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reproduction is prohibited. NACE college and employer members have the permission of NACE, copyright holder, to
download and photocopy this report for internal purposes only. Photocopies must include this copyright notice.
The Job Outlook 2013 Spring Update survey was conducted from February 11 – March 27, 2013; the survey was sent to 1,006 employer members; 196, or 19.5 percent, responded. (For a list of responding organizations, see the Appendix.)

By region, 27 percent of respondents are from the Northeast, 30.6 percent are from the Southeast, 31.1 percent are from the Midwest, and 11.2 percent are from the West.

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

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EMPLOYERS TRIM HIRING EXPECTATIONS

Employers taking part in NACE’s Job Outlook Spring Update survey now say they expect college hiring to remain relatively flat. (See Figure 1.)

Overall, respondents project a 2.1 percent increase in hiring, down from the 13 percent they projected in fall 2012. The new projection is consistent with recent job reports that show job growth is less than anticipated.

Still, nearly half of respondents report plans to increase their hiring. (See Figure 3.) However, more than one-third reported plans to cut back.

Figure 1: Hiring expectations, 2013 vs. 2012

<table>
<thead>
<tr>
<th>Recruiting Year</th>
<th>Total # of Hires</th>
<th>Average # of Hires</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>27,390</td>
<td>146</td>
<td>2.1%</td>
</tr>
<tr>
<td>2011-12</td>
<td>26,823</td>
<td>143</td>
<td></td>
</tr>
</tbody>
</table>
Figure 2: NACE Job Outlook hiring projections, 2008 - 2013

Figure 3: Hiring plans

<table>
<thead>
<tr>
<th>Job Outlook</th>
<th>Percent Increasing Hires</th>
<th>Percent Maintaining Hires</th>
<th>Percent Decreasing Hires</th>
<th>Total Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Update 2013</td>
<td>49.2%</td>
<td>15.0%</td>
<td>35.8%</td>
<td>187</td>
</tr>
<tr>
<td>Job Outlook 2013</td>
<td>47.5%</td>
<td>42.4%</td>
<td>10.1%</td>
<td>244</td>
</tr>
</tbody>
</table>
DEGREES AND MAJORS IN DEMAND

More than 90 percent of respondents report plans for hiring graduates at the bachelor’s degree level. (See Figure 4.) Demand for M.B.A. and other master’s degree graduates has increased slightly over last year; half of respondents plan to hire M.B.A.s and more than 60 percent expect to hire other master’s degree majors. In comparison, last year, almost 44 percent of respondents planned to hire M.B.A.s, and 53 percent were targeting other master’s degrees. At the doctorate degree level, graduates continue to receive interest from just under one-quarter of respondents.

Within the academic disciplines, employers continue to pursue graduates in the business, engineering, and computer science fields. These graduates generate the highest interest from respondents and generally represent the largest percentages of their total new recruits. (See Figure 5.)

**Figure 4: Hiring expectations by degree level**

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>Average Percent of New College Hires</th>
<th>Number of Respondents Hiring</th>
<th>Percent of Total Respondents Hiring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate</td>
<td>9.8%</td>
<td>22</td>
<td>11.2%</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>80.7%</td>
<td>183</td>
<td>93.4%</td>
</tr>
<tr>
<td>M.B.A.</td>
<td>11.4%</td>
<td>98</td>
<td>50.0%</td>
</tr>
<tr>
<td>Master’s (Other than M.B.A.)</td>
<td>17.9%</td>
<td>120</td>
<td>61.2%</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>10.4%</td>
<td>43</td>
<td>21.9%</td>
</tr>
</tbody>
</table>
### Figure 5: Hiring expectations by major

<table>
<thead>
<tr>
<th>Academic Discipline</th>
<th>Number of Respondents Hiring The Discipline</th>
<th>Percent of Total Respondents Hiring This Discipline</th>
<th>Average Percent of Total New Recruits Within This Discipline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>130</td>
<td>66.3%</td>
<td>31.4%</td>
</tr>
<tr>
<td>Engineering</td>
<td>124</td>
<td>63.3%</td>
<td>56.2%</td>
</tr>
<tr>
<td>Computer Sciences</td>
<td>101</td>
<td>51.5%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Accounting</td>
<td>100</td>
<td>51.0%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Misc. Majors</td>
<td>50</td>
<td>25.5%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Economics</td>
<td>45</td>
<td>23.0%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Physical Sciences</td>
<td>43</td>
<td>21.9%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Communications</td>
<td>42</td>
<td>21.4%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>40</td>
<td>20.4%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Humanities</td>
<td>23</td>
<td>11.7%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>15</td>
<td>7.7%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Education</td>
<td>9</td>
<td>4.6%</td>
<td>32.7%</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>6</td>
<td>3.1%</td>
<td>6.8%</td>
</tr>
</tbody>
</table>
SKILLS AND QUALITIES IN DEMAND

Although degrees and majors in demand may vary from year to year, the key skills and qualities that employers seek in their new college hires remains nearly identical year after year. (See Figure 6.) Of the nine qualities cited, seven fall into the “very to extremely important” range, and the top four all earn the same rating.

Figure 6: Employers rate the skills/qualities in new college hires

<table>
<thead>
<tr>
<th>Skill/Quality</th>
<th>Importance Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to verbally communicate with persons inside and outside the organization</td>
<td>4.5</td>
</tr>
<tr>
<td>Ability to make decisions and solve problems</td>
<td>4.5</td>
</tr>
<tr>
<td>Ability to obtain and process information</td>
<td>4.5</td>
</tr>
<tr>
<td>Ability to plan, organize, and prioritize work</td>
<td>4.5</td>
</tr>
<tr>
<td>Ability to analyze quantitative data</td>
<td>4.2</td>
</tr>
<tr>
<td>Technical knowledge related to the job</td>
<td>4.1</td>
</tr>
<tr>
<td>Proficiency with computer software programs</td>
<td>4.1</td>
</tr>
<tr>
<td>Ability to create and/or edit written reports</td>
<td>3.6</td>
</tr>
<tr>
<td>Ability to sell or influence others</td>
<td>3.4</td>
</tr>
</tbody>
</table>

*Weighted average. Based on a 5-point scale where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; 5=Extremely important
EMPLOYER EXPECTATIONS FOR SPRING 2013 RECRUITING

Interestingly, despite revising their hiring projections for the year, more than four out of five respondents say they will be hiring this spring for full-time and/or intern positions. (See Figure 7.)

<table>
<thead>
<tr>
<th></th>
<th>Number of 2013 Respondents</th>
<th>Percent of 2013 Respondents</th>
<th>Number of 2012 Respondents</th>
<th>Percent of 2012 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time, only</td>
<td>20</td>
<td>10.3%</td>
<td>22</td>
<td>13.8%</td>
</tr>
<tr>
<td>Intern, only</td>
<td>23</td>
<td>11.8%</td>
<td>21</td>
<td>13.2%</td>
</tr>
<tr>
<td>Both intern &amp; full-time</td>
<td>118</td>
<td>60.8%</td>
<td>93</td>
<td>58.5%</td>
</tr>
<tr>
<td>On-campus presence – not hiring</td>
<td>11</td>
<td>5.7%</td>
<td>8</td>
<td>5.0%</td>
</tr>
<tr>
<td>No presence – hired during fall</td>
<td>17</td>
<td>8.8%</td>
<td>10</td>
<td>6.3%</td>
</tr>
<tr>
<td>Not hiring this year</td>
<td>5</td>
<td>2.6%</td>
<td>5</td>
<td>3.1%</td>
</tr>
<tr>
<td>Total</td>
<td>194</td>
<td>100.0%</td>
<td>159</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
EMPLOYER EXPECTATIONS FOR FALL 2013 RECRUITING

What’s ahead? When asked about their fall 2013 plans, more than 30 percent say they anticipate hiring more new grads, while about half expect to keep their hiring levels even. (See Figure 8.)

Figure 8: Expectations for fall 2013 compared with expectations for fall 2012 and 2011

<table>
<thead>
<tr>
<th></th>
<th>Number of 2013 Respondents</th>
<th>Percent of 2013 Respondents</th>
<th>Percent of 2012 Respondents</th>
<th>Percent of 2011 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire more</td>
<td>60</td>
<td>30.8%</td>
<td>32.7%</td>
<td>28.9%</td>
</tr>
<tr>
<td>Hire Fewer</td>
<td>11</td>
<td>11.8%</td>
<td>8.8%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Hire Same</td>
<td>92</td>
<td>60.8%</td>
<td>40.9%</td>
<td>41.0%</td>
</tr>
<tr>
<td>Unsure</td>
<td>32</td>
<td>5.7%</td>
<td>17.6%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Total</td>
<td>195</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
APPENDIX

Survey Respondents

The list below contains the names of the organizations that responded to the NACE Job Outlook 2013 Spring Update Survey. (Although 196 organizations responded, the list below includes 153, as 43 organizations preferred not to be listed.)

ABB Inc.
ADP
Advanced Micro Devices, Inc.
Aetna Inc.
Agilent Technologies, Inc.
AIG
American Axle & Manufacturing Holdings, Inc.
ArcelorMittal USA
Ascend Performance Materials
Aspen Technology Inc.
Bankers Life & Casualty Co.
BASF Corporation
Bechtel Corporation
Bell Helicopter Textron Inc.
Black & Veatch Corporation
Blackboude, Inc.
Brocade Communications Systems, Inc.
Burns & McDonnell Engineering Co. Inc.
Cargill
CarMax
CGI Federal
CH2M HILL
Charles River Associates
Chevron Corporation
Chevron Phillips Chemical Company LP
Citrix Systems, Inc.
City Furniture
Clearwater Analytics
Cliffs Natural Resources
CNA
Cognizant Technology Solutions
ConAgra Foods, Inc.
ConocoPhillips
Continental AG
Costar Group, Inc.
Crestron Electronics
CROSSMARK
Dick’s Sporting Goods
Duff & Phelps LLC
dunnhumbyUSA
DuPont
Ecolab Inc.
Entergy Services, Inc.
Epsilon
Ernst & Young LLP
Exel
Ferguson Enterprises
FirstEnergy Corporation
Foster Wheeler AG
Freeport-McMoRan Copper & Gold Inc.
Fujitsu Network Communications Inc.
GAF Corporation
Garmin International Inc.
General Mills Inc.
Global Tax Management, Inc.
Great Lakes Dredge & Dock Company
Hajoca Corporation
Harris Corporation
HCA Healthcare
Herbert, Rowland & Grubic, Inc.
Hitachi Consulting
Honda R&D Americas, Inc.
INEOS
Infineum USA LP
Innophos, Inc.
J.B. Hunt Transport Inc.
Kearney & Company
Kinze Manufacturing, Inc.
KPMG LLP
Land O’Lakes Inc.
Lennox International Inc.
Levi Strauss & Co.
Liberty Mutual Insurance Company
Link-Belt Construction Equipment Co.
Longview Fibre Paper and Packaging, Inc.
Lutron Electronics Co. Inc.
Macy’s, Inc.
Magellan Midstream Partners, L.P.
Marsh Inc.
Mattress Firm
MeadWestvaco Corporation
Mercer
Michelin North America
Milliken & Company
Minnetronix Inc.
Modern Woodmen of America
Moen Incorporated
MTS Systems Corp.
National Instruments
Naval Acquisition Career Center
Nestle Purina Petcare
NetApp
Newfield Exploration Company
Newmont Mining Corporation
Northern Tier Energy
Northrop Grumman Corporation
OCC
Odebrecht Construction, Inc.
Office of Legislative Audits
Ohio Auditor of State
Olsson Associates
Olympus Corporation of the Americas
PA Consulting Group, Inc.
ParenteBeard
Pariveda Solutions Inc.
Parsons
Polaris Industries, Inc.
Praxair, Inc.
PrimeSource Building Products, Inc.
Printpack Inc.
Procter & Gamble Co.
Protiviti Inc.
PSEG
Qualitext Pharmaceuticals
Robert Bosch LLC
Rosetta
Ross Stores Inc.
Roux Associates, Inc.
S&C Electric Co.
Sabre Holdings
SCA Americas
Selden Fox LTD
Southern California Edison Co.
Southern Company
State Street Corporation
Stryker Corporation
SWIFT
T. Rowe Price Associates
Takata
Tata Consultancy Services
Technip USA, Inc.
Tennessee Valley Authority
Teradata Corporation
The Coca-Cola Company
The Conti Group
The MathWorks Inc.
The Schwan Food Company
The Timken Company
Tindall Corporation
Toys “R” Us, Inc.
Turner Construction Company
Tyco International Inc.
U.S. Air Force
U.S. Comptroller of the Currency
Union Bank
UnitedHealth Group
Unum
Vermeer Manufacturing
W.W. Grainger, Inc.
Warner Robins Air Logistics Ctr.
WellPoint, Inc.
Westat Inc.
Westinghouse Electric Company