



Job Outlook 2011 Spring Update

APRIL 2011

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About the Survey

NACE conducted the *Job Outlook 2011 Spring Update* survey February 28 – April 8, 2011; the survey was sent to 873 employer members; 174, or 19.9 percent, responded.

By region, 28.7 percent of respondents are from the Northeast, 32.2 percent are from the Southeast, 27.6 percent are from the Midwest, and 11.5 percent are from the West.

Data are calculated on the number of respondents to each specific question. Totals may not equal 100 percent due to rounding.

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FINAL RESULTS: HIRING UP 19.3 PERCENT

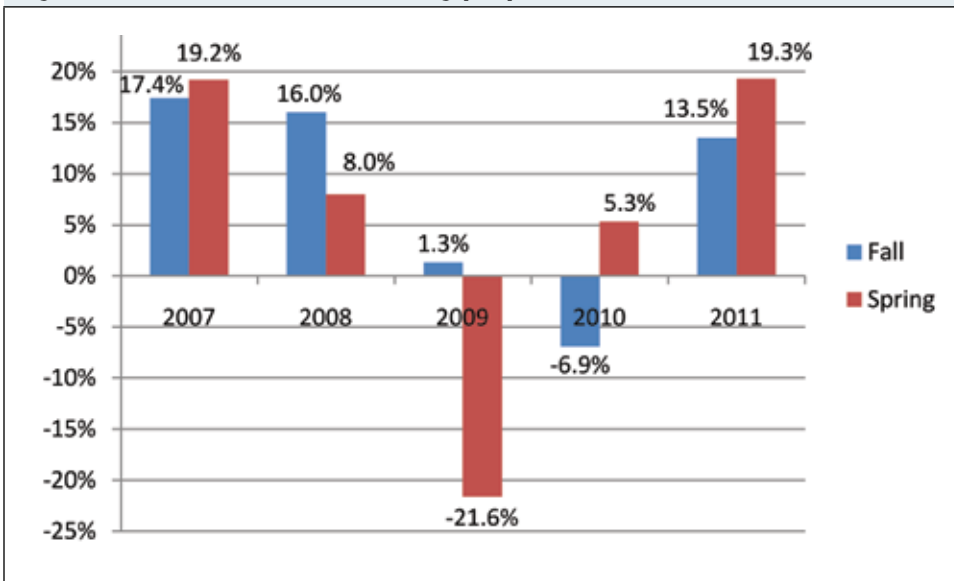
Employers plan to hire 19.3 percent more graduates in 2010-11 than they did in 2009-10. (See Figure 1.)

Figure 1: Hiring expectations, 2011 vs. 2010

Recruiting Year	Total # of Hires	Average # of Hires	Percent Change
2010-11	23,805	143	19.3%
2009-10	19,953	120	

The good news does not come as a total surprise, as the first hiring projections made for the Class of 2011 in the *Job Outlook 2011 Fall Preview* showed a planned increase in hiring of 13.5 percent for this year's crop of new graduates.

Figure 2: NACE Job Outlook hiring projections, 2007-2011



JOB POSTINGS AND APPLICATIONS

Employers were asked about the number of applications they receive for each opening. Overall, the number of applications has risen nearly 45 percent since last year at this time, but the total number of positions/job postings reported by respondents has nearly tripled. Thus, the average number of applications received per position drop from 40.5 in 2010 to just over 21 currently. (See Figure 3.)

Figure 3: Job postings vs. applications, 2011 vs. 2010

Recruiting Year	Total Number of Job Postings	Average Number of Job Postings	Total Number of Applications	Average Number of Applications per Posting
2011	14,341	105	303,242	21.1
2010	5,174	45	209,852	40.5

HIRING EXPECTATIONS BY INDUSTRY

With the exception of just four industries, increases in hiring are seen across the board, with all but one in the double-digits. (See Figure 4.)

Figure 4: Total change in hiring by industry*

Industry	Number of Hires 2010 (actual)	Number of Hires 2011 (projected)	Percent Change	Number of Respondents
Oil & Gas Extraction	849	1,043	22.9%	7
Utilities	226	310	37.2%	10
Construction	107	171	59.8%	7
Food & Beverage Mfg.	649	735	13.3%	11
Chemical (Pharmaceutical) Mfg.	1,227	1,658	35.1%	11
Computer & Electronics Mfg.	2,626	3,108	18.4%	12
Misc. Mfg.	1,070	1,372	28.2%	14
Retail Trade	640	612	-4.4%	7
Information	858	828	-3.5%	6
Finance, Insurance, & Real Estate	1,843	2,250	22.1%	20
Accounting Services	5,669	7,244	27.8%	7
Engineering Services	375	739	97.1%	8
Management Consulting	773	896	15.9%	9
Misc. Professional Services	415	371	-10.6%	10
Recreation & Hospitality	542	593	9.4%	6
Government	1,021	761	-25.5%	8

*Data are reported only for industries in which there were five or more respondents.

Results suggest that oil/gas extraction, chemical (pharmaceutical) manufacturers, computer/electronics manufacturers, and employers in the finance, insurance, and real estate group are among the best bets for Class of 2011 graduates. Each of those four employer types predicts healthy increases in overall hiring, and, within those employer categories, more than half of all organizations responding plan increases. Moreover, each plans to add an average of more than 100 new college hires.

The overall hiring outlook for the engineering services and accounting services industries is positive, but, as both groups contain a few respondents providing beyond-the-norm hiring projections, these warrant comment. In the engineering services group, responses from one organization skew the results. Without that organization's responses, the overall hiring increase falls from 97.1 percent to 38.2 percent, and the average number of hires per organization drops from 92 to 34 hires per organization.

In the accounting services industry, two employers plan to hire a disproportionately large number of new graduates, encompassing nearly 94 percent of the total new hires for the accounting services industry. Without these two responses, the overall increase drops slightly to 20 percent for the group, but the total number of hires per organization falls from 1,035 to 89 new hires per organization.

Government employers have the most dubious outlook. Of the eight respondents of the group, six expect to cut their hiring numbers.

HIRING EXPECTATIONS BY REGION

For the Class of 2011, college hiring is increasing regionally across the board. (See Figure 5.)

The increase projected by the Northeast is the largest, and nearly identical to what employers in this region projected in 2010. Compared to last year at this time, the Midwest and Western regions show the most improvement.

The regional projections are largely determined by the employer types that exist within each geographic location. One-third of the Midwestern employers fall into the employer categories with the strongest overall hiring projections, e.g. pharmaceutical manufacturers, computer/electronics manufacturers, finance/insurance/real estate, and accounting services. While the Northeast contains 70 percent of the government employers, it is also heavily dominated by the finance/insurance/real estate group, accounting services, and engineering services. Given the overall increase projected in the Northeast, the results show that the positives far outweigh the negative projections for this region.

Figure 5: College hiring by region

Region	Number of Hires 2010 (actual)	Number of Hires 2011 (projected)	Percent Change
Northeast	9,225	11,584	25.6%
Southeast	5,312	5,732	7.9%
Midwest	3,092	3,717	20.2%
West	2,324	2,772	19.3%

DEGREES AND MAJORS IN DEMAND

Most responding employers plan to hire bachelor's degrees, and just over half will hire those earning master's degrees. In addition, nearly one-quarter of respondents will hire doctoral degree graduates. In fact, responding employers that plan to hire bachelor's degrees exclusively account for just 17.8 percent of total survey respondents. (See Figure 6.)

Engineering and business majors top the list of in-demand fields. (See Figure 7.)

Figure 6: Hiring expectations by degree level

Degree Level	Average Percent of New College Hires	Number of Respondents Hiring	Percent of Total Respondents Hiring
Associate	19.1%	15	8.6%
Bachelor's	80.0%	157	90.2%
M.B.A.	15.3%	92	52.9%
Master's (Other than M.B.A.)	17.1%	91	52.3%
Ph.D.	12.8%	39	22.4%

Figure 7: Hiring expectations by major

Major	Percent of Respondents Hiring	Number of Respondents Hiring
Engineering	63%	110
Business	61%	107
Accounting	48%	83
Misc. Majors	29%	51
Physical Sciences	24%	41
Economics	20%	35
Communications	19%	33
Social Sciences	13%	22
Agriculture	9%	16
Humanities	8%	14
Health Sciences	3%	5
Education	2%	4

KEY SKILLS FOR NEW COLLEGE HIRES

The *Job Outlook 2011* report, published in November 2010, contained employer ratings for a variety of skills and qualities important in new college graduate hires. In the *Job Outlook Spring Update* survey, employers were given a slightly modified list of skills/qualities to rate. Despite the modification, verbal skills were top ranked in both iterations. (See Figure 8.)

Figure 8: Employers rate the skills/qualities in new college hires

Skill/Quality	Importance Rating*
Ability to verbally communicate with persons inside and outside the organization	4.6
Ability to make decisions and solve problems	4.5
Ability to plan, organize, and prioritize work	4.5
Ability to obtain and process information	4.4
Ability to analyze quantitative data	4.3
Technical knowledge related to the job	4.2
Proficiency with computer software programs	4.1
Ability to create and/or edit written reports	3.7
Ability to sell or influence others	3.5

* Weighted average. Based on a 5-point scale where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; 5=Extremely important

EMPLOYER EXPECTATIONS FOR SPRING 2011 RECRUITING

Expectations for spring 2011 on-campus recruiting look promising. (See Figure 9.) Results are similar to last year's expectations, with 80 percent of respondents expecting to recruit for full-time and/or internship positions.

Figure 9: Spring 2011 recruiting

	Number of 2011 Respondents	Percent of 2011 Respondents	Number of 2010 Respondents	Percent of 2010 Respondents
Full-time, only	21	12.3%	24	13.9%
Intern, only	19	11.1%	27	15.6%
Both intern & full-time	97	56.7%	85	49.1%
On-campus presence – not hiring	9	5.3%	10	5.8%
No presence – hired during fall	18	10.5%	23	13.3%
Not hiring this year	7	4.1%	4	2.3%
Total	171	100.0%	173	100.0%

EMPLOYER EXPECTATIONS FOR FALL 2011 RECRUITING

Expectations for fall 2011 also look positive. (See Figure 10.)

While the number of respondents hiring more new graduates in fall hovers around the 30 percent range, the percentage of those hiring fewer continues to decrease. In addition, the percentage of respondents who are unsure of their hiring plans for fall has dropped from nearly half of respondents in 2009 to just under one-quarter of respondents for fall 2011.


Figure 10: Expectations for Fall 2011 compared with expectations for Fall 2010 and 2009

	Number of 2011 Respondents	Percent of 2011 Respondents	Percent of 2010 Respondents	Percent of 2009 Respondents
Hire more	50	28.9%	29.3%	12.7%
Hire fewer	10	5.8%	9.2%	17.0%
Hire same	71	41.0%	29.9%	24.2%
Unsure	42	24.3%	31.6%	46.1%
Total	173	100.0%	100.0%	100.0%

SUMMARY

The picture painted by this report shows that overall college hiring continues to be encouraging for Class of 2011 graduates. Employers have upped their original projections made in early Fall, and this is the first time this has occurred since 2007, just prior to the economy beginning its slowdown.

Hiring by industry has increased nearly across the board, except for government. In addition, there is significant interest in hiring new recruits from all degree levels. Together these are significant indicators that the hiring market for new college graduates is rebounding strongly, to the benefit of Class of 2011 graduates.

For the Class of 2012, Fall 2011 recruiting expectations suggest the job market for new college graduates will continue to be stable. Slight improvements to the group of employers that will be on campus to hire, and employers that anticipate increasing their number of hires translate into a positive job market for the Class of 2012. 

SURVEY RESPONDENTS

The list below contains the names of the organizations that responded to the *Job Outlook 2011 Spring Update*. (Please note: Although 174 organizations responded, the list below includes 121, as 53 organizations preferred not to be listed.)

Acquity Group	Duff & Phelps LLC	Nestle Purina Petcare
Adaptive Methods	DuPont	Newmont Mining Corporation
ADP - Automatic Data Processing, Inc.	Energy Services, Inc.	Norfolk Southern Corp.
AeroVironment	Ernst & Young LLP	Northern Tier Energy
Akzo Nobel	Farm Credit Bank of Texas	Northrop Grumman Corporation
Allscripts	Federal Energy Regulatory Commission	Old Republic
American Airlines Inc.	Forum One Communications	Owens-Illinois Inc.
American Electric Power	Freddie Mac	Pariveda Solutions Inc.
American Income Life Insurance Company	Fuss & O'Neill, Inc.	Pennsylvania Transformer Technology, Inc.
American Water	GAP Inc.	Philadelphia Insurance Companies
ARAMARK	Garmin International Inc.	PPL Corporation
ARCADIS US Inc.	Gaylord Entertainment	Procter & Gamble Co.
ArcelorMittal USA	General Electric Company	Progress Energy Service Co.
Archer Daniels Midland Company	General Mills Inc.	Prudential
Army & Air Force Exchange Service	Genworth Financial	Questar Corporation
Bechtel Corporation	Global Tax Management, Inc.	Ralcorp Holdings, Inc.
Bell Helicopter Textron Inc.	Great Lakes Dredge & Dock Company	Raytheon Company
Bentley Systems, Incorporated	GreenbergFarrow	RBC Capital Markets
BP America	Hajoca Corporation	Robert Bosch LLC
Brady Corp.	Harris Corporation	Ross Stores Inc.
Burns & McDonnell Engineering Co. Inc.	Helmerich & Payne, Inc.	S&C Electric Co.
CB Richard Ellis	Herbert, Rowland & Grubic, Inc.	Sanofi-Aventis
CGI	Hormel Foods Corporation	Schlumberger Oilfield Services
Chevron Corporation	IBM Global Business Services	Selden Fox LTD
Chevron Phillips Chemical Company LP	IGT	Stryker Corporation
City of Bethlehem - Bethlehem Police Department	JCPenney Company, Inc.	Suffolk Construction Company, Inc.
Compass Group, The Americas Division	Kennedy & Coe LLC	SWIFT
ConAgra Foods, Inc.	Kiewit Energy	Tennessee Valley Authority
Consolidated Graphics	Lennox International Inc.	Texas Department of Transportation
Country Insurance & Financial Services	Liberty Mutual Insurance Company	The Dow Chemical Company
Cree, Inc.	Life Technologies Inc.	The Schwan Food Company
Daymon Worldwide	Lowe's Companies, Inc.	The Timken Company
Deere & Company	M&T Bank Corporation	Tindall Corporation
Dewberry	Marathon Oil Corporation	Towers Watson
Dick's Sporting Goods	Maxim Healthcare Services, Inc.	Traylor Bros., Inc.
Direct Energy	McKesson Corporation	U.S. Comptroller of the Currency
Dow Corning Corporation	Mercer	U.S. General Services Administration
	Messer Construction Co.	U.S. Postal Service
	Michelin North America	Unilever
	MidAmerican Energy Company	United Illuminating Co.
	Miller Coors	W.W. Grainger, Inc.
	Naval Acquisition Career Center	Washington Division of URS Corporation



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