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# FALL 2013 RECRUITING TRENDS SURVEY

# Methodology

- Survey fielded via Qualtrics from January 13 – 24, 2014
- 76 programs responded to the survey
- Results compared to survey fielded in late Fall 2012, when 76 schools responded

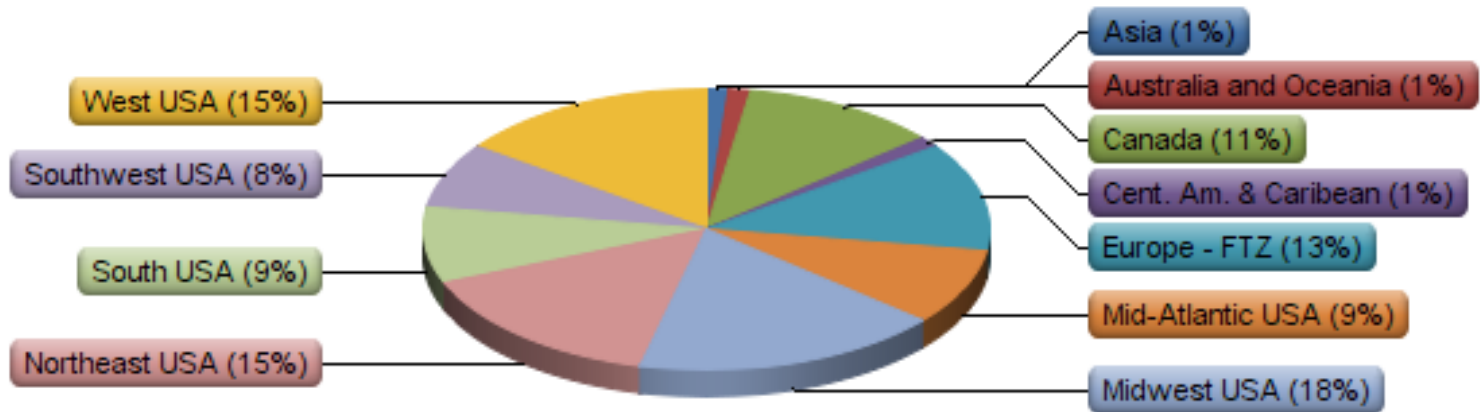
# Respondent Profile



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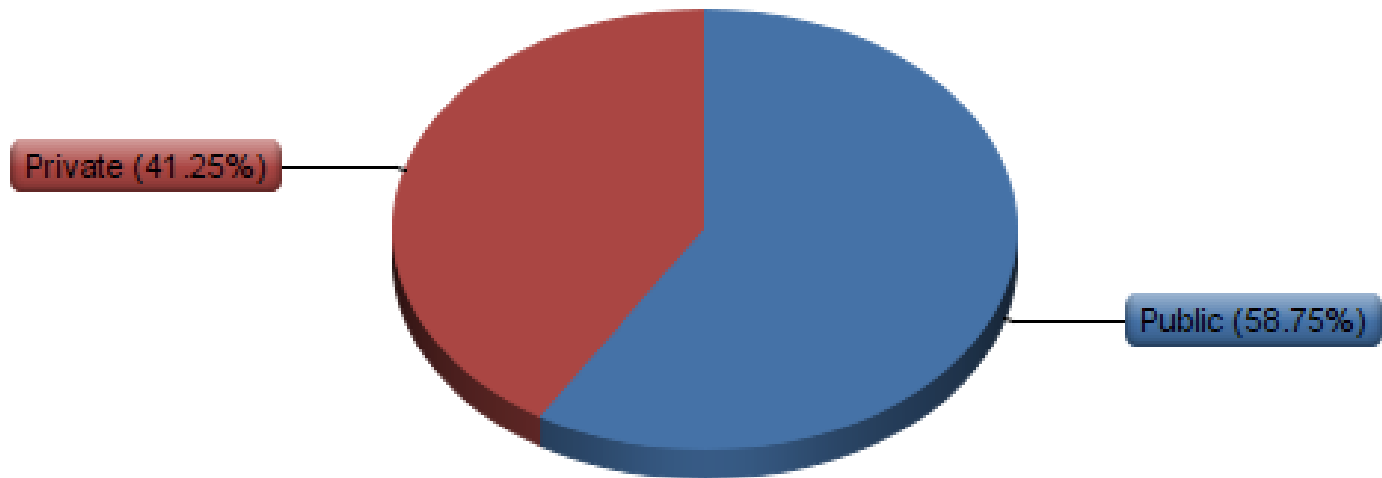
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# 85% of respondents were North American universities.

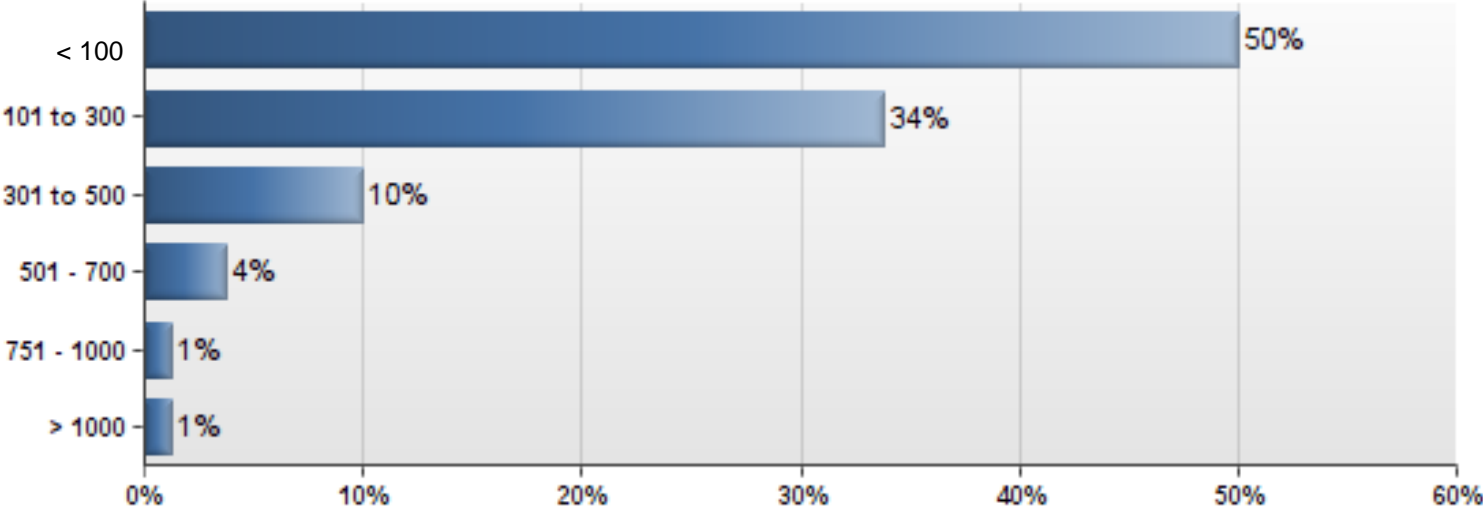


Numbers may not add up to 100% due to rounding

A slight majority of responding programs were from public universities.

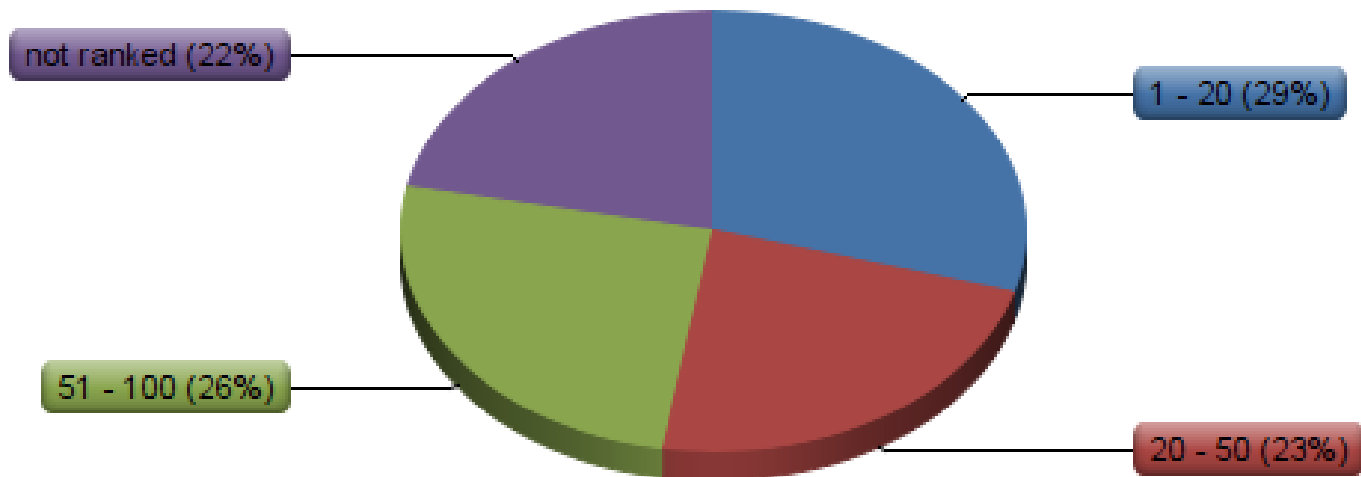


84% of respondents will graduate 300 or fewer students this year.



# 52% 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)*



# Full-time Recruiting Trends



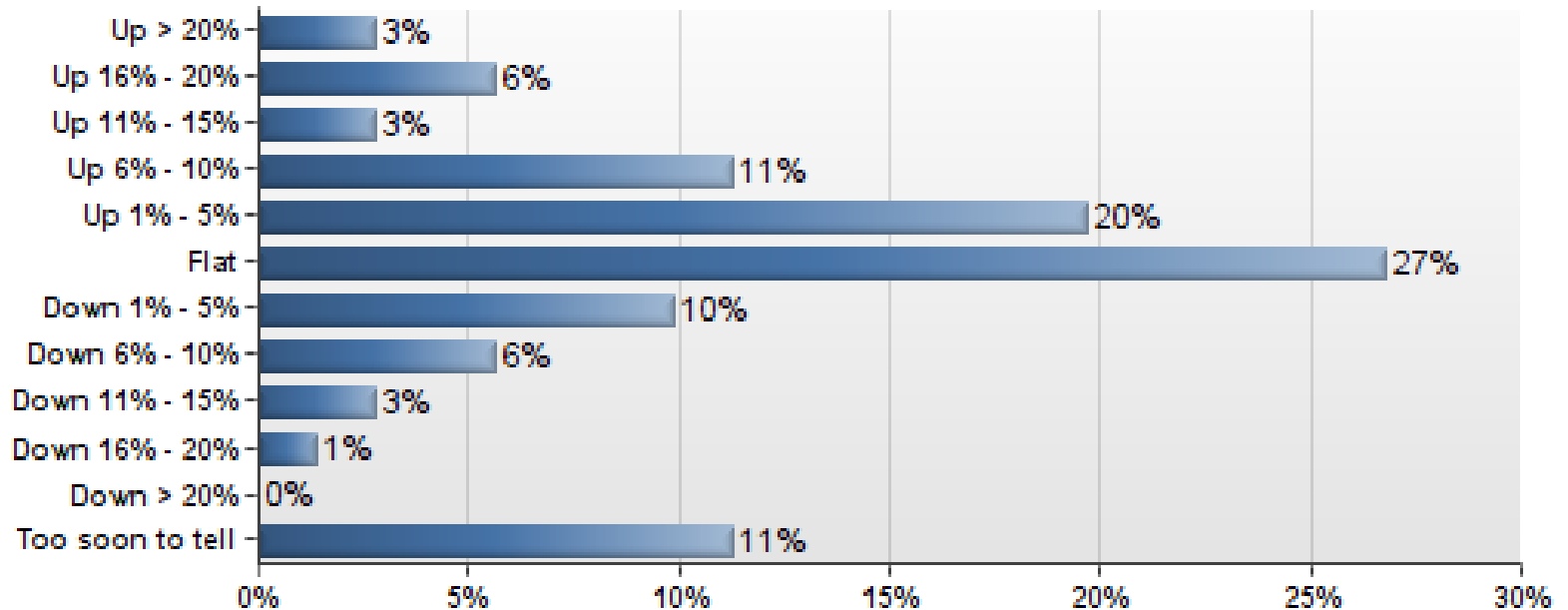
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43% of respondents experienced increased on-campus recruiting this year compared to the same time last year; 20% experienced a decrease.

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

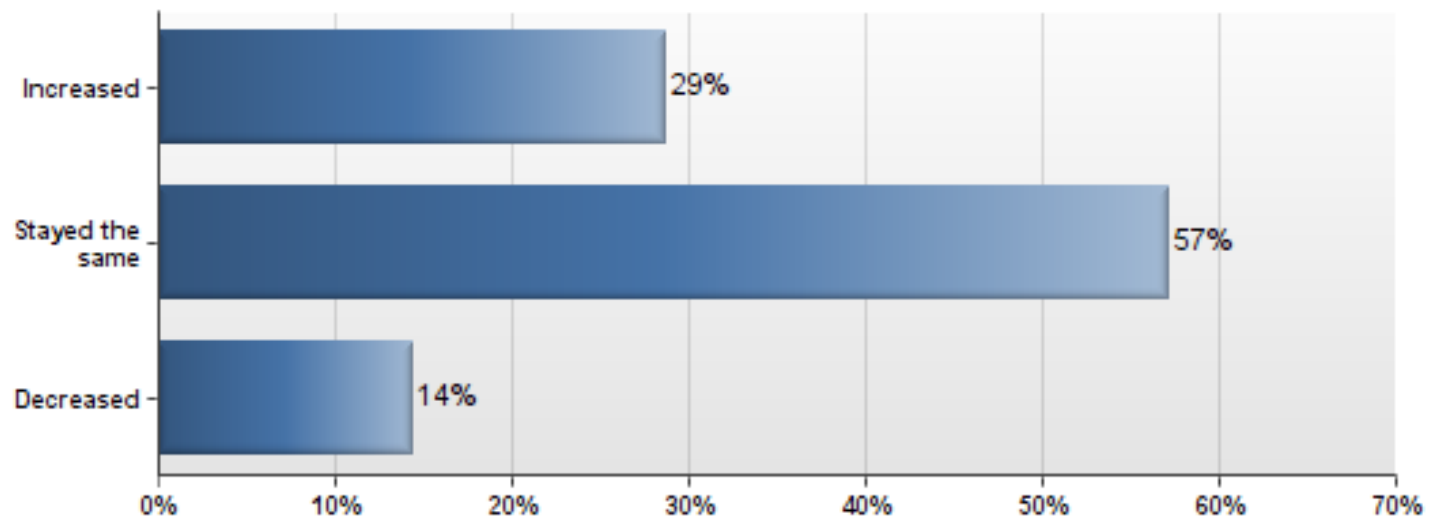


Full-time, on-campus opportunities increased regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	43%	33%	47%	50%
Flat	19%	39%	26%	25%
Down	38%	22%	5%	8%
Too soon to tell	0%	5%	21%	17%

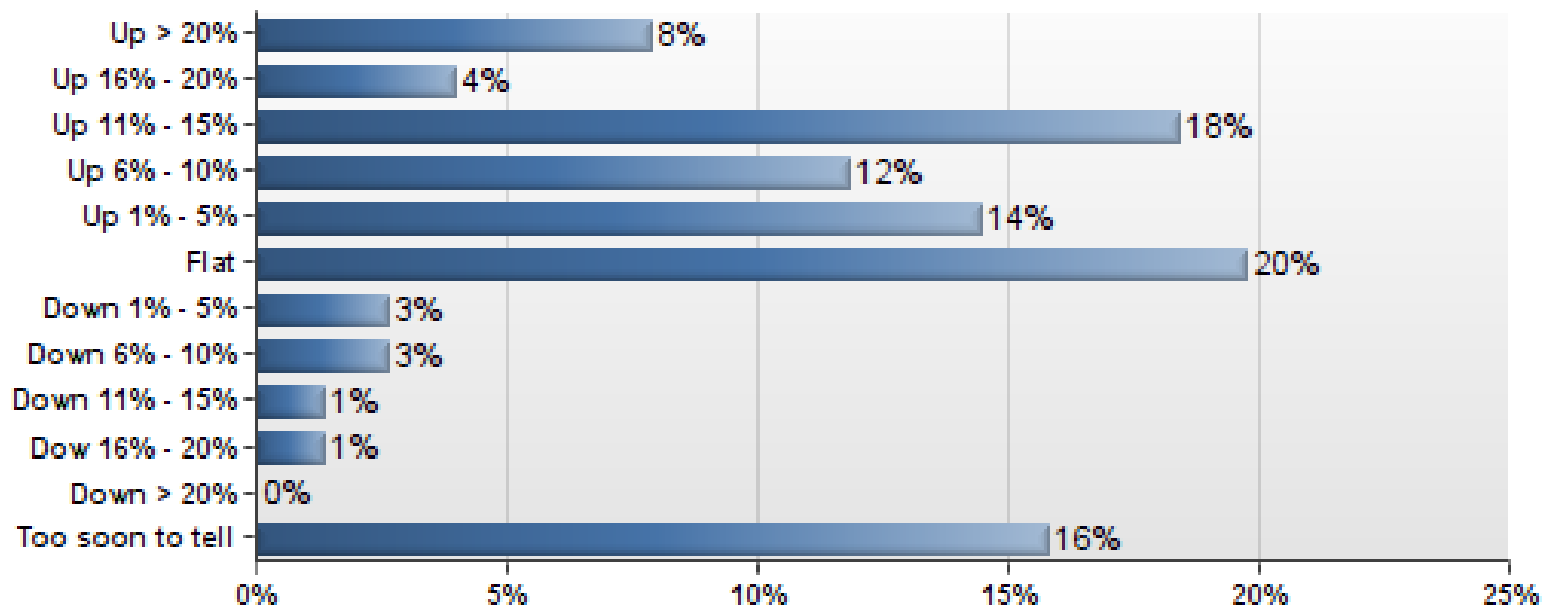
29% of respondents experienced increased on-campus recruiting this year for International students compared to last year.

*Overall, how do full-time opportunities for International students compare YTD versus last year?*



56% of respondents reported increased full-time postings this fall while 8% reported a decrease when compared to the same time last year. 58% experienced an increase in 2012.

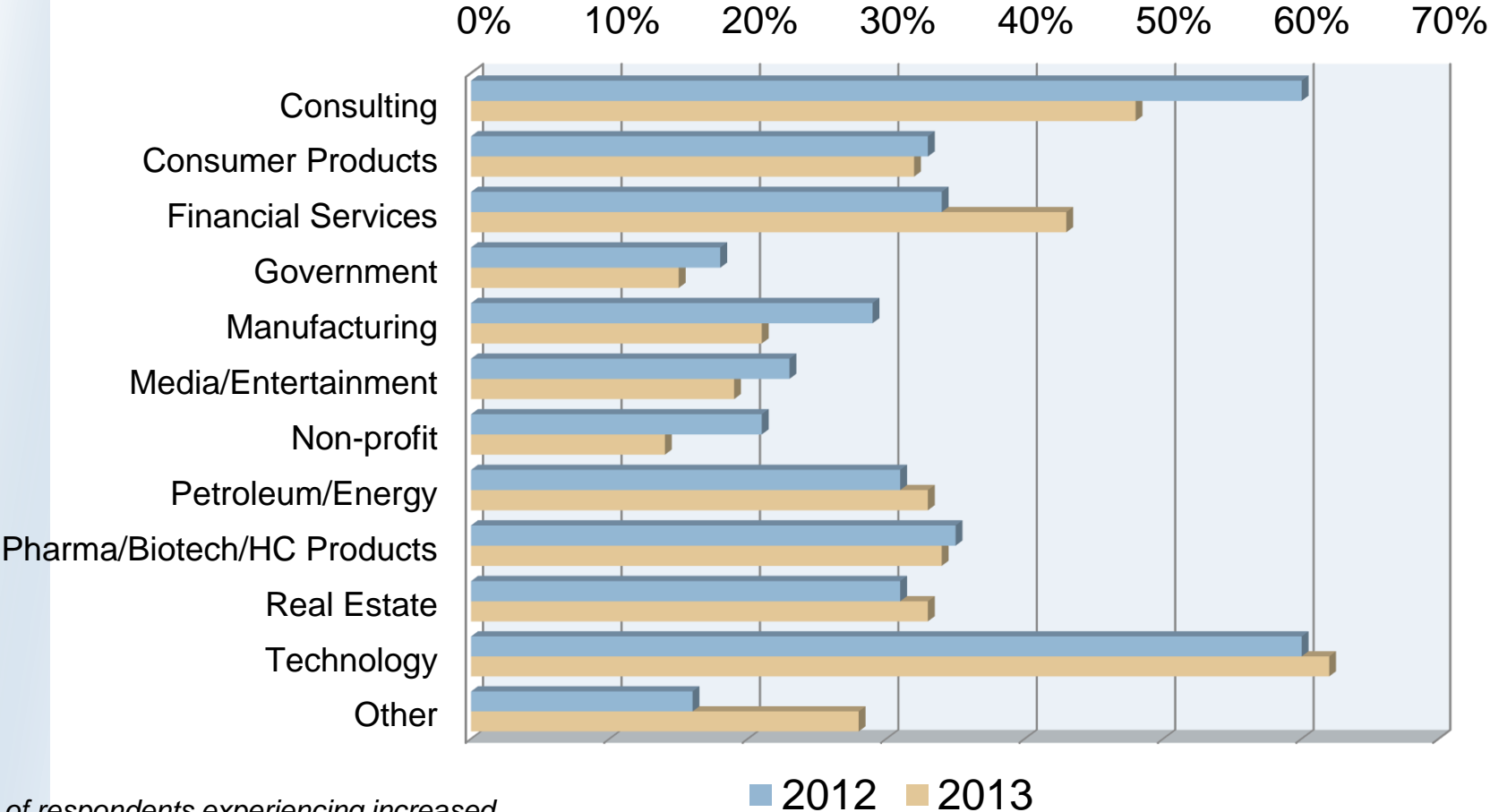
*Overall, how do full-time postings (off-campus opportunities) compare YTD versus last year?*



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

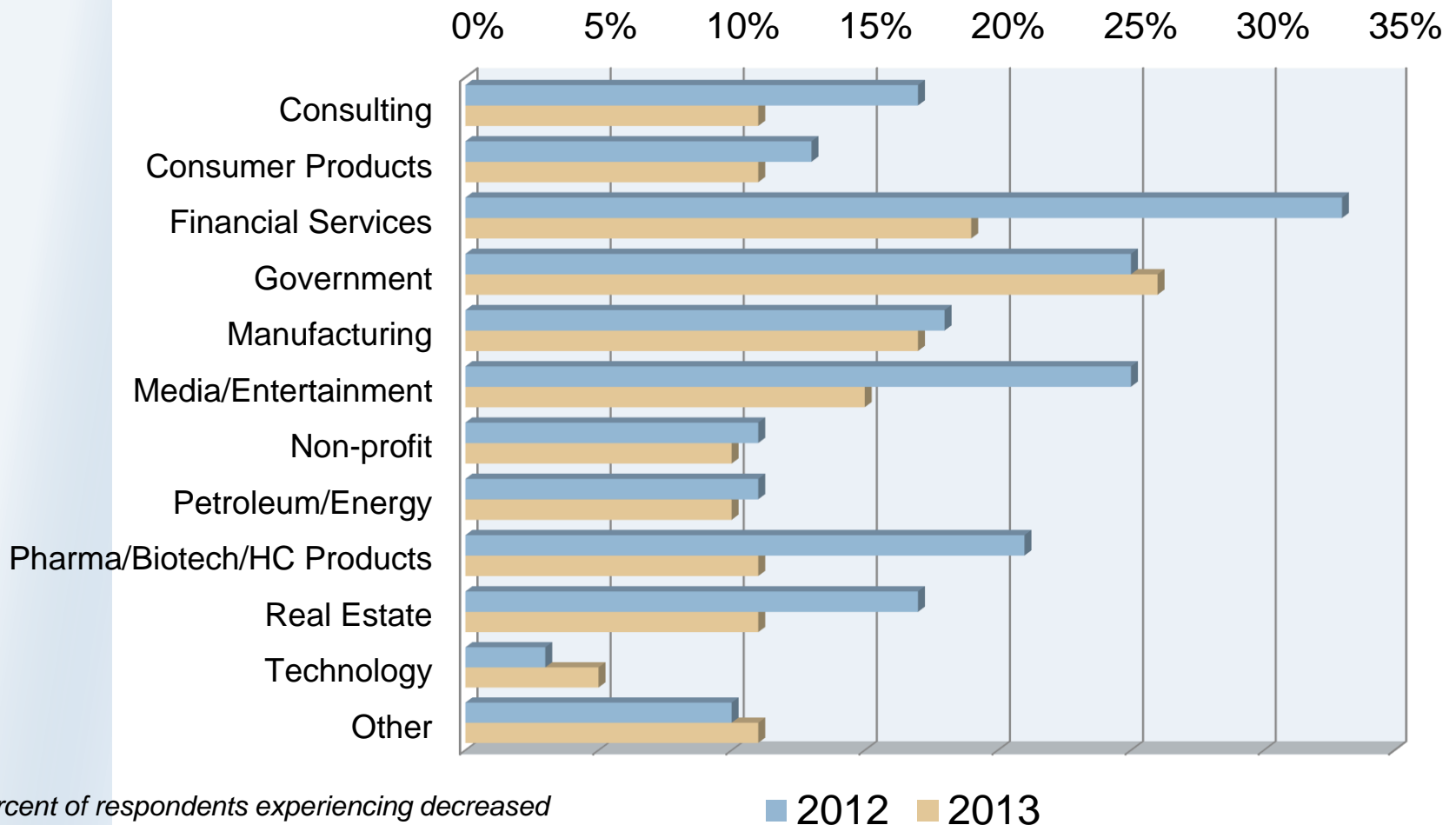
% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	68%	50%	45%	67%
Flat	14%	22%	25%	20%
Down	9%	22%	0%	0%
Too soon to tell/N/A	9%	5%	30%	13%

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



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

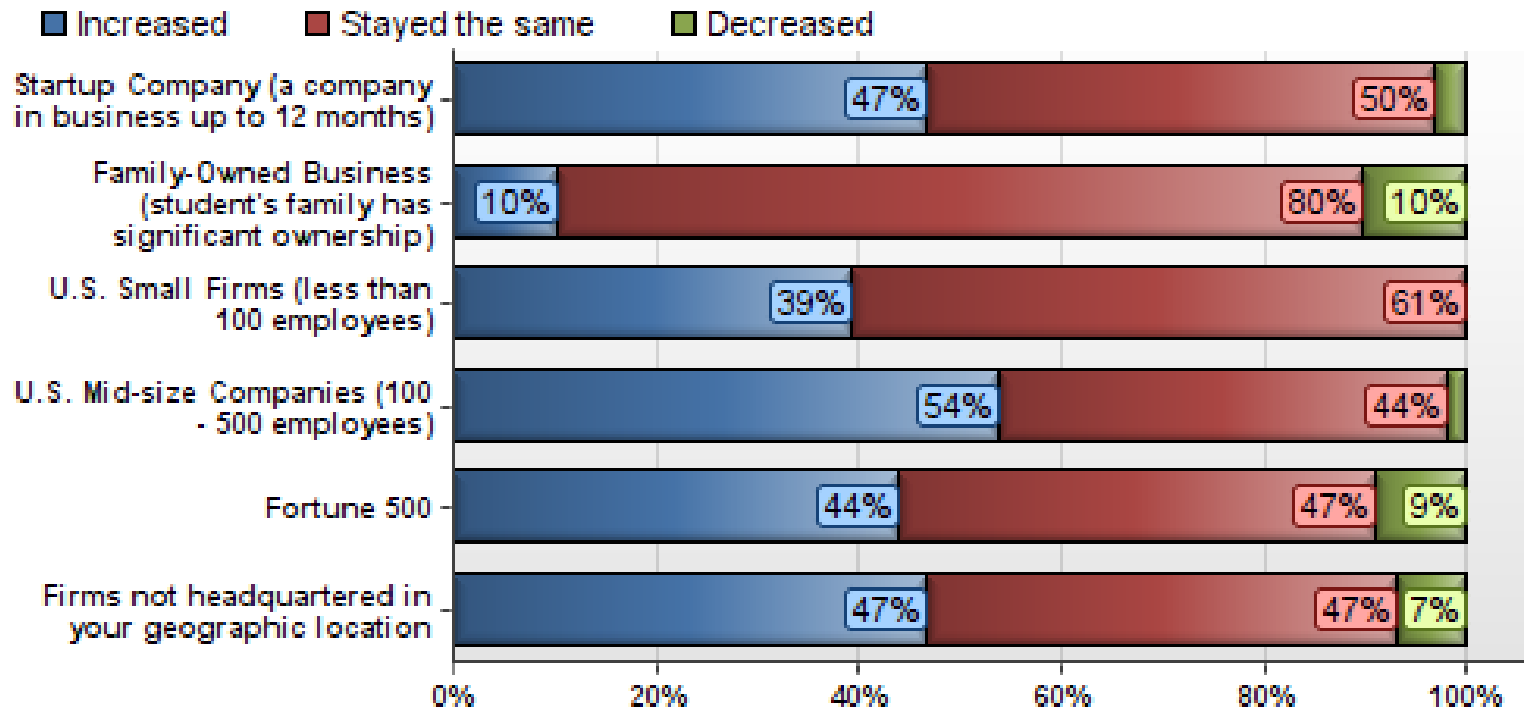
Most industries experienced more minimal decreases in recruiting activity compared to last year, with the exception of Government and Technology.



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

# Most schools saw the same or increased recruiting activities across all types of organizations.

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





# Internship Recruiting Trends

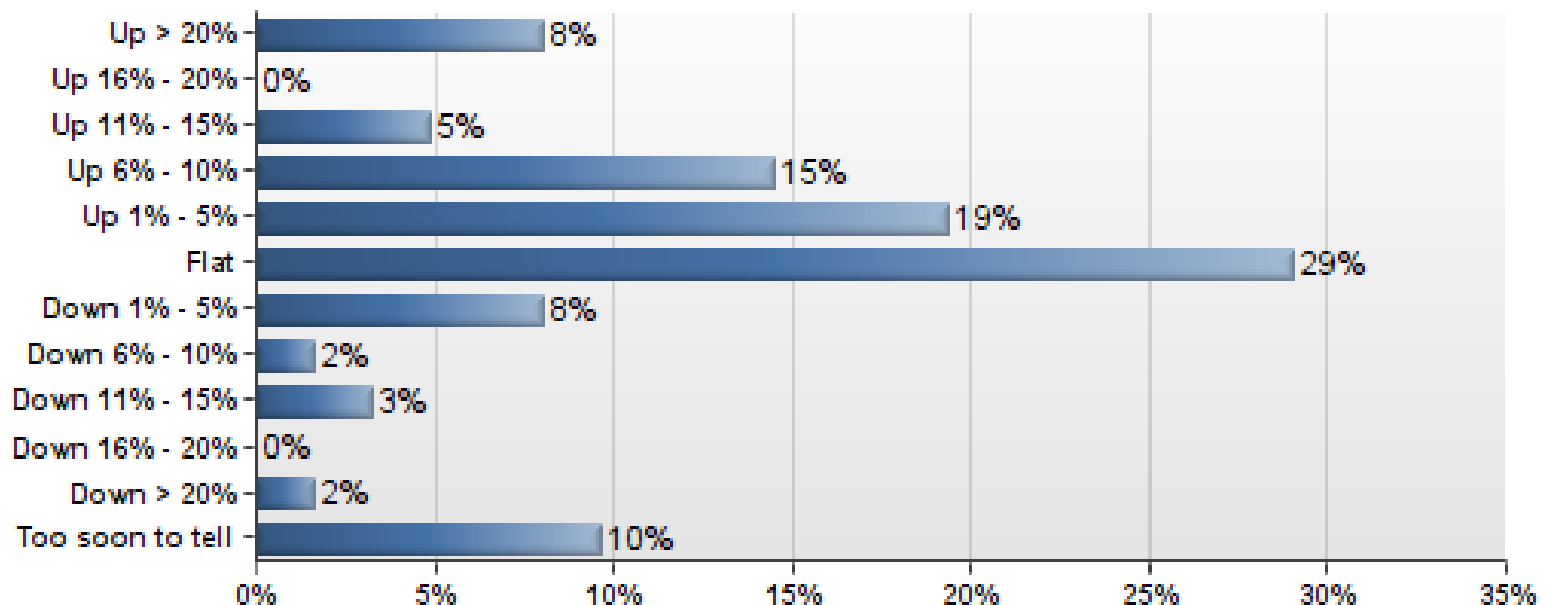


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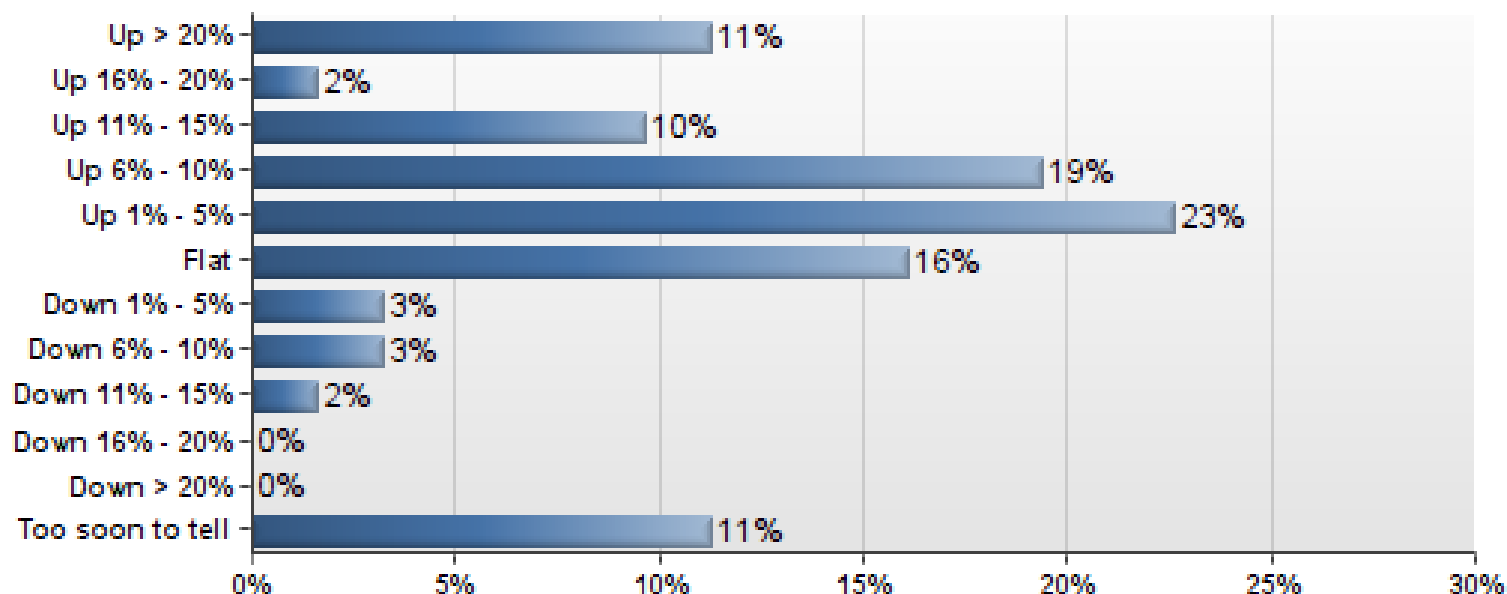
47% of respondents experienced increased on-campus internship recruiting this year compared to the same time last year.

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

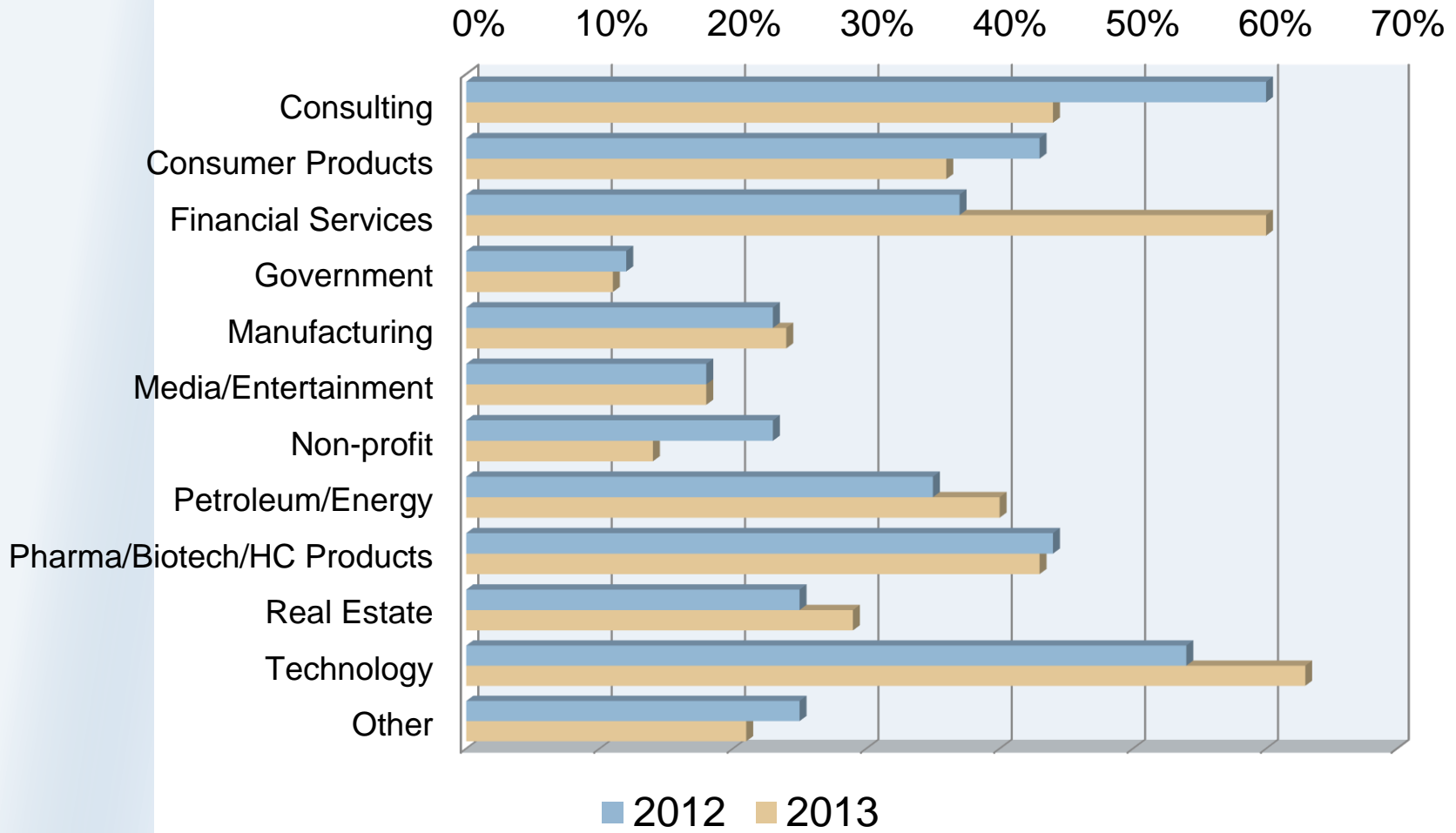


65% of respondents also reported increased postings for internships when compared to the same time last year.

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

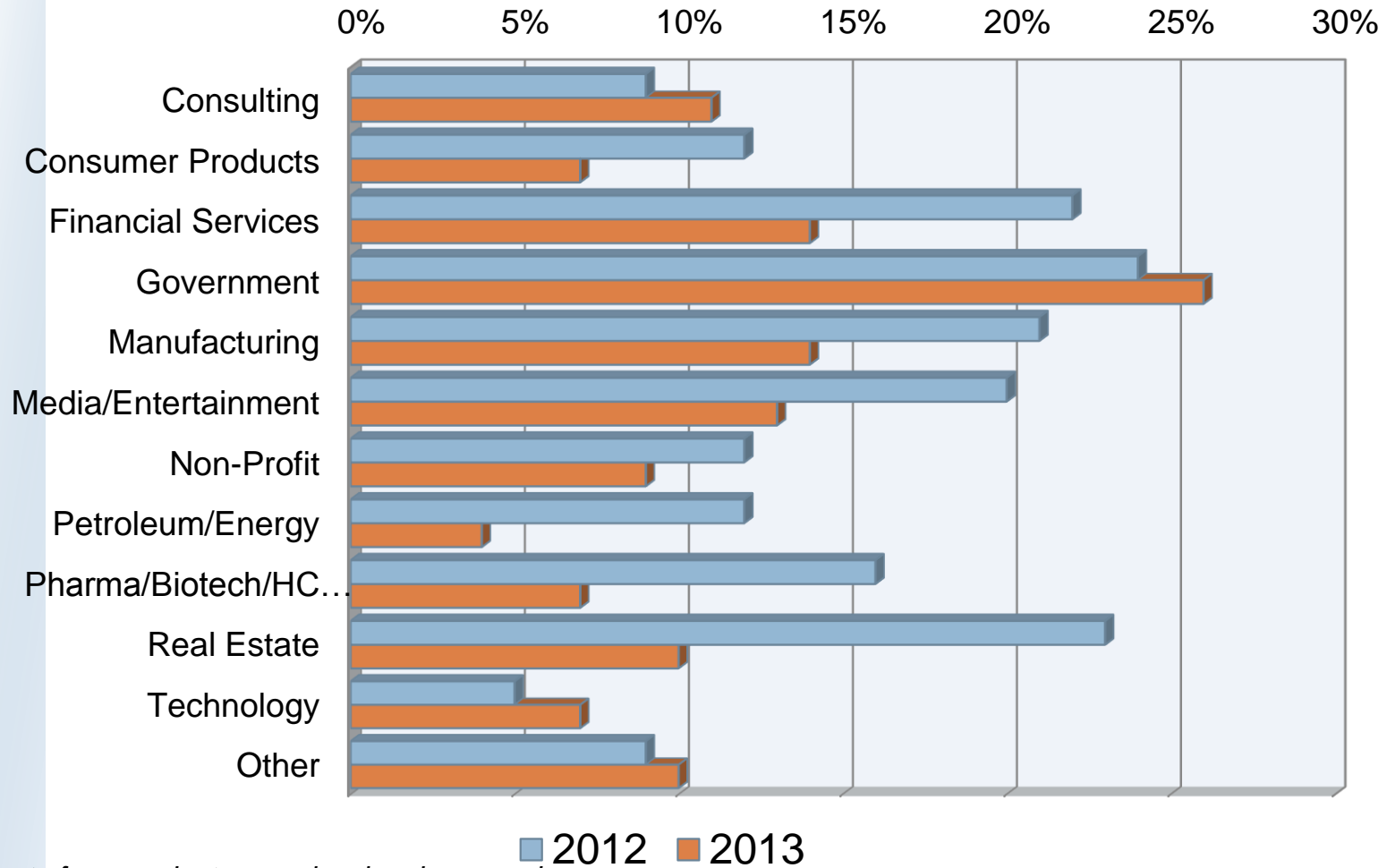


The greatest increases in internship recruiting were in the Finance and Technology industries, with the largest decline seen in Consulting.



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

# Government 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 2014

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

- Increased career treks to put students in touch with employers in geographic regions of choice
- Mentoring programs with alumni and other executives
- Volunteer fairs for students interested in non-profit industries
- Increasing alumni involvement in the job search
- Job action groups and teams of students who work together and/or with a counselor
- Virtual career fairs
- Providing financial assistance for schools to attend national career fairs

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

- Helping students connect with start-ups, as well as small and mid-sized businesses
- Working with other schools within the university on programming and contact development
- Just-in-time job search initiatives
- Virtual interview suites
- Increased one-on-one counseling
- Increased use of social media
- In-depth training in specific industries

# Summary

- Survey results confirm that modest improvements in the economy are leading to increased recruiting and hiring of MBA students.
- The Financial Services and Technology industries in particular have benefitted and seem to have stronger needs for MBA graduates compared with recent years, with Consulting seeing a slight decline.
- Schools continue to innovate in working with students and recruiting companies to make it easier to target and interview MBAs.