

MBA CSEA 2014 Recruiter Benchmarking Survey

Executive Summary

In the summer of 2014, MBA CSEA asked all employer members to respond to a survey focused on MBA recruiting. This “state of recruiting” snapshot provides insight into the current landscape of recruiting. This look into the most common recruiting team structures, an overview of the roles being offered on campus, and recruiting practices will hopefully be the start of a book of record on the profession of MBA recruiting.

23 employers responded to the survey, representing diverse organizations, some with locations across multiple geographies.

The first major themes explored by the survey are “Who are we as recruiters? What is the structure of our teams and what resources do we have available?” According to the survey, the respondents had on average, 5.3 years of MBA recruiting experience and had been in their current role for 3.5 years. The differences between these two numbers results from promotions and role/title changes within a MBA recruiting career. On average, there are 16.8 people per recruiting team with 96% of those team members located across multiple geographies.

As MBA recruiting has developed, the expectations of the role has changed and expanded. Social Media has become a new avenue for sourcing candidates, with 94% of sourcing initiatives utilizing some kind of social media. Of this 94%, 65% is driven by the recruiting team and 29% by a combination of both the recruiting team and corporate marketing. Only 6% of all social media initiatives are driven by corporate marketing alone. Beyond Social Media, some of the most popular recruiting sources include: on-campus job postings used by 100% of respondents, internship pipelines: 74% and multi-campus job boards: 57%. This sourcing translates into an average hiring of 44 full-time and 33 interns per year with-55% of respondents indicating that they recruit for global MBA positions as well as domestic positions.

The next group of questions focused on “what are we offering on campus?” According to the survey, for full-time hiring, 70% of respondents offer signing bonus all the time, 17% offer bonuses sometimes, and 13% do not offer signing bonuses. While 55% of respondents indicated that they hire for global positions, 48% indicated that they do not offer visa sponsorship and only 33% offer sponsorship some of the time. As for the roles into which these full-time hires are going, 74% of respondents indicated that they have a leadership development program lasting, on average, 1.9 years or 99.5 weeks. Internship hiring also plays a strong part of the full-time recruiting cycle, with 100% of respondents utilizing interns at some point during the year. 100% of these interns receive monetary compensation and 53% receive in addition housing/relocation expenses.



The final focus area of the survey is “where are we going to find these students?” 21 of 23 respondents indicated that they have a core school list, core school indicating those schools with which they have a long-term recruiting relationship. Given the diversity of schools available, 20 of the respondents indicated that they review their core school list on an annual basis and indicated that having a relationship manager for each core school was very important to them. During these visits to campus, 83% found on-campus interviews to be very successful, 78% found corporate events successful, 70% utilized information sessions, 61% utilized job postings, and 39% indicated career fairs as an avenue of importance.

As you can see, the survey offers a census of who recruiters are, what is being offered on campus, and where these students are found. Hopefully, the addition of future surveys will help MBA CSEA participating employers develop a stronger understanding of the profession of recruiting and trends in the marketplace.

We look forward to continuing this benchmarking survey as a way to help our employer members gauge the recruiting landscape.