



11 | 2012

# The Job Outlook for the College Class of 2013

*brought to you by your career center  
and the National Association of  
Colleges and Employers*



## GOOD NEWS—HIRING IS UP FOR NEW GRADS

Employers say they expect to hire 13 percent more new college graduates from the Class of 2013 than they did from the Class of 2012, according to a recent survey conducted by the National Association of Colleges and Employers (NACE).

Almost half of employers who responded to the survey plan to increase the number of new college grads they hire. Most said company growth spurred the increase. Only one in 10 organizations taking part in the survey reported plans to cut back on hiring.

### WHO'S IN DEMAND

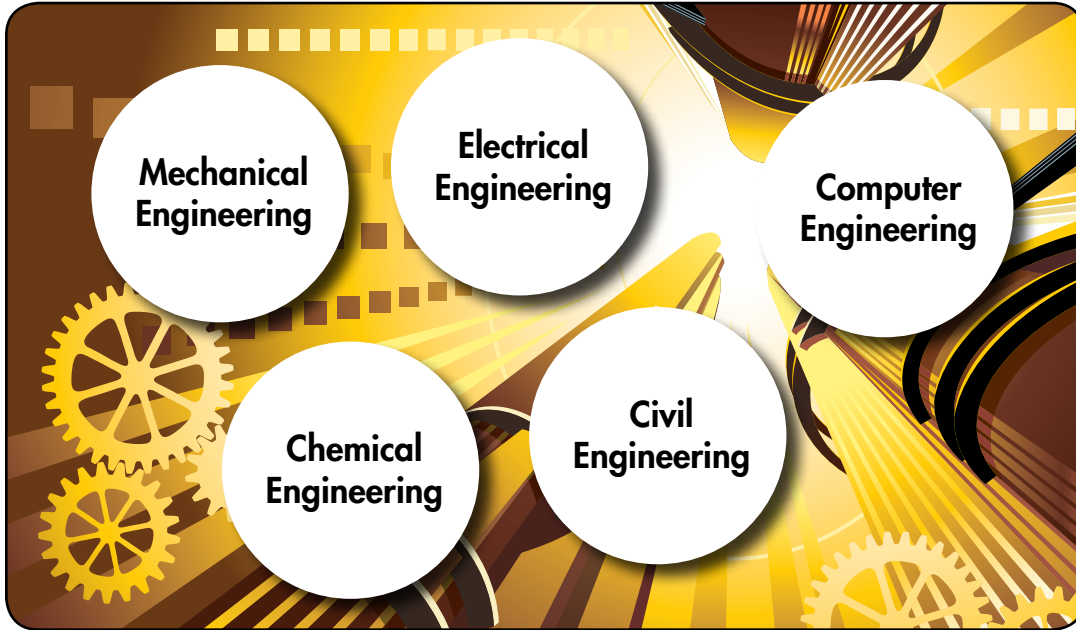
New grads with business, engineering, and computer science degrees are the most sought after at the bachelor's and master's degree levels, among the employers taking part in the survey.

#### Who's in demand: top 10 bachelor's degrees

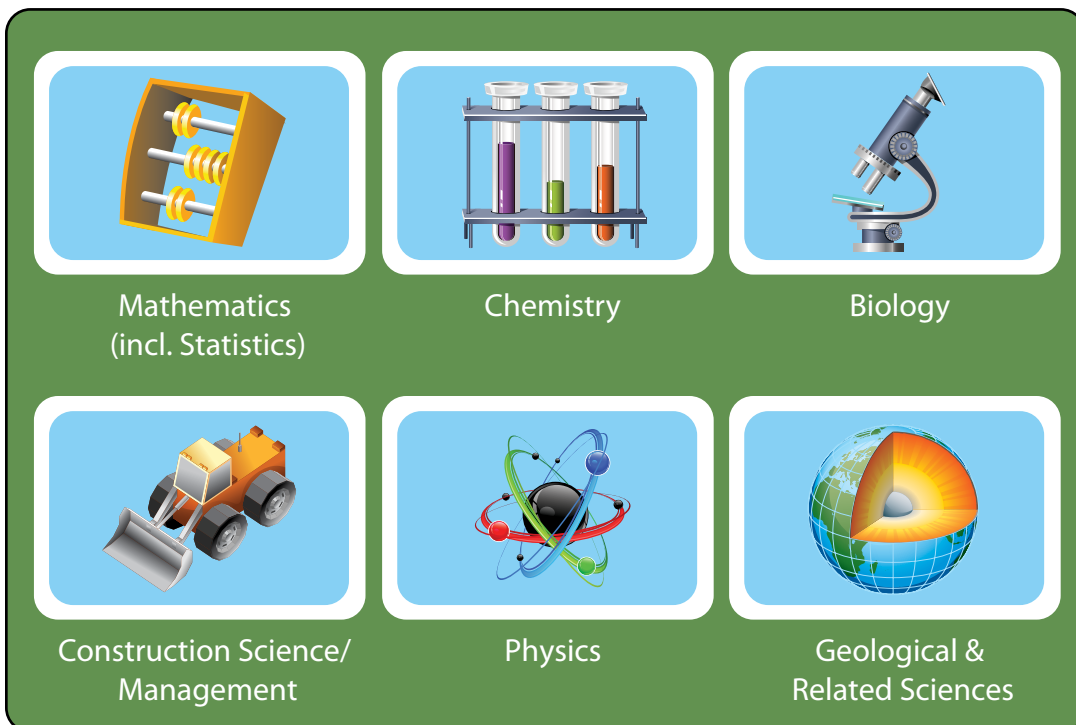


*(Don't see your major? It's important to note that the organizations taking part in the survey don't represent the whole universe of employers. The participants tend to represent large to medium sized companies that come to campus to meet with, interview, and hire new grads.)*

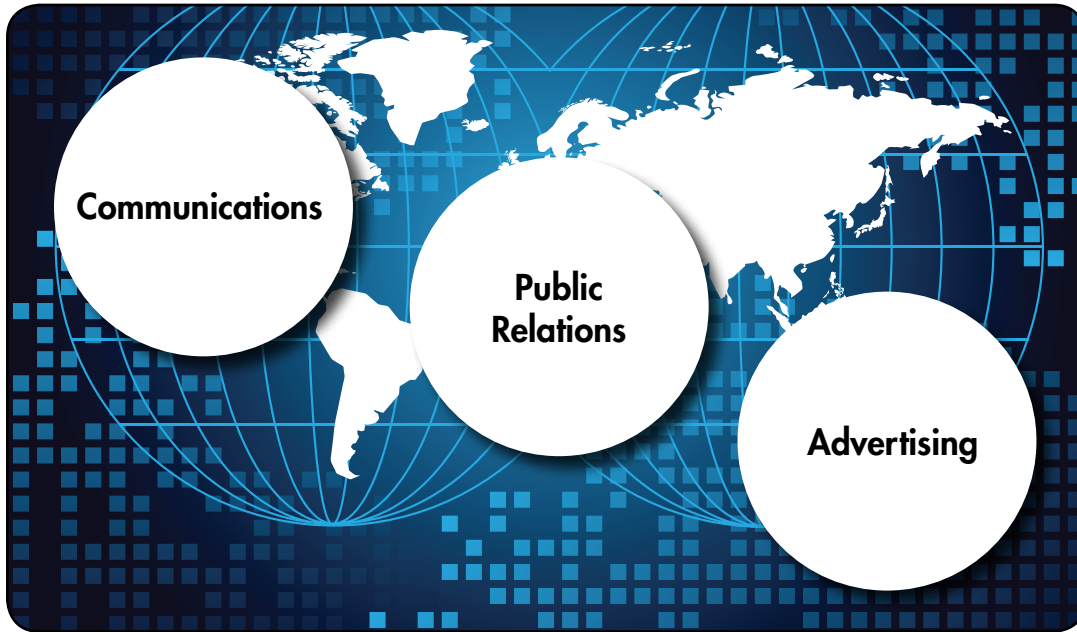
Top engineering degrees



Top science degrees



Top communications degrees in demand



Top liberal arts degrees



### Who's hiring: a look at specific industries, specific majors

Major	Most Interested Industries
Finance	Food & Beverage Manufacturing
	Government
	Finance, Insurance, & Real Estate
Computer & Information Sciences	Miscellaneous Professional Services
	Food & Beverage Manufacturing
	Computer & Electronics Manufacturing
Accounting	Accounting Services
	Government
	Food & Beverage Manufacturing
Business Administration/Mgmt.	Government
	Finance, Insurance, & Real Estate
	Wholesale Trade
Mechanical Engineering	Miscellaneous Manufacturing
	Utilities
	Engineering Services

## CONNECTING WITH EMPLOYERS ON YOUR CAMPUS

Many organizations send representatives to campus to meet with students and soon-to-be grads. Most employers work directly with your campus career center—so check there for details, but it's likely you'll find employers:

- taking part in career fairs
- offering information sessions on campus
- making presentations to student organizations and clubs
- conducting interviews on campus.

In addition, many employers post jobs through your school's job posting system.

## WHAT EMPLOYERS WANT IN A JOB CANDIDATE

### Do you have what it takes to do the job?

What do employers want in their new employees? Typically, they look for a variety of qualifications, skills, and qualities.

In general, the right qualifications and skills set to do the job top the list. Employers are looking for evidence that you can do the tasks of the job.

For some jobs, the employers will look at your major or coursework to seek if they match the job. Plus, many organizations look at GPA as an indication that you've got what it takes to do the job. (In fact, more three-quarters of the organizations surveyed said they screen job candidates by GPA—and a 3.0 if the most often-used cutoff.)

And, many employers look for a track record—relevant work experience. For a new grad, that track record is built through internships or co-op assignments. (Seven out of 10 organizations surveyed said they prefer to hire candidates with relevant work experience.)

### What sets you apart from others?

Beyond all this, many employers look at other attributes, qualities, and skills—so-called “soft skills.” Leadership abilities, problem-solving skills, the ability to communicate effectively and work in a team—these are all things that employers prize in job candidates. These are the abilities that will set one qualified candidate apart from others.


Showcase your soft skills on your resume!


**Attributes employers seek on a candidate's resume**


<b>Leadership</b> 	<b>Problem-solving skills</b> 	<b>Written communication skills</b> 	<b>Ability to work in a team</b> 	<b>Analytical/quantitative skills</b> 
<b>Strong work ethic</b> 	<b>Verbal communication skills</b> 	<b>Initiative</b> 	<b>Computer skills</b> 	<b>Technical skills</b> 


Source: Job Outlook 2013

Employers rate candidate soft skills/qualities (in order of importance)


**1** Ability to verbally communicate with persons inside and outside the organization 


 Ability to work in a team structure **2**


**3** Ability to make decisions and solve problems 


 Ability to plan, organize, and prioritize work **4**


**5** Ability to obtain and process information 

 Ability to analyze quantitative data **6**

**7** Technical knowledge related to the job 

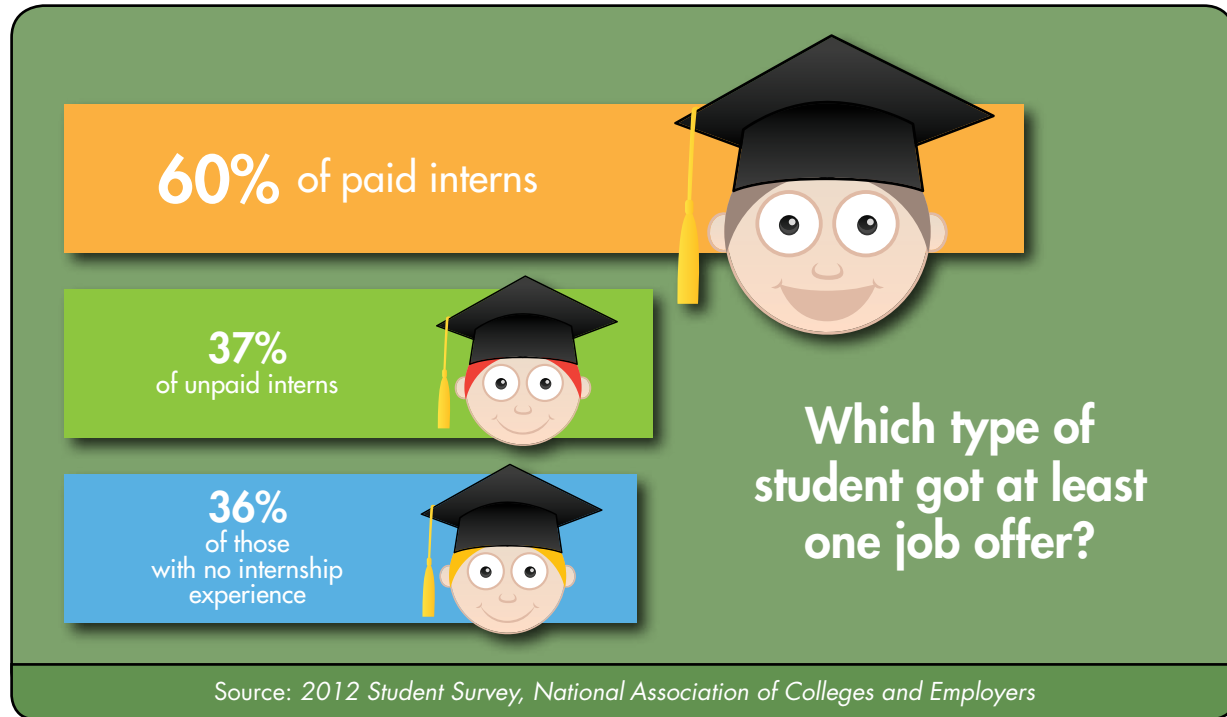
 Proficiency with computer software programs **8**

**9** Ability to create and/or edit written reports 

 Ability to sell or influence others **10**

## Paid internships=job-search success

A survey of more than 15,000 Class of 2012 seniors found that paid internships offer the student a distinct advantage in the job market.



## HOW TO STAND OUT: ADVICE FROM EMPLOYERS



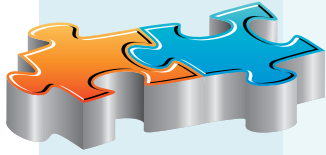
### Research the company

Go online and learn everything you can about any company you might want to work for. This information is valuable in building a resume and cover letter and in preparing for an interview.

- What products or services does the company produce and sell?
- Where are they located?
- How well did the company do last year?
- What activities by this company have been in the news lately?
- Read the website and the annual report.

Your goal is to be able to articulate how you will be a good fit within the company and for the job opportunity that you are interested in filling. You will impress the interviewer by knowing something about the company.

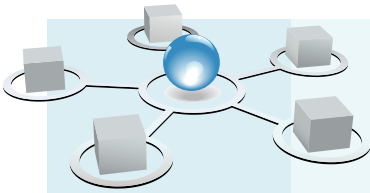




## Work with your career center

Take advantage of the resources on your campus provided by the career center. The career center staff can guide you through the various steps toward your career goals, including many of the key “mechanics” of the job search, such as:

- how to write a cover letter that sells your skills to employers,
- how to compose a well-written, error-free resume that articulates your experience and course work as a match for the company and position,
- how to interview and explain the value you bring to a potential employer.  
**(Important:** Research shows practice interviewing can help you ace the interview and land the job!)



## Build a network

Whether you get the job you want—or even hear about the job opportunity you want—could easily depend on who you know. Some places to start include:

- Career fairs
- Company information sessions
- Your school’s alumni network
- Business and professional social networking sites
- Professional associations (online and in person)
- An internship or co-op program
- Student professional organizations
- Faculty contacts



## Get experience

An internship or co-op experience (or several of these positions) on your resume tells an employer several things:

- You’ve tested your career choice up close and found it a good fit.
- You’ve learned some of the basics of fitting into the workplace.
- An employer—very possibly the employer you are interested in—has tested you in the workplace and can vouch for your expertise.

(Note: If you’re an underclassman, line up your experiences as early in your college career as possible. Your career center has leads on internships and co-op positions. Some employers recommend getting that first internship during your freshman year.)



## Participate in extra- curricular activities

College should be more than heavy textbooks and long nights at the library.

Employers look at what you accomplish in your spare time. A spot on the intramural basketball team, a leadership position in your sorority, time spent as a volunteer at a local elementary school—these and other activities round out your life and add valuable skills and qualities that employers prize.

Learn how to translate your non-scholarly activities into teamwork, leadership, and communication skills for your resume by visiting your career center.



## Say thank you

Send a thank you to each person you talk to during the hiring process, from the hiring manager who spends a few minutes interviewing you for a job, to potential co-workers who take time to tell you about the day-to-day organization, to anyone who serves as a job reference.

## **THE JOB OUTLOOK FOR THE COLLEGE CLASS OF 2013**

*The Job Outlook for the College Class of 2013* is based on a survey conducted by the National Association of Colleges and Employers (NACE).

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. The current survey was conducted July 25 - September 10, 2012; 244 organizations nationwide took part.

NACE will update the outlook for the Class of 2013 in the spring. Check back with your career center for updates.



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