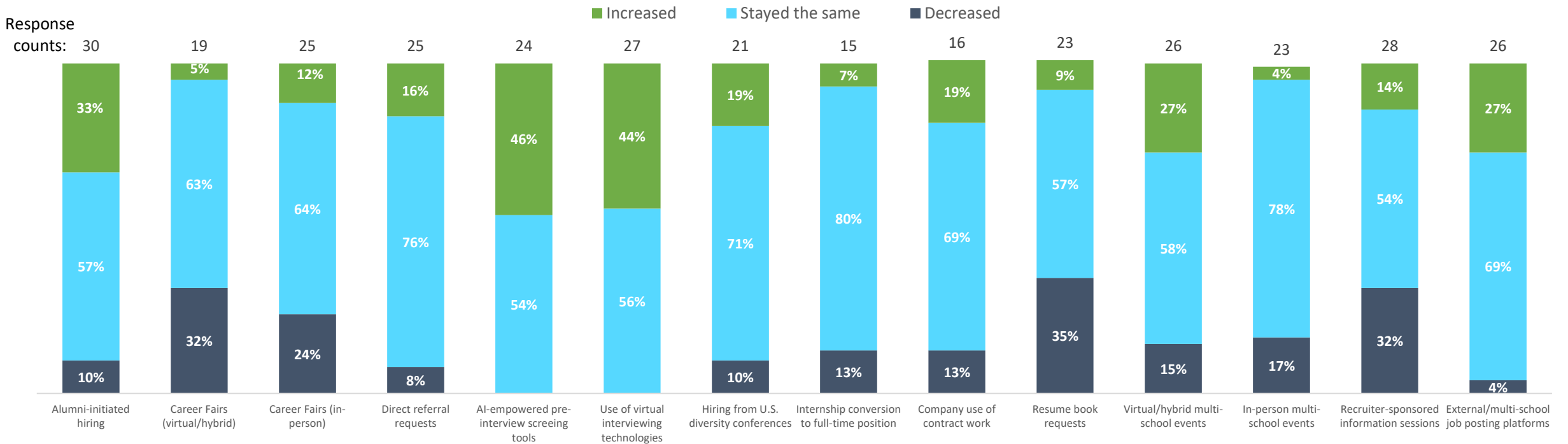
**Do you allow your PT MBAs access to internship and/or on-campus recruiting opportunities?**



# Part-time MBA Programs

Schools have seen an increase in the use of AI-empowered pre-interview screening tools (46%) and virtual interview technologies (44%), which were the top two increases in recruiting for PT MBA students last year as well. The largest decrease in 2023 was seen in resume book requests (35%), virtual/hybrid career fairs (32%) and recruiter-sponsored information sessions (32%).

What changes in full-time recruiting (job opportunities for students) for PT MBA students have you experienced on or off-campus?



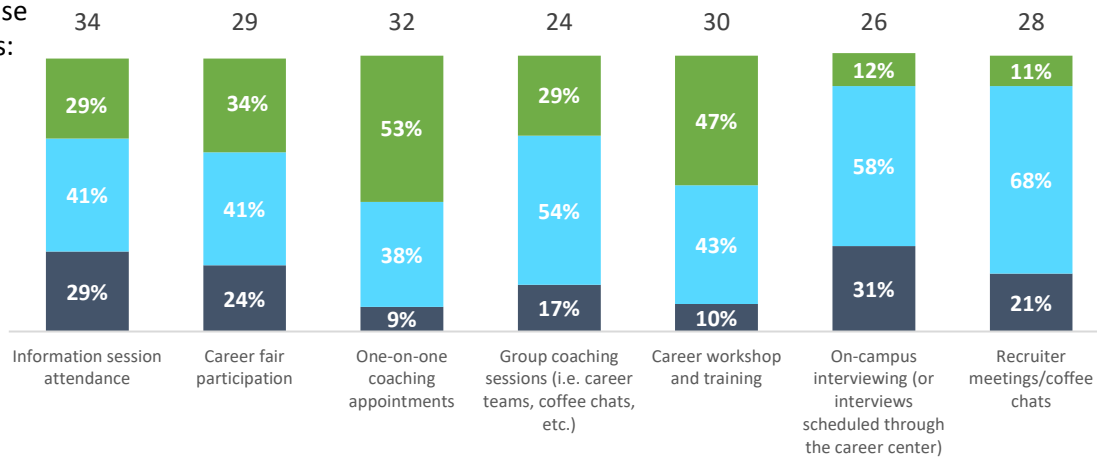
# Part-time MBA Programs

For the third year in a row, the largest increase in in-person PT MBA student engagement was seen with one-on-one coaching (53%). Career workshop and training (47%) also saw a large increase. The largest increase in virtual student engagement was also seen in one-on-one student coaching appointments (59%) and career workshop and training (43%).

**How did PT MBA student engagement in the following IN-PERSON activities compare to the same time period last year?**

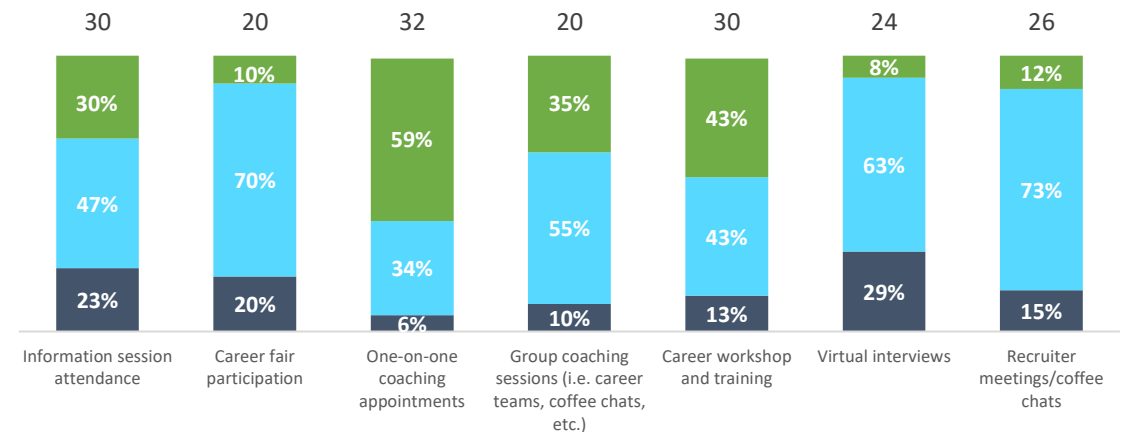
■ Increased ■ Stayed the same ■ Decreased

Response counts:



**How did PT MBA student engagement in the following VIRTUAL activities compare to the same time period last year?**

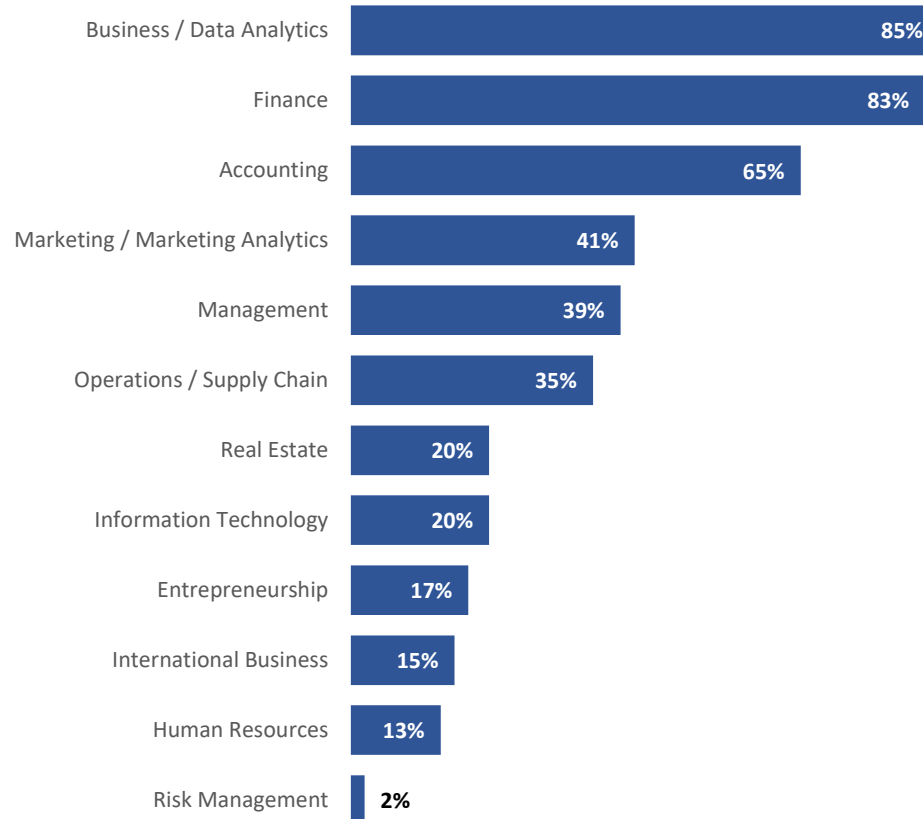
■ Increased ■ Stayed the same ■ Decreased



# Specialty Masters Programs

# Specialty Masters Programs

Specialty Masters Programs Offered

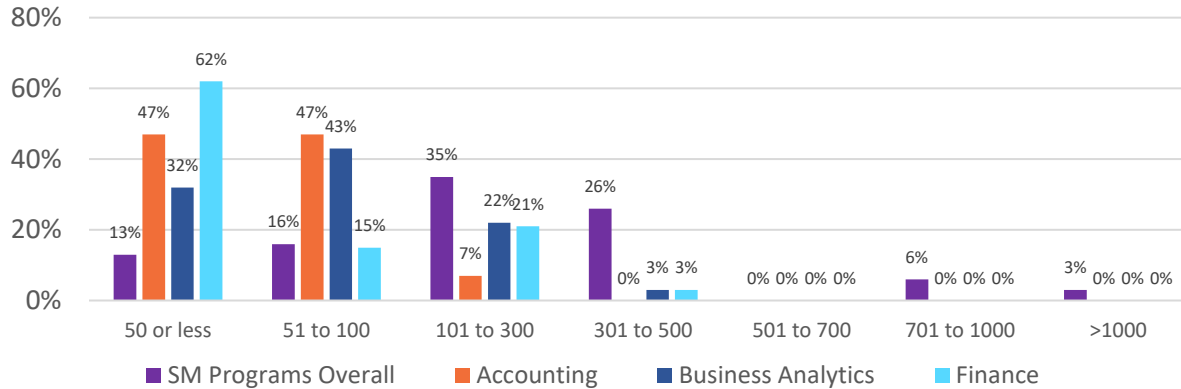


The three most common Specialty Masters programs offered by responding institutions were Business/Data Analytics (85%), Finance (83%), and Accounting (65%), which have been the top three programs since 2020.



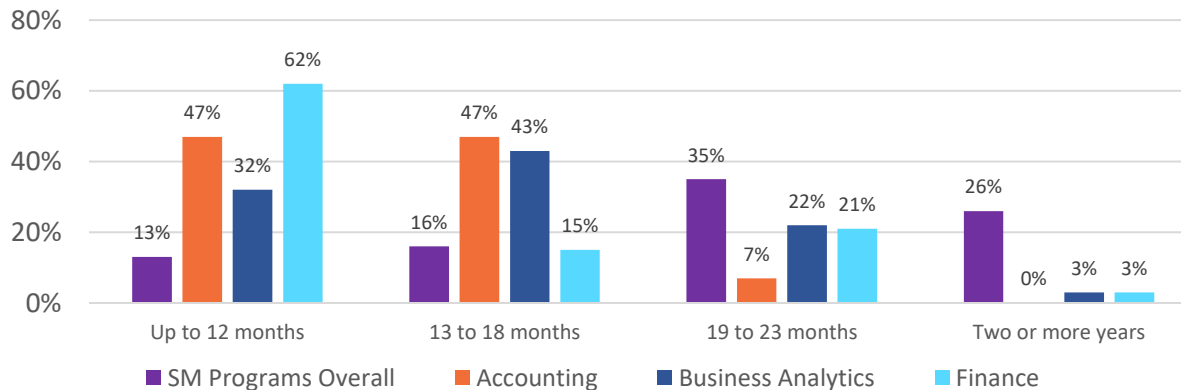
# Specialty Masters Programs

Specialty Masters graduates this year (class of 2023)



Finance programs were reported to have the fewest number of graduates with 62% of schools reporting 50 graduates or less. Over one-third of schools (35%) reported that their Specialty Masters Programs overall had between 101 and 300 graduates.

Specialty Masters Program Length



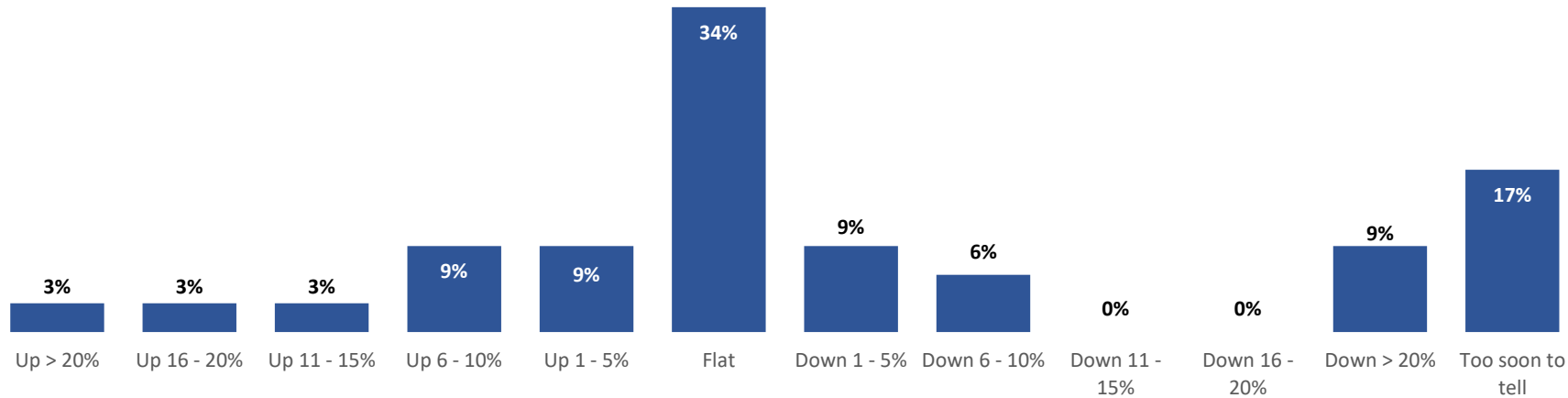
The most common program length for Specialty Masters Programs overall was 19 to 23 months. Finance programs had a typical program length of up to 12 months while Business Analytics programs had a typical program length of 13 to 18 months.

# Specialty Masters Programs

Overall, full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) for Specialty Masters students are down (24%) compared to last year (7%). Only 27% of schools indicated that postings were up, compared to 32% in 2022 and 64% in 2021.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	15%	23%	55%	7%
<b>2020</b>	28%	40%	12%	19%
<b>2021</b>	64%	14%	11%	11%
<b>2022</b>	32%	35%	7%	26%
<b>2023</b>	27%	34%	24%	17%

Overall, how do full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for Specialty Masters students compare YTD versus last year?



# Specialty Masters Programs

Overall, full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) for Specialty Masters students are up more for Business Analytics (38%) and Accounting (30%) compared to Specialty Masters Programs Overall (27%) and Finance (25%).

Overall, how do full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for Specialty Masters students compare YTD versus last year?

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>Accounting</b>	30%	30%	14%	27%
<b>Business Analytics</b>	38%	23%	21%	20%
<b>Finance</b>	25%	25%	28%	22%
<b>Specialty Masters Programs Overall</b>	27%	34%	24%	17%

# Specialty Masters Programs

Informal postings were up for Accounting programs (20%), while Specialty Masters Programs Overall (12%), Business Analytics (12%) and Finance (6%) saw a smaller number of schools reporting an increase.

Overall, how do other, informal postings (school-curated sources not posted through school-based job posting platforms) for Specialty Masters students compare YTD versus last year?

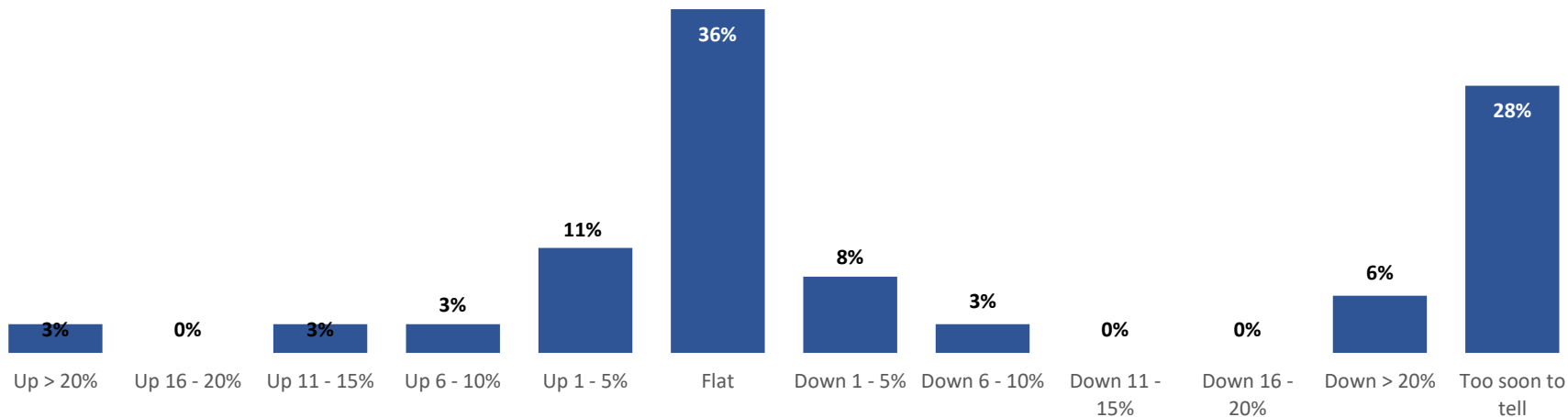
	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>Accounting</b>	20%	33%	19%	27%
<b>Business Analytics</b>	12%	43%	29%	17%
<b>Finance</b>	6%	45%	27%	21%
<b>Specialty Masters Programs Overall</b>	12%	46%	20%	23%

# Specialty Masters Programs

On-campus opportunities (companies interviewing at a school either on-campus or coordinated virtually via campus recruiting process) were up for Specialty Masters programs compared to last year. This year, 20% of respondents indicated that on-campus opportunities were up, compared to 9% in 2022.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	39%	15%	6%	40%
<b>2020</b>	8%	40%	33%	19%
<b>2021</b>	37%	26%	19%	19%
<b>2022</b>	9%	66%	5%	21%
<b>2023</b>	20%	36%	17%	28%

Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process for FT, permanent positions) for Specialty Masters Programs compare YTD versus last year?

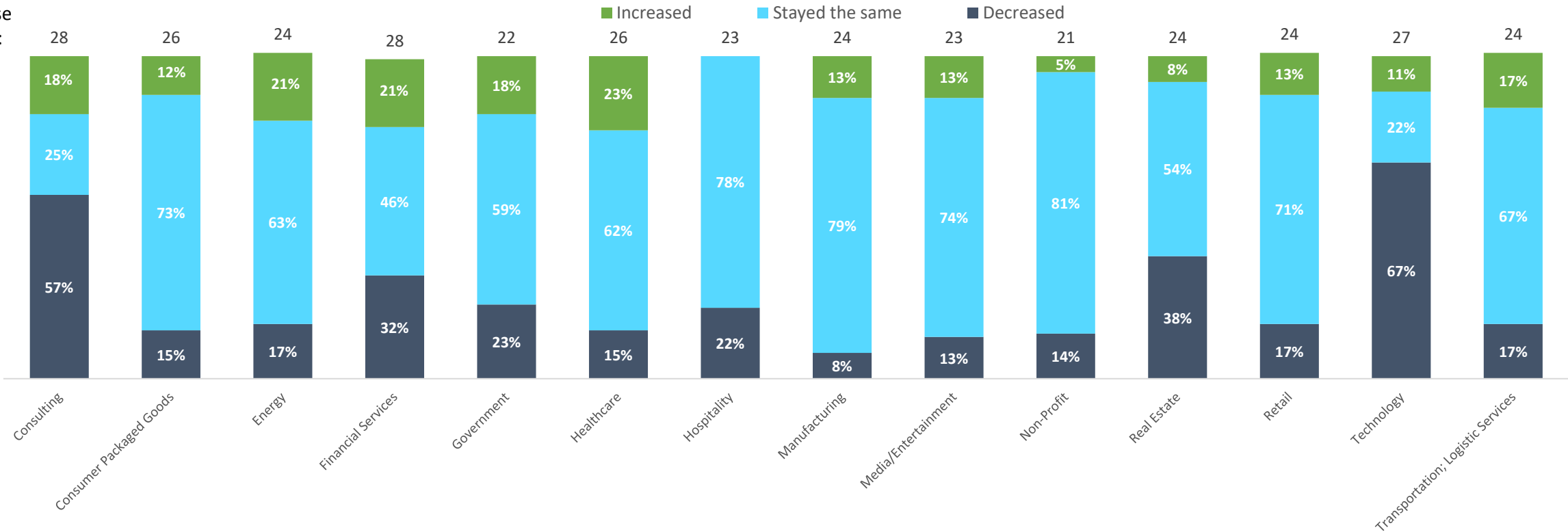


# Specialty Masters Programs

In 2023, Healthcare (23%), Energy (21%) and Financial Services (21%) saw the largest increase in recruiting activity. The sectors where the largest numbers of schools saw a decrease include Technology (67%) and Consulting (57%), which is a reversal from last year when these two sectors had the biggest increases.

What changes in recruiting activity (job opportunities for students) for Specialty Masters students have you seen in the following industries?

Response counts:

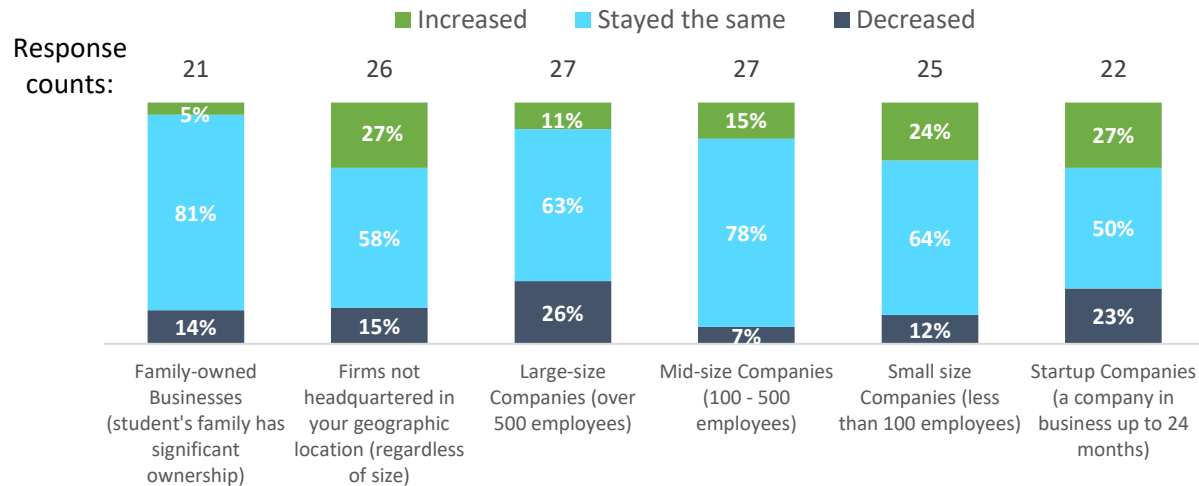


# Specialty Masters Programs

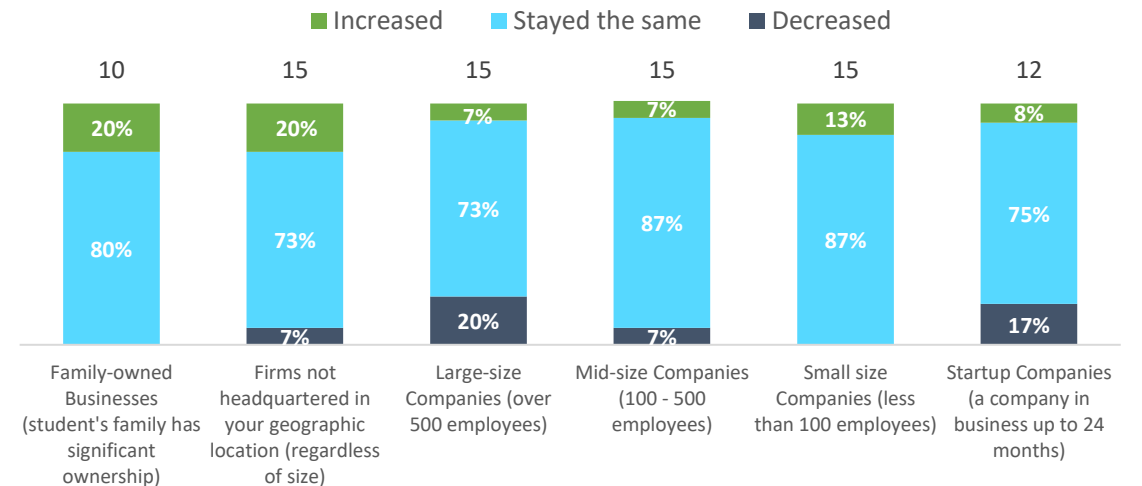
The largest increase in recruiting activity by organization type for Specialty Masters Programs overall was seen with firms not headquartered in your geographic location (27%) and startup companies (27%). The largest decreases were in large-sized companies (26%).

The largest increase in recruiting activity by organization type for Accounting programs was seen with firms not headquartered in your geographic location (20%) and family-owned businesses (20%). The largest decreases were in large-sized companies (20%).

**What changes in recruiting activity (job opportunities for students) for Specialty Masters students have you seen with the following types of organizations?**  
– Specialty Masters Program Overall



**What changes in recruiting activity (job opportunities for students) for Specialty Masters students have you seen with the following types of organizations?**  
– Accounting

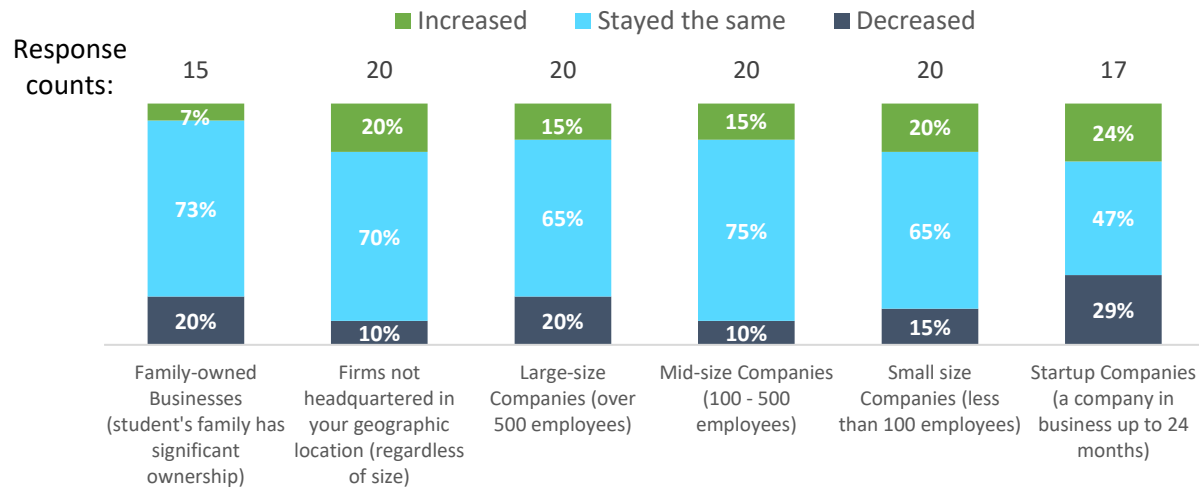


# Specialty Masters Programs

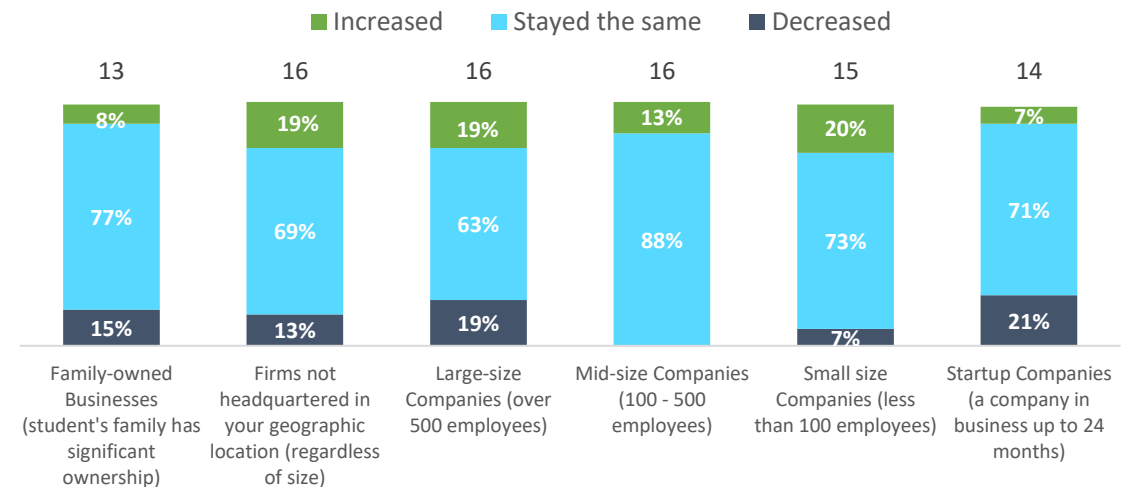
The largest increase in recruiting activity by organization type for Business Analytics programs was seen with startup companies (24%). However, the largest decreases were also reported in startup companies (29%).

The largest increase in recruiting activity by organization type for Finance programs was seen with small-sized companies (20%), large-sized companies (19%) and firms not headquartered in your geographic location (19%). The largest decreases were in startup companies (21%).

**What changes in recruiting activity (job opportunities for students) for Specialty Masters students have you seen with the following types of organizations?**  
– Business Analytics



**What changes in recruiting activity (job opportunities for students) for Specialty Masters students have you seen with the following types of organizations?**  
- Finance



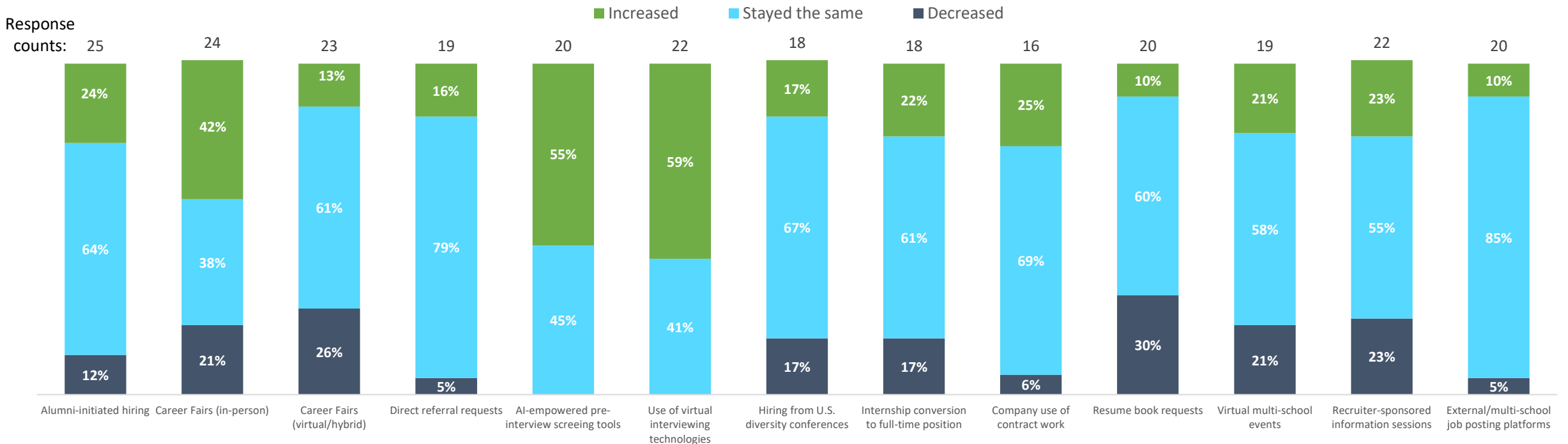


# Specialty Masters Programs

This year, employer use of virtual interviewing technologies (59%) and AI-empowered pre-interview screening tools (55%) had the largest increase in changes to full-time recruiting for Specialty Masters students on or off-campus. This is the third year in a row that these items have seen large increases.

In 2023, the largest decrease came from resume book requests (30%) and virtual/hybrid career fairs (26%).

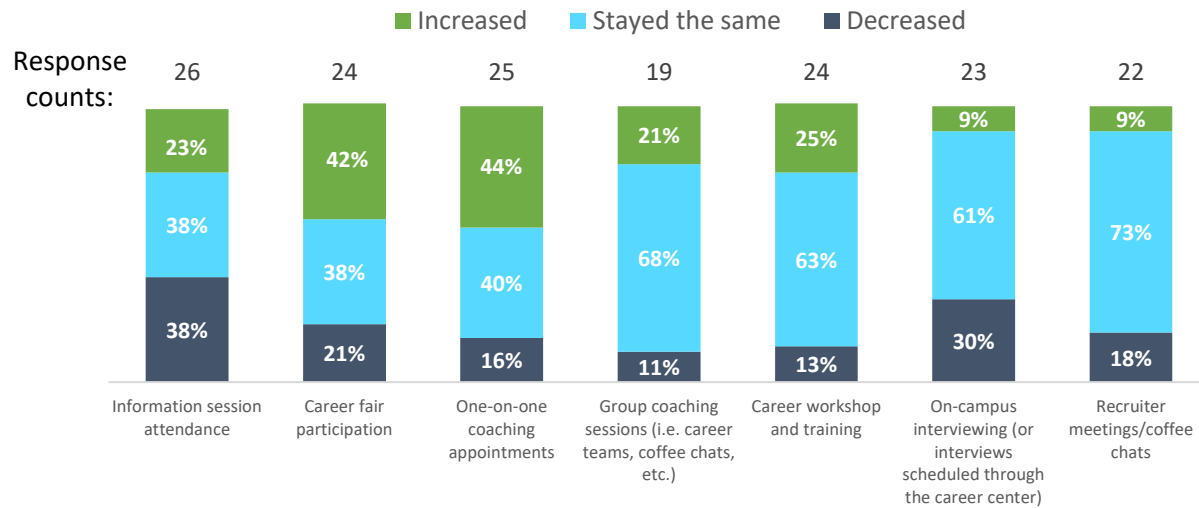
What changes in full-time recruiting (job opportunities for students) for Specialty Masters students have you experienced on or off-campus?



# Specialty Masters Programs

In 2023, the largest increase in in-person Specialty Masters student engagement was seen with one-on-one coaching (44%) and career fair participation (42%). The largest increase in virtual student engagement was also seen in one-on-one student coaching appointments (30%).

**How did Specialty Masters student engagement in the following IN-PERSON activities compare to the same time period last year?**



**How did Specialty Masters student engagement in the following VIRTUAL activities compare to the same time period last year?**

