

APRIL 2018



2018 SPRING UPDATE

NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

62 Highland Avenue, Bethlehem, PA 18017 | www.naceweb.org | 610.868.1421



Table of Contents

ABOUT THE SURVEY	2
COLLEGE HIRING DIPS 1.3 PERCENT	3
Figure 1: <i>Job Outlook hiring projections, 2012 – 2018*</i>	
Figure 2: Hiring plans	
DEGREES AND MAJORS IN DEMAND	6
Figure 3: Hiring expectations by degree level for 2018	
Figure 4: Hiring expectations by major	
FALL RECRUITING FOR THE CLASS OF 2019	8
Figure 5: Hiring expectations for fall 2018	
APPENDIX	9
Figure 6: Respondents by type of organization	
Figure 7: Respondents by size of company	
Figure 8: Respondents by industry	
Survey Respondents	



About the Survey

The *Job Outlook 2018 Spring Update* survey was conducted from February 12 – March 30, 2018. The survey was sent to 958 NACE employer members; 150, or 15.7 percent, responded. The survey updates hiring projections for the Class of 2018. Those projections were collected from NACE employer members from August 9 – October 2, 2017, and reported in the *Job Outlook 2018* survey, published in November 2017.

By region, 6 percent of respondents to the *Job Outlook 2018 Spring Update* survey are from New England, 14.7 percent are from the Mideast, 27.3 percent are from the Great Lakes, 6.7 percent are from the Plains, 16.7 percent are from the Southeast, 16.7 percent are from the Southwest, and 12 percent are from the Rocky Mountains/Far West. For additional information about the respondents, see the Appendix.

Data are calculated based on the number of respondents to each specific question. Totals may not equal 100 percent due to rounding.

Research

Director of Research, Public Policy, and Legislative Affairs: Edwin W. Koc

Research Manager: Andrea J. Koncz

Research Associate: Louisa Eismann

Research Associate: Angelena Salvadge

Research Assistant: Anna Longenberger

College Hiring Dips 1.3 Percent



Employers plan to hire 1.3 percent fewer graduates from the Class of 2018 for U.S. positions than they did from the Class of 2017. This projection from the *Job Outlook 2018 Spring Update* is down from the 4.0 percent hiring increase employers anticipated for this class last November in the *Job Outlook 2018* report. (See *Figure 1*.)

The fact that the college hiring outlook for the Class of 2018 has dropped this spring is a prime example of how volatility in a small number of industries can impact the overall hiring outlook. Two industries in particular are driving this overall decrease. Insurance firms responding to the *Job Outlook 2018 Spring Update* survey anticipate decreasing hires by 42 percent due to the recent natural disasters—hurricanes, floods, and wildfires—that caused high dollar amounts in catastrophic losses. Meanwhile, retail employers plan to decrease their hires by almost 33 percent, citing the changing landscape of their industry and lack of new openings as key factors.

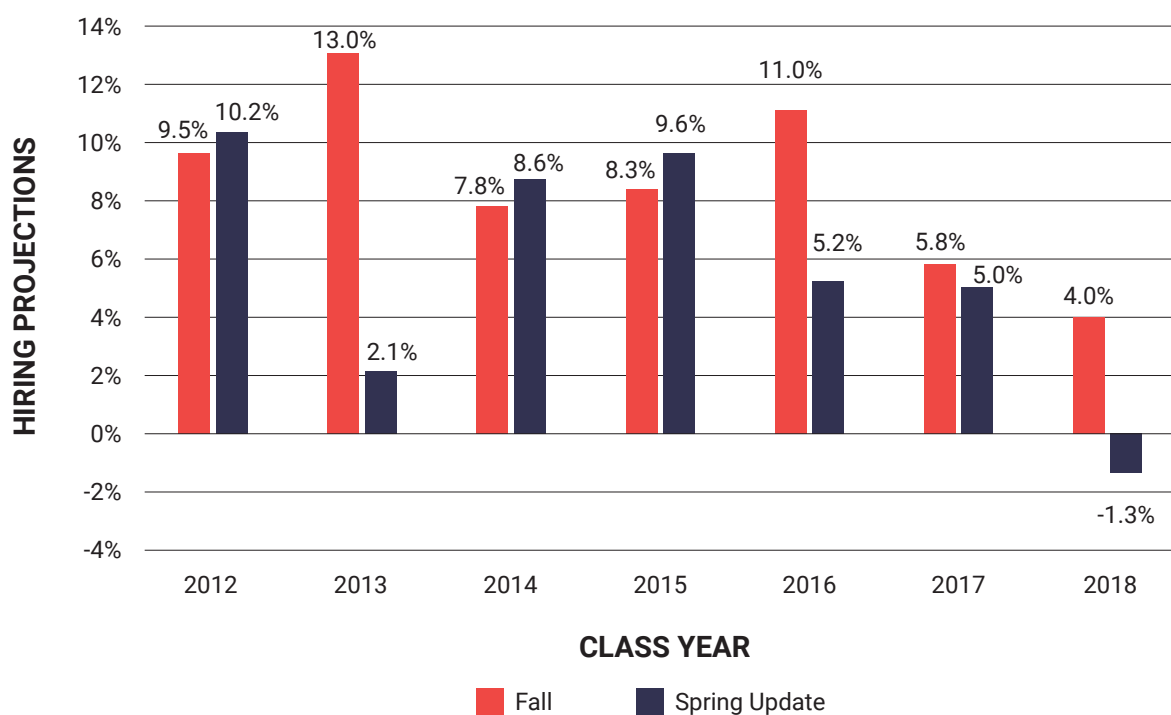
This marks the first hiring projection that is a decrease since the Class of 2010, when employers planned to cut hiring by 7 percent. Of the 15 industries reporting their hiring projections in the *Job Outlook 2018 Spring Update* survey, eight provided hiring projections that will increase, and the seven remaining industries reported decreasing numbers.

Much more drastic than the overall hiring projections for the Class of 2018 are those for international students. Employers now plan to cut their international student hires for U.S. positions by almost 24 percent. Results of the *Job Outlook 2018 Survey* last November also showed that less than one-quarter of respondents indicated that they would hire international students from the Class of 2018—the lowest mark in the past five years.

Although an overall decrease in hiring may indicate a poor college job market, the limited group of respondents providing their hiring numbers certainly plays a role in this outcome. And, when the decrease in average hires for the Class of 2018 is compared to the Class of 2017, it amounts to just three fewer hires per organization.

In addition, there are other factors that are in play. With the current unemployment rate for college-aged students at its lowest level since 2006 and the large planned hiring increases that occurred over the past several years, employers simply may have hit somewhat of a hiring peak and are focusing more on maintaining their college hiring levels. In fact, several respondents to the *Job Outlook 2018 Spring Update* survey stated that their hiring needs remain consistent year to year, and that their organizations' size and structure are at optimum levels. Therefore, they said they only need to maintain their college hires.

FIGURE 1
Job Outlook Hiring Projections, 2012 – 2018*



***Please note:** Projections for the classes of 2014 – 2018 are for U.S. locations only. Prior years' projections are shown for informational purposes only, and should not be compared to projections for 2014 – 2018.

When asked specifically about the direction of their college hiring, slightly more than half of responding employers indicated plans to maintain their college hiring numbers. (See *Figure 2.*) And, even though college hiring is expected to drop slightly, less than 7 percent of this survey's respondents plan to decrease their hiring numbers. The current percentage anticipating cuts to their hiring is down considerably from two years ago when 37.1 percent of respondents to the *Job Outlook 2016 Spring Update* survey planned to decrease hiring. This also provides evidence that the small number of respondents reporting plans for large hiring decreases in the *Job Outlook 2018 Spring Update* are influencing the overall movement.

FIGURE 2
Hiring Plans

Job Outlook	Percent Increasing Hires	Percent Maintaining Hires	Percent Decreasing Hires	Total Number of Respondents
<i>Spring Update 2018</i>	42.6%	50.7%	6.8%	148
<i>Job Outlook 2018 (Fall 2017)</i>	43.7%	46.7%	9.6%	135
<i>Spring Update 2017</i>	37.3%	54.0%	8.7%	150
<i>Job Outlook 2017 (Fall 2016)</i>	36.3%	52.1%	11.6%	146
<i>Spring Update 2016</i>	40.9%	22.0%	37.1%	132

Degrees and Majors in Demand

Nearly all respondents continue to hire graduates at the bachelor's-degree level. And, more than half of respondents will hire at the master's level, whether specifically for M.B.A.s or other master's degrees. (See *Figure 3*.) More than one-quarter of respondents have plans to hire graduates with doctoral degrees, which remains nearly identical to the 25.8 percent having similar plans for the Class of 2017. The composition of hires by degree also remains unchanged from last year, with more than 80 percent of new college hires having a bachelor's degree. And, although more than half of this year's respondents will hire M.B.A. graduates, they will only account for 8.3 percent of the respondents' total hires.

FIGURE 3
Hiring Expectations by Degree Level for 2018

Degree Level	Average Percent of New College Hires	Number of Respondents Hiring	Percent of Total Respondents Hiring
Associate	11.8%	32	22.5%
Bachelor's	80.3%	141	99.3%
M.B.A.	8.3%	79	55.6%
Master's (Other than M.B.A.)	17.5%	87	65.9%
Ph.D.	8.4%	38	26.8%

Demand by academic discipline is also consistent with the *Job Outlook 2018* survey findings. Business, engineering, and computer science degrees remain the top three fields in demand by respondents. (See *Figure 4*.)

FIGURE 4
Hiring Expectations by Major

Academic Discipline	Number of Respondents Hiring Discipline	Percent of Total Respondents Hiring Discipline	Average Percent of Total New Recruits Within Discipline
Business	103	81.7%	28.4%
Engineering	92	73.0%	50.6%
Computer Sciences	82	65.1%	26.0%
Accounting	67	53.2%	19.4%
Economics	39	31.0%	9.1%
Physical Sciences	31	24.6%	10.9%
Communications	29	23.0%	4.6%
Misc. Majors	27	21.4%	15.6%
Social Sciences	24	19.0%	5.7%
Humanities	17	13.5%	7.6%
Agriculture	5	4.0%	7.0%
Health Sciences	5	4.0%	6.4%
Education	4	3.2%	3.8%

Fall Recruiting for the Class of 2019

Even though the updated hiring outlook for this year's college graduates may appear to be moving in a downward direction, it is evident that employers will continue to hire new graduates in the fall. (See *Figure 5*.) Nearly 98 percent of respondents will be on campus in the fall to hire for either full-time or intern/co-op positions. Of those 98 percent, almost 86 percent will hire for both full-time and intern/co-op positions. Furthermore, less than 3 percent of total respondents will not be on campus in the fall because they are not hiring at all.

FIGURE 5
Hiring Expectations for Fall 2018

	Number of 2018 Respondents	Percent of 2018 Respondents
Full-time only	6	4.8%
Intern/co-op only	9	7.1%
Both full-time and intern/co-op	108	85.7%
Maintain presence – not hiring in fall 2018	1	0.8%
Not on-campus – not hiring in 2017-18	2	1.6%

The first formal hiring projections for the Class of 2019 will be obtained through the NACE Job Outlook 2019 later this summer.

Appendix

FIGURE 6
Respondents by Type of Organization

Organization Type	Percent of Respondents
For Profit, Publicly Held	52.7%
For Profit, Private	36.7%
Nonprofit	3.3%
Government Agency	7.3%

FIGURE 7
Respondents by Size of Company

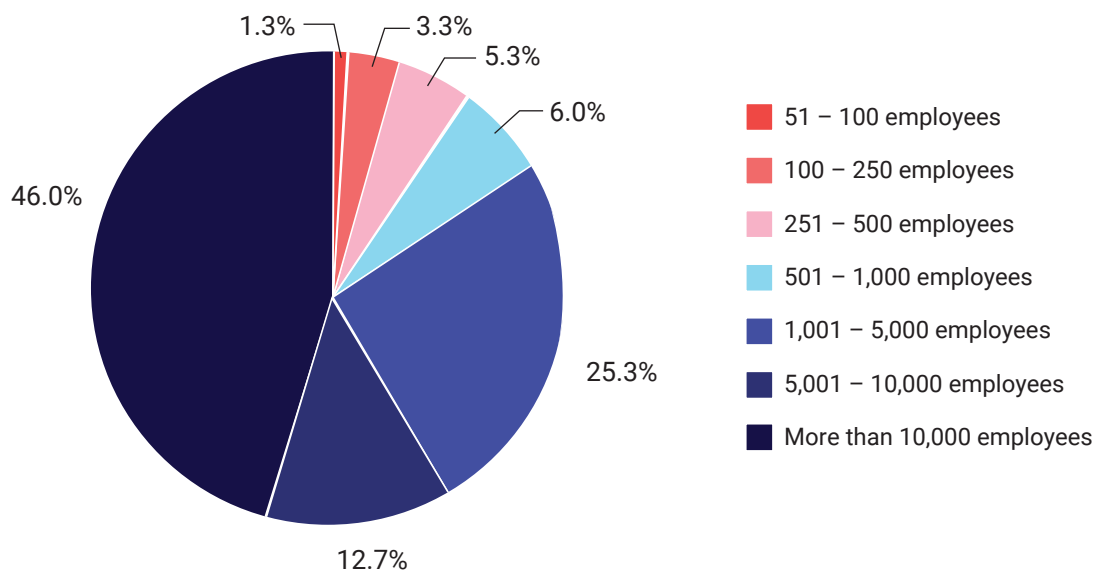


FIGURE 8

Respondents by Industry

Industry	# of respondents	% of respondents
Oil & Gas Extraction	6	4.0%
Utilities	5	3.3%
Construction	4	2.7%
Food & Beverage Manufacturing	6	4.0%
Chemical (Pharmaceutical) Manufacturing	5	3.3%
Computer & Electronics Manufacturing	15	10.0%
Motor Vehicle Manufacturing	5	3.3%
Misc. Manufacturing	19	12.7%
Wholesale Trade	2	1.3%
Retail Trade	8	5.3%
Transportation	3	2.0%
Messaging & Warehouse	1	0.7%
Information	9	6.0%
Finance, Insurance, & Real Estate	24	16.0%
Accounting Services	7	4.7%
Engineering Services	6	4.0%
Management Consulting	7	4.7%
Misc. Prof. Services	10	6.7%
Social Services	1	0.7%
Recreation & Hospitality	1	0.7%
Government	6	4.0%
Total	150	100.0%

SURVEY RESPONDENTS

The following organizations took part in the NACE *Job Outlook 2018 Spring Update* survey.

(Note: Although 150 organizations responded, the list below includes 108, as 42 organizations preferred not to be listed.)

84.51°
Air Force Civilian Service Talent Acquisitions
American Axle & Manufacturing Holdings, Inc.
Anheuser-Busch Companies, Inc.
Aon Corporation
ArcelorMittal USA
Asurion Corporation
Avery Dennison Corporation
Baird
Baker Hughes Incorporated
Barge Waggoner Sumner & Cannon, Inc.
Bechtel Global Corporation
Bechtel Marine Propulsion Corporation
Burns & McDonnell Engineering Co. Inc.
California State Auditor
Capital Group
Cerner Corporation
CGI Federal
Charter Manufacturing Company, Inc.
Chevron Corporation
Chicago Trading Company
Cisco Meraki
CohnReznick
Con Edison
ConocoPhillips Company
Continental AG
COUNTRY Financial
Dick's Sporting Goods
Doeren Mayhew
Duff & Phelps LLC
Dyson
Echo Global Logistics
Edward Jones
Egan Company
ellucian
Emerson
Emerson Climate Technologies
EY
Federal Reserve Bank of Cleveland
Fifth Third Bank
FireEye
First Midwest Bank
Fluor
GE Appliances, a Haier company
Genworth Financial
Georgia Tech Research Institute
Great Lakes Dredge & Dock Company
Harley-Davidson Inc.
Hubbell Incorporated
ICF International
INEOS
Infineum USA L.P.
Ingersoll Rand Company
Ingredion
Intuit Inc.
ITW
John Hancock Financial
Johnson & Johnson
Kimberly-Clark Corporation
KPMG LLP
Liberty Mutual Insurance Company
Lincoln Electric
Macy's, Inc.
MGM Resorts International
Michael Best and Friedrich
Moss Adams LLP
ms consultants, inc.
National Instruments
Nationwide Insurance
NetApp
Nokia
ONEOK, Inc.
Owens Corning
Panduit Corp.
Pariveda Solutions Inc.
Parsons Corporation
PepsiCo
Philips Lighting
Phillips 66
Plante & Moran, LLP - Plante & Moran, PLLC
PPL Corporation
Protiviti Inc.
Raytheon Company
Regeneron Pharmaceuticals, Inc.
Rockwell Collins
Save-A-Lot

Seagate Technology
Selden Fox LTD
Sierra Nevada Corporation
Southern Company
Speedway LLC
Stryker Corporation
Summit Materials
Terracon
Textron Inc.
The Aerospace Corporation
The MITRE Corporation
The Travelers Companies, Inc.
Thermo Fisher Scientific Inc.

TimkenSteel Corporation
TJX Companies
Tokio Marine HCC
Toyota Motor North America
U.S. Comptroller of the Currency
U.S. Postal Service
Virginia Lottery
Wacker
Wawa Inc.



NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

62 Highland Avenue, Bethlehem, PA 18017 | www.naceweb.org | 610.868.1421