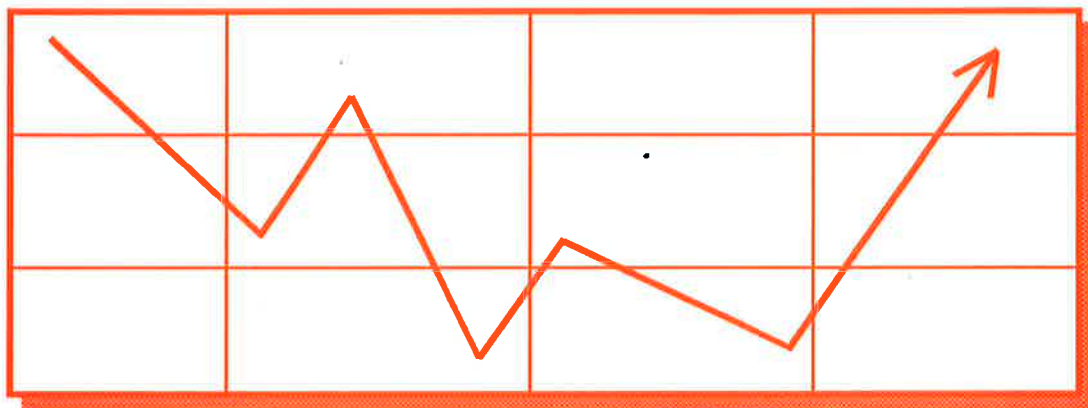


RECRUITING TRENDS

1991 • 1992

SPRING UPDATE



**A Study of Businesses, Industries,
and Governmental Agencies
Employing New College Graduates**

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Summary of
RECRUITING TRENDS 1991-92
Spring 1992 Update

A Study of Businesses, Industries,
and Governmental Agencies
Employing New College Graduates

This supplement to the 21st anniversary edition of the Recruiting Trends survey contains data on actual hires of new college graduates in 1991-92 by business, industry, and government employers. Also included are predictions from employers on anticipated changes in the college labor market for the last three quarters of 1992, into 1993, and beyond. A total of 691 employers were invited to participate and represented (1) members of the College Placement Council or a regional placement association, (2) employers registered with Career Development and Placement Services at Michigan State University, and (3) employers randomly selected from a list of small businesses in the Standard and Poor's Register. **Spring 1992 Update** questionnaires were initially mailed first-class to employers on April 6, 1992. No follow-up reminder notices were mailed because of the tight timeline required for responses. Any responses received through June 9, 1992, were included in this final report.

Data from this survey are quoted by many news media including ABC's Good Morning America; CNN's national and overseas news services; the NBC Nightly News with Tom Brokaw; USA Today; The Black Collegian; WJR radio in Detroit; KOA radio in Denver; ABC and CBS television and radio stations throughout the country; and numerous other magazines and newspapers nationwide.

Employers Responding

Responses for this **Spring 1992 Update** were received from 211 organizations (30.5%), and all of these were complete enough for statistical analysis purposes. An adequate representation of organizations recruiting on college and university campuses was included in this final report to reflect the job market for new college graduates in 1991-92.

Of this spring's respondents, 192 were businesses, industries, manufacturing organizations, and service sector employers (90.0%); and 19 were local, state, and federal government agencies and the military services (10.0%). (Page 1-2)

Organizations with 1,000 to 4,999 employees represented 25.6% of the respondents; those with 100 to 499 employees represented 20.9% of the respondents; and organizations with 1 to 99 employees represented 16.6% of the respondents. Organizations with 10,000 or more employees represented 14.7% of the respondents; those with 500 to 999 employees represented 12.8% of the respondents; and organizations with 5,000 to 9,999 employees represented 9.5% of the respondents. (Pages 1-2)

Employment of 1991-92 Graduates

A comparison of new college graduates hired last year with actual new hires this year revealed a decrease in the overall job market for new college graduates of approximately 4.6% this year (1991-92). (Pages 3-4)

When interpreting data for individual employer groups, caution needs to be taken, because occasionally small sample sizes were received for some employer categories. Data reported in this chart are at worst a reflection of the college job market for the companies responding to this survey.

Employer categories with increases in hiring included construction and building contractors (42.2%); electronics, computers, and electrical equipment manufacturers (27.9%); merchandising and retailing (26.3%); hotels, motels, restaurants, and recreational facilities (22.0%); hospitals and health care services (12.8%); communications and telecommunications including telephones and newspapers (9.5%); governmental administration and military including federal, state, and local levels (4.7%); textiles, home furnishings, and apparel manufacturers (2.6%); and diversified conglomerates (1.1%).

Decreases in hiring of 10% or less for this year were experienced by lumber, wood products, and furniture manufacturers (-3.4%); social service, religious, and volunteer organizations (-9.1%); and accounting firms (-10.1%).

Experiencing decreases in hiring of more than 10% for this year were engineering, research, consulting, and other professional services (-14.0%); food and beverage processing (-14.1%); agribusiness (-15.3%); chemicals, drugs, and allied products (-16.1%); glass, packaging, and allied products (-16.7%); public utilities including transportation (-16.7%); metals and metal products (-19.7%); aerospace and components (-21.7%); banking, finance, and insurance (-35.8%); petroleum and allied products (-48.2%); and automotive and mechanical equipment (-54.6%).

Hiring Quotas vs. Actual Hires for 1991-92

When comparing new hires expected for this year with actual new graduates hired this year, a decrease in the overall job market for new college graduates was noted. Approximately 10% fewer new college graduates than expected were hired this year (1991-92). (Pages 5-6)

Employer categories with more hires than expected were agribusiness (43.0%); social service, religious, and volunteer organizations (42.9%); hotels, motels, restaurants, and recreational facilities (20.5%); metals and metal products (14.0%); electronics, computers, and electrical equipment manufacturers (7.4%); public utilities including transportation (6.2%); communications and telecommunications including telephones and newspapers (5.7%); hospitals and health care services (4.9%); and engineering, research, consulting, and other professional services (0.8%).

Hiring at levels less than expected were governmental administration and military including federal, state, and local levels (-2.8%); diversified conglomerates (-5.3%); chemicals, drugs, and allied products (-7.6%); food and beverage processing (-10.3%); textiles, home furnishings, and apparel manufacturers (-11.1%); accounting firms (-13.8%); banking, finance, and insurance (-14.7%); merchandising and retailing (-15.4%); lumber, wood products, and furniture manufacturers (-16.7%); construction and building contractors (-22.2%); petroleum and allied products (-22.6%); glass, packaging, and allied products (-25.6%); aerospace and components (-27.9%); and automotive and mechanical equipment (-66.4%).

Layoffs of Salaried Employees in 1991-92

During 1991-92, it was necessary for some organization to lay off salaried employees. Of 210 employers responding to this question, 94 organizations (44.7%) laid off salaried employees within this year (1991-92). (Page 7)

The employer categories most frequently laying off salaried employees were aerospace and components (87.5%); diversified conglomerates (80.0%); agribusiness (75.0%); petroleum and allied products (70.0%); and hospitals and health care services (66.6%).

Less frequently laying off salaried employees were glass, packaging, and allied products (60.0%); merchandising and retailing (55.5%); electronics, computers, and electrical equipment manufacturers (50.0%); food and beverage processing (50.0%); textiles, home furnishings, and apparel manufacturers (50.0%); construction and building contractors (50.0%); communications and telecommunications including telephones and newspapers (50.0%); automotive and mechanical equipment (50.0%); banking, finance, and insurance (47.0%); and chemicals, drugs, and allied products (46.1%).

Layoffs of salaried employees occurred least frequently for metals and metal products (36.3%); social service, religious, and volunteer organizations (33.3%); hotels, motels, restaurants, and recreational facilities (33.3%); public utilities including transportation (26.6%); governmental administration and military including federal, state, and local levels (26.3%); accounting firms (22.2%); engineering, research, consulting, and other professional services (16.6%); and lumber, wood products, and furniture manufacturers (16.6%).

Each employer category experienced some layoffs of salaried employees.

The total of laid off salaried employees among employers responding to this survey was 30,907, or 1.7% of the total salaried workforce employed in these organizations (1,835,991 salaried employees). (Page 8)

Experiencing the largest percentage of salaried employees laid off this year (1991-92) were merchandising and retailing (13.07%); aerospace and components (5.22%); and construction and building contractors (3.82%).

With 2% or fewer salaried employees laid off this year were agribusiness (1.72%); chemicals, drugs, and allied products (1.34%); engineering, research, consulting, and other professional services (1.20%); petroleum and allied products (1.18%); banking, finance, and insurance (0.79%); diversified conglomerates (0.73%); hospitals and health care services (0.66%); metals and metal products (0.48%); public utilities including transportation (0.42%); governmental administration and military including federal, state, and local levels (0.41%); social service, religious, and volunteer organizations (0.39%); communications and telecommunications including telephones and newspapers (0.36%); glass, packaging, and allied products (0.27%); textiles, home furnishings, and apparel manufacturers (0.25%); electronics, computers, and electrical equipment manufacturers (0.23%); automotive and mechanical equipment (0.17%); hotels, motels, restaurants, and recreational facilities (0.09%); food and beverage processing (0.05%); and accounting firms (0.02%).

Anticipated Change in the Job Market for New College Graduates

Beginning in late 1992, employers foresee a marked improvement in the job market for new college graduates. According 164 employers responding to this question, no change in the job market for new college graduates was predicted during the second (71.9%) or third quarters of 1992 (54.4%), but by the fourth quarter, employers were beginning to predict some improvement (47.6%). Even then, responses were still not strong. (Page 9)

But at the beginning of 1993, an increase in the job market for new college graduates was anticipated by 72.2% of the employers responding to this survey, and this continuing increase in the job market for new college graduates was expected to be maintained through 1994 and 1995. For new graduates, this is indeed good news, especially after three consecutive years of declining demand and opportunities.

An improvement of 9-10% or more was predicted for 1993 by 55.0% of the employers responding, and 72.2% expected improvements of 7-8% or more.

Change in Starting Salaries Offered to New College Graduates in 1991-92

Among surveyed employers, 122 organizations (62.8%) reported increases in starting salaries offered to new college graduates hired by their organizations during 1991-92, when compared to salaries offers for 1990-91. Of the respondents, 68 employers (35.0%) reported no changes in starting salary offers. Four (4) employers reported decreases in starting salaries. (Page 10)

Among all respondents, starting salary offers averaged approximately 5-6%. A few employers (10.8%) offered increases of 11% or greater. Increases of 9-10% were offered by 41.2% of the employers responding, and offered by 10.8% of the employers were increases in the 7-8% range.

Academic Majors and Degree Levels in Greatest Demand during 1991-92

Among employers hiring new college graduates this year, the following academic majors and degree levels were in greatest demand: electrical engineering, mechanical engineering, chemical engineering, computer science, accounting, general business administration, finance, civil engineering, MBAs, management information systems/ data processing, marketing, and chemistry (especially M.S. and Ph.D.). (Page 11)

Job Openings Are Still Available for This Year's Graduates

Among 194 employers responding, a total of 1,587 job openings for new college graduates were still available at the time of this survey (June 1, 1992). This number represents 9.2% of the total positions available to be filled this year by these employers. (Page 12)

Experiencing the largest percentage of job openings still available were aerospace and components (53.7%); glass, packaging, and allied products (35.8%); communications and telecommunications including telephones and newspapers (34.7%); construction and building contractors (28.5%); petroleum and allied products (23.9%); public utilities including transportation (22.6%); lumber, wood products, and furniture manufacturers (20.5%); governmental administration and military including federal, state, and local levels (16.5%); hospitals and health care services (15.3%); metals and metal products (13.4%); and engineering, research, consulting, and other professional services (10.8%).

With 10% or fewer job openings still available were hotels, motels, restaurants, and recreational facilities (10.0%); agribusiness (9.8%); banking, finance, and insurance (8.9%); electronics, computers, and electrical equipment manufacturers (8.5%); diversified conglomerates (5.8%); textiles, home furnishings, and apparel manufacturers (5.0%); automotive and mechanical equipment (3.6%); chemicals, drugs, and allied products (2.9%); food and beverage processing (1.6%); merchandising and retailing (0.4%); and accounting firms (0.1%).

No openings remained for social service, religious, and volunteer organizations.

The positions still available were for engineers (chemical engineers, civil engineers, electrical engineers, sales engineers, and environmental protection engineers), computer scientists, computer programmers, financial analysts, credit analysts, and branch manager trainees.

Influence of Early Retirements on Job Openings for New College Graduates

Are early retirements creating job openings for new college graduates? Of 205 surveyed employers responding to this question, 87.8% reported that early retirements created few, if any, job openings in their organizations for new college graduates. According to most employers, early retirements were used as a technique to accomplish downsizing of their organizations and to reduce layoffs. (Page 13)

A few employers (12.1%) agreed that early retirements had created some job openings in their organizations for new college graduates.

RESPONSES RECEIVED FROM BUSINESSES, INDUSTRIES, AND GOVERNMENTAL AGENCIES for the Spring Update 1992

Which category best describes your organization, and how many salaried employees (excluding clerical staff) are on the payroll of your organization? The number of responses received for each answer are on the first line and percentages of total on the second line. Responses are listed by EMPLOYER CATEGORY.

Size of Organization by Number of Salaried Employees

Employer Categories

Frequency Percent	1-99	100-499	500-999	1000- 4999	5000- 9999	10,000+	Total
Accounting	4 1.90	2 0.95	1 0.47	0 0.00	0 0.00	2 0.95	9 4.27
Aerospace	0 0.00	3 1.42	2 0.95	1 0.47	1 0.47	1 0.47	8 3.79
Agribusiness	2 0.95	0 0.00	0 0.00	2 0.95	0 0.00	0 0.00	4 1.90
Automotive	0 0.00	3 1.42	1 0.47	2 0.95	0 0.00	2 0.95	8 3.79
Banking, Finance	3 1.42	4 1.90	2 0.95	3 1.42	3 1.42	2 0.95	17 8.06
Chemicals	0 0.00	1 0.47	1 0.47	6 2.84	2 0.95	3 1.42	13 6.16
Communication	0 0.00	1 0.47	1 0.47	0 0.00	0 0.00	0 0.00	2 0.95
Construction	1 0.47	1 0.47	0 0.00	2 0.95	0 0.00	0 0.00	4 1.90
Conglomerates	0 0.00	0 0.00	1 0.47	0 0.00	0 0.00	4 1.90	5 2.37
Electronics	8 3.79	9 4.27	1 0.47	7 3.32	1 0.47	4 1.90	30 14.22
Research, Consul	4 1.90	4 1.90	2 0.95	1 0.47	1 0.47	0 0.00	12 5.69
Food Processing	0 0.00	1 0.47	1 0.47	1 0.47	0 0.00	1 0.47	4 1.90
Total	35 16.59	44 20.85	27 12.80	54 25.59	20 9.48	31 14.69	211 100.00

(Continued)

Continued ...

**Size of Organization by
Number of Salaried Employees**

**Employer
Categories**

Frequency Percent	1-99	100-499	500-999	1000- 4999	5000- 9999	10,000+	Total
Packaging	1 0.47	0 0.00	0 0.00	2 0.95	1 0.47	1 0.47	5 2.37
Government	3 1.42	2 0.95	2 0.95	3 1.42	6 2.84	3 1.42	19 9.00
Hospitals	2 0.95	2 0.95	1 0.47	0 0.00	0 0.00	1 0.47	6 2.84
Hotels Motels	1 0.47	2 0.95	0 0.00	2 0.95	0 0.00	1 0.47	6 2.84
Wood Products	1 0.47	0 0.00	1 0.47	2 0.95	1 0.47	1 0.47	6 2.84
Merchandising	1 0.47	1 0.47	1 0.47	5 2.37	0 0.00	1 0.47	9 4.27
Metals	1 0.47	4 1.90	2 0.95	2 0.95	2 0.95	1 0.47	12 5.69
Petroleum	1 0.47	0 0.00	2 0.95	3 1.42	1 0.47	3 1.42	10 4.74
Public Utilities	0 0.00	3 1.42	3 1.42	8 3.79	1 0.47	0 0.00	15 7.11
Volunteer Org.	2 0.95	0 0.00	1 0.47	0 0.00	0 0.00	0 0.00	3 1.42
Textiles	0 0.00	1 0.47	1 0.47	2 0.95	0 0.00	0 0.00	4 1.90
Total	35 16.59	44 20.85	27 12.80	54 25.59	20 9.48	31 14.69	211 100.00

Observations: Responses to the **Spring 1992 Update** questionnaire were received from 211 employers representing businesses, industries, manufacturing organizations, service sector employers, and governmental agencies. Organizations with 1,000 to 4,999 employees represented 25.6% of the respondents; those with 100 to 499 employees represented 20.9 % of the respondents; and organizations with 1 to 99 employees represented 16.6% of the respondents. Organizations with 10,000 or more employees represented 14.7% of the respondents; those with 500 to 999 employees represented 12.8% of the respondents; and organizations with 5,000 to 9,999 employees represented 9.5% of the respondents.

How many new college graduates were hired last year (1990-91) for professional positions in your organization, and how many new graduates were hired this year (1991-92)? Responses are listed by EMPLOYER CATEGORY.

	Number of New Hires This Year			Number of New Hires Last Year			Change for Last Year Percent
	Number of Employ- ers	Total Hired	Average	Number of Employ- ers	Total Hired	Average	
Employer Types							
Accounting	9	3,170	352	9	3,526	392	-10.1
Aerospace	8	119	15	8	152	19	-21.7
Agribusiness	4	61	15	4	72	18	-15.3
Automotive	7	499	71	8	1,255	157	-54.6
Banking, Finance	15	591	39	17	1,044	61	-35.8
Chemicals	13	1,335	103	12	1,469	122	-16.1
Communication	2	92	46	2	84	42	9.5
Construction	4	91	23	4	64	16	42.2
Conglomerates	5	664	133	5	657	131	1.1
Electronics	29	4,592	158	30	3,714	124	27.9
Research, Consulting & Prof. Svcs.	11	305	28	12	387	32	-14.0
Food Processing	4	61	15	4	71	18	-14.1
Packaging	4	78	20	5	117	23	-16.7
Government	19	3,079	162	19	2,941	155	4.7
Hospitals	6	299	50	6	265	44	12.8
Hotels Motels	6	100	17	6	82	14	22.0
Wood Products	6	229	38	6	237	40	-3.4
Merchandising	9	620	69	9	491	55	26.3
Metals	12	163	14	12	203	17	-19.7
Petroleum	10	640	64	10	1,235	124	-48.2
Public Utilities	14	238	17	15	306	20	-16.7
Volunteer Org.	3	10	3	3	11	4	-9.1
Textiles	4	80	20	4	78	20	2.6
Overall Totals	204	17,116	84	210	18,461	88	-4.6

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Observations: A comparison of new college graduates hired last year with actual new hires this year revealed a decrease in the overall job market for new college graduates of approximately 4.6% this year (1991-92).

When interpreting data for individual employer groups, caution needs to be taken, because occasionally small sample sizes were received for some employer categories. Data reported in this chart are at worst a reflection of the college job market for the companies responding to this survey.

Employer categories with increases in hiring included construction and building contractors (42.2%); electronics, computers, and electrical equipment manufacturers (27.9%); merchandising and retailing (26.3%); hotels, motels, restaurants, and recreational facilities (22.0%); hospitals and health care services (12.8%); communications and telecommunications including telephones and newspapers (9.5%); governmental administration and military including federal, state, and local levels (4.7%); textiles, home furnishings, and apparel manufacturers (2.6%); and diversified conglomerates (1.1%).

Decreases in hiring of 10% or less for this year were experienced by lumber, wood products, and furniture manufacturers (-3.4%); social service, religious, and volunteer organizations (-9.1%); and accounting firms (-10.1%).

Experiencing decreases in hiring of more than 10% for this year were engineering, research, consulting, and other professional services (-14.0%); food and beverage processing (-14.1%); agribusiness (-15.3%); chemicals, drugs, and allied products (-16.1%); glass, packaging, and allied products (-16.7%); public utilities including transportation (-16.7%); metals and metal products (-19.7%); aerospace and components (-21.7%); banking, finance, and insurance (-35.8%); petroleum and allied products (-48.2%); and automotive and mechanical equipment (-54.6%).

In September, 1991, how many new college graduates did your organization expect to hire for professional positions in 1991-92, and how many new graduates were actually hired this year (1991-92)? Responses are listed by EMPLOYER CATEGORY.

	Number of Expected New Hires This Year			Number of Actual New Hires This Year			Change from This Fall Percent
	Number of Employers	Total Hired	Average	Number of Employers	Total Hired	Average	
Employer Types							
Accounting	9	3,678	409	9	3,170	352	-13.8
Aerospace	8	165	21	8	119	15	-27.9
Agribusiness	3	32	11	4	61	15	43.0
Automotive	8	1,698	212	7	499	71	-66.4
Banking, Finance	17	785	46	15	591	39	-14.7
Chemicals	12	1,333	111	13	1,335	103	-7.6
Communication	2	87	44	2	92	46	5.7
Construction	4	117	29	4	91	23	-22.2
Conglomerates	5	701	140	5	664	133	-5.3
Electronics	30	4,422	147	29	4,592	158	7.4
Research, Consulting & Prof. Svcs.	12	330	28	11	305	28	0.8
Food Processing	4	68	17	4	61	15	-10.3
Packaging	5	131	26	4	78	20	-25.6
Government	19	3,167	167	19	3,079	162	-2.8
Hospitals	6	285	48	6	299	50	4.9
Hotels Motels	6	83	14	6	100	17	20.5
Wood Products	6	275	46	6	229	38	-16.7
Merchandising	9	733	81	9	620	69	-15.4
Metals	12	143	12	12	163	14	14.0
Petroleum	9	744	83	10	640	64	-22.6
Public Utilities	14	224	16	14	238	17	6.2
Volunteer Org.	3	7	2	3	10	3	42.9
Textiles	4	90	23	4	80	20	-11.1
Overall Totals	207	19,298	93	204	17,116	84	-10.0

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Observations: When comparing the new hires expected for this year with the actual new graduates hired this year, a decrease in the overall job market for new college graduates was noted. Approximately 10% fewer new college graduates than expected were hired this year (1991-92).

Employer categories with more hires than expected were agribusiness (43.0%); social service, religious, and volunteer organizations (42.9%); hotels, motels, restaurants, and recreational facilities (20.5%); metals and metal products (14.0%); electronics, computers, and electrical equipment manufacturers (7.4%); public utilities including transportation (6.2%); communications and telecommunications including telephones and newspapers (5.7%); hospitals and health care services (4.9%); and engineering, research, consulting, and other professional services (0.8%).

Hiring at levels less than expected were governmental administration and military including federal, state, and local levels (-2.8%); diversified conglomerates (-5.3%); chemicals, drugs, and allied products (-7.6%); food and beverage processing (-10.3%); textiles, home furnishings, and apparel manufacturers (-11.1%); accounting firms (-13.8%); banking, finance, and insurance (-14.7%); merchandising and retailing (-15.4%); lumber, wood products, and furniture manufacturers (-16.7%); construction and building contractors (-22.2%); petroleum and allied products (-22.6%); glass, packaging, and allied products (-25.6%); aerospace and components (-27.9%); and automotive and mechanical equipment (-66.4%).

During 1991-92, was it necessary for your organization to lay off any salaried employees? Responses are listed by EMPLOYER CATEGORY.

Employer Types	Layoff of Salaried Employees			
	Yes		No	
	Number of Employers	Percent	Number of Employers	Percent
Accounting	2	22.2%	7	77.7%
Aerospace	7	87.5%	1	12.5%
Agribusiness	3	75.0%	1	25.0%
Automotive	4	50.0%	4	50.0%
Banking, Finance	8	47.0%	9	52.9%
Chemicals	6	46.1%	7	53.8%
Communication	1	50.0%	1	50.0%
Construction	2	50.0%	2	50.0%
Conglomerates	4	80.0%	1	20.0%
Electronics	15	50.0%	15	50.0%
Research, Consulting & Prof. Svcs.	2	16.6%	10	83.3%
Food Processing	2	50.0%	2	50.0%
Packaging	3	60.0%	2	40.0%
Government	5	26.3%	14	73.6%
Hospitals	4	66.6%	2	33.3%
Hotels Motels	2	33.3%	4	66.6%
Wood Products	1	16.6%	5	83.3%
Merchandising	5	55.5%	4	44.4%
Metals	4	36.3%	7	63.6%
Petroleum	7	70.0%	3	30.0%
Public Utilities	4	26.6%	11	73.3%
Volunteer Org.	1	33.3%	2	66.6%
Textiles	2	50.0%	2	50.0%
Overall Totals	94	44.7%	116	55.2%

Observations: Of 210 employers responding to this question, 94 organizations (44.7%) laid off salaried employees within this year (1991-92).

The employer categories most frequently laying off salaried employees were aerospace and components (87.5%); diversified conglomerates (80.0%); agribusiness (75.0%); petroleum and allied products (70.0%); and hospitals and health care services (66.6%).

Less frequently laying off salaried employees were glass, packaging, and allied products (60.0%); merchandising and retailing (55.5%); electronics, computers, and electrical equipment manufacturers (50.0%); food and beverage processing (50.0%); textiles, home furnishings, and apparel manufacturers (50.0%); construction and building contractors (50.0%); communications and telecommunications including telephones and newspapers (50.0%); automotive and mechanical equipment (50.0%); banking, finance, and insurance (47.0%); and chemicals, drugs, and allied products (46.1%).

Layoffs of salaried employees occurred least frequently for metals and metal products (36.3%); social service, religious, and volunteer organizations (33.3%); hotels, motels, restaurants, and recreational facilities (33.3%); public utilities including transportation (26.6%); governmental administration and military including federal, state, and local levels (26.3%); accounting firms (22.2%); engineering, research, consulting, and other professional services (16.6%); and lumber, wood products, and furniture manufacturers (16.6%).

Each employer category experienced some layoffs of salaried employees.

How many salaried employees were laid off by your organization during 1991-92? Responses are listed by EMPLOYER CATEGORY.

Employer Types	Number of Employers	Salaried Employees Number of Salaried Employees	Layoff of Salaried Employees	
			Laid Off Employees	Percent
Accounting	9	27,913	6	0.02%
Aerospace	8	34,480	1,801	5.22%
Agribusiness	4	3,947	68	1.72%
Automotive	8	133,219	229	0.17%
Banking, Finance	15	94,709	752	0.79%
Chemicals	13	89,286	1,202	1.34%
Communication	2	1,375	5	0.36%
Construction	4	5,340	204	3.82%
Conglomerates	5	126,173	931	0.73%
Electronics	29	401,182	960	0.23%
Research, Consulting & Prof. Svcs.	12	12,500	150	1.20%
Food Processing	3	70,880	40	0.05%
Packaging	4	51,367	140	0.27%
Government	19	162,138	679	0.41%
Hospitals	5	30,877	206	0.66%
Hotels Motels	5	20,640	20	0.09%
Wood Products	5	27,760	0	0.00%
Merchandising	8	160,485	20,980	13.07%
Metals	11	241,945	1,163	0.48%
Petroleum	9	104,052	1,233	1.18%
Public Utilities	14	27,345	116	0.42%
Volunteer Org.	3	508	2	0.39%
Textiles	3	7,870	20	0.25%
Overall Totals	198	1,835,991	30,907	1.68%

Observations: Among 198 employers responding to this question, 94 organizations (44.7%) laid off salaried employees within this year (1991-92). The total of laid off salaried employees for these organizations was 30,907, or 1.7% of their total salaried workforce (1,835,991 salaried employees).

Experiencing the largest percentage of salaried employees laid off this year (1991-92) were merchandising and retailing (13.07%); aerospace and components (5.22%); and construction and building contractors (3.82%).

With 2% or fewer salaried employees laid off this year were agribusiness (1.72%); chemicals, drugs, and allied products (1.34%); engineering, research, consulting, and other professional services (1.20%); petroleum and allied products (1.18%); banking, finance, and insurance (0.79%); diversified conglomerates (0.73%); hospitals and health care services (0.66%); metals and metal products (0.48%); public utilities including transportation (0.42%); governmental administration and military including federal, state, and local levels (0.41%); social service, religious, and volunteer organizations (0.39%); communications and telecommunications including telephones and newspapers (0.36%); glass, packaging, and allied products (0.27%); textiles, home furnishings, and apparel manufacturers (0.25%); electronics, computers, and electrical equipment manufacturers (0.23%); automotive and mechanical equipment (0.17%); hotels, motels, restaurants, and recreational facilities (0.09%); food and beverage processing (0.05%); and accounting firms (0.02%).

If you were predicting change in the job market for new college graduates, when would you expect this change to occur?

	Job Market Prediction						Total Response	
	No Change		Increase		Decrease			
	N	PCTN	N	PCTN	N	PCTN	N	PCTN
When Job Market Changes Occur								
Second Quarter of 1992	123	72.7%	27	15.9%	19	11.2%	169	100.0%
Third Quarter of 1992	97	55.7%	60	34.4%	17	9.7%	174	100.0%
Fourth Quarter of 1992	73	41.7%	84	48.0%	18	10.2%	175	100.0%
1993	38	22.7%	120	71.8%	9	5.3%	167	100.0%
1994	32	19.8%	119	73.9%	10	6.2%	161	100.0%
1995	35	22.2%	114	72.6%	8	5.0%	157	100.0%

Observations: Beginning in late 1992, employers foresee a marked improvement in the job market for new college graduates. According 164 employers responding to this question, no change in the job market for new college graduates was predicted during the second (71.9%) or third quarters of 1992 (54.4%), but by the fourth quarter, employers were beginning to predict some improvement (47.6%). Even then, responses were still not strong.

But at the beginning of 1993, an increase was anticipated by 72.2% of the employers responding, and this continuing increase in the job market for new college graduates was expected to be maintained through 1994 and 1995. For new graduates, this is indeed good news, especially after three successive years of declining demand.

An improvement of 9-10% or more was predicted for 1993 by 55.0% of the employers responding, and 72.2% expected improvements of 7-8% or more.

What percentage change occurred in starting salaries offered to new college graduates hired by your organization this year (1991-92) when compared to 1990-91?

	Range of Salary Change														Total Response	
	+11% and more		Increase 9-10%		Increase 7-8%		No Change		Decrease 1-2%		Decrease 3-4%					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN		
	Salary Change															
Change from 1990-91	21	10.8%	80	41.2%	21	10.8%	68	35.0%	1	0.5%	3	1.5%	194	100.0%		

Observations: Among surveyed employers, 122 organizations (62.8%) reported increases in starting salaries offered to new college graduates hired by their organizations during 1991-92, when compared to salary offers for 1990-91. Of the respondents, 68 employers (35.0%) reported no changes in starting salary offers. Four (4) employers reported decreases in starting salaries.

Among all respondents, starting salary offers averaged approximately 5-6%. A few employers (10.8%) offered increases at 11% or greater. Increases of 9-10% were offered by 41.2% of the employers responding. Offered by 10.8% of the employers were increases of 7-8% range.

What academic majors and degree levels are (were) in greatest demand at your organization in 1991-92?

Observations: Among employers hiring new college graduates this year, the following ACADEMIC MAJORS and DEGREE LEVELS were in greatest demand:

Engineers (12)

- Architectural engineers (1)
- Chemical engineers (10)
- Civil engineers (5)
- Computer science/ engineers (13)
- Electrical engineers (18)
- Electronics engineers (1)
- Industrial engineers (4)
- Manufacturing engineers (1)
- Mechanical engineers (17)
- Mechanical technology (1)
- Metallurgical engineers (1)
- Packaging engineers (1)
- Petroleum engineers (1)

Business (7)

- Actuarial science (1)
- Accounting (16)
- Economics-Ph.D. (3)
- Finance (7)
- General business administration (3)
- Hotel, restaurant, and institutional management (2)
- Materials and logistics management/ transportation (1)
- MBAs (5)- especially in accounting and finance
- Management information systems/ data processing (7)
- Marketing (6)

Sciences-

- Biochemistry, especially M.S. and Ph.D. (1)
- Chemistry, especially M.S. and Ph.D. (4)
- Geology/ geophysics/ geochemistry- M.S. and Ph.D. (1)
- Mathematics (1)
- Microbiology (1)

Social Sciences-

- Clinical psychologists-Ph.D. (1)
- Criminal justice (1)
- Geography/ geographers (2)
- Labor and industrial relations- MLIR (2)
- Urban planning/ planners (1)

Agriculture and Natural Resources

- Agricultural economics (1)
- Environmental science (2)
- Food science (1)
- Forestry (1)
- Horticulture (1)
- Resource development/ management (2)
- Toxicology (1)
- Veterinary medicine-DVM (1)

Liberal Arts (3)

Law

- Juris Doctor (1)

NOTE: Frequencies of response are noted after each academic major and degree level reported by employers responding to this question.

How many job openings are still available at this time in your organization for new college graduates? Responses are listed by EMPLOYER CATEGORY.

Employer Types	Number of Employers	Number of Actual New Hires This Year	Job Openings Still Available	
			Number	Percent
Accounting	9	3,170	5	0.1%
Aerospace	8	119	64	53.7%
Agribusiness	4	61	6	9.8%
Automotive	8	499	18	3.6%
Banking, Finance	15	591	53	8.9%
Chemicals	12	1,335	39	2.9%
Communication	2	92	32	34.7%
Construction	4	91	26	28.5%
Conglomerates	4	664	39	5.8%
Electronics	28	4,592	393	8.5%
Research, Consulting & Prof. Svcs.	10	305	33	10.8%
Food Processing	3	61	1	1.6%
Packaging	4	78	28	35.8%
Government	18	3,079	511	16.5%
Hospitals	6	299	46	15.3%
Hotels Motels	5	100	10	10.0%
Wood Products	6	229	47	20.5%
Merchandising	8	620	3	0.4%
Metals	10	163	22	13.4%
Petroleum	10	640	153	23.9%
Public Utilities	14	238	54	22.6%
Volunteer Org.	2	10	0	0.0%
Textiles	4	80	4	5.0%
Overall Totals	194	17,116	1,587	9.2%

Observations: Among 194 employers responding, a total of 1,587 job openings for new college graduates were still available at the time of this survey (June 1, 1992). This number represented 9.2% of the total positions filled this year by these employers.

Experiencing the largest percentage of job openings still available were aerospace and components (53.7%); glass, packaging, and allied products (35.8%); communications and telecommunications including telephones and newspapers (34.7%); construction and building contractors (28.5%); petroleum and allied products (23.9%); public utilities including transportation (22.6%); lumber, wood products, and furniture manufacturers (20.5%); governmental administration and military including federal, state, and local levels (16.5%); hospitals and health care services (15.3%); metals and metal products (13.4%); and engineering, research, consulting, and other professional services (10.8%).

With 10% or fewer job openings still available were hotels, motels, restaurants, and recreational facilities (10.0%); agribusiness (9.8%); banking, finance, and insurance (8.9%); electronics, computers, and electrical equipment manufacturers (8.5%); diversified conglomerates (5.8%); textiles, home furnishings, and apparel manufacturers (5.0%); automotive and mechanical equipment (3.6%); chemicals, drugs, and allied products (2.9%); food and beverage processing (1.6%); merchandising and retailing (0.4%); and accounting firms (0.1%).

No openings remained for social service, religious, and volunteer organizations.

Job openings still available for new college graduates at the time of this survey included engineers (chemical engineers, civil engineers, electrical engineers, sales engineers, and environmental protection engineers), computer scientists, computer programmers, financial analysts, credit analysts, and branch manager trainees.

Have early retirements created job openings in your organization for new college graduates? Responses are listed by EMPLOYER CATEGORY.

Employer Types	Job Created by Early Retirement			
	Yes		No	
	Number of Employers	Percent	Number of Employers	Percent
Accounting	.	.	9	100.0%
Aerospace	.	.	8	100.0%
Agribusiness	.	.	4	100.0%
Automotive	.	.	8	100.0%
Banking, Finance	2	11.7%	15	88.2%
Chemicals	3	23.0%	10	76.9%
Communication	.	.	2	100.0%
Construction	1	25.0%	3	75.0%
Conglomerates	1	20.0%	4	80.0%
Electronics	3	10.7%	25	89.2%
Research, Consulting & Prof. Svcs.	2	16.6%	10	83.3%
Food Processing	.	.	3	100.0%
Packaging	1	20.0%	4	80.0%
Government	2	10.5%	17	89.4%
Hospitals	.	.	6	100.0%
Hotels Motels	1	16.6%	5	83.3%
Wood Products	1	16.6%	5	83.3%
Merchandising	.	.	9	100.0%
Metals	.	.	10	100.0%
Petroleum	1	10.0%	9	90.0%
Public Utilities	7	46.6%	8	53.3%
Volunteer Org.	.	.	2	100.0%
Textiles	.	.	4	100.0%
Overall Totals	25	12.1%	180	87.8%

Observations: Of 205 surveyed employers responding to this question, 87.8% reported that early retirements created few, if any, job openings in their organizations for new college graduates. According to many employers, early retirements were used as a technique to accomplish downsizing of their organizations and to reduce layoffs.

A few employers (12.1%) agreed that early retirements have created some job openings in their organizations for new college graduates.

EMPLOYERS RESPONDING
TO THE Spring Update 1992
OF THE RECRUITING TRENDS REPORT

Advanced Micro Devices
Agway, Inc.
American Institute of
Business
American Management Sys-
tems, Inc.
American National Life
Insurance
American Electric Power
Ames Department Store
Amoco Corporation
Amoco Pref Prod Inc
AMP Incorporated
Andersen Consulting
Arco Inc.
Armstrong World Industry
Arthur Andersen & Company
Ashland Petroleum Company
Autolite
Baltimore Gas & Electric
Battelle Columbus
Baxter Healthcare
Bendix/Ocenics Division
BP Exploration Alaska
Inc.
Bridgeport-Spaulding
Broad Inc
Broad Vogt & Conant
Brown & Sharpe Company
Budd Company
Burgess & Niple LTD
Burns International
Security
Cairns & Stewart
Caro Reg Mental Health
Carpenter Technology
Carter Wallace Inc.
Caterpillar Inc.
Chevron Corporation
Chrysler Corporation
Chubb
Cigna Corporation
Cincinnati Gas & Electric
Colonial WMSBG Found
Community Mental Health -
Lansing
Con Agra Frozen Food
Consolidated Edison
Coors Brewing Company
Corning Glass Works

Creare Inc.
Creative Solutions
CRST, Inc.
Cyclops Corporation
Cygn Energy Service
Davey Tree Expert Company
Days Inn
Dayton Power & Light
Detroit City Personnel
Dick Corporation
Dow Chemical USA
Dow Corning Corp
E-Systems Inc.
EG&G Idaho
Elliot Company
Ethyl Corporation
Fairchild Controls
Farm Credit Service
First Federal Michigan
First Michigan Bank
Flxible Corp, The
FMC Corporation
Frigidaire Company
FT. Lauderdale News
Gallup-Mc Kinley Company
General Motors - Detroit
Gold Kist Inc.
Goulds Pumps Inc.
GTE Products Corp.
Harley-Davidson
Harris Corp Govt System
Harris Corp RF Comm
Hendrix & Dail Inc.
Hewlett Packard
Hoffmann-LA Roche
Hon Company, Div of
Honeywell, Inc.
Houston's Restaurant
Hyde Athletic Industry
IBM Corporation - Chicago
IFR Inc.
Illinois Dept. Transport-
ation
Industrial Risk Insurer
Ingersoll-Rand Company
International Paper
Company
Interstate Hotels
ITT Aerospace/Comm

James River Corporation
JC Penney Co Inc.
Jefferson Smurfit Company
Jefferson-Pilot
Kansas Department of
Transportation
Kaufmanns Department
Store
KPMG Peat Marwick
Kustom Signals, Inc.
L D Hepfer & Company
Lansing Board Water &
Light
Lansmont Corporation
Lazarus Department Stores
Liberty Mutual Insurance
Livermore National Lab
LNR Communication Corp
Lord Corporation
LTV Aircraft Product
Lukens Steel Company
Macomb County Department
of Planning
Magnetek Electric
Manchester, The
Manufacturers Bank of De-
troit
Marathon Oil
Masland Carpets
Maxus Energy Corporation
McDonnell Douglas
McNeil Pharmaceutical
Mead Data Central
Mercy Memorial Hospital
Michigan Capitol Girl
Scouts
Michigan Dept. of Health
& Human Services
Michigan Department of
Natural Resources
Michigan Insurance Bureau
Midwest Commerce Bank
Minnesota Mining & Manuf.
Missouri Highway &
Transportation
Mobay Corp.
Moore Products Company
Morton International

Mott Foundation
National Bank of Detroit
National Futures Association
National Life Insurance Company
Naval Air Warfare Center
Navistar
Nexcen
NCR Corporation
Engineering & Manufacturing
Neville Chemical Company
New York Life Insurance
New York State Insurance
New York State Transportation
Newport News Shipbld
Norfolk Naval Shipyard
Northrop Corp
Norton International
Ohio Board Regents
Ohio Edison Company
Pennsylvania Power & Light Company
Pacific Electro Dynamics
Perkin Elmer Corporation
Phillip Morris
Phillips Petroleum
Pillsbury
Plante & Moran
PRC Midwestern
Prime Metals
Procter & Gamble
Prudential Financial Services
Quaker Oats
Quantum Chemical Corporation
Raychem Corp.
Record System & Equipment
Riverside County
Santa Fe South Pa
Santee Cooper
Shippers Kintner Ro
Scott Paper Company
Shelby Insurance
Siemens Medical Systems
Society Center

Sonoco Products Company
Southwestern Company
Southwestern Public Serv.
Springs Industries
SPS Technologies
St. Francis RMC
Stambaugh Thompson
Strawbridge Clothier
Sunbeam Plastics
Sybra, Inc.
Tectonics, Inc.
Temstar, Inc.
Texaco, Inc.
Texas Instruments
The Polack Corporation
Thermotron Industries
Thomas & Betts Corp.
Timken Company
Total Petroleum
Trinova Corporation
Turner Construction
Unilever Research US
Union Electric Company
United Conveyor Corp.
United Hospitals
United Illuminating
United Inter Mtn Tel
Univ. of Michigan Hospital
US Bureau of Census
US Compt of Currency
US Department of Ag FSIS

US Department of Defense
US Social Security
US Steel Group
USG Corporation
Valmont Industries
Vista Chemical Co
Vontech Inc.
Wachovia Bank & Trust
Washtenaw County Roads
Western Penn. Power Co.
Westvaco Corporation
Winegardner & Hammond
Xontech Inc.
Yeo & Yeo
Zellerbach
Zenith Electronics

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