



MBA CSEA 2016 Recruiter Benchmarking Survey

Executive Summary

In the summer of 2016, 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 was our second research project focused on our employer audience. This year, we expanded the survey slightly to include predictions about the Specialty Masters job market (non-MBA degrees granted by business schools such as Masters in Finance, Masters in Marketing, Masters in Data Analytics, etc.).

17 employers responded to the survey, representing diverse organizations, some with locations across multiple geographies. Respondents had on average, 5 years of MBA recruiting experience and had been in their current role for 3 years. On average, there are 15 people per recruiting team with 16% of them dedicated to recruiting MBA students. A majority (62%) of teams are centralized, with all services managed by the same group.

As MBA recruiting continues to evolve, traditional recruiting methods remain a focus for recruiters, with 100% of respondents indicating that they source hires through on-campus job postings at individual schools. Internship pipelines remain popular as well, with 64% of respondents indicating that as a major source of hires.

In terms of offering, 93% of respondents are providing signing bonuses (an increase of 13% from our 2014 survey). 60% of companies offer leadership development programs.

When looking at methods for recruiting, on-campus interviews were the most popular, with 47% of hires coming from that source.

The most popular Specialty Masters program was Masters in Data Analytics, with 67% of respondents indicating that they recruit from those programs. Other popular programs include Masters in Supply Chain Management, Masters in Finance and Masters in Human Resources.

As you can see, the survey offers a census of who recruiters are, what is being offered on campus, We look forward to continuing this benchmarking survey as a way to help our employer members gauge the recruiting landscape. For more information about these and other surveys, contact us: execdirector@mbacsea.org.