



RECRUITING TRENDS 2020/21

Regional Report

South-central Plains States

Conducted by the

COLLEGIATE EMPLOYMENT RESEARCH INSTITUTE

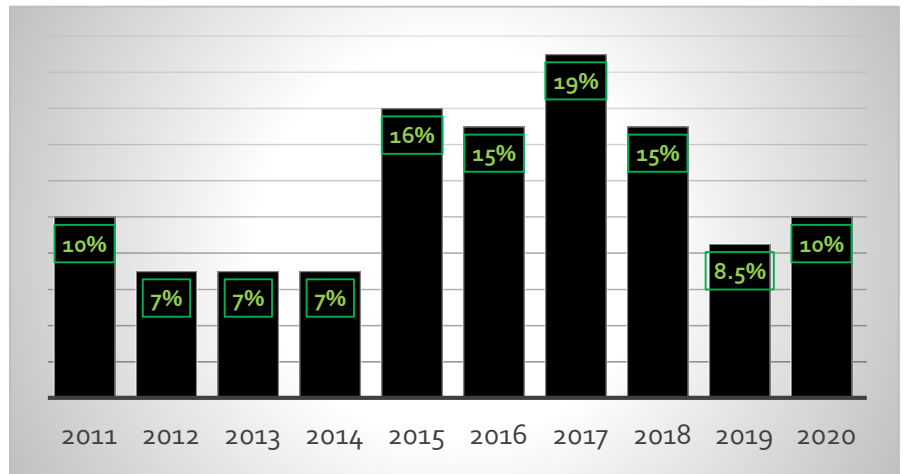
MICHIGAN STATE UNIVERSITY

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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:

- 24% < 100
- 24% 100 – 499
- 25% 500 -3,999
- 27% > 4,000

Key Sectors:

- 23% PB&SS
- 15% Education
- 8% Manufacturing
- 6-7% Gov't., Non-prof., Fin. & Ins., Construction
- 5% Ag, Retail

59% of companies from states within region: 70% of companies fewer than 500 employees but only 48% for 500 to 3,999 and 33% over 4,000 employees from region. Larger companies are more likely coming from: CA, WA, CO, IL and MI.

680

Employers recruit
in region

Companies from
all over country
send
representatives to
this region

59%

From region

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Adjustments in recruiting:2020

Suspended Recruiting: No hiring

No offers made 13%

Offers rescinded 3%

Suspended Recruiting: Hiring

Hiring as planned 11%

Hired fewer 7%

Continued Recruiting: Hiring

Hired as planned 59%

Approach to fall recruiting 2020

5% Not engage in college recruiting this year

12% Delay decision to recruit until early 2021

8% In-house but not on campus

51% Completely virtual with partners

22% On campus if possible & virtual

16%

Did not hire any graduates in 2020

53%

Rated overall college labor market GOOD to EXCELLENT

70%

Rated their industry sector GOOD to EXCELLENT

South-Central Plains Region

Arkansas
Kansas
Missouri
Nebraska
Oklahoma
Texas

36%
Actively recruiting but plans are TBD

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Hiring Intentions for 2020-21

- 4% Do not plan to hire
- 25% Established preliminary plans
- 31% Established definite plans
- 36% 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	27.2	34.3	26
Bachelor	103.6	204.0	NC
MBA	27.5	26.1	-5
Master	28.5	29.1	2
Total Hires	122.1	124.7	2

Size Matters: Bachelor Example

Employees	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
< 100	5.4	7.0	35
100 to 499	19.5	19.3	-3
500 to 3,999	44.4	50.5	14
> 4,000	380.3	373.9	-2

For companies less 100 employees hiring up at Associates but down for MBA & Masters; for 100 to 499 hiring is down across all degrees; for 500 to 3,999 hiring is up across all degrees; and for over 4,000 down for all degrees except Associates.

64%

Seeking interns
this year

Internships: Outlook

No seeking interns

No interns this year 6%

Delayed decision 24%

Seeking interns

Fewer than last year 10%

Same as last year 39%

More than last year 15%

Different option than interns 6%

Looking Ahead

Would like to return to campus in spring 50%

Virtual recruiting is the new norm 60%

Closely look at credentials/certificates rather
than degree 34%

Remote work assignment highly possible 45%

When will hiring return to 2019

5% It is there right now

22% In one year

36% In two years

23% In three years

14% In four to five years

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