



RECRUITING TRENDS 2020/21

Regional Report

Upper Plains– western Great Lakes

Conducted by the

COLLEGIATE EMPLOYMENT RESEARCH INSTITUTE

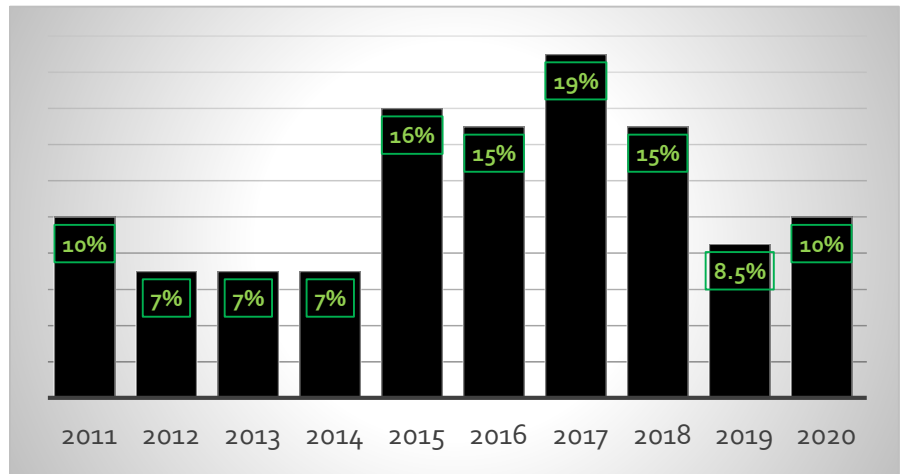
MICHIGAN STATE UNIVERSITY

Dr. Phil Gardner, Executive Director

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:

22%	< 100
22%	100 – 499
10%	500 -3,999
32%	> 4,000

Key Sectors:

20%	PB&SS
13%	Education
13%	Manufacturing
8%	Non-profits
7%	Health & Gov't
5%	Finance & Ins., Retail & Ag

Leading employers from outside region are from neighboring states of CO, IL, MI, NE plus TX.

457
Employers recruit
in region

Companies from
all over country
send
representatives to
this region

only
41%
From region

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

Adjustments in recruiting:2020

Suspended Recruiting: No hiring

No offers made 10%

Offers rescinded 12%

Suspended Recruiting: Hiring

Hiring as planned 9%

Hired fewer 8%

Hire but also rescinded 4%

Continued Recruiting: Hiring

Hired as planned 62%

Approach to fall recruiting 2020

4% Not engage in college recruiting this year

11% Delay decision to recruit until early 2021

9% In-house but not on campus

53% Completely virtual with partners

22% On campus if possible & virtual

22%

Did not hire any graduates in 2020

57%

Rated overall college labor market GOOD to EXCELLENT

75%

Rated their industry sector GOOD to EXCELLENT

Upper Plains & western Great Lakes

Iowa
Minnesota
North Dakota
South Dakota
Wisconsin

39%
Actively recruiting but plans are TBD

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

Hiring Intentions for 2020-21

- 3% Do not plan to hire
- 25% Established preliminary plans
- 31% Established definite plans
- 39% 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	39.2	47.2	20
Bachelor	123.8	129.2	4
MBA	37.6	42.0	12
Master	47.2	50.0	6
Total Hires	161.1	171.4	6

Size Matters: Bachelor Example

Employees	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
< 100	6.9	7.6	10
100 to 499	24.8	24.6	NC
500 to 3,999	51.0	68.9	35
> 4,000	341.9	344.5	1

Associates' degrees hiring best with smallest and largest employers.
MBA hiring best with larger employers.

67%

Seeking interns
this year

48%

Remote Work
Assignments
increase in future

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

Internships: Outlook

No seeking interns

No interns this year 5%

Delayed decision 20%

Seeking interns

Fewer than last year 12%

Same as last year 40%

More than last year 15%

Different option than interns 6%

Looking Ahead

Would like to return to campus in spring 45%

Virtual recruiting is the new norm 60%

Closely look at credentials/certificates rather
than degree 33%

Remote work assignment highly possible 48%

Use data analytics 30%

When will hiring return to 2019

6% It is there right now

24% In one year

36% In two years

21% In three years

13% In four to five years