

# RECRUITING TRENDS

## 2015-16

### 45th Edition



## BRIEF 2

### Hiring Outlook by Industry Sector and Geographic Region

**Key findings from 2015-16 are presented in this research brief. We have broken the release of employer information into a series of short briefs that will be made available over the next six weeks. You can download the briefs from the [Collegiate Employment Research Institute](#).**

# Meet the Completers

We generated this convenience sample from employers currently seeking college talent through their interactions with college and university career services offices. Nearly 200 career service centers from around the country invited their employers to participate in this study. More than 4,730 employers provided information useful for understanding recruiting trends and practices. We also included information from respondents recruiting talent for full-time positions, internships, and co-ops. Readers can use the following key sample characteristics to determine how applicable our survey results are for their campus employer base.

Company Size		
Very small	> 9 employees	9%
Fast-growth	10-100 employees	30%
Small	101-500 employees	24%
Midsize	501-3,999 employees	20%
Large	4,000-25,000 employees	10%
Very large	> 25,000 employees	7%

Role in College Recruiting	
Full-time positions	56%
Internship or co-op positions only	16%
Short-term hiring	8%
Experienced hiring	20%

Active Recruiting by Region	
International	5%
Entire U.S.	23%
Regional recruiting only	72%

Key Economic Sectors	
Professional & scientific services	22%
Manufacturing	11%
Nonprofits	8%
Finance & insurance	8%
Educational services	13%
Government	7%
Healthcare & social assistance	6%

Key States	
Michigan	8%
Massachusetts	7%
Texas	7%
California	6%
Wisconsin & Florida	5%
Illinois, New York & North Carolina	4%

Institutions Where Companies Recruit Talent	
Two-year public college	26%
Four-year public college	51%
Four-year private college	40%
Two- & four-year for-profit institution	22%
Institution with bachelor's & advanced degree programs	67%
Institution with advanced degrees only	9%
Historically black college & university	17%
Hispanic-serving institution	15%
Asian, Asian-Pacific serving institutions	14%

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*The data in this brief* present two aspects of the new college labor market. We analyzed the geographic data based on all employers who indicated they recruited in a specific region. Regional employers confine their talent searches to smaller areas and may expand recruitment to nearby regions.

By classifying each organization by its primary North American Industrial Classification code, we can compare the yearly employment figures reported from the Bureau of Labor Statistics to the survey responses. In several sectors, we provide hiring data by academic degree in key subsectors where responses returned sufficient meaningful information.

### Hiring by industry sector

Nineteen major industrial sectors returned survey data. The leading sectors that typically drive college recruiting report expanded employment opportunities, except for Manufacturing (at the Bachelor's degree level):

- ◆ Professional, Business, and Scientific Services (38%)
- ◆ Finance and Insurance Services (28%)
- ◆ Healthcare and Social Assistance (24%)
- ◆ Educational Services (8%)
- ◆ Government (9%)
- ◆ Nonprofits (5%)
- ◆ Manufacturing (-6%)

BLS employment figures corroborate the survey results showing weakness in Manufacturing, a loss of about 17,000 jobs in August alone. Oil extraction and processing companies are cutting back severely. Job opportunities for Bachelor's degrees in Mining and Oil are down 47 percent. Petroleum subsectors in Manufacturing are also reporting similar reductions in hiring plans. Some companies reported they that they will not actively participate in college recruiting this year. Added to national pressures in Manufacturing, the sector is also being hampered by the global economic slowdown; for example, primary metals, which relies heavily on exports, has lost about 4,500 jobs since August, 2014.

Certain subsectors are showing particularly strong growth:

- ◆ Welcome back, Construction. Construction hiring almost disappeared after the recession. Today construction companies are eagerly seeking new college graduates.
- ◆ Pre-K and K-12 education awakened last year after years of dismal hiring outlooks. This year districts are displaying the highest level of confidence in hiring in more than a decade. Positive growth in traditional Educational Services coupled with ancillary services (alternative learning environments, on-line content development, and tutoring) are transforming this industry into the most dynamic among the 19 sectors.
- ◆ Financial and Insurance Services are keeping this banking sector hot, even while banks are shrinking their employment base.
- ◆ Aerospace, automotive, truck, and defense related industries are showing strength in Manufacturing, as are computer and electronic products, electrical equipment, and surgical equipment.

- ◆ Truck transportation leads a strong Transportation sector in which air transportation is recovering and retirements are pushing other sectors such as rail transportation to hire.
- ◆ Internet services are almost single-handedly moving Information Services forward; publishing, broadcasting (contractions in the cable industry) and motion pictures are hiring fewer employees or none at all.
- ◆ Accounting (CPA firms) and computer services are giving Professional, Business, and Scientific Services a strong one-two punch. Engineering services are growing but more slowly than the previous two years.
- ◆ For another dependable subsector of Professional, Business, and Scientific Services, Advertising and Marketing responses fell off sharply. BLS Table B1a shows that this subsector grew strongly from August 2014 to August 2015; while survey responses are showing an increase of 12 percent this year, more responses in this category would smooth our analysis.
- ◆ Nonprofits, which have been the mainstay of college hiring for much of the past 15 years, are still moving ahead but much more slowly this year. With all the other sectors shifting into higher gear, nonprofits are facing more competition for attracting talent.

The following tables provide the best information we have on sector and subsector hiring for 2015-16. The number of responses in some categories meets the minimum for reporting purposes. This information should serve as a guide. Readers are encouraged to compare these numbers with organizations in their region to confirm hiring projections.

Accommodations (Hospitality) (hotels, full service food establishments, and limited service food providers)			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	7.9	12.6	60
Bachelor's	12.4	14.8	20
MBA	1.4	1.9	35

Administrative Services (office administration, employment services, and business support services)			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	13.6	18.5	35
Bachelor's	30.4	42.5	40
MBA	9.6	13.7	42

Agriculture (agricultural production, agricultural support services, and forestry)			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	23.5	28.4	21
Bachelor's	29.0	30.2	4

**Arts and Entertainment**  
(performing arts, spectator sports, agents, museums, zoos, casinos, golf courses, and fitness centers)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Bachelor's	6.6	6.6	NC

**Construction**  
(residential, nonresidential, heavy, and specialty trade)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	6.6	9.0	37
Bachelor's	12.2	14.5	19
MBA	1.9	2.0	7
Master's	2.3	2.5	9

**Educational Services**  
(elementary and secondary education, colleges and universities, sports and recreation instruction, and educational support services)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	21.4	24.1	13
Bachelor's	75.5	81.7	8
MBA	9.7	13.9	43
Master's	20.5	20.2	-1
PhD	4.8	4.2	-11

**Educational Services — Subsectors**

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Educational Services			
Bachelor's	20.1	34.7	73
Pre-K, K-12			
Associate's	23.8	24.9	4
Bachelor's	84.9	90.9	7
MBA	12.1	17.3	43
Master's	21.3	21.9	-2
PhD	5.2	4.4	-16
Professional	45.0	54.7	21

**Financial Services**  
(banks, credit intermediation, mortgage and loan brokers, securities and financial investments, insurance carriers, funds and trusts)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	31.4	39.9	27
Bachelor's	61.7	79.2	28
MBA	12.0	15.0	26
Master's	18.8	23.2	23
PhD	18.8	24.1	28
Professional	12.0	15.3	29

**Financial and Insurance Services — Subsectors**

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Depository Banks			
Associate's	14.6	20.5	40
Bachelor's	6.3	4.7	-26
MBA	4.6	46	NC
Funds and Trusts			
Bachelor's	94.4	106.8	13
Insurance			
Associate's	9.5	13.5	42
Bachelor's	12.9	19.3	49
MBA	3.9	6.6	72
Securities & Financial Investments			
Bachelor's	37.0	43.7	18

**Government**

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	46.7	52.0	11
Bachelor's	101.9	111.7	9
MBA	28.5	29.4	3
Master's	37.6	42.4	13
PhD	6.3	7.1	12
Professional	6.5	8.1	14

Healthcare and Social Services (ambulatory care, hospitals, outpatient, and social assistance)			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	12.2	13.7	12
Bachelor's	19.2	23.7	24
Master's	8.0	8.8	11
Professional	5.8	7.0	21

Healthcare and Social Services — Subsectors			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Hospitals			
Bachelor's	38.6	49.1	27
Social Assistance			
Bachelor's	23.4	19.8	-15

Information Services (publishing, motion pictures, broadcasting, telecommunications, internet service providers, and news syndicates)			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	11.0	11.1	1
Bachelor's	26.0	32.3	24
MBA	6.8	8.7	28
Master's	4.1	6.1	47

Information Services — Subsectors			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Internet Services			
Bachelor's	59.4	79.6	34
Telecommunications			
Bachelor's	29.8	31.5	6

Manufacturing			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	11.9	13.5	13
Bachelor's	25.1	23.7	-6
MBA	7.7	7.5	-2
Master's	8.0	6.5	-20
PhD	8.3	6.9	-17

Manufacturing — Subsectors			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Aerospace			
Bachelor's	54.9	58.5	6
Automotive			
Associate's	44.3	52.2	18
Bachelor's	44.7	53.4	19
MBA	11.7	13.5	16
Chemicals & Pharmaceuticals			
Bachelor's	18.1	10.9	-40
Computer & Electronics			
Bachelor's	9.7	10.6	10
Electrical			
Bachelor's	4.9	5.4	9
Fabricated Metals			
Bachelor's	2.1	3.6	70
Food Processing			
Bachelor's	13.2	13.6	3
Machinery			
Bachelor's	6.7	8.5	28
Plastics			
Bachelor's	112.8	55.1	-51
Primary Metals			
Bachelor's	35.0	34.0	-3
Surgical Equipment			
Bachelor's	4.8	5.8	21

Mining & Oil (support activities for mining and drilling)			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Bachelor's	110.0	58.1	-47

Nonprofits (religious, grant making, voluntary health, human rights, environmental, civil and social organizations, and professional associations)			
Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	5.4	7.0	31
Bachelor's	12.1	12.7	5
MBA	2.6	2.4	-7
Master's	7.0	5.6	-19

**Professional, Business & Scientific Services**  
(accounting firms, legal management, computer systems and services, engineering services, architectural services, scientific research, environmental consulting, marketing, PR, media buying, and veterinary services)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	4.0	7.7	93
Bachelor's	26.9	37.2	38
MBA	4.9	6.2	26
Master's	19.3	23.7	23
PhD	6.3	7.8	23
Professional	1.9	1.7	-9

**Professional Business & Scientific Services — Subsectors**

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
<b>Advertising &amp; Marketing</b>			
Bachelor's	6.2	6.9	12
<b>Accounting (CPA)</b>			
Bachelor's	45.2	73.6	63
Master's	39.2	49.3	26
MBA	4.3	3.4	-20
<b>Computer Services</b>			
Associate's	7.2	16.2	126
Bachelor's	32.3	41.4	28
MBA	6.7	8.1	19
Master's	23.4	25.4	8
PhD	12.0	15.1	25
<b>Engineering Services</b>			
Associate's	4.1	3.5	-15
Bachelor's	20.3	21.2	4
MBA	5.1	7.1	39
Master's	20.5	29.1	42
PhD	12.0	71.4	45
<b>Management Services</b>			
Bachelor's	37.1	60.9	64
MBA	8.8	14.2	61
Master's	6.4	8.5	32

**Real Estate & Leasing**  
(real estate brokers, property managers, automotive and equipment leasing, and rental centers)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Bachelor's	484.4	517.4	7

**Retail**

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	6.9	6.5	-5
Bachelor's	44.7	50.6	13
MBA	1.5	3.0	100

**Transportation**  
(air, rail, water, and truck transportation, pipeline transportation, support activities for transportation, postal and messenger services, and warehouse and storage)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	22.6	24.2	7
Bachelor's	79.5	96.9	22
MBA	10.6	12.2	15
Master's	7.7	8.7	13

**Transportation — Subsectors**

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
<b>Support Activities</b>			
Bachelor's	179.5	193.7	8
<b>Trucking Transportation</b>			
Associate's	22.6	22.5	NC
Bachelor's	75.6	98.8	31

**Utilities**  
(electric power, natural gas, water supply and sewage, and steam and air conditioning supply)

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Bachelor's	11.3	15.3	35

**Wholesale**

Degree	Number of hires		Change year over year (%)
	2014-15 (avg.)	2015-16 (avg.)	
Associate's	2.2	3.5	60
Bachelor's	9.2	12.4	34

### Hiring by region

In all regions, data are broken out by degree level. The table and figures are derived from employers seeking new hires from all degree levels (N=number of employers).

- ◆ International employers will increase hiring by 6 percent.
- ◆ National employers will increase by 12 percent.
- ◆ Regional employers will increase by 20 percent.

The small increase for international hiring at the Bachelor's degree level, the lowest growth in several years, captures the general malaise in the global economy – hiring is down the world over. On the other hand, U.S. employers are entering the recruiting season with very high expectations for hiring.

Regions show very similar hiring patterns for this year across all degrees, with increases ranging from 8- 18 percent at the bachelor's level. The decrease in PhD hiring in the Mountain West is hard to explain but probably reflects anomalies among the responses. Overall, regional employers appear strongly optimistic about hiring this year.

Central Midwest (IL, IN, MI, OH) N=563		
Degree	Hires (avg.)	Change year over year (%)
Associate's	33.6	25
Bachelor's	100.6	15
MBA	15.1	18
Master's	31.4	13
PhD	11.4	7

Mid-Atlantic (DC, MD, VA, WV) N=317		
Degree	Hires (avg.)	Change year over year (%)
Associate's	20.8	30
Bachelor's	121.1	17
MBA	13.0	17
Master's	42.7	14
PhD	8.6	8

Mountain West — AZ, CO, ID, MT, NM, NV, UT, WY N=374		
Degree	Hires (avg.)	Change year over year (%)
Associate's	34.5	13
Bachelor's	122.6	8
MBA	16.1	6
Master's	30.7	13
PhD	7.0	-8

New England — CT, MA, ME, NH, RI, VT N=310		
Degree	Hires (avg.)	Change year over year (%)
Associate's	32.1	12
Bachelor's	102.1	13
MBA	12.8	19
Master's	30.5	10
PhD	8.2	14

Southeast (AL, FL, GA, KY, LA, MS, NC, SC, TN) N=523		
Degree	Hires (avg.)	Change year over year (%)
Associate's	35.6	25
Bachelor's	110.2	17
MBA	16.1	16
Master's	38.3	13
PhD	11.7	10

### Hiring for all degree levels by employer's recruiting orientation

Employers	Associate's		Bachelor's		MBA		Master's		PhD		Professional	
	Hires (avg.)	Change year over year (%)	Hires (avg.)	Change year over year (%)	Hires (avg.)	Change year over year (%)	Hires (avg.)	Change year over year (%)	Hires (avg.)	Change year over year (%)	Hires (avg.)	Change year over year (%)
International N = 72	43.1	NC	63.2	6	13.9	-15	11.3	-2	12.3	-2		
National N = 365	39.5	28	132.6	12	17.2	12	34.2	8	10.1	1	8.4	32
Regional N = 1,251	12.2	24	25.6	20	6.3	32	11.9	13	4.2	13	11	22

South-Central Plains (AR, KS, MO, NE, OK, TX) N=466		
Degree	Hires (avg.)	Change year over year (%)
Associate's	31.7	40
Bachelor's	101.2	16
MBA	10.6	11
Master's	32.2	9
PhD	8.1	5

Upper Atlantic — DE, NJ, NY, PA N=363		
Degree	Hires (avg.)	Change year over year (%)
Associate's	40.9	21
Bachelor's	124.5	18
MBA	15.6	22
Master's	42.6	15
PhD	11.5	10

Pacific Coast (AK, CA, HI, OR, WA) N=441		
Degree	Hires (avg.)	Change year over year (%)
Associate's	28.7	17
Bachelor's	107.2	18
MBA	12.3	13
Master's	37.2	15
PhD	8.8	12

Upper Plains (IA, MN, ND, SD, WI) N=358		
Degree	Hires (avg.)	Change year over year (%)
Associate's	19.0	14
Bachelor's	87.6	11
MBA	6.8	3
Master's	37.4	21
PhD	8.0	7