



RECRUITING TRENDS 2020/21

Regional Report
West Coast

Conducted by the

COLLEGIATE EMPLOYMENT RESEARCH INSTITUTE

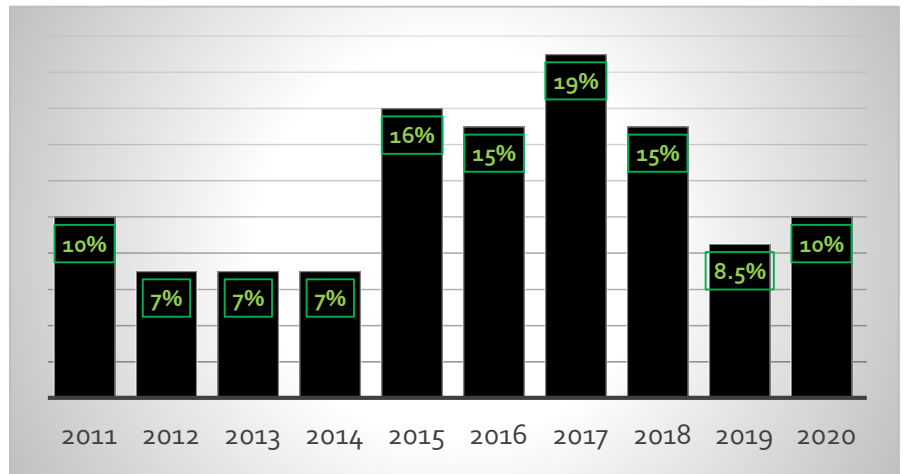
MICHIGAN STATE UNIVERSITY

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:

25%	< 100
22%	100 – 499
23%	500 -3,999
30%	> 4,000

Key Sectors:

23%	PB&SS
12%	Education
9%	Manufacturing
8%	Government
8%	Non-profits
6%	Finance & Ins.

36% of companies from states within region: 38% of companies fewer than 500 employees, 38% for 500 to 3,999, and 26% over 4,000 employees from region. Small to large employers from AZ, CO, ID, NV & UT and larger employers from TX, VA, MI, and IL are active recruiters in this region.

468

Employers recruit
in region

Companies from
all over country
send
representatives to
this region

only
36%
From region

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

Adjustments in recruiting:2020

Suspended Recruiting: No hiring

No offers made 11%

Offers rescinded 4%

Suspended Recruiting: Hiring

Hiring as planned 12%

Hired fewer 9%

Hire but also rescinded 3%

Continued Recruiting: Hiring

Hired as planned 56%

Approach to fall recruiting 2020

6% Not engage in college recruiting this year

13% Delay decision to recruit until early 2021

12% In-house but not on campus

53% Completely virtual with partners

16% On campus if possible & virtual

15%

Did not hire any graduates in 2020

50%

Rated overall college labor market GOOD to EXCELLENT

67%

Rated their industry sector GOOD to EXCELLENT

Hiring Intentions for 2020-21

- 5% Do not plan to hire
- 24% Established preliminary plans
- 33% Established definite plans
- 36% Plans To Be Decided

West Coast

Alaska
California
Hawaii
Oregon
Washington

36%
Actively
recruiting
but plans
are TBD

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

Regional Hiring Outlook

Degree Level	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
Associate	54.3	64.7	19
Bachelor	113.5	120.3	6
MBA	26.6	29.9	12
Master	41.8	44.0	5
Total Hires	145.5	156.5	7

Size Matters: Bachelor Example

Employees	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
< 100	6.5	6.8	4
100 to 499	20.8	19.5	-6
500 to 3,999	73.1	93.1	27
> 4,000	334.3	344.3	3

59%

Seeking interns
this year

**West Coast
leads all
regions:
* Virtual
recruiting the
new norm
* Working
remotely
* Using data
analytics**

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

Internships: Outlook

No seeking interns

No interns this year 8%

Delayed decision 28%

Seeking interns

Fewer than last year 10%

Same as last year 36%

More than last year 13%

Different option than interns 6%

Looking Ahead

Would like to return to campus in spring 45%

Virtual recruiting is the new norm 66%

Closely look at credentials/certificates rather
than degree 33%

Remote work assignment highly possible 56%

Use data analytics 31%

When will hiring return to 2019

4% It is there right now

24% In one year

38% In two years

21% In three years

12% In four to five years