

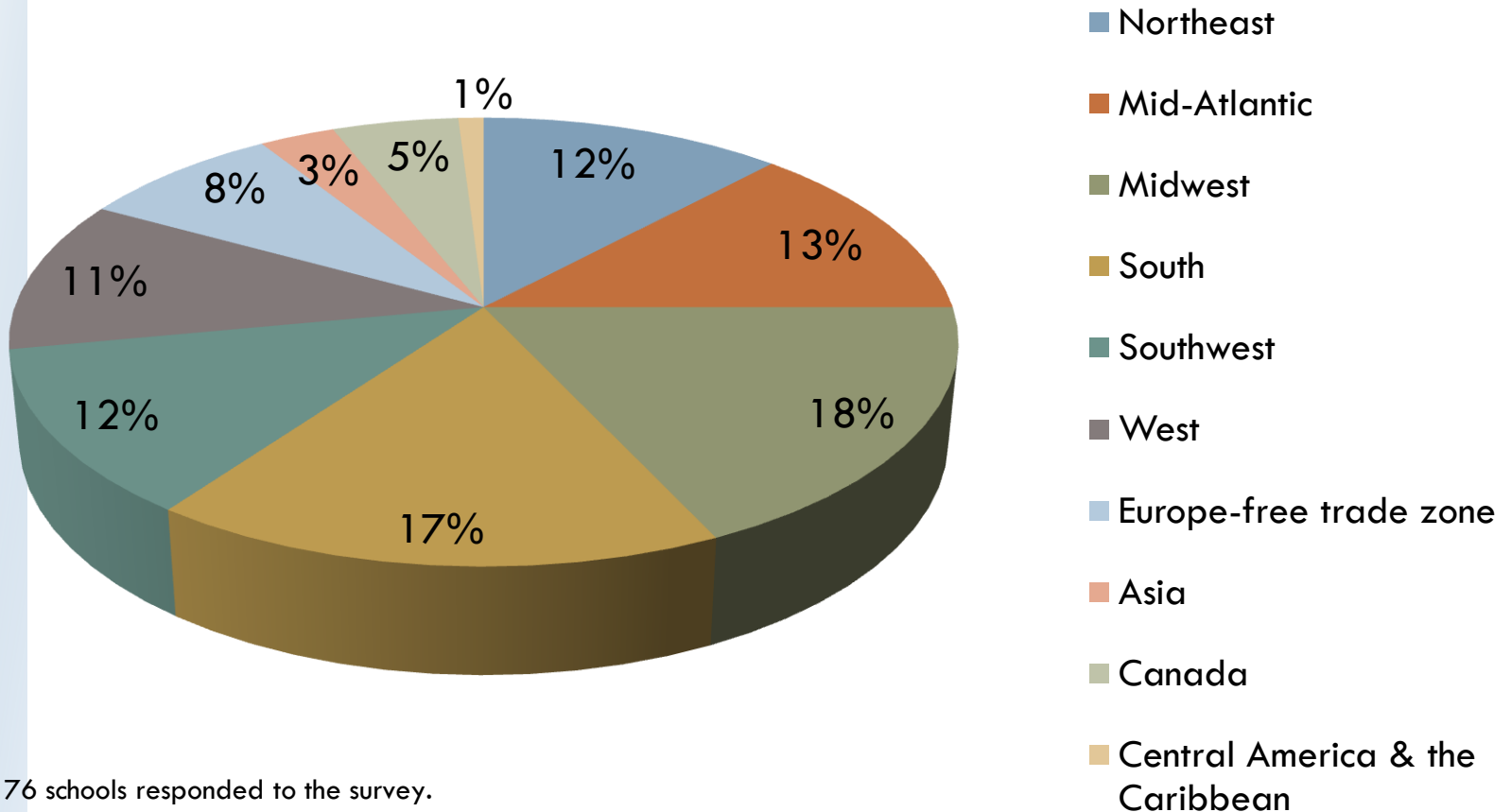
MBA CSC
RECRUITING SURVEY
FALL 2012

Methodology

- Survey fielded via Zoomerang from December 15, 2012 – January 11, 2013
- 76 programs responded to the survey
- Results compared to survey fielded in late Fall – 2011 when 102 schools responded

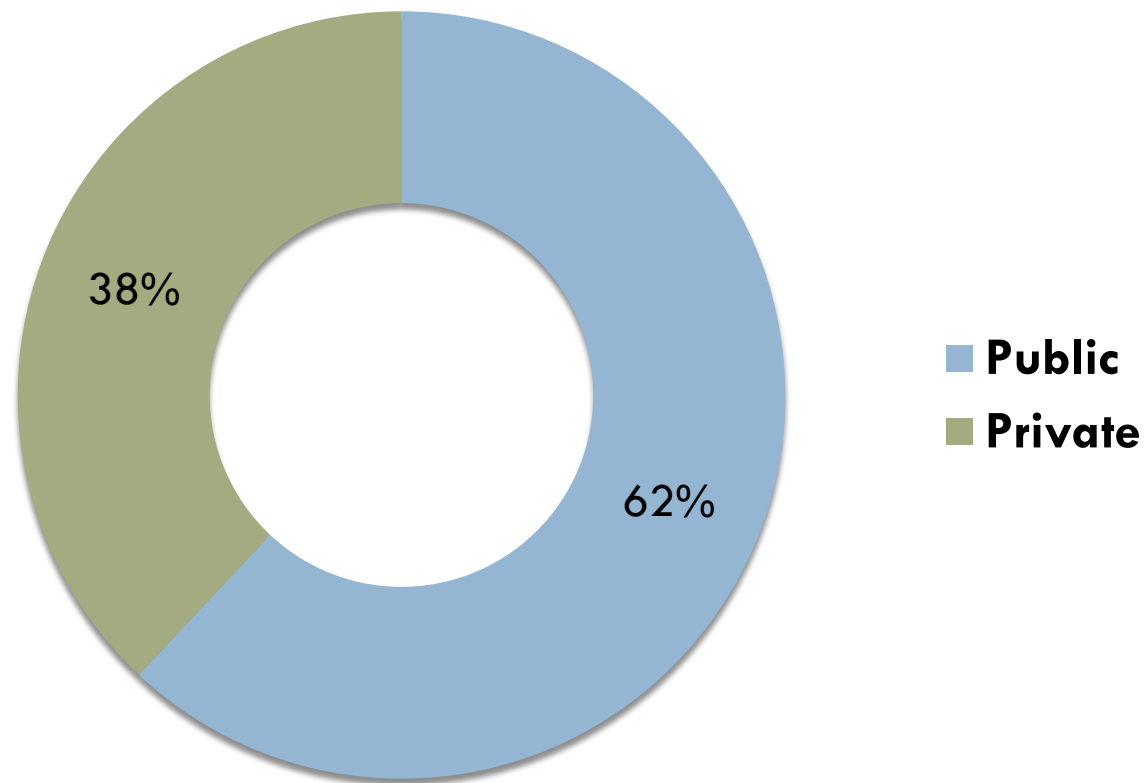
89% of respondents were North American universities.

What is the geographic location of your university?



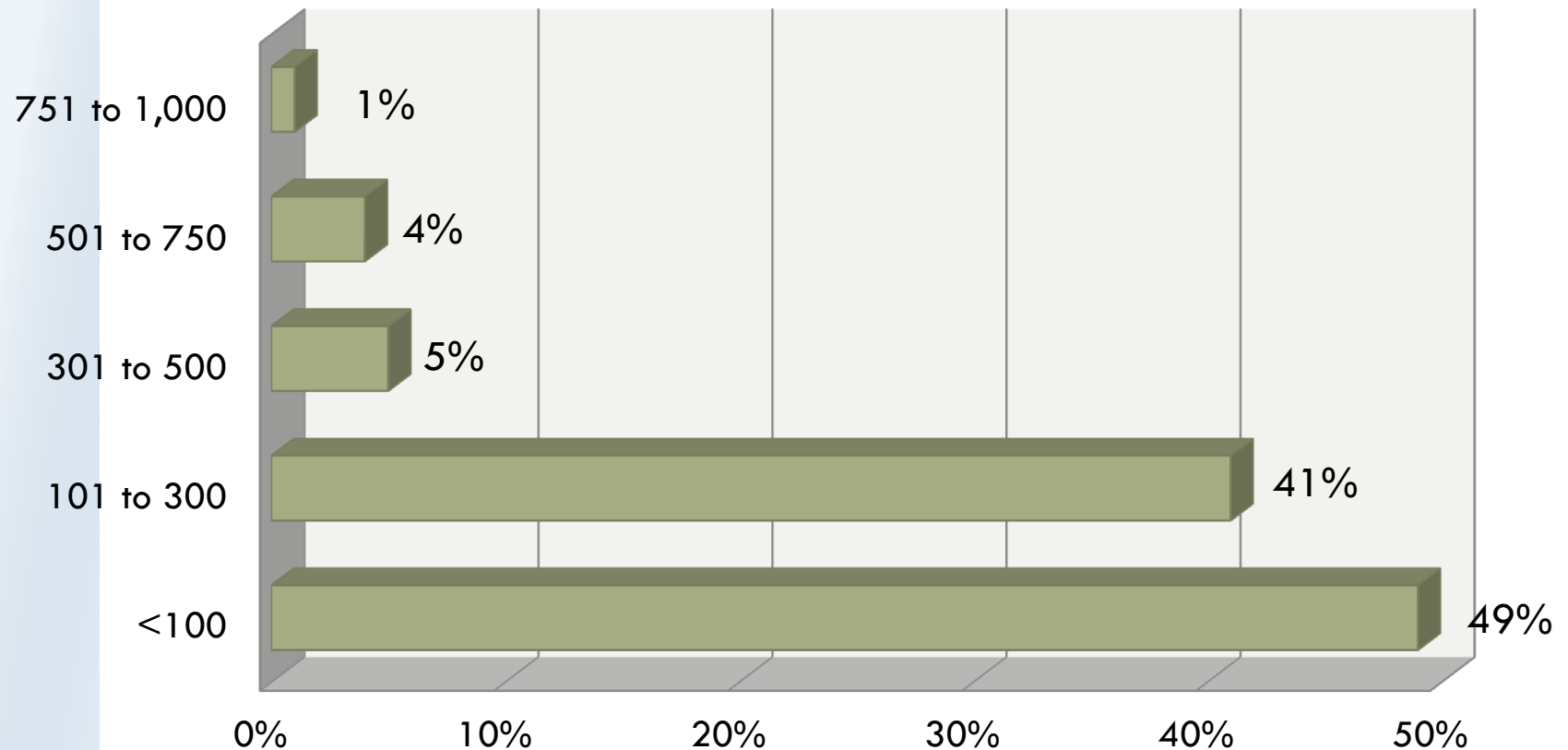
76 schools responded to the survey.

Nearly two-thirds of responding programs were from public universities.



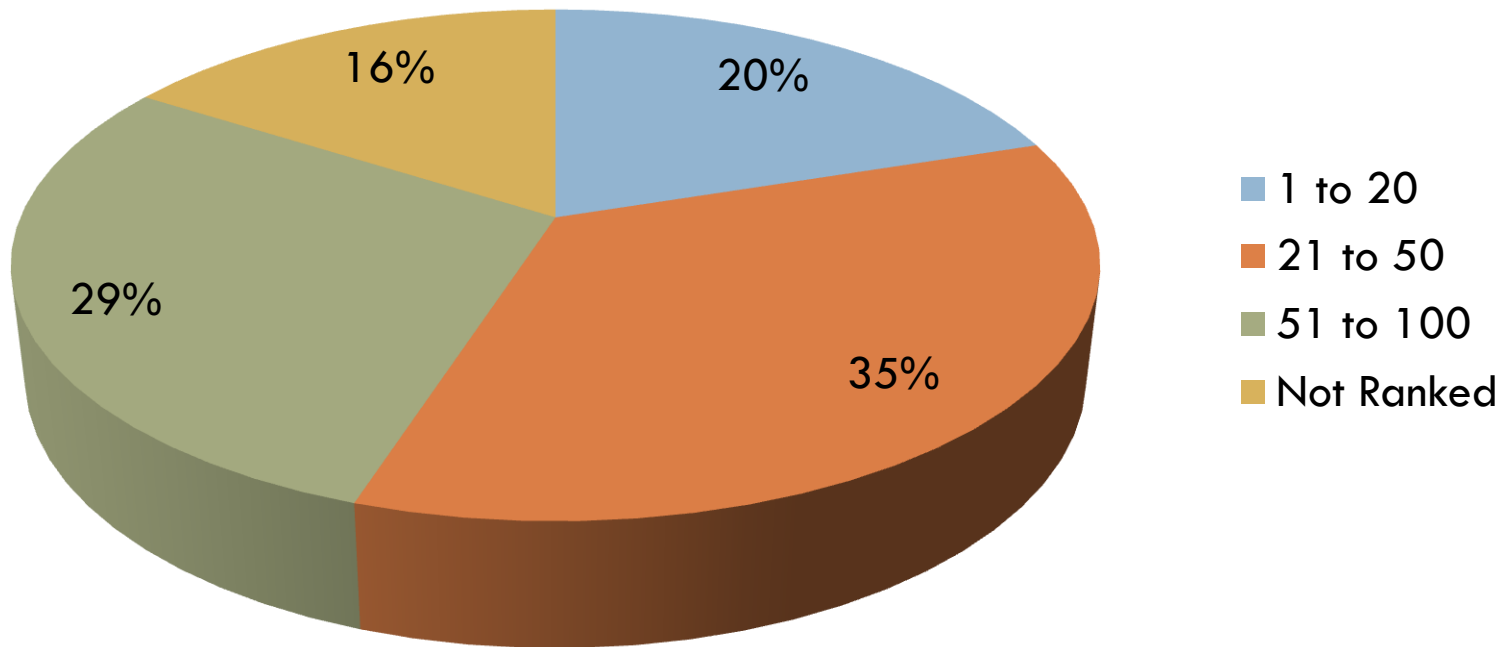
90% of respondents will graduate 300 or fewer students this year.

of full-time MBA students graduating from program this year



55% 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?

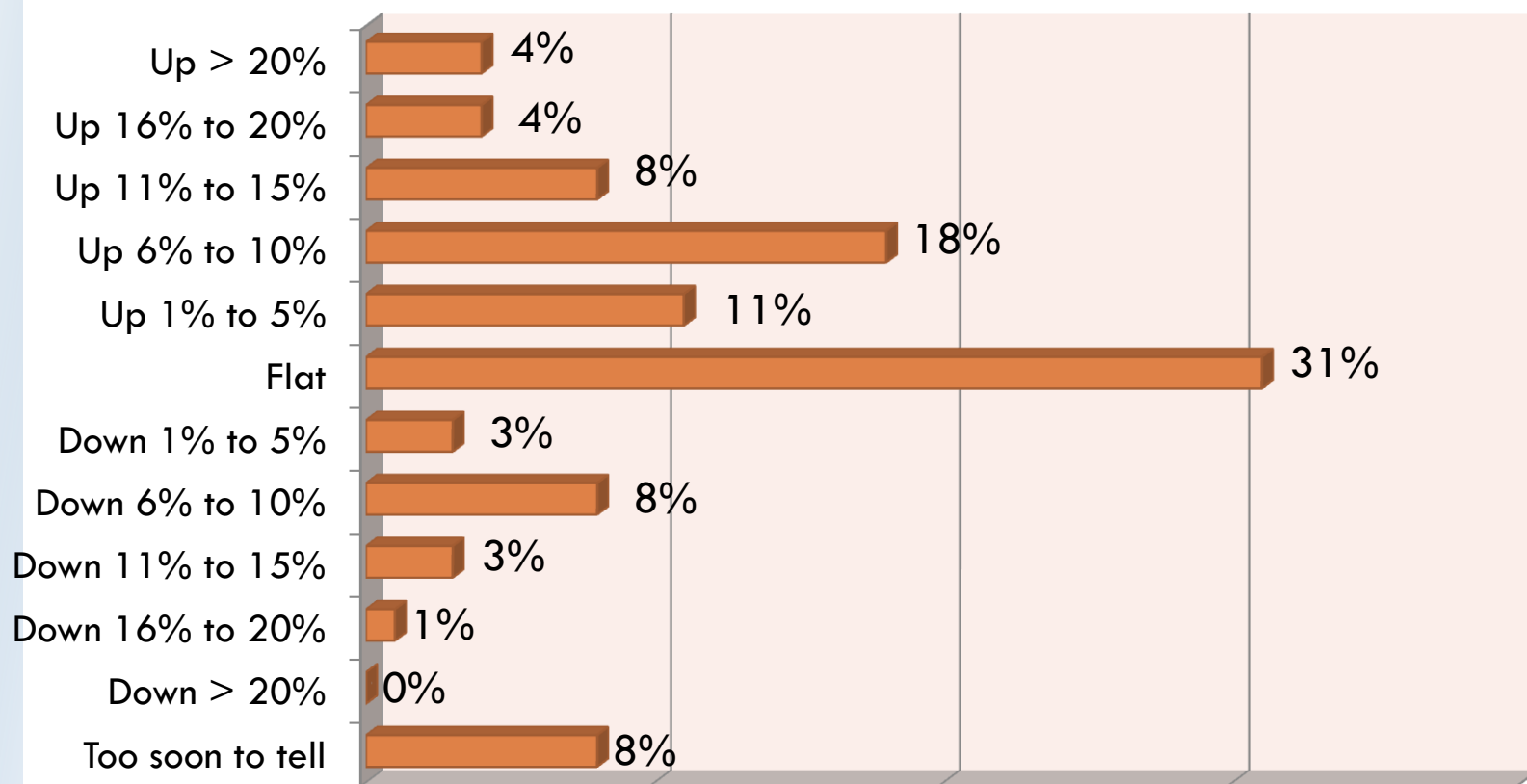


The improving economy resulted in good recruiting results over the past year.

- 45% of schools reported an increase in on-campus activity for full-time positions. In 2011, 70% reported such an increase.
- Full-time job postings continued to increase for most schools with 58% reporting more opportunities than last year. In the 2011 survey, 68% of respondents reported more full-time postings over 2010.
- Responding schools reported increases in recruiting activity in all industries; over 30% of schools reported increases in Consulting, Consumer Products, Financial Services, Energy, Pharma/Biotech/Healthcare Products, Real Estate and Technology.
- Though offer information was provided by some programs, more accurate data will be available in the Spring 2013 survey.

45% of respondents experienced increased on-campus recruiting this year compared to the same time last year; 15% experienced a decrease.

Overall, how do full-time, on-campus opportunities compare to last year at this time?

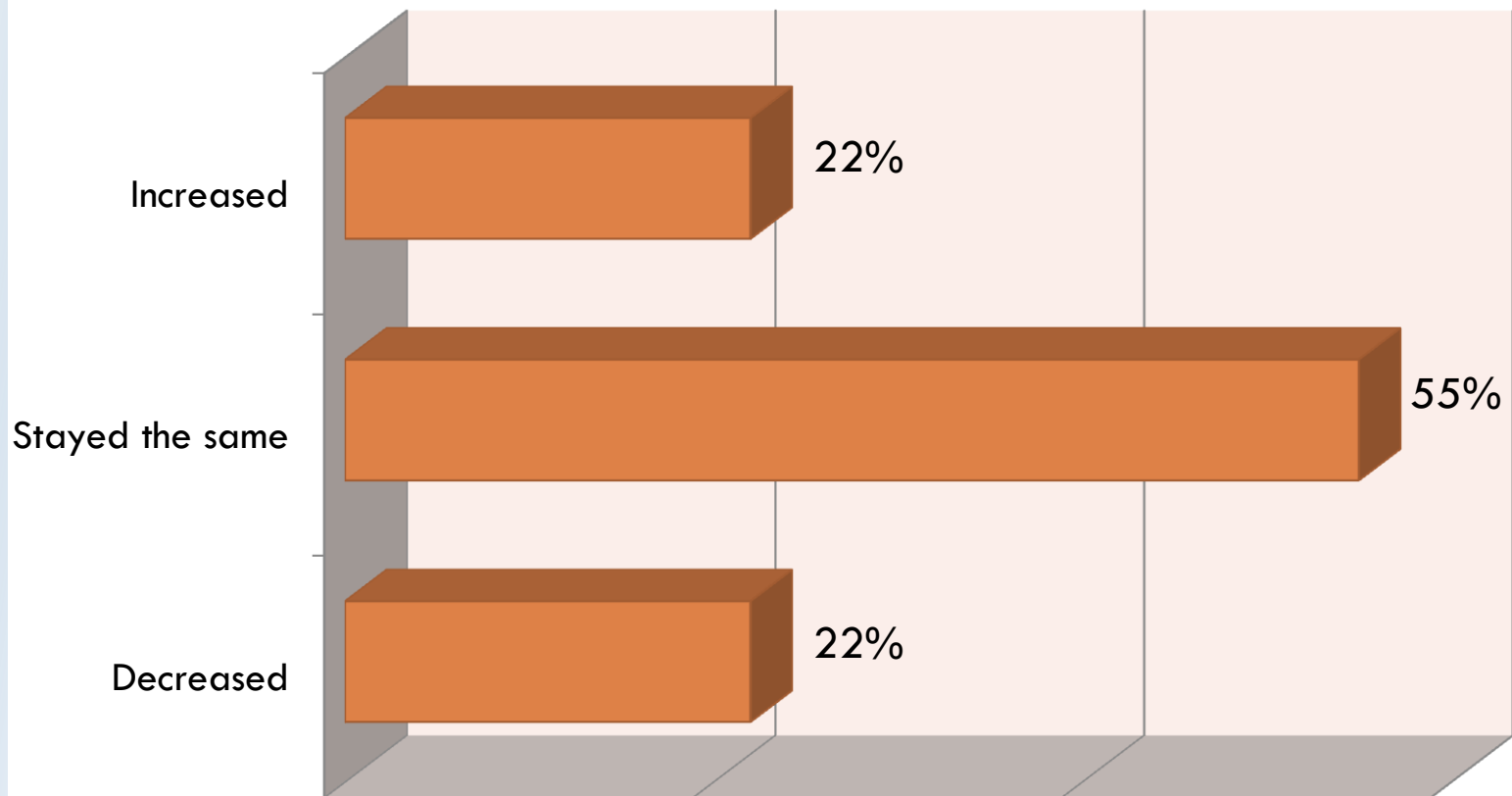


Full-time, on-campus opportunities increased regardless of a school's ranking.

| % Reporting Change in On-campus Recruiting | School Rank | | | |
|--|-------------|----------|-----------|------------|
| | 1 to 20 | 21 to 50 | 51 to 100 | Not ranked |
| Up | 47% | 40% | 60% | 34% |
| Flat | 40% | 24% | 20% | 50% |
| Down | 13% | 20% | 15% | 8% |
| Too soon to tell/N/A | 0% | 16% | 5% | 8% |

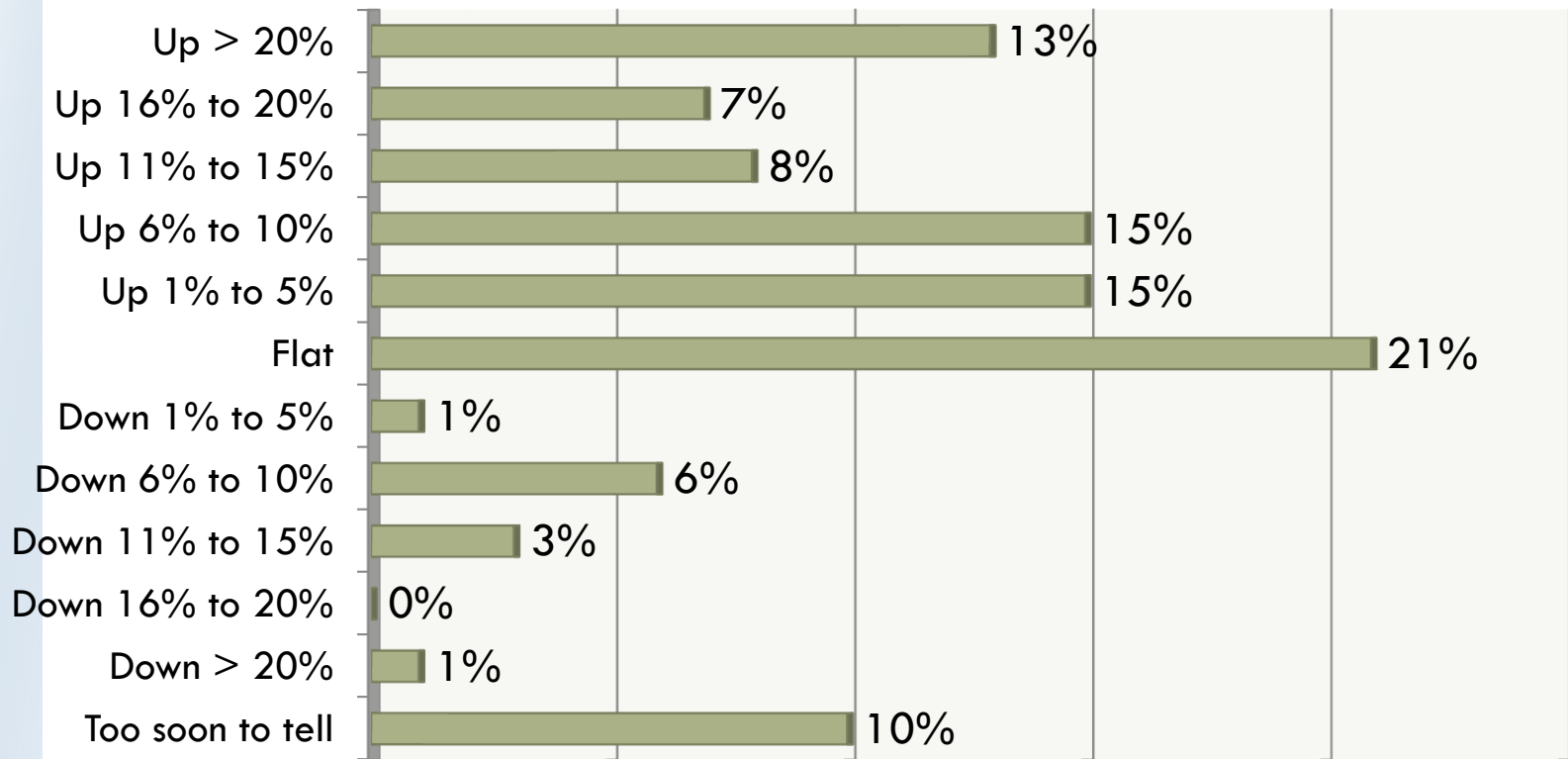
22% of respondents experienced increased on-campus recruiting this year for International students compared to last year.

Overall, how do full-time, opportunities for International students compare to last year at this time?



58% of respondents reported increased full-time postings this fall while 11% reported a decrease when compared to the same time last year.

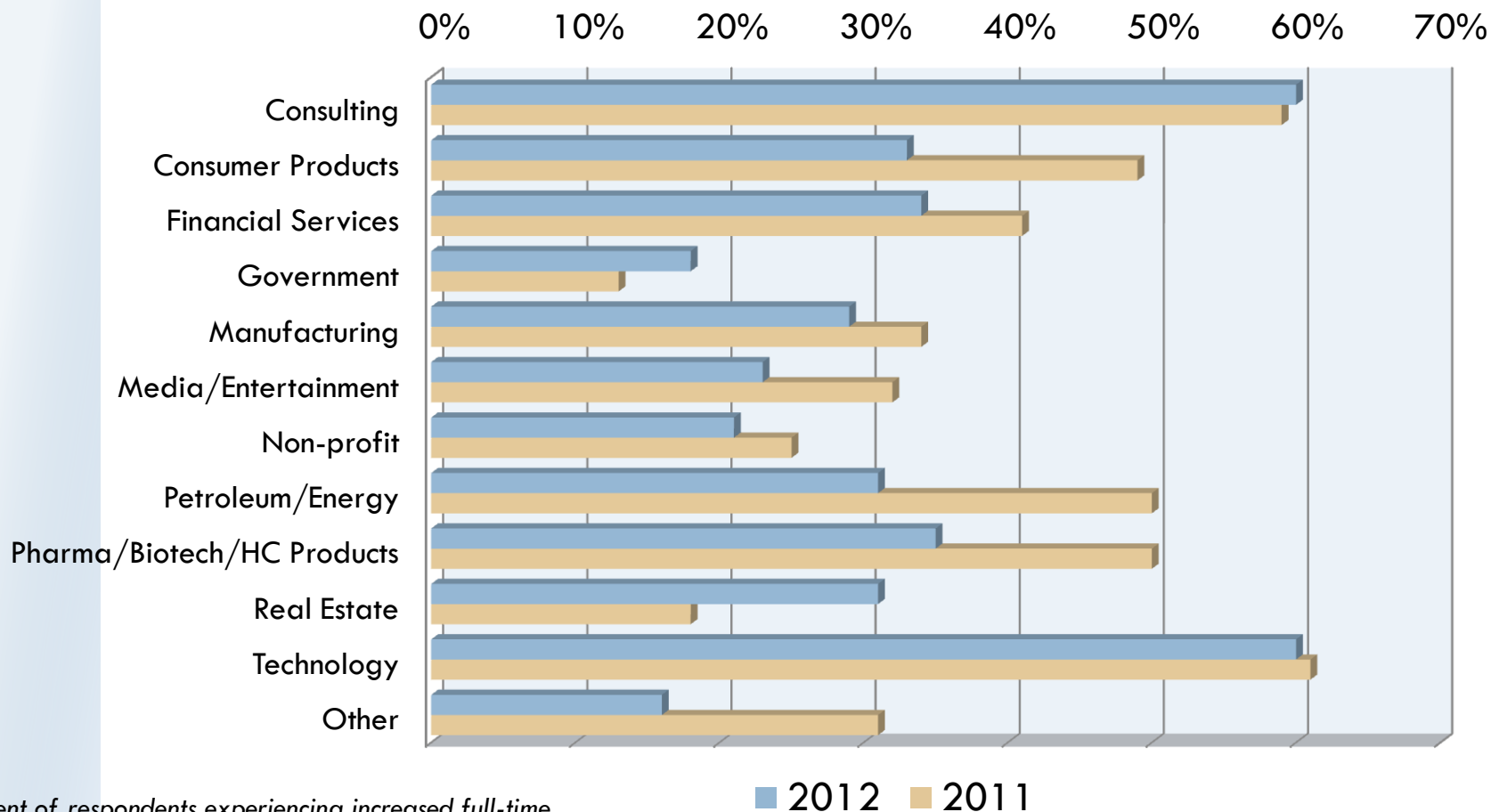
Overall, how do full-time postings compare to last year at this time?



Full-time postings increased across categories of rankings, though some schools reported decreases.

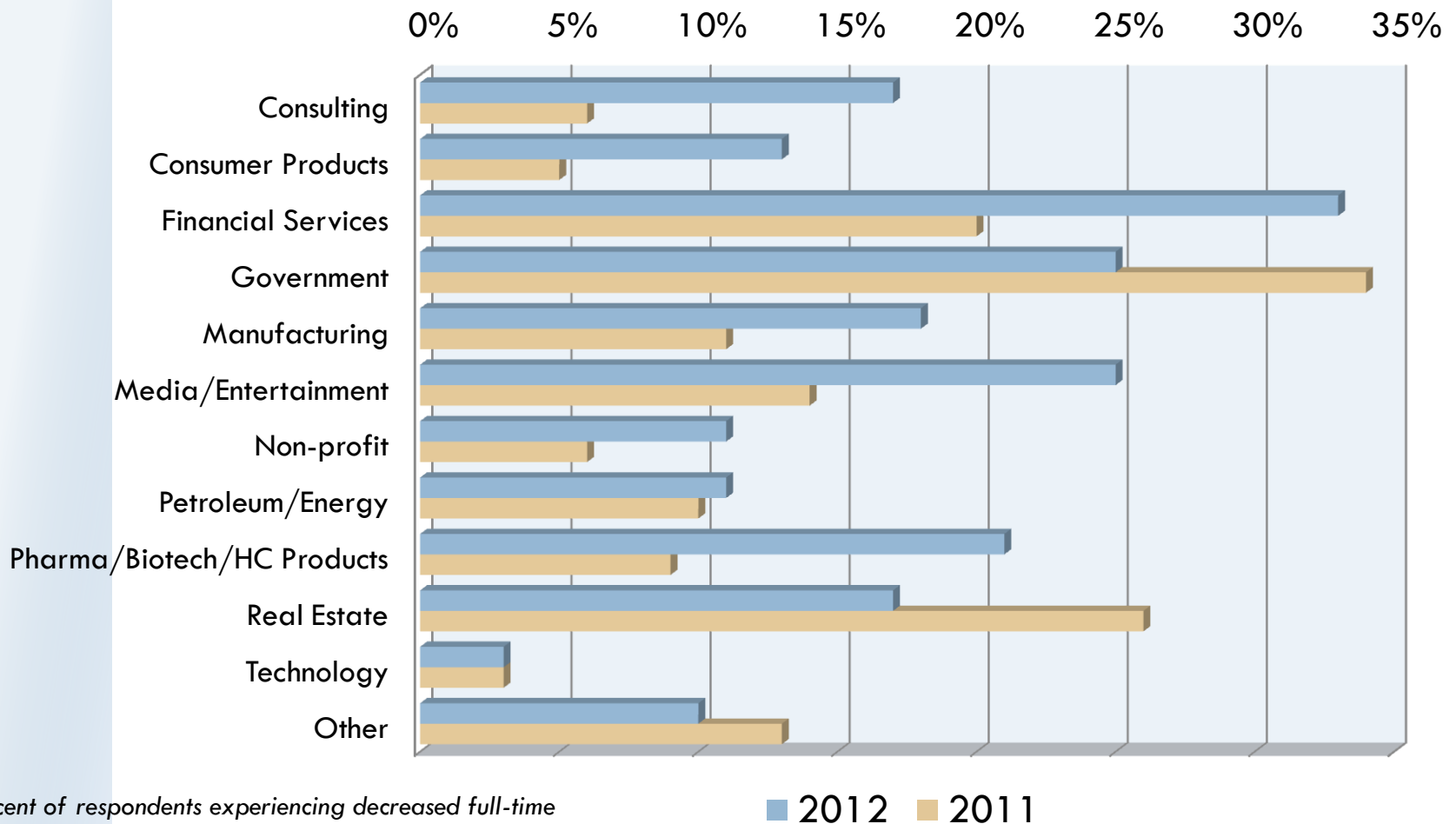
| % Reporting Change in Full-time Postings | School Rank | | | |
|--|-------------|----------|-----------|------------|
| | 1 to 20 | 21 to 50 | 51 to 100 | Not ranked |
| Up | 60% | 54% | 67% | 50% |
| Flat | 26% | 13% | 14% | 42% |
| Down | 7% | 16% | 9% | 8% |
| Too soon to tell/N/A | 7% | 17% | 10% | 0% |

Recruiting for full-time positions shows different needs versus last year, especially in Consumer Products, Energy, Healthcare, and Real Estate.



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

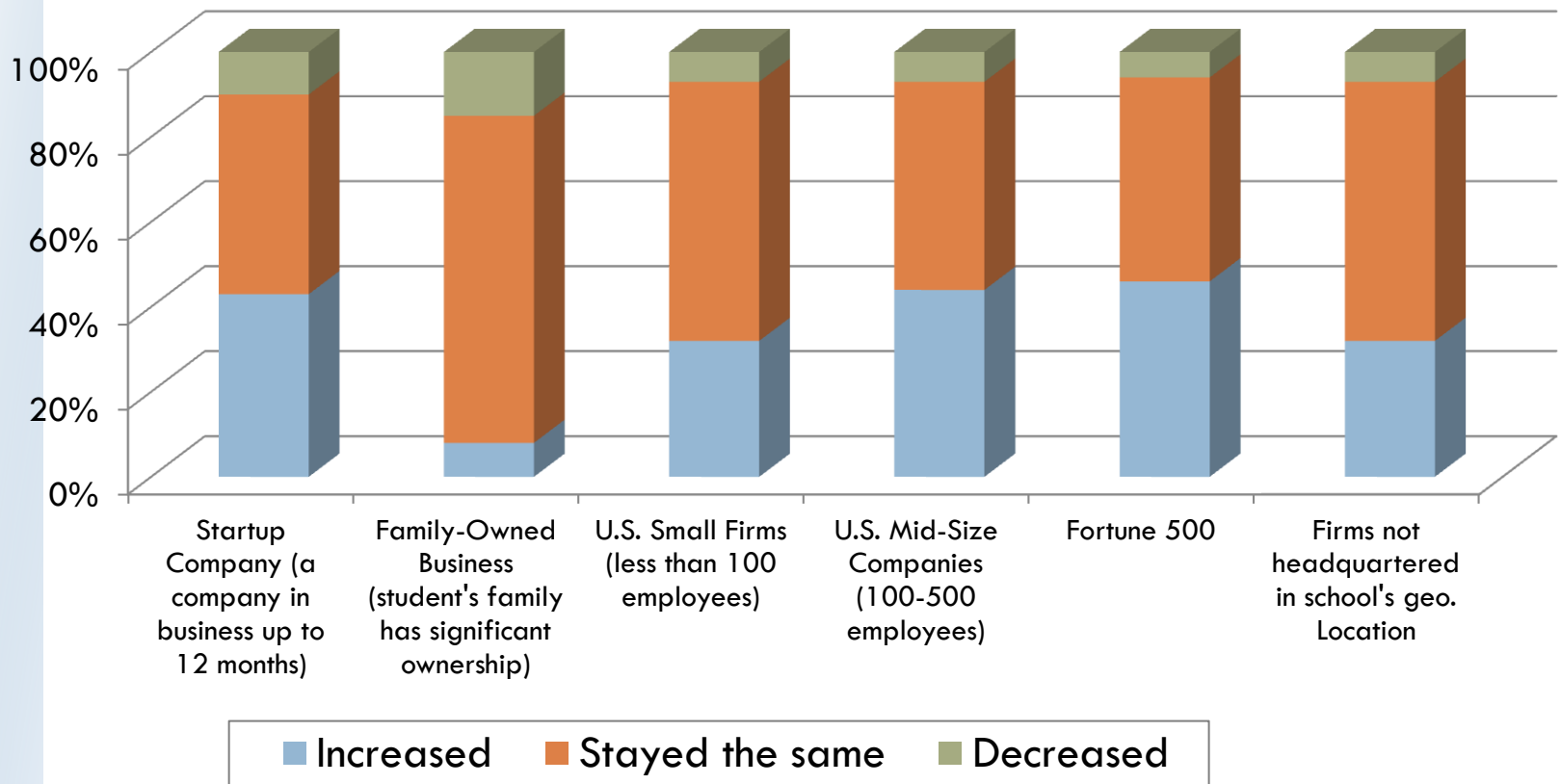
Financial Services and Media/Entertainment were the weakest industries compared to last year.



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

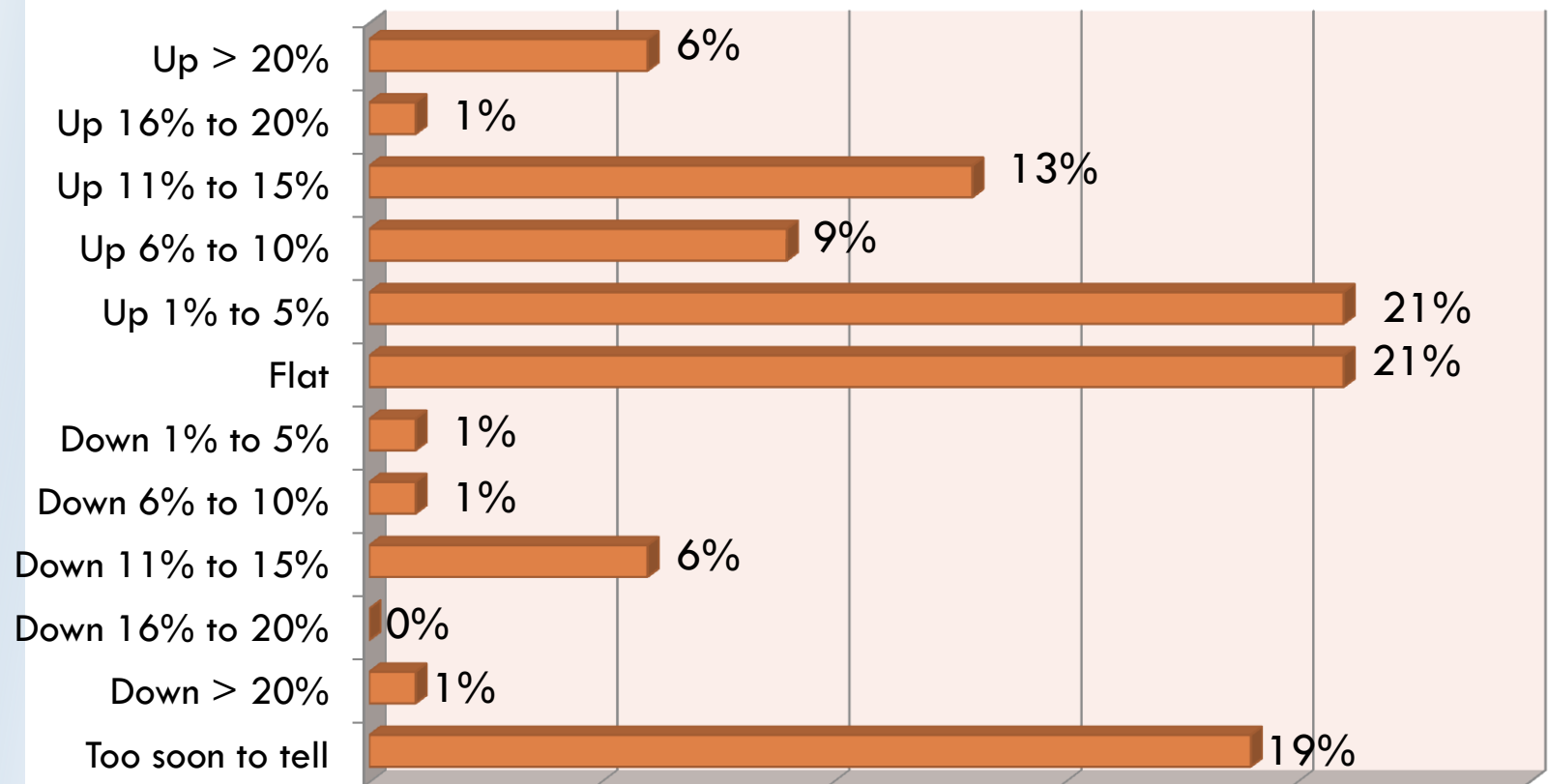
Increased recruiting activity was driven mainly by startup, mid-size and Fortune 500 firms.

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



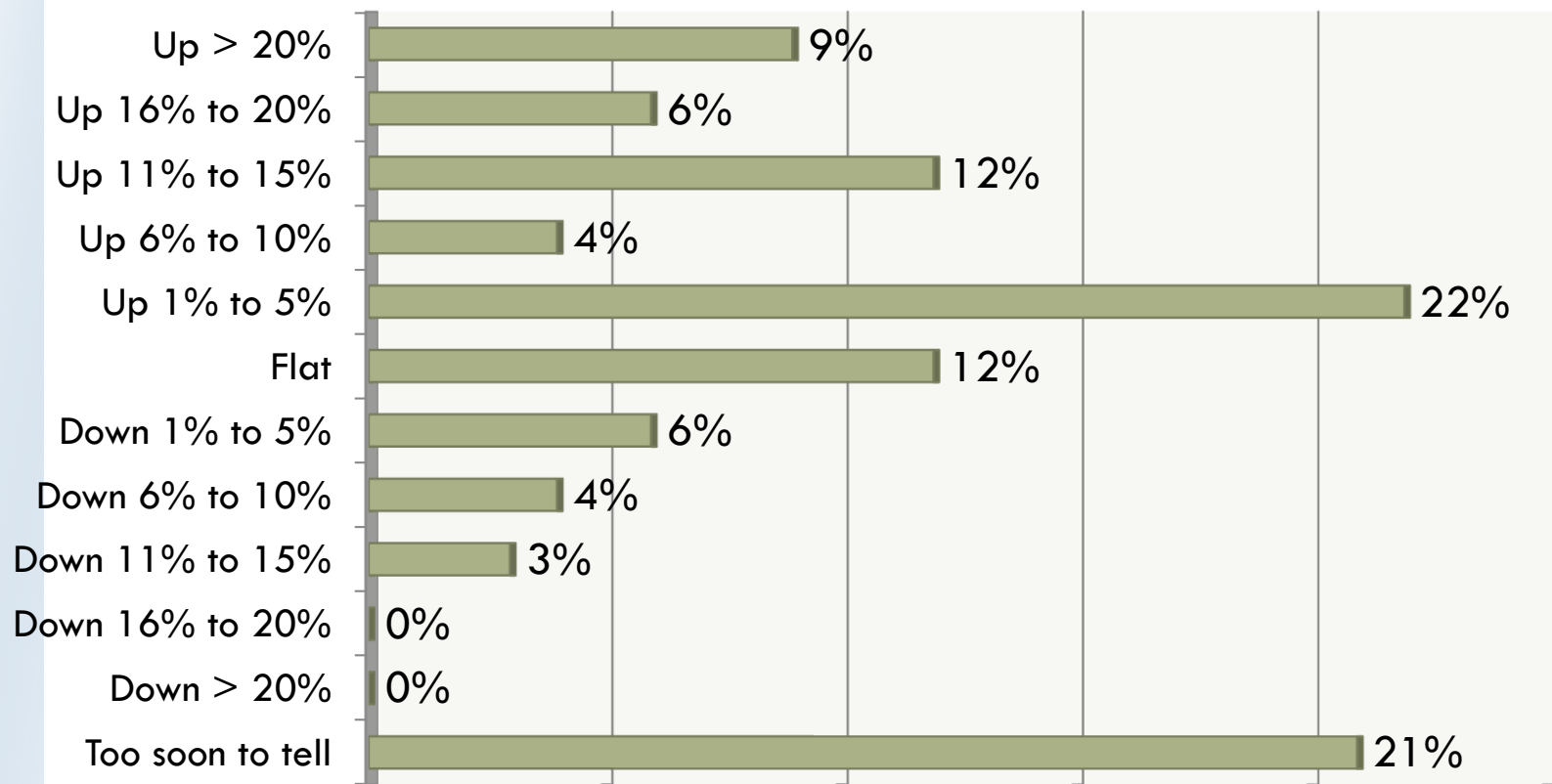
50% of respondents experienced increased on-campus internship recruiting this year compared to the same time last year (In 2011, 46% reported an increase)

Overall, how do on-campus opportunities for internships compare to last year at this time?



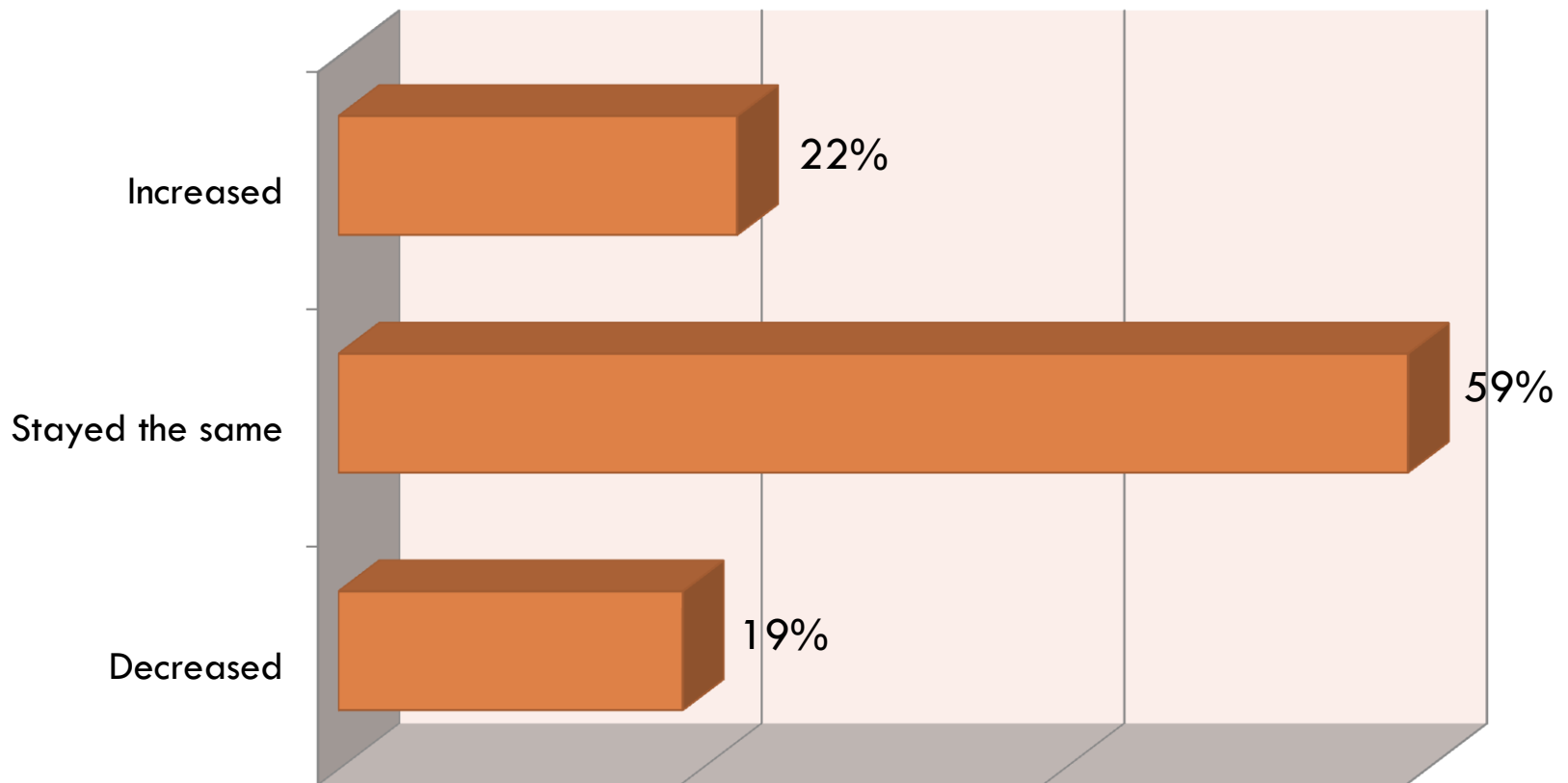
53% of respondents also reported increased postings for internships while 13% reported a decrease when compared to the same time last year (in 2011, 46% reported an increase)

Overall, how do postings for internships compare to last year at this time?

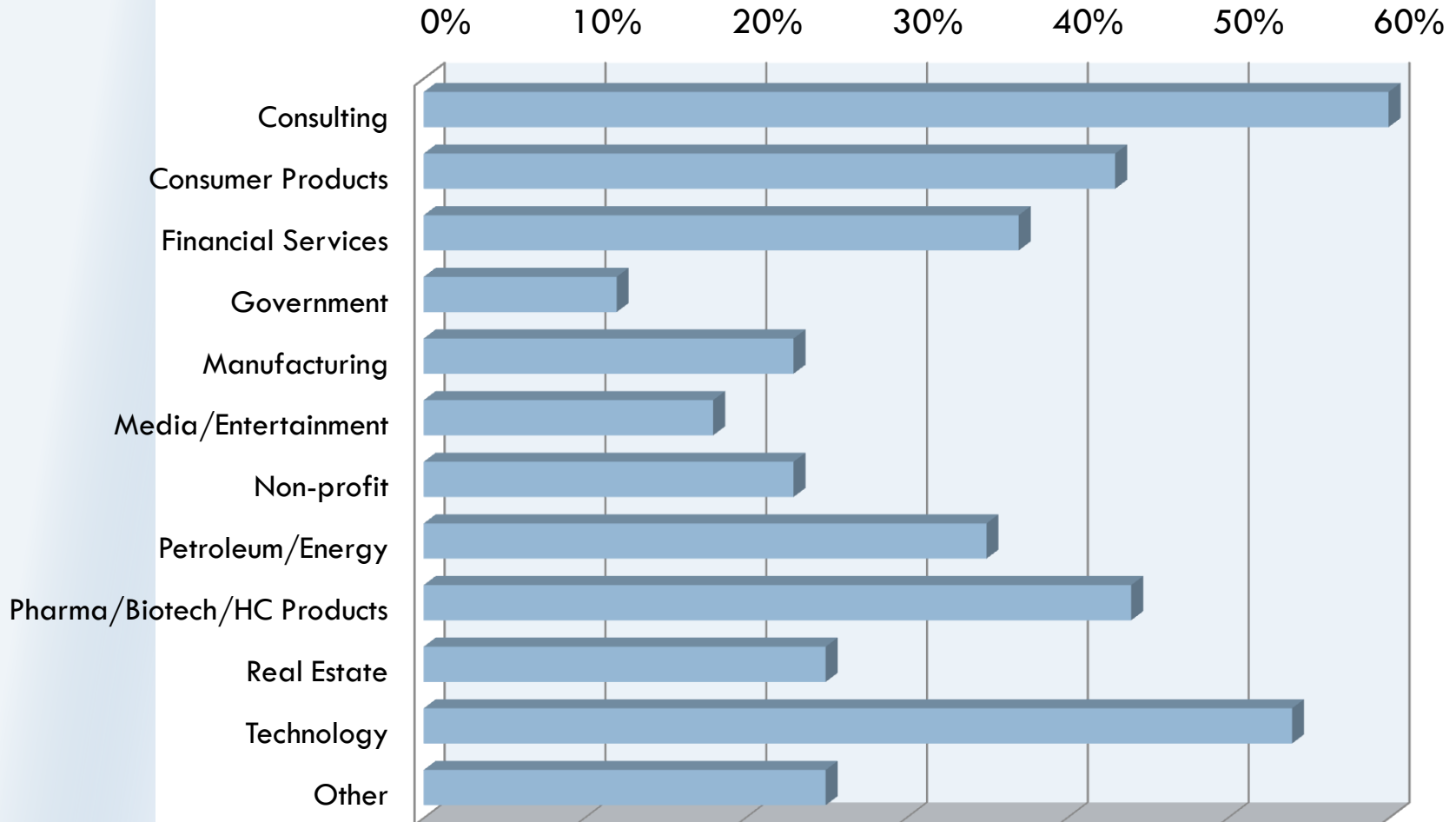


22% of respondents experienced increased internship recruiting this year for International students compared to last year.

Overall, how do internship opportunities for International students compare to last year at this time?



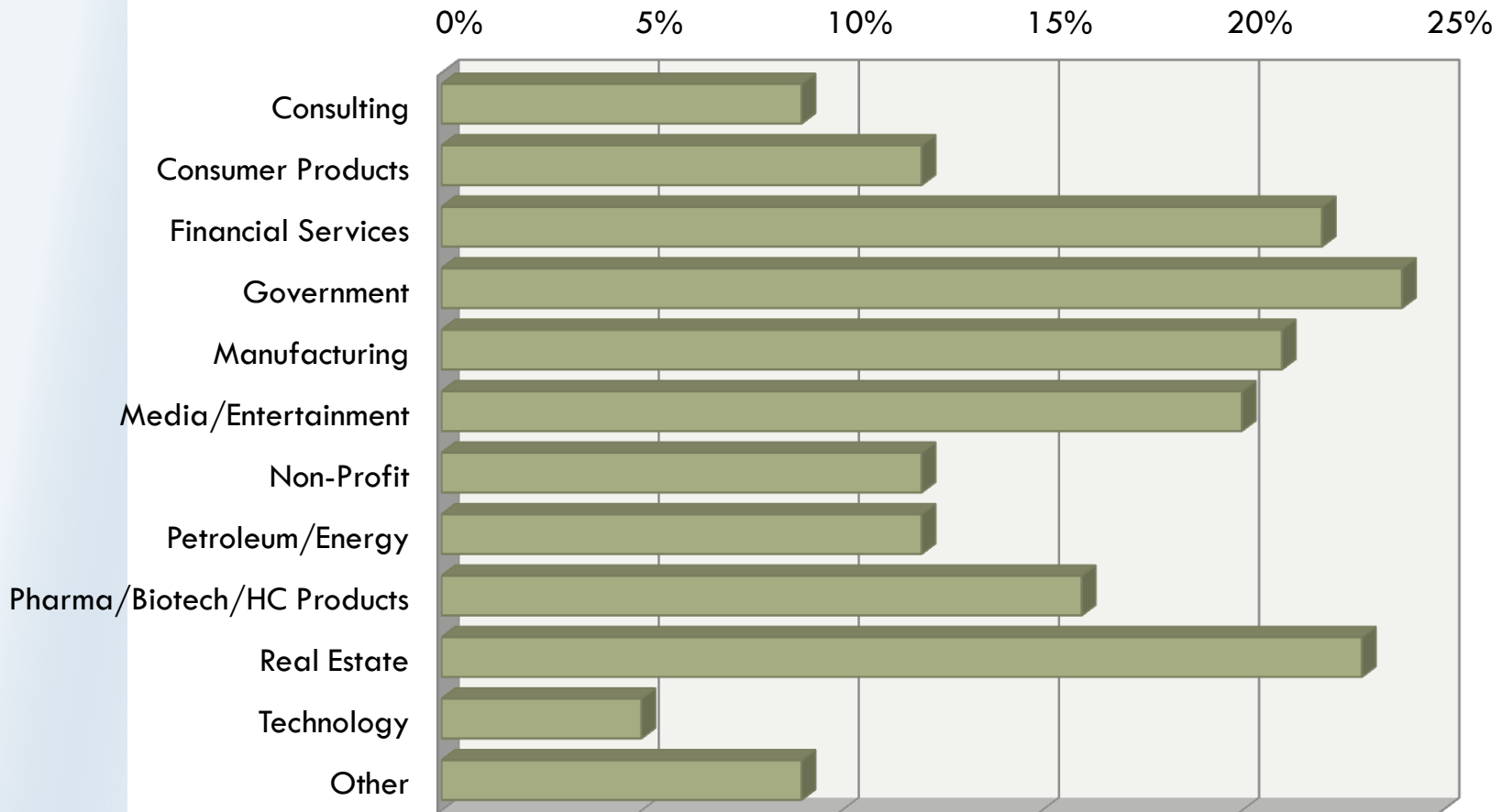
Respondents are experiencing increased internship recruiting activity across most industries.



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

MBA Career Services Council, January 2013

Real Estate and Government were the weakest industries for internships compared to activity last year.



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

Schools shared a wide variety of ways they are helping graduating students.

- Increased use of social media to market job opportunities. Stronger Alumni programming and networking through LinkedIn.
- Hired additional career advisors and worked with student coaches and outside career coaches to provide more one-on-one advising appointments.
- More targeted employer outreach based on student interest.
- Offer “Personal Branding” workshops for MBAs to help students build a better web presence and showcase their skills and abilities more publically to recruiters.
- Created an International Student Advisory Board and instituted a peer-to-peer mentorship program.

Schools shared a wide variety of ways they are helping graduating students cont.

- Participated in more career fairs, employer receptions and networking events.
- Offer a travel stipend to assist with costs of trips related to a student's job search.
- Increased the number of student career treks over the winter break.
- Created business development resources focused on identifying opportunities in the just-in-time job market.
- Offered a more robust mock interview program and workshops in interview questions and what employers expect from candidates.

Ideas to help First Year students also varied.

- Increased and earlier training in terms of interviewing, networking and job search strategies.
- Launching an MBA Career Class in the fall of 2013 and a peer advising program.
- More emphasis on pre-admission career preparation in resume-writing, cover letters and career exploration.
- Targeted employer site visits in the fall.
- Added more focused and smaller networking opportunities with business leaders and students.

Ideas to help First Year students also varied cont.

- Using all social media outlets to bring internship opportunities to students while continuing to stress networking and having a focused Plan A and B.
- Increased leadership and job search training in career strategies class.
- Offered deep-dive programs in functional areas.
- Provided additional workshops over the summer open to all students and alums.
- Require first year students to do 10 informational interviews within their first 3 months of the program.

Summary

- Though the increase in full-time recruiting is not as strong as in fall 2011, it continues to gain strength; it appears that many recruiters are anxious to find the MBA talent to meet their businesses' needs.
- Strong increases in recruiting for interns continues a multi-year trend which should indicate a good year for hiring.
- It appears that the effects of the global financial crisis have waned a bit as more companies seek to hire MBAs for their businesses.