



RECRUITING TRENDS 2020/21

Regional Report

Southeast United States

Conducted by the

COLLEGIATE EMPLOYMENT RESEARCH INSTITUTE

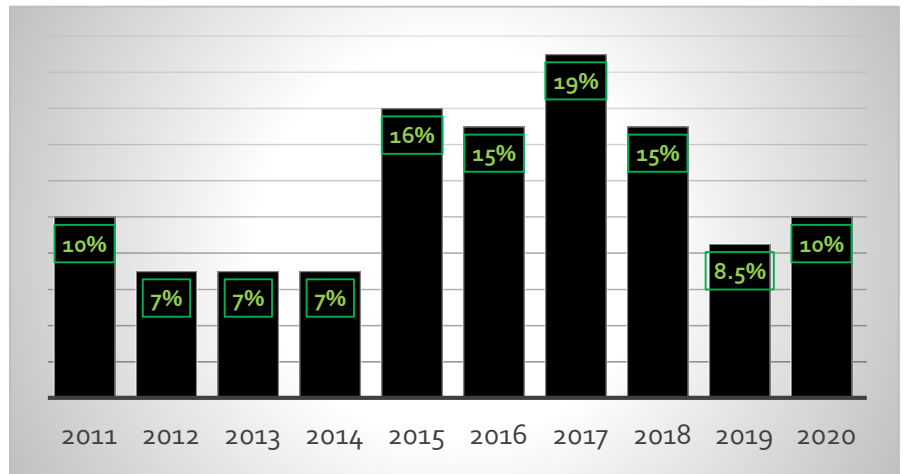
MICHIGAN STATE UNIVERSITY

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Year Over Year Change in BA/BS Hiring



Historical review of national hiring trends for last 10 years. 2019-2020 failed to reach its projected target due to COVID-19.

Regional Organizational Profile

Size:

19%	< 100
22%	100 – 499
23%	500 -3,999
35%	> 4,000

Key Sectors:

21%	PB&SS
12%	Education
13%	Manufacturing
9%	Government
8%	Non-profits
6%	Finance & Ins.

35% of companies from states within region: 43% of companies fewer than 500 employees but only 31% for 500 to 3,999 and 26% over 4,000 employees from region. Larger companies are more likely coming from: MI, TX, and WA.

507
Employers recruit
in region

Companies from
all over country
send
representatives to
this region

only
35%
From region

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Adjustments in recruiting:2020

Suspended Recruiting: No hiring

No offers made 10%

Offers rescinded 4%

Suspended Recruiting: Hiring

Hiring as planned 11%

Hired fewer 8%

Hire but also rescinded 4%

Continued Recruiting: Hiring

Hired as planned 60%

Approach to fall recruiting 2020

5% Not engage in college recruiting this year

9% Delay decision to recruit until early 2021

11% In-house but not on campus

56% Completely virtual with partners

18% On campus if possible & virtual

14%

Did not hire any graduates in 2020

53%

Rated overall college labor market GOOD to EXCELLENT

71%

Rated their industry sector GOOD to EXCELLENT

Southeast

Georgia
Florida
North Carolina
South Carolina

32%
Actively
recruiting
but plans
are TBD

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Hiring Intentions for 2020-21

- 3% Do not plan to hire
- 23% Established preliminary plans
- 38% Established definite plans
- 32% Plans To Be Decided

Regional Hiring Outlook

Degree Level	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
Associate	57.3	67.4	18
Bachelor	136.1	137.5	1
MBA	37.4	36.9	-1
Master	45.1	46.7	3
Total Hires	179.3	184.9	3

Size Matters: Bachelor Example

Employees	New Hires 2019/20 (avg.)	New Hires Anticipated 2020/21 (avg.)	Change from 2019/20 (%)
< 100	6.3	7.0	11
100 to 499	14.3	13.8	-3
500 to 3,999	70.0	89.8	27
> 4,000	313.2	305.5	-2

59%
Seeking interns
this year

Internships: Outlook

No seeking interns

No interns this year 9%

Delayed decision 25%

Seeking interns

Fewer than last year 11%

Same as last year 33%

More than last year 15%

Different option than interns 7%

Looking Ahead

Would like to return to campus in spring 45%

Virtual recruiting is the new norm 65%

Closely look at credentials/certificates rather than degree 33%

Remote work assignment highly possible 48%

When will hiring return to 2019

7% It is there right now

22% In one year

42% In two years

18% In three years

11% In four to five years

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