MN COLLEGE JOB OUTLOOK 2013

SURVEY BACKGROUND
The MN 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.

The following is a summary of our ninth annual survey, conducted by Andrew Ditlevson, associate director for St. Cloud State University Career Services Center.

SURVEY METHODOLOGY
Three hundred and three employers who attended at least one of the three Minnesota college system consortium job fairs in 2012 were surveyed. One hundred and eleven responses were received resulting in a 36.6% response rate.

HIRING PLANS
| Plan to increase hiring | 50.5% |
| Plan to maintain hiring  | 46.8% |
| Plan to decrease hiring  | 2.7%  |

SALARY PLANS
| Plan to increase salary | 14.5% |
| Plan to maintain salary  | 85.5% |
| Plan to decrease         | 0.0%  |

HIRING PLANS BY INDUSTRY
(Percentage that plan to increase hiring for industries with 5 or more respondents.)
- Financial Services: 76.9%
- Retail: 71.49%
- Manufacturing: 66.7%
- Technology: 46.2%
- Non Profit/Human Services: 44.4%
- Government: 38.5%
- Healthcare: 37.5%
- Business Services: 20.0%

Recruiting Methods for College Students/New Grads
(Percentage reflects number of employers who selected each item.)
- Job Fairs: 99.1%
- Job posting on company website: 83.8%
- Job posting on campus website: 77.5%
- Employee referrals: 75.7%
- Job posting on internet job board: 64.9%
- Hire from intern program: 57.7%
- Job posting on social media site: 51.4%
- On campus interviewing: 36.9%
- Job posting in newspaper classified: 13.5%
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.)
Job Fairs 27.3%
Employee referrals 17.3%
Hire from intern program 12.7%
Job posting on campus website 10.0%
Job posting on internet job board 9.1%
Job posting on company website 10.9%
On campus interviewing 5.5%
Job posting on social media site 1.8%
Job posting on newspaper classified 0.0%

PERCENTAGE OF EMPLOYERS WHO OFFER INTERNSHIPS 83.5%

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
One: Honesty/Integrity 4.81
Two: Communication (verbal and written) 4.74
Three: Strong work ethic 4.74
Four: Motivation/Initiative 4.52
Five: Professionalism/etiquette 4.50
Six: Interpersonal Skills (relates well with others) 4.47
Seven: Teamwork 4.44
Eight: Flexibility/adaptability 4.37
Nine: Ability to acquire learning 4.35
Ten: Customer Service 4.28

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
One: More realistic job expectations 4.25
Two: Lose sense of entitlement 4.21
Three: Communication 3.99
Four: Work ethic 3.98
Five: Knowledge of company/environment 3.92
Six: Motivation/initiative 3.90
Seven: Professionalism/etiquette 3.79
Eight: Interviewing skills 3.74
Nine: Flexibility/adaptability 3.67
Ten: Interpersonal skills 3.50