

# COLLEGE HIRING OUTLOOK 2023

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Sponsored by:  
**ROCS Grad Staffing**



# ABOUT THIS REPORT

For 51 years, Michigan State University's Career Services Office with support from the Collegiate Employment Research Institute (CERI) produced a fall outlook on the college labor market, Recruiting Trends. This report received national attention and recognition from employers and college career professionals. This year, MSU Career Services had to step away from producing the Trends report due to staffing and resource constraints. To preserve this important resource, ROCS Grad Staffing stepped forward to allow Stu Mease to work with Dr. Phil Gardner to produce a college hiring outlook. To honor the legacy of MSU's Recruiting Trends report, we elected to change the title to the College Hiring Outlook 2023. This study follows the same research procedures and protocols that Trends did. The survey was modified for a more swift response. We will continue to work towards partnerships that will insure the continuance of this report and its benefits to colleges and employers.

# RESPONDENT CHARACTERISTICS

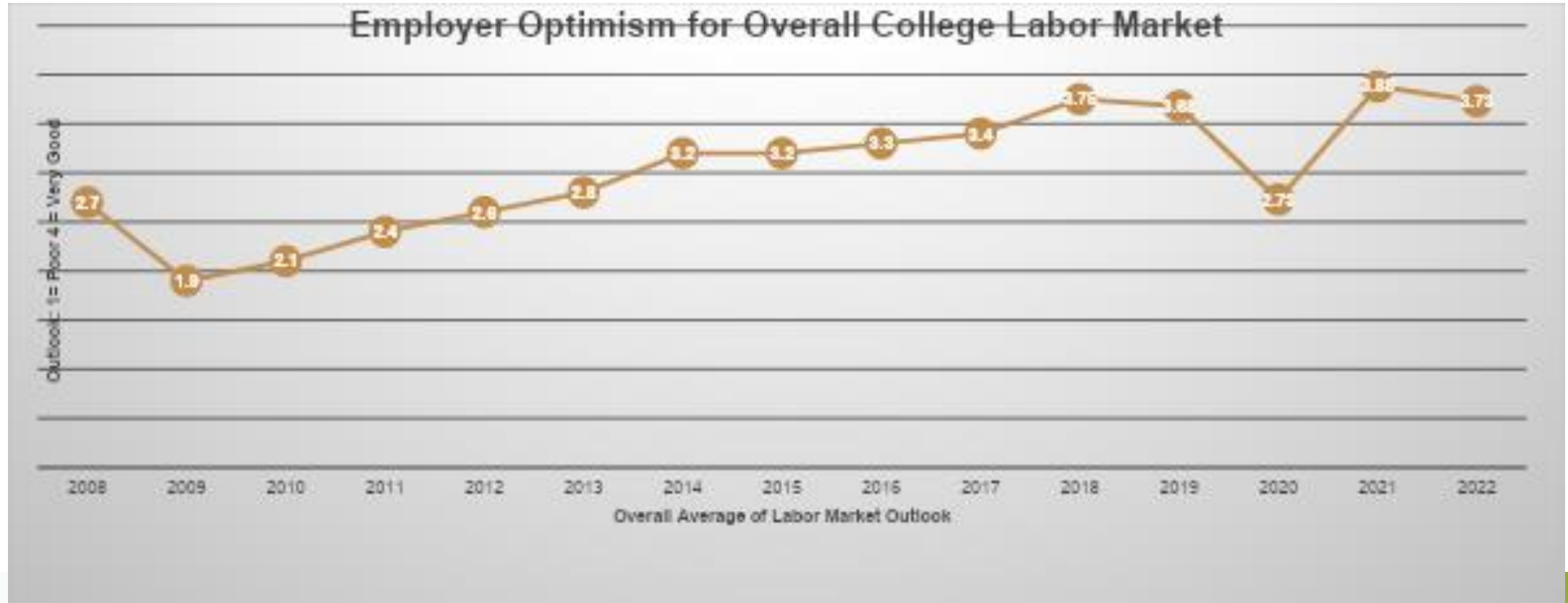
- 1,555 organizational representatives provided complete information for this study.
- 43% of the organizations recruited throughout the U.S. for college talent; 57% recruited regionally or in selected states'
- 63% of the organizations had fewer than 499 employees; 20% had 500 to 3,999 employees; 16% had more than 4,000 employees.
- All major industrial sectors (based on NAIC classification) are represented: leading contributors include Professional, Business & Scientific Services, Educational Services, Manufacturing, Health Services, Non-profit organizations, Finance & Insurance, and Construction.
- 85% of the organizations connected with students at 4-year public and private (n-f-p) institutions; 45% with 2-year public & technical institutions; 39% with historic Black colleges and Hispanic serving institutions; and 36% sought credential or certificate completers who did not have a college degree.

# ORGANIZATIONS' PERCEPTIONS OF THE COLLEGE LABOR MARKET

- Organizations considered this year's college labor market to be very good
- For the overall market, organization provided a 3.73 (average) rating with 23% indicating excellent, 38% very good, 29% good and 10% fair to poor.
- For the college labor market in their respective industry, organizations provided a 3.96 rating with 33% indicating excellent, 37% very good, 22% good and 7% fair to poor
- This group of organization's optimism about the current market is slightly lower than last year but still high historically.

# HISTORICAL TREND IN COLLEGE LABOR MARKET PERCEPTIONS

CHART ADAPTED FROM THE CHART PREPARED FOR RECRUITING TRENDS 2021-2022



# HIRING OUTLOOK FOR 2023

IN THIS SECTION EMPLOYERS WERE ASKED TO OFFER THEIR ORGANIZATION'S HIRING INTENTIONS FOR THIS ACADEMIC YEAR. EMPLOYERS COULD INDICATE THEY DID NOT HIRE THIS DEGREE LEVEL, OR THEY WERE HIRING AT THE SAME LEVEL AS LAST YEAR, HIRING MORE THAN LAST YEAR OR FEWER THAN LAST YEAR. FOR THOSE HIRING MORE OR FEWER, THEY WERE ASKED TO ESTIMATE THEIR PERCENTAGE CHANGE IN HIRING COMPARED TO LAST YEAR.

# HIRING OUTLOOK FOR CREDENTIALS AND CERTIFICATES

- 21% of the respondents do not hire candidates with credentials or certificates
- Of the organizations who indicated that they hire credentials and certificates, they expect to;

Hire the same number as last year	65%
Hire more than last year	31%
Hire fewer than last year	4%
- Overall hiring for credentials and certificates will be **up 8.2%** from 2021-2022.

# HIRING OUTLOOK FOR ASSOCIATES DEGREE

- 21% of organizations do not hire associate degree talent
- Of the organizations who do hire associate degree candidates, they expect to:

Hire the same number as last year      74%

Hire more than last year                23%

Hire fewer than last year                4%

- Overall hiring for associates degrees will be **up 4.2%** compared to 21-22



# HIRING OUTLOOK FOR BACHELOR'S DEGREE

- 2% of organizations do not hire bachelor's degree talent.
- Of the organizations who do hire bachelor's degree candidates, they expect to:

Hire the same number as last year	62%
Hire more than last year	35%
Hire fewer than last year	4%
- Overall hiring for bachelor's degrees will be **up 8.6%** compared to 21-22.

# HIRING OUTLOOK FOR MBAS

- 25% of organizations do not hire MBA talent.
- Of the organizations who do hire MBA candidates, they expect to:

Hire the same number as last year	81%
Hire more than last year	12%
Hire fewer than last year	7%
- Overall hiring for MBAs will be up 0.6% compared to 2021-2022.

# HIRING OUTLOOK FOR MASTER'S DEGREE (ALL DISCIPLINES EXCEPT MBA)

- 12% of organizations do not hire master degree talent.
- Of the organizations who do hire master's degree candidates, they expect to:

Hire the same number as last year	81%
Hire more than last year	14%
Hire fewer than last year	5%
- Overall hiring for master's degrees will be **up 2.2%** compared to 2021-2022

# HIRING OUTLOOK FOR PHD LAW & PROFESSIONAL DEGREES

- 40% of organizations do not hire PhD or professional degree talent
- Of the organizations who do hire professional or PhD degree candidates, they expect to:

Hire the same number as last year      82%

Hire more than last year                11%

Hire fewer than last year                6%

- Overall hiring for professionals or PhDs will be **up 1.2%** compared to 2021-2022.

# KEY OBSERVATIONS

- Despite rough winds throughout the economy, these organizations hold confidence in their hiring outlook for those graduating in 2022-2023.
- The majority of organizations plan to continue hiring at the same pace as last year.
- Organizations seeking new talent with BA/BS degrees are the most active with 35% increasing their hires, resulting in an 8% to 9% overall increase hiring from the previous year.
- The demand among these organizations for credentials and certificates (while not necessarily holding a degree) is strong with 31% increasing their hires over last year, contributing to an 8.2% over last year.
- The outlook for masters' degrees and higher suggest sustained hiring at last year's hiring pace with very little increase expected this year.

# **HIRING OUTLOOK BY ORGANIZATIONAL SIZE**

THIS SECTION PRESENTS THE HIRING OUTLOOK FOR EACH DEGREE LEVEL COMPARED BY THE SIZE OF THE ORGANIZATION. ORGANIZATIONS WERE SORTED INTO THREE GROUPS: SMALL (499 OR FEWER EMPLOYEES), MID-SIZE (500 TO 3,999 EMPLOYEES) AND LARGE (4,000 OR MORE EMPLOYEES)

# SMALL ORGANIZATIONS (FEWER THAN 499 EMPLOYEES)

	Not Hiring this degree (%)	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	22	64	31	5	8.7
Associates	24	73	22	5	4.1
Bachelors	4	65	31	4	8.1
MBA	39	79	12	9	.3
Masters	18	81	12	7	2.1
Professional & PhD	51	81	11	8	1.3

# MID-SIZE ORGANIZATIONS (500 TO 3,999 EMPLOYEES)

	Not Hiring this degree (%)	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	17	65	33	3	7.2
Associates	19	72	25	3	4.4
Bachelors	0	60	37	3	8.5
MBA	21	85	10	5	.5
Masters	11	80	16	4	1.5
Professional & PhD	40	84	12	4	1.7



# LARGE ORGANIZATIONS (MORE THAN 4,000 EMPLOYEES)

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	20	69	28	3	8.0
Associates	17	77	21	2	4.5
Bachelors	1	53	45	2	10.4
MBA	12	80	15	5	1.6
Masters	6	81	16	3	3.1
Professional & PhD	25	86	9	5	.4

# KEY OBSERVATIONS

- Despite pressure to slow economy, reducing inflation, organizations across all size categories plan to continue hiring new college graduates at the same pace as last year or higher.
- Nearly all organizations reported in this study plan to hire new bachelor talent this year. The rate of increase ranges between 8% and 10%, depending on size, with approximately 1/3 indicating they will hire more BA/BS graduates.
- Credential and certificate bearing candidates (a degree not required) will find more opportunities as these organizations are planning to increase hiring. We still do not know much about the dynamics of the credential/certificate labor market, but it appears to continue to grow.
- MBA opportunities appear to be holding at last year's hiring levels, though large organizations may provide slight growth in opportunities.

# INDUSTRIAL SECTOR

EACH ORGANIZATION IS CATEGORIZED BY THEIR PRIMARY NORTH AMERICAN CLASSIFICATION CODE(NAIC). TO PRODUCE BETTER STATISTICS SOME SECTORS WERE COMBINED.

# INDUSTRIAL SECTORS USED IN THIS ANALYSIS

- **Production Sectors:** Agricultural Production & Services, Oil & Gas, Utilities, and Construction.
- **Manufacturing**
- **Service Sectors:** Wholesale, Retail, Transportation, Information Services, Leasing, Administrative Services, Arts & Entertainment, Accommodations (Food & Lodging), Repair
- **Finance & Insurance Services**
- **Professional, Business & Scientific Services**
- **Education Services**
- **Health Services**
- **Public Services:** Nonprofits and Government

# PRODUCTION SECTORS

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	10	60	38	3	9.4
Associates	11	70	27	3	3.1
Bachelors	0	54	43	3	7.3
MBA	23	79	11	11	-2.4
Masters	20	82	8	10	-1.5
Professional & PhD	50	82	2	16	-4.1

# MANUFACTURING

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	17	70	24	6	3.1
Associates	16	81	17	2	4.3
Bachelors	2	62	33	5	7.6
MBA	23	84	7	9	-.5
Masters	13	83	13	4	2.7
Professional & PhD	44	88	7	5	1.5

# SERVICE SECTORS

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	9	64	31	5	9.1
Associates	8	74	24	2	5.0
Bachelors	0	63	31	6	7.0
MBA	16	77	14	9	2.0
Masters	14	84	9	7	2.0
Professional & PhD	39	87	7	6	1.6

# FINANCE INSURANCE SERVICES

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	32	80	20		6.5
Associates	27	75	20	5	2.3
Bachelors	1	66	32	2	10.1
MBA	13	78	16	6	2.1
Masters	12	86	9	5	1.5
Professional & PhD	33	90	5	5	1.4



# PROFESSIONAL, BUSINESS & SCIENTIFIC SERVICES

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	17	67	29	4	8.8
Associates	18	75	19	6	4.6
Bachelors	0	59	35	6	9.5
MBA	21	84	10	6	-.5
Masters	2	81	14	5	1.3
Professional & PhD	17	79	16	5	3.1

# EDUCATIONAL SERVICES

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	32	61	37	2	8.3
Associates	27	69	26	5	3.8
Bachelors	1	54	45	1	11.1
MBA	13	78	16	6	1.4
Masters	12	79	18	3	3.3
Professional & PhD	33	89	4	7	-1.2

# HEALTH & SOCIAL SERVICES

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	14	47	47	6	13.6
Associates	13	61	38	1	6.5
Bachelors	9	64	36		8.2
MBA	31	75	20	5	3.3
Masters	9	67	27	6	7.2
Professional & PhD	22	66	27	7	4.5

# PUBLIC SERVICES

	Not Hiring this degree	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	16	68	25	7	8.0
Associates	13	78	17	5	3.5
Bachelors	0	73	25	2	7.1
MBA	18	85	9	6	1.4
Masters	4	81	14	5	2.3
Professional & PhD	22	85	10	5	.8

# KEY OBSERVATIONS

- For credentials/certificates, associate's and bachelor's degrees the outlook shared across all sectors appears solid with an expansion of opportunities.
- The sectors leading hiring at the bachelor's degree at Financial & Insurance and Educational Services (K-12 education).
- Credentials & certificates also experiencing strong demand, particularly with Health Services, Service Sector and Professional, Business & Scientific Services.
- Production sector organizations are tightening hiring at the advanced degree levels though the other sectors are holding to last year's pace of hiring.

# **GEOGRAPHICAL CONSIDERATIONS**

# EMPLOYERS WHO RECRUIT TALENT THROUGHOUT THE U.S.

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	21	64	33	3	10.5
Associates	21	76	22	2	5.1
Bachelors	2	60	38	2	9.6
MBA	18	81	15	4	2.0
Masters	6	79	17	4	3.4
Professional & PhD	28	81	14	5	2.2

# EMPLOYERS WHO RECRUIT TALENT REGIONALLY

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	19	65	29	6	6.6
Associates	19	73	23	4	3.5
Bachelors	1	63	32	5	7.7
MBA	28	81	9	10	-.6
Masters	15	82	11	7	1.1
Professional & PhD	46	86	7	7	-.2



# REGIONS DESIGNATED IN THIS STUDY

- Region 1: Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island & Vermont
- Region 2: Delaware, New Jersey, New York & Pennsylvania
- Region 3: Maryland, Virginia, West Virginia & Washington D.C.
- Region 4: Florida, Georgia, North Carolina & South Carolina
- Region 5: Alabama, Kentucky, Louisiana, Mississippi & Tennessee
- Region 6: Illinois, Indiana, Michigan & Ohio
- Region 7: Iowa, Minnesota, North Dakota, South Dakota & Wisconsin
- Region 8: Arkansas, Kansas, Missouri, Nebraska, Oklahoma & Texas
- Region 9: Arizona, Colorado, Idaho, Montana, & Utah
- Region 10: Alaska, California, Hawaii. Oregon & Washington

# REGION I

## Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island & Vermont

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	21	69	26	5	12.4
Associates	29	76	22	2	6.7
Bachelors	3	64	32	4	11.4
MBA	20	85	12	3	1.7
Masters	6	83	13	4	3.0
Professional & PhD	29	80	15	5	4.3

# REGION 2

## Delaware, New Jersey, New York & Pennsylvania

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	26	72	26	2	10.5
Associates	31	78	20	2	5.9
Bachelors	2	63	34	3	11.5
MBA	21	83	13	4	2.1
Masters	9	83	13	4	3.6
Professional & PhD	33	86	9	5	2.5

# REGION 3

## Maryland, Virginia, West Virginia & Washington D.C.

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	29	73	25	2	7.3
Associates	29	77	22	1	6.4
Bachelors	1	60	37	3	10.2
MBA	20	88	8	4	.7
Masters	7	87	11	2	2.2
Professional & PhD	32	86	9	5	.7

# REGION 4

## Florida, Georgia, North Carolina & South Carolina

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	22	68	30	2	6.3
Associates	20	76	22	2	4.2
Bachelors	1	54	42	4	9.9
MBA	19	80	14	6	.9
Masters	8	80	15	5	2.3
Professional & PhD	31	85	9	6	2.2

# REGION 5

## Alabama, Kentucky, Louisiana, Mississippi & Tennessee

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	23	66	30	4	4.8
Associates	22	78	19	3	3.3
Bachelors	1	52	43	5	8.7
MBA	17	85	9	6	-1.0
Masters	9	83	13	4	2.1
Professional & PhD	32	84	10	6	2.0

# REGION 6

## Illinois, Indiana, Michigan & Ohio

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	20	66	29	5	5.1
Associates	22	75	22	3	3.5
Bachelors	1	61	35	4	9.1
MBA	24	83	10	7	-.1
Masters	11	82	13	5	1.6
Professional & PhD	39	84	9	7	.2

# REGION 7

## Iowa, Minnesota, North Dakota, South Dakota & Wisconsin

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	20	65	31	5	6.1
Associates	21	72	35	3	4.5
Bachelors	2	60	36	4	6.9
MBA	20	83	12	5	-.7
Masters	12	81	15	4	2.6
Professional & PhD	39	85	12	3	3.2



# REGION 8

## Arkansas, Kansas, Missouri, Nebraska, Oklahoma & Texas

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	23	64	32	4	8.3
Associates	22	75	21	4	4.8
Bachelors	1	53	43	4	9.9
MBA	20	84	10	6	-.1
Masters	10	83	12	4	3.1
Professional & PhD	35	87	8	5	2.2

# REGION 9

## Arizona, Colorado, Idaho, Montana, Nevada & Utah

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	19	67	31	2	8.0
Associates	19	79	18	3	4.1
Bachelors	3	57	40	3	10.4
MBA	20	83	11	6	0
Masters	12	83	13	4	1.9
Professional & PhD	37	86	9	5	2.5

# REGION 10

## Alaska, California, Hawaii, Oregon & Washington

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	25	69	28	3	11.7
Associates	26	76	21	3	5.7
Bachelors	2	62	34	4	10.6
MBA	16	83	11	6	.6
Masters	7	83	12	5	2.3
Professional & PhD	31	82	12	6	4.8

# KEY OBSERVATIONS

- Organizations who recruit talent throughout the U.S. indicate solid hiring across all degree levels.
- For regional organizations, less emphasis on advanced degrees in their hiring outlook.
- All regional groups indicate expanding BA/BS opportunities for 2023.
- For other degree levels, the regional outlook is mixed.

# **HIRING INTENTIONS BY ACADEMIC DISCIPLINE**

# HOW TO INTERPRET THE ACADEMIC DISCIPLINE TABLES

- Respondents were asked to indicate which academic disciplines they expected to seek qualified talent.
- A respondent could select as many academic disciplines that matched their talent needs. A respondent could select just one category, indicating all their hires would be from that discipline. Another respondent could select seven or eight different disciplines.
- The information in each table represent the hiring outlook for those that selected that discipline. The figures do not indicate that the expected hiring is solely from the discipline. They represent hiring across all the disciplines that the organization selected. In Accounting, example, Bachelor degree hiring is expected to increase 8.7% for organizations that expect to hire at least one accounting major among all their bachelor hires this year.
- The next table shows the percentage of organizations opting for each major discipline.

# EMPLOYER CHOICES OF DISCIPLINES

- Business (not Accounting) 29% seeking
- Engineering 26% seeking
- All majors 22% seeking
- Accounting 20% seeking
- Computer Sciences & IT 20% seeking
- Data Analytics, Statistics, Applied Mathematics 16% seeking
- Communication Sciences (including Public Relations & Advertising) 14%
- Construction, Agriculture & Related Fields 12%
- Education 10%
- Health Sciences 10%
- Social Sciences 9%
- Natural & Biological Sciences 8%
- Arts & Humanities 6%

# SEEK ALL MAJORS

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	13	67	29	4	7.1
Associates	10	72	25	2	4.7
Bachelors	0	68	29	3	7.1
MBA	15	82	12	6	2.1
Masters	9	83	11	6	1.3
Professional & PhD	31	87	7	6	.2



# SEEK ACCOUNTING

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	26	64	32	4	9.0
Associates	23	76	19	5	3.0
Bachelors	1	61	36	3	8.7
MBA	16	82	12	6	.6
Masters	13	86	10	4	.7
Professional & PhD	44	90	7	3	.9

# SEEK ARTS & HUMANITIES

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	26	55	42	3	8.1
Associates	21	78	21	1	3.1
Bachelors	2	58	39	2	9.9
MBA	14	79	14	7	1.7
Masters	2	79	16	5	3.4
Professional & PhD	35	86	10	4	.3

# SEEK BUSINESS

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	24	69	28	3	8.1
Associates	21	79	17	4	3.0
Bachelors	1	61	35	4	7.5
MBA	15	86	9	5	1.0
Masters	12	86	9	5	1.3
Professional & PhD	41	87	9	4	2.1

# SEEK COMMUNICATION SCIENCES, INCLUDING PR & ADVERTISING

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	18	66	31	3	8.8
Associates	11	77	21	2	3.9
Bachelors	1	65	33	2	7.9
MBA	15	85	9	6	.5
Masters	13	85	11	4	3.3
Professional & PhD	39	84	12	4	2.2

# SEEK COMPUTER SCIENCES & IT

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	24	65	32	3	7.9
Associates	22	74	22	4	3.2
Bachelors	1	57	39	4	9.8
MBA	16	83	11	6	.3
Masters	8	81	15	4	1.7
Professional & PhD	32	85	11	4	-.1

# SEEK CONSTRUCTION, AGRICULTURE & RELATED FIELDS

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	15	61	36	3	8.2
Associates	11	69	27	4	3.4
Bachelors	0	55	41	4	8.5
MBA	25	83	13	4	-1.1
Masters	18	82	13	5	1.3
Professional & PhD	50	85	9	6	1.1

# SEEK DATA ANALYTICS, STATISTICS, APPLIED MATHEMATICS

	Not Hiring this degree (%)	Those hiring same as last year (%)	Those hiring more than last year (%)	Those hiring fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	27	70	28	2	8.3
Associates	23	79	19	2	3.9
Bachelors	1	59	38	3	11.9
MBA	11	83	11	6	.6
Masters	5	85	12	3	2.3
Professional & PhD	31	85	12	3	2.4

# SEEK EDUCATION

	Not Hiring this degree	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	16	57	40	3	11.1
Associates	16	72	27	1	5.7
Bachelors	0	55	44	1	11.2
MBA	25	78	17	5	1.4
Masters	3	78	19	3	4.5
Professional & PhD	22	86	8	6	.5



# SEEK ENGINEERING

	Not Hiring this degree	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	22	67	30	3	6.3
Associates	23	77	19	3	4.1
Bachelors	0	56	40	4	10.3
MBA	26	86	9	5	-.1
Masters	12	83	13	4	1.9
Professional & PhD	45	85	11	4	1.2

# SEEK HEALTH SCIENCES

	Not Hiring this degree	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	14	59	38	3	8.7
Associates	13	68	32	0	5.5
Bachelors	5	63	37	0	9.7
MBA	30	76	19	5	2.4
Masters	7	70	26	4	7.2
Professional & PhD	20	75	17	8	2.8

# SEEK NATURAL & BIOLOGICAL SCIENCES

	Not Hiring this degree	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	24	65	31	4	12.5
Associates	21	71	25	4	8.3
Bachelors	1	58	39	3	11.8
MBA	23	79	16	5	2.0
Masters	6	73	20	7	6.1
Professional & PhD	16	74	20	6	5.2

# SEEK SOCIAL SCIENCES

	Not Hiring this degree	Those hiring: same as last year (%)	Those hiring: more than last year (%)	Those hiring: fewer than last year (%)	Change from 2021-22 (%)
Credentials & Certificates	24	66	32	2	10.4
Associates	21	78	20	2	3.8
Bachelors	1	61	38	1	10.2
MBA	24	84	14	2	1.7
Masters	8	75	23	2	4.4
Professional & PhD	30	83	15	2	4.1

# KEY OBSERVATIONS

- Those organizations seeking candidates across all majors indicate positive growth opportunities at all degree levels.
- Organizations seeking Computer Science/IT & Engineering at the bachelor's level are indicating a growth in opportunities.
- Education (K-12), Data Analytics/Statistics/Applied Mathematics, and Health Services are also in high demand this year at the bachelor's level.
- Overall, all disciplines can expect opportunities for full-time employment across all degree levels though advanced degrees will be holding to last year's hiring levels while credentials/certificates, associate's and bachelor's will witness more growth in opportunities.

# **SALARY & OTHER COMPENSATION**

# STARTING SALARY EXPECTATIONS

- 41% of respondents indicated that their organizations would hold starting salary offers at the same level as last year
- 59% of respondents indicated that their organizations would increase starting salary offers over last year's starting salary level
- For those increasing salary, starting salary offers expect to **increase by an average of 8.5%** though the **median is an increase of 5.5%**.
- 25% of organizations increasing salary the increase will be less than 5% while for 25% the increase will be over 10%.
- Based on the evidence for Recruiting Trends 2021-22 and this year's report, most employers are adjusting starting salaries to reflect pressure from inflation.

# EMPLOYERS OFFERING ADDITIONAL COMPENSATION

- 69% provided Health Coverage
- 46% provided Continuing education opportunities
- 38% provided Mental health coverage (not covered in health plan)
- 33% offered Signing bonus
- 28% offered Relocation reimbursement
- 9% offered Student loan payment assistance
- 9% offered Stock options in company



# **INTERNSHIPS, CO-OPS & EARLY TALENT PROGRAMS**

# OUTLOOK FOR INTERN & CO-OP POSITIONS

- Do not plan to hire any students into internships or similar programs 11%
- Hire the same number of interns, co-ops & students for early talent programs as last year 50%
- Increase the number of interns, co-ops & students for early talent programs 32%
- Hire fewer interns, co-ops and students for early talent programs 3%
- Considering something different to develop organization's talent pipeline 11%

# ACCEPTANCE OF OTHER FORMS OF LEARNING AND WORK

	Yes, we accept (%)	Maybe, it depends (%)	No, we do not accept (%)
Micro-internships	22	34	44
Project based learning	33	37	30
Research projects	28	36	36
Service-learning participation	29	36	35
Study abroad participation	21	26	53

# **RECRUITING STRATEGY 2022-23**

# FOCUS OF RECRUITING ACTIVITY

- 16% of organizations will recruit entirely through virtual strategies
- 18% of organizations 75% of their activities, virtual, and 25% in-person
- 23% of organizations 50% of their activities, virtual, and 50% in-person
- 29% of organizations 25% of their activities, virtual, and 75% in-person
- 14% of organizations will recruit entirely in-person

# **COST PER NEW COLLEGE HIRE (APPROXIMATION)**

- 20% of organizations report the cost is less than \$2,000 per hire
- 20% of organizations report the cost is between \$2,000 and \$5,000
- 6% of organizations report the cost is between \$5,000 and \$10,000
- 2% of the organizations report the cost is more than \$10,000
- 52% of the organizations do not track the cost of per hire

# COVID'S IMPACT ON RECRUITING COSTS

- The impact of COVID-19 on recruiting costs:
  - 9% of organizations report the average cost per hire decreased
  - 45% of organizations report the average cost per hire remained the same
  - 46% of organizations report the average cost per hire increased

# **COLLEGE RECRUITING PLATFORMS**



# COLLEGE RECRUITING PLATFORMS

- Does your organization have a paid account on at least one college recruiting platform (Hand Shake, Simplicity, for example)
  - 47% YES
  - 53% NO

# DO THE PLATFORMS YOUR ORGANIZATION USE MEET YOUR RECRUITING NEEDS?

## I. Help your organization achieve better recruiting results

- 16% Not well at all
- 26% Slightly well
- 35% Moderately well
- 18% Very well
- 5% Extremely well

# MEET RECRUITING NEEDS (CON'T)

## 2. Make your organization less dependent on working with college career centers

- 25% Not well at all
- 24% Slightly well
- 30% Moderately well
- 16% Very well
- 4% Extremely well

# MEET RECRUITING NEEDS (CON'T)

## 3. Provide a good return on your investment in the platform(s)

- 20% Not well at all
- 29% Slightly well
- 30% Moderately well
- 17% Very well
- 4% Extremely well

# MEET RECRUITING NEEDS (CON'T)

## 4. **Allow your organization to achieve greater diversity in its candidate pool**

- 22% Not well at all
- 23% Slightly well
- 30% Moderately well
- 19% Very well
- 6% Extremely well

# WHAT ELSE THEY SAID

## **Platform(s) that did not meet expectations**

- Too few applicants / not right type
- Students don't use and are not engaged
- Issues with user interface / hard to navigate
- Too costly for smaller organizations

## **Platform(s) that met expectations**

- Reach/access to students especially outside their location
- Handshake was most mentioned, yet many comments for improvement
- Overall efficiency

# KEY OBSERVATIONS

- College recruiting platforms receive mixed results based on the size of the organization/budget
- College recruiting platforms were generally helpful, but respondents offered areas for improvement. These platforms are not the end all, especially for smaller organizations.
- The efficiency of the platforms and virtual recruiting vs. the effectiveness of live in-person events.

# USING THIS REPORT

- Even though this study captured input from over 1500 organizations, the sample is very small compared to the number of employers engaged in recruiting talent from colleges and universities, plus sources of credentials and certificates. Caution is warranted in generalizing to the broader college labor market.
- This report provides only a small piece of a bigger whole. We encourage users to tap into other reliable sources to gain a broader understanding of the labor markets your graduates will enter. No one source provides all the answers.
- The data in this report was captured in September at the onset of college recruiting. The responding organizations are engaged in recruiting at the time of the survey. Thus, the sample may be more biased toward those organizations with expectations to hire this year.
- Keep in mind that the economy is under pressures that may change the current plans of organizations to hire this year. In the attempt to curb inflation, expect the economy to slow reducing the demand for labor. This shift may occur during the winter and spring of 2023. Students need to anticipate this situation and make proactive plans to engage in their job search while organizations continue to hire.



# PRESENTING THIS REPORT

- Organizations interested in having this report presented to a group (in-person or virtually), please contact Stuart Mease ([stuart@rocsjobs.com](mailto:stuart@rocsjobs.com))
- All media inquiries, contact Stuart Mease ([stuart@rocsjobs.com](mailto:stuart@rocsjobs.com))

# ABOUT ROCS GRAD STAFFING



In 2003, two college students became frustrated with the typical college job offerings of selling kitchen knives, painting houses, or anything with the phrase “Residual Income” or “Make Thousands From Your Dorm Room.” Instead of settling, they set out to create a place where students and recent grads could find jobs related to their career interests and goals. From there, ROCS was born. After nearly 20 years in the industry, ROCS has worked with hundreds of companies and placed thousands of candidates.