

The Job Outlook for The Class of 2014

*Courtesy of your career services office and the
National Association of Colleges and Employers.*



U.S. COLLEGE HIRING TO INCREASE 7.8 PERCENT

Employers focused on hiring new college grads are optimistic about the job market for Class of 2014 grads; overall, they say the job market looks good for 2014 grads. In fact, they expect to hire 7.8 percent more Class of 2014 grads for their U.S. operations than they hired from the Class of 2013. (When opportunities at international operations for new grads are factored in, the hiring outlook is even better, with an overall increase in hiring of 12 percent.)

SPRING RECRUITING!

Although these employers prefer to do much of their on-campus recruiting in the fall, you can expect to see many of them on campus in the spring.

WHO'S IN DEMAND

Overall, employers are most interested in bachelor's degree grads in the business, engineering, computer/information science, sciences, and communications disciplines.



Top business majors

Finance
Accounting
Business Administration/Mgmt.
Management Info Systems
Marketing

Top science majors

Mathematics (incl. Statistics)
Chemistry
Physics

Top communications majors

Communications
Public Relations

Top engineering majors

Mechanical Engineering
Electrical Engineering
Computer Engineering
Chemical Engineering

Top liberal arts majors

Political Science
Psychology

Who's hiring?

Major	Most Interested Industries
Finance	Government
	Finance, Insurance, & Real Estate
	Retail Trade
Computer & Information Sciences	Information
	Miscellaneous Professional Services
	Finance, Insurance, & Real Estate
Accounting	Government
	Retail Trade
	Finance, Insurance, & Real Estate
Business Administration/Mgmt.	Retail Trade
	Finance, Insurance, & Real Estate
	Government
Mechanical Engineering	Motor Vehicle Manufacturing
	Miscellaneous Manufacturing
	Chemical (Pharmaceutical) Manufacturing

STARTING SALARIES

Many employers plan to sweeten their job offers to bachelor's degree graduates with increases in starting salaries. Go to your career services office for details on salaries in your field!

KEY BENEFITS

Although benefits might not stand out like salary and taxes do on your pay stub, benefits are an important part of your compensation. Most responding employers expect to offer:

- Life insurance
- Medical insurance
- 401(k)
- Annual salary increases
- Dental insurance
- Employee assistance/counseling

WHAT EMPLOYERS LOOK FOR IN A JOB CANDIDATE

What do employers want? Your major, GPA, skill sets, and experience can all be factors in what an employer will consider when looking at you as a potential employee.

In fact, many employers require a GPA of 3.0 at a minimum. Some set the bar higher: Employers interested in engineering grads, for example, look for a GPA of 3.5 or better. And, GPA can be a “tie-breaker” if you and another candidate seem similarly qualified, with the higher GPA winning out.

Assuming you’ve got the required skills to do the job and the GPA to meet their requirements, employers will also look for the “soft” skills and attributes they value—the ability to work in a team, solve problems, and organize work. They also will look at your resume for evidence that you’ve got the “right stuff.”

So, what if you and another candidate appear equally qualified in terms of major, GPA, and required skills to do the job? Employers say the candidate who has a leadership position will likely win out.

What’s important to employers

Skill Quality	Weighted Average Rating*
Ability to work in a team structure	4.55
Ability to make decisions and solve problems	4.50
Ability to plan, organize, and prioritize work	4.48
Ability to verbally communicate with persons inside and outside the organization	4.48
Ability to obtain and process information	4.37
Ability to analyze quantitative data	4.25
Technical knowledge related to the job	4.01
Proficiency with computer software programs	3.94
Ability to create and/or edit written reports	3.62
Ability to sell or influence others	3.54

* 5-point scale, where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important

Attributes employers look for on a candidate's resume

✓ Communication skills (written)

✓ Leadership

✓ Analytical/quantitative skills

✓ Strong work ethic

✓ Ability to work in a team

✓ Problem-solving skills

✓ Communication skills (verbal)

✓ Initiative

✓ Detail-oriented

✓ Computer skills



BECOME A STAND-OUT JOB CANDIDATE

Here's tried-and-true advice: Start your job search preparation today.

The earlier in your college career that you begin your career development preparation, the better prepared you can be when it's time to find your first job. (Hint: It's not too early if you're a freshman.)

First on your list should be a visit to your college/university career center. Staff there won't find you a job or "place" you in a position, but they can provide you with key resources and guidance for developing your resume and cover letters, interviewing effectively, identifying and connecting with employers, and more.

Get experience—it pays!

One of the keys to finding the right job at graduation is to have experience in your field. Internships or a cooperative education program will add considerable value to your resume. (Three out of four employers said that they prefer to hire new graduates who have some relevant work experience.)

Research before you interview.

Before you interview, learn everything you can about the company. Your goal is to be able to articulate the skills and abilities you can bring to the job and how you will be a good fit within the company. If you have trouble putting your research into words, ask a career services counselor for help. This is the easiest step of them all—and often the most neglected!

Practice interviewing before you interview.

You're not looking to memorize a script, but practice interviewing can help you get over the "jitters" and become comfortable answering (and asking) questions, making eye contact, and using the interview to advance your candidacy.



**About the
Job
Outlook
2014
Survey**

The *Job Outlook 2014* survey is a forecast of hiring intentions of employers as they relate to graduates of the Class of 2013-14. Each year, the National Association of Colleges and Employers (NACE) surveys its employer members about their hiring plans and other employment-related issues in order to project the market for new college graduates for the current class and to assess a variety of conditions that may influence that market.

From August 5, 2013, through September 13, 2013, data was collected for the *Job Outlook 2014* survey. A total of 208 surveys were returned for a 19.8 percent response rate.

Of those responding, 16.8 percent of respondents were from the West, 23.6 percent were from the Northeast, 27.9 percent were from the Southeast, and 29.3 percent were from the Midwest. The remaining 2.4 percent of respondents were located outside of the United States.



National Association of Colleges and Employers
62 Highland Avenue • Bethlehem, PA 18017-9085 • 610.868.1421 • FAX: 610.868.0208
www.naceweb.org