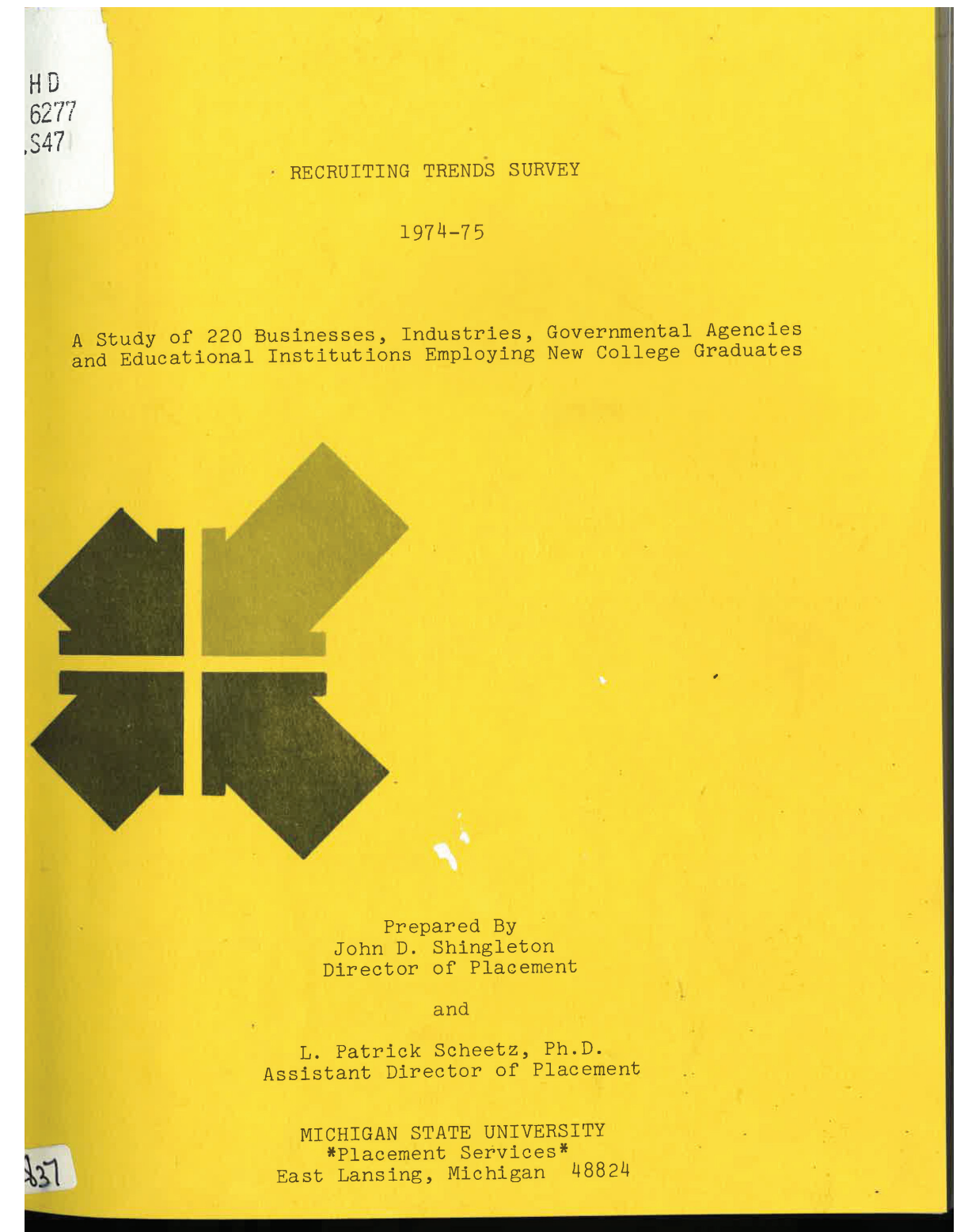


Recruiting Trends



History

- 1970: First Recruiting Trends Report - one page long
- 1989: Responsibility for Trends report moved from Career Services to CERI
- Patrick Scheetz directed this annual report from 1970 - 1997
- Phil Gardner directed Recruiting Trends since 1998



[photo credit: Michigan State University Archives and Historical Collections]

Today

- Coalition of 100+ schools across country partner with CERI to ensure wide scope of recruiting environment
- 2,000-5,000 employer reps participate in annual Trends survey
- 10-20 institutions host regional Trends presentation events annually
- 20,000+ views of Phil Gardner's 2016 Trends Presentation via MSU Alumni Association's online LiveStream video
- Trends labor market projections are cited in major news outlets: Chronicle of Higher Education; Wall Street Journal; New York Times; NPR news programs
- Phil Gardner makes himself available to reporters, student journalists, and others seeking insight on the college labor market and recruiting trends



Career Services Network
MICHIGAN STATE UNIVERSITY