

MINNESOTA COLLEGE JOB OUTLOOK 2015

SURVEY BACKGROUND

The Minnesota College Job Outlook survey is the only study of its kind which specifically surveys employers who are actively recruiting in Minnesota for new college graduates. One hundred and three employers participated in the survey this year.

The following is a summary of our eleventh annual survey, conducted by Andrew Ditlevson, Associate Director, St. Cloud State University Career Services Center. Thanks go out to Dr. Mary Soroko, who assisted in the analysis of the results.

HIRING PLANS	2014	2015
Plan to increase hiring	35.9	53.9%
Plan to maintain hiring	56.6	45.1%
Plan to decrease hiring	7.55	1.0%

SALARY PLANS		
Plan to increase salary	15.1%	22.8%
Plan to maintain salary	84.9%	76.2%
Plan to decrease	0.0%	1.0%

HIRING PLANS BY INDUSTRY

Percentage that plan to increase hiring for industries with 5 or more respondents:	2015
Employment/Staffing Agencies	80.0%
Healthcare	75.0%
Manufacturing	66.7%
Financial Services	54.6%
Business Services	54.5%
Government	42.7%
Non Profit/Human Services	41.7%
Technology	23.1%

Recruiting Methods for College Students/New Grads

% reflects number of employers who selected each item	2014	2015
Job Fairs	96.2%	95.2%
Job posting on company website	88.7%	86.4%
Job posting on campus website	79.3%	79.6%
Employee referrals	69.8%	80.6%
Job posting on internet job board	69.8%	68.0%
Hire from intern program	60.4%	60.2%
Job posting on social media site	58.5%	70.9%
On campus interviewing	34.0%	45.6%

COMMENT: The use of social media as a recruiting tools has grown every year, with a more than 10% jump in just the past year!

Most Effective Recruiting Methods

Employers were asked to identify which method generally yields the greatest number of new college hires. Employers were only allowed to select their number one answer.

	2014	2015
Job Fairs	30.2%	29.1%
Employee referrals	9.4%	16.5%
Hire from intern program	20.8%	14.6%
Job posting on internet job board	13.2%	13.6%
Job posting on company website	13.2%	9.7%
Job posting on campus website	7.6%	4.9%
On campus interviewing	1.9%	4.9%
Job posting on social media site	0.0%	0.0%
Other (working with career services programs, faculty, student groups, etc.)	1.9%	6.8%

COMMENT:

- It's very interesting to note that while the use of social media to promote opportunities has reached an all-time high, employers are not yet reporting it as a direct source of their "hires."
- I think the increase in the number of employers reporting "Other" methods as a source of their hires is another indication of the "tightening" job market as employers look for more ways to build relationships with career centers, faculty and student groups in order to find more candidates and develop a recruiting edge over the competition.

PERCENTAGE OF EMPLOYERS WHO OFFER INTERNSHIPS

2014	2015
84.9%	81.6%

SKILLS MOST IMPORTANT FOR STUDENTS TO POSSESS

Scores were rated on a scale of 1-5, with 1 = not important and 5 = extremely important

Top 10	2015
One: Honesty/Integrity	4.80
Two: Ability to communicate verbally	4.61
Three: Strong work ethic	4.58

Three:	Motivation/Initiative	4.58
Five:	Ability to work in a team	4.52
Six:	Flexibility/adaptability	4.42
Seven:	Ability to make decisions and solve problems	4.37
Eight:	Ability to plan, organize and prioritize work	4.29
Nine:	Professionalism/etiquette	4.26
Ten:	Ability to obtain and process information	4.16

COMMENT: These results are amazingly consistent from year to year with employers ranking the top three skills in the same order virtually every year.

SKILLS STUDENTS MOST NEED TO IMPROVE UPON

Scores were rated on a scale of 1-5, with 1 = not important and 5 = extremely important

Top 10		2015
One:	More realistic job expectations	4.21
Two:	Lose sense of entitlement	4.04
Three:	Ability to communicate verbally	4.00
Four:	Flexibility/adaptability	3.93
Five:	Strong work ethic	3.86
Six:	Ability to plan, organize and prioritize work	3.85
Seven:	Motivation/initiative	3.79
Eight:	Professionalism/etiquette	3.78
Nine:	Ability to make decisions and solve problems	3.77
Ten:	Ability to communicate through writing	3.74

COMMENT: Employers also consistently rank the top three “most needed to improve” skills in the same order year after year. Two interesting changes from last year are “Interviewing skills” and “Knowledge of company/organization” dropped out of the Top 10 for the first time in many years, which is hopefully an indication that all of the efforts of Career Services offices across the state in preparing students has been paying off. The two skills that took their place on the Top 10 list this year were “Flexibility/Adaptability” (which jumped 7 spots) and “Motivation/Initiative”).