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# FALL 2014 RECRUITING TRENDS SURVEY

# Methodology

- Survey fielded via Qualtrics from January 7 – 27, 2015
- 77 programs responded to the survey
- Results compared to survey fielded in January 2014, when 76 schools responded

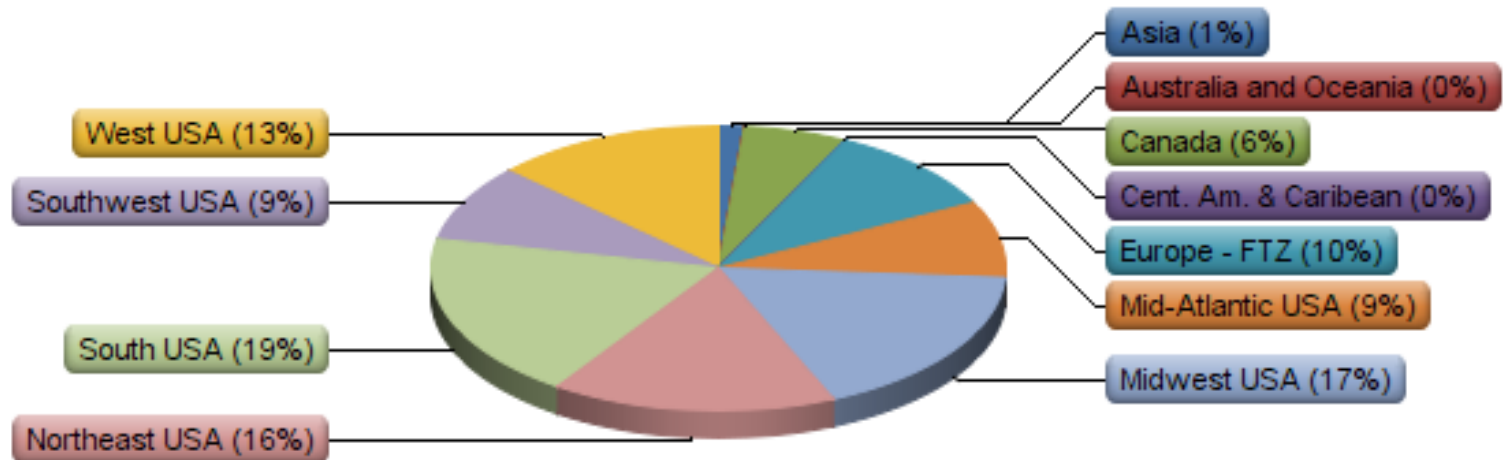
# Respondent Profile



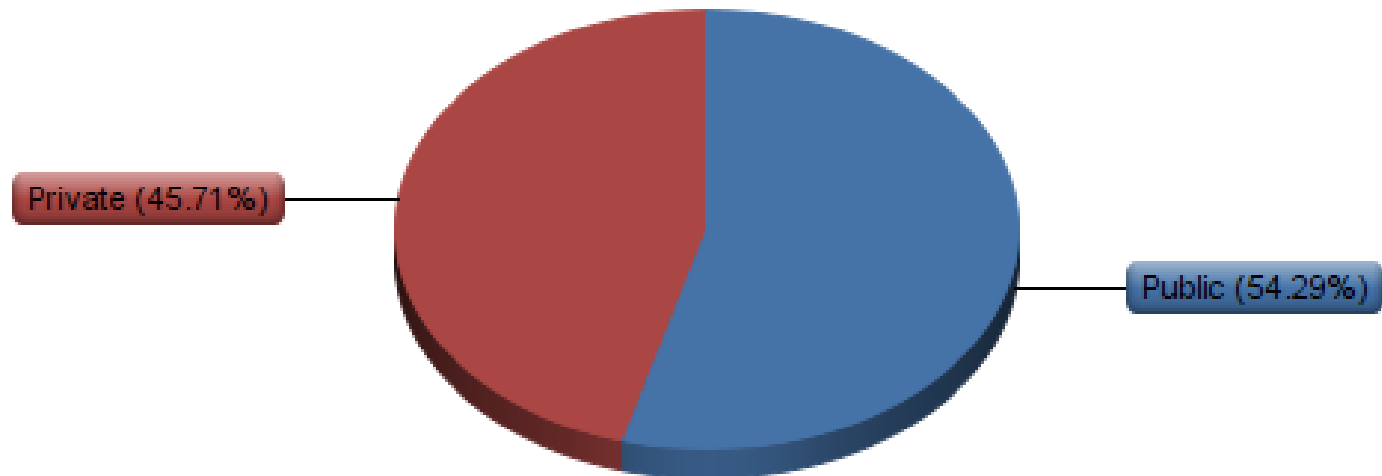
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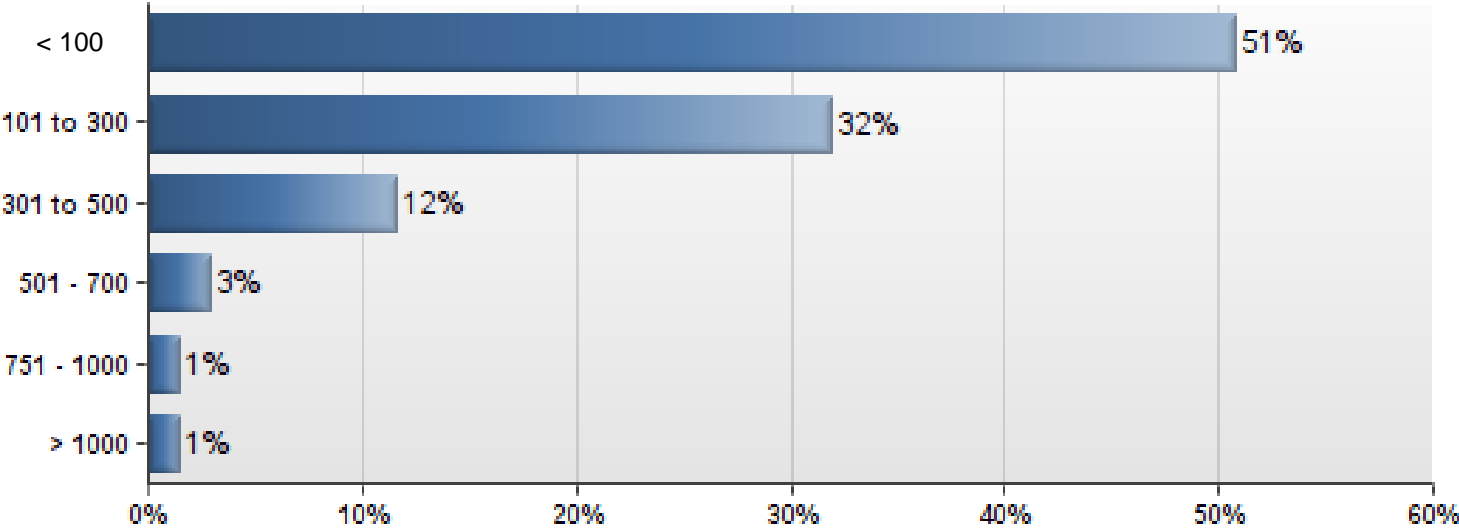
89% of respondents were North American universities.



A slight majority of responding programs were from public universities.

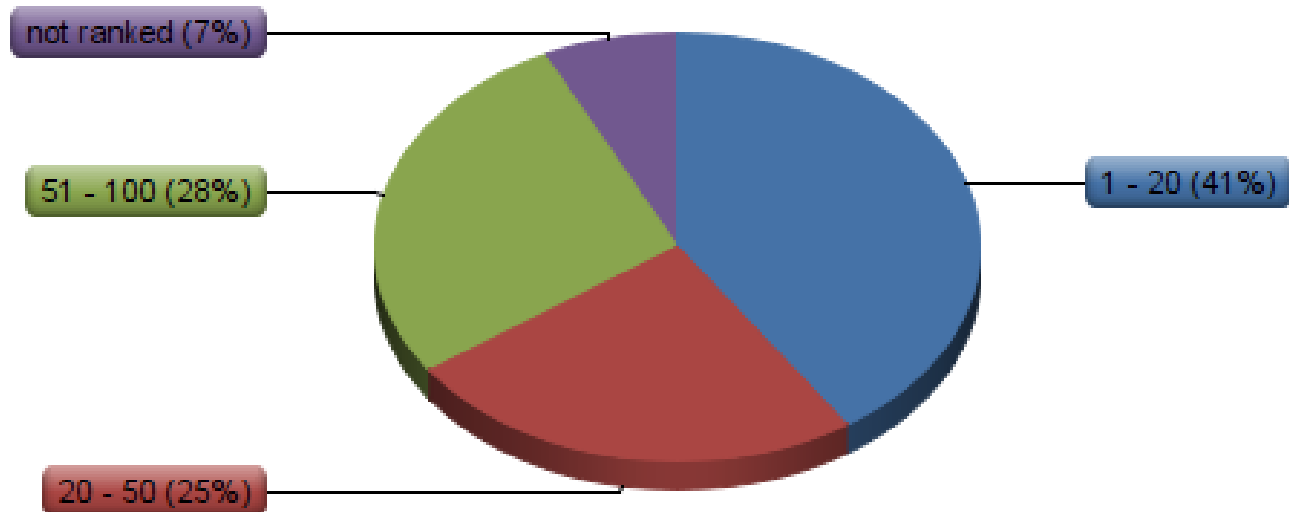


83% of respondents will graduate 300 or fewer students this year.

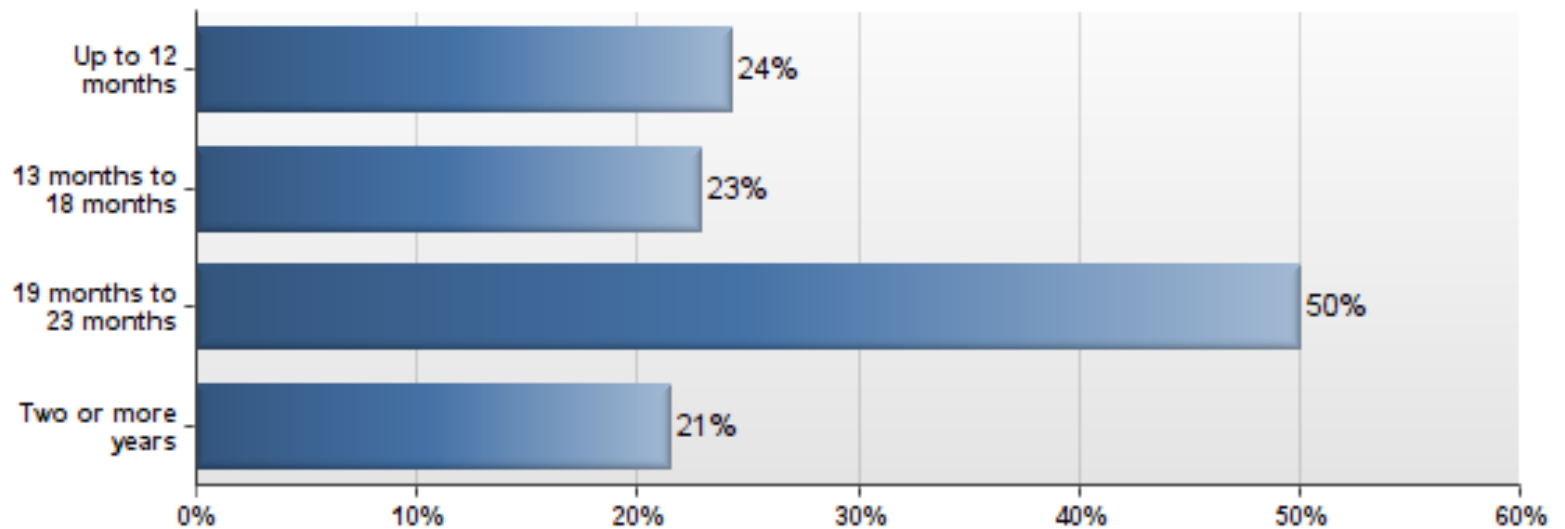


66% of respondents said they were ranked among the top 50 full-time MBA programs.

*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)*



# A majority of schools have programs less than 2 years in length.



Totals will add up to more than 100% because respondents were asked to select all programs they offer.



# Full-time Recruiting Trends

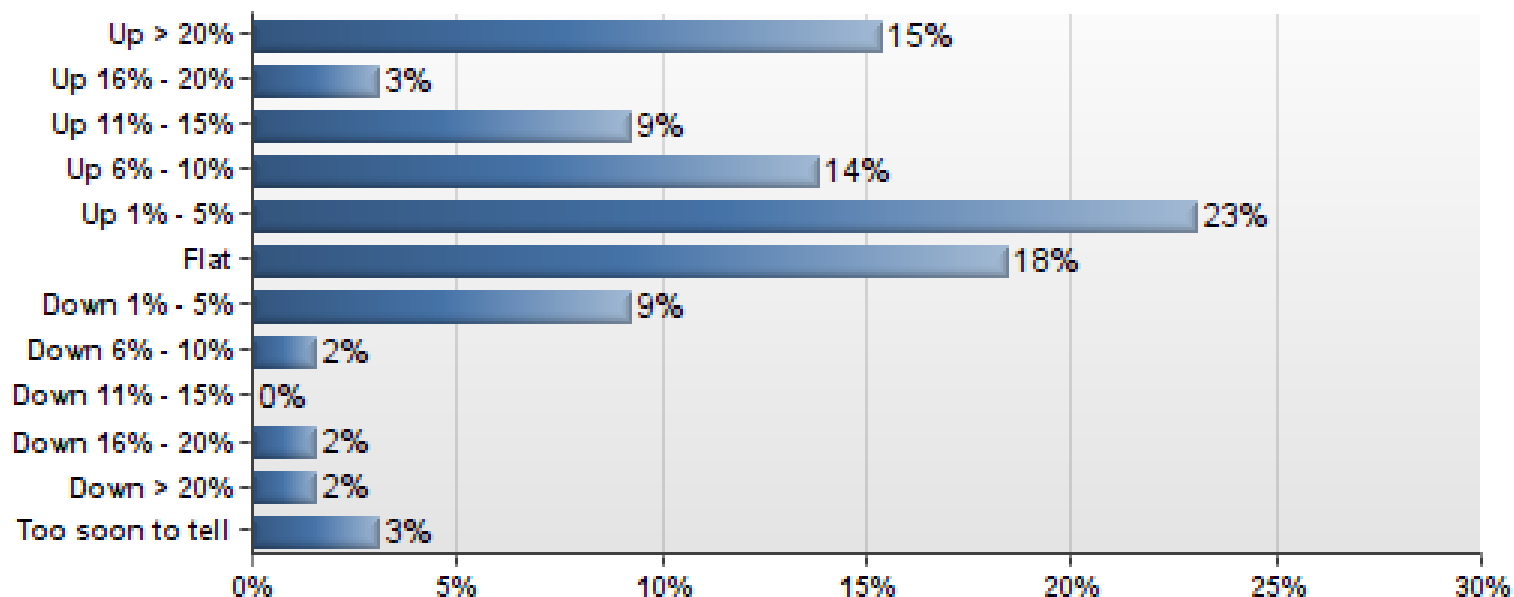


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64% of respondents experienced increased on-campus recruiting this year compared to the same time last year; 18% experienced a decrease. 43% experienced an increase in the Fall 2013 survey.

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

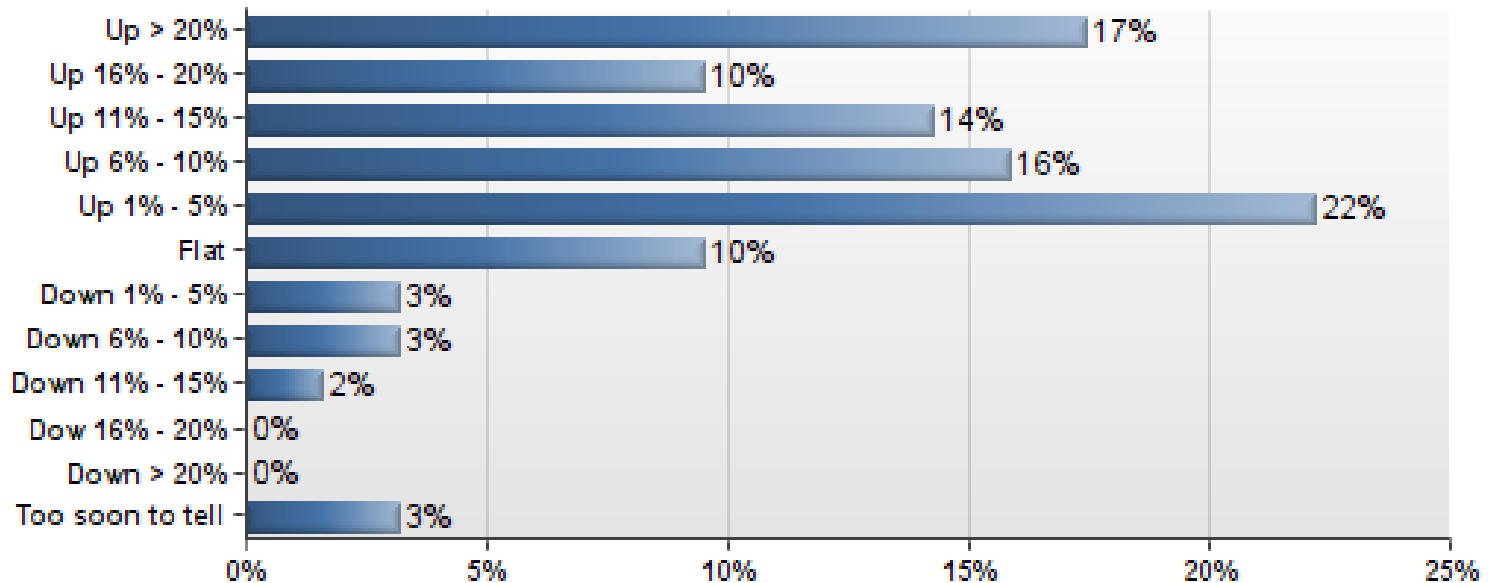


Full-time, on-campus opportunities increased regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	57%	81%	67%	50%
Flat	17%	7%	28%	50%
Down	13%	12%	5%	0%
Too soon to tell	13%	0%	0%	0%

79% of respondents reported increased full-time postings this fall while 11% reported a decrease when compared to the same time last year. 56% experienced an increase in the Fall 2013 survey.

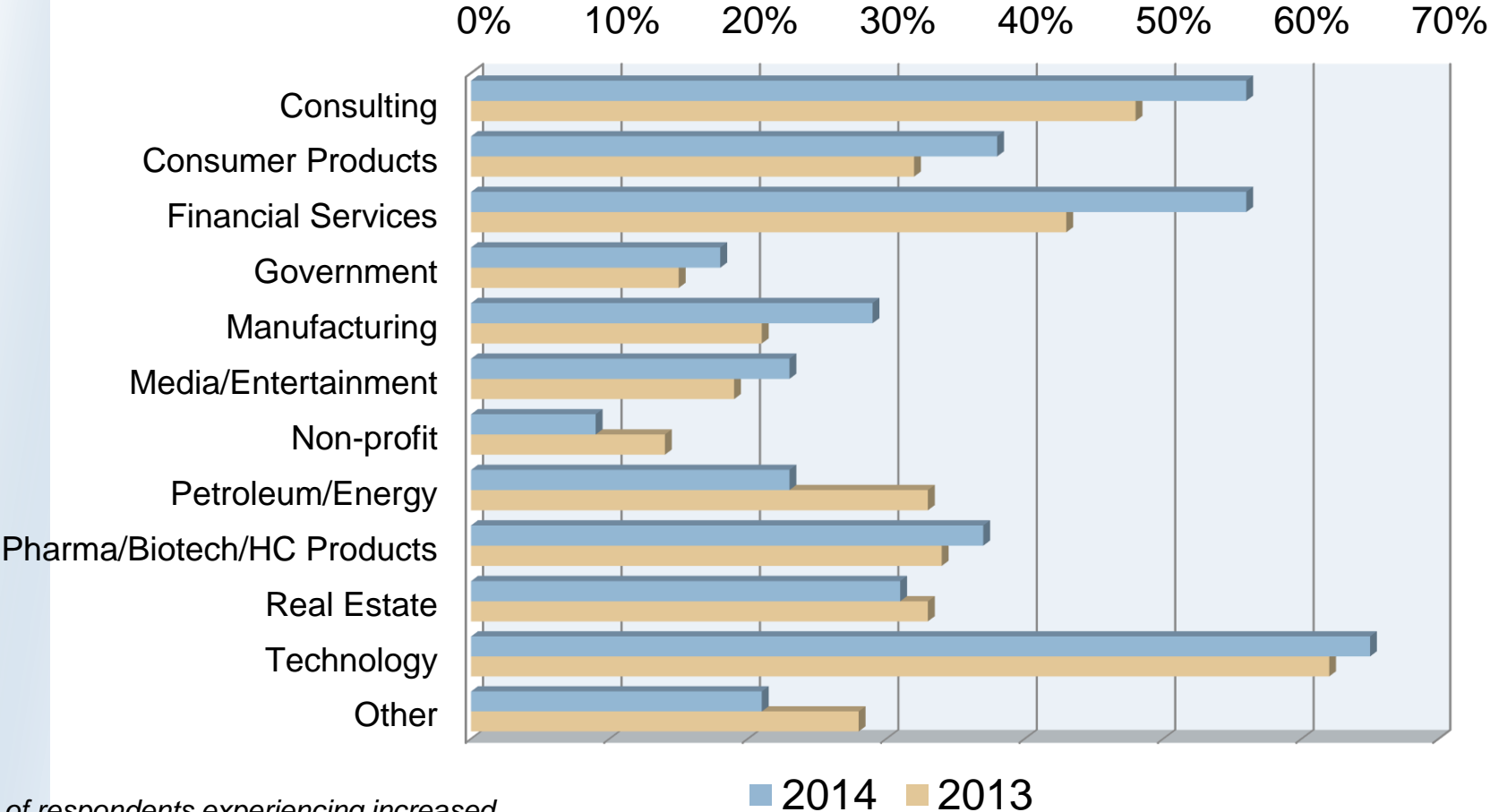
*Overall, how do full-time postings (off-campus opportunities) compare YTD versus last year?*



Full-time postings increased across all categories of rankings.

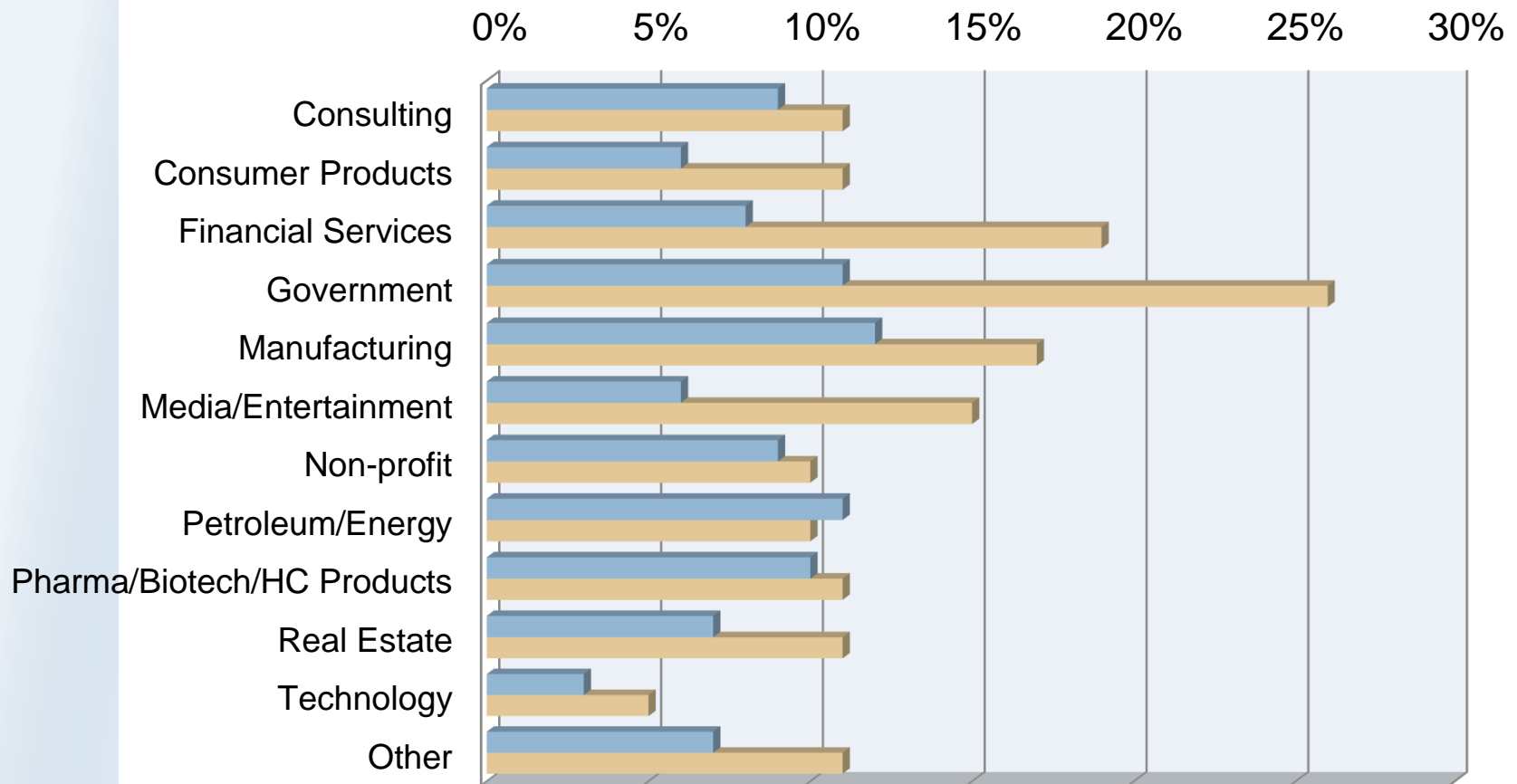
% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	56%	81%	67%	50%
Flat	16%	22%	28%	50%
Down	8%	12%	5%	0%
Too soon to tell	4%	6%	0%	0%

The strongest increase compared to last year was seen in the Financial Services industry. The largest decline was seen in Petroleum/Energy.



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

Most industries experienced more minimal decreases in recruiting activity compared to last year, with Government and Media/Entertainment seeing the biggest change.



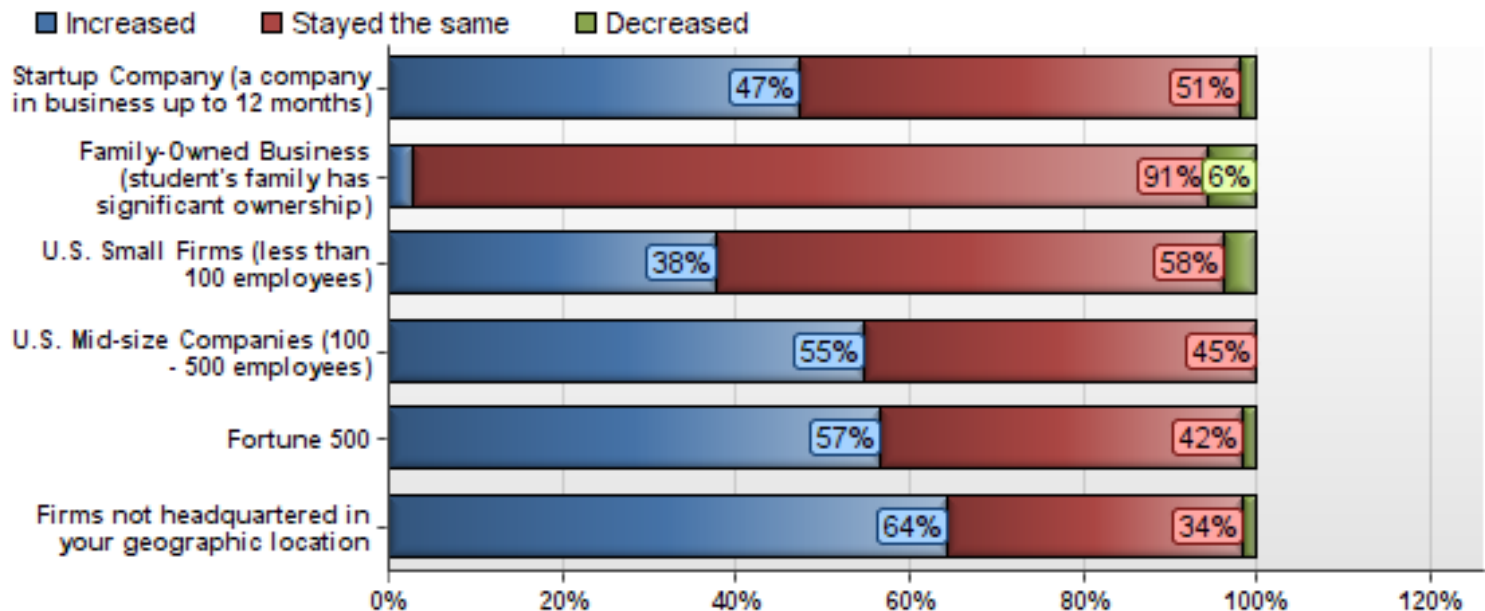
*Percent of respondents experiencing decreased full-time recruiting activity in this industry.*

■ 2014 ■ 2013

MBA Career Services & Employer Alliance, January 2015

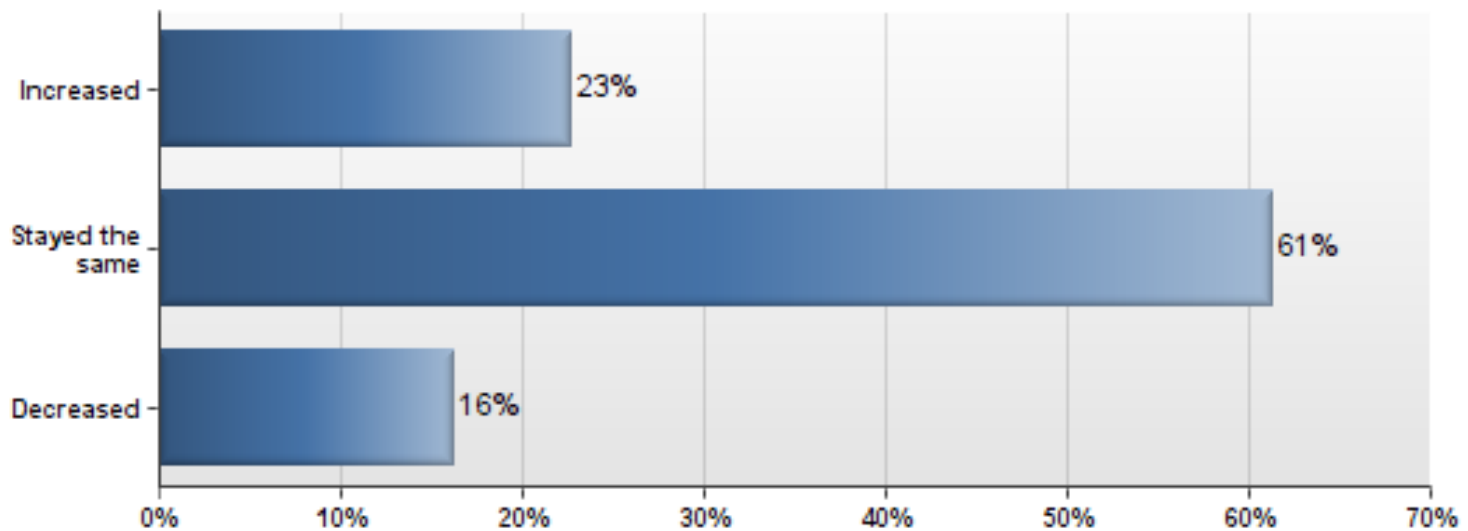
The largest increase was seen in family-owned businesses, with small firms and start-ups seeing significant increases as well.

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



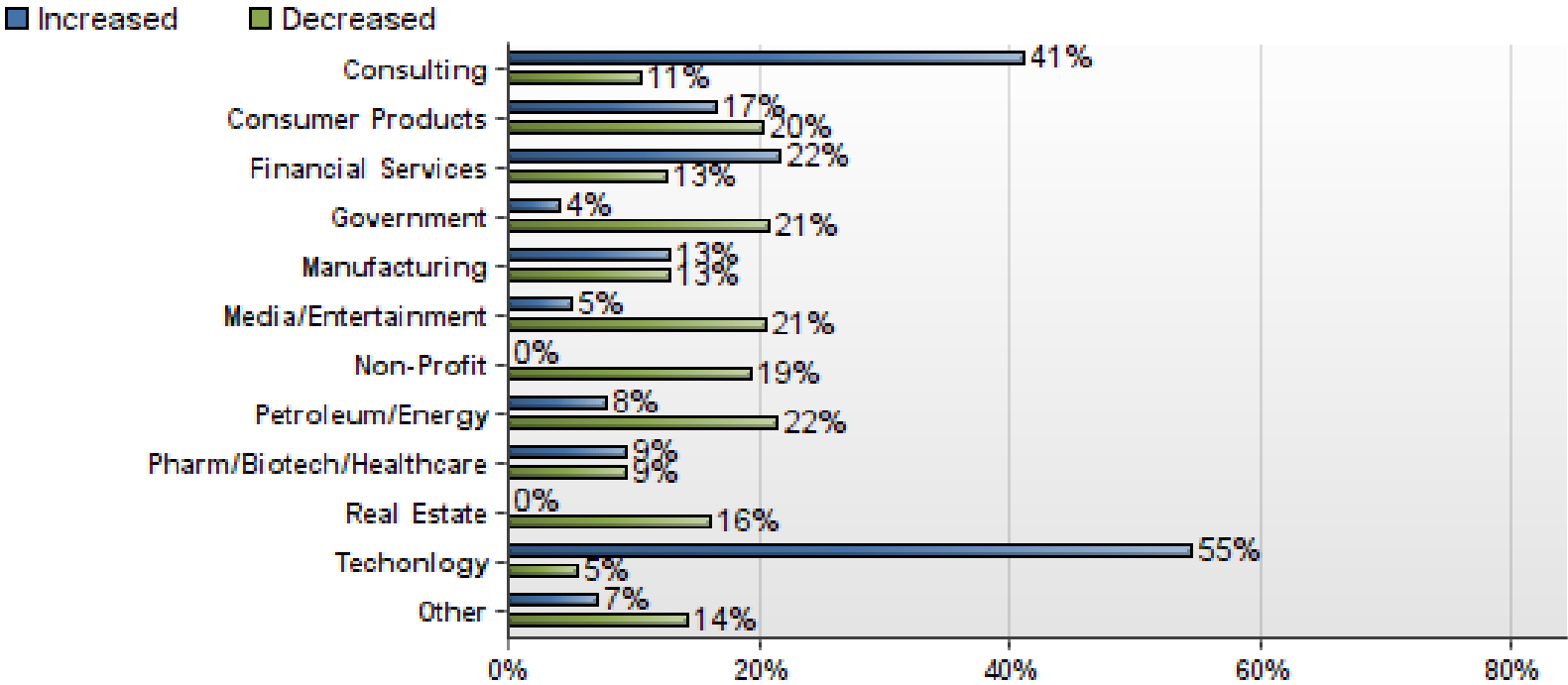


23% of respondents experienced increased on-campus recruiting this year for International students\* compared to last year.



\*Defined as students who do not have permanent work authorization in the country or region where the school is located.

# The biggest increases by industry for International students were Technology and Consulting.



# Internship Recruiting Trends

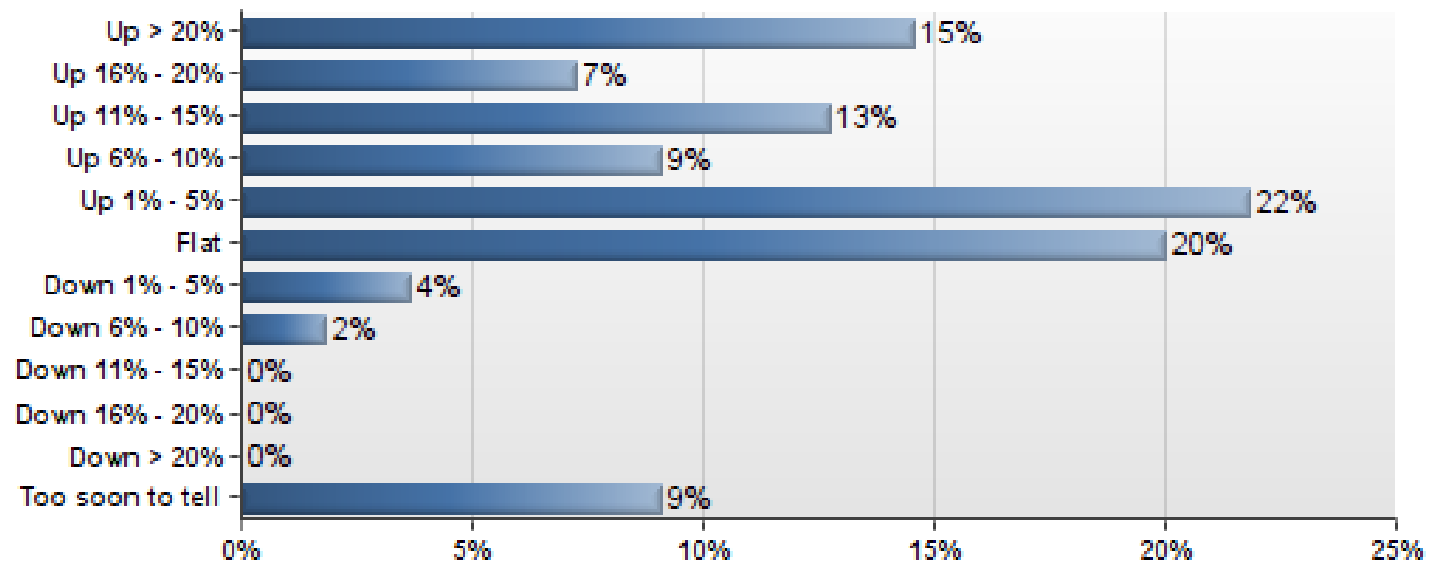


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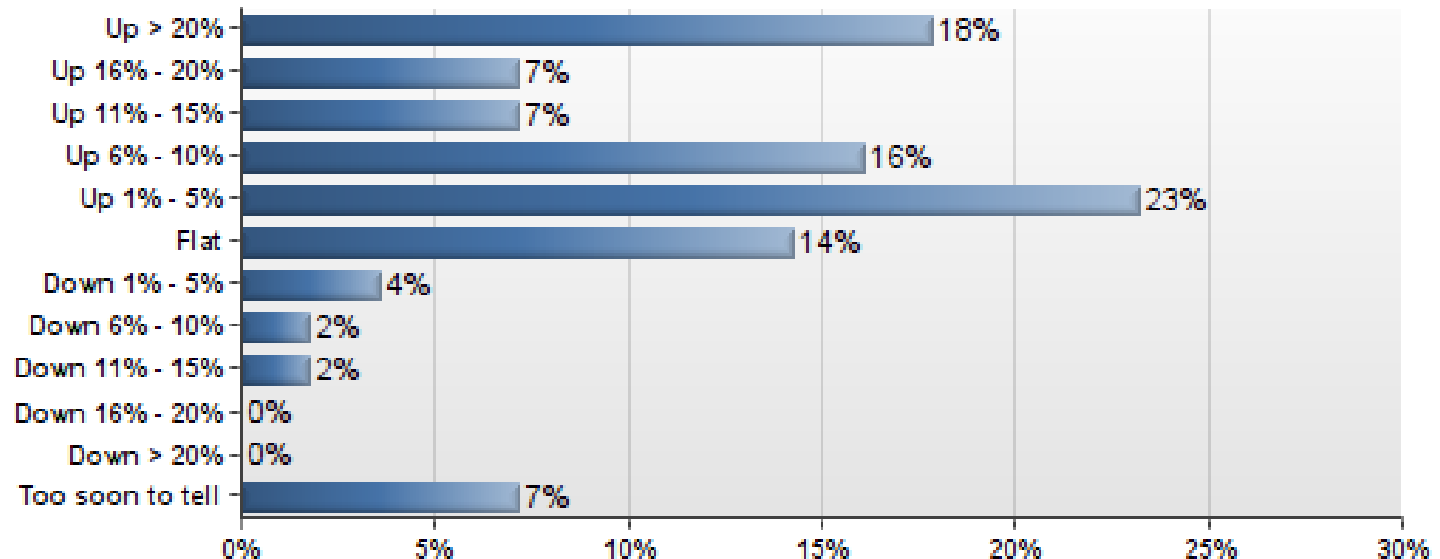
66% of respondents experienced increased on-campus internship recruiting this year compared to the same time last year. 47% experienced an increase in the Fall 2013 survey.

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

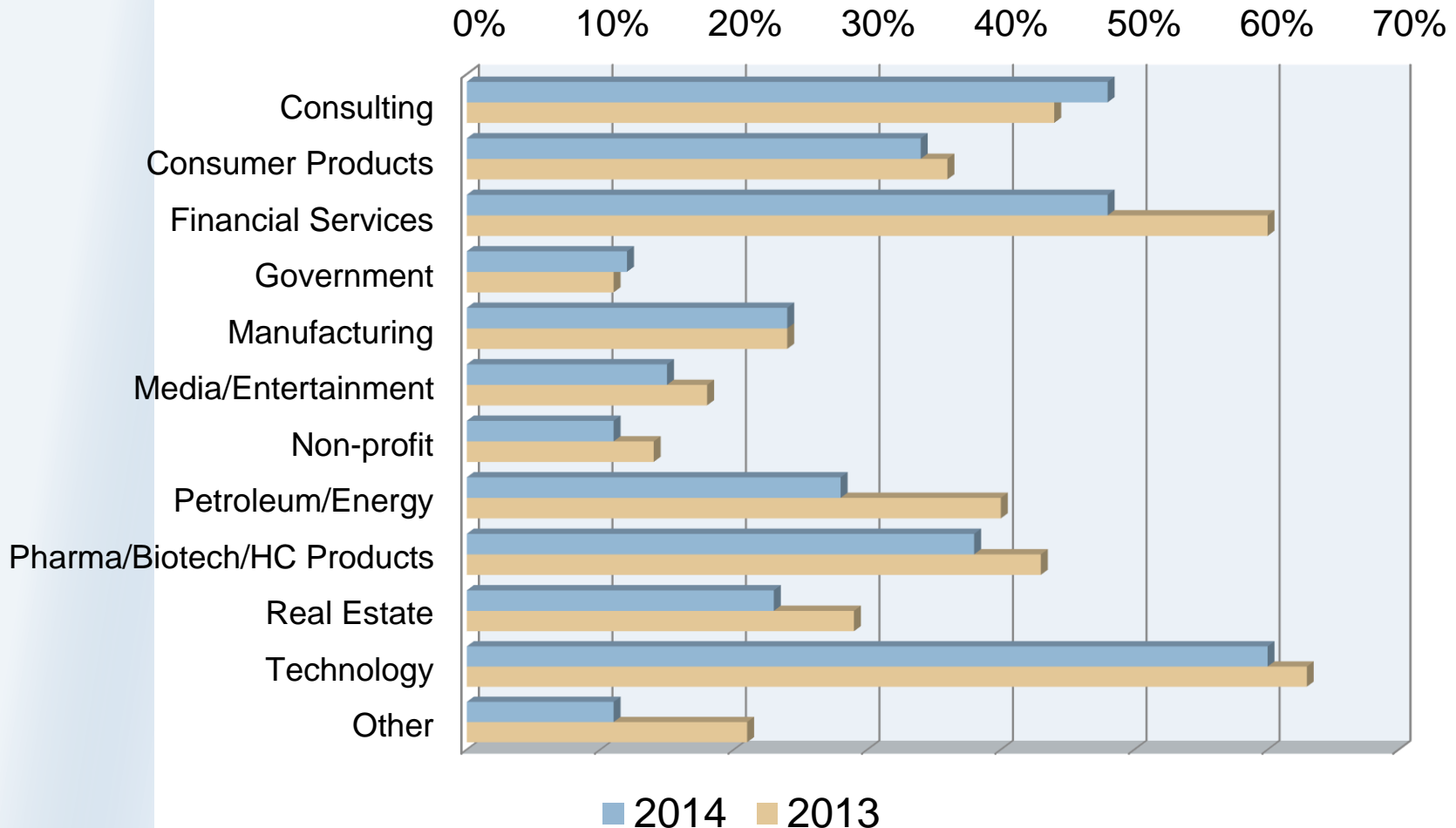


71% of respondents also reported increased postings for internships when compared to the same time last year. 65% reported an increase in the Fall 2013 survey.

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



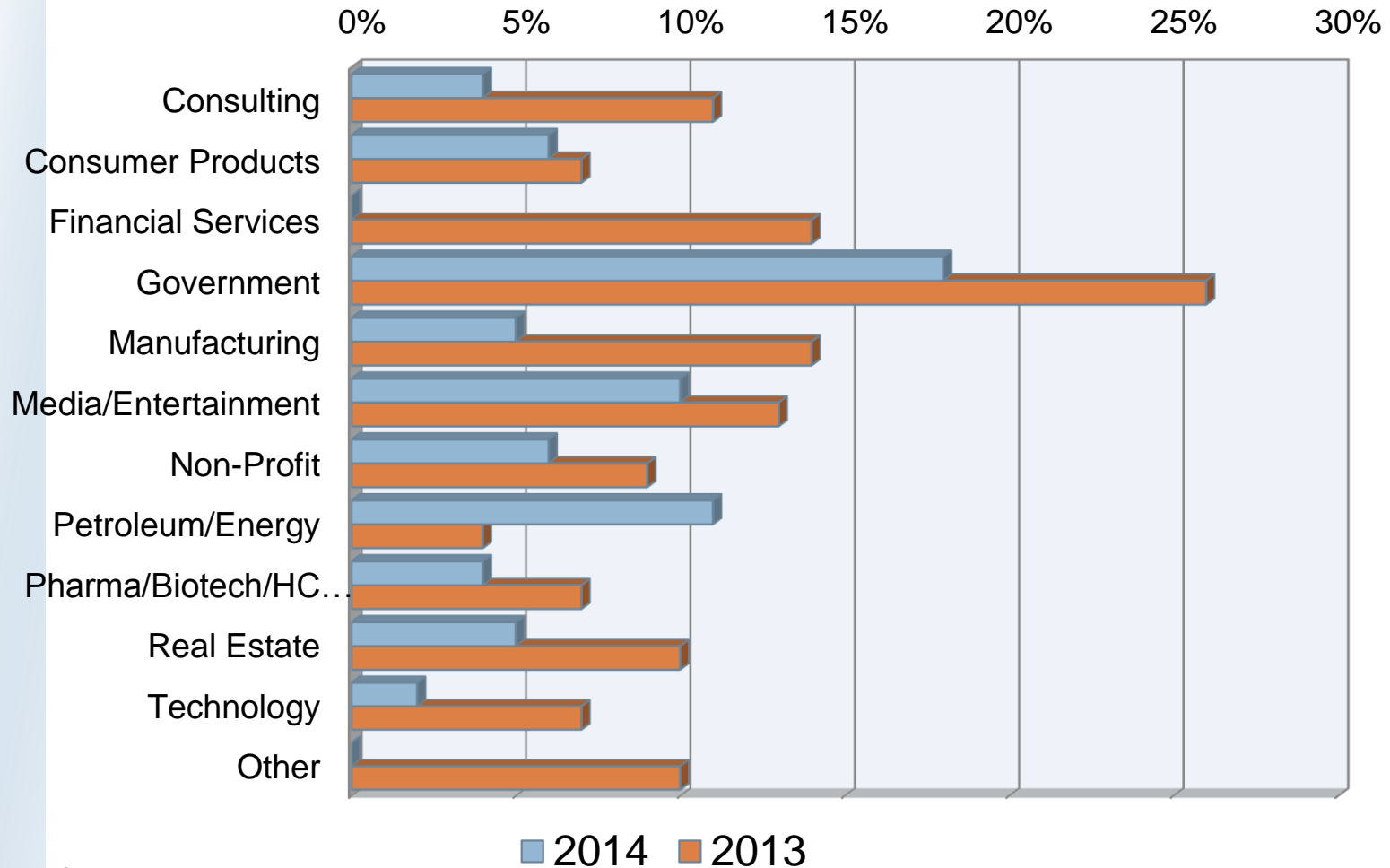
Similar to last year, the greatest increases in internship recruiting were in the Finance and Technology industries.



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

MBA Career Services & Employer Alliance, January 2015

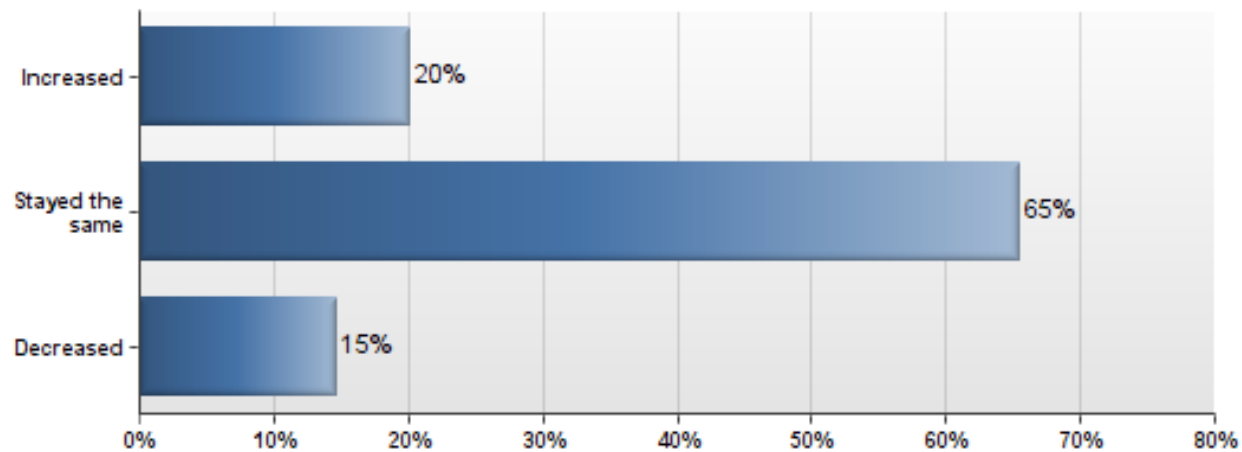
# Consulting experienced the largest decrease in recruiting compared with last year.



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

MBA Career Services & Employer Alliance, January 2015

# Internship opportunities for International students\* remained the same for most schools.



\*Defined as students who do not have permanent work authorization in the country or region where the school is located.



# Anecdotal Responses



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# Schools are seeing the following trends in the MBA job market:

- Significant upward swing in job opportunities
- Increases across traditional MBA industries, including investment banking, consulting and technology
- International student recruitment remains difficult due to VISA processes and increased competition
- Internship offers are being made earlier

Schools shared a wide variety of ways they are helping graduating students with their job search:

- Earlier and more frequent career preparation
- Additional career treks
- Video interviewing
- Alumni engagement and mentoring
- Career teams
- More personalized coaching

# Summary

- Respondents indicated there is a very positive recruiting environment with strong year over year increases
- Financial Services has rebounded strongly since the pre-crisis days
- Technology and Consulting continue to be popular roles for MBA graduates