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# Job Outlook 2013



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## ABOUT THE *JOB OUTLOOK 2013* SURVEY

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The Job Outlook survey is a forecast of hiring intentions of employers as they relate to new college graduates. Each year, the National Association of Colleges and Employers (NACE) surveys its employer members about their hiring plans and other employment-related issues in order to project the market for new college graduates for the current class and to assess a variety of conditions that may influence that market.

From July 25, 2012 through September 10, 2012, data was collected for the Job Outlook 2013 survey. A total of 244 surveys were returned – a 25.2 percent response rate.

Of those responding, 14.3 percent of respondents were from the West, 27.5 percent were from the Northeast, 27.9 percent were from the Southeast, and 30.3 percent were from the Midwest. For a list of respondents by industry and size, and a partial list of organizations that supplied data for this report, see page 34.

Totals throughout the report may not equal 100 percent due to rounding.

NACE expects to provide a formal update of job market information once more in the 2012-13 academic year: The Job Outlook 2013 Spring Update survey (data collected in February-March) will give NACE members a final update on hiring for 2012-13 graduates. Results will be available in early April.

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## FOR THE CLASS OF 2013, 13 IS A LUCKY NUMBER

When it comes to the job market for new college graduates, 13 is proving to be a lucky number. Respondents to the *Job Outlook 2013* survey are reporting that they plan to hire 13 percent more new college graduates in 2012-13 than they did in 2011-12. Hiring appears to be on the upswing as this year's anticipated increase is higher than both the original and final hiring projections for the Class of 2012. (See Figure 1.)

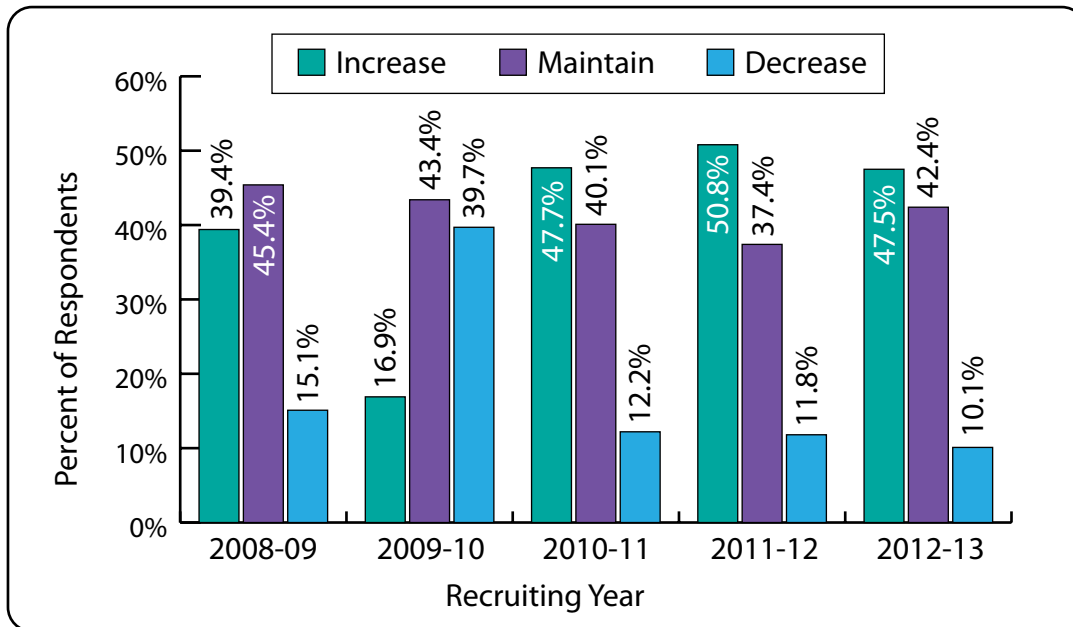
There are other factors that point to a positive job market for Class of 2013 graduates: For example, the percentage of employers with plans to decrease their individual hiring numbers has dropped to its lowest level in five years. (See Figure 2.) And, while the group of respondents with plans to increase their hiring has dipped slightly this year, it still represents the largest portion of the respondents.

The combination of these factors paints an encouraging picture of the job market for Class of 2013 graduates.

Figure 1: Job Outlook hiring projections, 2007-2013



Figure 2: Employers' hiring expectations



As expected, the increase in college hiring is primarily the result of company growth or an increase in business. But these weren't the only reasons for hiring increases. Employers also noted they are hiring to feed their talent pipelines with new college graduates, to compensate for an aging work force, and to establish new college recruiting programs or expanding existing ones.

Employers that plan to maintain their number of college hires reported steady business conditions and, therefore, no need to change their college hiring numbers. An uncertain economy, level budgets, and low turnover were other key factors contributing for these employers holding steady.

Of the 10 percent of respondents with plans to lower their college hires, three common reasons prevailed: reorganization, less business, and economic uncertainty.

### Available vs. Unfilled Positions for New College Graduates

When asked about their total positions available and how many went unfilled in 2011-12, employers reported an average of 152 openings and five that went unfilled.



This compares favorably to 2010-11; not only did employers have more positions available in 2011-12, but they left fewer of them unfilled (see Figure 3).

Figure 3: Available vs. unfilled positions for 2011-12 and 2010-11 graduates

| Recruiting Year | Total Number of Available Positions | Average Number of Available Positions | Total Number of Unfilled Positions | Average Number of Unfilled Positions | Percent of Unfilled to Available Positions |
|-----------------|-------------------------------------|---------------------------------------|------------------------------------|--------------------------------------|--|
| 2011-12         | 24,854                              | 152                                   | 855                                | 5                                    | 3.4%                                       |
| 2010-11         | 24,356                              | 148                                   | 1,172                              | 7                                    | 4.8%                                       |

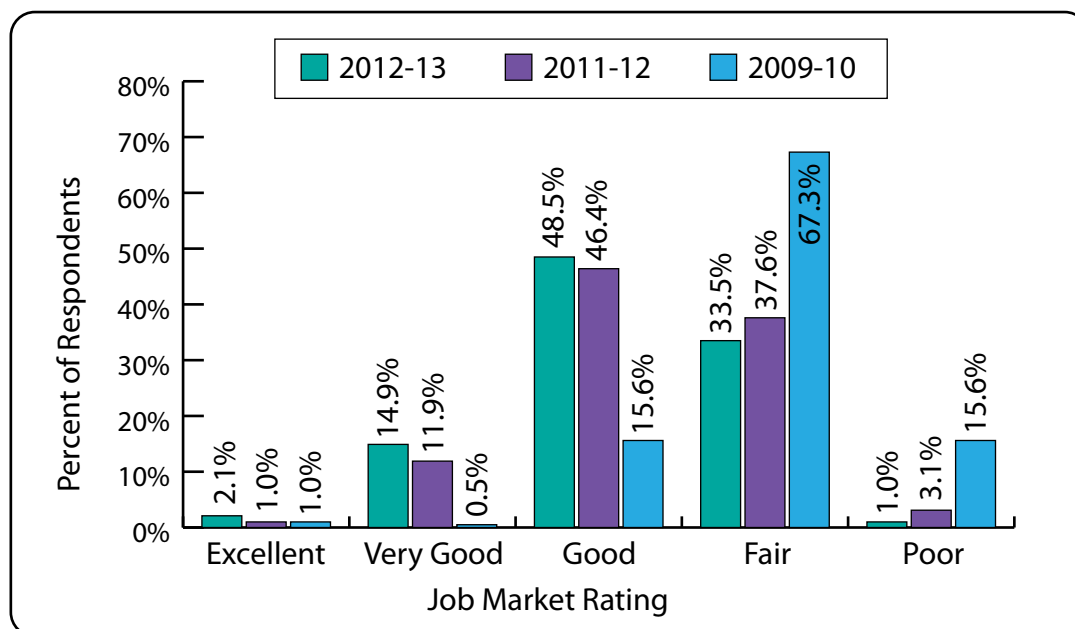
### Job Market Ratings

Nearly 49 percent of employers rate the overall job market for Class of 2013 graduates as “good,” which represents little change from last year when 46.4 percent assigned the same rating. (See Figure 4.)

However, the percentages are advancing for the more positive ratings—“very good” (14.9 percent this year vs. 11.9 percent last year) and “excellent” (2.1 percent vs. 1 percent)—while they are receding for the more negative ratings—“fair” (33.5 percent this year vs. 37.6 percent last year) and “poor” (1 percent vs. 3.1 percent).

To see just how much the employer perception of the job market has improved, compare their ratings of this year’s job market to those for the Class of 2010, when the overwhelming majority of employers (67.3 percent) rated the job market as “fair” and just 15.6 percent rated it as “good,” the same percentage that rated it “poor.” Less than 1 percent rated that job market “very good.”

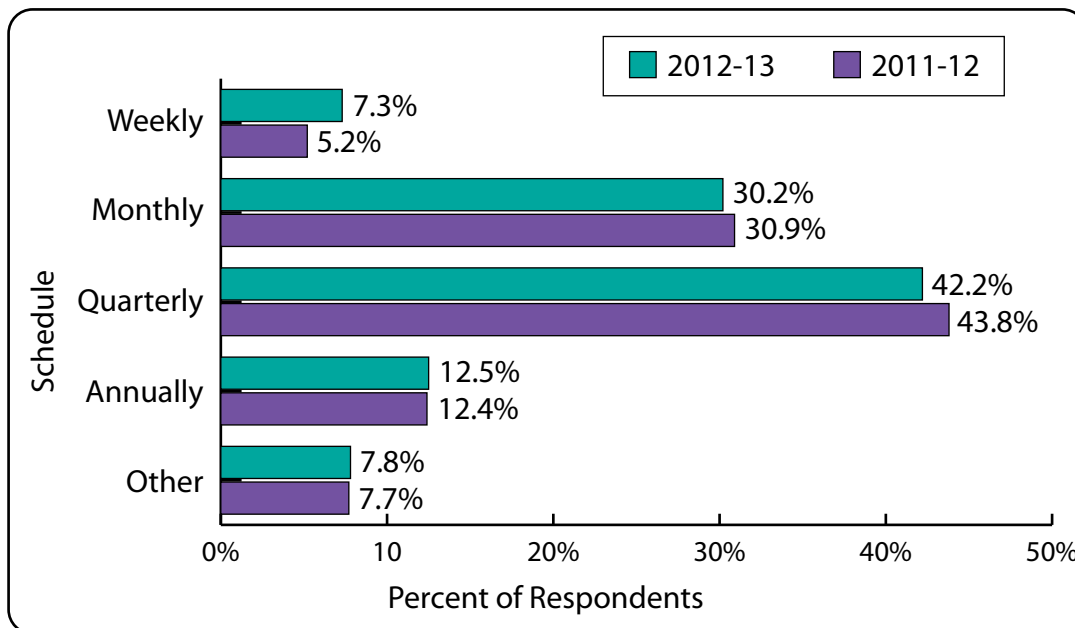
Figure 4: Employers rate the job market for 2012-13 graduates



Employers show little change in how often they will reassess their college hiring needs. Like last year, most employers will reassess on a quarterly (42.2 percent) or monthly (30.2 percent) basis. (See Figure 5.)

In *Job Outlook 2012*, employers indicated similar plans to reassess hiring needs quarterly (43.8 percent) and monthly (30.9 percent).

Figure 5: Employers' plans to reassess hiring needs



### Fall vs. Spring Recruiting

As the job market improves, employers are conducting a growing percentage of their college recruiting in the fall. This continues a shift from their cautious, "wait and see" approach to college hiring in recent years.

In 2010, when employers rated the job market as "fair," they conducted 60 percent of their college recruiting in the fall. This year, respondents report that they will conduct more than two-thirds of their college recruiting in fall, with the remaining one-third to be done in the spring. (See Figure 6.)

Figure 6: Percentage of college recruiting conducted in fall vs. spring, 2010 - 2013

| Job Outlook Survey Year | Fall | Spring |
|-------------------------|------|--------|
| 2013                    | 68%  | 32%    |
| 2012                    | 65%  | 35%    |
| 2011                    | 64%  | 36%    |
| 2010                    | 60%  | 40%    |



Of the employers that will conduct on-campus recruiting in spring 2013, nearly 38 percent have firm plans to do so, and slightly more than one-quarter have tentative plans. Although nearly the same total percentage of employers with spring recruiting plans have firm or tentative plans as last year, the percentage of employers with definite spring recruiting plans has increased. (See Figure 7.)

**Figure 7: Spring 2013 recruiting plans**

| Recruiting Plans         | Spring 2013 | Spring 2012 |
|--------------------------|-------------|-------------|
| Firm recruiting plans    | 37.6%       | 34.4%       |
| Tentative plans in place | 27.3%       | 31.8%       |
| All recruiting in Fall   | 18.6%       | 18.2%       |
| Unsure                   | 15.5%       | 15.1%       |
| Not hiring               | 1.0%        | 0.5%        |

**Figure 8: Change in recruiting methods, 2010 - 2013, by percent of respondents**

| Change                           | % of 2013 Respondents | % of 2012 Respondents | % of 2011 Respondents | % of 2010 Respondents |
|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Using more technology in general | 59.6%                 | 58.3%                 | 42.6%                 | 13.7%                 |
| Using more social networks       | 57.3%                 | 57.1%                 | 41.1%                 | 23.9%                 |
| Attending more career fairs      | 39.3%                 | 42.3%                 | 28.4%                 | 2.5%                  |
| Change in branding               | 34.8%                 | 41.7%                 | 33.5%                 | 14.2%                 |
| Attending fewer career fairs     | 24.7%                 | 27.4%                 | 28.9%                 | 27.9%                 |
| More travel                      | 21.9%                 | 22.3%                 | 15.2%                 | 0.0%                  |
| Less travel                      | 21.3%                 | 18.3%                 | 19.3%                 | 20.3%                 |
| Other                            | 18.5%                 | 13.1%                 | 18.3%                 | —                     |

The growth of technology has greatly affected how employers recruit new college graduates, and its use continues to grow. Nearly 60 percent of respondents plan to increase their use of technology in general when they recruit Class of 2013 graduates and close to 60 percent plan specifically to use social networks more often as college recruiting tools. (See Figure 8.)

While the change in the use of technology over last year is incremental, it's a sizable difference compared to results for the Class of 2011 when 42.6 percent of employer respondents indicated they would use technology more for recruiting and 41.1 percent planned to use social networks more.

Still, although the perception may be that the use of technology can decrease the need for face-to-face contact, nearly 40 percent of respondents plan to attend more career fairs and slightly more than 20 percent plan to do more traveling.

Other changes in their recruiting methods that employers identified include connecting with student organizations and faculty, conducting information sessions, visiting new schools or more schools, improving their relationships with their existing schools, and taking a more targeted approach to their programs.

### Analysis by Industry

It's important to approach the hiring projections by industry in the Job Outlook 2013 report with a great deal of caution because of the fairly small number of respondents in each category. Only industries where five or more data points were provided show an overall hiring projection; because of this, not all industries are represented in this report.

With this in mind, the news is encouraging. The industries represented in Figure 9 show that all but one are expecting to increase college hiring. This was true of the industry projections in last year's survey, when just chemical (pharmaceutical) manufacturers expected a decrease in college hiring of 16.2 percent. This year, miscellaneous manufacturers indicated a decrease in college hiring of just 1.5 percent.

Employers in the information and retail trade sectors may be "best bets" for Class of 2013 graduates. Both groups are planning rather large overall increases and have no respondents who plan to decrease their number of college hires.

Figure 9: Total change in hiring, by industry

| Industry                         | # of 2013 Projected Hires | # of 2012 Actual Hires | % Change | # of Respondents |
|----------------------------------|---------------------------|------------------------|----------|------------------|
| Oil & Gas Extraction             | 3,076                     | 2,893                  | 6.3%     | 5                |
| Utilities                        | 148                       | 129                    | 14.7%    | 6                |
| Construction                     | 400                       | 329                    | 21.6%    | 6                |
| Food & Beverage Mfg.             | 844                       | 826                    | 2.2%     | 9                |
| Chemical (Pharmaceutical) Mfg.   | 1,056                     | 951                    | 11.0%    | 11               |
| Computer & Electronics Mfg.      | 1,810                     | 1,579                  | 14.6%    | 15               |
| Misc. Mfg.                       | 2,098                     | 2,130                  | -1.5%    | 15               |
| Retail Trade                     | 2,378                     | 1,618                  | 47.0%    | 12               |
| Information                      | 687                       | 423                    | 62.4%    | 9                |
| Finance, Insurance & Real Estate | 5,162                     | 4,585                  | 12.6%    | 24               |
| Engineering Services             | 715                       | 686                    | 4.2%     | 7                |
| Management Consulting            | 1,052                     | 903                    | 16.5%    | 11               |
| Misc. Prof. Services             | 637                       | 562                    | 13.3%    | 11               |
| Government                       | 856                       | 760                    | 12.6%    | 5                |

(Only industries with 5 or more respondents are represented here.)

Employers in the information sector are reporting plans to increase their new college hiring by an impressive 62.4 percent. This is buoyed by the fact that two-thirds of these respondents plan to increase hiring by more than 50 percent.

Retail employers are planning a 47 percent increase overall, and 11 of the 12 respondents plan to increase their number of hires (the other respondent will maintain its number of college hires).

Employers in construction (21.6 percent increase) and management consulting (16.5 percent increase) are also projecting hiring increases that exceed 15 percent.

In order to realize their healthy hiring projection increase, employers in the retail trade sector plan to be very active in spring recruiting, with more than 90 percent of respondents either with firm (64.3 percent) or tentative (28.6 percent) plans in place for recruiting this spring. (See Figure 10.)

Construction and food and beverage manufacturing employers also have strong intentions for spring recruiting with 57.1 percent and 50 percent of employers, respectively, with firm plans in place.

Although less than half of respondents (45.5 percent) in the information sector have firm plans for spring 2013 recruiting, a high percentage (36.4 percent) do have tentative plans in place.

Figure 10: Spring 2013 on-campus recruiting plans, by industry

| Industry                         | Firm plans in place | Tentative plans | All recruiting in Fall 2012 | Not hiring | Unsure | # of Respondents |
|----------------------------------|---------------------|-----------------|-----------------------------|------------|--------|------------------|
| Oil & Gas Extraction             | 33.3%               | 33.3%           | 0.0%                        | 0.0%       | 33.3%  | 5                |
| Utilities                        | 37.5%               | 25.0%           | 12.5%                       | 0.0%       | 25.0%  | 6                |
| Construction                     | 57.1%               | 0.0%            | 14.3%                       | 0.0%       | 28.6%  | 6                |
| Food & Beverage Mfg.             | 50.0%               | 25.0%           | 12.5%                       | 0.0%       | 12.5%  | 9                |
| Chemical (Pharmaceutical) Mfg.   | 0.0%                | 16.7%           | 50.0%                       | 8.3%       | 25.0%  | 11               |
| Computer & Electronics Mfg.      | 38.1%               | 38.1%           | 9.5%                        | 0.0%       | 14.3%  | 15               |
| Misc. Mfg.                       | 38.9%               | 22.2%           | 16.7%                       | 0.0%       | 22.2%  | 15               |
| Retail Trade                     | 64.3%               | 28.6%           | 7.1%                        | 0.0%       | 0.0%   | 12               |
| Information                      | 45.5%               | 36.4%           | 9.1%                        | 0.0%       | 9.1%   | 9                |
| Finance, Insurance & Real Estate | 26.9%               | 30.8%           | 26.9%                       | 0.0%       | 15.4%  | 24               |
| Engineering Services             | 37.5%               | 37.5%           | 12.5%                       | 0.0%       | 12.5%  | 7                |
| Management Consulting            | 25.0%               | 25.0%           | 33.3%                       | 0.0%       | 16.7%  | 11               |
| Misc. Prof. Services             | 42.9%               | 28.6%           | 0.0%                        | 0.0%       | 28.6%  | 11               |
| Government                       | 20.0%               | 20.0%           | 40.0%                       | 20.0%      | 0.0%   | 5                |

Job market ratings by industry reiterate the previous findings. Although federal government employers show the highest overall average rating for the job market specific to their industry (3.6), retail trade (3.57) and information (3.55) also perceive the job market for the Class of 2013 to be a strong one. (See Figure 11.)

Like last year, the overall employer rating of the job market for Class of 2013 graduates is “good” However, individual industry ratings appear slightly more positive this year.

Of the 15 industries that rated their individual job markets in last year’s survey, eight were rated “good” or above. In this year’s survey, 14 industries are represented and all but two gave ratings of “good” or above.

**Figure 11: Job market rating, by industry**

| Industry                         | Average Rating | # of Respondents |
|----------------------------------|----------------|------------------|
| Government                       | 3.60           | 5                |
| Retail Trade                     | 3.57           | 12               |
| Information                      | 3.55           | 9                |
| Management Consulting            | 3.42           | 11               |
| Misc. Prof. Services             | 3.31           | 11               |
| Utilities                        | 3.25           | 6                |
| Finance, Insurance & Real Estate | 3.23           | 24               |
| Computer & Electronics Mfg.      | 3.14           | 15               |
| Food & Beverage Mfg.             | 3.13           | 9                |
| Chemical (Pharmaceutical) Mfg.   | 3.08           | 11               |
| Misc. Mfg.                       | 3.06           | 15               |
| Engineering Services             | 3.00           | 7                |
| Oil & Gas Extraction             | 2.83           | 5                |
| Construction                     | 2.71           | 6                |

(\*5-point scale, where 1=Poor, 2=Fair, 3=Good, 4=Very good, 5=Excellent)

## Hiring by Region

Not surprising, regional hiring projections are also positive across the board, with the West projecting the largest increase in new college hiring. (See Figure 12.)

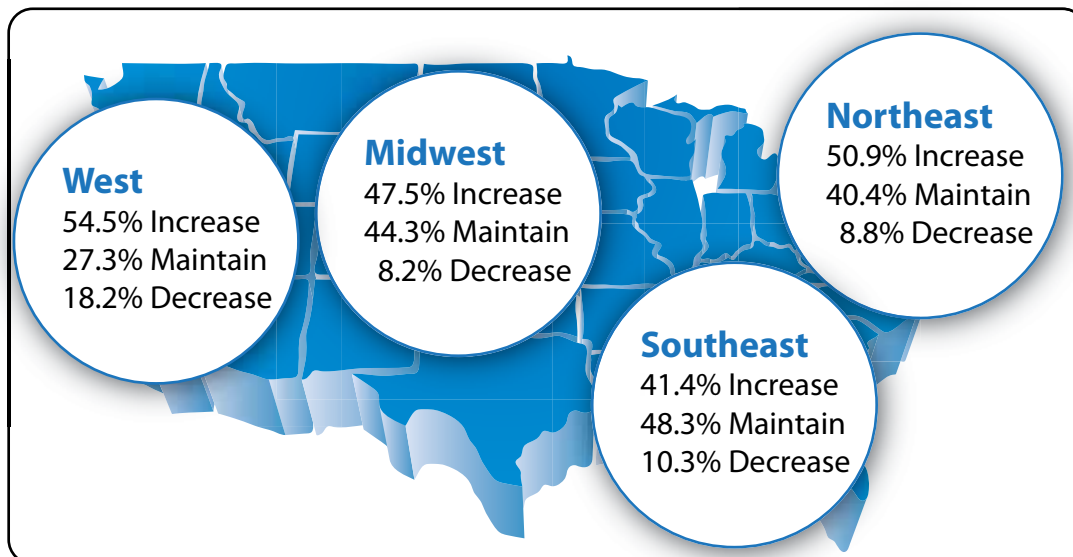
Analysis of the results in the West region shows:

- There are significantly fewer respondents in the region, so the overall percent change is more easily distorted.
- Only two of the 17 respondents in the region are projecting hiring decreases.
- Of the 12 respondents that are planning hiring increases, four are in the “best bet” industries and are planning increases of 100 percent or more.

Figure 12: Total change in hiring, by region

| Region    | # of 2013 Projected Hires | % of 2012 Actual Hires | % Change | # of Respondents |
|-----------|---------------------------|------------------------|----------|------------------|
| Northeast | 12,498                    | 11,123                 | 12.4%    | 47               |
| Southeast | 8,215                     | 7,523                  | 9.2%     | 49               |
| Midwest   | 4,718                     | 4,600                  | 2.6%     | 49               |
| West      | 2,704                     | 1,660                  | 62.9%    | 17               |

Figure 13: Hiring expectations by region, by percent of respondents



Just as western employers lead the hiring projections by region, their spring 2013 recruiting plans also look most promising. Nearly 70 percent of respondents from this region have firm or tentative plans in place for on-campus recruiting in the spring. (See Figure 14.)

On the other side, more than one-quarter of employers from the Midwest are unsure of their spring 2013 recruiting plans. This group has more than doubled compared to last year's survey results when just 12 percent of Midwest employers were unsure of their spring 2012 recruiting plans.

However, things remain positive as more than half of Midwestern respondents have firm or tentative plans to be on campus recruiting in spring 2013.

**Figure 14: Spring 2013 recruiting plans, by region**

| <b>Recruiting Plans</b>  | <b>Northeast</b> | <b>Southeast</b> | <b>Midwest</b> | <b>West</b> |
|--------------------------|------------------|------------------|----------------|-------------|
| Firm plans in place      | 35.7%            | 42.1%            | 33.9%          | 40.9%       |
| Tentative plans in place | 25.0%            | 33.3%            | 23.7%          | 27.3%       |
| All recruiting in fall   | 26.8%            | 12.3%            | 16.9%          | 18.2%       |
| Unsure                   | 8.9%             | 12.3%            | 25.4%          | 13.6%       |
| Not hiring               | 3.6%             | 0.0%             | 0.0%           | 0.0%        |



## WHO'S IN DEMAND?

As with previous years, students with business and technical degrees continue to be in highest demand among Class of 2013 graduates. Business, engineering, and computer science degrees are most sought after at both the bachelor's and master's degree levels. (See Figure 15.)

This, too, holds true at the doctorate level, however, degrees in the sciences are more sought after than business degrees.

**Figure 15: Top degrees in demand, by degree level and broad category**

| <b>Bachelor's</b> | <b>Broad Category</b>           | <b># of Respondents Who Will Hire</b> | <b>% of Total Respondents Who Will Hire Bachelor's Degree Students (n=196)</b> |
|-------------------|---------------------------------|---------------------------------------|--|
|                   | Business                        | 168                                   | 85.7%  |
|                   | Engineering                     | 145                                   | 74.0%  |
|                   | Computer & Information Sciences | 128                                   | 65.3%  |
|                   | Sciences                        | 85                                    | 43.4%  |
|                   | Communications                  | 64                                    | 32.7%  |
|                   | Liberal Arts                    | 54                                    | 27.6%  |
|                   | Agriculture & Natural Resources | 20                                    | 10.2%  |
| <b>Master's</b>   | <b>Broad Category</b>           | <b># of Respondents Who Will Hire</b> | <b>% of Total Respondents Who Will Hire Master's Degree Students (n=144)</b>   |
|                   | Business                        | 110                                   | 76.4%  |
|                   | Engineering                     | 88                                    | 61.1%  |
|                   | Computer & Information Sciences | 82                                    | 56.9%  |
| <b>Doctorate</b>  | <b>Broad Category</b>           | <b># of Respondents Who Will Hire</b> | <b>% of Total Respondents Who Will Hire Doctoral Degree Students (n=64)</b>    |
|                   | Engineering                     | 50                                    | 78.1%  |
|                   | Computer & Information Sciences | 34                                    | 53.1%  |
|                   | Sciences                        | 31                                    | 48.4%  |
|                   | Business                        | 21                                    | 32.8%  |
|                   | Humanities & Social Sciences    | 5                                     | 7.8%   |
|                   | Education                       | 2                                     | 3.1%   |



At the bachelor's degree level, finance majors are in highest demand as they were last year, with computer and information sciences following closely behind. (See Figure 16.)

Computer and information sciences majors also held the second spot on the list last year, however, they shared it with accounting majors, who dropped to third on this year's list.

**Figure 16: Top degrees in demand (bachelor's degree level)**

| Major                           | # of Respondents Who Will Hire | % of Total Respondents Who Will Hire |
|---------------------------------|--------------------------------|--------------------------------------|
| Finance                         | 131                            | 66.8%                                |
| Computer & Information Sciences | 128                            | 65.3%                                |
| Accounting                      | 115                            | 58.7%                                |
| Business Administration/ Mgmt.  | 109                            | 55.6%                                |
| Mechanical Engineering          | 98                             | 50.0%                                |
| Management Information Systems  | 97                             | 49.5%                                |
| Electrical Engineering          | 96                             | 49.0%                                |
| Computer Engineering            | 86                             | 43.9%                                |
| Marketing/Marketing Mgmt.       | 82                             | 41.8%                                |
| Economics                       | 79                             | 40.3%                                |

Figures 17 through 21 show the demand for each specific major within the realm of the overall academic disciplines.

More than three-quarters of employers seeking business graduates are looking to hire finance majors, and close to 70 percent will hire accounting majors. (Figure 17.)

The top targets for employers hiring engineering graduates are those earning mechanical or electrical engineering degrees. (Figure 18.)

Although mathematics wasn't on the top ten list of bachelor's degrees in demand, almost 65 percent of employers planning to hire science degrees will be looking to hire these majors. (Figure 19.)

Meanwhile, of the respondents that plan to hire liberal arts graduates, almost three-quarters will be specifically targeting those earning psychology degrees. (Figure 21.)

Figure 17: Top business degrees in demand

| Major                          | # of Respondents Who Will Hire | % of Total Respondents Hiring Business Degrees (n=168) |
|--------------------------------|--------------------------------|--|
| Finance                        | 131                            | 78.0%  |
| Accounting                     | 115                            | 68.5%  |
| Business Administration/Mgmt.  | 109                            | 64.9%  |
| Management Info Systems        | 97                             | 57.7%  |
| Marketing                      | 82                             | 48.8%  |
| Economics                      | 79                             | 47.0%  |
| Logistics/Materials Management | 67                             | 39.9%  |
| International Business         | 46                             | 27.4%  |

Figure 18: Top engineering degrees in demand

| Major                  | # of Respondents Who Will Hire | % of Total Respondents Hiring Engineering Degrees (n=145) |
|------------------------|--------------------------------|---|
| Mechanical Engineering | 98                             | 67.6%   |
| Electrical Engineering | 96                             | 66.2%   |
| Computer Engineering   | 86                             | 59.3%   |
| Chemical Engineering   | 54                             | 37.2%   |
| Civil Engineering      | 44                             | 30.3%   |

Figure 19: Top science degrees in demand

| Major                           | # of Respondents Who Will Hire | % of Total Respondents Hiring Science Degrees (n=85) |
|---------------------------------|--------------------------------|--|
| Mathematics (incl. Statistics)  | 55                             | 64.7%  |
| Chemistry                       | 29                             | 34.1%  |
| Biology                         | 24                             | 28.2%  |
| Construction Science/Management | 20                             | 23.5%  |
| Physics                         | 20                             | 23.5%  |
| Geological & Related Sciences   | 9                              | 10.6%  |

Figure 20: Top communications degrees in demand

| Major            | # of Respondents Who Will Hire | % of Total Respondents Hiring Communications Degrees (n=64) |
|------------------|--------------------------------|---|
| Communications   | 55                             | 85.9%   |
| Public Relations | 38                             | 59.4%   |
| Advertising      | 25                             | 39.1%   |

Figure 21: Top liberal arts degrees in demand

| Major             | # of Respondents Who Will Hire | % of Total Respondents Hiring Liberal Arts Degrees (n=54) |
|-------------------|--------------------------------|---|
| Psychology        | 38                             | 70.4%   |
| Political Science | 27                             | 50.0%   |
| Sociology         | 26                             | 48.1%   |
| English           | 24                             | 44.4%   |
| History           | 15                             | 27.8%   |

Identical to last year's survey results, the top advanced degrees in demand in the *Job Outlook 2013* report are M.B.A. graduates at the master's level, and computer and information sciences at the doctorate level. (See Figures 22 and 23.)

Figure 22: Top degrees in demand (master's degree level)

| Major                           | # of Respondents Who Will Hire | % of Total Respondents Who Will Hire |
|---------------------------------|--------------------------------|--------------------------------------|
| M.B.A.                          | 96                             | 49.0%                                |
| Computer & Information Sciences | 82                             | 41.8%                                |
| Computer Engineering            | 63                             | 32.1%                                |
| Electrical Engineering          | 60                             | 30.6%                                |
| Accounting                      | 57                             | 29.1%                                |
| Mechanical Engineering          | 57                             | 29.1%                                |
| Chemical Engineering            | 31                             | 15.8%                                |

**Figure 23: Top degrees in demand (doctorate degree level)**

| Major                           | # of Respondents Who Will Hire | % of Total Respondents Who Will Hire |
|---------------------------------|--------------------------------|--------------------------------------|
| Computer & Information Sciences | 34                             | 17.3%                                |
| Electrical Engineering          | 32                             | 16.3%                                |
| Computer Engineering            | 30                             | 15.3%                                |
| Mechanical Engineering          | 30                             | 15.3%                                |
| Chemical Engineering            | 23                             | 11.7%                                |
| Business Administration/Mgmt.   | 21                             | 10.7%                                |

Figures 24 through 27 provide the top five bachelor's degrees in demand by geographic region.

**Figure 24: Top five undergraduate majors—Northeast**

| Major                           | # of Northeast Respondents who will hire | % of Total Respondents Who Will Hire |
|---------------------------------|--|--------------------------------------|
| Finance                         | 55.2%                                    | 66.8%                                |
| Business Administration/Mgmt.   | 53.7%                                    | 55.6%                                |
| Accounting                      | 50.7%                                    | 58.7%                                |
| Computer & Information Sciences | 49.3%                                    | 65.3%                                |
| Economics                       | 43.3%                                    | 40.3%                                |

**Figure 25: Top five undergraduate majors—Southeast**

| Major                           | # of Southeast Respondents who will hire | % of Total Respondents Who Will Hire |
|---------------------------------|--|--------------------------------------|
| Computer & Information Sciences | 54.4%                                    | 65.3%                                |
| Finance                         | 52.9%                                    | 66.8%                                |
| Electrical Engineering          | 48.5%                                    | 49.0%                                |
| Mechanical Engineering          | 45.6%                                    | 50.0%                                |
| Accounting                      | 44.1%                                    | 58.7%                                |

 Figure 26: Top five undergraduate majors—Midwest

| Major                           | # of Midwest Respondents who will hire | % of Total Respondents Who Will Hire |
|---------------------------------|--|--------------------------------------|
| Finance                         | 59.5%                                  | 66.8%                                |
| Computer & Information Sciences | 58.1%                                  | 65.3%                                |
| Accounting                      | 52.7%                                  | 58.7%                                |
| Management Information Systems  | 43.2%                                  | 49.5%                                |
| Mechanical Engineering          | 40.5%                                  | 50.0%                                |

 Figure 27: Top five undergraduate majors—West

| Major                           | # of West respondents who will hire | % of Total Respondents Who Will Hire |
|---------------------------------|-------------------------------------|--------------------------------------|
| Computer & Information Sciences | 42.9%                               | 65.3%                                |
| Computer Engineering            | 42.9%                               | 43.9%                                |
| Business Administration/Mgmt.   | 40.0%                               | 55.6%                                |
| Finance                         | 40.0%                               | 66.8%                                |
| Mechanical Engineering          | 37.1%                               | 50.0%                                |

Interest for the top five overall bachelor's degrees in demand will come mainly from federal government employers and food and beverage manufacturers. (See Figure 28.) All government employers that responded to this survey are planning to hire finance, accounting, and business administration graduates.

By region, employers in the Midwest and West regions hold the most interest in the top-five degrees. (Figure 29.)

**Figure 28: Who's hiring by industry (bachelor's degree level)**

| <b>Major</b>                    | <b>Most Interested Industries</b> | <b>% of Industry Respondents</b> |
|---------------------------------|-----------------------------------|----------------------------------|
| Finance                         | Food & Beverage Mfg.              | 100%                             |
|                                 | Government                        | 100%                             |
|                                 | Finance, Insurance & Real Estate  | 96%                              |
| Computer & Information Sciences | Misc. Prof. Services              | 93%                              |
|                                 | Food & Beverage Mfg.              | 88%                              |
|                                 | Computer & Electronics Mfg.       | 82%                              |
| Accounting                      | Accounting Services               | 100%                             |
|                                 | Government                        | 100%                             |
|                                 | Food & Beverage Mfg.              | 88%                              |
| Business Administration/Mgmt.   | Government                        | 100%                             |
|                                 | Finance, Insurance & Real Estate  | 88%                              |
|                                 | Wholesale Trade                   | 83%                              |
| Mechanical Engineering          | Misc. Manufacturing               | 100%                             |
|                                 | Utilities                         | 100%                             |
|                                 | Engineering Services              | 88%                              |

 Figure 29: Who's hiring by region (bachelor's degree level)

| Major                           | Most Interested Industries | % of Respondents by Region |
|---------------------------------|----------------------------|----------------------------|
| Finance                         | Midwest                    | 75%                        |
|                                 | Northeast                  | 65%                        |
|                                 | West                       | 64%                        |
|                                 | Southeast                  | 62%                        |
| Computer & Information Sciences | Midwest                    | 73%                        |
|                                 | West                       | 68%                        |
|                                 | Southeast                  | 64%                        |
|                                 | Northeast                  | 58%                        |
| Accounting                      | Midwest                    | 66%                        |
|                                 | Northeast                  | 60%                        |
|                                 | West                       | 55%                        |
|                                 | Southeast                  | 52%                        |
| Business Administration/Mgmt.   | West                       | 64%                        |
|                                 | Northeast                  | 63%                        |
|                                 | Midwest                    | 51%                        |
|                                 | Southeast                  | 50%                        |
| Mechanical Engineering          | West                       | 59%                        |
|                                 | Southeast                  | 53%                        |
|                                 | Midwest                    | 51%                        |
|                                 | Northeast                  | 42%                        |



### International and Associate Degree Student Hiring

The demand for international and associate degree graduates has gone in two different directions for the Class of 2013: Employers will hire more international students this year than last year, but will hire while fewer students earning associate degrees. (See Figures 30 and 31.)

Figure 30: International student hiring plans, 2006 - 2013



Employers hiring international students plan to target computer science and information technology graduates. Nearly 30 percent of respondents who indicated their preferred majors for these particular graduates mentioned one of these two fields. Also high on the list are engineering graduates in general, and employers that specified major are seeking electrical, mechanical, or computer engineering graduates.

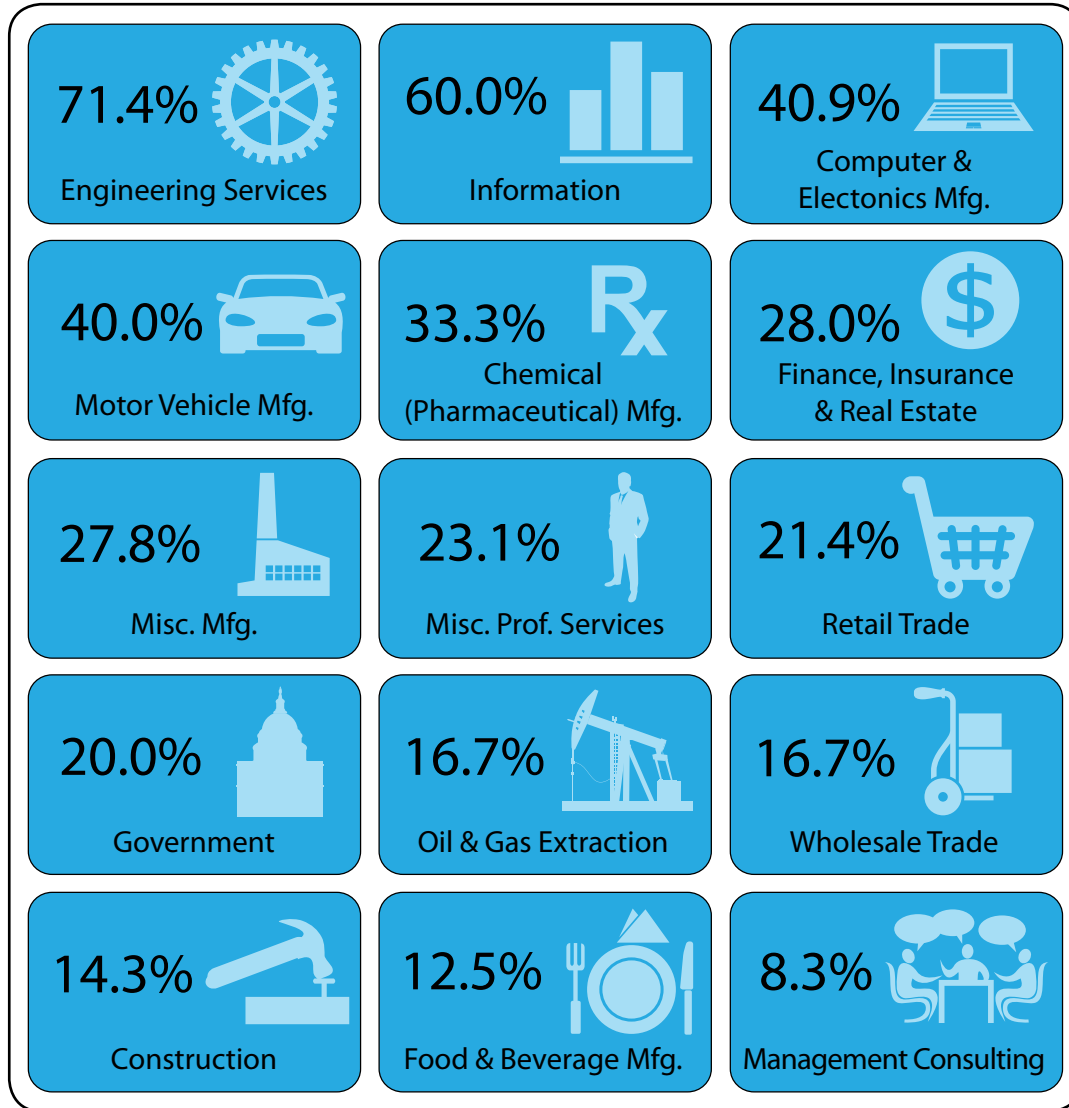
Figure 31: Associate degree student hiring, 2006 - 2013



Engineering graduates are also the most sought after graduates at the associate degree level. Employers that cited their desired majors mainly noted any technology graduates or various engineering technology fields. Others also indicated that they will specifically hire computer aided design and drafting majors at the associate degree level.

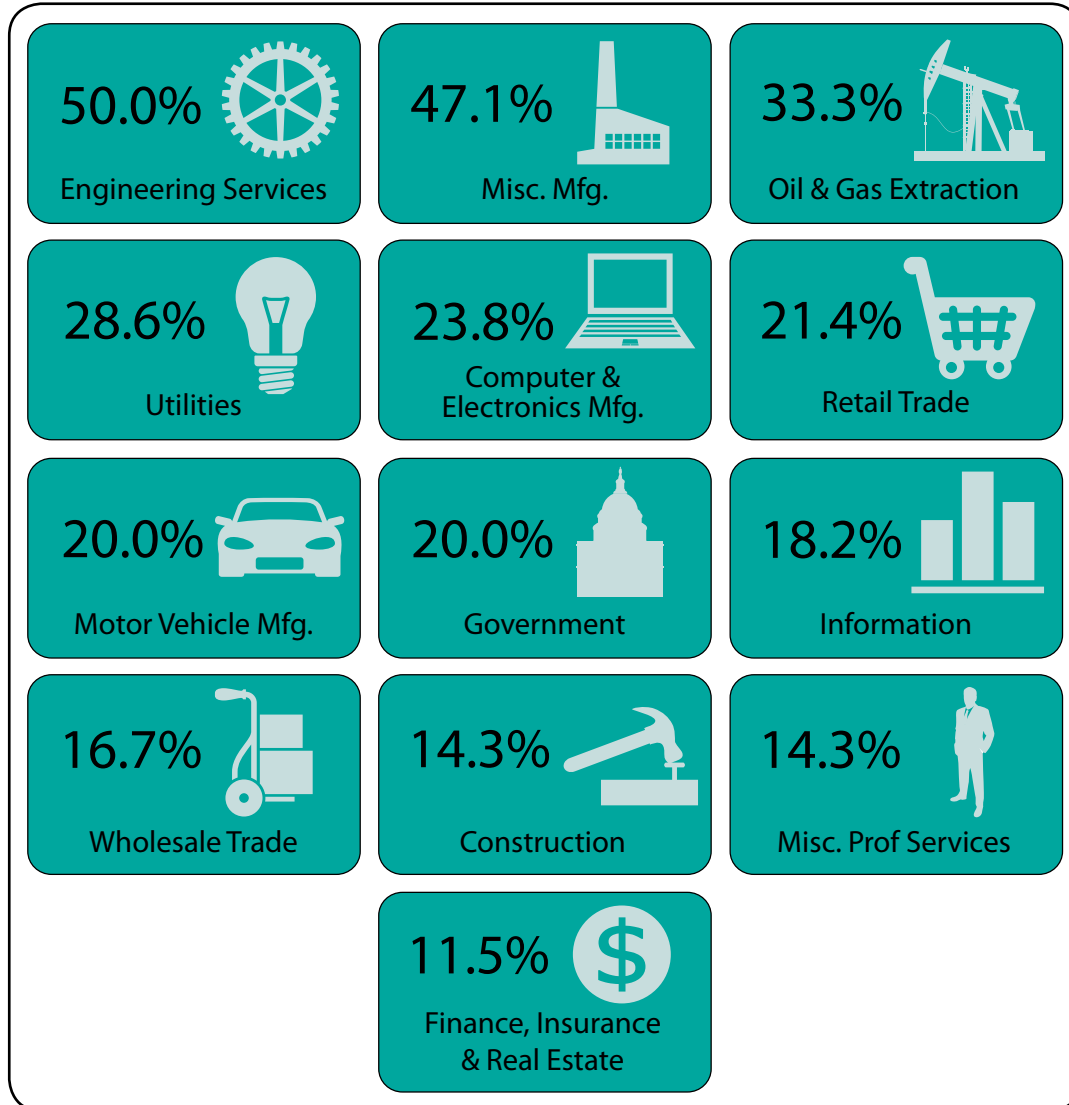
Given the demand for engineering and computer-related degrees among international graduates, it comes as no surprise that engineering services and information employers would express the most demand. Over half of these industry respondents have plans to hire international graduates. (See Figure 32.)

Figure 32: International student hiring plans, by industry



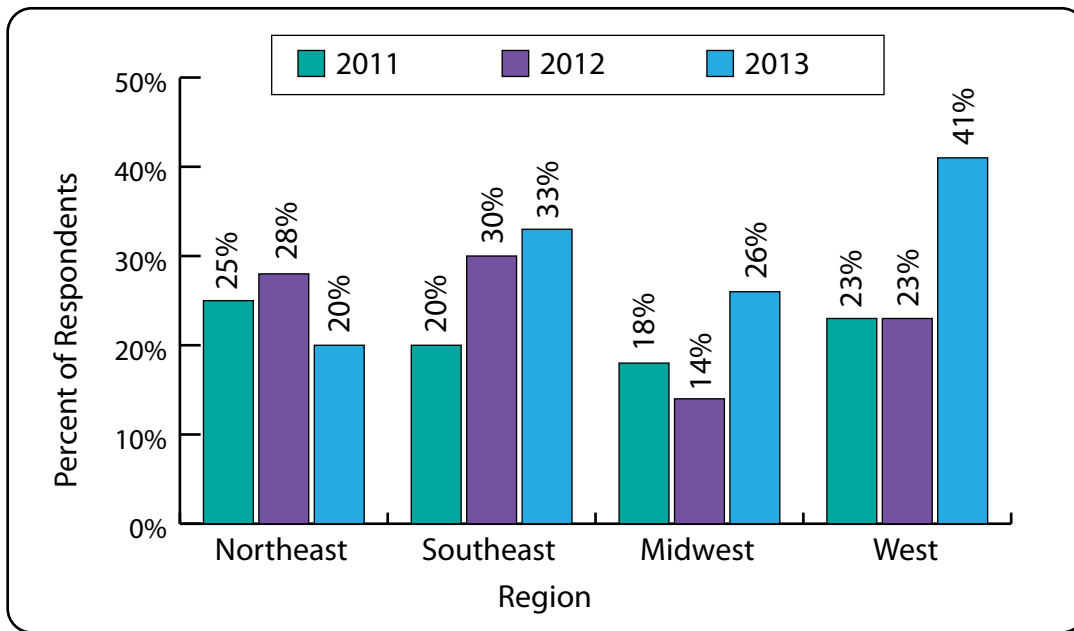
Industry demand at the associate degree level also comes from engineering services employers, with half of respondents planning to hire them, and miscellaneous manufacturing firms. (See Figure 33.) Slightly more than 47 percent of miscellaneous manufacturing firms intend to hire these graduates, up from less than one-quarter last year.

Figure 33: Associate degree student hiring, by industry



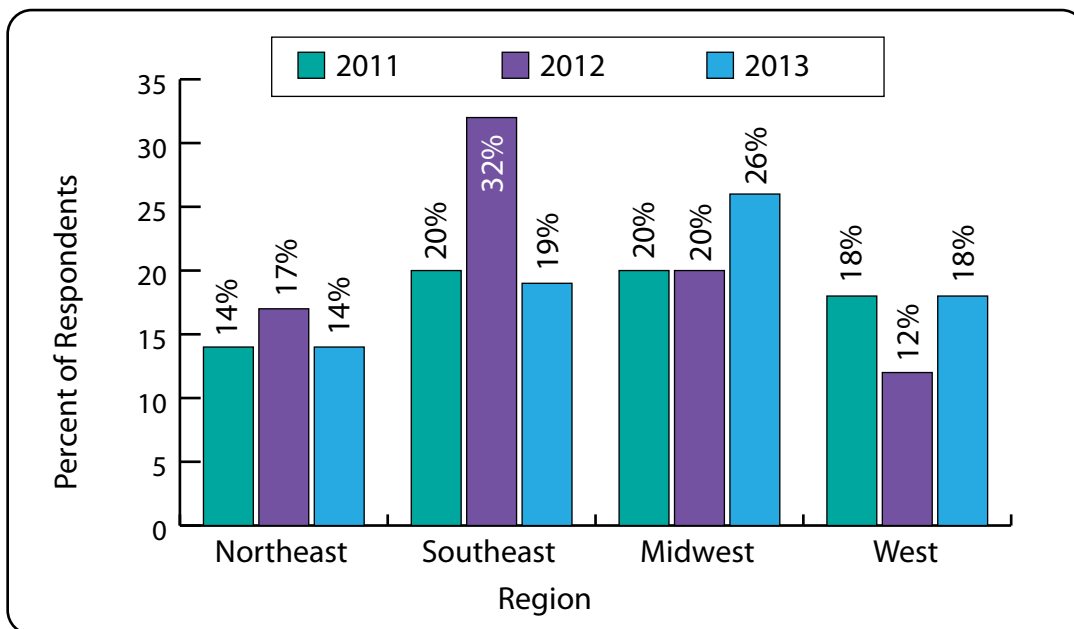
Except for the Northeast, demand for international students has increased in all geographic regions. (See Figure 34.) Knowing the industry demand for these students may help explain the growth in the Western region, as several respondents in this region are part of the information sector.

Figure 34: International student hiring plans, by region



In two of the four geographic regions, employer interest in associate degree students has decreased. (See Figure 35.) However, last year Southeastern employers had a spike in responding organizations that would hire these grads, and it appears that their interest has returned to the levels seen in prior years.

Figure 35: Associate degree student hiring, by region



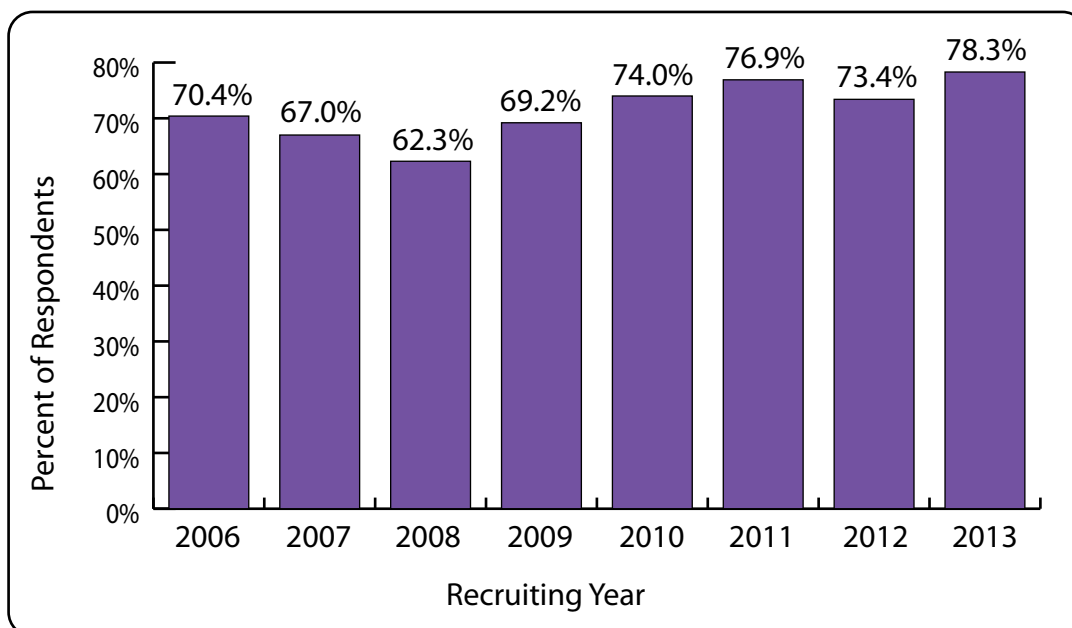


## HOW EMPLOYERS VIEW CANDIDATES

The practice of employers screening candidates by GPA reached a previous all-time high for the Class of 2011 when nearly 77 percent of respondents to the *Job Outlook 2011* survey reported that they would do so.

That high has been topped for Class of 2013 college graduates, as more than 78 percent of respondents say that they will screen candidates by GPA. (See Figure 36.)

Figure 36: Screen candidates by GPA, by percent of respondents



The GPA cutoff used by 63.5 percent of respondents is 3.0. Just over 20 percent of respondents who provided a GPA cutoff use one greater than 3.0, and the remaining 16 percent of respondents use GPA cutoffs less than 3.0, with some as low as 2.0.

GPA cutoffs reported by industry, however, show that 3.0 is the magic number. Figure 37 shows that only employers in the construction industry are reporting a slightly lower median GPA cutoff of 2.9, with the 15 remaining employment sectors using a 3.0.

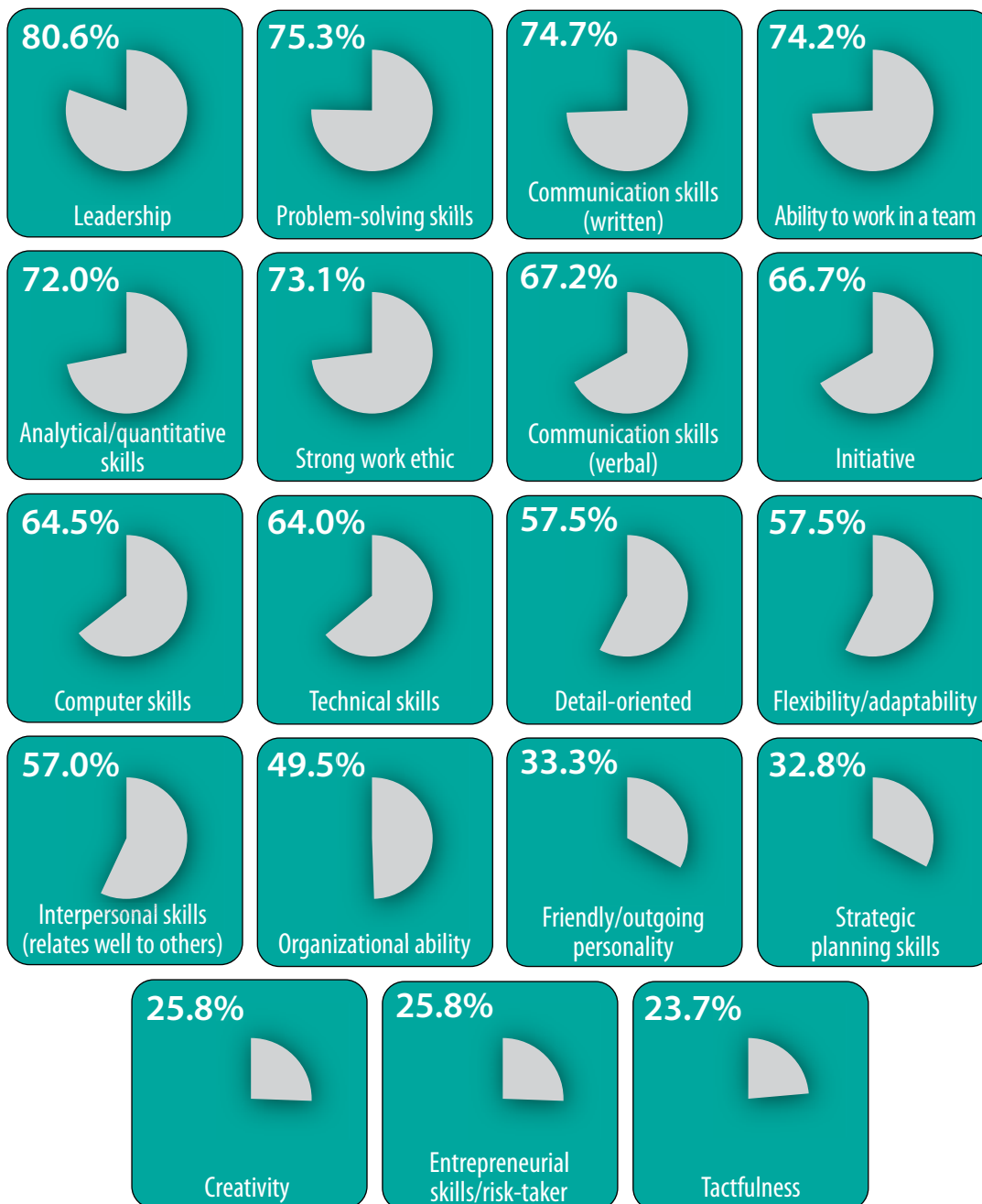
**Figure 37: Screen candidates by GPA, by industry**

| Industry                         | % of Respondents | GPA Cutoff (Reported Median) |
|----------------------------------|------------------|------------------------------|
| Utilities                        | 100.0%           | 3.0                          |
| Computer & Electronics Mfg.      | 90.9%            | 3.0                          |
| Management Consulting            | 90.9%            | 3.0                          |
| Engineering Services             | 87.5%            | 3.0                          |
| Wholesale Trade                  | 83.3%            | 3.0                          |
| Chemical (Pharmaceutical) Mfg.   | 81.8%            | 3.0                          |
| Misc. Mfg.                       | 81.3%            | 3.0                          |
| Government                       | 80.0%            | 3.0                          |
| Misc. Professional Services      | 80.0%            | 3.0                          |
| Motor Vehicle Mfg.               | 80.0%            | 3.0                          |
| Finance, Insurance & Real Estate | 76.0%            | 3.0                          |
| Food & Beverage Mfg.             | 75.0%            | 3.0                          |
| Information                      | 70.0%            | 3.0                          |
| Oil & Gas Extraction             | 66.7%            | 3.0                          |
| Retail Trade                     | 57.1%            | 3.0                          |
| Construction                     | 33.3%            | 2.9                          |

After sifting through resumes for appropriate GPAs, what skills and qualities do employers want to see?

Students who demonstrate leadership skills will most likely make the next cut, since more than 80 percent of respondents indicated its importance. (See Figure 38.) Problem-solving skills, written communication skills, and teamwork are also highly sought after.

**Figure 38: Attributes employers seek on a candidate's resume**





What sets two equally qualified candidates apart? Figure 39 reaffirms the fact that employers are looking for leaders. Holding a leadership position and having the right major continually receive the highest influence ratings by employers deciding between two equally qualified candidates.

This year, NACE added fluency in a foreign language and experience studying abroad to its list of attributes. Since not quite one-third of respondents reported that they recruit new college graduates for positions outside the United States, the importance ratings for these two attributes fall on the lower end of the scale. Moreover, the responses from the employers that do recruit for positions outside the United States shows the ratings only increase minimally. The rating for “fluency in a foreign language” bumps up from 2.4 to 2.7, while that for “studying abroad” increases slightly from 2.3 to 2.6.

**Figure 39: Influence of attributes**

| Attribute   | 2013 Average Influence Rating* | 2012 Average Influence Rating* |
|---|--------------------------------|--------------------------------|
| Has held leadership position  | 4.0                            | 3.9                            |
| Major   | 4.0                            | 3.9                            |
| High GPA (3.0 or above)   | 3.8                            | 3.6                            |
| Has been involved in extracurricular activities (clubs, sports, student government, etc.) | 3.6                            | 3.7                            |
| School attended   | 3.1                            | 3.0                            |
| Has done volunteer work   | 2.8                            | 3.1                            |
| Is fluent in a foreign language <sup>1</sup>  | 2.4                            | N/A                            |
| Has studied abroad <sup>1</sup>   | 2.3                            | N/A                            |

<sup>1</sup>Attribute not included in prior years' surveys.

\*5-point scale, where 1=No influence at all, 2=Not much influence, 3=Somewhat of an influence, 4=Very much influence, and 5=Extreme influence.

Overall ratings for candidate skills/qualities show just how important communication skills are to employers. (See Figure 40.) Teamwork and problem-solving skills also dominate both the resume attributes list and the skills/qualities list.

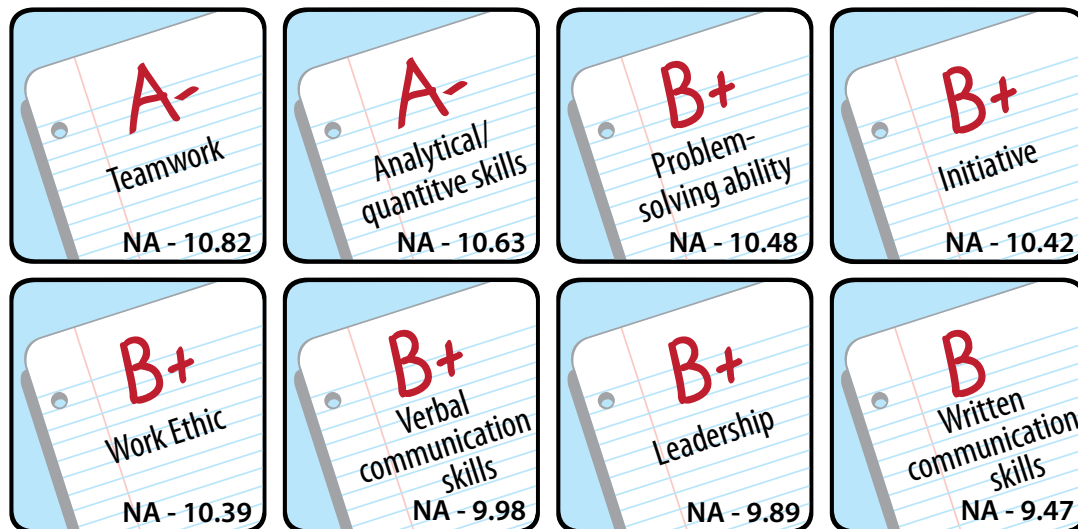
Therefore, the ideal candidate is a good communicator who can make decisions and solve problems while working effectively in a team.

Figure 40: Employers rate the importance of candidate skills/qualities

| Skill/Quality  | Weighted Average Rating* |
|--|--------------------------|
| Ability to verbally communicate with persons inside and outside the organization | 4.63                     |
| Ability to work in a team structure  | 4.60                     |
| Ability to make decisions and solve problems                                     | 4.51                     |
| Ability to plan, organize and prioritize work                                    | 4.46                     |
| Ability to obtain and process information  | 4.43                     |
| Ability to analyze quantitative data   | 4.30                     |
| Technical knowledge related to the job   | 3.99                     |
| Proficiency with computer software programs                                      | 3.95                     |
| Ability to create and/or edit written reports                                    | 3.56                     |
| Ability to sell or influence others  | 3.55                     |

\*5-point scale, where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important

Figure 41: Employers grade their average new graduate recruit on skills/attributes



NA = Numerical Average

Do new graduate recruits measure up in the eyes of employers on the skills/attributes they desire?

Employers were asked to “grade” their new recruits on skills/attributes listed below on a letter scale as follows: F, D-, D, D+, C-, C, C+, B-, B, B+, A-, A, A+. Numerical values were assigned from 1 through 13, and the results are shown in Figure 41.

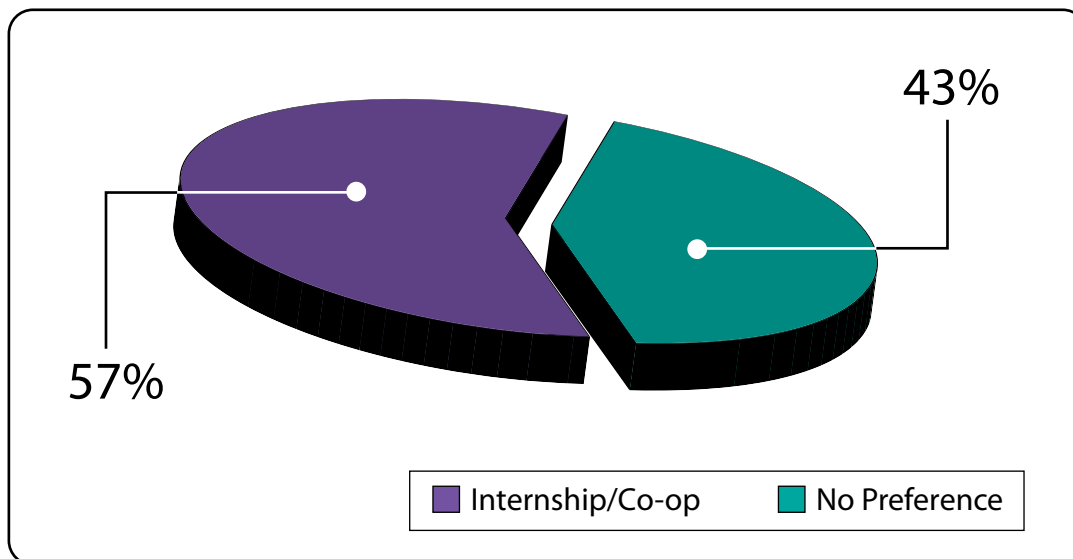
For the most part, it appears that employers are satisfied with their new graduate recruits, giving grades of “B” or better in all categories. Graduates appear to be hitting the mark on teamwork skills, but both verbal and written communication skills are graded lower. Two respondents did give average letter grades of “D-” and “D” to their new recruits for their written communication skills. In addition, the work ethic and initiative categories each received one grade of “D+.”

Also important in employers’ eyes is work experience, specifically related-work experience. Less than 5 percent of respondents report that work experience doesn’t factor into their hiring decisions for new college graduates, and more than 70 percent prefer relevant work experience. (See Figure 42.)

Figure 42: Employers’ hiring preferences relative to experience, by percent of respondents

| Hiring Preference   | 2013  | 2012  | 2011  |
|---|-------|-------|-------|
| I prefer to hire candidates with relevant work experience   | 71.0% | 73.7% | 72.4% |
| I prefer to hire candidates with any type of work experience (doesn’t matter if it’s relevant or not, just some type of experience) | 19.9% | 17.5% | 17.6% |
| Work experience doesn’t typically factor into my decision when hiring a new college graduate  | 4.8%  | 4.1%  | 5.3%  |
| Other   | 4.3%  | 4.6%  | 4.7%  |

Figure 43: Employers’ preference for work experience, by percent of respondents



Digging deeper into employers’ preference for work experience, close to 60 percent of respondents favor experience gained through an internship or co-op. (See Figure 43.)

## COMPENSATION AND BENEFITS

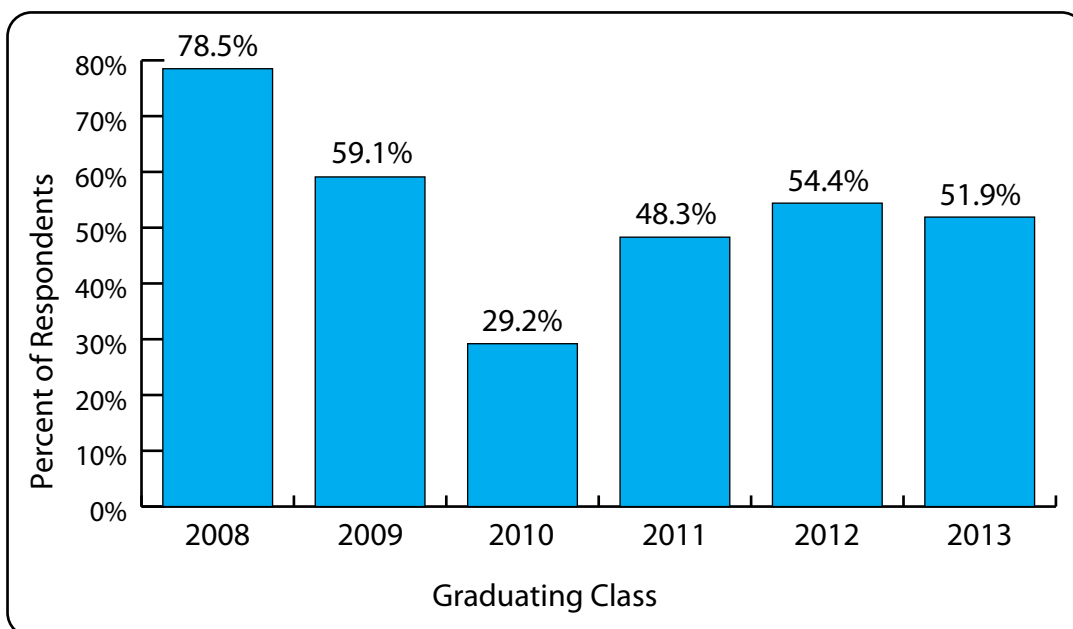
### Starting Salaries

Although the percentage of employers with plans to increase starting salaries to bachelor's degree graduates has dipped slightly this year, more than half of respondents still intend to do so. (See Figure 44.)

Among the respondents who provided a valid percentage increase for their bachelor's degree starting salaries, the overall average is 3.7 percent. This is up somewhat over last year's projected increase of 3.3 percent. Although the median projected increase is the same as last year at 3 percent, 43 percent of respondents plan 3 percent increases to starting salaries this year, compared to 27 percent planning 3 percent increases last year. In addition, almost one-quarter of respondents planned just a 2 percent rise for last year's graduates; that group has dropped to just 13 percent this year. These factors contribute to the slight bump in the overall average increase projected this year.

For master's degree graduates, the news is also good. More than half of respondents (53.3 percent) have plans to increase starting salaries, which is up from last year when less than half of respondents had plans to increase salaries. The average planned increase is 4.1 percent; last year's was 3.7 percent. And, while the median increase is 3 percent, almost 20 percent of respondents plan a 5 percent increase for these particular graduates.

Figure 44: Employers with plans to increase starting salaries to bachelor's degree graduates



Salary plans by industry show that chemical (pharmaceutical) manufacturers and engineering services employers are the ones most likely to increase starting salaries to bachelor's degree graduates. (See Figure 45.) And, although information employers and retail firms had the brightest hiring outlook for new college graduates, they are least likely to offer higher salaries.

Less than 40 percent of retail respondents will increase starting salaries, and no respondents in the information sector have plans to do so.

**Figure 45: Employers with plans to increase starting salaries, by industry**

| Industry                         | # of Respondents w/<br>Plans to Increase<br>Bachelor's Salaries | # of Respondents by<br>Industry | % of Respondents by<br>Industry |
|----------------------------------|---|---------------------------------|---------------------------------|
| Chemical (Pharmaceutical) Mfg.   | 5   | 6                               | 83.3%                           |
| Engineering Services             | 5   | 6                               | 83.3%                           |
| Oil & Gas Extraction             | 4   | 5                               | 80.0%                           |
| Management Consulting            | 5   | 7                               | 71.4%                           |
| Utilities                        | 5   | 7                               | 71.4%                           |
| Computer & Electronics Mfg.      | 8   | 13                              | 61.5%                           |
| Construction                     | 3   | 5                               | 60.0%                           |
| Misc. Mfg.                       | 6   | 11                              | 54.5%                           |
| Finance, Insurance & Real Estate | 9   | 21                              | 42.9%                           |
| Misc. Prof. Services             | 3   | 7                               | 42.9%                           |
| Retail Trade                     | 3   | 8                               | 37.5%                           |
| Food & Beverage Mfg.             | 2   | 6                               | 33.3%                           |
| Information                      | 0   | 7                               | 0.0%                            |

Employers in all regions are planning to increase starting salaries for new hires with bachelor's degrees. (See Figure 46.) The average increases planned are up slightly from last year in all regions except the Southeast. Employers there planned an average increase of 3.7 percent for last year's grads; that has fallen to 3.1 percent for this year's graduates.

**Figure 46: Employers with plans to increase starting salaries, by region**

| Region    | # of Respondents<br>w/Plans to Increase<br>Bachelor's Salaries | # of Respondents<br>by Region | % of Respondents<br>by Region | Average projects<br>increase* |
|-----------|--|-------------------------------|-------------------------------|-------------------------------|
| Northeast | 19   | 42                            | 45.2%                         | 4.2%                          |
| Southeast | 22   | 36                            | 61.1%                         | 3.1%                          |
| Midwest   | 19   | 38                            | 50.0%                         | 4.1%                          |
| West      | 7  | 13                            | 53.8%                         | 3.6%                          |

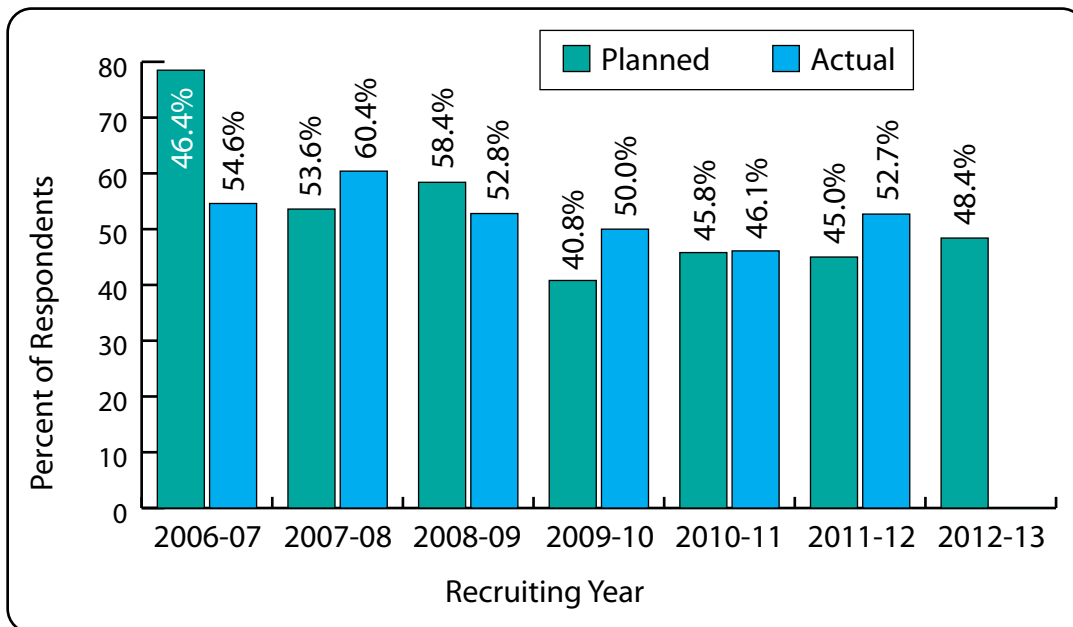
\*average calculation based only on respondents with plans to increase salaries.

## Signing Bonuses

The percentage of employers offering signing bonuses may improve for the Class of 2013. During the 2010-11 recruiting year, 45.8 percent of respondents had plans to offer signing bonuses; of these, just 46.1 percent actually did.

Last year, when 45 percent of responding organizations planned to offer signing bonuses to Class of 2012 graduates, almost 53 percent did offer them. (See Figure 47.) The good news for this year's graduates is that almost half of respondents have plans to offer signing bonuses—the highest percentage since 2008-09.

Figure 47: Employers offering signing bonuses



Of employers with plans to offer signing bonuses to 2012-13 graduates, 63.3 percent will only offer them to selected graduates, while just 36.7 percent plan to offer them to all graduates.

By industry, motor vehicle manufacturers, food and beverage manufacturers, and oil and gas extraction companies are most likely to offer signing bonuses to new college hires. (See Figure 48.)

**Figure 48: Percent of employers offering signing bonuses to 2012-13 graduates, by industry**

| Industry                          | % Offering Signing Bonuses | # of Respondents |
|-----------------------------------|----------------------------|------------------|
| Motor Vehicle Mfg.                | 80.0%                      | 5                |
| Food & Beverage Mfg.              | 75.0%                      | 8                |
| Oil & Gas Extraction              | 66.7%                      | 6                |
| Chemical (Pharmaceutical) Mfg.    | 63.6%                      | 11               |
| Management Consulting             | 63.6%                      | 11               |
| Finance, Insurance, & Real Estate | 52.0%                      | 25               |
| Utilities                         | 50.0%                      | 8                |
| Wholesale Trade                   | 50.0%                      | 6                |
| Computer & Electronics Mfg.       | 45.5%                      | 22               |
| Misc. Prof. Services              | 45.5%                      | 11               |
| Retail Trade                      | 42.9%                      | 14               |
| Misc. Mfg.                        | 41.2%                      | 17               |
| Government                        | 40.0%                      | 5                |
| Engineering Services              | 37.5%                      | 8                |
| Information                       | 27.3%                      | 11               |
| Construction                      | 16.7%                      | 6                |



By region, Western employers are most likely to offer bachelor's degree graduates a signing bonus. (See Figure 49.) Not only are 64 percent of Western respondents offering them, the percentage has almost doubled from the 35 percent that had plans to offer signing bonuses to last year's graduates.

This year's average signing bonus is climbing, too. Among the 36.7 percent of employers with plans to offer signing bonuses to all graduates, the overall average bonus amount is \$4,564, up slightly over last year's planned average bonus of \$4,373. In addition, nearly one-quarter of last year's respondents indicated plans to offer \$5,000 signing bonuses to Class of 2012 graduates; this year, more than one-third of responding organizations plan to offer \$5,000 signing bonuses.

Figure 50 provides the signing bonus data by major at the bachelor's degree level that was provided by a limited number of respondents.

The only signing bonus amounts reported at the master's degree level were for M.B.A. graduates. Although the data are extremely limited, the projected bonus amount is 9.5 percent higher for this year's M.B.A. graduates.

**Figure 49: Percent of employers offering signing bonuses in 2012-13, by region**

| Region    | % Who Plan to Offer Signing Bonuses in 2012-13 | % Who Planned to Offer Signing Bonuses in 2011-12 |
|-----------|--|---|
| Northeast | 47%  | 44%   |
| Southeast | 47%  | 46%   |
| Midwest   | 45%  | 50%   |
| West      | 64%  | 35%   |

**Figure 50: Average signing bonus, by major (bachelor's degrees)\***

| Major                       | 2012-13 Average Bonus (Projected) | # of Respondents 2012-13 | 2011-12 Average Bonus (Projected) | # of Respondents 2011-12 |
|-----------------------------|-----------------------------------|--------------------------|-----------------------------------|--------------------------|
| Accounting                  | \$3,909                           | 11                       | \$3,286                           | 7                        |
| Computer Engineering        | \$7,000                           | 5                        | ***                               | ***                      |
| Computer Science            | \$5,038                           | 13                       | \$2,083                           | 6                        |
| Electrical Engineering      | \$5,400                           | 5                        | ***                               | ***                      |
| Engineering – not specified | \$4,250                           | 12                       | \$3,833                           | 9                        |
| Finance                     | \$4,000                           | 9                        | \$3,900                           | 5                        |

\*where 5 or more data points were provided.

\*\*\*No data reported.

Figure 51: Average signing bonus, by major (master's degrees)\*

| Major  | 2012-13 Average Bonus (Projected) | # of Respondents 2012-13 | 2011-12 Average Bonus (Projected) | # of Respondents 2011-12 |
|--------|-----------------------------------|--------------------------|-----------------------------------|--------------------------|
| M.B.A. | \$16,583                          | 12                       | \$15,143                          | 7                        |

\*where 5 or more data points were provided.


Figure 52: Benefits and policies, Class of 2013

| Benefit/Policy  | % of Respondents Who Will Offer in 2012-13 | % of Respondents Who Will Offer in 2011-12 | % of Respondents Who Will Offer in 2010-11 |
|---|--|--|--|
| Dental insurance                                      | 98.9%                                      | 98.9%                                      | 98.2%                                      |
| Life insurance  | 98.9%                                      | 100.0%                                     | 98.8%                                      |
| Medical insurance                                     | 98.9%                                      | 99.0%                                      | 100.0%                                     |
| 401(k) retirement plan                                | 97.8%                                      | 98.4%                                      | 98.2%                                      |
| Annual salary increases                               | 94.4%                                      | 94.0%                                      | 97.0%                                      |
| Employee assistance/counseling program                | 93.9%                                      | 95.3%                                      | 96.4%                                      |
| Casual dress policy                                   | 87.6%                                      | 87.1%                                      | 87.5%                                      |
| Tuition reimbursement                                 | 84.6%                                      | 84.5%                                      | 83.9%                                      |
| Planned social activities                             | 79.0%                                      | 79.0%                                      | 73.2%                                      |
| Frequent performance reviews (more than one per year) | 73.4%                                      | 75.4%                                      | 77.2%                                      |
| Benefits to domestic partners                         | 70.9%                                      | 67.9%                                      | 73.6%                                      |
| Bonus/commission plans                                | 69.9%                                      | 71.6%                                      | 69.1%                                      |
| Family-friendly benefits                              | 64.0%                                      | 64.5%                                      | 67.1%                                      |
| More than two weeks vacation                          | 57.6%                                      | 56.5%                                      | 54.5%                                      |
| Flextime  | 57.6%                                      | 63.4%                                      | 66.9%                                      |
| On-site fitness center                                | 51.4%                                      | 48.6%                                      | 53.6%                                      |
| Telecommuting   | 39.2%                                      | 38.9%                                      | 43.0%                                      |
| Pension plan  | 28.0%                                      | 40.0%                                      | 42.4%                                      |
| Stock options   | 28.0%                                      | 25.9%                                      | 20.2%                                      |
| Day care facilities                                   | 13.0%                                      | 9.8%                                       | 9.9%                                       |
| Company car   | 7.9%                                       | 10.3%                                      | 10.3%                                      |
| Payback of existing student loans                     | 1.7%                                       | 2.2%                                       | 1.3%                                       |

The benefits and policies employers offer new college graduates typically stay the same from year to year. This holds true for the Class of 2013, although a few subtle changes can be noted. (See Figure 52.)

The group of respondents offering pension plans continues to drop, but this comes as no surprise as this benefit is becoming increasingly rare. In the *Job Outlook 2005* survey, 64.9 percent of respondents offered new graduates a pension plan. That number has dipped to just 28 percent for this year's graduates.

Frequent performance reviews (more than one per year) has dropped slightly over the last two years; this may be more of a time than a cost issue for employers.

Fewer respondents are also offering flextime, which is a bit surprising since it's not one of the more expensive benefits. However, this drop may be due to the makeup of survey respondents as flextime may not be possible in certain industries. 

## APPENDIX

Figure 53: Respondents by size of department/business unit

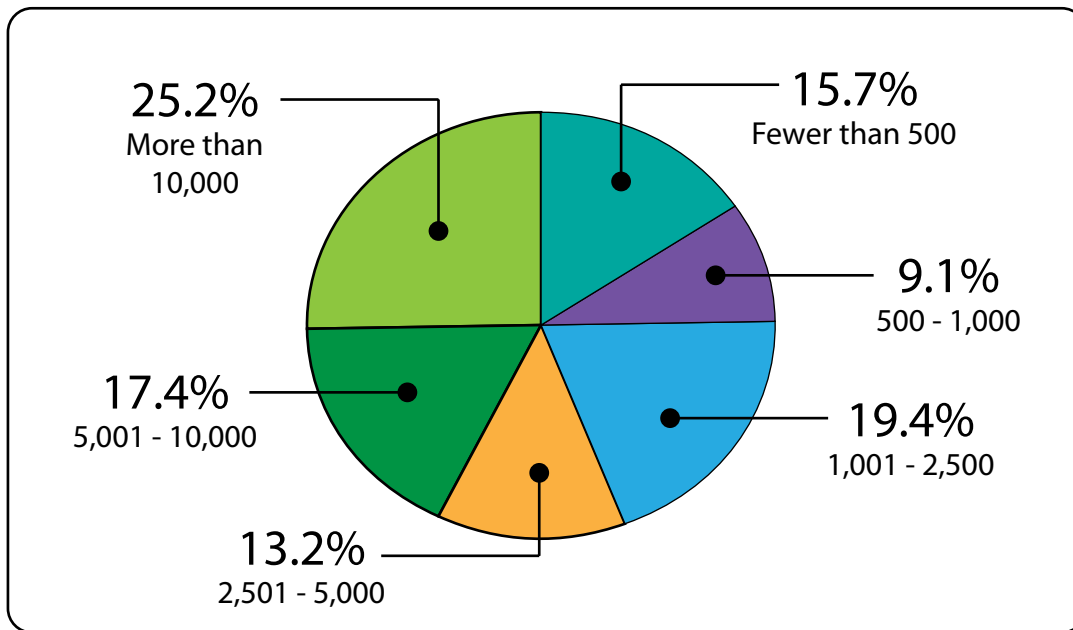


 Figure 54: Respondents by industry

| Industry                         | # of Respondents | % of Respondents |
|----------------------------------|------------------|------------------|
| Agriculture                      | 2                | 0.8%             |
| Oil & Gas Extraction             | 7                | 2.9%             |
| Utilities                        | 8                | 3.3%             |
| Construction                     | 9                | 3.7%             |
| Food & Beverage Mfg.             | 9                | 3.7%             |
| Chemical (Pharmaceutical) Mfg.   | 16               | 6.6%             |
| Computer & Electronics Mfg.      | 24               | 9.8%             |
| Motor Vehicle Mfg.               | 10               | 4.1%             |
| Misc. Mfg.                       | 24               | 9.8%             |
| Wholesale Trade                  | 6                | 2.5%             |
| Retail Trade                     | 18               | 7.4%             |
| Transportation                   | 4                | 1.6%             |
| Messaging & Warehouse            | 1                | 0.4%             |
| Information                      | 15               | 6.1%             |
| Finance, Insurance & Real Estate | 29               | 11.9%            |
| Accounting Services              | 4                | 1.6%             |
| Engineering Services             | 12               | 4.9%             |
| Management Consulting            | 12               | 4.9%             |
| Misc. Prof. Services             | 16               | 6.6%             |
| Social Services                  | 4                | 1.6%             |
| Recreation & Hospitality         | 3                | 1.2%             |
| Misc. Support Services           | 5                | 2.0%             |
| Government                       | 6                | 2.5%             |

## Participating Organizations

Below is a list of the organizations that responded to the *Job Outlook 2013* survey. (Please note: Although 244 organizations responded, the list below includes 173, as 71 organizations preferred not to be listed.)

|  |  |                                       |
|--|--|---------------------------------------|
| ACCO Brands Corporation                      | Chevron Corporation                    | Exel                                  |
| Acquity Group                                | Chevron Phillips Chemical Company LP   | Federal Deposit Insurance Corporation |
| ADP  | Cirrus Logic                           | Federal-Mogul Corporation             |
| Adtran, Inc.                                 | Citadel Investment Group LLC           | Ferguson Enterprises                  |
| Agilent Technologies, Inc.                   | Citrix Systems, Inc.                   | FirstEnergy Corporation               |
| Alcatel-Lucent                               | Cleveland Clinic                       | Fluor Corporation                     |
| Allscripts                                   | Clever Devices                         | FMC Technologies, Inc.                |
| American Axle & Manufacturing Holdings, Inc. | Cliffs Natural Resources               | Freeport-McMoRan Copper & Gold Inc.   |
| American Eagle Outfitters                    | CNA                                    | Gannett Co., Inc.                     |
| Analog Devices, Inc.                         | CNA Insurance                          | GannettLocal                          |
| ARAMARK                                      | comScore, Inc.                         | Genworth Financial                    |
| Archer Daniels Midland Company               | ConAgra Foods, Inc.                    | Georgia Tech Research Institute       |
| Arete Associates                             | Consolidated Graphics                  | Global Tax Management, Inc.           |
| Arup & Partners                              | Continental AG                         | Goodrich - Aerostructures Group       |
| Aspen Technology Inc.                        | Costar Group, Inc.                     | GROWMARK, Inc.                        |
| AT&T   | Country Insurance & Financial Services | GuideStone Financial Resources        |
| Avanade Holdings LLC                         | Crestron Electronics                   | H.J. Heinz Company                    |
| Baker Hughes Incorporated                    | Cummins Inc.                           | Hajoca Corporation                    |
| Bank of America                              | Daiichi Sankyo, Inc.                   | Harris Corporation                    |
| Bankers Life & Casualty Co.                  | Dallas Central Appraisal District      | HCL America, Inc.                     |
| BASF Corporation                             | Daymon Worldwide                       | Heico Construction Group LLC          |
| Black & Veatch Corporation                   | Delphi Automotive Systems, LLC         | Henkels & McCoy, Inc.                 |
| Brocade Communications Systems, Inc.         | Dick's Sporting Goods                  | Hitachi Consulting                    |
| Burlington Coat Factory Warehouse Corp.      | Discover Financial Services            | HNTB Companies                        |
| C&S Wholesale Grocers, Inc.                  | DNC Parks & Resorts at Yosemite, Inc.  | Huntington Ingalls Industries         |
| California State Auditor                     | Dominion Enterprises                   | INEOS                                 |
| Cameron                                      | Dow Corning Corporation                | Integrys Energy Group, Inc.           |
| Carpenter Technology Corporation             | Duff & Phelps LLC                      | J.B. Hunt Transport Inc.              |
| CGI Federal                                  | DuPont                                 | Kennedy & Coe LLC                     |
| CH2M HILL                                    | Dynetics Inc.                          | Kinze Manufacturing, Inc.             |
| Champion Technologies                        | eBay Inc.                              | L'Oreal USA                           |
| Charles River Associates                     | Entergy Services, Inc.                 | Lennox International Inc.             |
|  | Ernst & Young LLP                      | Lhoist North America, Inc.            |

|                                     |                                    |                                  |
|-------------------------------------|------------------------------------|----------------------------------|
| Liberty Mutual Insurance Company    | Progress Software Corporation      | The Dow Chemical Company         |
| Life Technologies Inc.              | Prudential                         | The Hershey Company              |
| Linde                               | PSEG                               | The MathWorks Inc.               |
| Lutron Electronics Co. Inc.         | Questar Corporation                | The MITRE Corporation            |
| Macy's, Inc.                        | Ralcorp Holdings, Inc.             | The Northern Trust Company       |
| Mercer                              | Rio Tinto                          | The Rehmann Group                |
| Messer Construction Co.             | Rolls-Royce Corporation            | The Timken Company               |
| Michelin North America              | Ross Stores Inc.                   | The Vanguard Group               |
| Milliken & Company                  | Roux Associates, Inc.              | Tindall Corporation              |
| Modern Woodmen of America           | S&C Electric Co.                   | Toys "R" Us, Inc.                |
| Naval Acquisition Career Center     | Sapient Corporation                | Trinity Consultants Inc.         |
| NetApp                              | Save-A-Lot                         | Turner Broadcasting System, Inc. |
| Newmont Mining Corporation          | Schlumberger Oilfield Services     | Turner Construction Company      |
| Northern Tier Energy                | Selden Fox LTD                     | Tyco International Inc.          |
| Northrop Grumman Corporation        | Simpson Gumpertz & Heger Inc.      | Tyson Foods, Inc.                |
| OCC                                 | Sonepar USA                        | U.S. Comptroller of the Currency |
| Olsson Associates                   | Southwestern Company               | UGI Utilities Inc.               |
| Olympus Corporation of the Americas | St. Jude Medical, Inc.             | Union Bank                       |
| Owens-Illinois Inc.                 | Stark Manufacturing LLC            | UNISYS                           |
| PA Consulting Group, Inc.           | Suffolk Construction Company, Inc. | Valero Energy Corporation        |
| Pariveda Solutions Inc.             | SWIFT                              | Warner Robins Air Logistics Ctr. |
| Parsons Brinckerhoff                | Technip USA, Inc.                  | Watson Pharmaceuticals, Inc.     |
| Polaris Industries, Inc.            | Teradata Corporation               | WESCO International, Inc.        |
| PrimeSource Building Products, Inc. | Thales Communications Inc.         | Westinghouse Electric Company    |
| Procter & Gamble Co.                | The Coca-Cola Company              | Zappos.com                       |



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