



2009-2010 Trends in Recruiting Summary

Each year data is compiled by The Collegiate Employment Research Institute at Michigan State University (<http://www.ceri.msu.edu/>) under the leadership of Dr. Phil Gardner, Director. This handout summarizes the key points for 2009-2010 recruiting trends.

SKILLS, COMPETENCIES, AND BEHAVIORS MOST DESIRED BY EMPLOYERS

**Note: The skills listed below are in no particular order*

- Working in a Diverse Environment
- Managing Time and Priorities
- Contributing to a Team
- Navigating Across Boundaries
- Acquiring Knowledge
- Thinking Critically
- Performing with Integrity
- Developing Professional Competencies
- Communicating Effectively
- Solving Problems
- Balancing Work and Life
- Embracing Change

MAJORS IN HIGH DEMAND

- All Technical
- All Business
- Accounting
- Finance
- Computer Science
- Communication
- Human Resources
- Economics
- Electrical Engineering
- Information Science

INDUSTRY SECTORS IN HIGH DEMAND

- Agriculture and Food Processing
- Non-Profit Organizations
- Manufacturing
- Insurance
- Wholesale Distributors
- Information Services (telecommunications)

SURVEY SUMMARY

- The college market has hit bottom! Companies expect to hire an average of 30 individuals per company; this is a limited number of jobs. The competition is fierce! The talent wars will continue as employers elevate the performance expected of new entrants.
- Small employers are the backbone of the college labor market and they expect to increase hiring over the next 10 months.
- Employers have several messages this year:
 - **Flexibility:** Seek candidates across all majors who can slide into a variety of positions as needed or can adapt quickly to changing conditions; a mix of technical and soft skills is important.
 - **Business shift:** Demand for business majors is holding steady, except for accounting which is down. Companies are repositioning themselves for more internet business and seek candidates in this area.
- Positive Hiring News in these sectors: E-commerce, entrepreneurialism, environmental sciences, information science, information systems, interactive computer design, statistics, nursing, and social work.
 - E-commerce and entrepreneurial focused students will have a breakout year!
 - Statistics majors are cool! 300 companies said they are interested in statistically trained students.
- Companies who are more likely to increase hiring are primarily those:
 - With 500 or less employees
 - In the Non-profit, manufacturing, and retail sectors
 - Recruiting across the entire US, or South Central, Southwest, and Northwest regions
 - Those using social media, internship programs, and direct contact with faculty

FINAL ADVICE

- In the current employment dynamics, students need to be Focused, Directed and Connected
- Students need to be patient and persistent to find success in the current market
- Building and maintaining professional networking relationships is critical
- Student should begin their job search EARLY!