



**MBA Career Services
& Employer Alliance**

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SPRING 2015 RECRUITING TRENDS SURVEY

Methodology

- Survey fielded via Qualtrics from June 4 – July 6, 2015
- 92 business schools responded to the survey
- Results compared to survey fielded in June 2014, when 80 schools responded

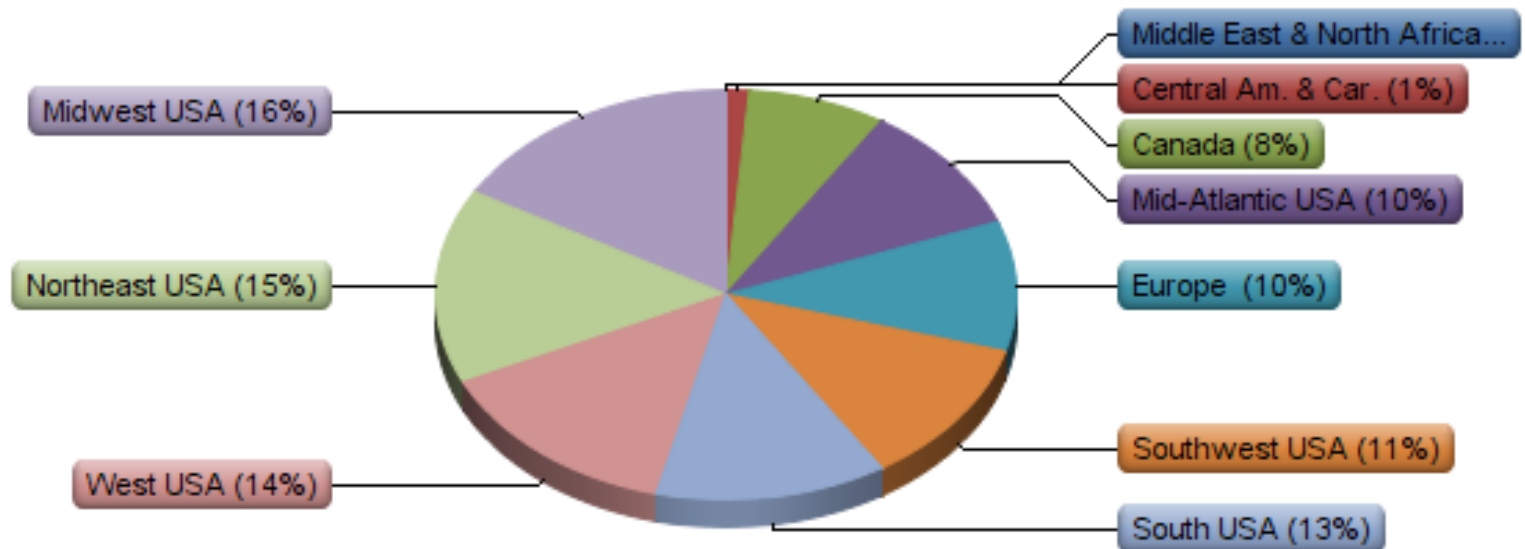
Respondent Profile



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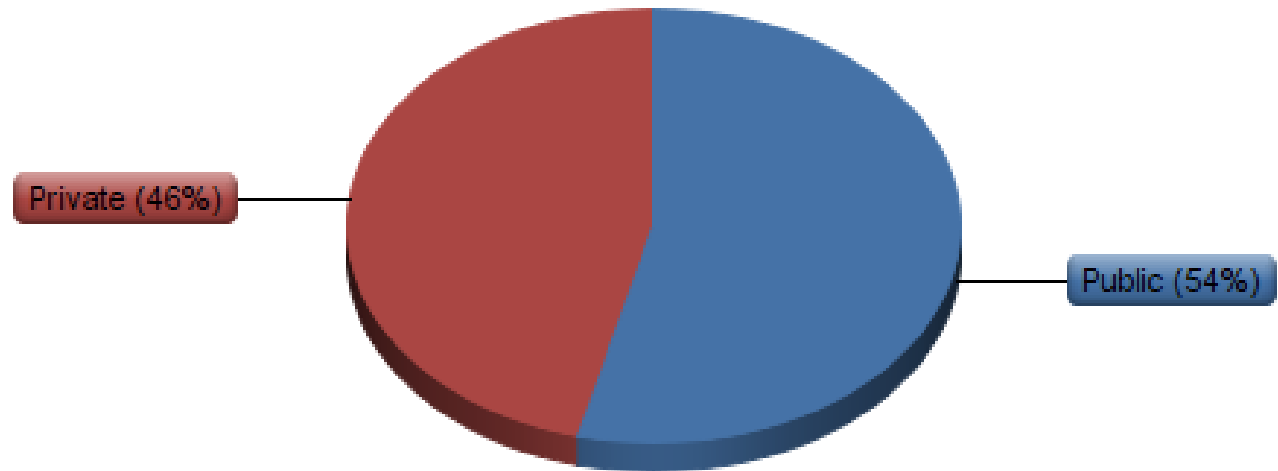
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79% of respondents were North American universities.

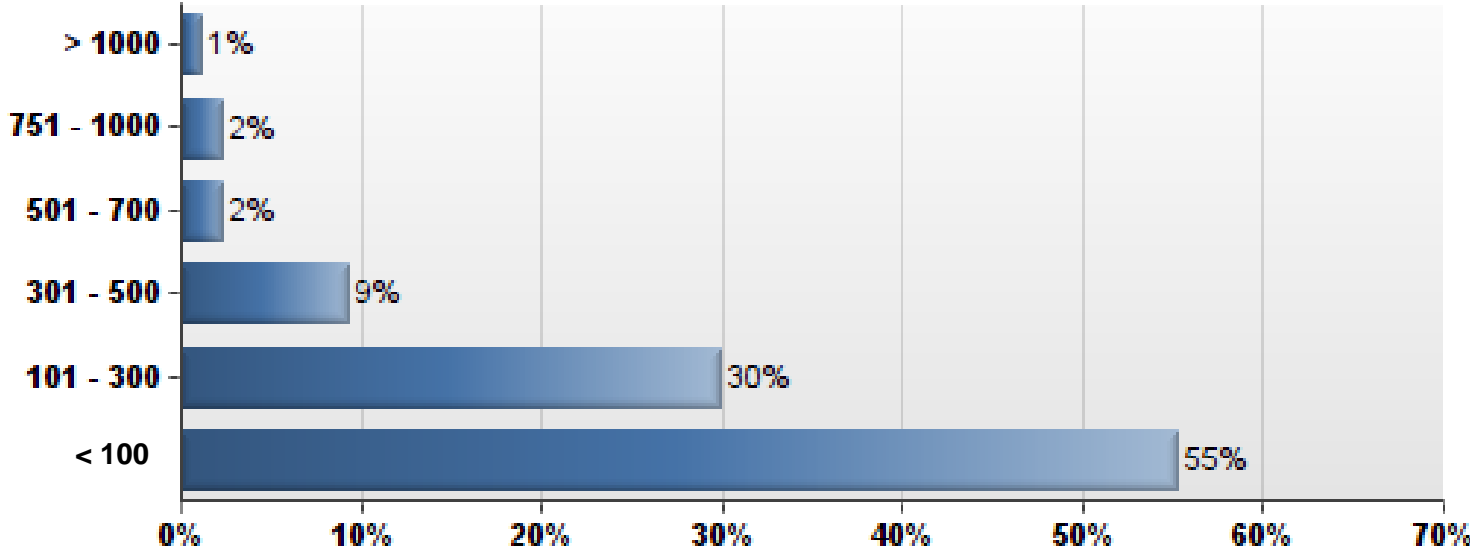


Numbers may not add up to 100% due to rounding

A slight majority (54%) of respondents were public universities.

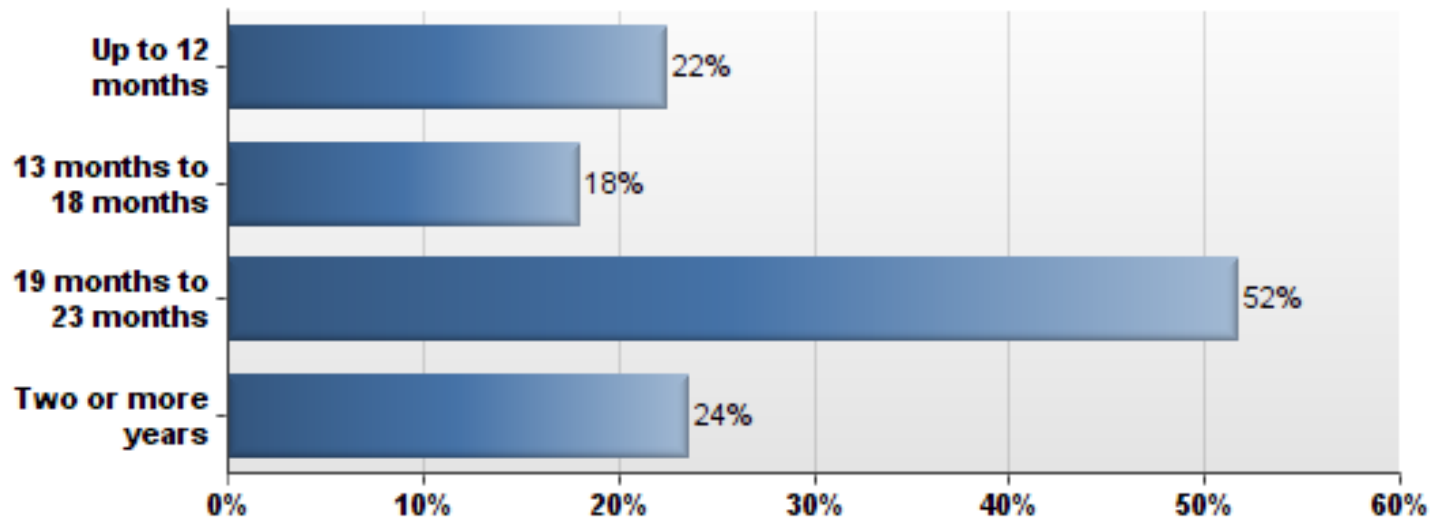


85% of respondents will graduate 300 or fewer students this year.



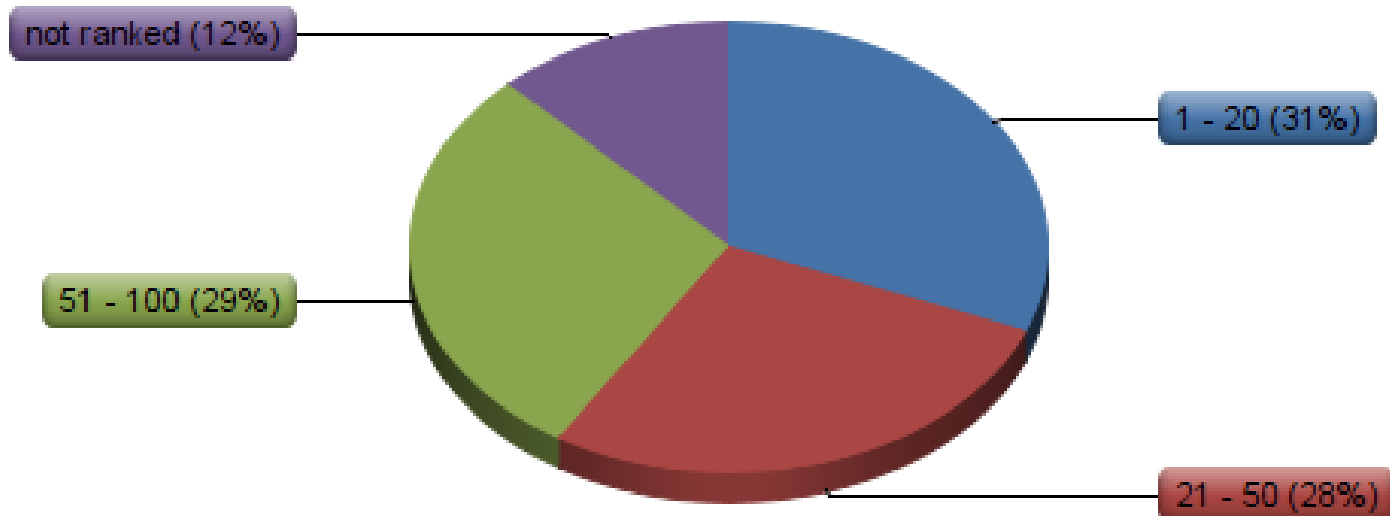
The most common program length among respondents is 19 – 23 months.

What is the length of your full-time MBA program(s)? Select all that apply.



59% 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, The Economist)



Full-time Recruiting Trends

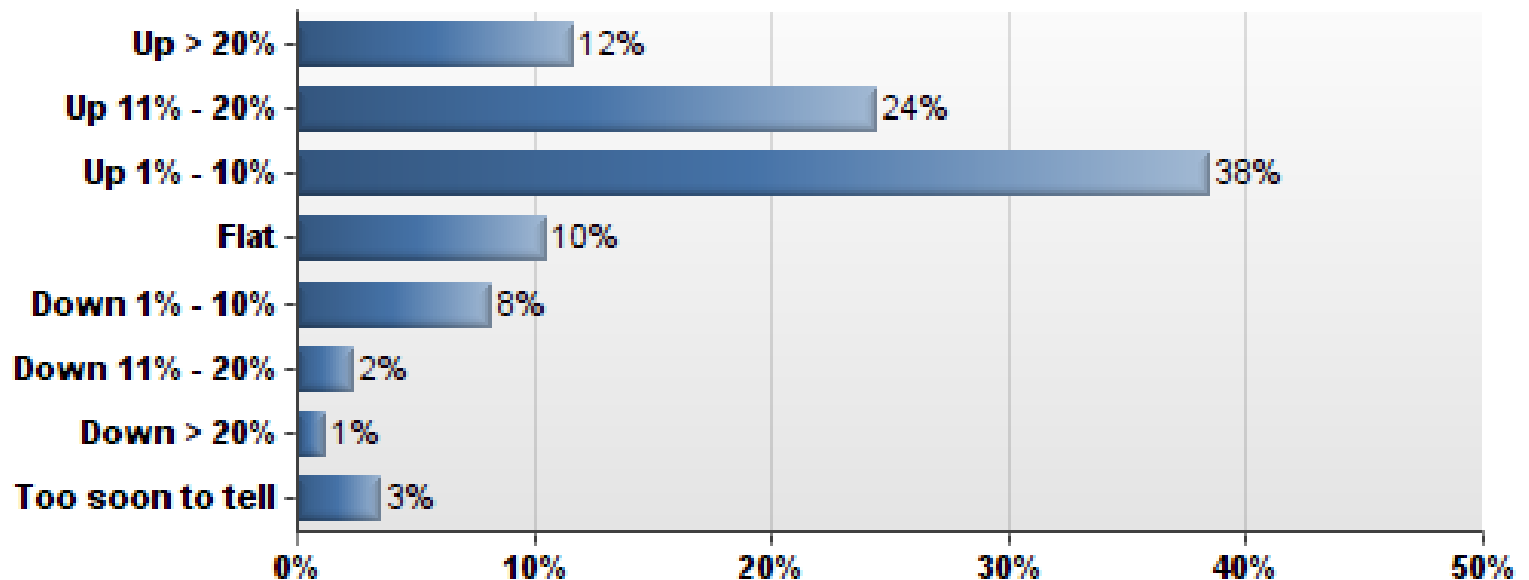


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74% of respondents experienced increased on-campus recruiting this year compared to the same time last year; 11% experienced a decrease.

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

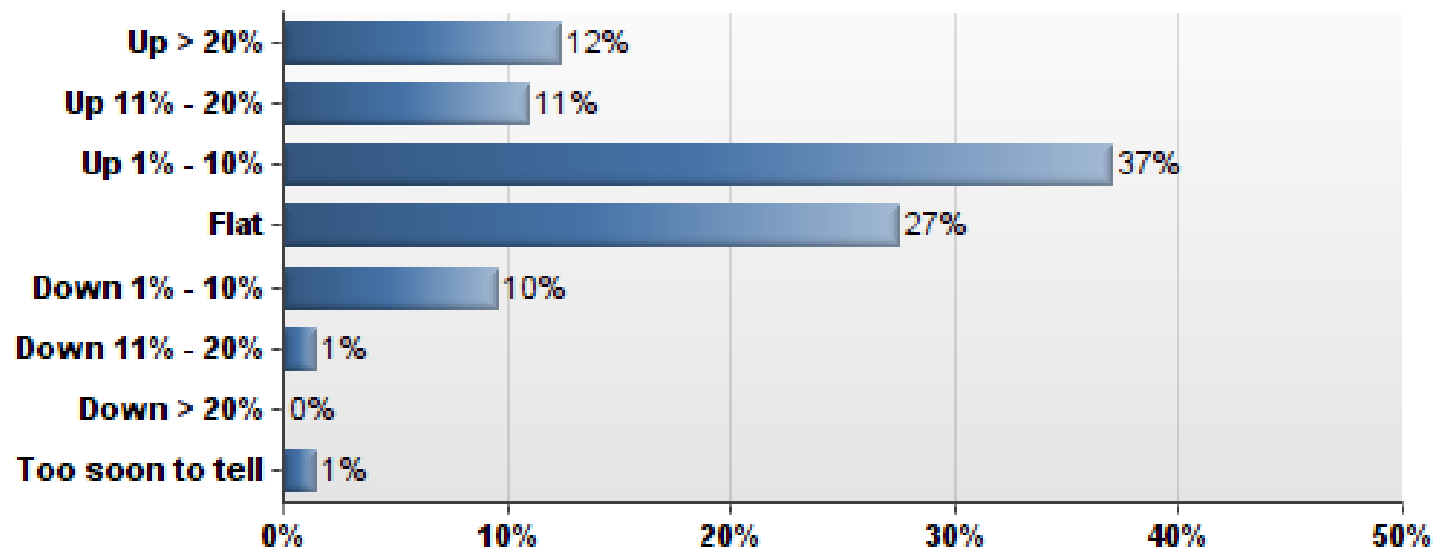


Full-time, on-campus opportunities increased regardless of a school's ranking.

| % Reporting Change in On-campus Recruiting | School Rank | | | |
|--|-------------|----------|-----------|------------|
| | 1 to 20 | 21 to 50 | 51 to 100 | Not ranked |
| Up | 46% | 63% | 64% | 66% |
| Flat | 31% | 22% | 32% | 33% |
| Down | 20% | 10% | 0% | 0% |
| Too soon to tell | 4% | 5% | 4% | 0% |
| <i>Total respondents:</i> | 26 | 24 | 25 | 9 |

60% of respondents reported increased full-time postings this fall while 11% reported a decrease when compared to the same time last year.

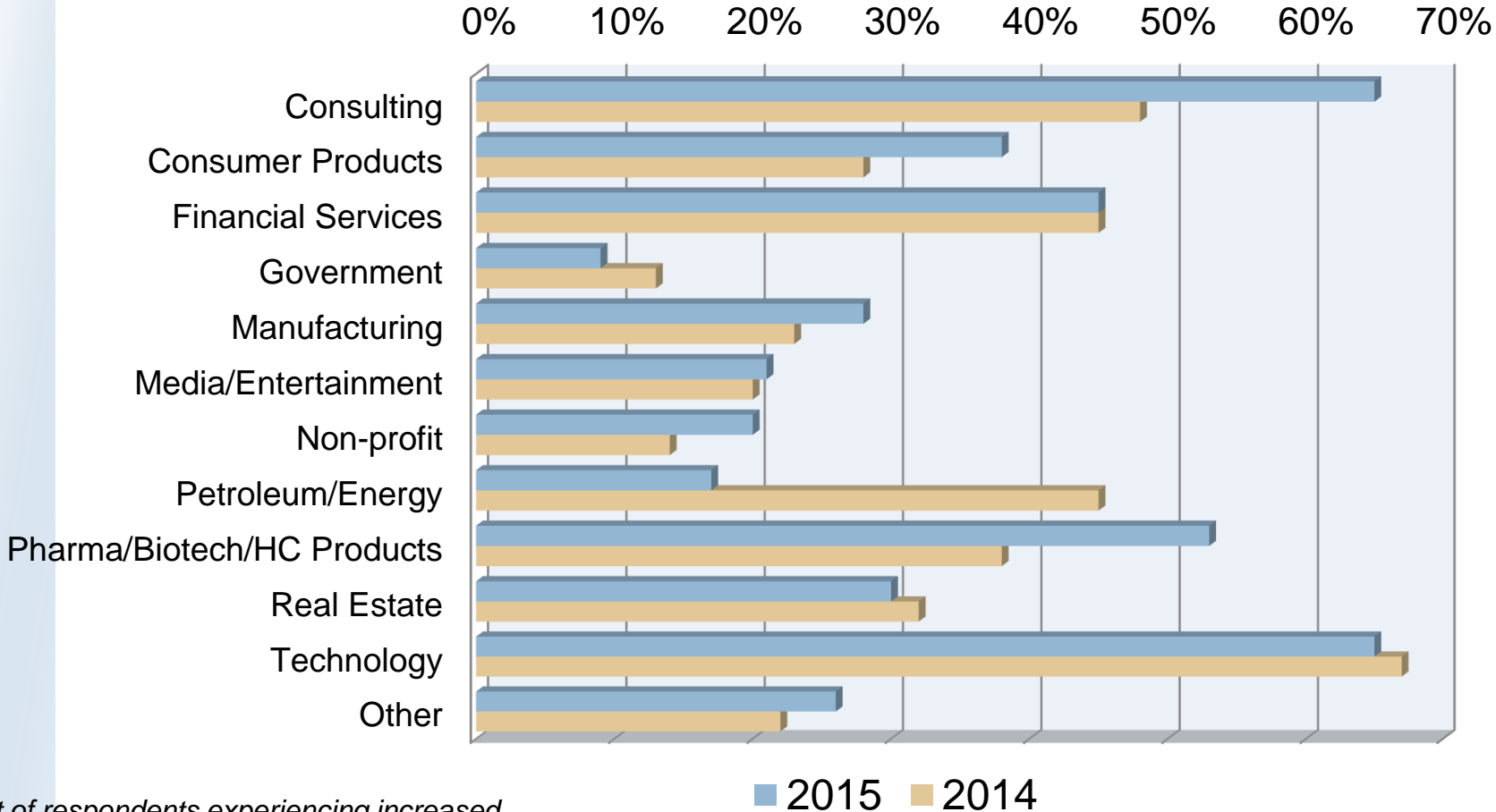
Overall, how do full-time postings (off-campus opportunities) compare YTD versus last year?



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

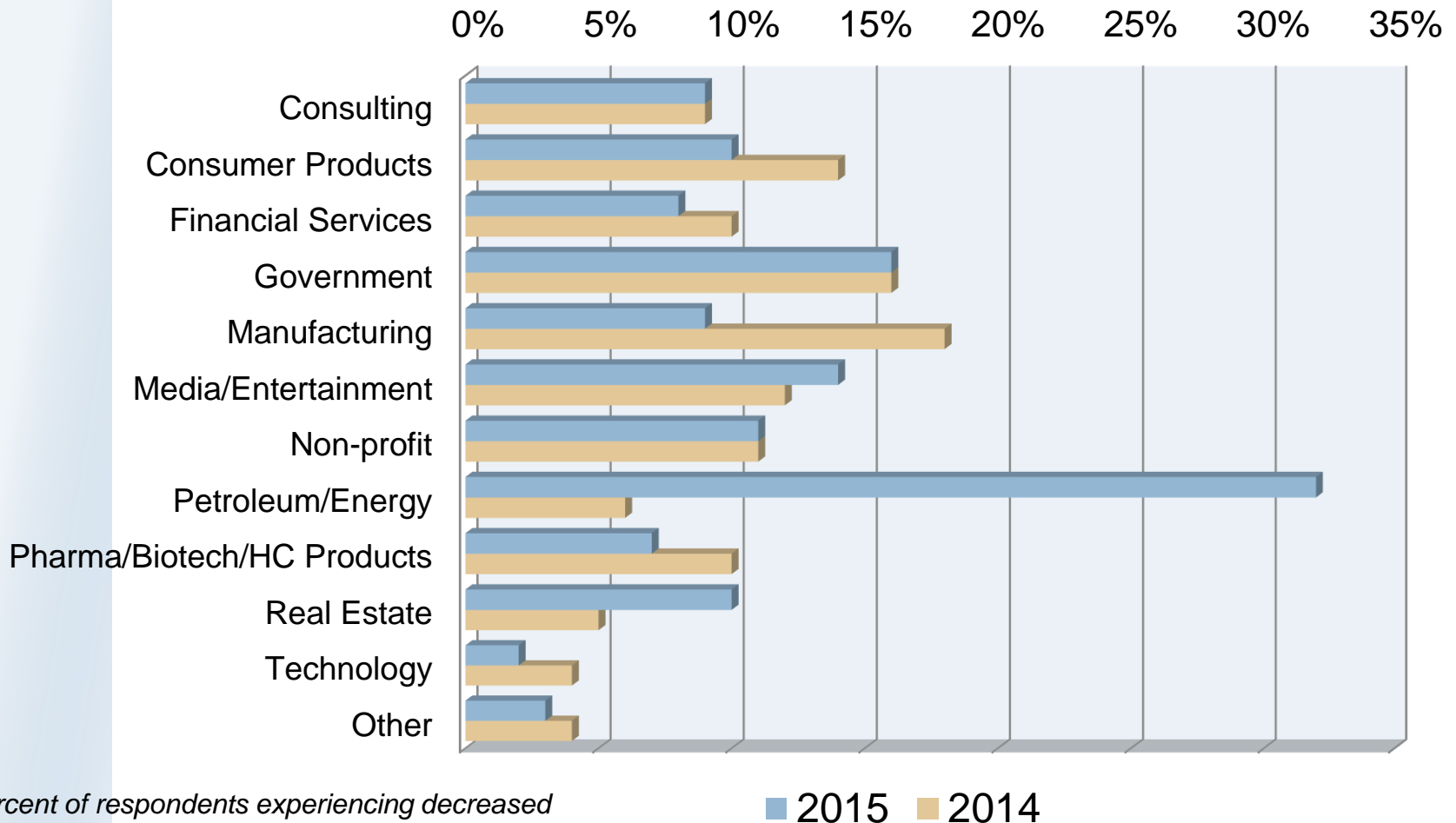
| % Reporting Change in Full-time Postings | School Rank | | | |
|--|-------------|----------|-----------|------------|
| | 1 to 20 | 21 to 50 | 51 to 100 | Not ranked |
| Up | 65% | 80% | 84% | 56% |
| Flat | 0% | 12% | 8% | 44% |
| Down | 31% | 4% | 4% | 0% |
| Too soon to tell | 4% | 4% | 4% | 0% |
| <i>Total respondents:</i> | 26 | 25 | 26 | 9 |

The strongest increase in recruiting activity was seen in the Consulting industry.



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

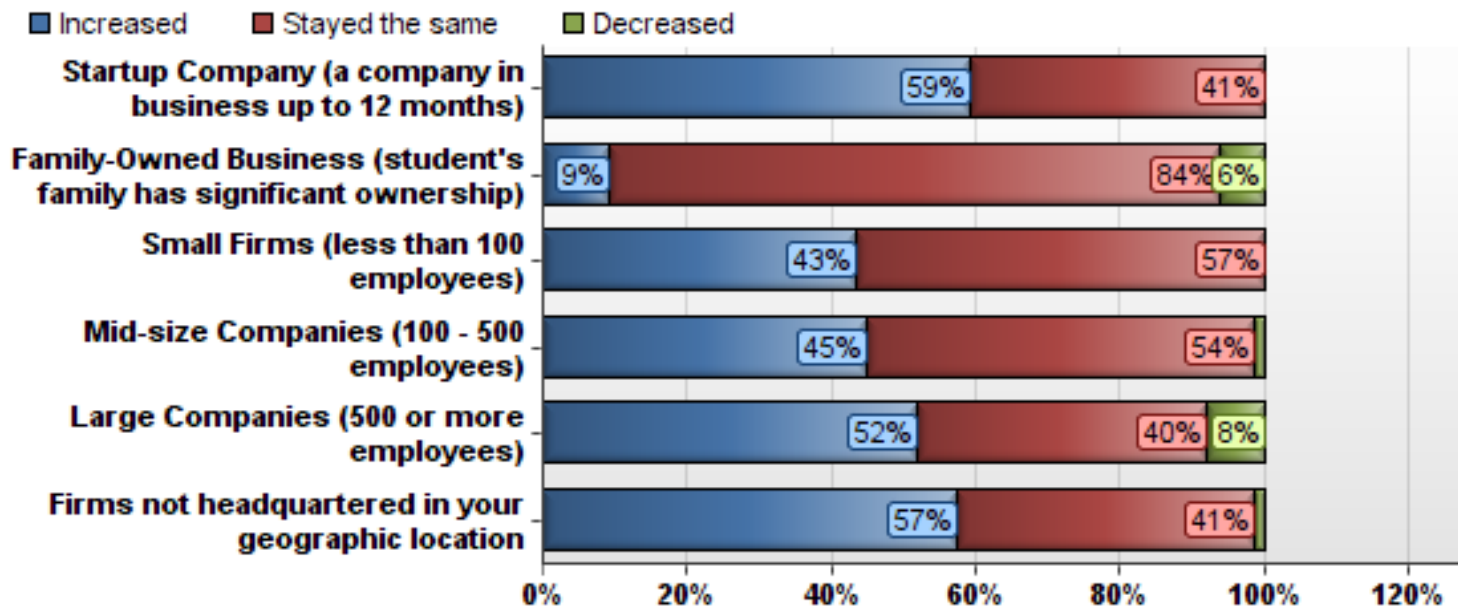
The largest decrease was seen in the Petroleum/Energy industry.



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

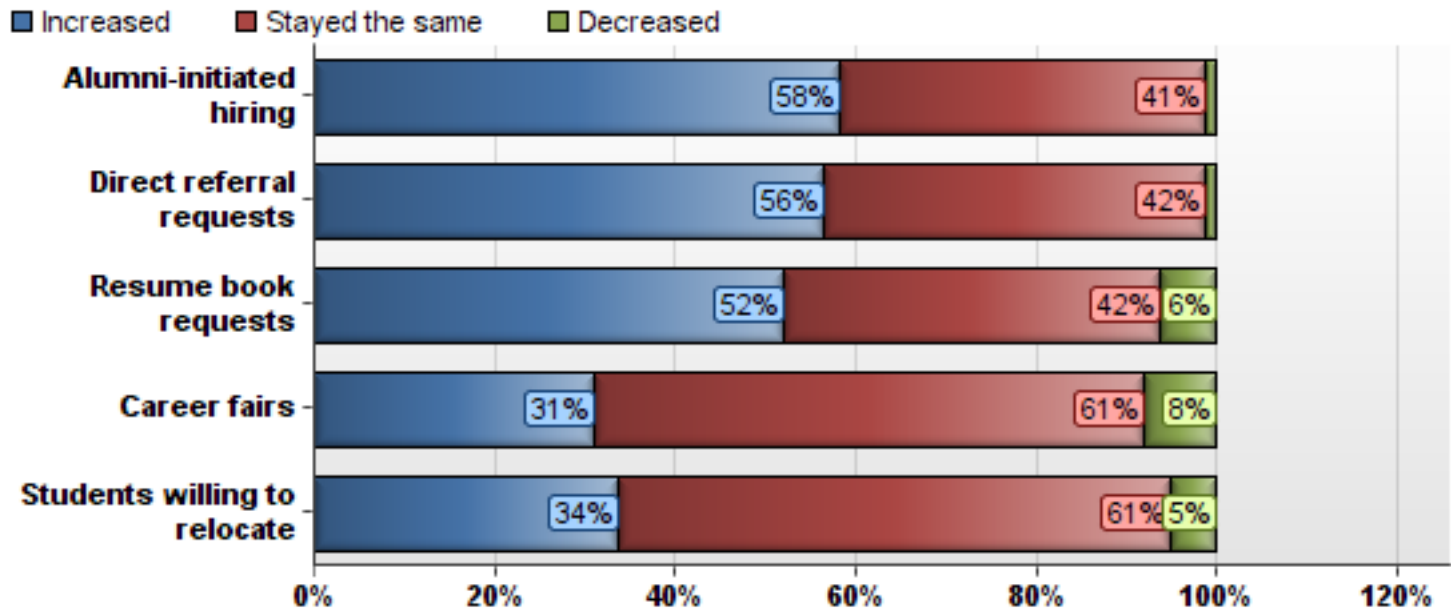
Most schools saw the same or increased recruiting activities across all types of organizations. The largest increase was seen in start-ups, as well as firms not located in the students' geographic location.

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



Hiring increased the most in alumni-initiated hiring and direct referral requests.

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



Internship Recruiting Trends

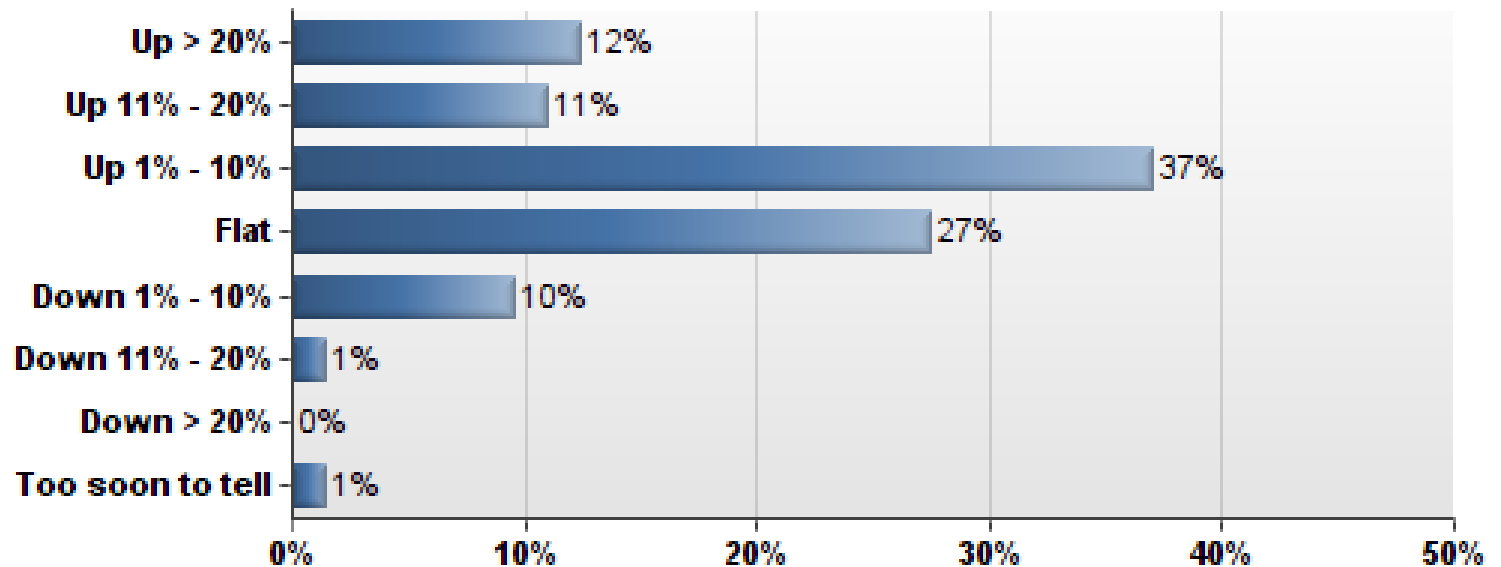


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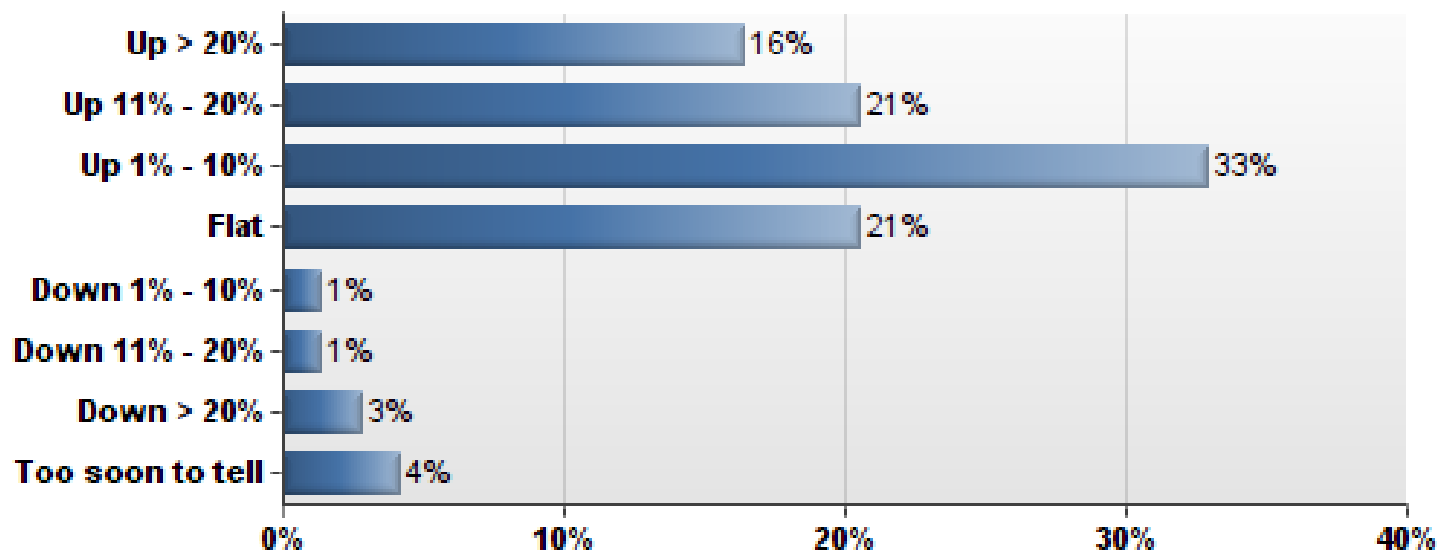
60% of respondents experienced increased on-campus internship recruiting this year compared to the same time last year.

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

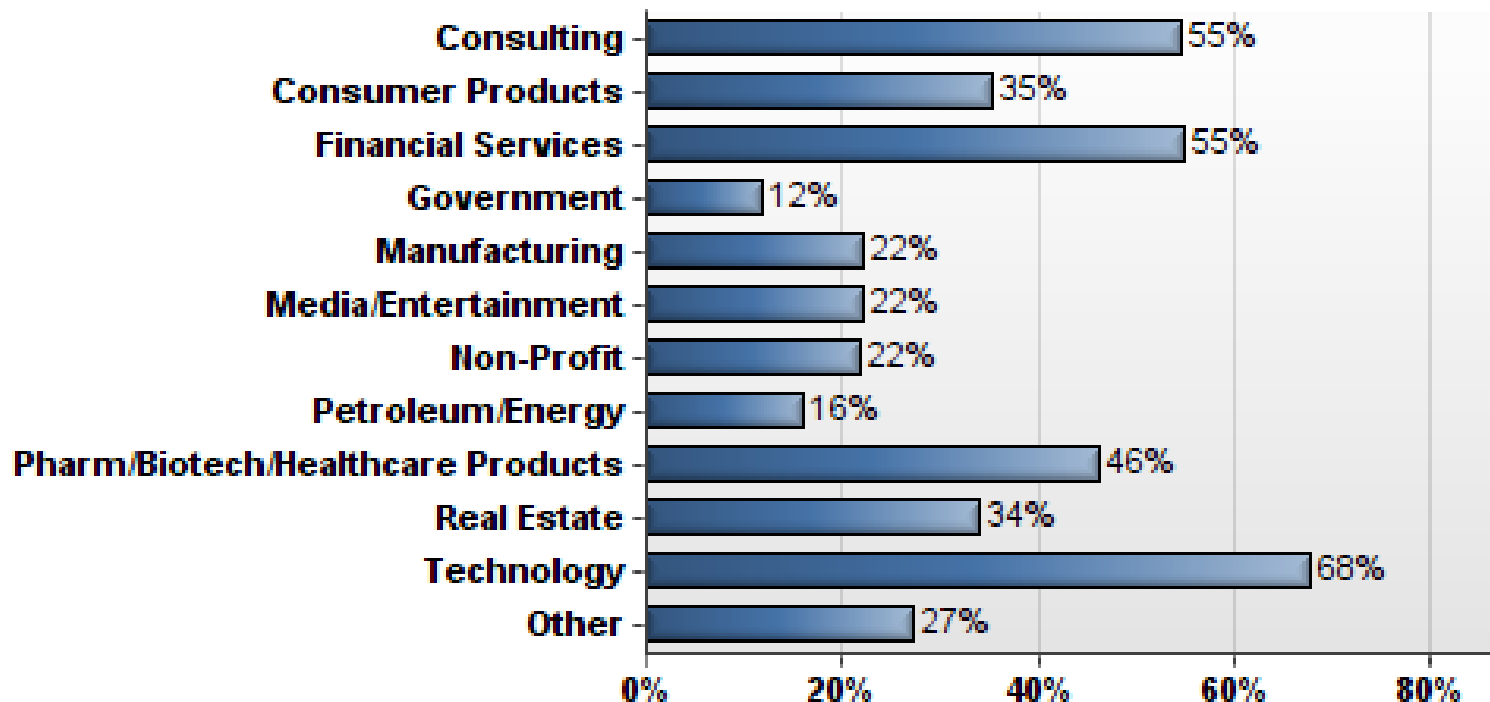


70% of respondents reported increased postings for internships when compared to the same time last year.

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



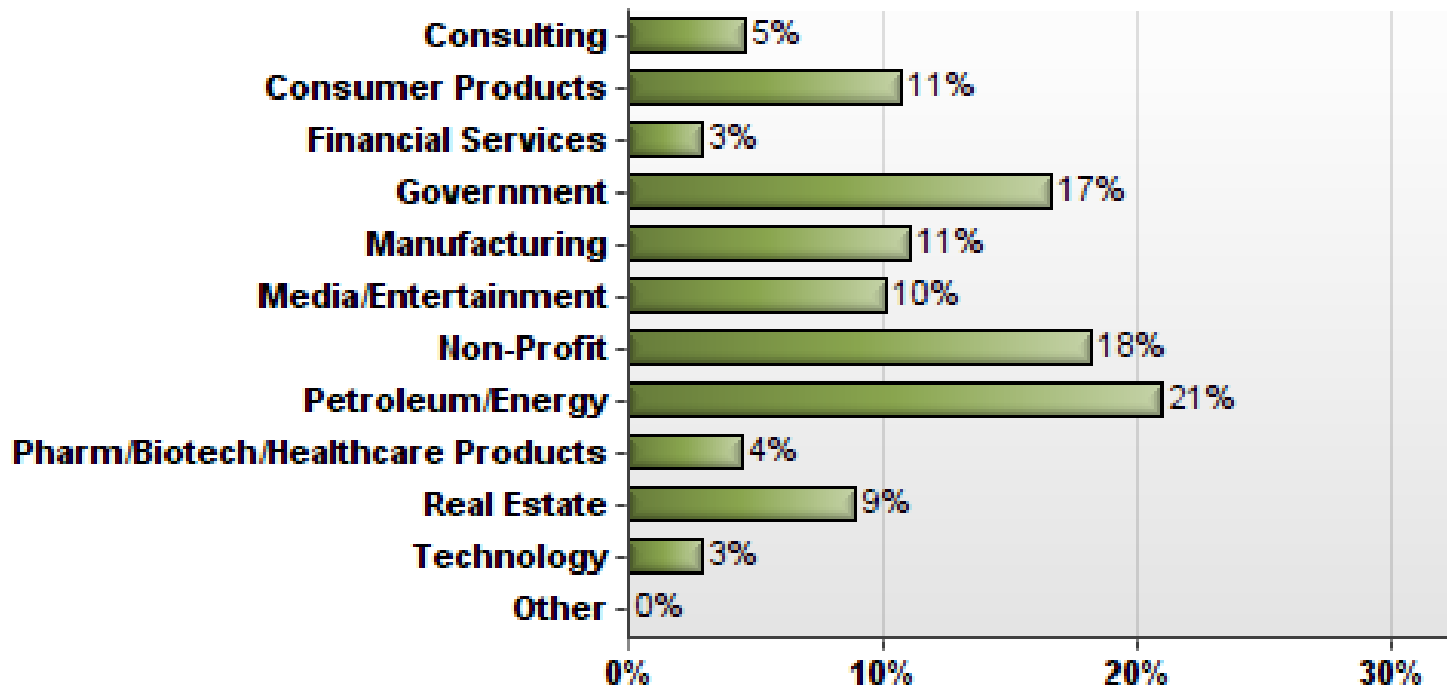
The greatest increase in internship recruiting was in the Technology industry, with Consulting and Financial Services following.



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

MBA Career Services & Employer Alliance, July 2015

Similar to with full-time recruiting, Petroleum/Energy saw the largest decrease in internship recruiting.



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

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

- Continued one-on-one career advising and personal coaching; reconfigured coaching models
- Encouraging students to consider additional industries or geographic areas
- Increased connections with alumni
- Increased use of resume books
- Enhanced on-boarding and other career preparation programming such as in-class career prep
- Innovative career events such as industry-specific networking
- Creating synergy with other departments, including faculty
- Increased use of career treks and geographic focus

Summary of Findings

- Overall, there are increases in all activities associated with recruiting MBA students for full-time and internship opportunities.
- Schools are leveraging their activities and resources to maximize their reach to employers and students: job fairs, on-campus recruiting, alumni and faculty.
- The increase in students' willingness to relocate provides more opportunities for them to network and secure internships and employment, as well as branding the school.