



**MBA Career Services  
& Employer Alliance**

Setting the Standard. Connecting the Industry.

# MBA CSEA

(FORMERLY MBA CSC)

# SPRING 2013

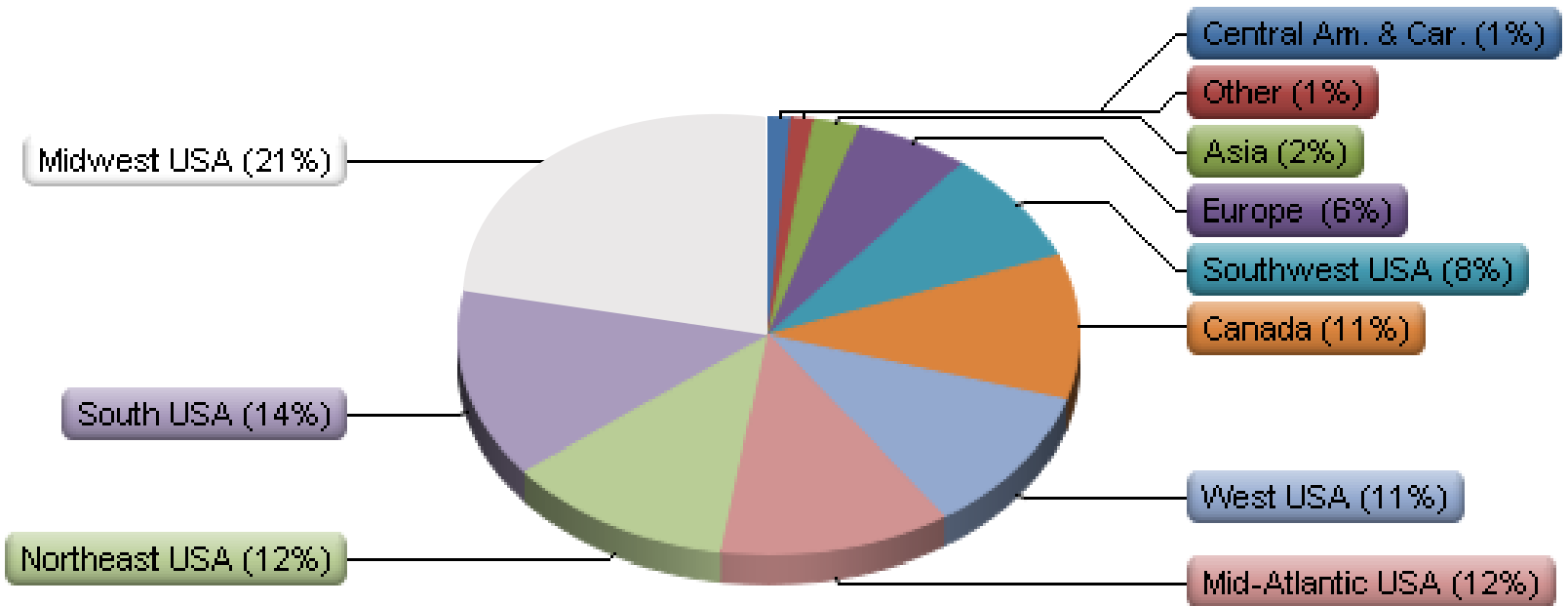
# RECRUITING TRENDS

# SURVEY

# Methodology

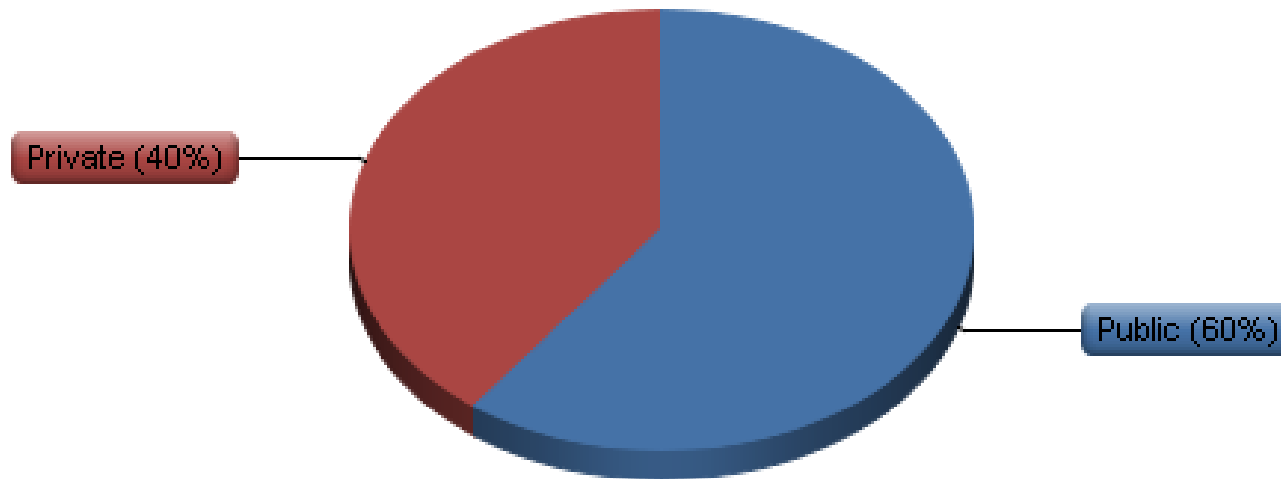
- Survey fielded via Qualtrics
- In field May 23 – 31, 2013
- 84 schools responded to the survey – a 20% increase in respondents
- Results compared to survey fielded May, 2012 when 70 schools responded

# 89% of respondents were North American universities.



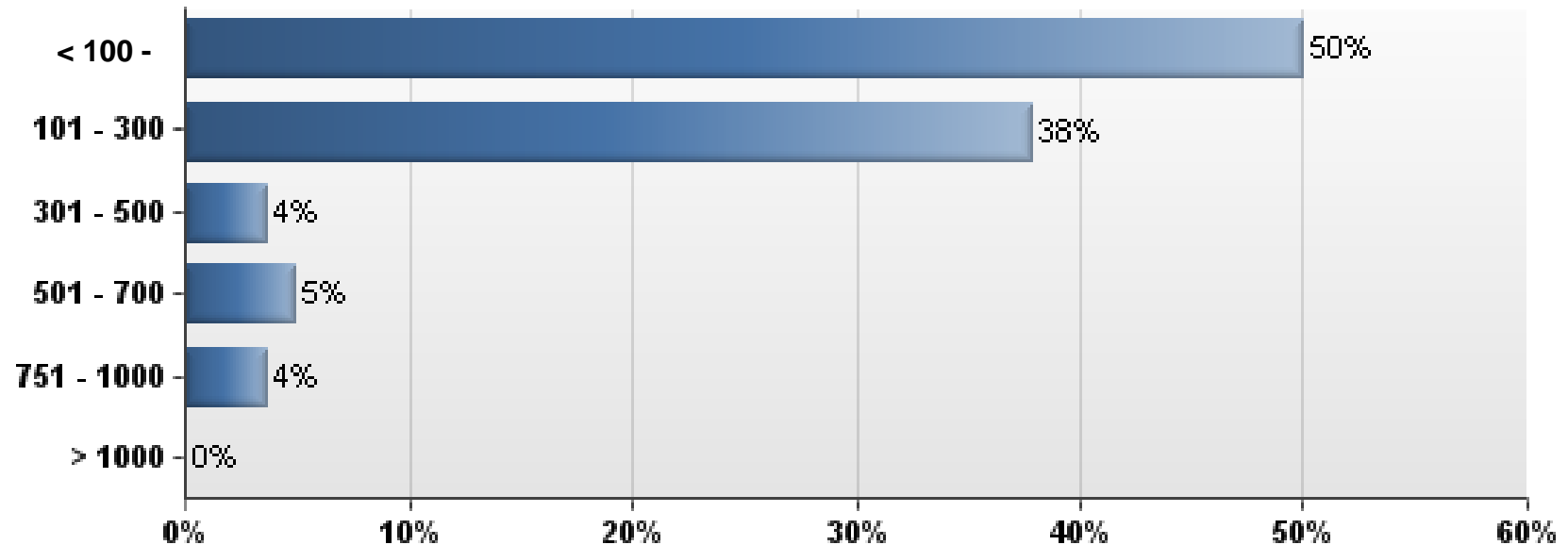
\*Numbers may not add to 100% due to rounding

60% of respondents were from public universities.



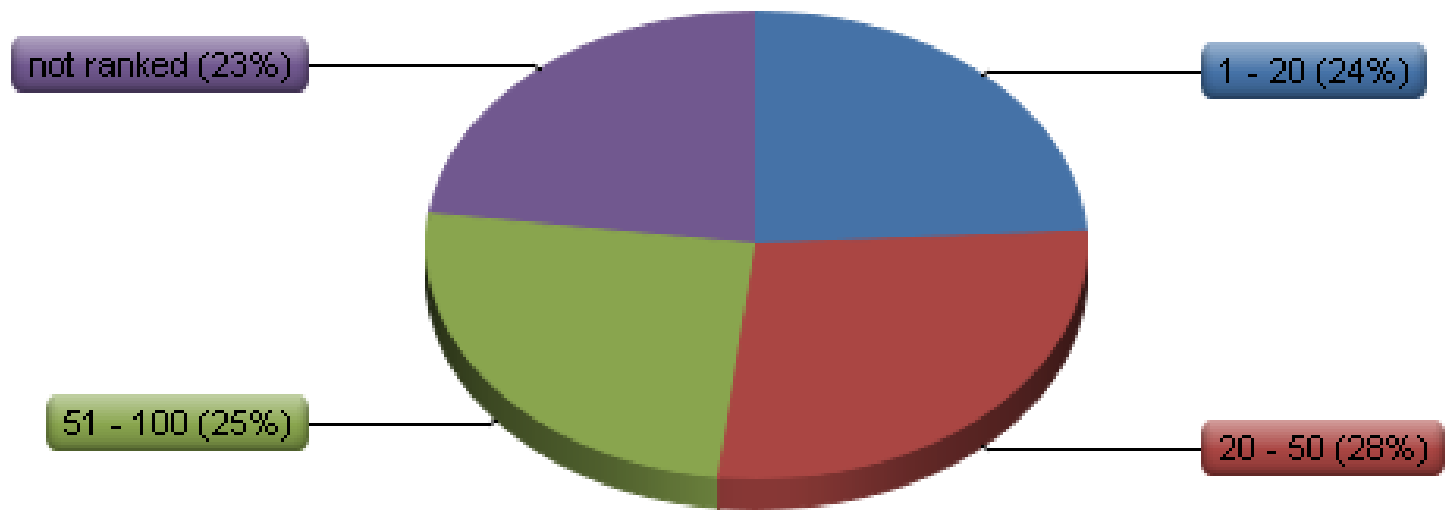
# 88% of respondents will graduate 300 or fewer students this year.

*How many full-time MBA students will graduate from your program this year (class of 2013)?*



\*Numbers may not add to 100% due to rounding

52% of responding programs were ranked among the top 50 full-time MBA programs.



# Recruiting activity continues to increase at rates similar to last year.

- 48% of schools reported an increase in on-campus activity for full-time positions. In 2012, 51% reported such an increase.
- Full-time job postings increased for most schools with 68% reporting more opportunities than last year. In the 2012 survey, 69% of respondents reported more full-time postings over the previous year.
- Responding schools reported increases in recruiting activity in all industries; over 40% of schools reported increases in Technology, Consulting, Petroleum/Energy and Consumer Products.

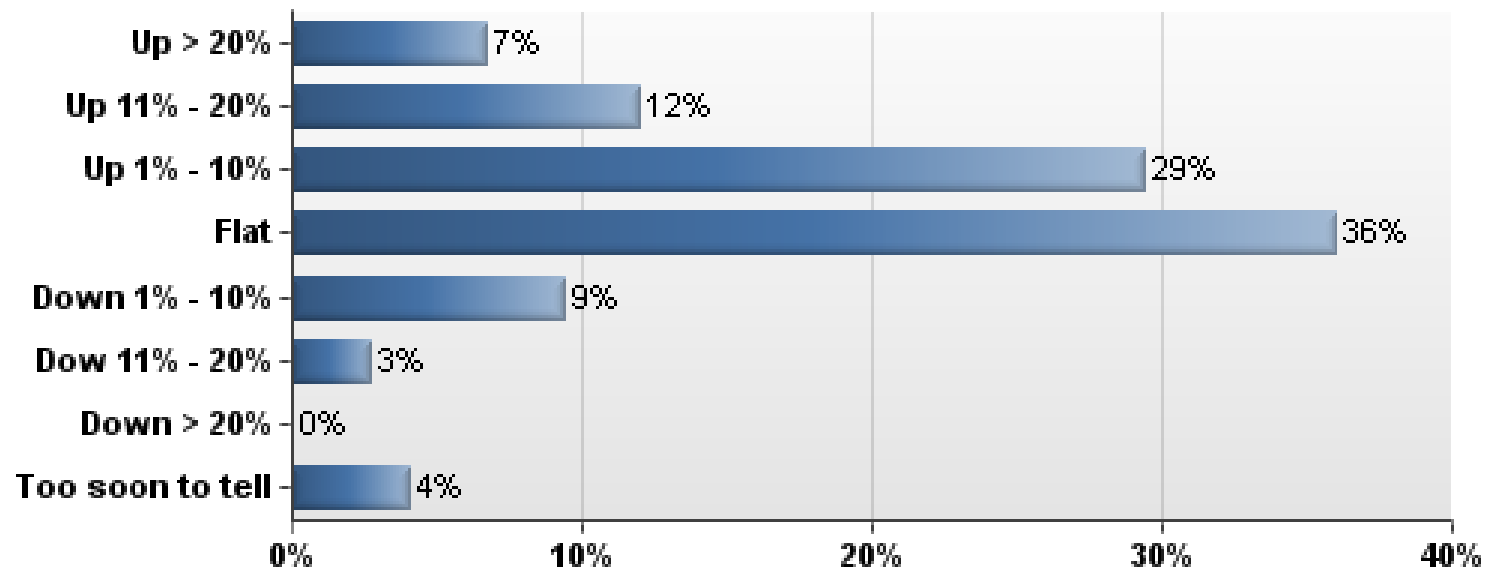
# Full-time and internship offer information

- Of schools reporting offer information\*, 69% indicated that 70% or more of the class of 2013 had received a full-time offer.
- 70% of reporting schools\* indicated that at least 70% of students had received an internship offer.

\*2013 full-time and internship offer information received from 53% and 62%, respectively, of all 84 survey respondents



48% of respondents experienced increased on-campus recruiting this year compared to the same time last year.



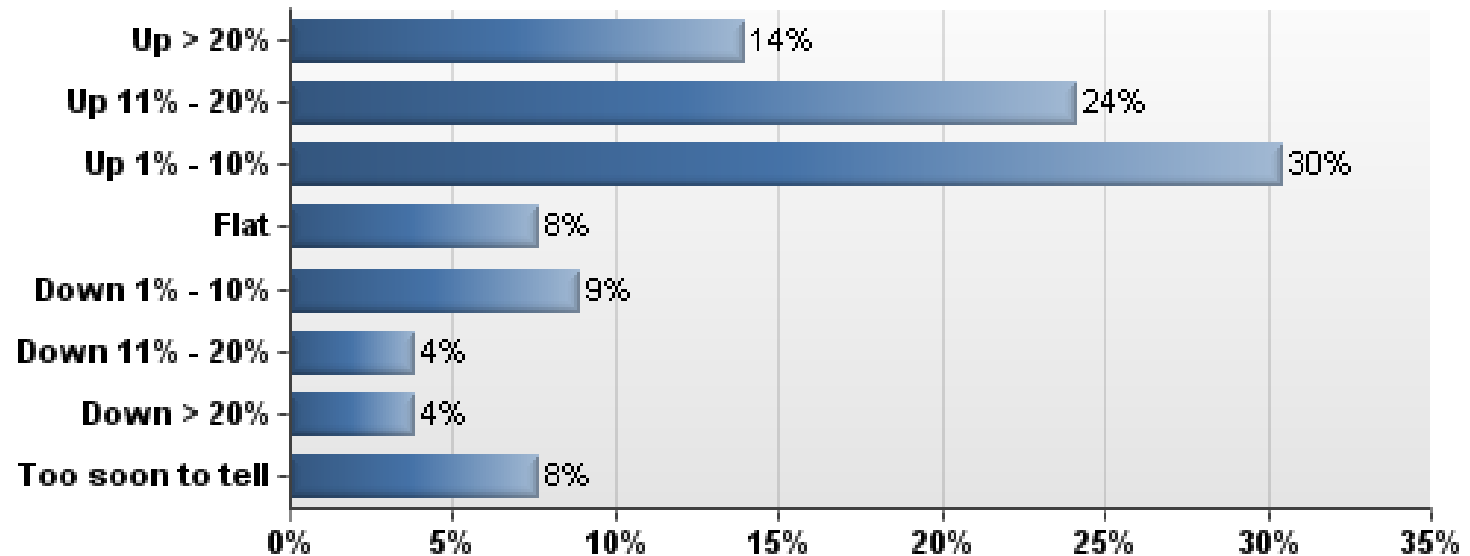
Full-time, on-campus opportunities increased regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	33%	59%	45%	57%
Flat	44%	32%	40%	29%
Down	22%	9%	10%	0%
Too soon to tell/N/A	0%	0%	5%	14%

# Full-time postings increased across a majority of schools.

% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	61%	72%	71%	71%
Flat	11%	0%	9%	0%
Down	28%	23%	14%	0%
Too soon to tell/N/A	0%	4%	5%	22%

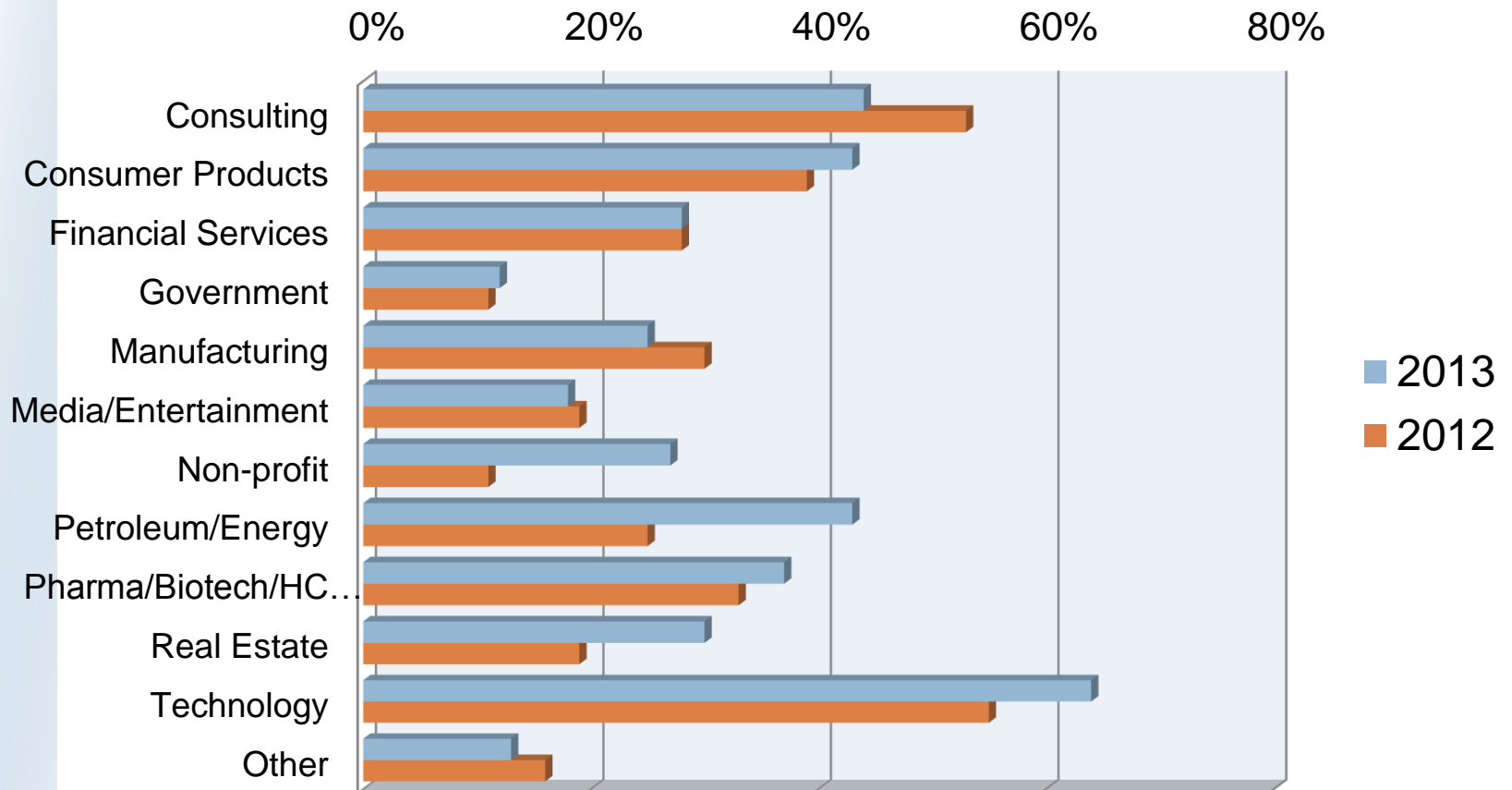
68% of respondents reported increased full-time postings this spring, while just 17% reported a decrease.



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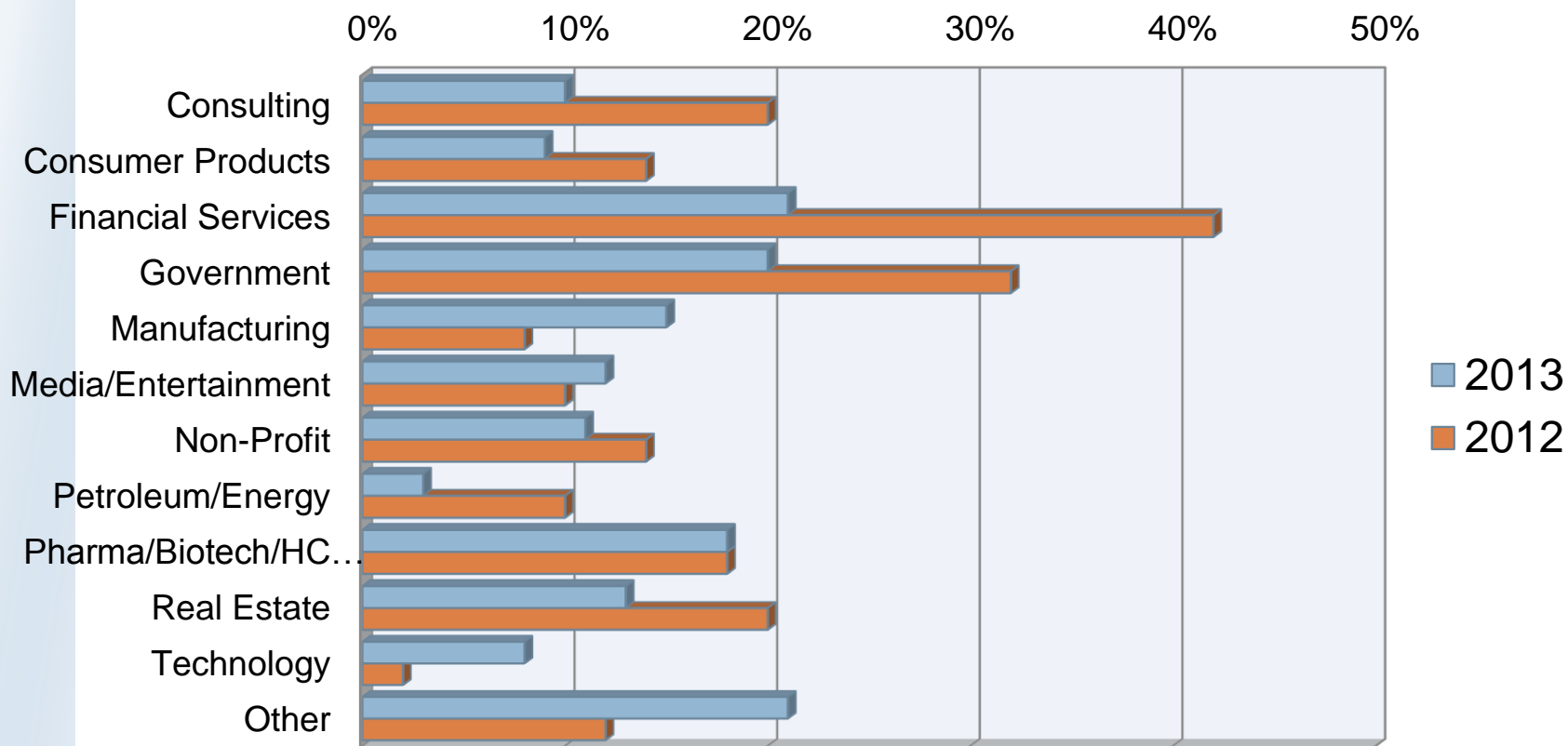
# Full-time recruiting activity increased across many industries led by technology and energy.

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



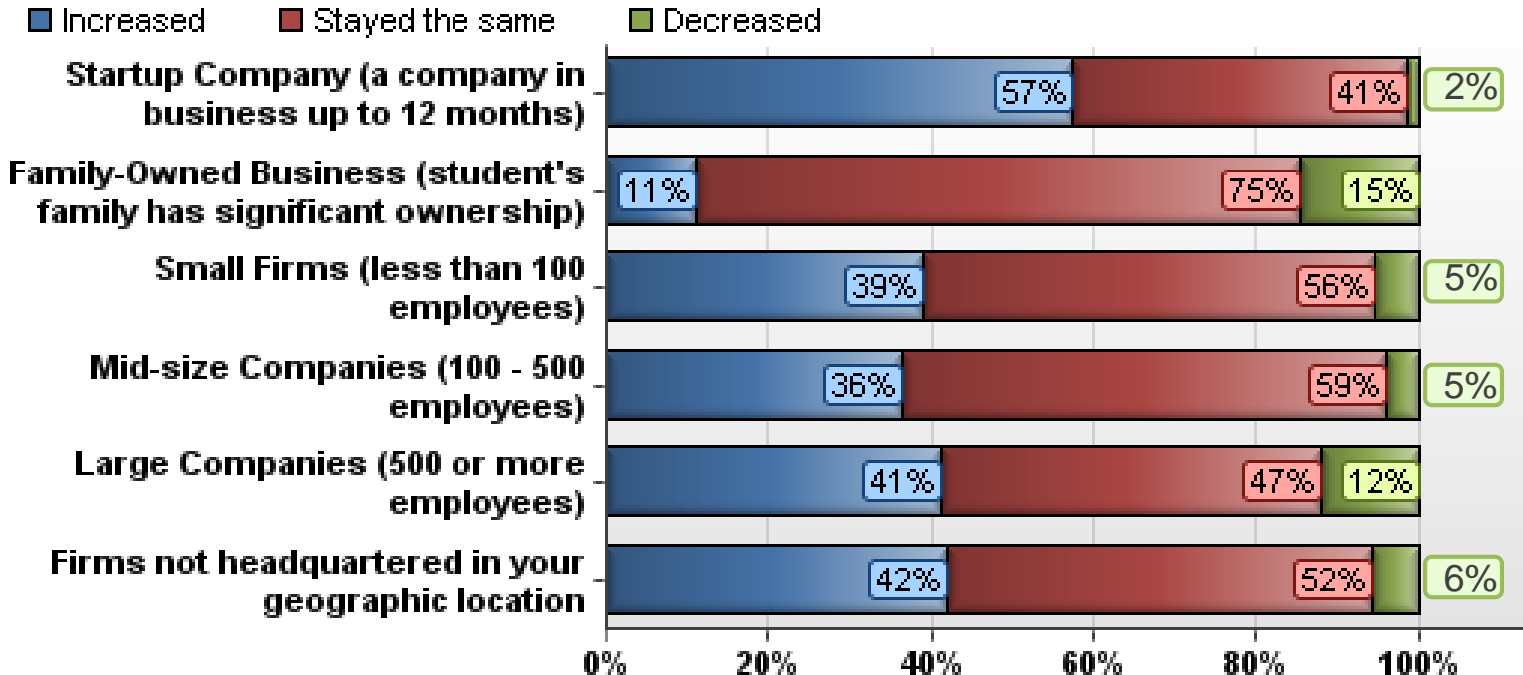
# Financial Services and Government were the weakest industries, yet were not down across as many schools as last year.

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



# Startups saw the largest increase in full-time recruiting activity.

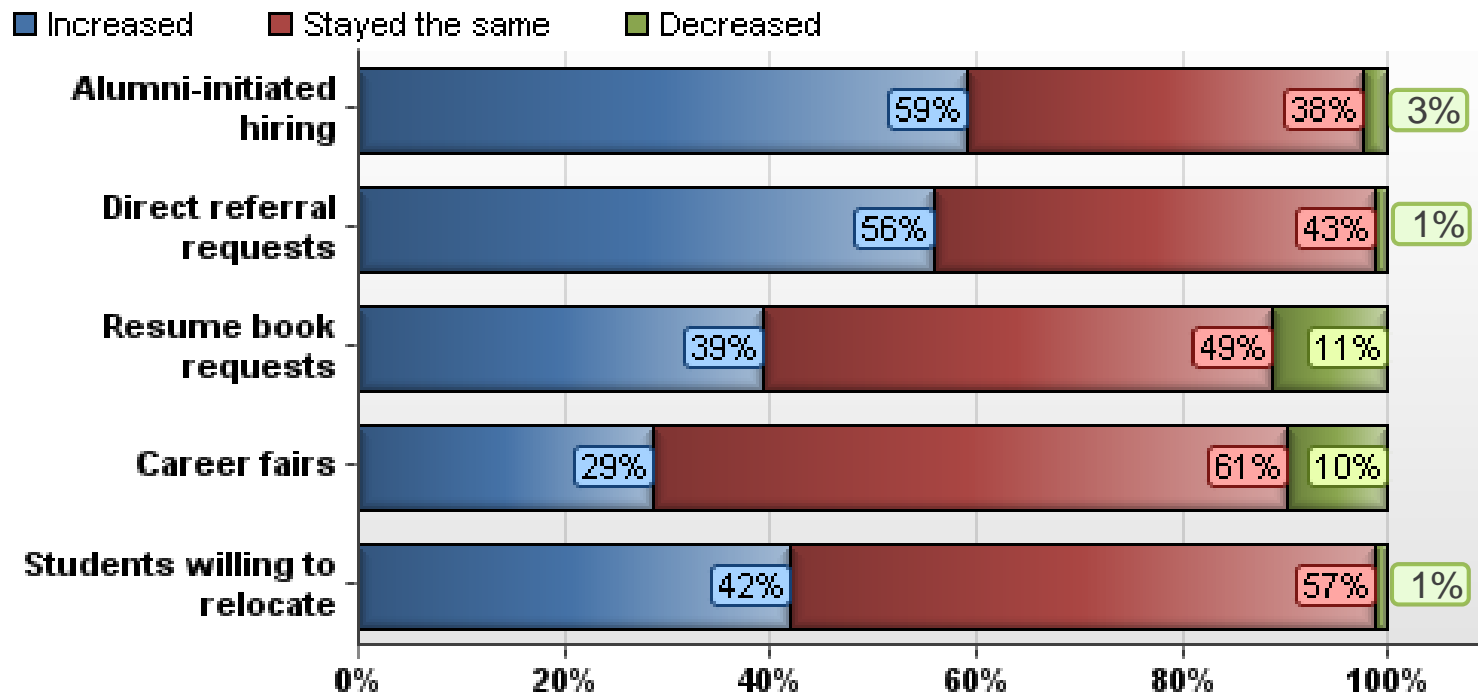
What changes in full-time recruiting activity have you seen with the following types of organizations:



\*Numbers may not add to 100% due to rounding

# Alumni-initiated hiring and direct referral requests saw the biggest increase.

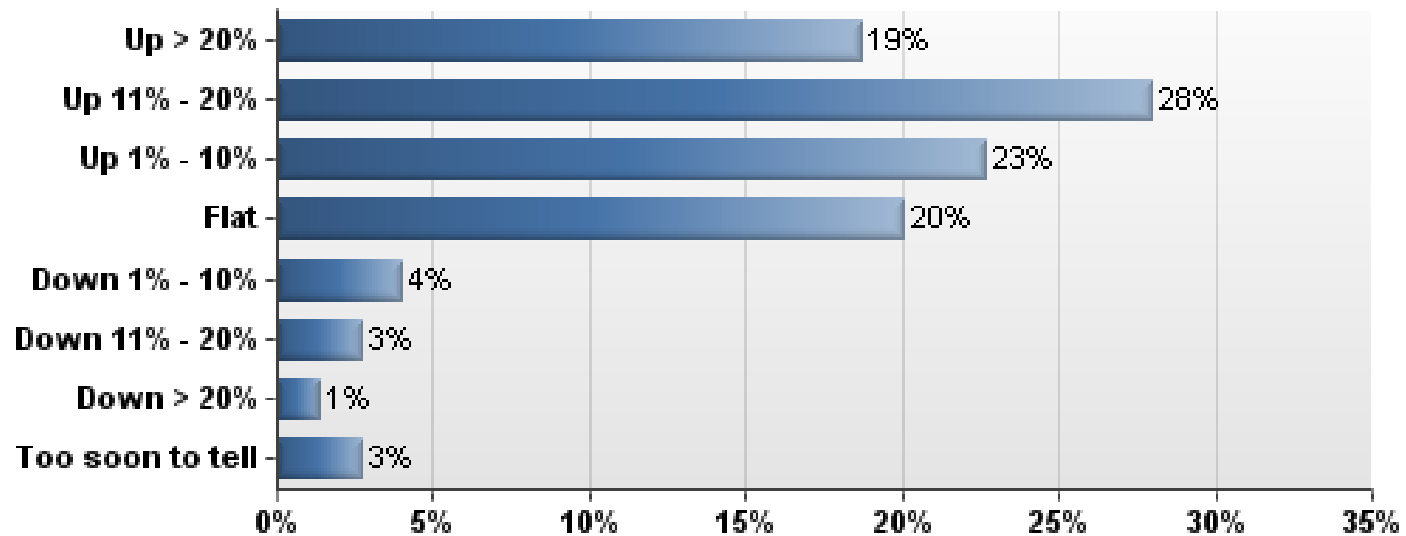
What changes in full-time recruiting activity have you experienced on your campus:



\*Numbers may not add to 100% due to rounding



# 70% of respondents saw an increase in internship postings.



\*Numbers may not add to 100% due to rounding

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

- Increased alumni engagement
- Job search treks and overseas trips
- Encouraging early career planning
- Launching a virtual career center
- Outreach to new geographic areas
- Small group career programming
- Just in time career events
- End of year career boot camp
- Increased use of LinkedIn and other social media

# Schools use a variety of activities to engage students with employers

- Employer “office hours”
- Partnering with student clubs
- Industry-specific events
- “Day in the life” panels
- In-class presentations
- Coffee chats
- Targeted company visits

# Summary

- Though the economy is not expanding strongly, hiring of MBAs continues to increase at most schools.
- The industries with the most pronounced needs for MBAs include consulting, consumer products, energy, and technology.
- Alumni continue to be great advocates for hiring of MBAs and expanding recruiting relationships.
- The use of social media in recruiting by companies and students continues to grow.