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  Survey Respondents
The Job Outlook 2014 Spring Update survey was conducted from February 11 – March 26, 2014; the survey was sent to 1,015 employer members; 161, or 15.9 percent, responded.

By region, 21.7 percent of respondents are from the Northeast, 28 percent are from the Southeast, 31.7 percent are from the Midwest, and 18.6 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.

RESEARCH STAFF

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Employers appear to be holding true to their original hiring projections made for the Class of 2014.

Employers responding to the Job Outlook Spring Update survey say that they plan to hire 8.6 percent more graduates from the Class of 2014 for their U.S. operations than they did from the Class of 2013. That’s up a bit from fall 2013 projections when employers anticipated a 7.8 percent increase in hiring for their U.S. operations. (See Figure 1.)

*Class of 2014 is the hiring projection for U.S. locations only. Prior years’ projections are shown for informational purposes only, and should not be compared to this year’s projection.*
Among respondents to the update survey, nearly half anticipate an increase, which is consistent with the projections reported in fall 2013. (See Figure 2.)

### Figure 2: 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 2014</td>
<td>48.4%</td>
<td>22.2%</td>
<td>29.4%</td>
<td>153</td>
</tr>
<tr>
<td>Job Outlook 2014</td>
<td>48.6%</td>
<td>45.3%</td>
<td>6.1%</td>
<td>181</td>
</tr>
<tr>
<td>(fall 2013)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Update 2013</td>
<td>49.2%</td>
<td>15.0%</td>
<td>35.8%</td>
<td>187</td>
</tr>
</tbody>
</table>

### Job Postings Down, Applications Up

Overall, respondents reported an average of 99 job postings, down slightly from 2013. Applications are up—on average, each posting garnered 28.4 applications, compared with just 18.4 applications per posting last year. (See Figure 3.)

### Figure 3: Job postings vs. applications, 2014 vs. 2013, 2012, 2011, and 2010

<table>
<thead>
<tr>
<th>Recruiting Year</th>
<th>Average Number of Job Postings</th>
<th>Average Number of Applications per Posting</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-14</td>
<td>99</td>
<td>28.4</td>
</tr>
<tr>
<td>2012-13</td>
<td>106</td>
<td>18.4</td>
</tr>
<tr>
<td>2011-12</td>
<td>116</td>
<td>32.6</td>
</tr>
<tr>
<td>2010-11</td>
<td>105</td>
<td>21.1</td>
</tr>
<tr>
<td>2009-10</td>
<td>45</td>
<td>40.5</td>
</tr>
</tbody>
</table>

### Increase in Rescinded Offers

Despite the overall positive hiring outlook, more than 14 percent of responding employers reported that they had rescinded job offers they made to new recruits. That’s up from 10.3 percent who reported rescinding offers in 2013, 8.8 percent in 2012, 5.8 percent in 2011, and 1.2 percent in 2010.

However, rescinded offers were rare: Employers who rescinded offers reported that they pulled back just 1 percent of all the offers they made.
As Figures 4 and 5 illustrate, current demand by degree level is consistent with 2013 results.

**Figure 4:** Hiring expectations by degree level for 2014

<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>16.2%</td>
<td>20</td>
<td>13.5%</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>80.8%</td>
<td>145</td>
<td>98.0%</td>
</tr>
<tr>
<td>M.B.A.</td>
<td>12.3%</td>
<td>76</td>
<td>51.4%</td>
</tr>
<tr>
<td>Master’s (Other than M.B.A.)</td>
<td>18.5%</td>
<td>86</td>
<td>58.1%</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>7.6%</td>
<td>31</td>
<td>20.9%</td>
</tr>
</tbody>
</table>

**Figure 5:** Actual hiring by degree level for 2013

<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>19.2%</td>
<td>19</td>
<td>13.0%</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>82.8%</td>
<td>143</td>
<td>97.9%</td>
</tr>
<tr>
<td>M.B.A.</td>
<td>11.6%</td>
<td>75</td>
<td>51.4%</td>
</tr>
<tr>
<td>Master’s (Other than M.B.A.)</td>
<td>15.8%</td>
<td>82</td>
<td>56.2%</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>7.2%</td>
<td>32</td>
<td>21.9%</td>
</tr>
</tbody>
</table>
By major, employers continue to target graduates in business, engineering, and computer science fields. (Note: This is consistent with results from previous years and reflects the nature of responding employers.) Within the business disciplines, accounting majors are on the “wish-list” for almost 60 percent of respondents. (See Figure 6.)

<table>
<thead>
<tr>
<th>Academic Discipline</th>
<th>Number of Respondents Hiring Discipline</th>
<th>Percent of Total Respondents Hiring Discipline</th>
<th>Average Percent of Total New Recruits Within Discipline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>99</td>
<td>68.8%</td>
<td>32.0%</td>
</tr>
<tr>
<td>Engineering</td>
<td>95</td>
<td>66.0%</td>
<td>56.5%</td>
</tr>
<tr>
<td>Accounting</td>
<td>85</td>
<td>59.0%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Computer Sciences</td>
<td>72</td>
<td>50.0%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Economics</td>
<td>41</td>
<td>28.5%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Misc. Majors</td>
<td>39</td>
<td>27.1%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Communications</td>
<td>36</td>
<td>25.0%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Physical Sciences</td>
<td>33</td>
<td>22.9%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>25</td>
<td>17.4%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Humanities</td>
<td>20</td>
<td>13.9%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>8</td>
<td>5.6%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Education</td>
<td>7</td>
<td>4.9%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>7</td>
<td>4.9%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

**Figure 6: Hiring expectations by major**
SKILLS AND QUALITIES IN DEMAND

Current respondents rated decision-making and problem-solving skills as most important, just nudging past communications skills—the historical favorite. (See Figure 7.) Note that employers deem nearly all the skills cited in Figure 7 as “very important.”

Figure 7: 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 make decisions and solve problems</td>
<td>4.7</td>
</tr>
<tr>
<td>Ability to verbally communicate with persons inside and outside the organization</td>
<td>4.6</td>
</tr>
<tr>
<td>Ability to obtain and process information</td>
<td>4.6</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>4.4</td>
</tr>
<tr>
<td>Technical knowledge related to the job</td>
<td>4.2</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>3.7</td>
</tr>
<tr>
<td>Ability to sell or influence others</td>
<td>3.6</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
SPRING 2014 RECRUITING PLANS

Spring recruiting looks promising. Almost 64 percent of respondents have plans to hire both full-time and intern positions this spring. (See Figure 8.)

<table>
<thead>
<tr>
<th>Number of 2014 Respondents</th>
<th>Number of 2013 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time, only</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>Intern, only</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>Both intern &amp; full-time</td>
<td></td>
</tr>
<tr>
<td>98</td>
<td>93</td>
</tr>
<tr>
<td>On-campus presence – not hiring</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>No presence – hired during fall</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Not hiring this year</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>154</td>
<td>159</td>
</tr>
</tbody>
</table>

Figure 8: Spring 2014 recruiting
LOOKING AHEAD: THE CLASS OF 2015 AND FALL 2014 RECRUITING

The early outlook for the Class of 2015 looks promising.

Approximately 43 percent of employers say they expect to hire more new grads during their fall 2014 recruiting season than they did in fall 2013. (See Figure 9.) In comparison, both last year and in the previous year, less than one-third of employers were positive about fall hiring.

NACE will poll employers this summer to get more specific information about Class of 2015 hiring plans.

Figure 9: Expectations for fall 2014 compared with expectations for fall 2013 and 2012

<table>
<thead>
<tr>
<th></th>
<th>Number of 2014 Respondents</th>
<th>Percent of 2014 Respondents</th>
<th>Percent of 2013 Respondents</th>
<th>Percent of 2012 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire More</td>
<td>66</td>
<td>42.9%</td>
<td>30.8%</td>
<td>32.7%</td>
</tr>
<tr>
<td>Hire Fewer</td>
<td>5</td>
<td>3.2%</td>
<td>11.8%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Hire Same</td>
<td>57</td>
<td>37.0%</td>
<td>60.8%</td>
<td>40.9%</td>
</tr>
<tr>
<td>Unsure</td>
<td>26</td>
<td>16.9%</td>
<td>5.7%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Total</td>
<td>154</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Survey Respondents

The following organizations took part in the NACE Job Outlook 2014 Spring Update Survey. (Note: Although 161 organizations responded, the list below includes 121, as 40 organizations preferred not to be listed.)

AIG
Air Products & Chemicals Inc.
ArcelorMittal USA
Ascend Performance Materials
Aspen Technology Inc.
BBVA Compass
Bechtel Bettis, Inc.
Buhler Prince Inc.
Burlington Stores
California ISO
California State Auditor
Caterpillar Inc.
CDM Smith
CenterPoint Energy, Inc.
CGI Federal
Charles River Associates
Chevron Corporation
Cirrus Logic, Inc.
Collective Brands (Payless ShoeSource)
ConAgra Foods, Inc.
ConocoPhillips Company
Continental AG
Costar Group, Inc.
CROSSMARK
Dewberry
Dick's Sporting Goods
Discover Financial Services
DISH Network Corporation
Doeren Mayhew
Draper Laboratory
Duane Reade
Duff & Phelps LLC
dunnhumbyUSA
DuPont
E. & J. Gallo Winery
Eaton Corporation
Ecolab Inc.
Edward Jones
Energy Services, Inc.
Ernst & Young LLP
Excella Consulting
Express Scripts, Inc.
Federal-Mogul Corporation
Fluor Corporation - Global Recruiting
Freeport-McMoRan Copper & Gold Inc.
Fujitsu America Inc.
GAF Corporation
GAP Inc.
Genworth Financial
Georgia Tech Research Institute
Goodman Networks
Great Lakes Dredge & Dock Company
Hallmark Cards
Harris Corporation
HCL America, Inc.
Hecla Mining Company
IBM Corporation
INEOS
Infineum USA L.P.
kCura
KeyBank
Kinze Manufacturing, Inc.
L-3 Communications Integrated Systems
Liberty Mutual Insurance Company
LyondellBasell Industries
Macy’s, Inc.
Mattress Firm
MEDITECH - Medical Information Technology, Inc.
Mercer
Merck & Co., Inc.
Meritor Inc.
Modern Woodmen of America
Moen Incorporated
Moss Adams LLP
Naval Acquisition Career Center
Nestle USA
NetApp
Newfield Exploration Company
Northwest Farm Credit Services
Olsson Associates
Olympus Corporation of the Americas
Pacific Gas and Electric Company
Pariveda Solutions Inc.
Parsons Corporation
PETCO
Polaris Industries, Inc.
PrimeSource Building Products, Inc.
Procter & Gamble Co.
Protiviti Inc.
Rolls-Royce North America
Ross Stores Inc.
San Diego Gas & Electric Co.
Savannah River Nuclear Solutions
Schlumberger Oilfield Services
Seagate Technology
Sears Holdings Corporation
Simpson Gumpertz & Heger Inc.
Southern California Edison
Streck, Inc.
SWIFT
TE Connectivity
Teradata Corporation
Texton Inc.
The Bank of New York Mellon Corporation
The Rehmann Group
The Schwab Food Company
The Timken Company
The Walsh Group
Tindall Corporation
Turner Construction Company
U.S. Comptroller of the Currency
U.S. General Services Administration
Union Bank
Union Pacific Railroad Company
United Launch Alliance
Valero Energy Corporation
Verso Paper Corp.
W.W. Grainger, Inc.
WESCO International, Inc.
Zachry
Zipcar