



MBA CAREER SERVICES COUNCIL

MBA CSC

Founded in 1994, the MBA Career Services Council is the premier provider of education, information and expertise for the support and development of individuals in the MBA career management and employment professions.

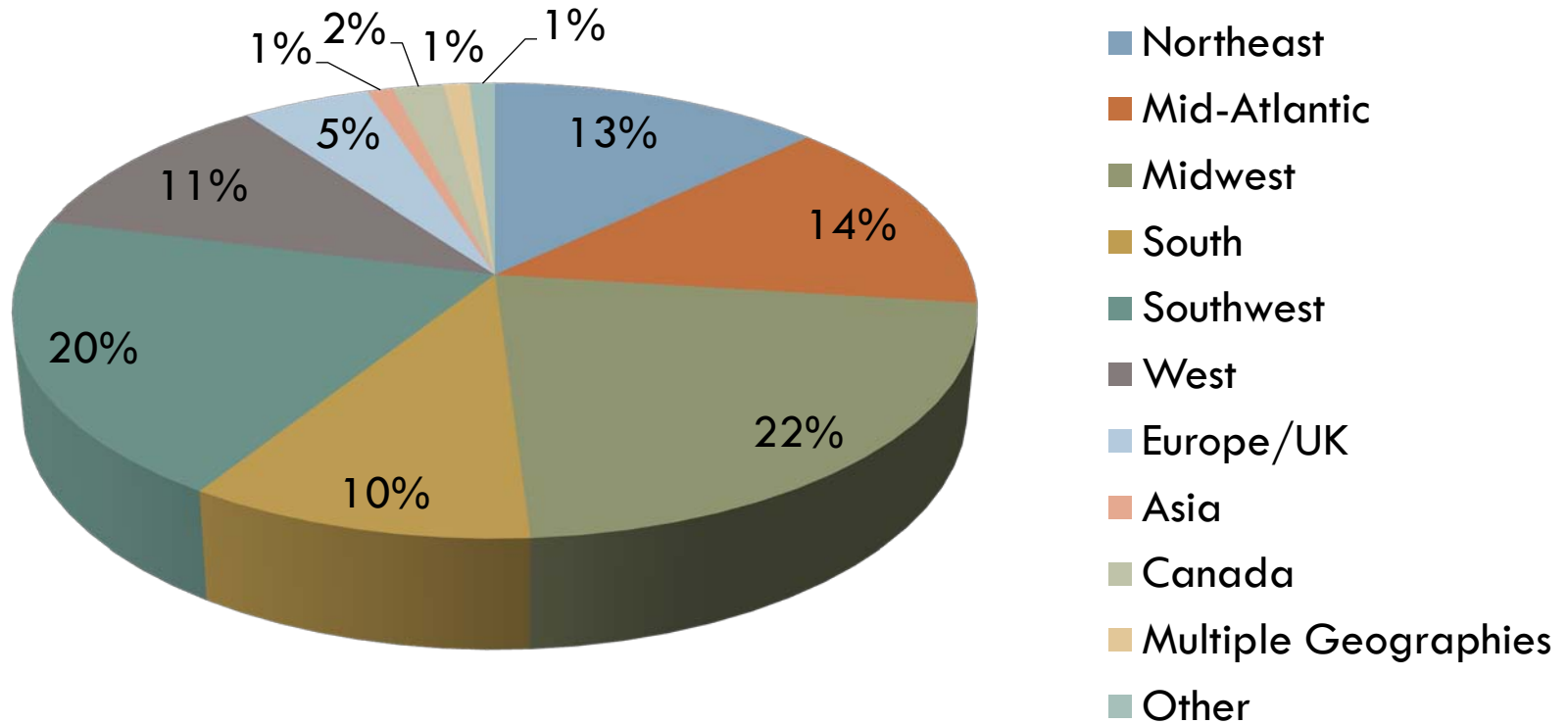
Spring 2011 Recruiting Trends Survey

Methodology

- Survey fielded via Zoomerang
- In field May 11 through May 26, 2011
- 87 programs responded to the survey
- Results compared to survey fielded in late April – May 2010 when 92 schools responded

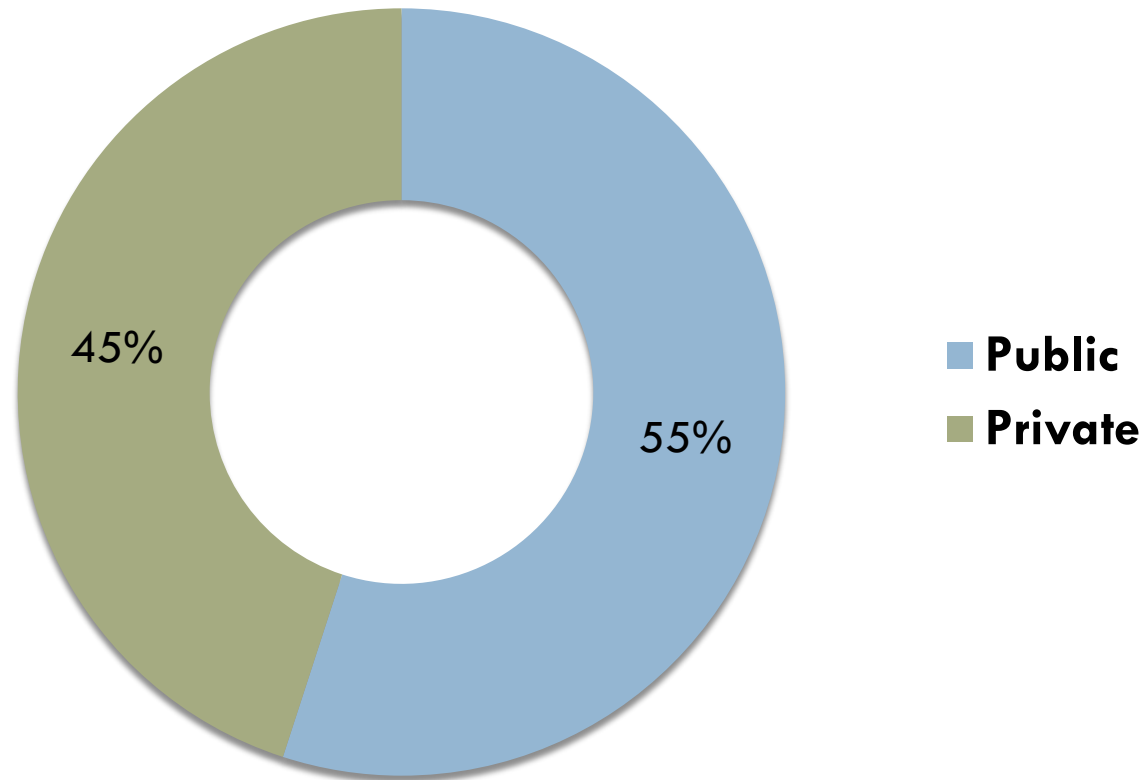
92% of respondents were North American universities.

What is the geographic location of your university?



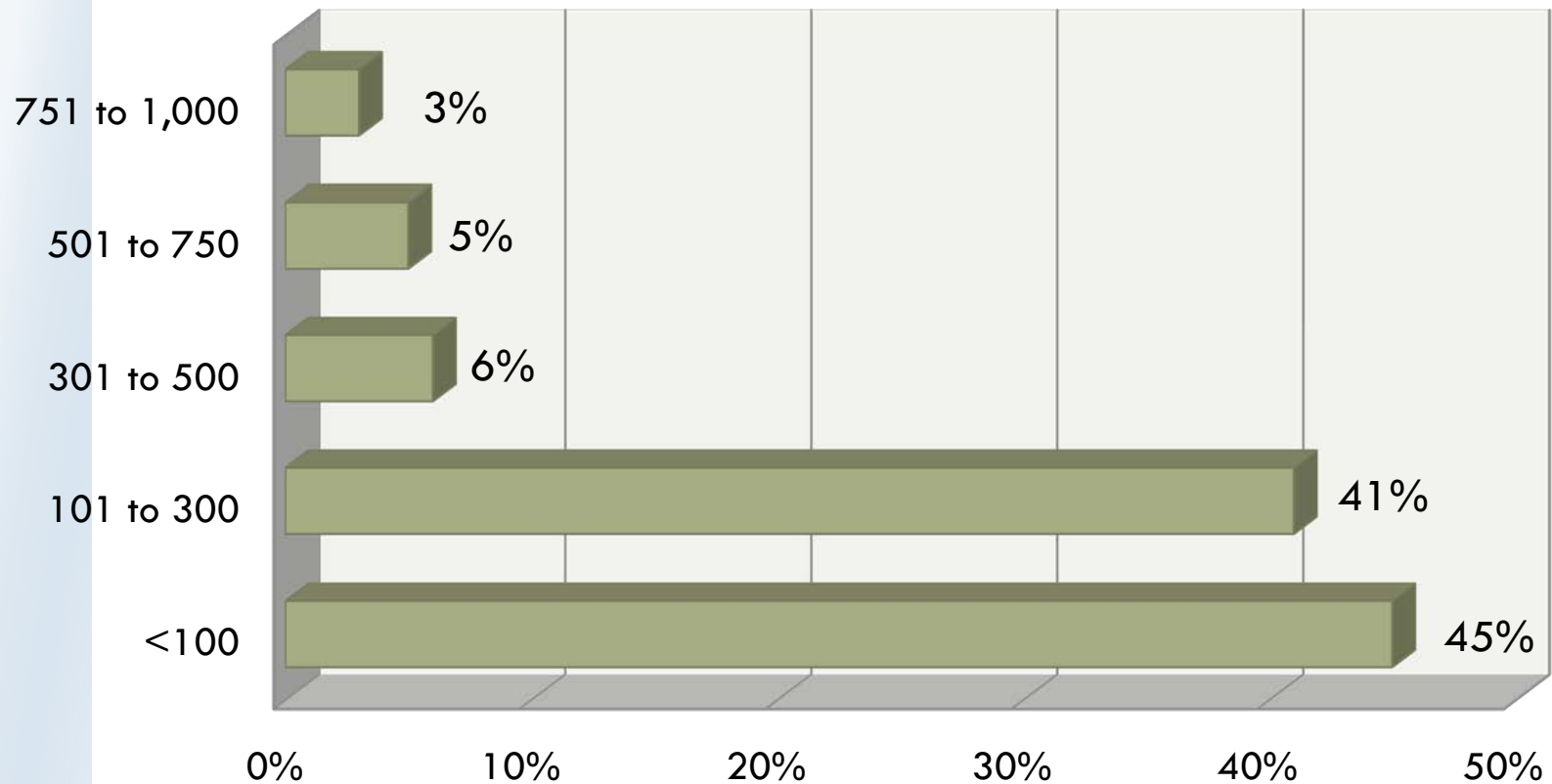
84 schools responded to the survey.

Respondents were split nearly evenly between public and private universities.



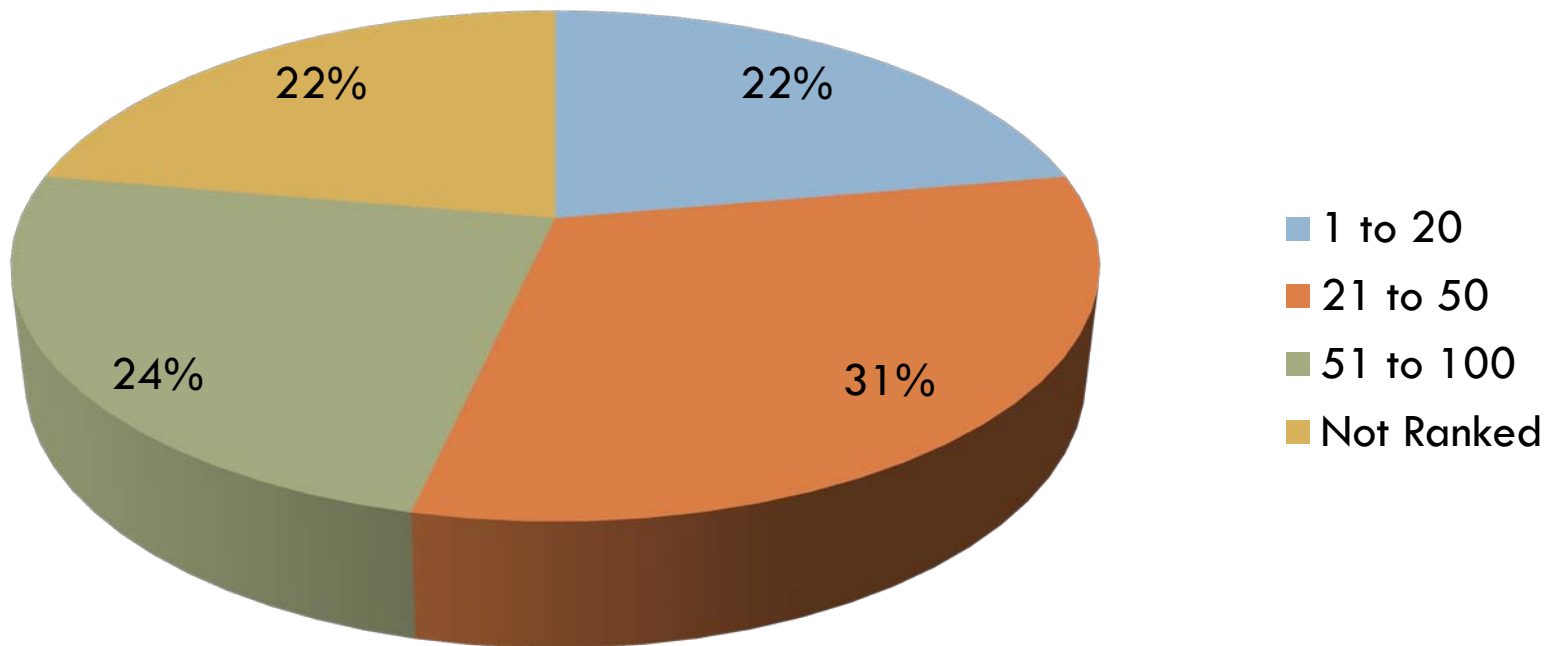
86% of respondents will graduate 300 or fewer students this year.

of full-time MBA students graduating from program this year



53% of responding programs 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?



The improving economy resulted in much stronger recruiting over the past year.

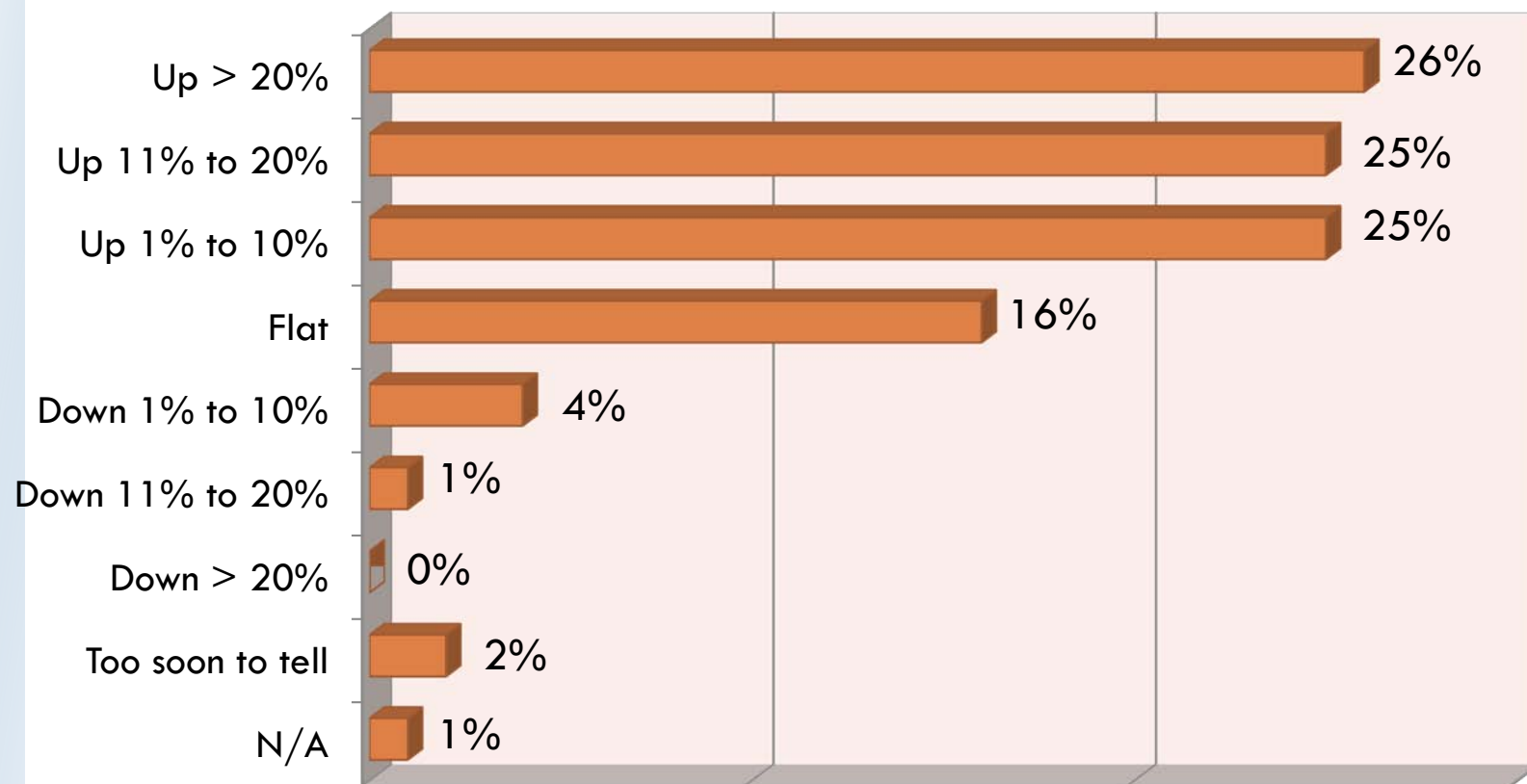
- 76% of schools reported an increase in on-campus activity for full-time positions. In 2010, just 38% reported such an increase.
- Full-time job postings continued to increase for most schools with 86% reporting more opportunities than last year. In the 2010 survey, 60% of respondents reported more full-time postings over 2009.
- Responding schools reported increases in recruiting activity in all industries; over 40% of schools reported increases in Consulting, Consumer Products, Financial Services, Pharma/Biotech/Healthcare Products, and Technology

Stronger recruiting led directly to more offers over the past year.

- Of schools reporting offer information*, nearly half (47%) indicated that 75% or more of the class of 2011 had received a full-time offer. In 2010, less than 10% of schools reported that 75% or more students had offers.
- 64% of reporting schools* indicated that at least 75% students had received an internship offer which is just slightly higher than in 2010 when 60% of schools reported that information.

76% of respondents experienced increased on-campus recruiting this year compared to the same time last year.

Overall, how do full-time, on-campus opportunities compare to last year at this time?

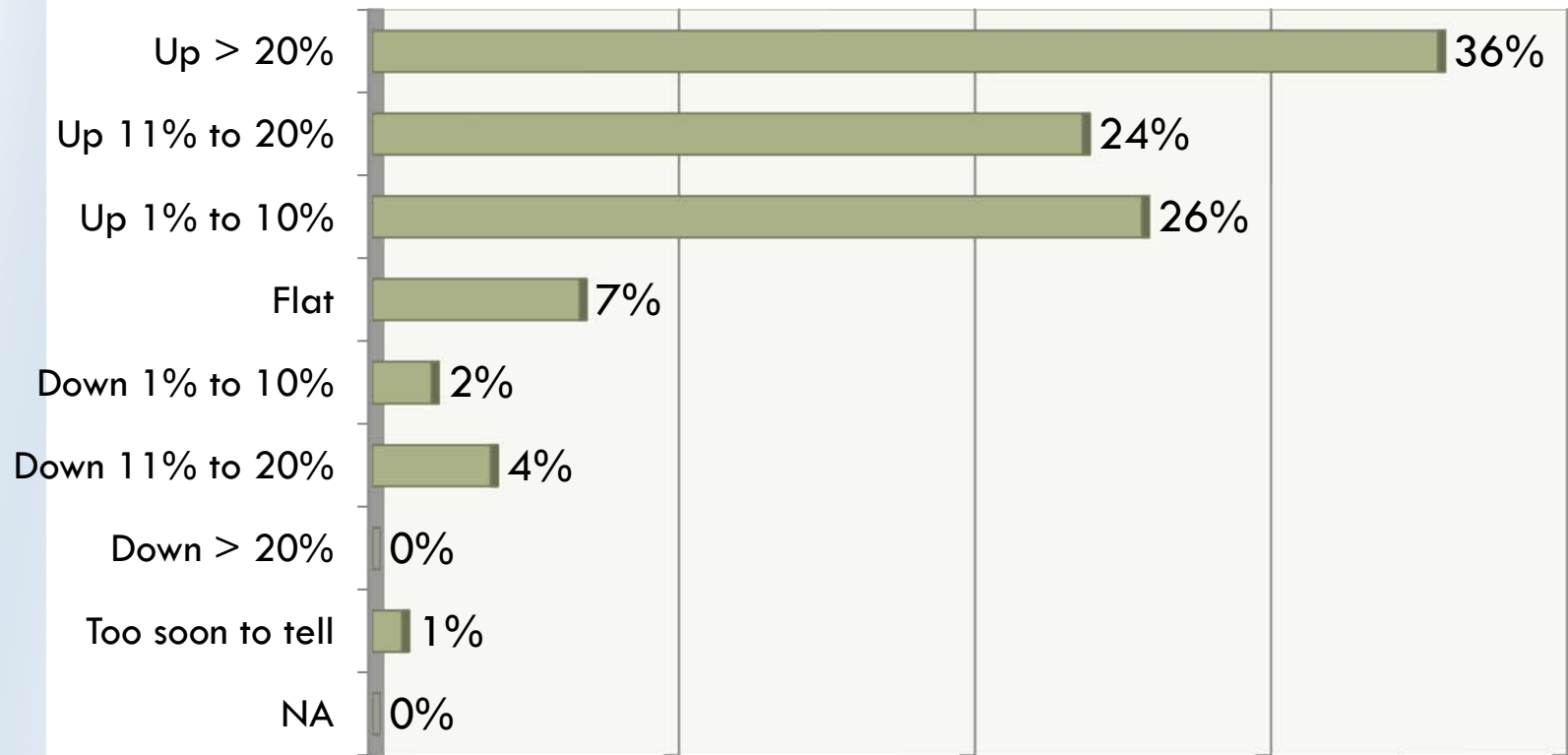


Full-time, on-campus opportunities increased regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	83%	82%	75%	58%
Flat	11%	11%	20%	26%
Down	0%	7%	0%	11%
Too soon to tell/N/A	6%	0%	5%	5%

86% of respondents reported increased full-time postings this spring while 6% reported a decrease when compared to the same time last year.

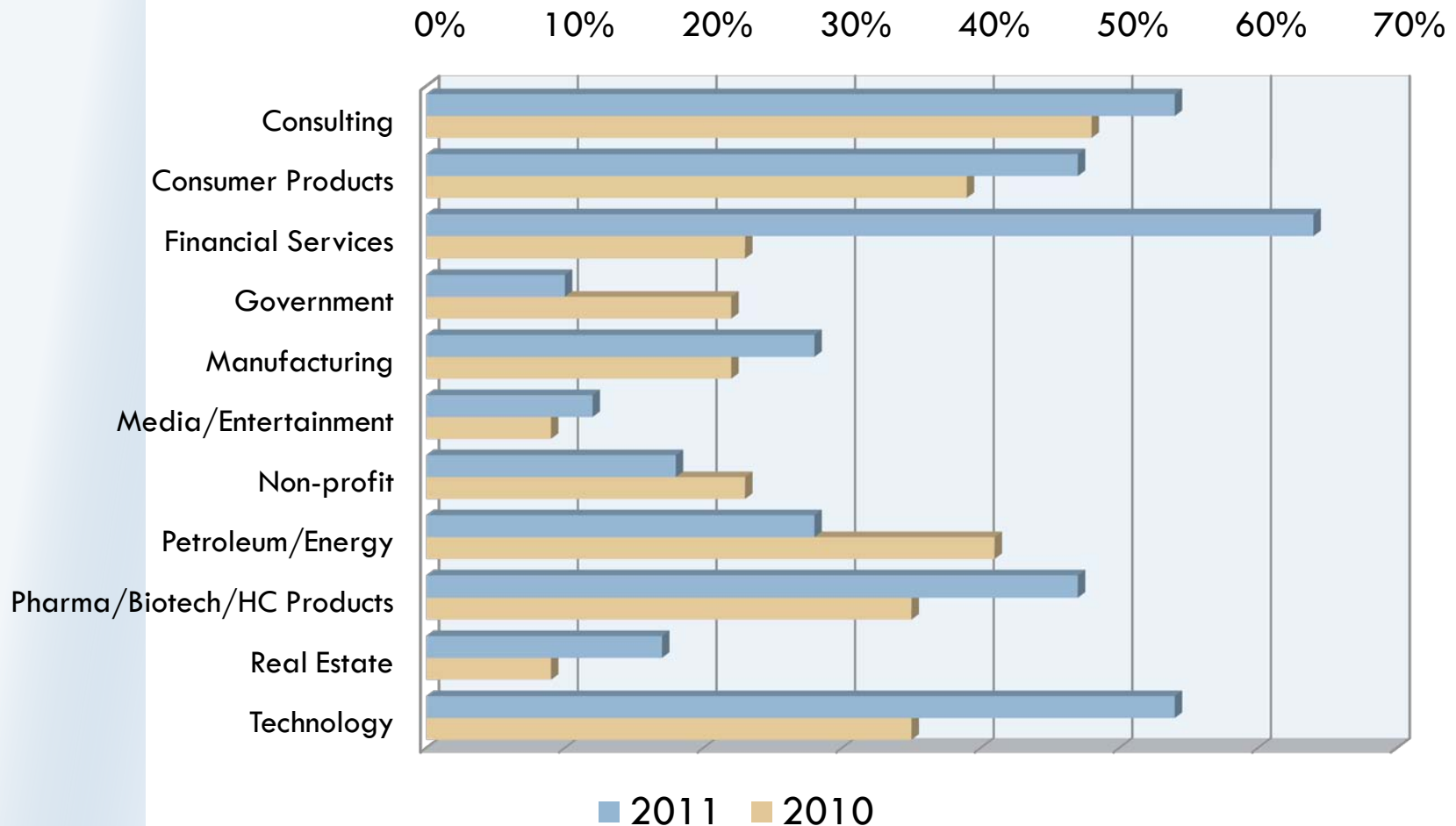
Overall, how do full-time postings compare to last year at this time?



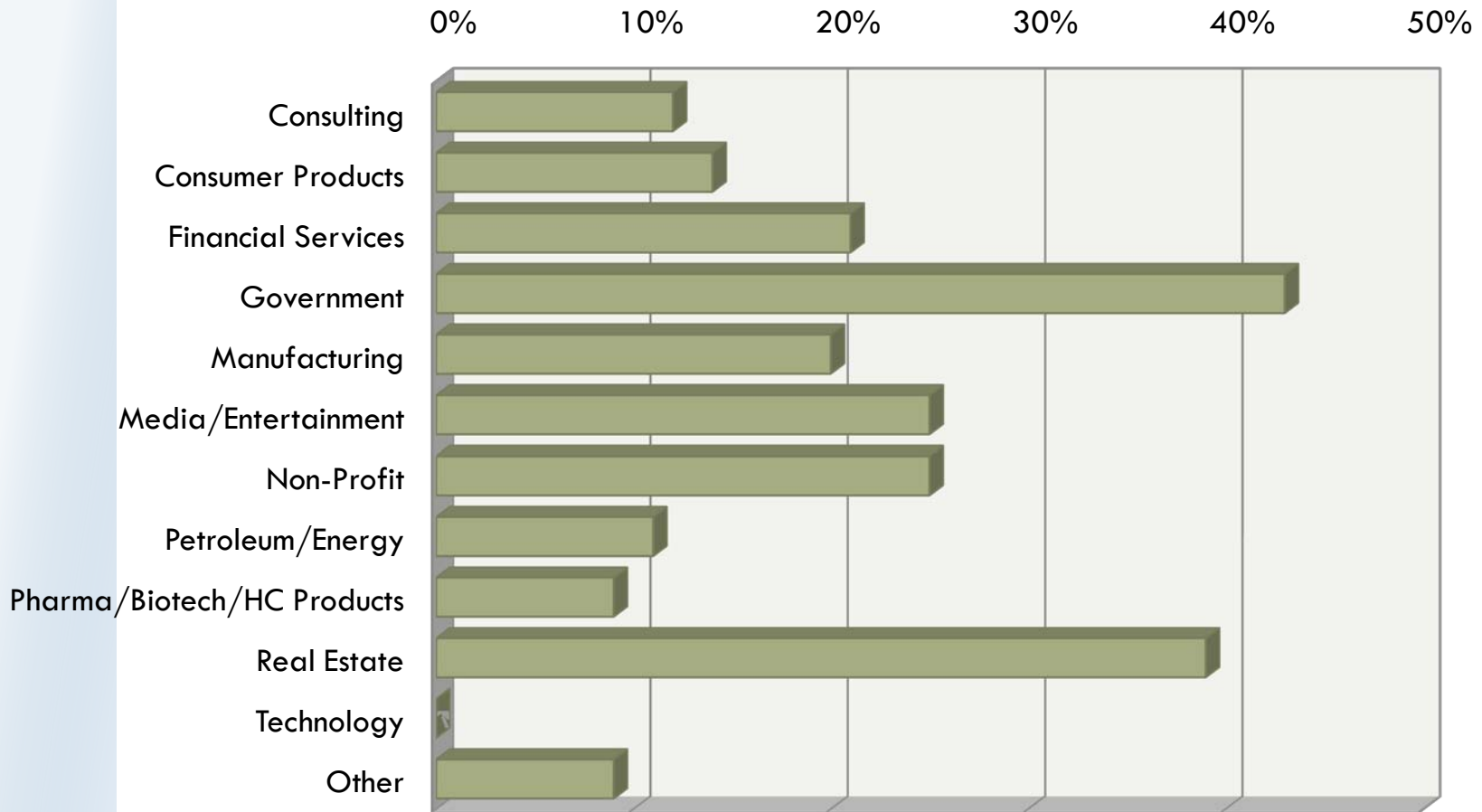
Full-time postings also increased across all schools.

% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	94%	81%	86%	84%
Flat	0%	8%	9%	11%
Down	6%	7%	5%	5%
Too soon to tell/N/A	0%	4%	0%	0%

Respondents are experiencing increased full-time recruiting activity across most industries vs. 2010.



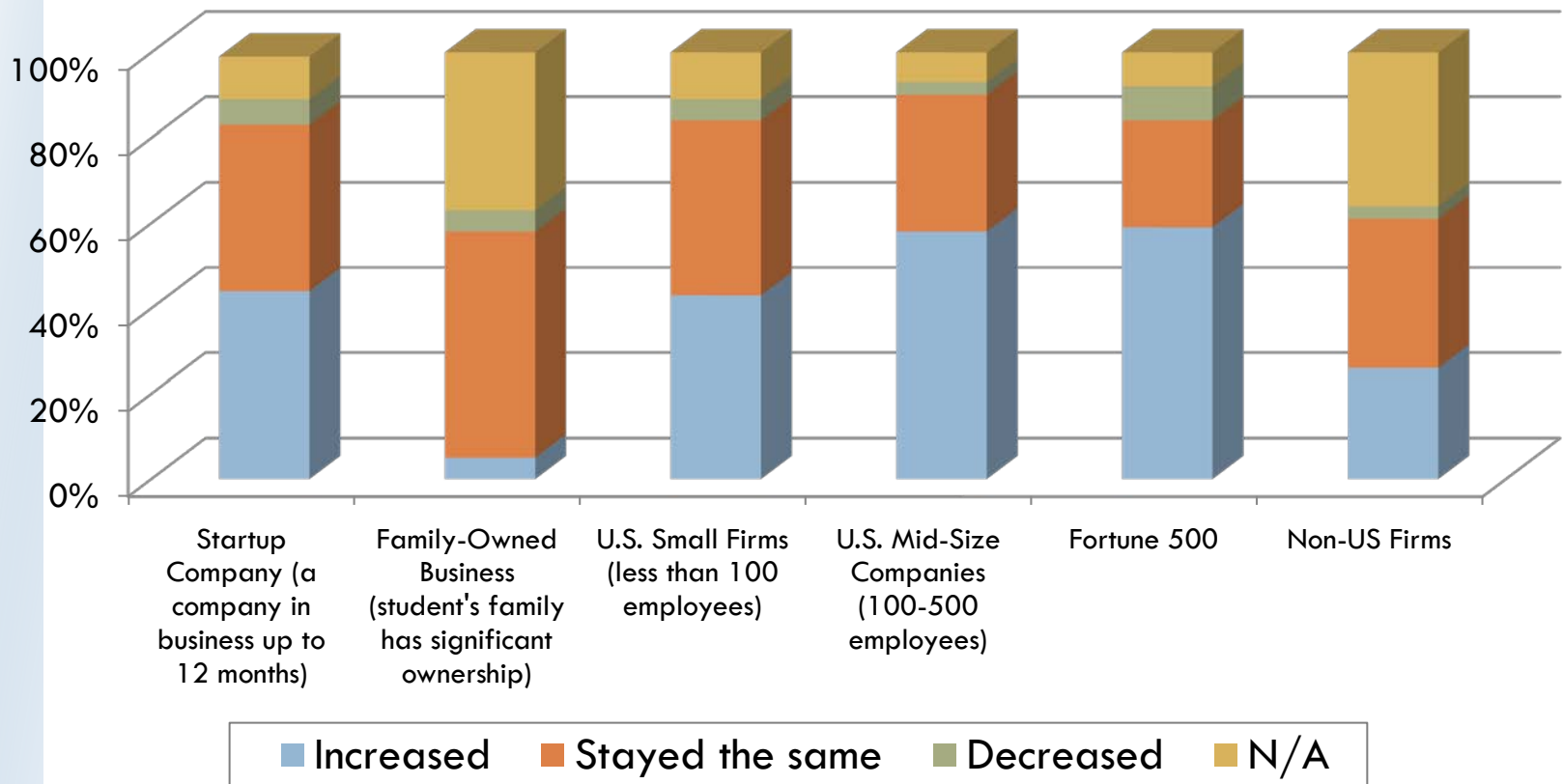
Real Estate and Government were the weakest industries compared to activity in these sectors last spring.



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

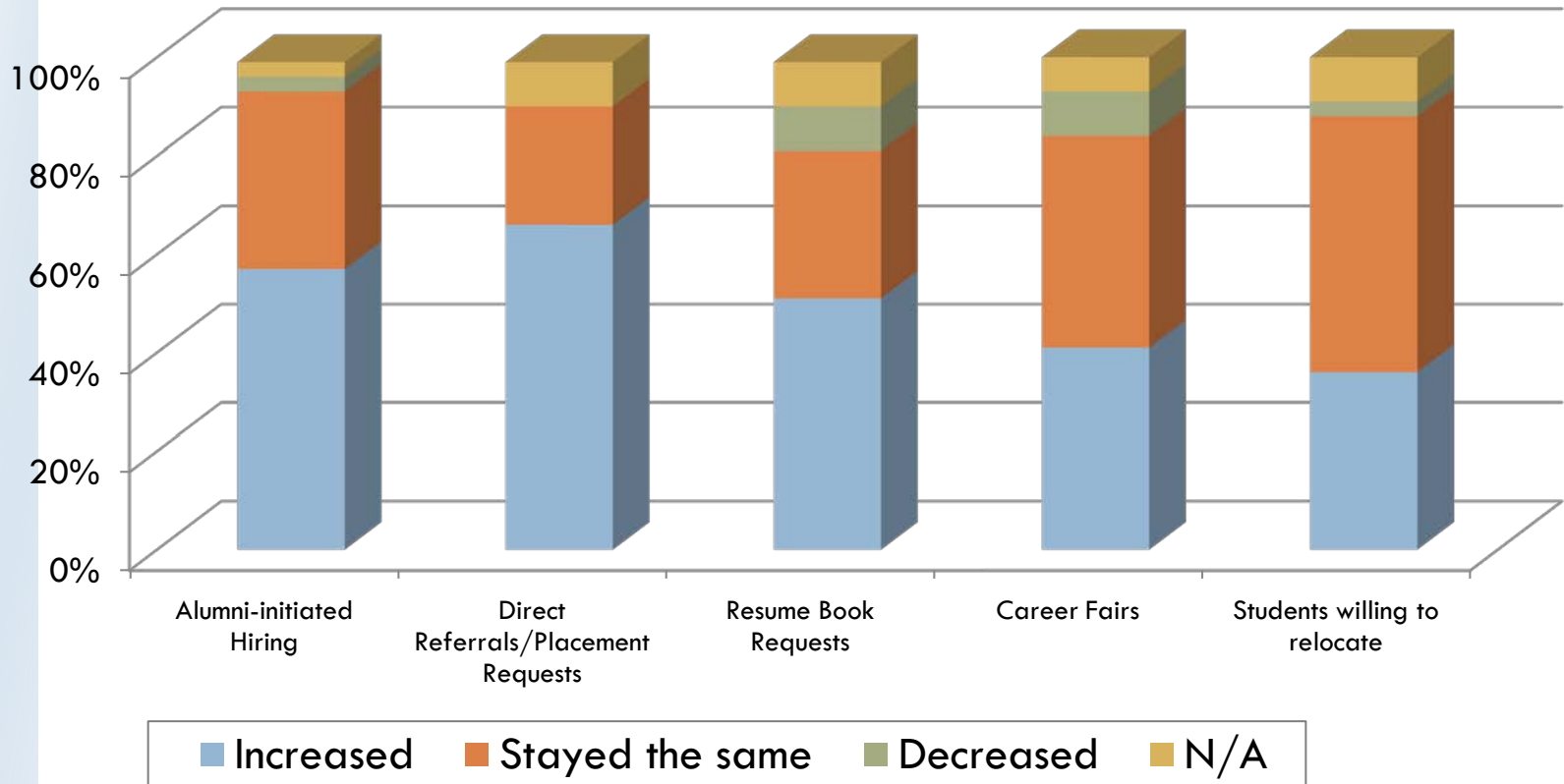
Increased recruiting activity was driven by all sizes of companies, from startup to Fortune 500.

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

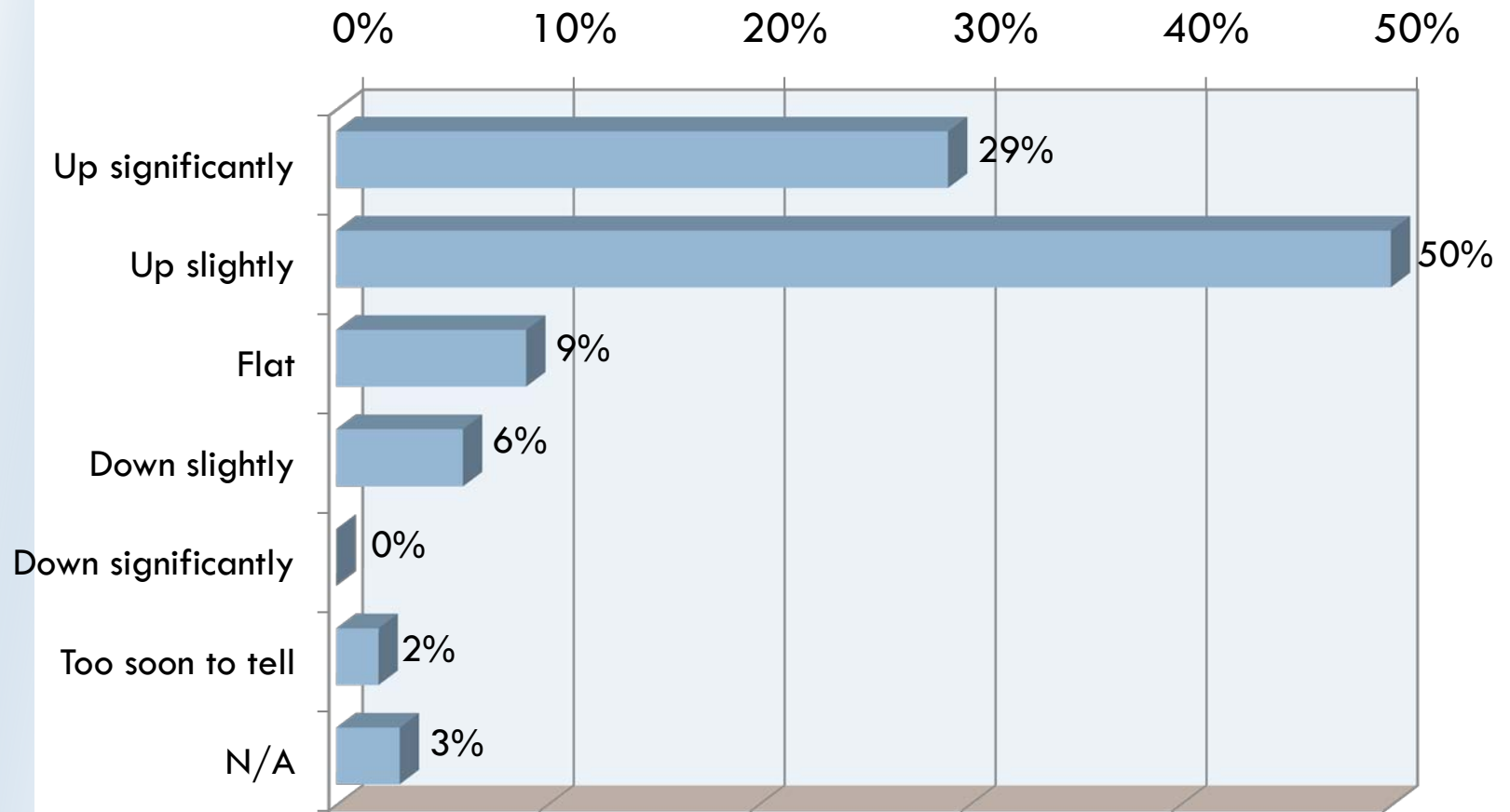


Similarly, increased recruiting activity was spurred by a variety of means.

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



Most respondents expect internship opportunities to be up compared to last year; however, 6% reported a slight decline.



Predicted internship opportunities

Schools shared a wide variety of ideas to help students.

- Hired new assistant director to focus on employer development
- Sending resumes books to companies targeted by students
- Increased outreach to alumni
- Formed accountability clubs to help keep still-seeking 1st and 2nd years motivated to continue their job search
- Further guidance on accessing the 'hidden market' and the networking skills required
- Video resumes, increased employer site visits, additional job fair, more company presentations, increase one-on-one coaching, and more correspondence opportunities
- Recently hired a full-time corporate outreach director; initiated a required career management series for all first year students

Schools shared a wide variety of ideas to help students.

- Providing scholarship dollars for students to attend national career conferences
- All of our career coaches as well as employer relations team are doing personalized/customized employer outreach. We are also using our virtual networks such as LinkedIn to make connections for students
- Combining efforts between coaching and employer relations teams to work with students on an individual basis to develop a strategy for finding jobs that match the student's goals
- Collaborating with offices across the school to find opportunities for students
- Taking a more proactive stance in attracting employers and networking amongst already placed alumni

Summary

- Full-time recruiting has rebounded strongly across most industries; it appears that many recruiters are anxious to find the MBA talent to meet their businesses' needs.
- The increases in internship recruiting continue the trend from last year and bodes well for an even stronger 2011/12.
- Still, the growth of the overall economy is relatively weak so improvement in recruiting conditions could falter without sustained growth.

More information

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