Surveys Background
Every year, college career centers throughout Minnesota receive many inquiries regarding the job market for new college graduates. For many years, the only source that colleges had to draw on for this information was the annual study conducted by the National Association of Colleges and Employers (NACE). Since the NACE study, which is routinely cited in many major national publications, typically includes responses from less than 10 Minnesota employers, the MN College Job Outlook Survey was begun in 2004. This year, we received responses from 93 organizations actively recruiting four year college graduates in Minnesota.

The following is a summary of the research of our seventh annual survey, conducted by Andrew Ditlevson, Associate Director, SCSU Career Services Center.

Survey Methodology
To develop a forecast of hiring intentions of employers as they relate to new college graduates, an email list of 265 employers actively recruiting new college graduates in Minnesota was compiled. In August 2010, the Job Outlook survey was emailed to these employers. Two follow up emails were sent to non-respondents later in August. The survey was closed on September 7, 2010 with responses from 93 employers, a 35.1% response rate.

Hiring Plans
Plan to increase hiring 42.4%
Plan to maintain hiring 51.1%
Plan to decrease hiring 6.5%
*Based on comparisons to last year, when only 20.7% of respondents indicated they planned to increase hiring and 16.1% planned to decrease, this looks to be a much more promising year for new college graduates.

On Campus Recruiting Plans
Firm plans to recruit on campus 57.6%
Tentative plans to recruit on campus 20.7%
No plans to recruit on campus 7.6%
Unsure of plans 14.1%
*By comparison, at this time last year, 44.8% of employers had firm plans to recruit on campus.

Salary Plans
Plan to increase salary 10.3%
Plan to maintain salary 89.7%
Plan to decrease 0.0%
*Only 4.7% of employers planned to increase salaries last year.
Most Effective Recruiting Methods
Employers were asked to identify their most effective recruiting methods from the list below. The percentages reflect the number of employers who selected each item.

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Fairs</td>
<td>79.3%</td>
</tr>
<tr>
<td>Employee referrals</td>
<td>46.7%</td>
</tr>
<tr>
<td>Job posting on company website</td>
<td>42.4%</td>
</tr>
<tr>
<td>Job posting on campus website</td>
<td>41.3%</td>
</tr>
<tr>
<td>Hire from intern program</td>
<td>40.2%</td>
</tr>
<tr>
<td>Job posting on internet job board</td>
<td>32.6%</td>
</tr>
<tr>
<td>On campus interviewing</td>
<td>32.6%</td>
</tr>
</tbody>
</table>

*Interesting to note that the percentage of employers indicating “job posting on internet job board” as a most effective method dropped more than 20% from the previous year.

Skills Most Important for Students to Possess

Top 10
1. Communication (verbal and written) 4.78
2. Honesty/integrity 4.77
3. Strong work ethic 4.64
4. Motivation/initiative 4.58
5. Interpersonal (relates well to others) 4.54
6. Teamwork (works well with others) 4.44
7. Flexibility/adaptability 4.35
8. Customer service 4.35
9. Ability to acquire learning 4.34
10. Professionalism/etiquette 4.33

*Rated on a scale of 1 to 5 with 1 = not at all important and 5 = extremely important

Skills Students Most Need to Improve Upon

Top 10
1. More realistic job expectations 4.27
2. Lose sense of entitlement 4.07
3. Communication (written and verbal) 3.99
4. Flexibility/adaptability 3.88
5. Work Ethic 3.88
6. Knowledge of company/environment 3.80
7. Motivation/initiative 3.80
8. Professionalism/etiquette 3.77
9. Interviewing Skills 3.74
10. Interpersonal Skills 3.70

*Rated on a scale of 1 to 5 with 1 = not at all important and 5 = extremely important
**Other Qualifications Sought by Employers**

When asked what other qualifications they required or preferred in new college graduates, employers indicated the following. Items are ranked in order with those having the highest combined percentage of required and preferred listed first.

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Required</th>
<th>Preferred</th>
<th>Not a factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of organization</td>
<td>27.1%</td>
<td>67.1%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Clear goals/career focus</td>
<td>26.4%</td>
<td>63.7%</td>
<td>9.9%</td>
</tr>
<tr>
<td>GPA of 3.0 or higher</td>
<td>18.9%</td>
<td>62.2%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Relevant major</td>
<td>33.0%</td>
<td>47.3%</td>
<td>19.8%</td>
</tr>
<tr>
<td>Co-op/Internship experience</td>
<td>2.2%</td>
<td>73.3%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Nationally accredited program</td>
<td>21.1%</td>
<td>48.9%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Active member of campus organization</td>
<td>4.4%</td>
<td>58.2%</td>
<td>37.4%</td>
</tr>
<tr>
<td>Volunteer experience</td>
<td>1.1%</td>
<td>58.0%</td>
<td>40.9%</td>
</tr>
</tbody>
</table>

**Employers Seeking “Any” Major**

Percentage of employers with at least one position accepting “any major” 66.3%

**Percentage of Employers Who Offer Internships** 81.3%

*This is up from last year, when 75.6% of the employers indicated that they offered internships.

*Also interesting to note that more than 20% of the employers anticipate that at least half of all their new full time hires will come from their internship program.*