

MBA Career  
Services  
Council

# MBA Career Services Council Fall Recruiting Survey 2010

# Methodology

- Survey distributed through Zoomerang
- Used 2009 Fall Recruiting Survey as base for comparable data (2010 school profiles are similar to 2009)
- In field December 2 through 23, 2010
- 79 schools responded to the survey (schools showed a 60/40 split between public and private universities)

# Key Findings: An overall increase in MBA recruiting reflects a steady recovery

- **63% of schools reported an increase in full-time on-campus opportunities.** This contrasts starkly with full-time recruiting last year, when 79% of schools reported a decline in on-campus activity. 26% of schools indicated that the number of on-campus opportunities were flat as compared with last year.
- **Full-time job postings also saw a strong recovery, with 70% reporting increases in postings this year.** This compares with 48% of schools reporting a decrease in postings during the fall of 2009.
- More than half of respondents indicated an increase in direct referrals/placement requests (64%) and in alumni-initiated hiring (58%).
- **81% of schools predicted that internship opportunities would be 'slightly' or 'significantly' up as compared to last summer.**

• Comparative data is from the 2009 Fall Recruiting Survey which was fielded between  
• December 1 and 21, 2009

# Key Findings: Recruiting activity by company characteristics

- **Some schools showed increased full-time recruiting activity in all industries compared to last year.** Consulting, Financial Services, Consumer Products, Technology and Pharma / Biotech / Healthcare were indicated most frequently by schools as showing improvement over the previous year.
- Recruiting activity in Real Estate, Manufacturing, Financial Services, Non-Profit, Government and Pharma / Biotech / Healthcare has shown softness for some schools.
- **The majority of respondents observed flat or increased full-time recruiting activity across employer types** – start-up companies, family-owned businesses, US small firms, US mid-sized firms, Fortune 500 firms and Non-US firms.

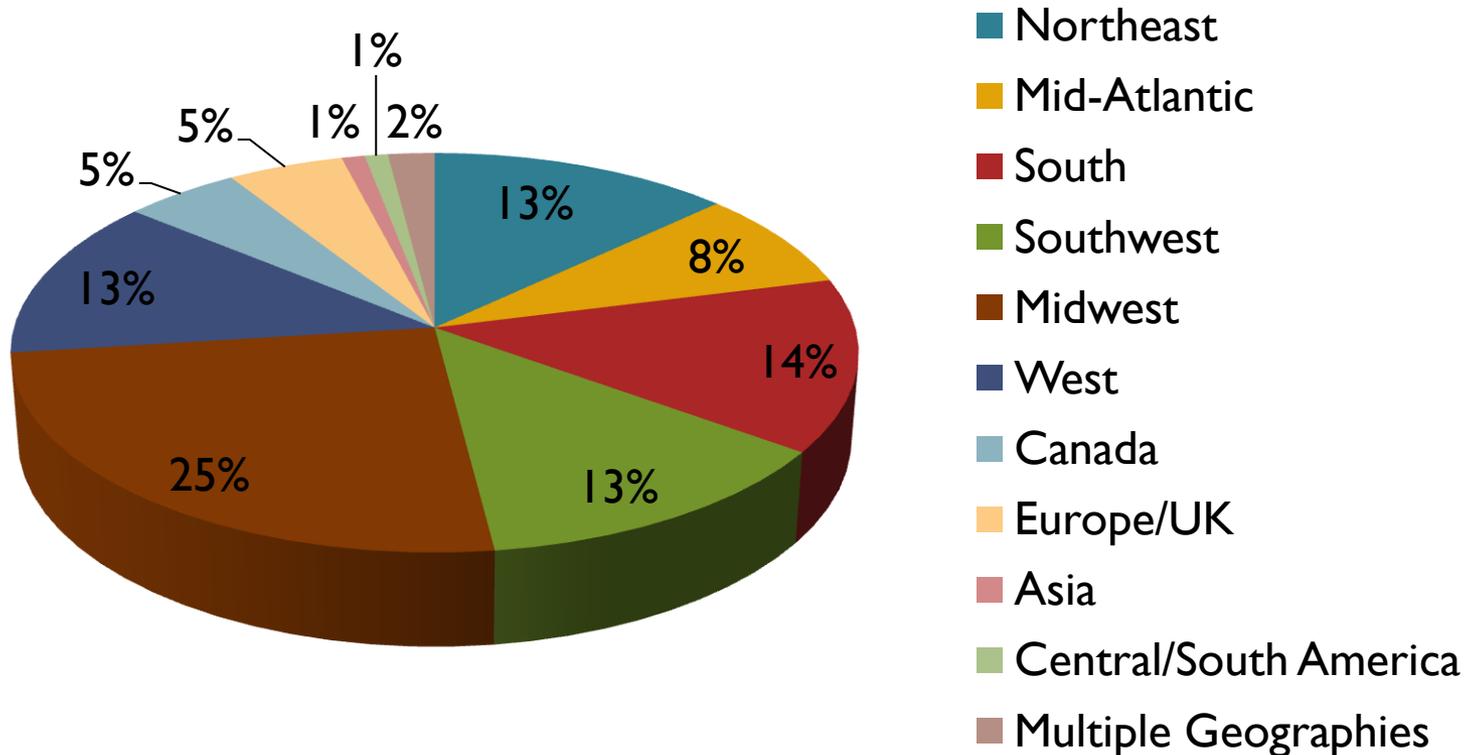
# Key Findings: B-Schools have adapted to help students get jobs

Extra steps schools are taking to further support their students include:

- increased outreach to employers / alumni regionally and globally
- improving students' networking skills
- an increased number of career treks offered
- scholarships to attend national MBA conferences
- workshops on social networking for the job search
- working more closely with career-focused student clubs

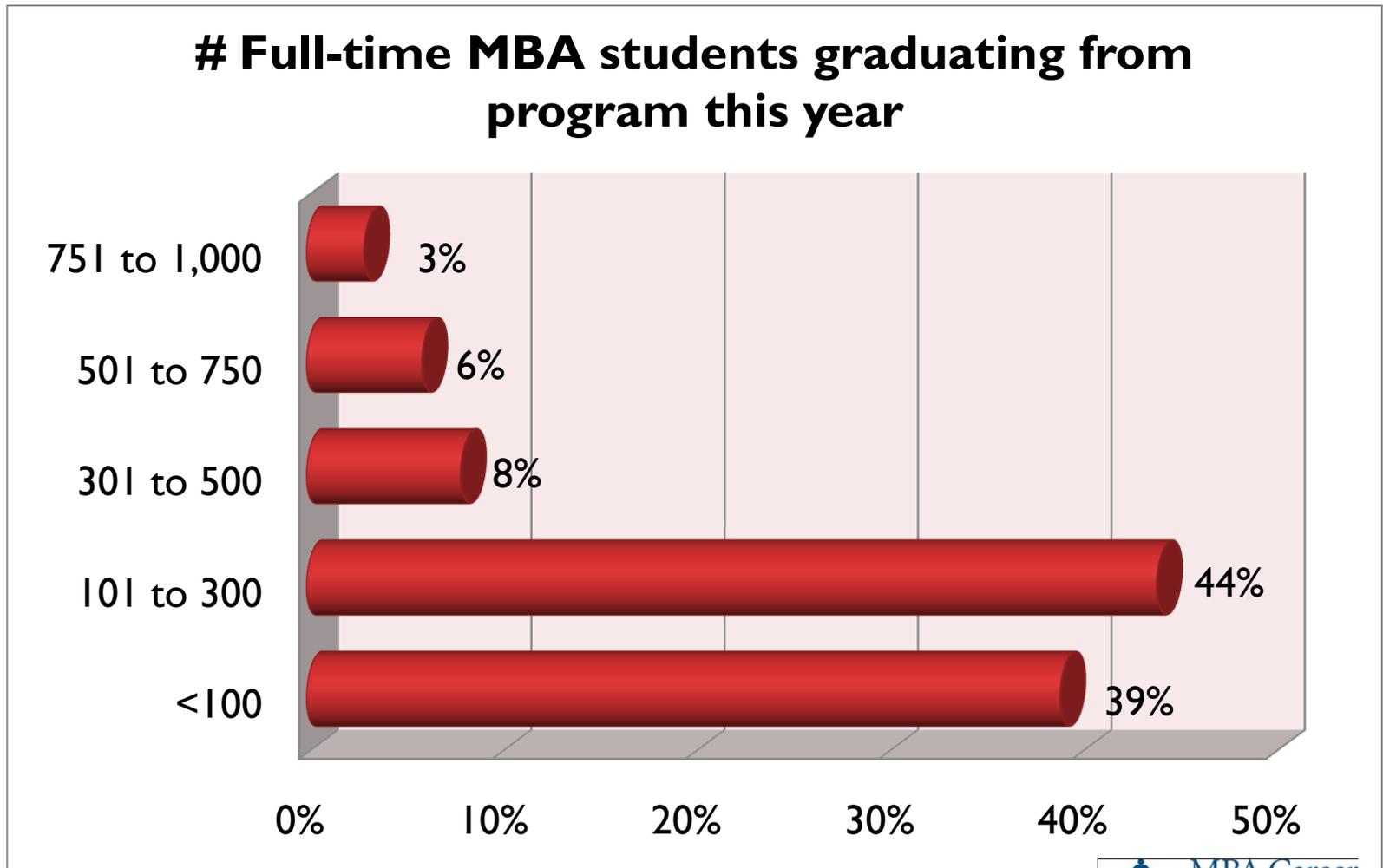
# 91% of schools were North American Universities

## What is the geographic location of your University?



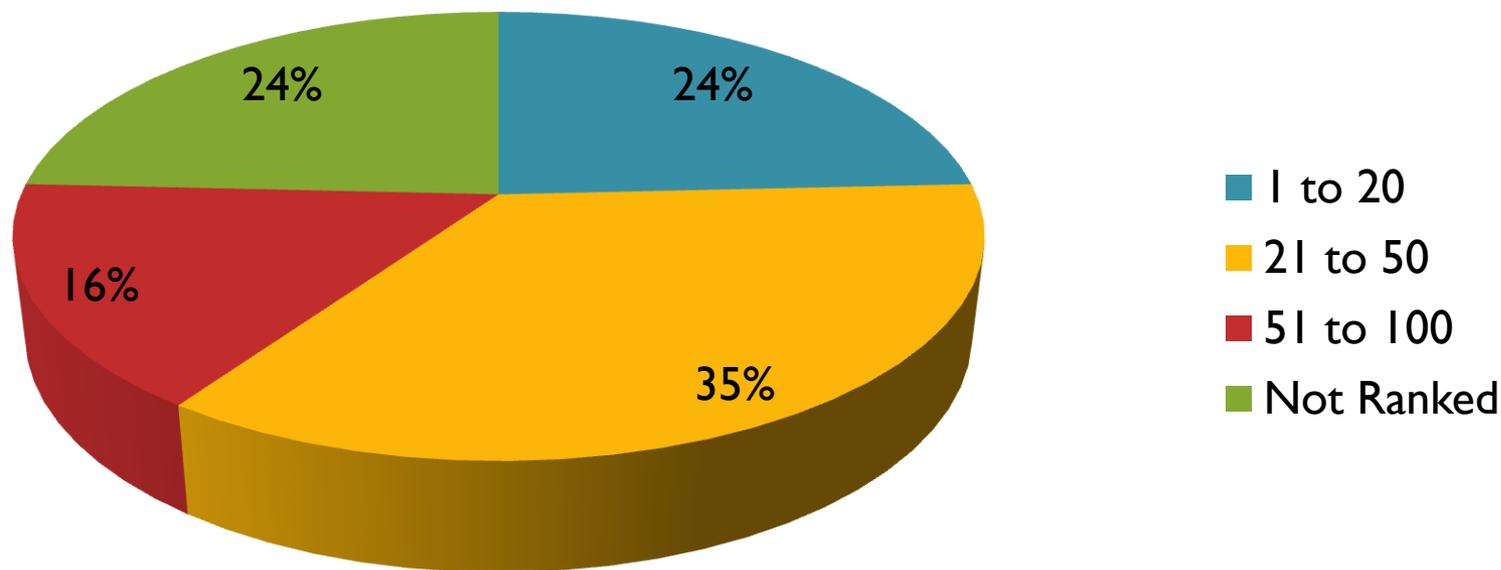
\* 79 schools responded to the survey. One school indicating multiple geographies has a campus location based in the Middle East.

# 83% of schools will graduate 300 or fewer students this year

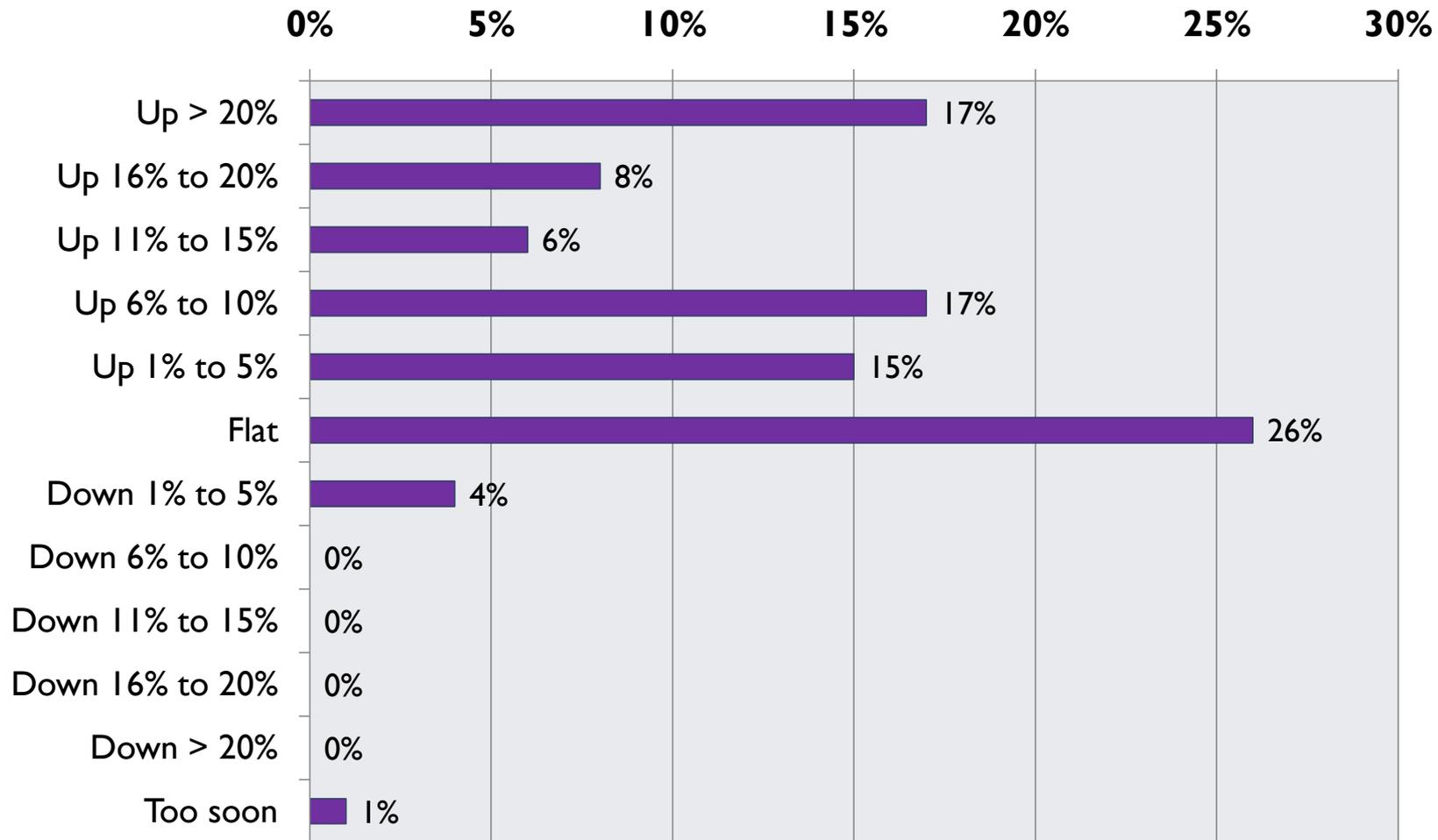


# 59% of schools surveyed were ranked among the top 50 full-time MBA programs

**Where was your full-time MBA program ranked in any of the most recent national/international rankings?**



# 63% of schools reported an increase in full-time on-campus opportunities versus 2009



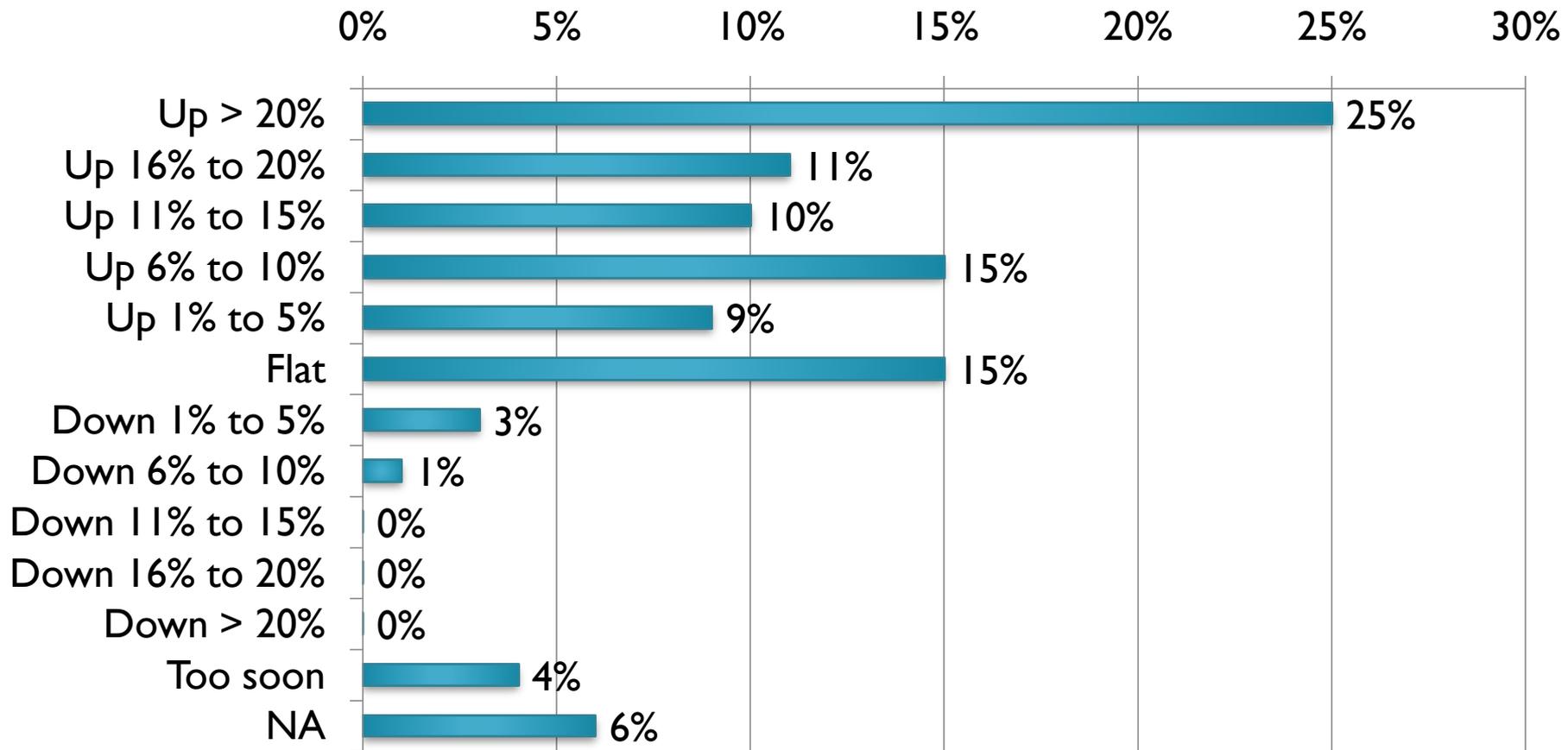
\* Overall, how do full-time, on-campus opportunities compare YTD versus last year?  
(note: 6% of schools indicated N/A, which is not included in the graph)

# Full-time, on-campus opportunities comparing YTD versus last year – by school rank

% Reporting Change in On-campus Recruiting	SCHOOL RANK			
	1 – 20	21 – 50	51 – 100	Not Ranked
Up	68%	79%	62%	32%
Flat	21%	18%	15%	47%
Down	5%	4%	8%	0%

\* Overall, how do full-time, on-campus opportunities compare YTD versus last year?

# 70% of schools reported increased full-time postings this fall while 14% reported a decrease when compared to the same time last year



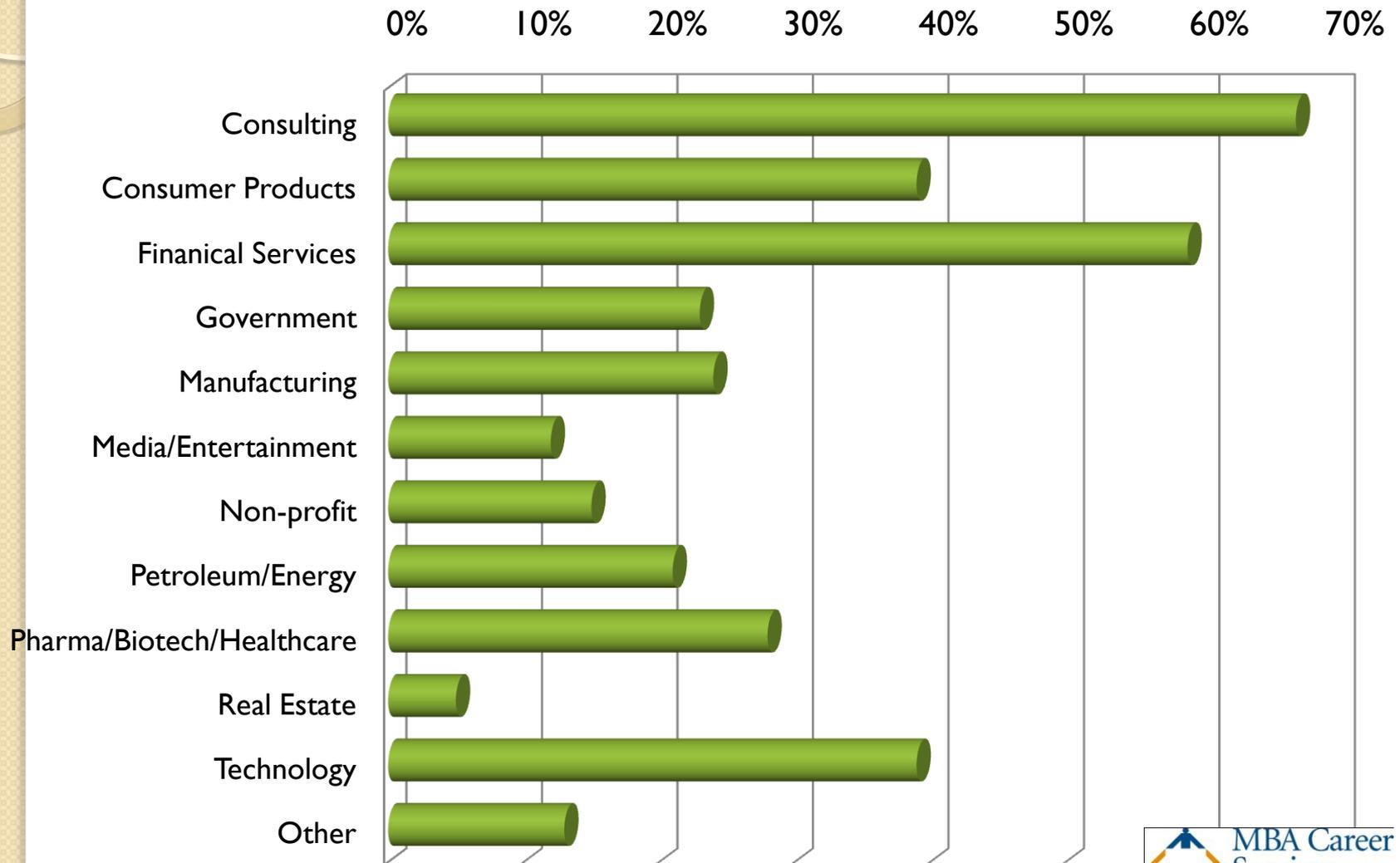
\* Overall, how do full-time postings compare YTD versus last year?

# Full-time postings comparing YTD versus last year – by school rank

% Reporting Change in FT Postings	SCHOOL RANK			
	1 – 20	21 – 50	51 – 100	Not Ranked
Up	74%	82%	69%	53%
Flat	5%	18%	8%	26%
Down	5%	0%	8%	5%

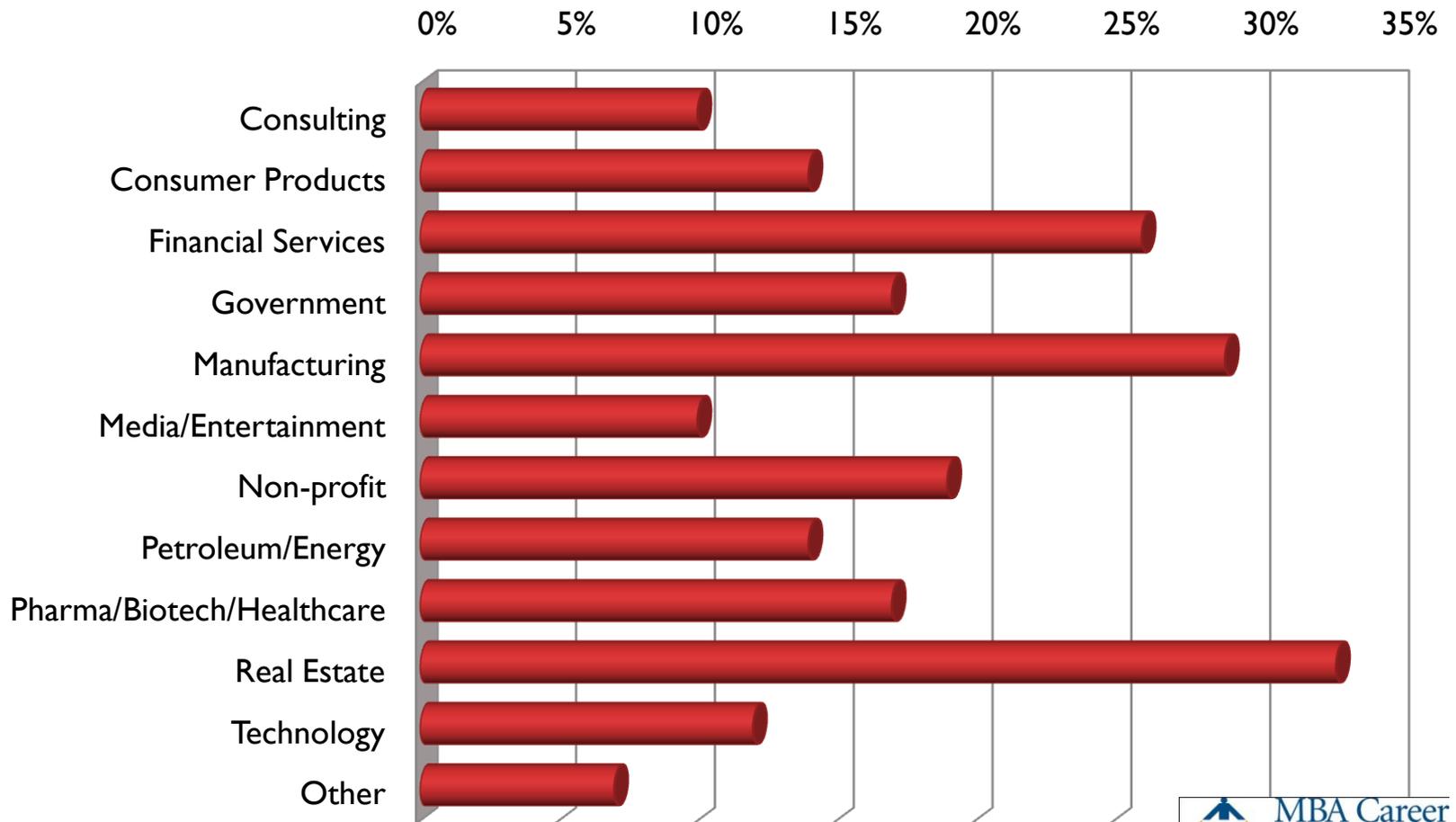
\* Overall, how do full-time postings compare YTD versus last year?

Some schools are experiencing increased recruiting activity across all sectors, with only 6% reporting no growth areas compared with 22% during the same period last year



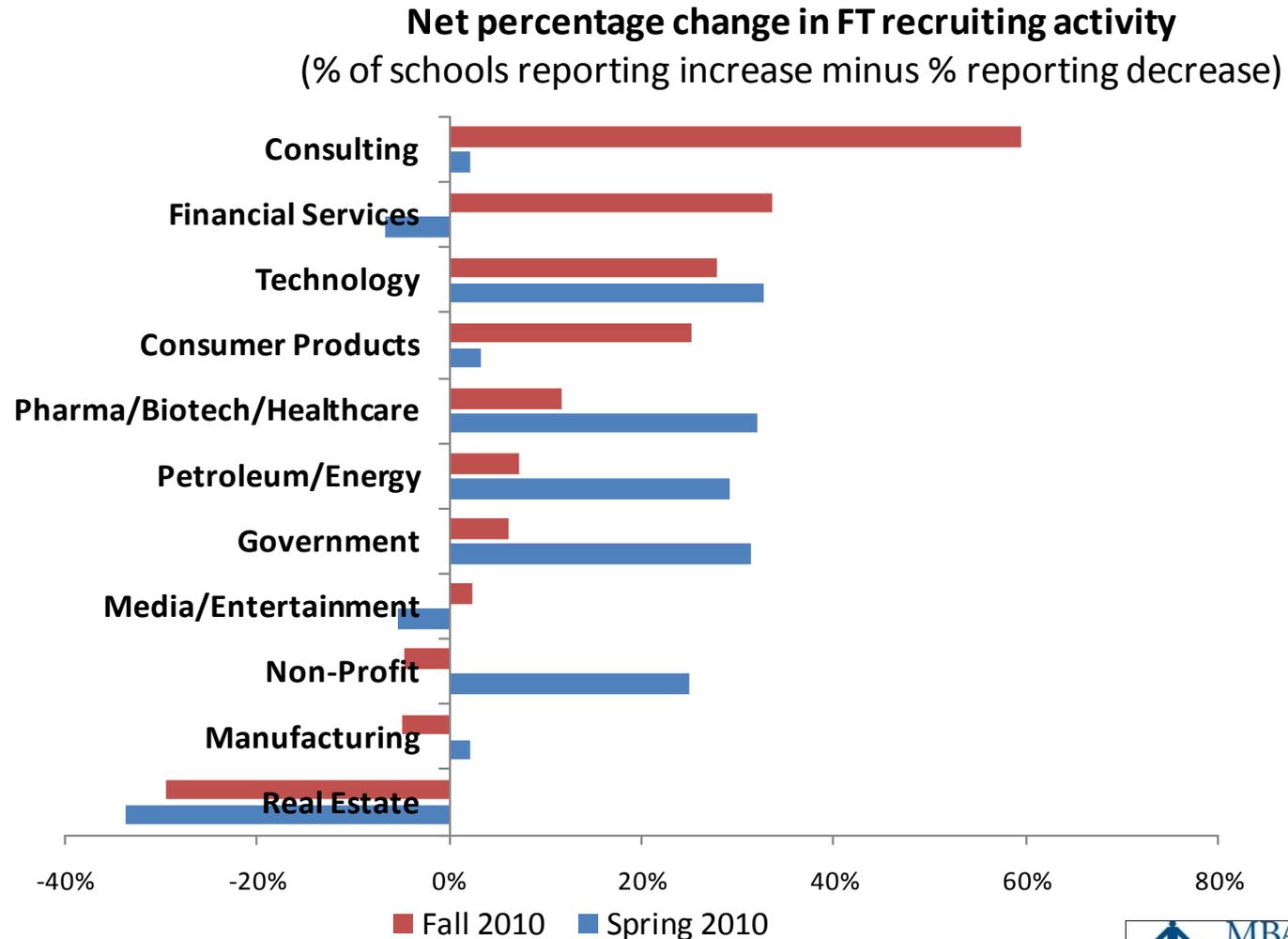
\* Percent of schools experiencing increased recruiting activity in a given industry sector

# Along with the slow economic recovery, some schools reported continued weakness in recruiting activity for certain industries



\* Percent of schools experiencing decreased recruiting activity in a given industry sector

Since spring 2010, hiring improved the most in the consulting and finance sectors; sluggish recruiting activity from real estate firms continues.



# Schools reporting change in full-time recruiting, by industry

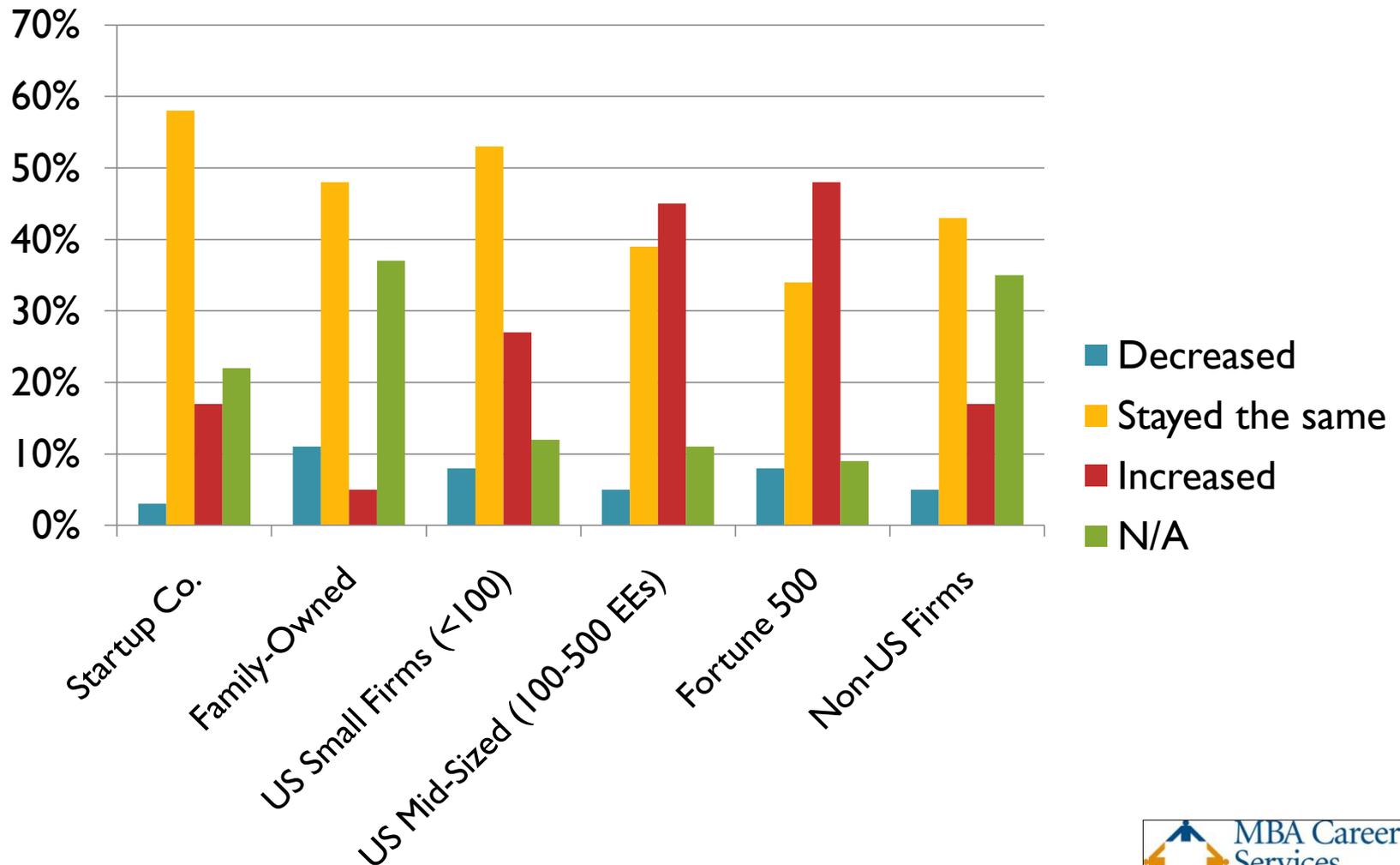
## INCREASE

- Consulting :
  - 84 % of schools ranked 1 to 20 (vs. 46%-74% of other schools)
  - 82% of schools outside of the US (vs. 67% of US schools)
  - 81% of schools in the Midwest and 80% in the West (US) (vs. 40%-73% of schools in other regions)
- Government: 73% of non-ranked schools (vs. 5%-15% of ranked schools)
- Financial services: 90% of schools in the West (US) (vs. 40%-73% in other regions).

## DECREASE

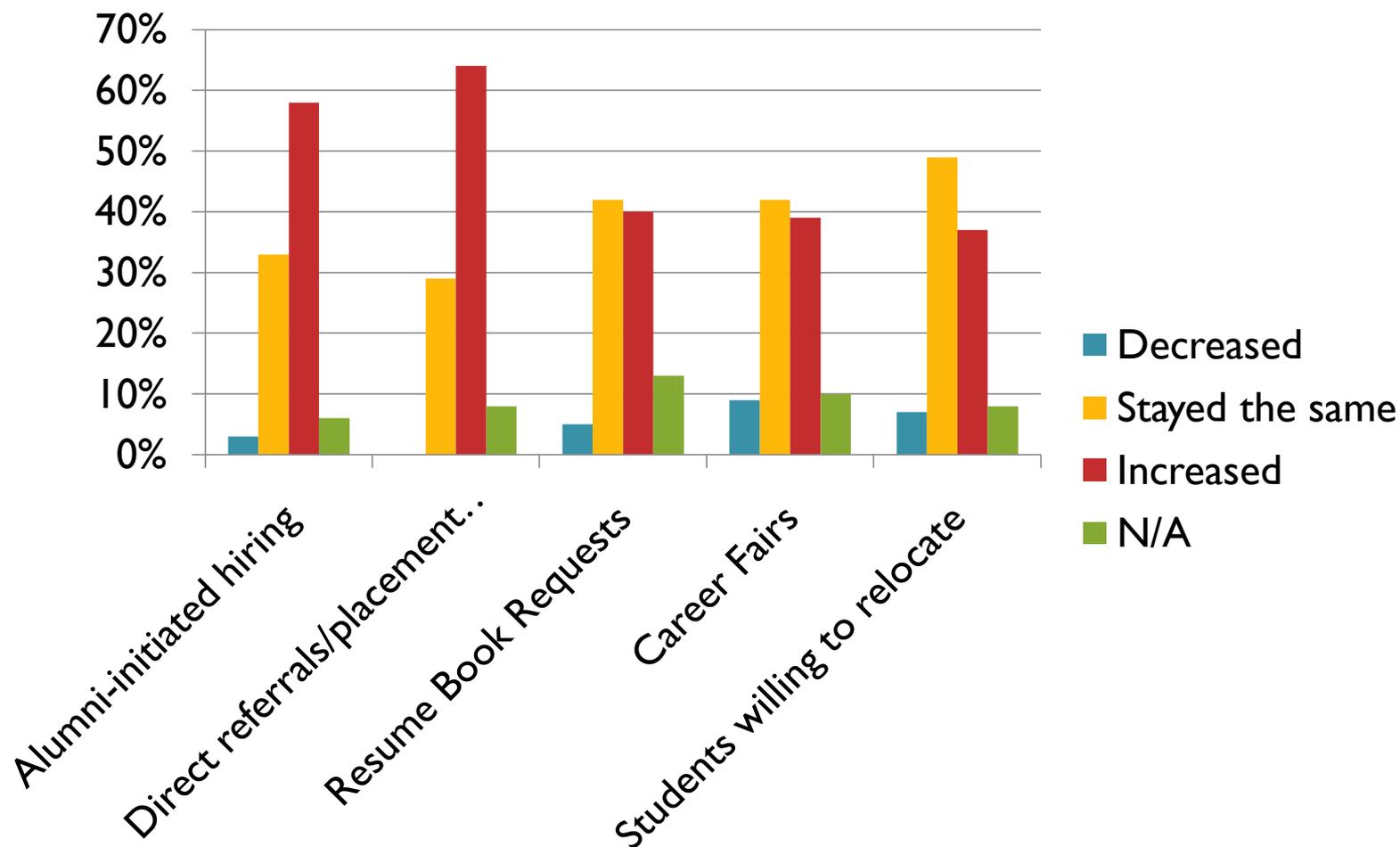
- Generally, no clear patterns by school characteristics
- Real estate: 60% of non-ranked schools (vs. 11%-36% of ranked schools).
- Petroleum/Energy: 75% schools in Mid-Atlantic (US, 3 schools) (vs. 0%-25% in other regions).

# The majority of schools observed flat or increased full-time recruiting activity across employer types



\* Percent of total schools indicating recruiting activity with different types of organizations

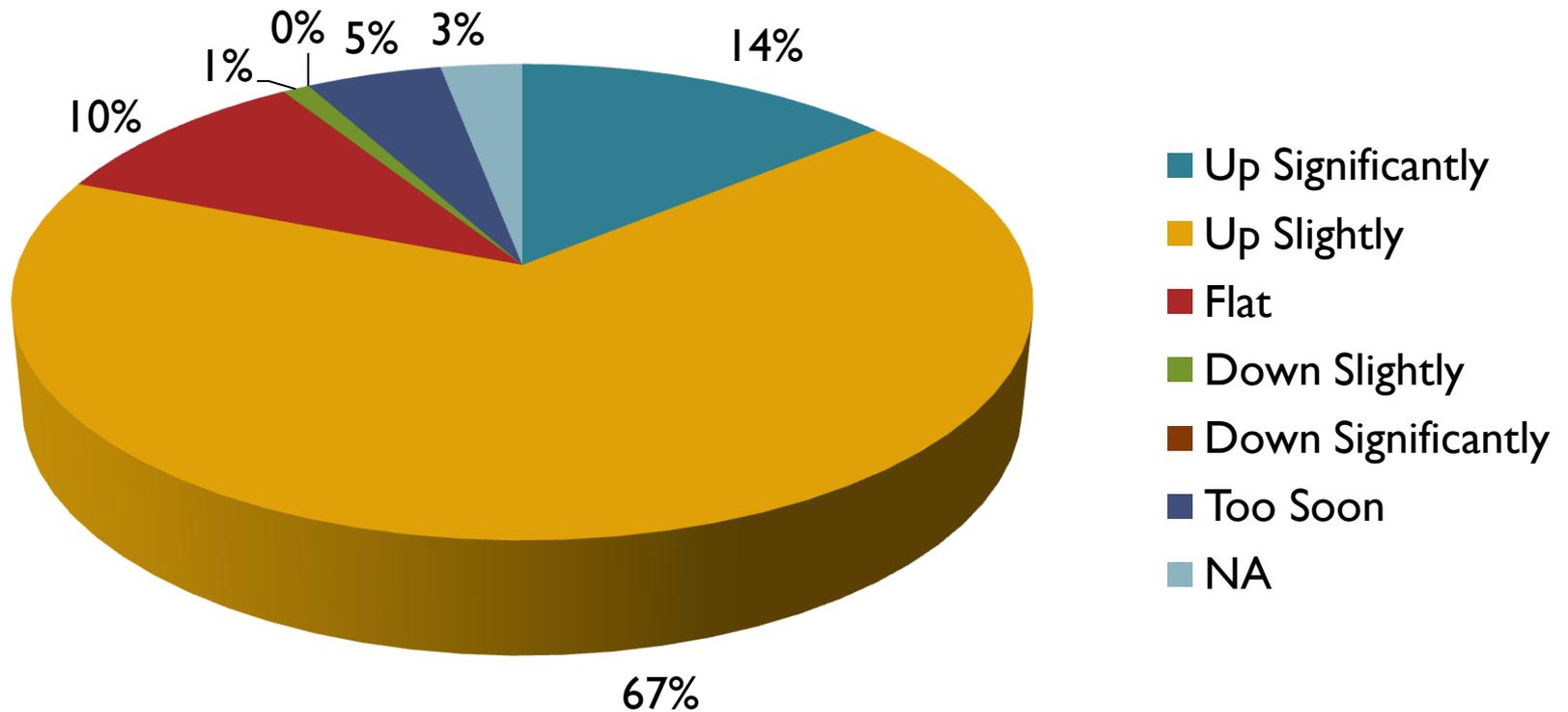
# Reported changes to full-time recruiting activity on school campuses



\* Percent of total schools reporting changes in certain types of on-campus recruiting activity

Most schools (81%) expect internship opportunities to be up 'slightly' or 'significantly' as compared to last year

**Predicted internship opportunities**



# Summary

- An overall increase in MBA recruiting reflects a steady recovery.
- The majority of schools reported an increase in full-time on-campus opportunities versus 2009.
- The majority of schools reported increased full-time postings this fall compared to the same time last year.
- Some schools are experiencing increased recruiting activity across all sectors.
- Along with the slow economic recovery, some schools reported continued weakness in recruiting activity for certain industries.
- The majority of schools observed flat or increased full-time recruiting activity across employer types.
- Most schools expect internship opportunities to be up 'slightly' or 'significantly' as compared to last year.