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4 | 2015

# Job Outlook 2015 Spring Update



National Association of Colleges and Employers  
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## ABOUT THE SURVEY

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The *Job Outlook 2015 Spring Update* survey was conducted from February 9 – March 23, 2015; the survey was sent to 1,029 NACE employer members; 162, or 15.7 percent, responded. The survey updates hiring projections for the Class of 2015; those projections were collected from NACE employer members from August 11 – October 7, 2014, and reported in the *Job Outlook 2015* report, published in November 2014.

By region, 25.5 percent of respondents are from the Northeast, 29.8 percent are from the Southeast, 33.5 percent are from the Midwest, and 11.2 percent are from the West.

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

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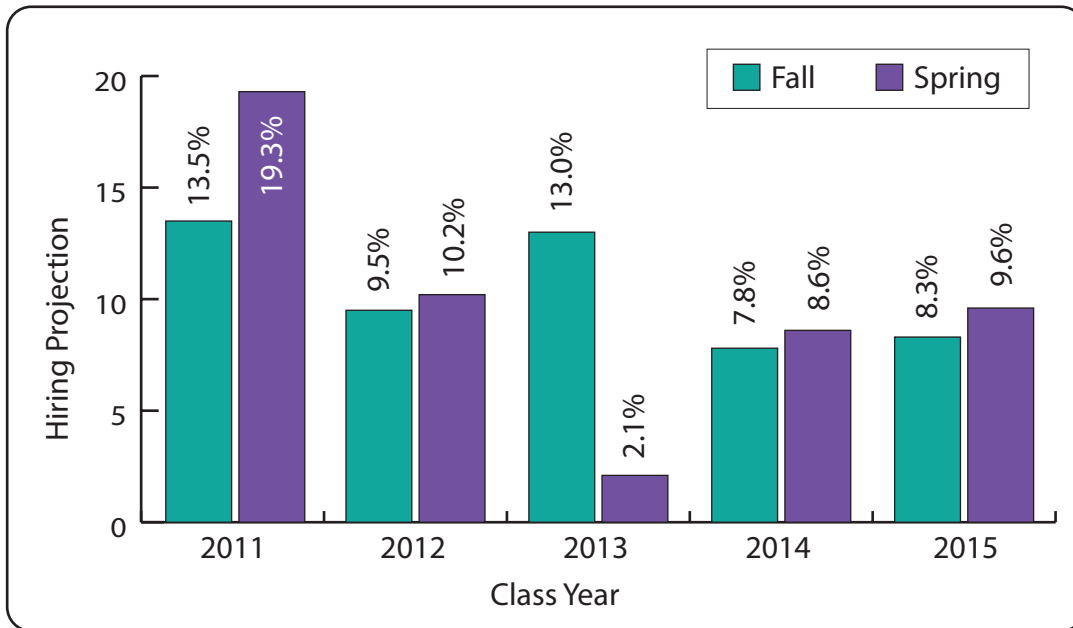
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## COLLEGE AND UNIVERSITY HIRING TO INCREASE 9.6 PERCENT

The job market for graduates from the college Class of 2015 is good and getting better. Employers that offered positive hiring projections last fall for the Class of 2015 have improved their hiring positions.

Respondents to the *Job Outlook 2015* survey reported in November 2014 that they planned to hire 8.3 percent more college graduates from the Class of 2015 than they did from the Class of 2014. Respondents to the spring update survey increased their projections, making plans to hire 9.6 percent more new graduates from the Class of 2015 than they did from the Class of 2014. (See Figure 1.)

Figure 1: Job Outlook hiring projections, 2011 - 2015\*



\*Class of 2014 and 2015 projections are for U.S. locations only. Prior years' projections are shown for informational purposes only, and should not be compared to projections for 2014 or 2015.

More than one-half of the respondents indicated that they would increase their individual hiring numbers. (See Figure 2.)

**Figure 2: Hiring plans**

<b>Job Outlook</b>	<b>Percent Increasing Hires</b>	<b>Percent Maintaining Hires</b>	<b>Percent Decreasing Hires</b>	<b>Total Number of Respondents</b>
Spring Update 2015	55.9%	11.8%	32.2%	152
Job Outlook 2015 (Fall 2014)	46.4%	45.9%	7.7%	222
Spring Update 2014	48.4%	22.2%	29.4%	153

In addition, the average number of job postings has increased since a year ago. Respondents report an average of 148 job postings—up nearly 50 percent over last year. (See Figure 3.)

The good news for Class of 2015 graduates is that more jobs are being posted this spring, and the average number of applications reported by this year's respondents has fallen slightly by five applications per posting. Hopefully, this translates to a little less competition for more new jobs.

**Figure 3: Job postings up, applications down**

<b>Recruiting Year</b>	<b>Average Number of Job Postings</b>	<b>Average Number of Applications per Posting</b>
2014-15	148	23.4
2013-14	99	28.4
2012-13	106	18.4
2011-12	116	32.6
2010-11	105	21.1



## DEGREES AND MAJORS IN DEMAND

By degree level, employers continue to show a preference for hiring candidates with bachelor's degrees. Actual and expected hiring reported by employers indicates that bachelor's degree candidates will make up more than eight of every 10 new hires. (See Figures 4 and 5.)

**Figure 4: Hiring expectations by degree level for 2015**

Degree Level	Average Percent of New College Hires	Number of Respondents Hiring	Percent of Total Respondents Hiring
Associate	12.3%	24	15.4%
Bachelor's	81.9%	154	98.7%
M.B.A.	10.3%	78	50.0%
Master's (Other than M.B.A.)	15.8%	101	64.7%
Ph.D.	8.3%	36	23.1%

**Figure 5: Actual hiring by degree level for 2014**

Degree Level	Average Percent of New College Hires	Number of Respondents Hiring	Percent of Total Respondents Hiring
Associate	13.9%	23	15.5%
Bachelor's	81.9%	146	98.6%
M.B.A.	10.6%	69	46.6%
Master's (Other than M.B.A.)	17.3%	88	59.5%
Ph.D.	8.6%	32	21.6%

Nearly three-quarters of total respondents plan to target students earning engineering degrees. Students graduating with degrees in business, computer science, and accounting follow closely behind in terms of demand, with more than half of employers seeking to hire them. (See Figure 6.)

Figure 6: Hiring expectations by major

Academic Discipline	Number of Respondents Hiring Discipline	Percent of Total Respondents Hiring Discipline	Average Percent of Total New Recruits Within Discipline
Engineering	111	72.1%	56.6%
Business	105	68.2%	26.9%
Computer Sciences	89	57.8%	23.2%
Accounting	78	50.6%	18.1%
Misc. Majors	48	31.2%	19.5%
Economics	45	29.2%	10.2%
Physical Sciences	36	23.4%	14.1%
Communications	27	17.5%	11.3%
Humanities	17	11.0%	7.2%
Social Sciences	16	10.4%	6.4%
Agriculture	13	8.4%	6.8%
Education	8	5.2%	32.8%
Health Sciences	5	3.2%	8.0%



## CAREER READINESS COMPETENCIES

In this year's survey, employers were asked to rate seven competencies (defined below) in terms of their organizations' essential need for college graduates to successfully enter their work forces.

Competency*	Definition
Critical Thinking/Problem Solving	Exercise sound reasoning and analytical thinking; obtain, interpret, and use knowledge, facts, and data to analyze situations, make decisions, and solve workplace problems; and demonstrate originality and inventiveness in work.
Oral/Written Communications	Articulate thoughts, ideas clearly and effectively with persons inside and outside of organization; demonstrate public speaking skills; and communicate new ideas to others; write/edit memos, letters, and complex technical reports clearly and effectively.
Teamwork/Collaboration	Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints; be able to work within team structure; and be able to negotiate and manage conflicts.
Information Technology Application	Select and use appropriate technology to accomplish a given task and apply computing skills to problem solving.
Leadership	Leverage the strengths of others to achieve common goals; use interpersonal skills to coach and develop others; demonstrate ability to assess and manage one's own emotions and those of others, using empathetic skills to guide and motivate; and prioritize and delegate work.
Professionalism/Work Ethic	Demonstrate personal accountability, effective work habits, e.g. punctuality, working productively with others, and workload management, and understand impact of non-verbal communication on professional work image; demonstrate integrity and ethical behavior; act responsibly with the interests of the larger community in mind; and be able to learn from one's mistakes.
Career Management	Identify and articulate one's skills, strengths, knowledge, and experience relevant to position desired and career goals; identify areas necessary for professional growth; be able to navigate and explore job options and how to take the steps necessary for pursuing opportunities; and understand how to self-advocate for opportunities in the workplace.

\*Content adapted from *Are They Really Ready to Work*, with permission from authors Linda Barrington, Jill Casner-Lotto, and Mary Wright; in collaboration with Partnership for 21st Century Skills, Corporate Voices for Working Families, the Society for Human Resource Management, and The Conference Board, Inc., 2006.



The results of the essential need ratings are shown in Figure 7. While the competencies are defined more clearly now, the similarity in ratings to “desired skills and abilities” presented in previous years’ *Job Outlook* reports reinforces the fact that there are certain competencies employers continue to need, value, and desire in their new college hires.

**Figure 7: Employers rate career readiness competencies in terms of essential need**

Competency	Essential Need Rating*
Critical Thinking/Problem Solving	4.7
Teamwork	4.6
Professionalism/Work Ethic	4.5
Oral/Written Communications	4.4
Information Technology Application	3.9
Leadership	3.9
Career Management	3.6

\*Weighted average. Based on a 5-point scale where 1=Not essential, 2=Not very essential; 3=Somewhat essential; 4=Essential; 5=Absolutely essential



## SPRING 2015 RECRUITING PLANS

It appears that on-campus recruiting this spring will mirror spring 2014 activity. More than half of employers report that they will be on campus to hire for both internships and full-time positions. (See Figure 8.) Also, the percentage of respondents not hiring, whether they plan to be on campus or not, remains below 10 percent.

Figure 8: Spring 2015 recruiting

	Number of 2015 Respondents	Percent of 2015 Respondents	Number of 2014 Respondents	Percent of 2014 Respondents
Full-time, Only	12	7.5%	18	11.7%
Intern, Only	25	15.6%	16	10.4%
Both Intern & Full-time	91	56.9%	98	63.6%
On-campus Presence – Not Hiring	13	8.1%	8	5.2%
No Presence – Hired During Fall	18	11.3%	13	8.4%
Not Hiring This Year	1	0.6%	1	0.7%
Total	160	100.0%	154	100.0%



## LOOKING AHEAD TO FALL 2015 RECRUITING FOR THE CLASS OF 2016

Early reports on recruiting for graduates of the Class of 2016 look positive, with more than one-third of employers indicating they have plans to hire more new graduates in the fall of 2015 than they did in fall 2014. (See Figure 9.)

**Figure 9: Expectations for fall 2015 compared with expectations for fall 2014 and 2013**

	Number of 2015 Respondents	Percent of 2015 Respondents	Percent of 2014 Respondents	Percent of 2013 Respondents
Hire More	58	35.8%	42.9%	30.8%
Hire Fewer	14	8.6%	3.2%	11.8%
Hire Same	60	37.0%	37.0%	60.8%
Unsure	30	18.5%	16.9%	5.7%
Total	162	100.0%	100.0%	100.0%

The first official hiring projections for the Class of 2016 will be collected from employers later this summer and reported in fall 2015.



## APPENDIX

Figure 10: Respondents by type of organization

Organization Type	Number of Respondents	Percent of Respondents
For Profit, Publicly Held	84	52.2%
For Profit, Private	68	42.2%
Nonprofit	5	3.1%
Government Agency	4	2.5%

Figure 11: Respondents by size of company

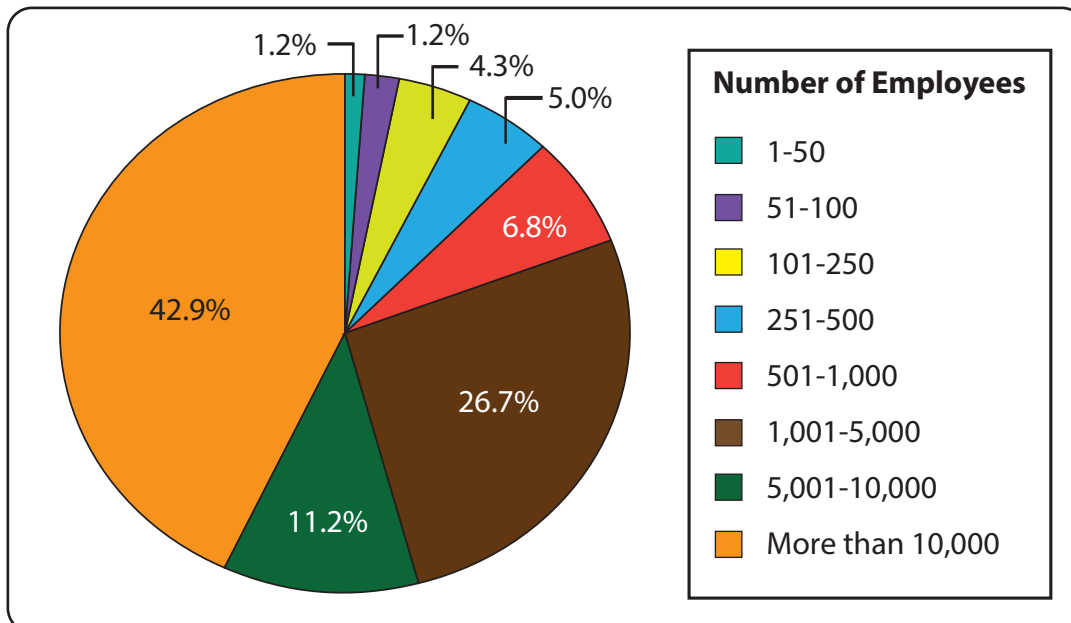


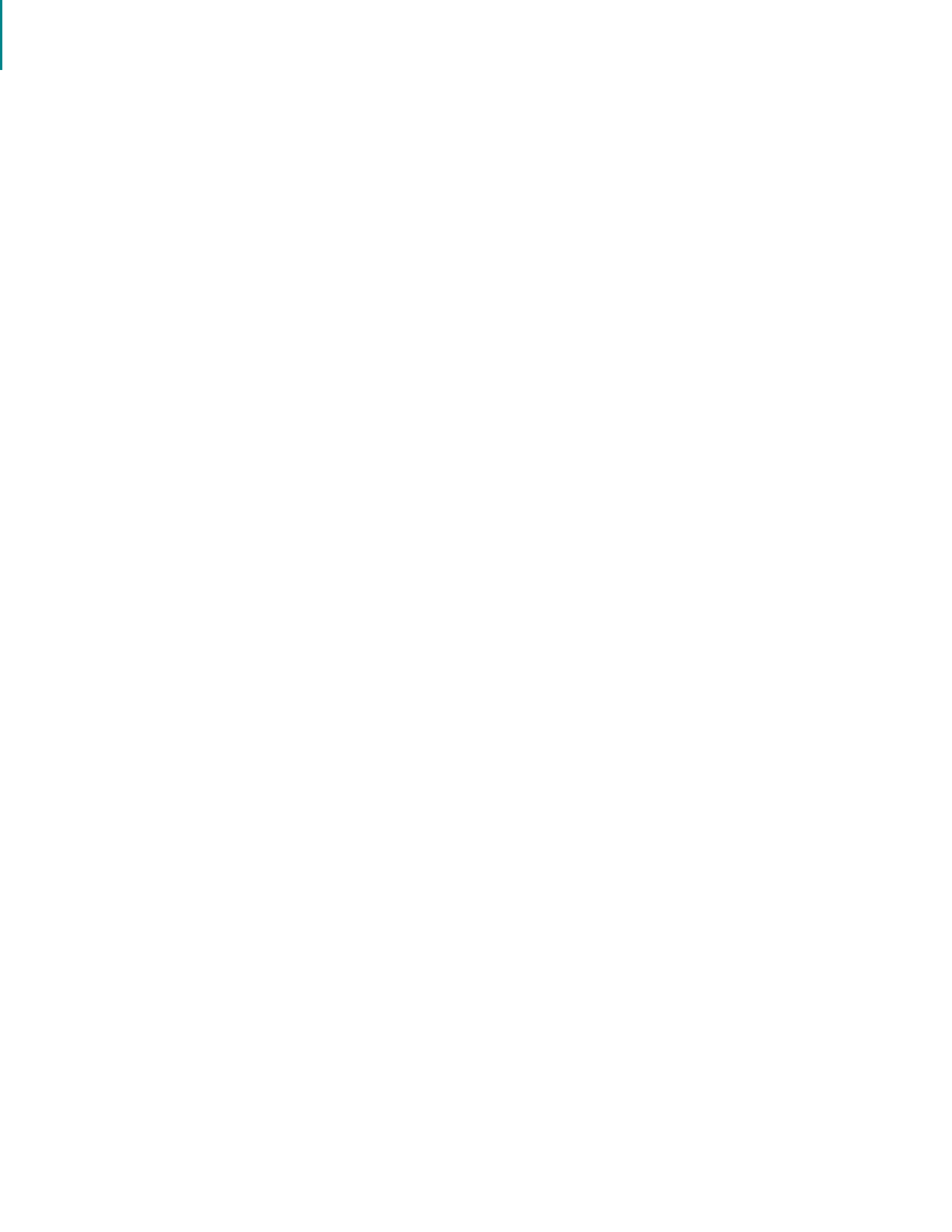
Figure 12: Respondents by industry

Industry	Number of Respondents	Percent of Respondents
Oil & Gas Extraction	13	8.0%
Utilities	9	5.6%
Construction	6	3.7%
Food & Beverage Mfg.	6	3.7%
Chemical (Pharmaceutical) Mfg.	18	11.1%
Computer & Electronics Mfg.	13	8.0%
Motor Vehicle Mfg.	6	3.7%
Misc. Mfg.	10	6.2%
Wholesale Trade	4	2.5%
Retail Trade	6	3.7%
Transportation	4	2.5%
Information	5	3.1%
Finance, Insurance, & Real Estate	18	11.1%
Accounting Services	8	4.9%
Engineering Services	10	6.2%
Management Consulting	5	3.1%
Misc. Prof. Services	8	4.9%
Social Services	4	2.5%
Recreation & Hospitality	3	1.9%
Misc. Support Services	3	1.9%
Government	3	1.9%
Total	162	100.0%

## Survey Respondents

The following organizations took part in the NACE *Job Outlook 2015 Spring Update* survey. (Note: Although 162 organizations responded, the list below includes 133, as 29 organizations preferred not to be listed.)

ADP	Equinix	Payless ShoeSource
Air Products & Chemicals Inc.	Excella Consulting	Perficient
American Bureau of Shipping	Exxon Mobil Corporation	PlastiComp, Inc.
American Express Company	FirstEnergy Corporation	Polaris Industries, Inc.
ARAMARK	Fluor Corporation - Global Recruiting	POWER Engineers, Inc.
ArcelorMittal USA	FMC Technologies, Inc.	PPL Corporation
Arizona Public Service	Freeport-McMoRan Copper & Gold Inc.	PrimeSource Building Products, Inc.
ARM Inc.	General Electric Company	Procter & Gamble Co.
Asurion Corporation	Georgia Tech Research Institute	Progressive Insurance
Audubon Engineering	Gilead Sciences, Inc.	Protiviti Inc.
Balfour Beatty Construction	Great Lakes Dredge & Dock Company	Pure Storage
Baxter Healthcare Corporation	HNTB Companies	Rogers Corporation
Bechtel Bettis, Inc.	Hormel Foods Corporation	ROHM Semiconductor USA, LLC
Blackbaud, Inc.	INEOS	Rosetta
Blue Cross and Blue Shield of IL, MT, OK, NM and TX	Infineum USA L.P.	S&C Electric Co.
BreitBurn Energy	INROADS, Inc.	Schlumberger Oilfield Services
Burlington Stores	KeyBank	Sealed Air Corporation
Burns & McDonnell Engineering Co. Inc.	KPMG LLP	Selden Fox LTD
California State Auditor	L-3 Communications Aerospace Systems-Mission Integration	South Jersey Industries
Cambridge Associates LLC	Lake Shore Cryotronics, Inc.	Southern California Edison
Campbell Soup Company	Lam Research Corporation	Southwest Airlines Co.
Carpenter Technology Corporation	Liberty Mutual Insurance Company	Southwestern Energy Company
CDM Smith	Linde	Sun Life Financial
CDW	Lord Corporation	Sundt Construction Inc.
CGI Federal	Macy's, Inc.	SWIFT
City Year, Inc.	MAVERICK Technologies	Synchrony Financial
Compass Group North America	Meaden & Moore	Synergy Associates LLC
ConAgra Foods, Inc.	Merck & Co., Inc.	T. Rowe Price Associates
ConocoPhillips Company	Minntronix Inc.	Teradata Corporation
Contech Engineered Solutions LLC	Modern Woodmen of America	Textron Inc.
Continental AG	Mondeléz International	The Bozzuto Group
CoreLogic	MUFG Union Bank, N.A.	The PFM Group
COUNTRY Financial	NetApp	The Rehmann Group
Crowe Horwath LLP	Newfield Exploration Company	The Timken Company
Dick's Sporting Goods	Nexen Energy ULC	The Walsh Group
Direct Energy	Northrop Grumman Corporation	Tindall Corporation
Discover Financial Services	Olin Chlor Alkali Products	Toys "R" Us, Inc.
dunnhumbyUSA	ONEOK, Inc.	True Partners Consulting, LLC
DuPont	Owens Corning	Turner Construction Company
Ecolab Inc.	Pacific Gas and Electric Company	U.S. Comptroller of the Currency
Edward Jones	Pariveda Solutions Inc.	Union Pacific Railroad Company
Emerson	Parsons Corporation	United Airlines
ENERCON Services, Inc.		United Launch Alliance
Entergy Services, Inc.		Verizon
		Wipfli LLP
		Wood Group





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