



RECRUITING TRENDS 2020/21

Regional Report
Great Lakes Central

Conducted by the

COLLEGIATE EMPLOYMENT RESEARCH INSTITUTE

MICHIGAN STATE UNIVERSITY

Dr. Phil Gardner, Executive Director

WWW.CERI.MSU.EDU



1024

Survey Responses
recruit in region

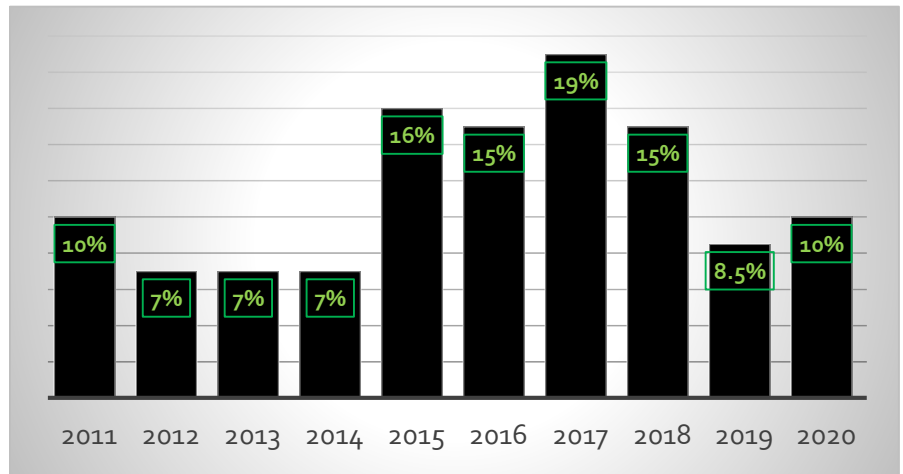
Companies from
all over country
send
representatives to
this region

66%

From region

View and download
complete report at
www.ceri.msu.edu

Year Over Year Change in BA/BS Hiring



Historical review of national hiring trends for last 10 years. 2019-2020 failed to reach its projected target due to COVID-19.

Regional Organizational Profile

Size:

59% < 500

17% 500 – 3,999

23% > 4,000

Key Sectors:

20% PB&SS

14% Manufacturing

13% Education

8%, Non-Profits

6% Fin. & Ins.,

Government

66% of companies from states within region: 80% of companies fewer than 100 employees, 68% for 100 to 499, 53% for 500 to 3,999 and 47% for more than 4000 employees. States outside region with companies recruiting in region: CA and TX.

Adjustments in recruiting:2020

Suspended Recruiting: No hiring

No offers made 18%

Offers rescinded 6%

Suspended Recruiting: Hiring

Hiring as planned 11%

Hired fewer 7%

Continued Recruiting: Hiring

Hired as planned 53%

Approach to fall recruiting 2020

6% Not engage in college recruiting this year

16% Delay decision to recruit until early 2021

13% In-house but not on campus

46% Completely virtual with partners

17% On campus if possible & virtual

24%

Did not hire any graduates in 2020

57%

Rated overall college labor market GOOD to EXCELLENT

70%

Rated their industry sector GOOD to EXCELLENT

Great
Lakes
Central
Illinois
Indiana
Michigan
Ohio

34%
Actively
recruiting
but plans
are TBD

View and download
complete report at
www.ceri.msu.edu

Hiring Intentions for 2020-21

- 4% Do not plan to hire
- 27% Established preliminary plans
- 30% Established definite plans
- 34% Plans To Be Decided

Regional Hiring Outlook

Degree Level	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
Associate	28.1	32.1	14
Bachelor	72.7	73.3	1
MBA	26.1	24.0	-8
Master	33.9	31.8	-6
Total Hires	96.3	97.8	1

Size Matters: Bachelor Example

Employees	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
< 100	4.1	4.6	12
100 to 499	11.5	11.4	NC
500 to 3,999	51.3	63.0	23
> 4,000	287.2	282.2	-2

59%
Seeking interns
this year

Internships: Outlook

No seeking interns

No interns this year 11%

Delayed decision 24%

Seeking interns

Fewer than last year 9%

Same as last year 37%

More than last year 13%

Different option than interns 7%

Looking Ahead

Would like to return to campus in spring 41%

Virtual recruiting is the new norm 57%

Closely look at credentials/certificates rather than degree 36%

Remote work assignment highly possible 46%

When will hiring return to 2019

7% It is there right now

24% In one year

38% In two years

19% In three years

13% In four to five years

View and download
complete report at
www.ceri.msu.edu