

Regional Profile: SOACE

This profile provides hiring intentions for employers who are located within the Southern Association of Colleges and Employers geographical region. This information should be used carefully. The respondents do not necessarily reflect all employers within the SOACE region. You should take into consideration information from employers visiting your campus, regional economic development agencies, and state labor reports to confirm the situation your students face during the 2009-2010 academic year.

Employer Characteristics

- 732 companies, organizations and government agencies provided information.
- Size Distribution:
 - Eight or fewer employees 10%
 - 9-100 employees 30%
 - 101-500 employees 19%
 - 501-3999 employees 17%
 - 4000 or more employees 23%
- Key Economic Sectors:
 - Professional and Scientific Services 24%
 - Government 13%
 - Manufacturing 12%
 - Health Services 8%
 - Educational Services 7%
 - Financial Services 5%
 - Non-Profit 4%
- Key Economic Subsectors (81 Subsectors Represented):
 - Computer Systems Services 7%
 - K-12 Schools 4%
 - Non-Profit 4%
 - Financial Services (not banks) 4%
 - Accounting Services 4%
 - Health Services (not hospitals) 4%
 - Insurance 3%
 - Administrative Services 3%
 - Hospitals 3%
 - Computer and Electronic Management 3%

Hiring Intentions

- Definitely Hire This Year 29%
- Possibly Hire This Year 19%
- Uncertain About Hiring 41%
- Not Hiring This Year 11%

Hiring Targets for 2009-2010

Degree	Hired in 2009	Anticipated in 2010	Percent Change
Total (All Degrees)	31.5	31.0	-1.6
Associate	8.3	7.3	-13.7
Bachelor	25.1	26.1	3.8
MBA	3.0	3.1	3.2
MS/MA	11.7	9.8	-19.4
PhD	5.9	4.8	-22.9
Professional	9.4	7.9	-19.0

Hiring By Size (Reported by Degree Level with Adequate Responses)

- Eight or Fewer Employees

	Average 2009	Average 2010	Percent Change
BA	1.3	1.5	13.3
Total	1.9	2.4	20.8

- 9-100 Employees

	Average 2009	Average 2010	Percent Change
Associate	2.9	3.9	25.6
BA	3.2	4.0	20.0
Total	4.3	5.4	20.4

- 101-500 Employees

	Average 2009	Average 2010	Percent Change
Associate	3.5	5.2	32.7
BA	5.3	7.2	26.4
MS	3.4	3.6	5.6
Total	8.5	11.1	23.4

- 501-3999 Employees

	Average 2009	Average 2010	Percent Change
Associate	6.3	6.0	-5.0
BA	12.4	11.6	-6.9
MBA	3.4	3.0	-13.3
MS	16.4	12.2	-34.4
Total	21.8	19.1	-14.1

- 4000 or More Employees

	Average 2009	Average 2010	Percent Change
Associate	25.5	17.3	-47.4
BA	90.1	91.7	1.7
MBA	5.3	4.7	-12.8
MS	26.9	22.7	-18.5
Total	110.8	106.3	-4.2

Hiring By Economic Sector (Bachelor Only)

	Average 2009	Average 2010	Percent Change
Mining	87.0	69.7	-24.8
Utilities	10.6	10.0	-6.0
Construction	25.1	17.9	-40.2
Manufacturing	15.1	18.4	17.9
Wholesale	2.3	2.3	0.0
Retail	36.0	49.4	27.1
Transportation	17.7	14.6	-21.2
Information	14.6	17.9	18.4
Finance	14.1	15.4	8.4
Insurance	12.3	15.9	22.6
Real Estate/Leasing	10.7	12.5	14.4
Professional Services	5.1	6.3	19.0
Administrative Services	5.8	7.9	26.6
Educational Services	56.6	51.9	-9.1
Health Services	10.0	10.1	1.0
Entertainment	6.0	6.7	10.4
Hospitality	5.4	7.0	22.9
Non-Profit	161.2	178.5	9.7
Government	39.4	35.3	-11.6

Comparison of East (East of Mississippi) with West (West of Mississippi)

- Hiring East:

	Average 2009	Average 2010	Percent Change
Total	32.5	32.2	-0.9
Associate	9.0	7.7	-16.9
BA/BS	25.6	26.8	4.5
MBA	3.1	3.2	3.1
MS/MA	12.0	10.9	-10.1
PhD	6.1	4.9	-24.5
Professional	10.2	8.4	-21.4

- Hiring West:

	Average 2009	Average 2010	Percent Change
Total	27.7	26.4	-4.9
Associate	4.8	5.7	15.8
BA/BS	23.2	23.5	1.3
MBA	2.7	2.7	0.0
MS/MA	10.3	5.0	-106.0
PhD	5.3	4.7	-12.8
Professional	5.9	5.2	-13.5