

October 2021 Member Quick Survey



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Methodology

- Survey in the field: October 27 – November 2, 2021
- 86 responses
- 85% of respondents were from North America; 11% from Europe; 3% from Asia-Pacific; and 1% from Oceania
- 97% of respondents represented schools; 3% represented employers



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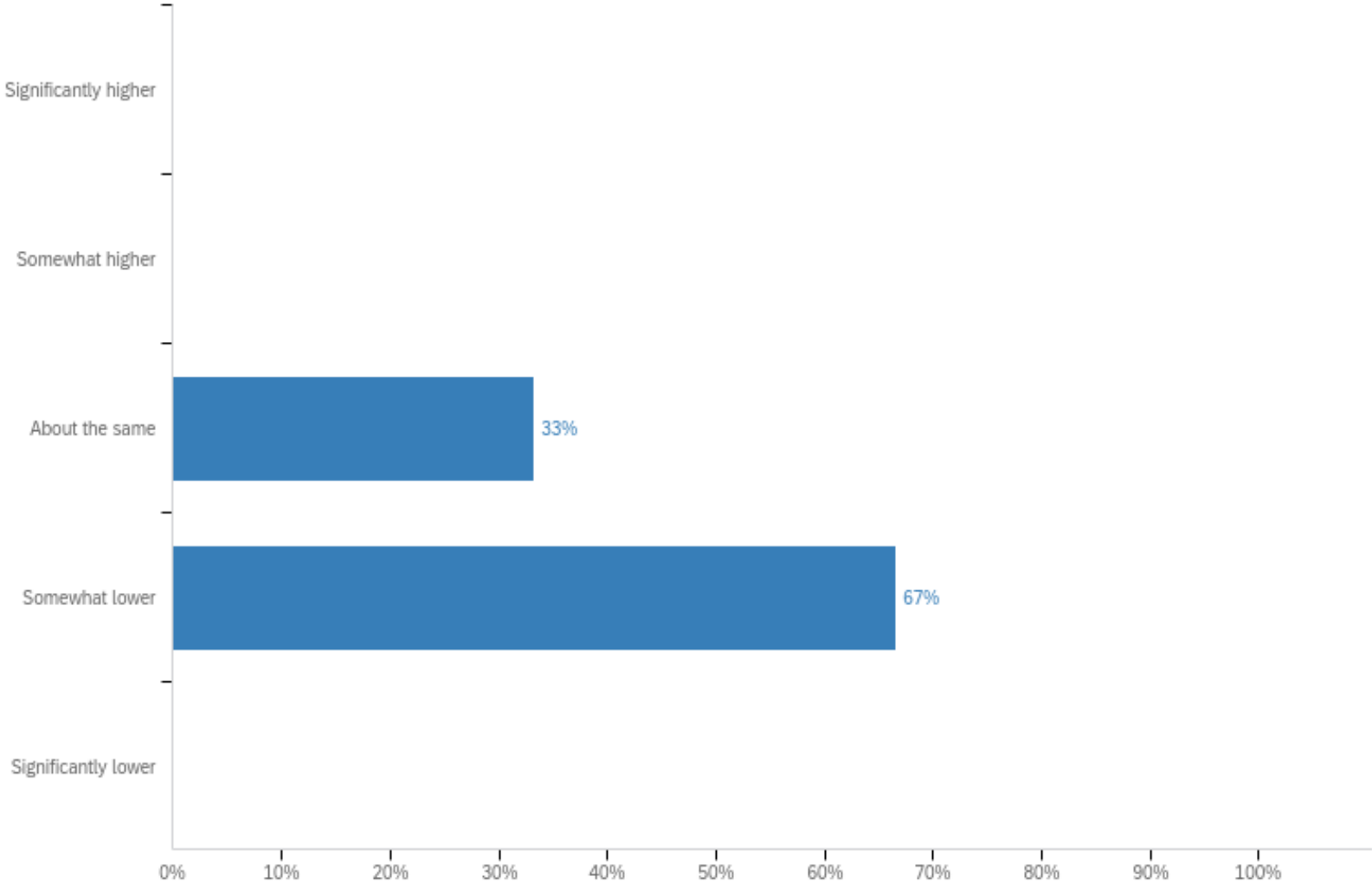
Employer Responses



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How would you categorize student engagement in your recruiting activities compared with last year?



Write-in responses: Are you using any new or different recruiting methods or activities to increase student engagement?

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Marketing the same way - trying new events

More direct outreach via LinkedIn Recruiter

Write-in responses: What additional feedback do you have regarding student engagement?

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With students in a hybrid model, we felt the drop in virtual attendance

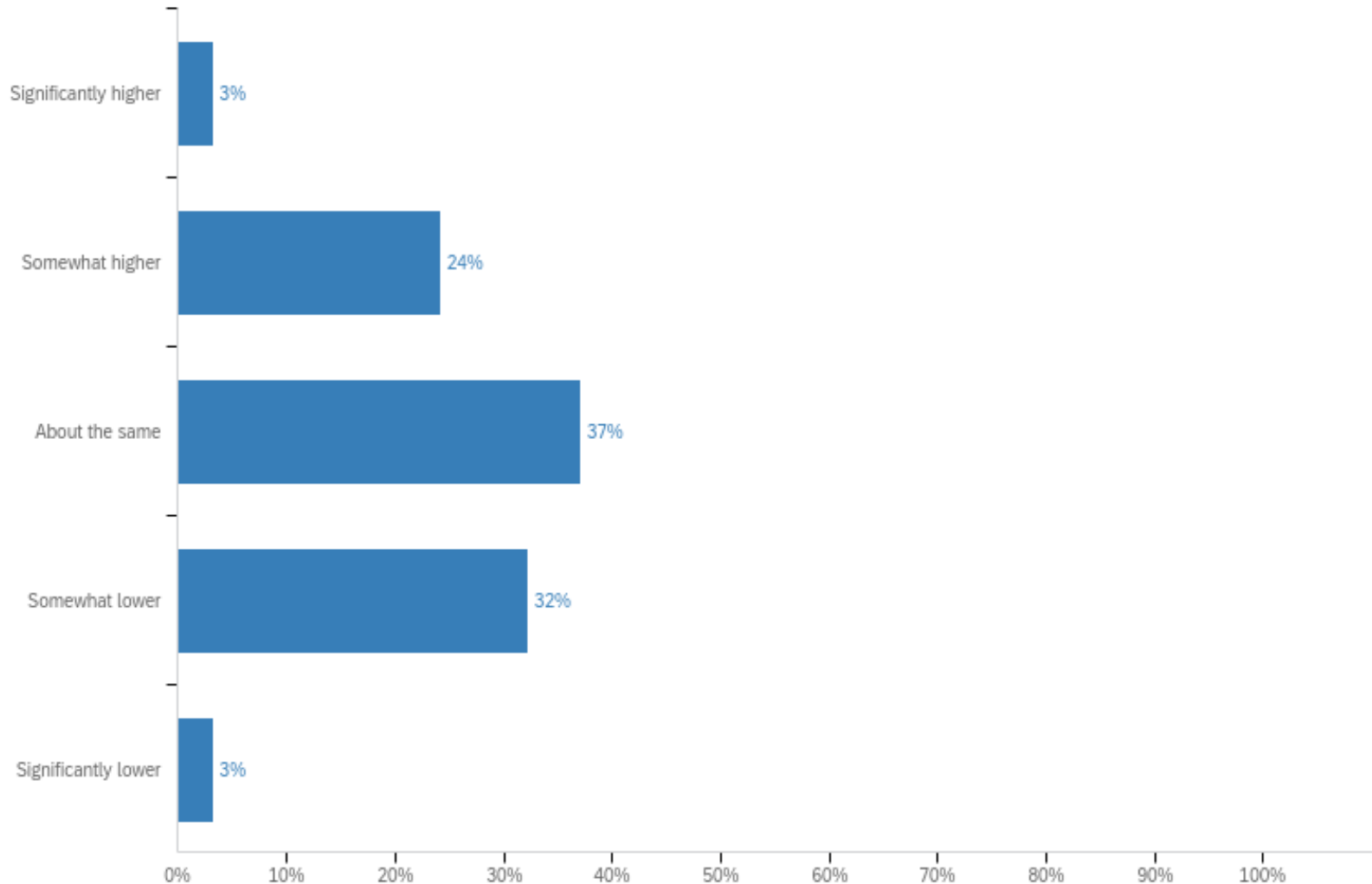
School Responses



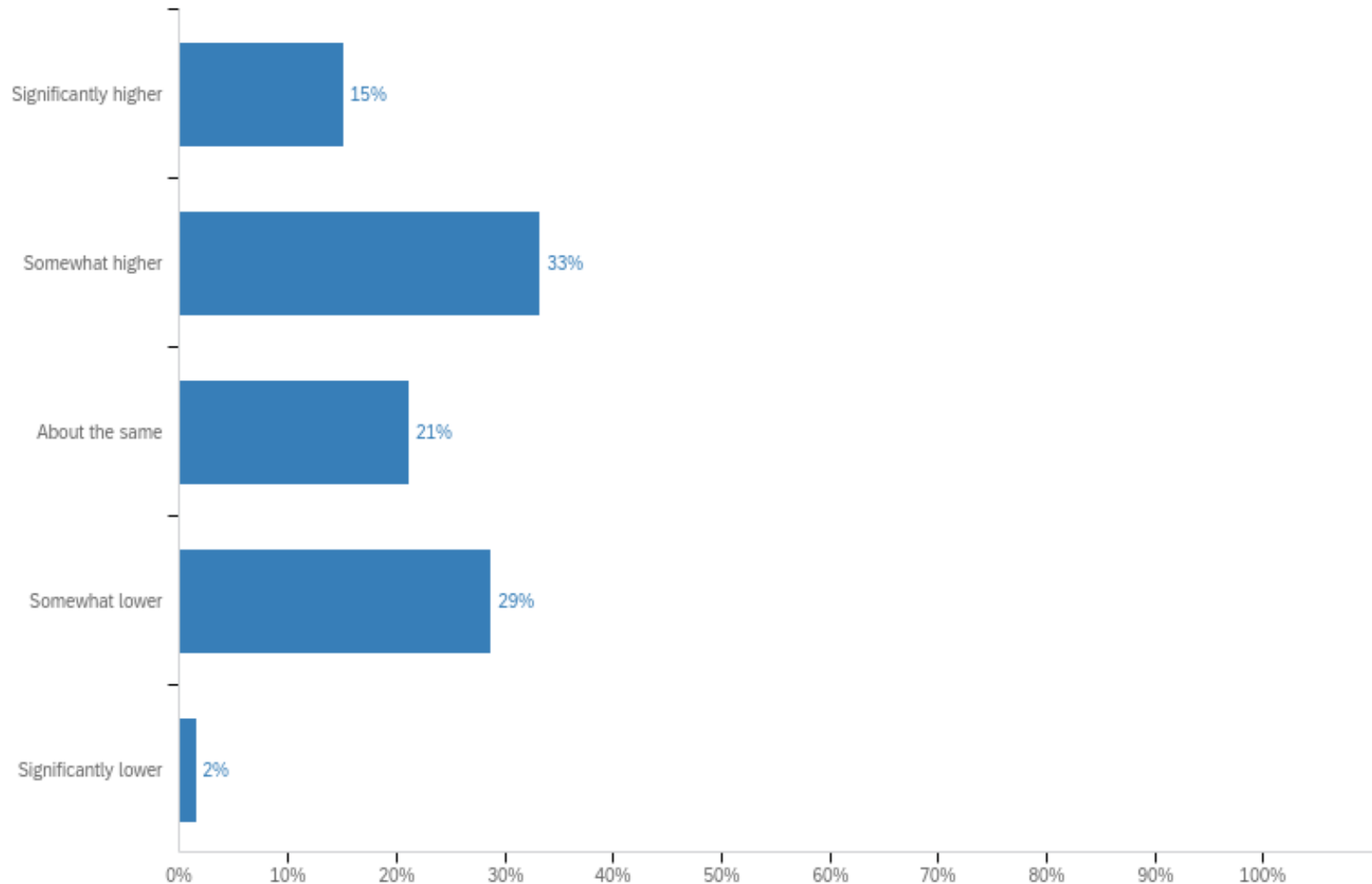
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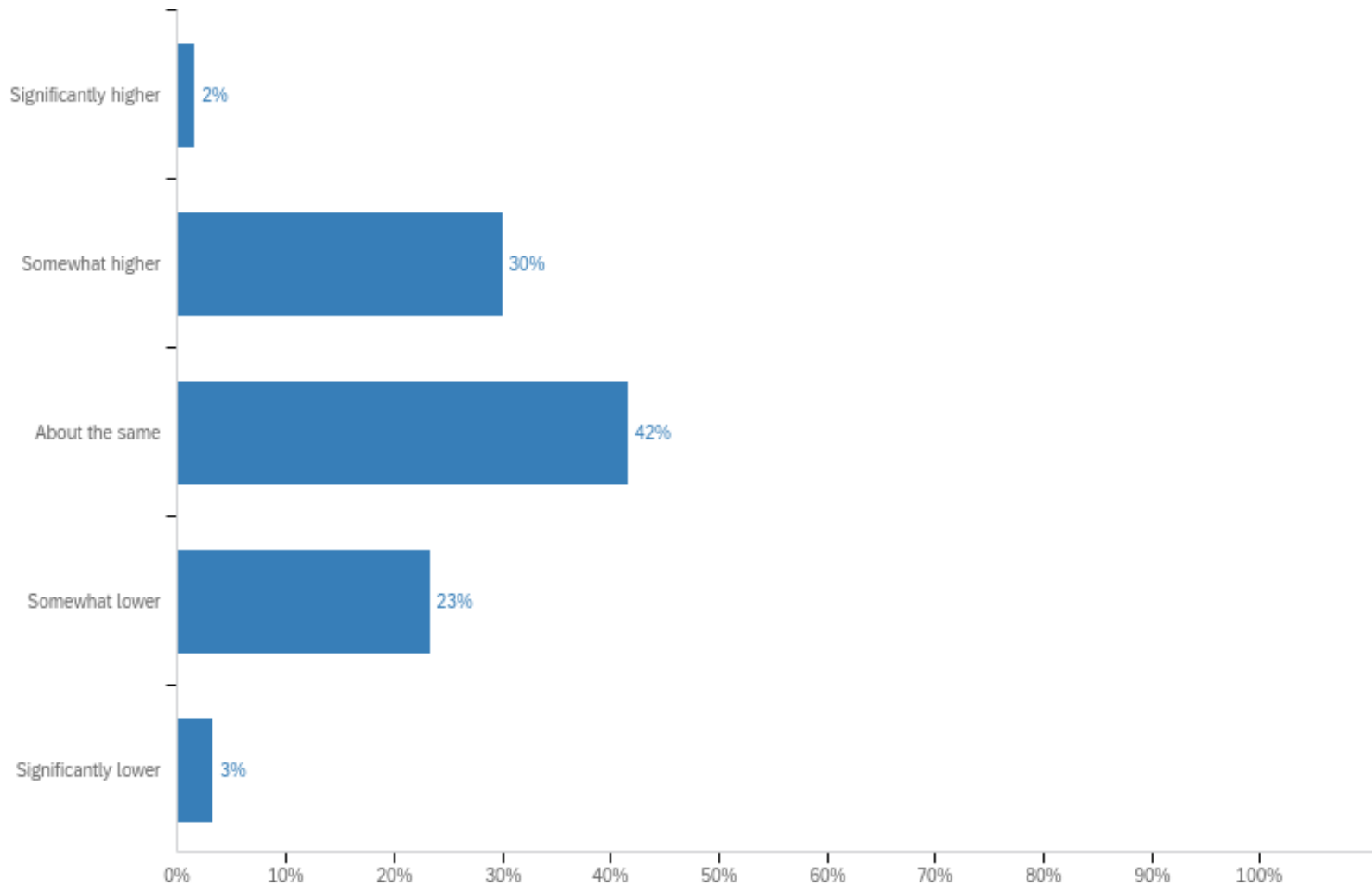
For schools with two-year MBA programs, how would you categorize the engagement level of 2nd year MBA students in career services program offerings vs. last year?



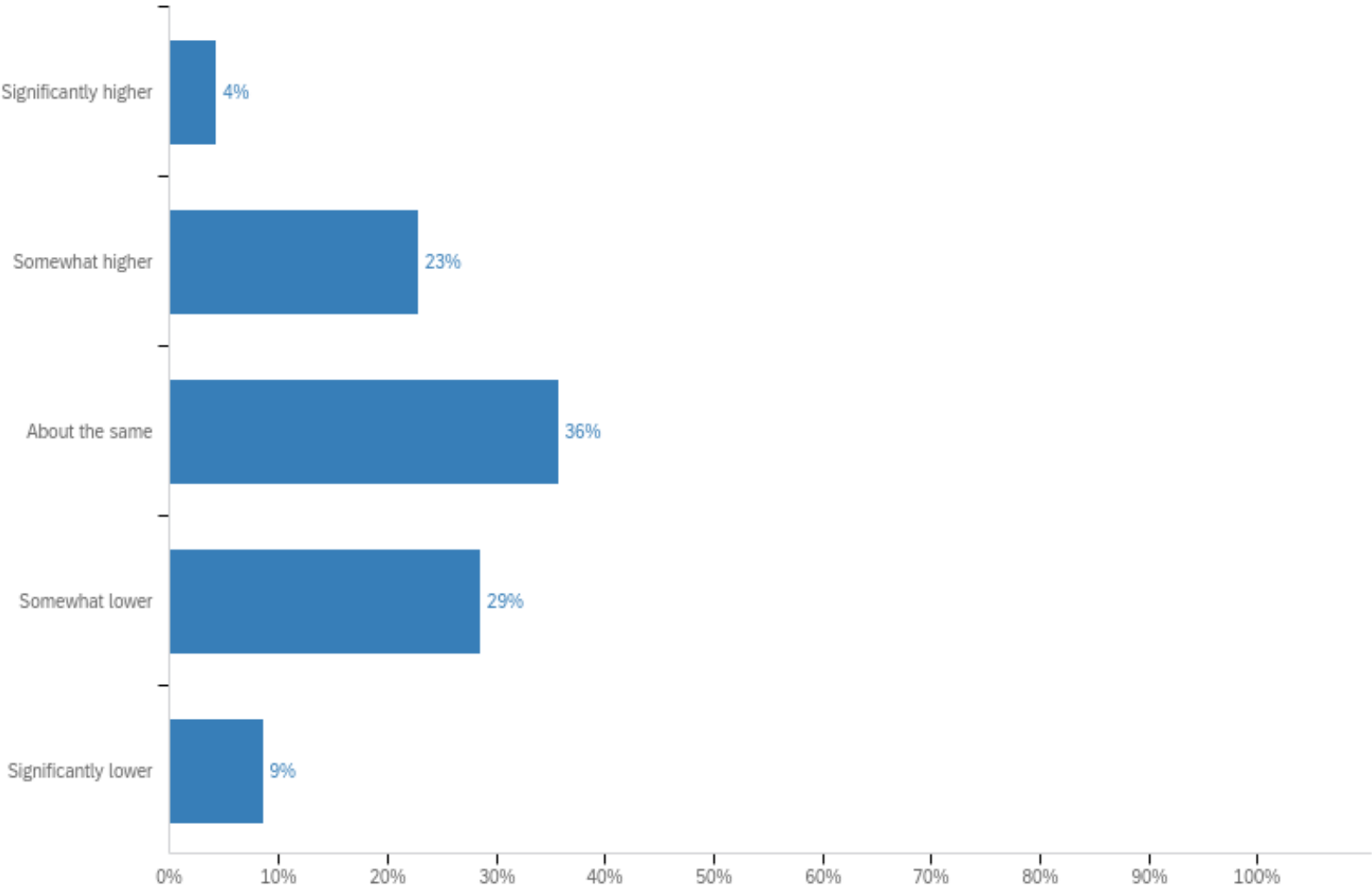
How would you categorize the engagement level of 1st year MBA in general vs. last year? If your program is one year in length (or similar), please answer this question regarding your full program.



How would you categorize the engagement level of specialty masters program students in general vs. last year?



How would you categorize student engagement in recruiting activities vs. last year?



Write-in responses: Feel free to provide additional information to expand on your responses to the questions above, if desired:

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Students feel they can opt out of virtual multi-school presentations.

Emerging from the "pandemic pause" we are seeing higher than expected company engagement, and lower than expected student engagement.

Student engagement in one-on-one meetings with career advisors has increased for both MBA and specialty masters students. However, we are struggling to get students to participate in all events, workshops and recruiting events.

Student engagement and employers on campus are down 50+%.

Second years MBAs are looking for more optionality in their choices and have different expectations from what employers are currently offering with more mass hiring roles (ex. remote work, location flexibility). We have seen them shy away from companies that are more rigid on location of work.

Similarly, social impact and ethics continues to rise in interest from students; however, there are not a lot of mass hire positions that will allow students to directly connect to how they want to make a difference in the world. Some students are choosing to forgo lucrative opportunities to see roles in impact later.

Companies are providing a lot of opportunities to connect, but I wonder if that is creating too many choices or uncertainty of what to attend. Students do appreciate the access everywhere aspects of recruiting, but they do keep coming back to wanting to make an authentic (read: personalized/individualized) connection with companies.

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Now that students are on campus they are not as enthused to log onto Zoom. The flip side is that we can actually accommodate more employers now.

Activities that we can see are lower: Job Team participation, affinity conference registration/participation

I was not in this role last year. The role was empty.

Seems like the two years of remote and lack of requirements in high school and universities is causing a lack of engagement.

For second year students, many have offers from their internships so the lower participation this year is expected. There are so much early activity for the first-year students that they are overwhelmed.

Students are not attending events that are optional. If part of their class, they are attending. They also will comment in surveys that we should run more events.

More sign ups but no shows on the rise. Want to be engaged but too many offerings at once.

Early recruiting - meaning recruiting earlier than our normal windows (fall for second year and January for first year) is driving lower engagement at this point in the school year.

Thank you to everyone who completed the survey. We look forward to providing you with continued employment trends on a monthly basis.



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