

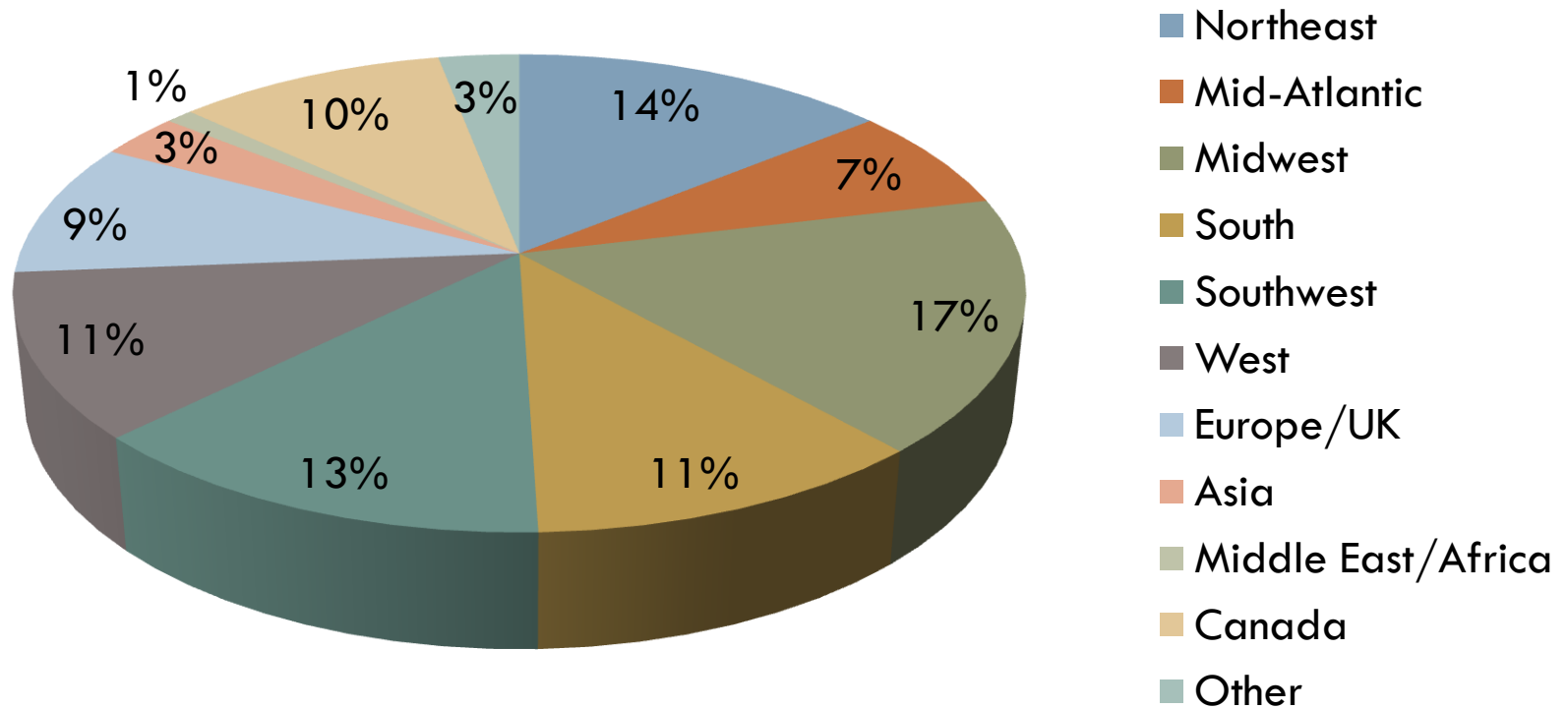
MBA CSC
SPRING 2012 RECRUITING
TRENDS SURVEY

Methodology

- Survey fielded via Zoomerang
- In field May 8 – 29, 2012
- 70 schools responded to the survey
- Results compared to survey fielded May 11-26, 2011 when 87 schools responded

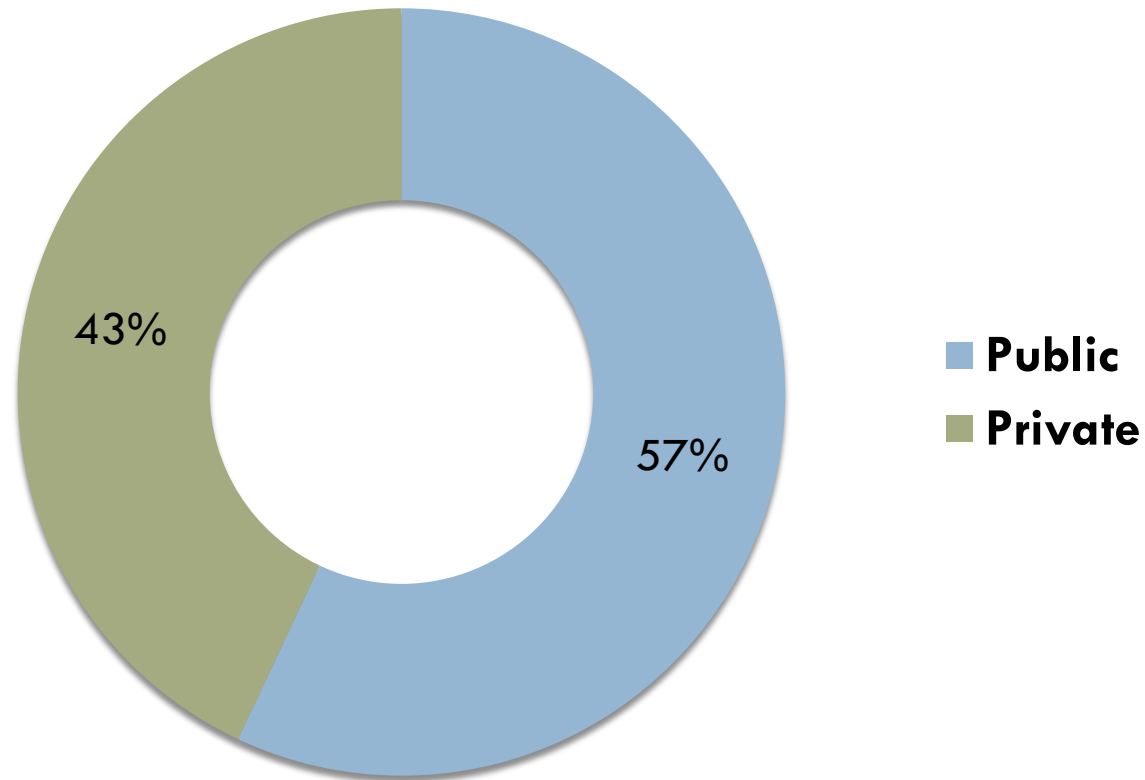
83% of respondents were North American universities.

What is the geographic location of your university?



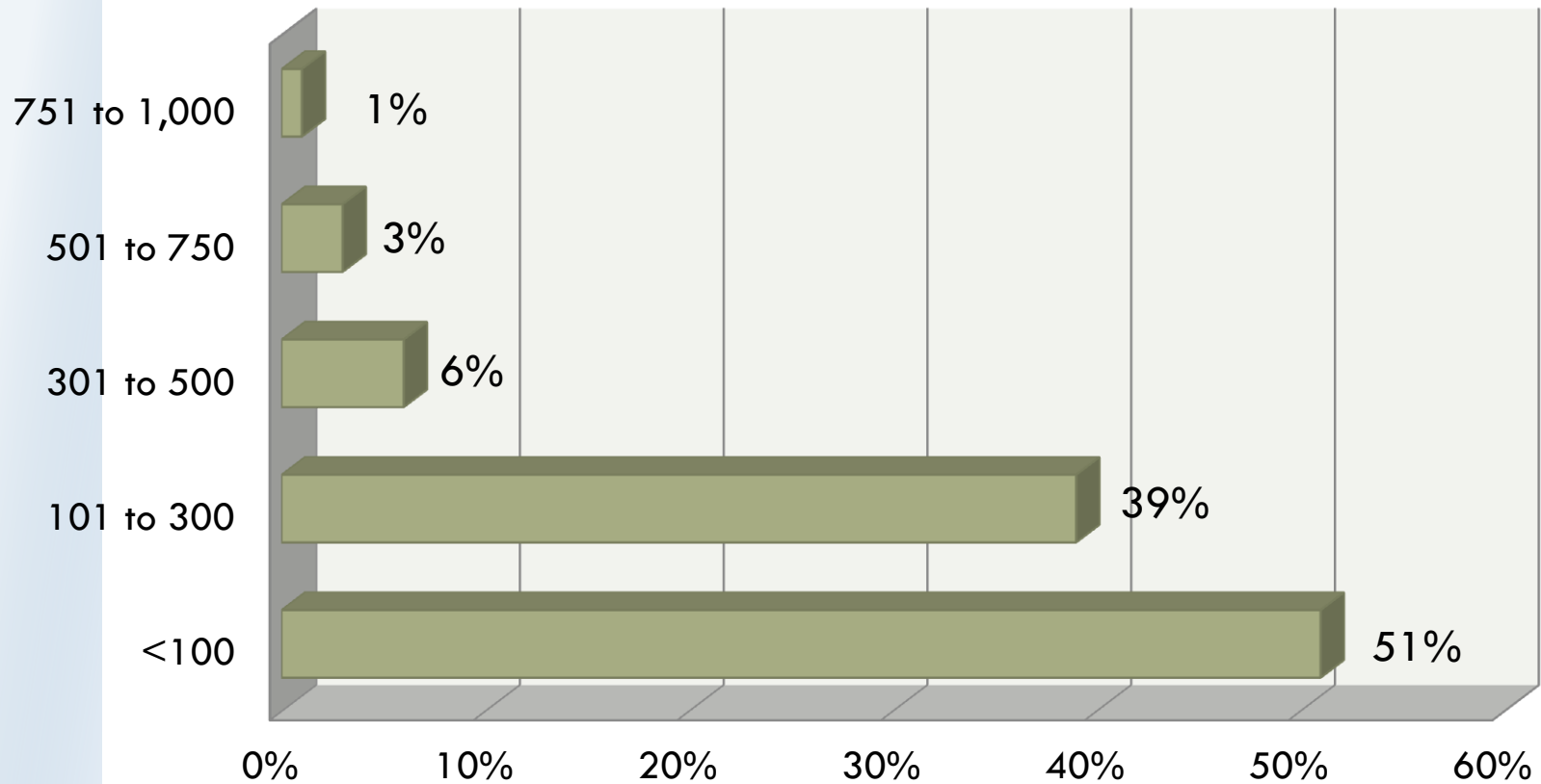
70 schools responded to the survey.

Respondents were split nearly evenly between public and private universities.



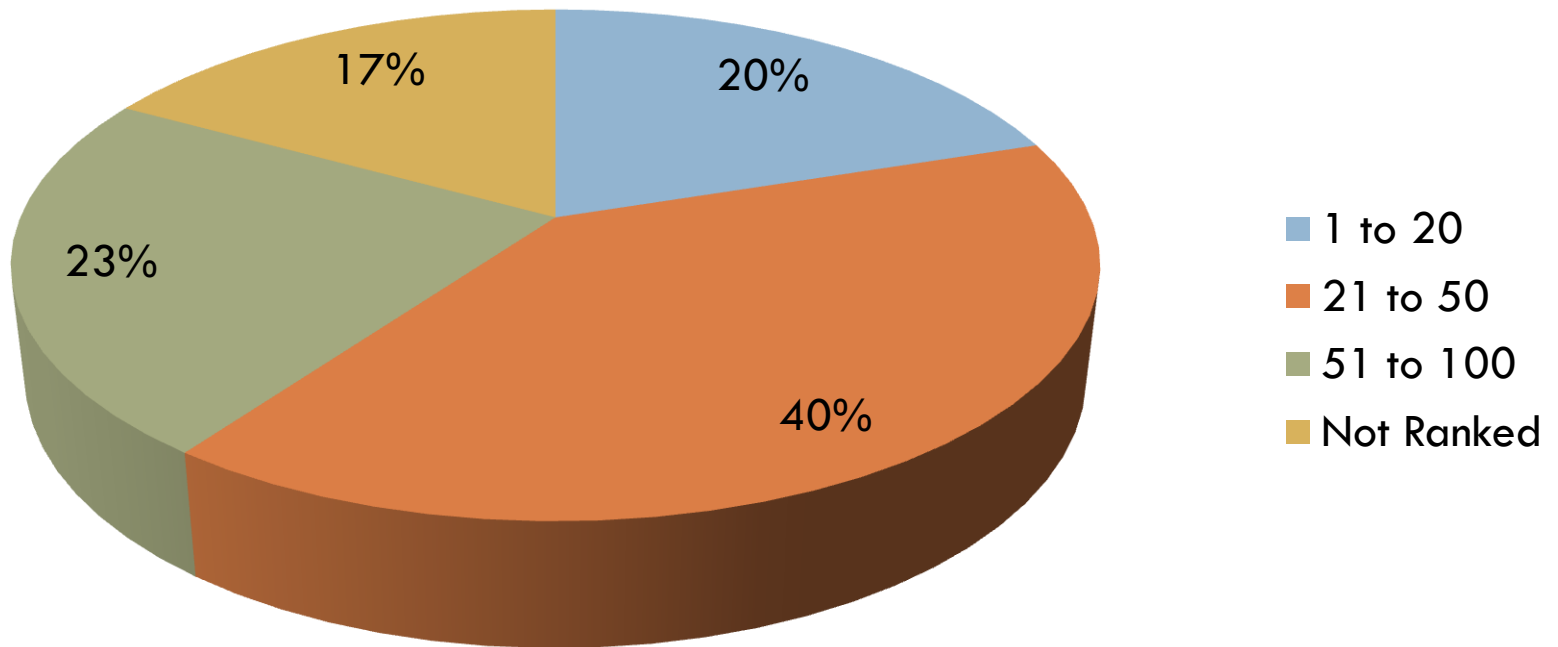
90% of respondents will graduate 300 or fewer students this year.

of full-time MBA students graduating from program this year



60% of responding programs 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?



A majority of schools have seen increases in recruiting activity, though less than last year.

- 51% of schools reported an increase in on-campus activity for full-time positions. In 2011, 76% reported such an increase.
- Full-time job postings increased for most schools with 69% reporting more opportunities than last year. In the 2011 survey, 86% 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, Manufacturing, Pharma/Biotech/Healthcare Products, and Technology.

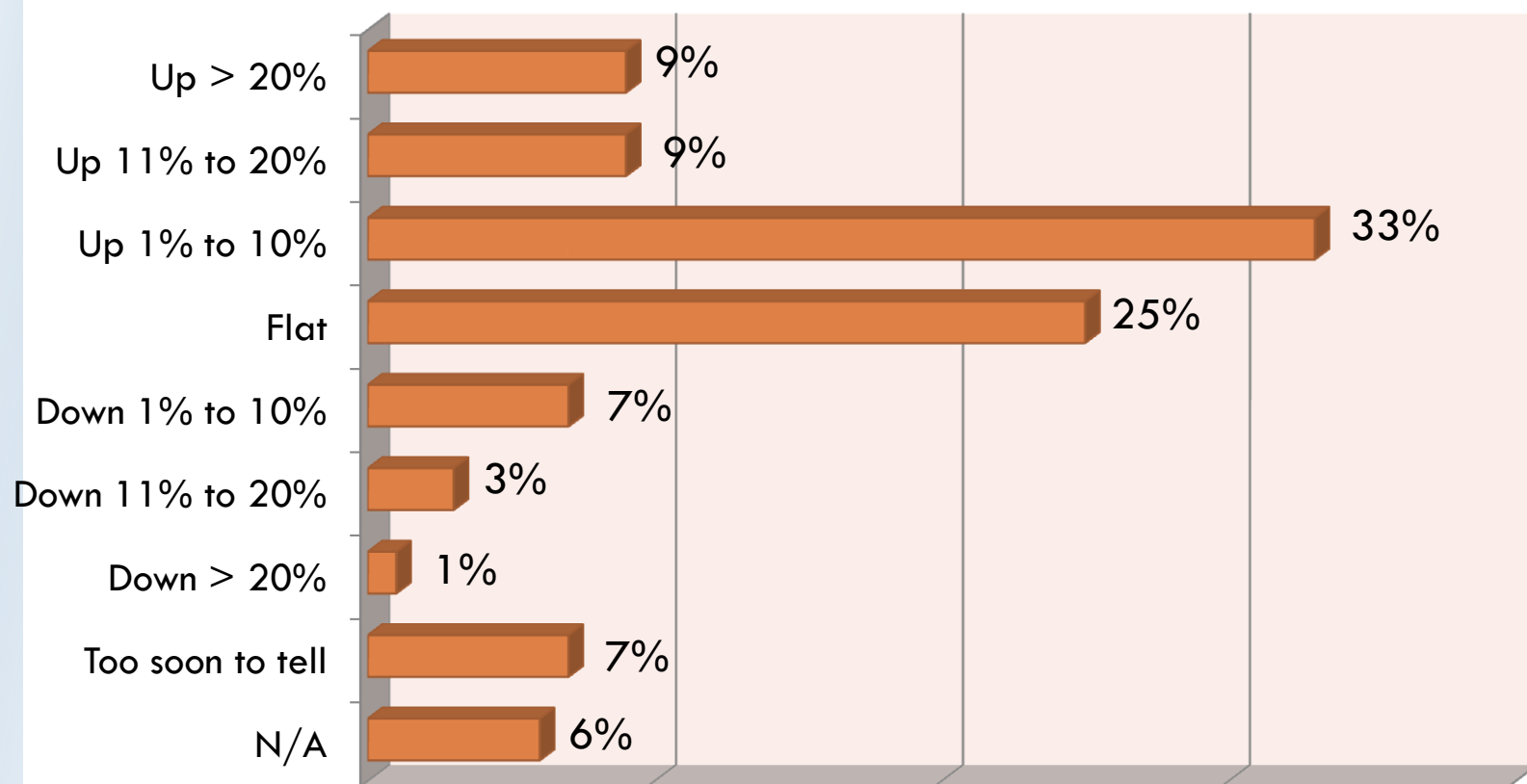
Full-time job offer information was similar to last year; internship offers are up significantly.

- Of schools reporting offer information*, 50% indicated that 75% or more of the class of 2012 had received a full-time offer. In 2011, slightly less (47%) of schools reported that 75% or more students had offers.
- 80% of reporting schools* indicated that at least 75% of students had received an internship offer which is just slightly higher than in 2011 when 64% of schools reported that information.

*2012 full-time and internship offer information received from 60% and 54%, respectively, of all 70 survey respondents

51% of respondents experienced increased on-campus recruiting this year compared to the same time last year.

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

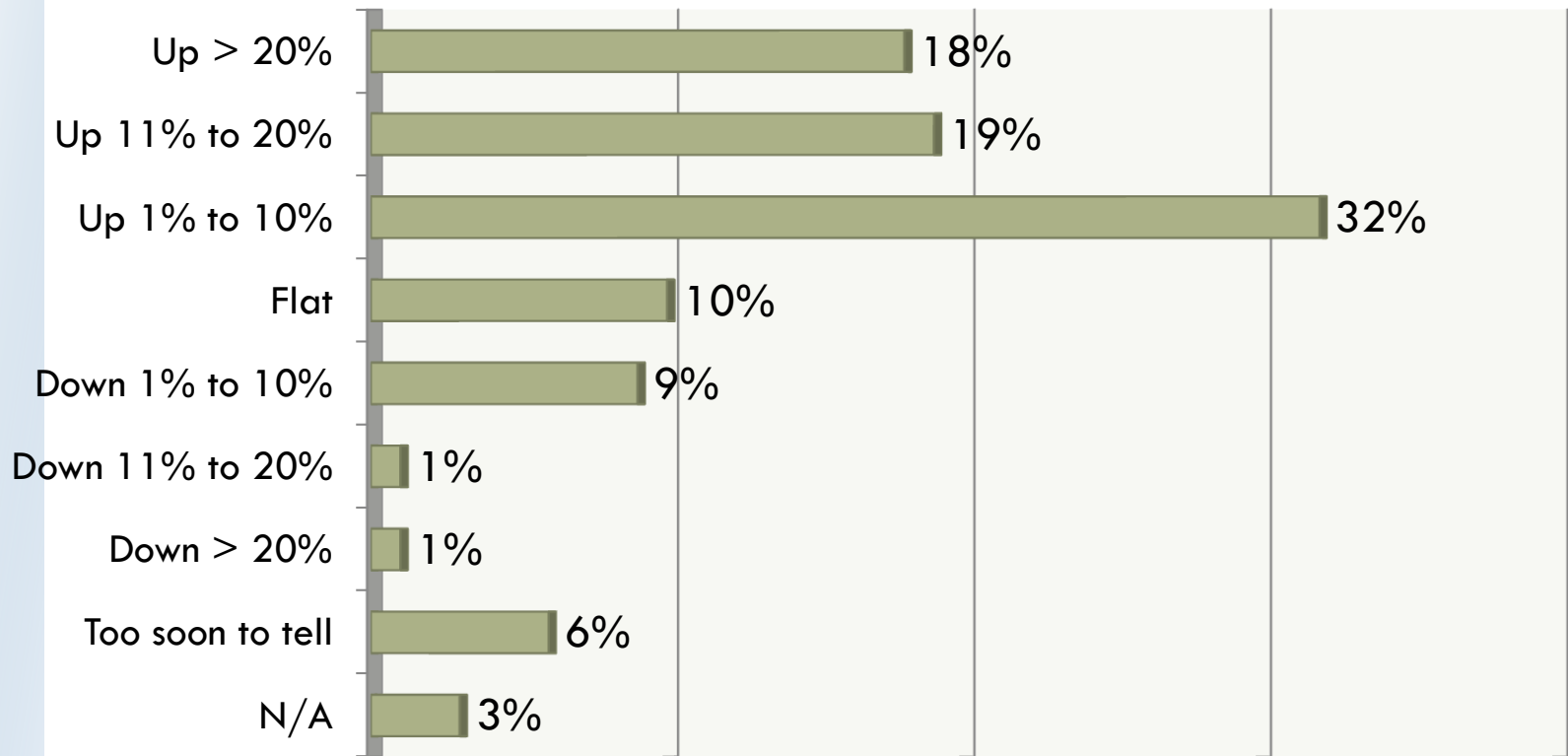


Full-time, on-campus opportunities increased regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	43%	50%	73%	33%
Flat	43%	18%	7%	42%
Down	7%	18%	13%	0%
Too soon to tell/N/A	7%	14%	7%	25%

69% of respondents reported increased full-time postings this spring while just 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?

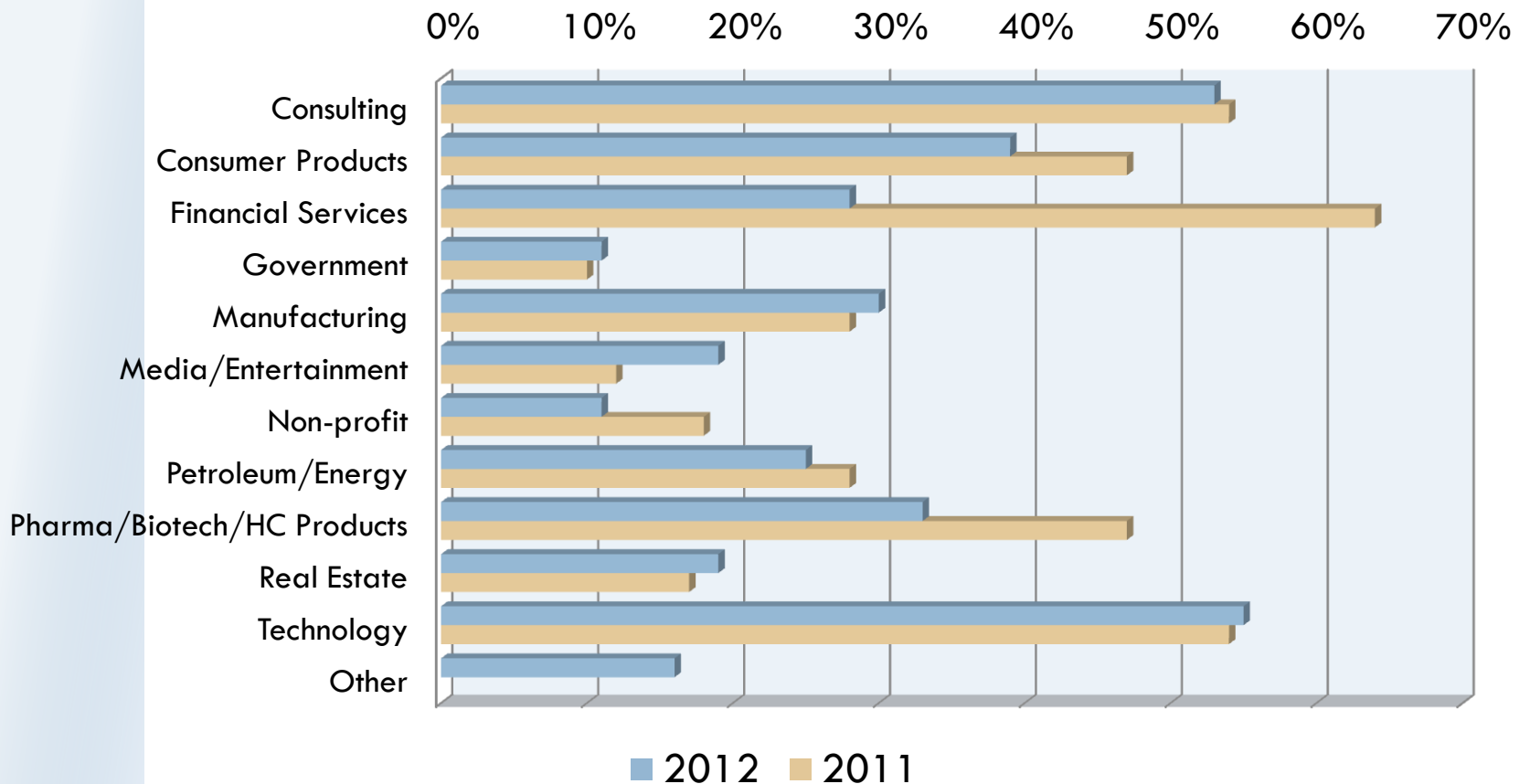


Full-time postings increased across all schools.

% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	64%	64%	93%	55%
Flat	14%	7%	7%	18%
Down	14%	22%	0%	0%
Too soon to tell/N/A	7%	7%	0%	27%

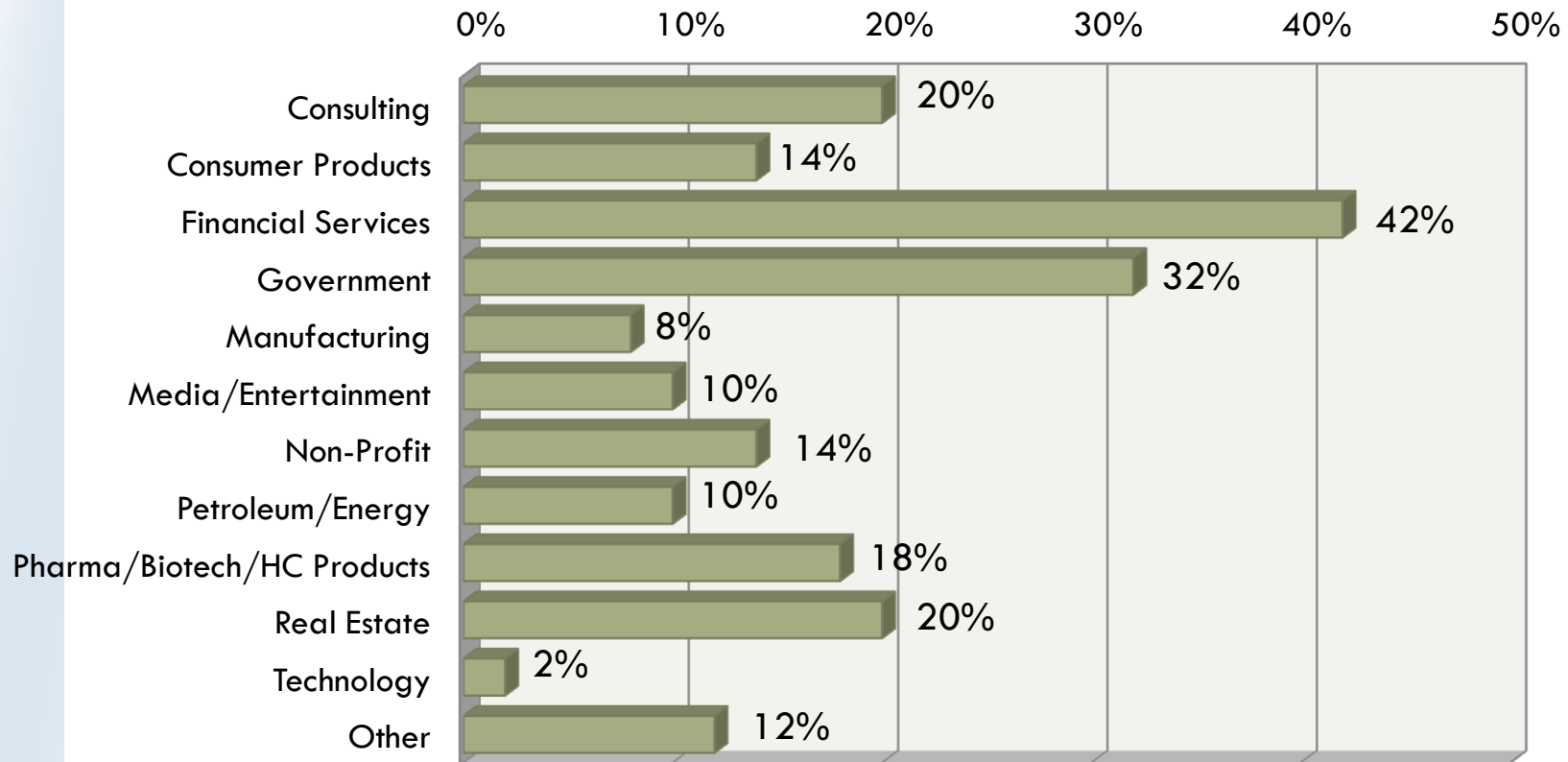
Respondents are experiencing increased full-time recruiting activity across many industries.

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



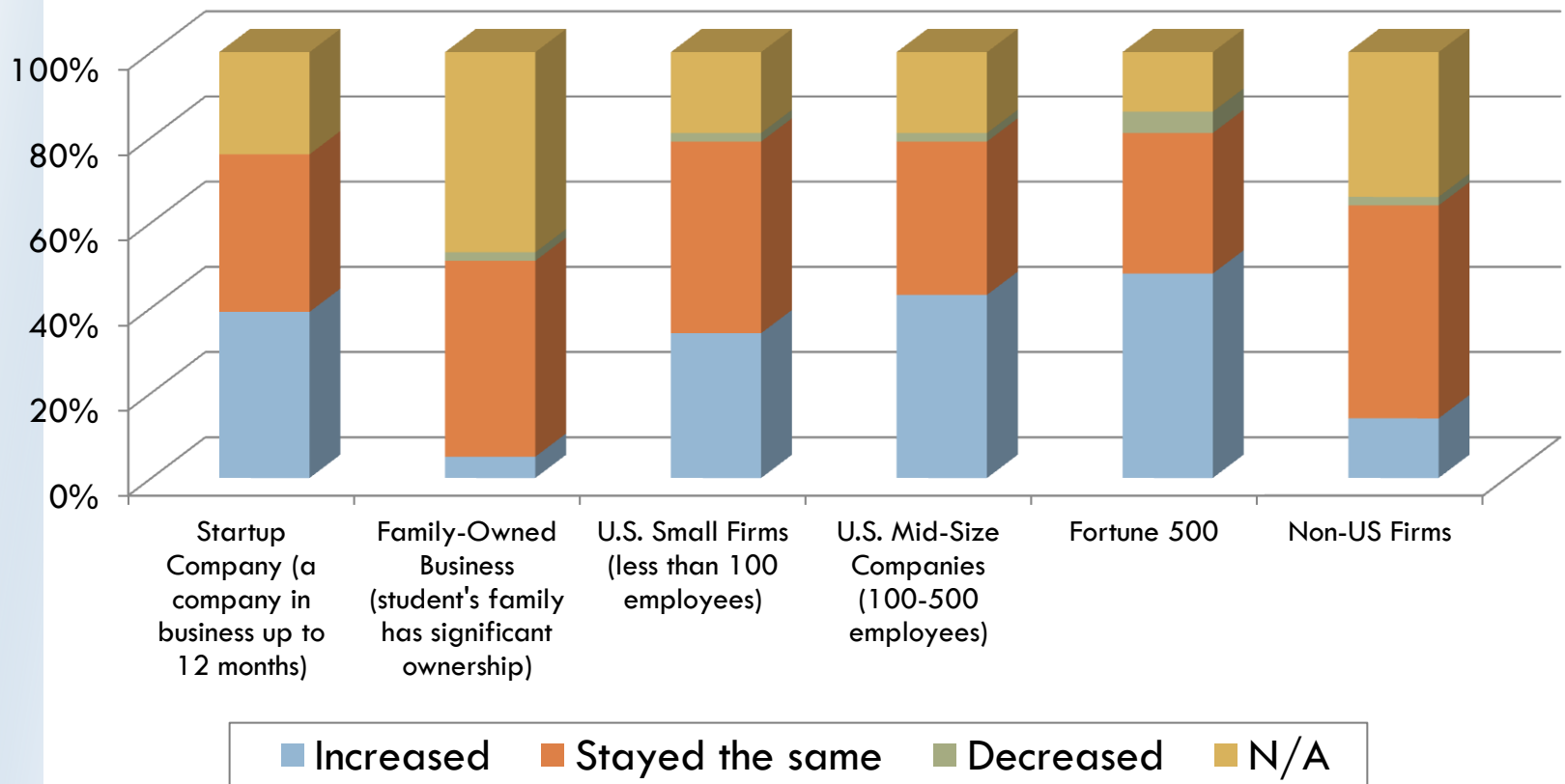
Financial Services and Government were the weakest industries compared to activity in these sectors last spring.

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



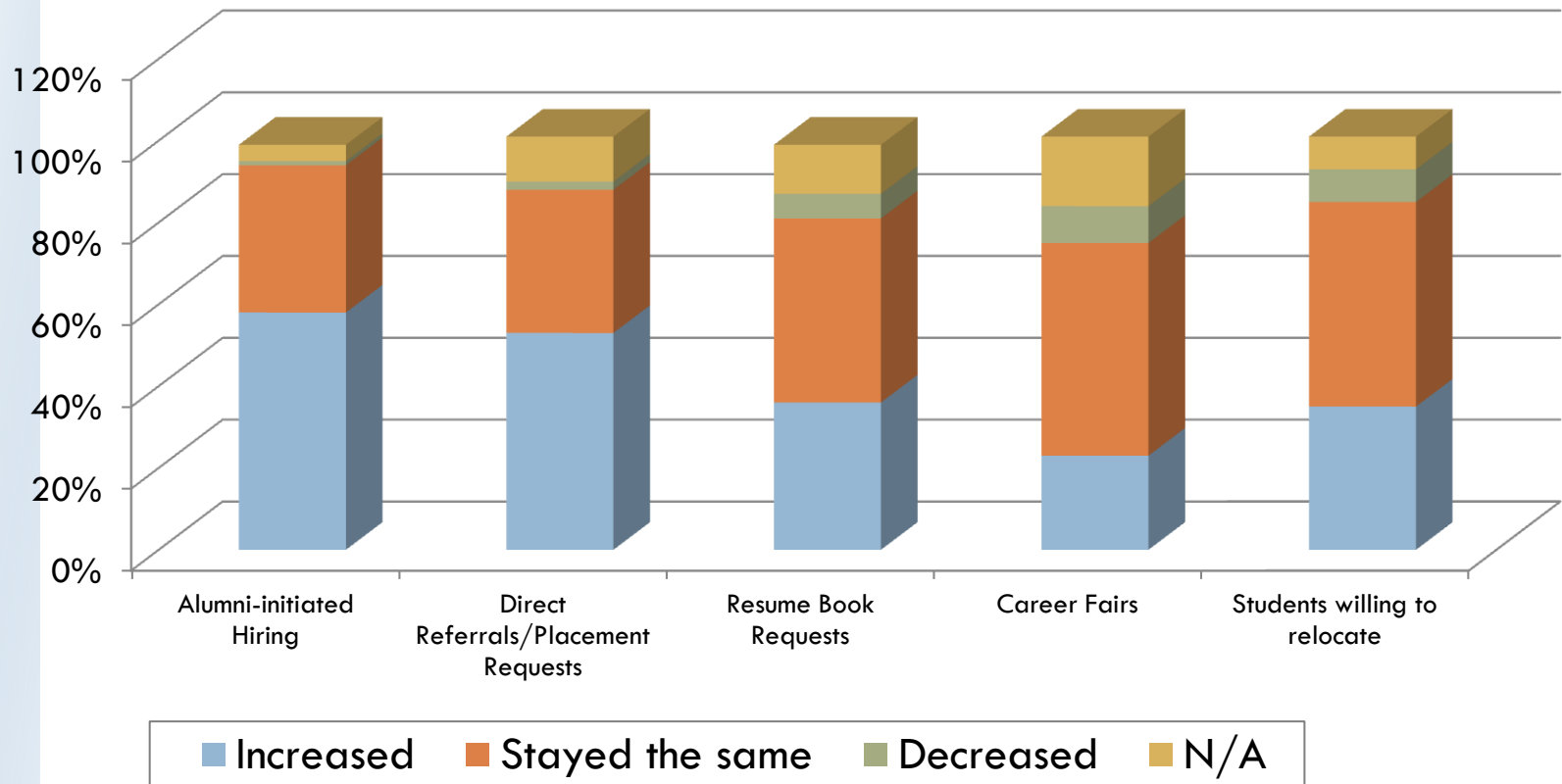
Recruiting activity appeared to stay the same across most company types.

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

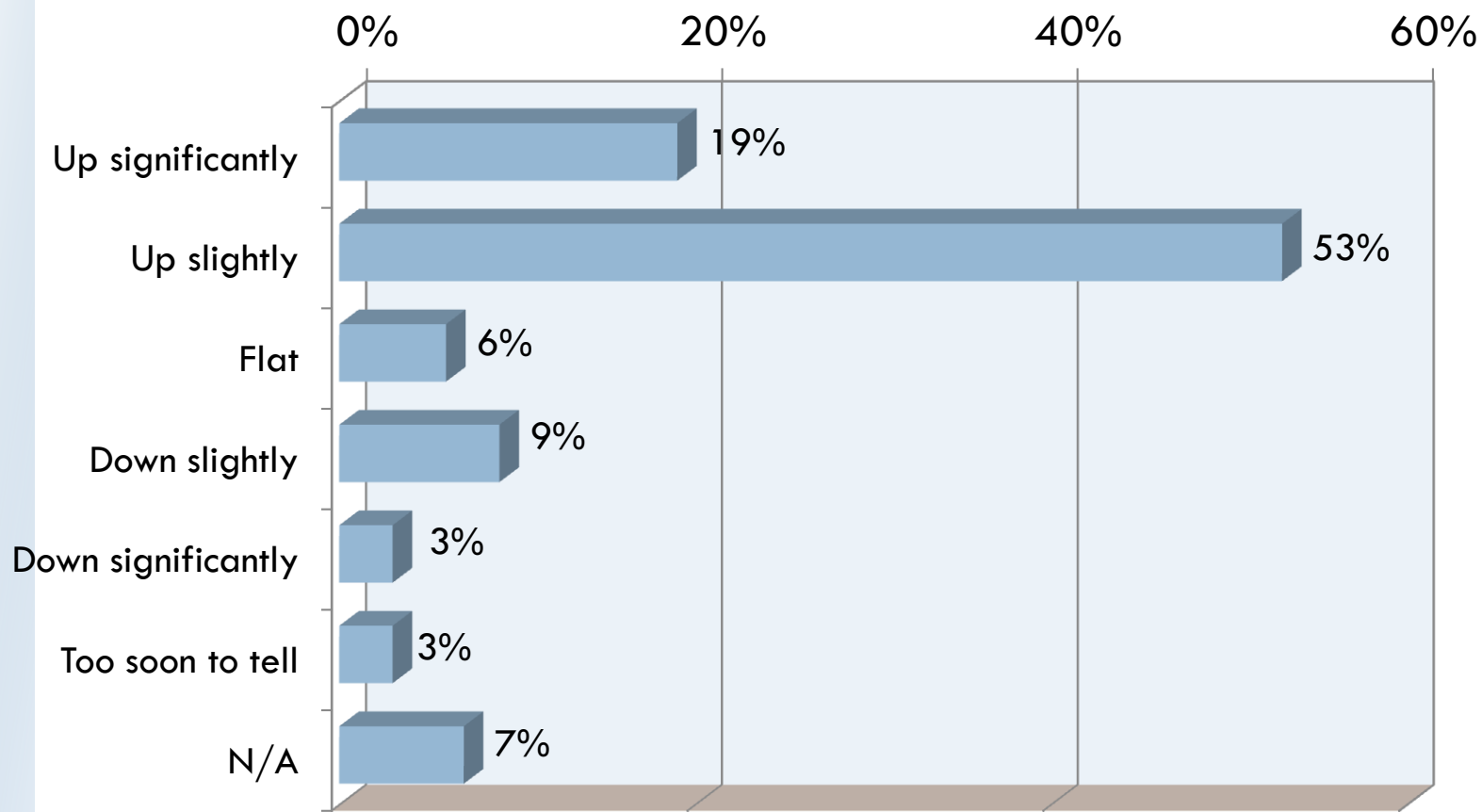


Alumni-initiated hiring saw the biggest increase compared with other means of hiring.

What changes in full-time recruiting activity have you experienced on your campus?



Most respondents expect internship opportunities to be up compared to last year; just 12% predicted a decline.



Predicted internship opportunities

Schools are using a variety of approaches to help students in their searches.

- Increased alumni engagement and referrals
- Created job search teams
- Coordinated more student trips to target geographies
- Increased the number of industries on campus
- Used an executive search approach to recruitment
- Developed targeted resume books
- Offered more personalized advising programs
- Held “just-in-time” job fairs

Schools are using a variety of approaches to help students in their searches.

- Developed student mentoring programs
- Increased focus on global job/internship search
- Increased use of social media for job search
- Offered additional interview preparation
- Promoted individual students to employers
- Increased interviewing via Skype
- Held additional one-on-one student meetings
- Increased career search workshops

Summary

- Schools are seeing a consistent growth in recruiting activity from year to year.
- Interest in hiring MBAs remains high across most industries and company types.
- Companies have continued to maintain or expand their on-campus presence for the past few years.
- Overall, the MBA job market seems to have stabilized, reflecting robust and consistent recruiting activity.