

# WHAT THE CLASS OF 2017 WANTS



A LaSalle Network survey reveals what recent college graduates are looking for, and how companies can attract the best candidates from this graduating class. This is the second year conducting this survey and analyzing findings.

## LASALLE NETWORK

LaSalle Network is a leading professional staffing, recruiting and culture firm with four offices in the Chicagoland area and San Francisco. LaSalle has business practices in accounting and finance, administrative, call center, healthcare revenue cycle, human resources, marketing, sales, supply chain, and technology, and places professionals in those fields in roles ranging from entry-level to executive leadership. LaSalle's innovative approach to staffing is designed to provide its clients with quality talent who not only match the job description but the company culture, as well.

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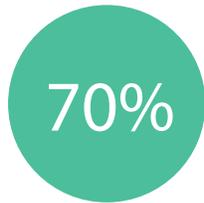
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## GRADUATES HAVE OPTIONS

More than 1.8 million students will graduate with bachelor's degrees in 2017, and the job market is promising<sup>1</sup>. Employers are expecting to hire more college graduates in 2017 than they did in 2016<sup>1</sup>. This is the first class of "Generation Z" to enter the workforce, and they're hungry to start their careers.

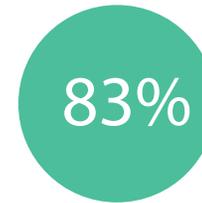
In April 2017, LaSalle Network surveyed more than 6,000 recent college graduates about their job-search process. This white paper presents the survey findings, and draws conclusions about what graduates are looking for in a role and a company, so you can attract the top graduating talent. Take a look below at some of the high-level findings we will elaborate on in this white paper.



70% of recent graduates ranked **opportunity for growth** as the most important factor in evaluating their current or potential role



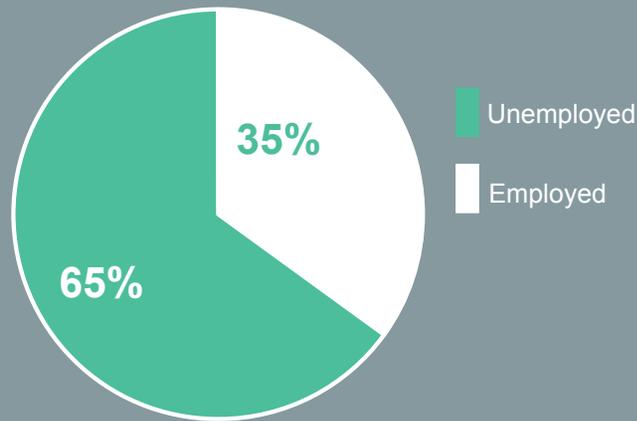
80% of recent graduates started their job search **3-9 months** before graduation



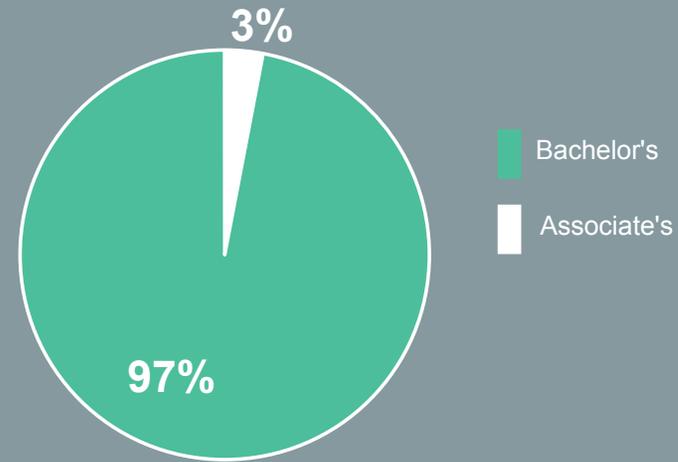
83% of recent graduates are **making what they expected or more**

# SURVEY DEMOGRAPHICS

EMPLOYMENT STATUS



DEGREE ACHIEVED



## Top Majors

### ALL RESPONDENTS

<b>Business</b>	41%
<b>Marketing &amp; Communications</b>	20%
<b>Other</b>	12%
<b>Social Sciences</b>	11%
<b>Liberal Arts</b>	8%
<b>STEM</b>	5%
<b>Natural Sciences</b>	3%

### EMPLOYED RESPONDENTS

<b>Business</b>	47%
<b>Marketing &amp; Communications</b>	17%
<b>Other</b>	10%
<b>Social Sciences</b>	10%
<b>Liberal Arts</b>	7%
<b>STEM</b>	5%
<b>Natural Sciences</b>	4%

### UNEMPLOYED RESPONDENTS

<b>Business</b>	38%
<b>Marketing &amp; Communications</b>	22%
<b>Other</b>	13%
<b>Social Sciences</b>	11%
<b>Liberal Arts</b>	9%
<b>STEM</b>	5%
<b>Natural Sciences</b>	2%

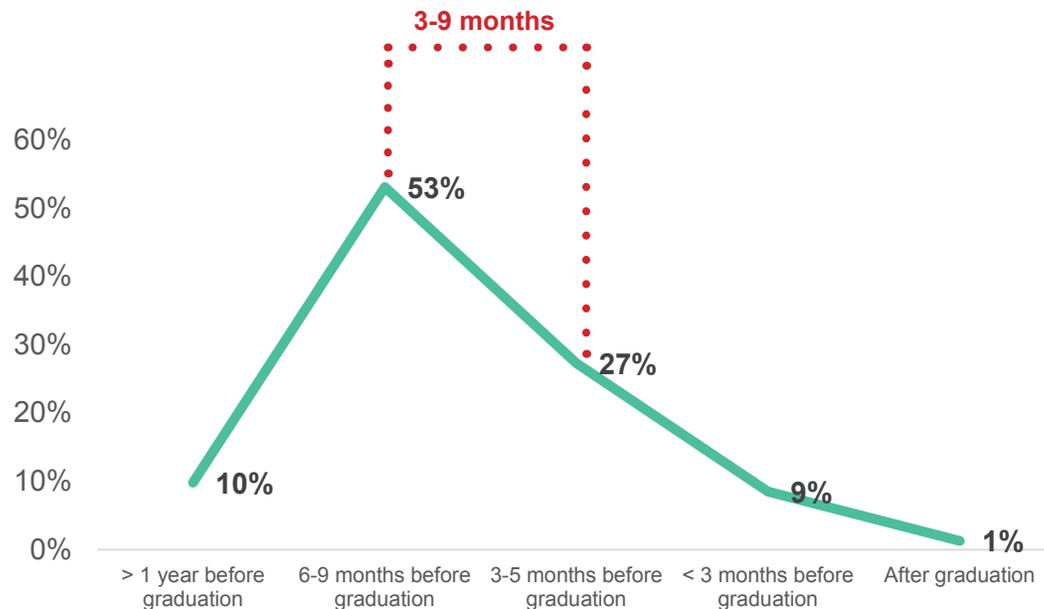
# WHEN SHOULD YOU RECRUIT?



# STILL TIME TO RECRUIT CANDIDATES

Overall, students are starting their job search earlier than the class before them. However, while **80% of the survey respondents began their job search 3-9 months prior to graduation**, only 38% are already employed. So don't despair if you are just ramping up your recruiting efforts, there are still a lot of strong candidates looking for positions.

## WHEN RECENT GRADS STARTED JOB SEARCHING:

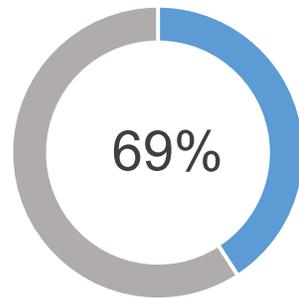


### Key Takeaway:

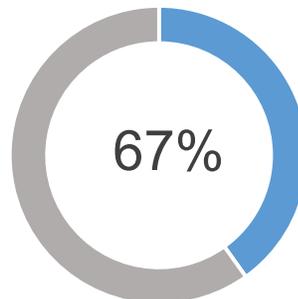
While most graduates already started their job search, **a majority of them are still unemployed**. We will dig into where to find these grads on the next page, but next year try and start your recruiting efforts at least three months before graduation.

## HOW TO FIND CANDIDATES

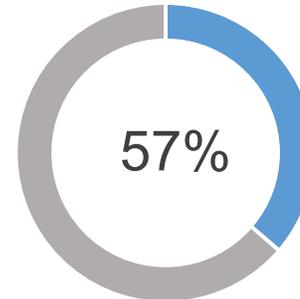
We weren't surprised that job boards are the #1 avenue for job searching for the Class of 2017, but we did find it interesting that graduates are hitting the pavement as well. According to an article by the Society for Human Resources Management (SHRM), 84% of Gen Z state that face to face is their preferred mode of communication<sup>2</sup>, so it makes sense that networking is the second most popular job searching source. When given the option to choose which resources they used for their job search, the most used sources were:



**Job Boards**



**Networking**



**Social Media**



### Key Takeaway:

Take advantage of this information by creating relationships with universities. Attend networking events hosted by career centers, campus clubs and fraternities/sororities. Make sure your job postings are tailored to graduate's priorities and interests (see pages 15+16) and post open positions on your social channels where you can also showcase your culture.

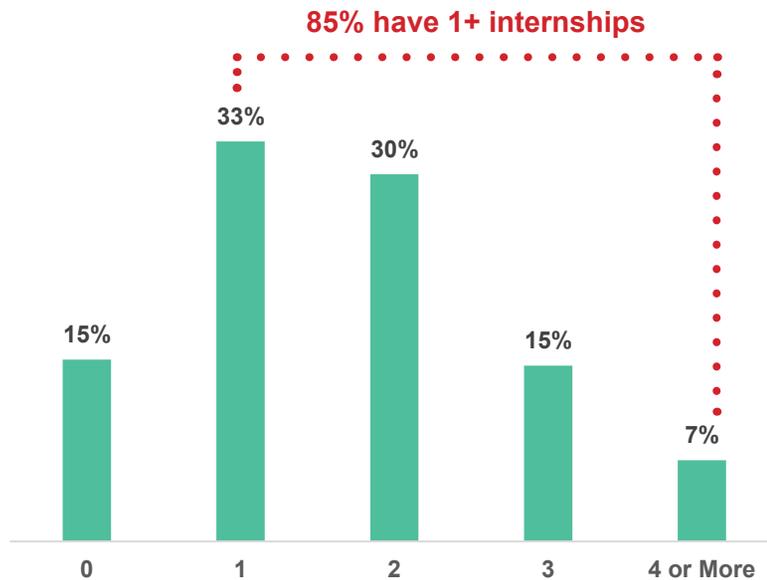
# INTERNSHIPS: WHAT SHOULD YOU EXPECT



## INTERNSHIPS: WHAT TO EXPECT

If you're still recruiting and have followed the tips from the last section, you should have a pile of resumes to choose from. When reviewing candidates, you'll see varying levels of activity outside of the classroom, from extracurriculars to work experience. One thing to look for is internships, but what is the right amount? In our survey, we saw that **85% of recent college grads had 1+ internships.**

### AVERAGE NUMBER OF INTERNSHIPS:



### Key Takeaway:

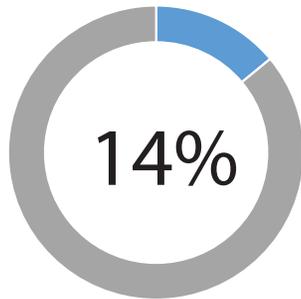
Look for candidates with at least one internship. If they don't have internship experience, look for work, leadership or volunteer experience. These are other ways candidates could have learned a strong work ethic and valuable soft skills such as teamwork, problem solving and strong communication that will help them adapt to the professional world faster, even if they've never interned at a company.

# SALARY: EXPECTATIONS VS. REALITY

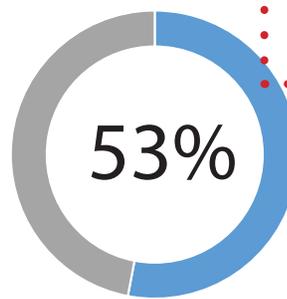


## SALARY EXPECTATIONS IN LINE WITH REALITY

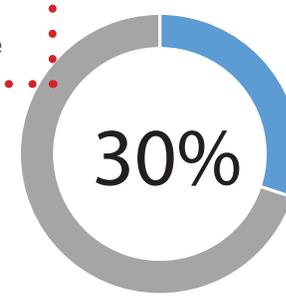
While 2016 graduates expected to make more than they actually ended up earning, in 2017 employed recent grads appear to have more realistic salary expectations, with **83% making what they expected or more**. We believe this is in part due to graduates doing more research on compensation.



14% of respondents are making less money than they expected



53% of respondents are making the same amount of money they expected



30% of respondents are making more money than they expected

83% are making what they expected or more



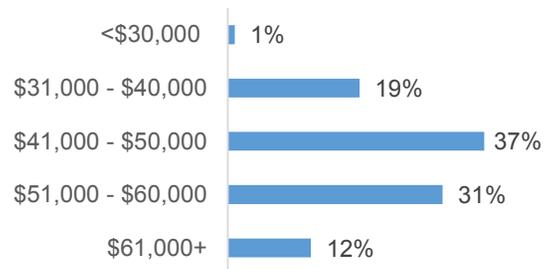
### Key Takeaway:

Use resources like Glassdoor, PayScale, or SimplyHired to determine what the benchmark is for your position. Even if the salary you offer is lower or higher than the benchmark, at least you're prepared going into the conversation. Talk to candidates about their salary expectations and be honest about how much they can make now, and in the future through hard work and growing in their role.

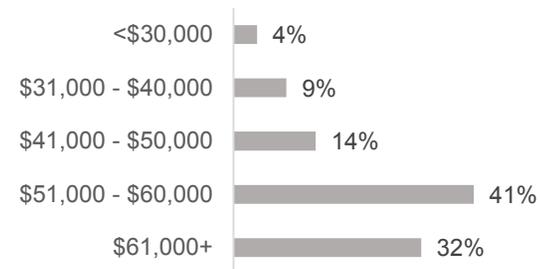
## SALARY EXPECTATIONS DIFFER BY MAJOR

Similar to last year's class, students who graduated with STEM and business degrees made up the majority of respondents who expected \$51,000 to \$60,000.

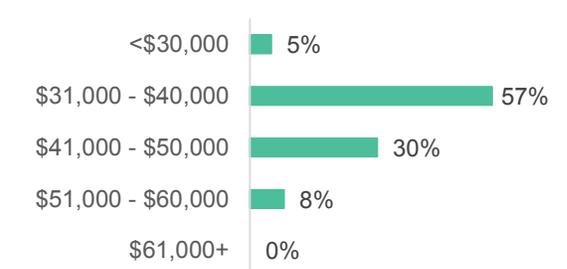
### Business



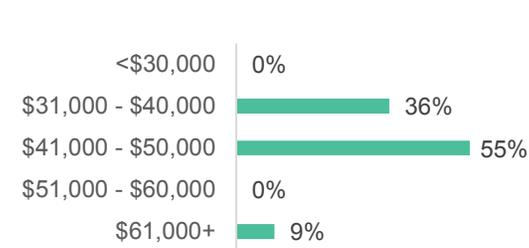
### STEM



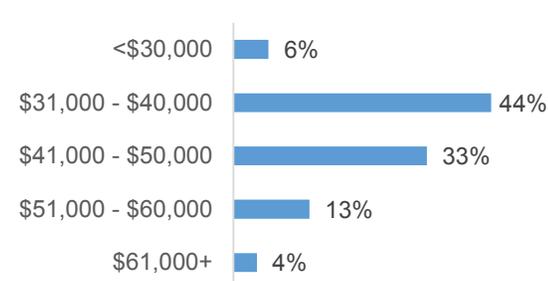
### Marketing & Communications



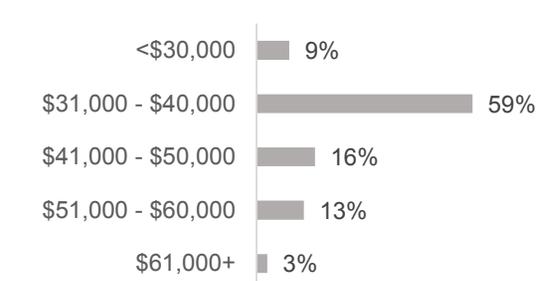
### Natural Sciences



### Social Sciences



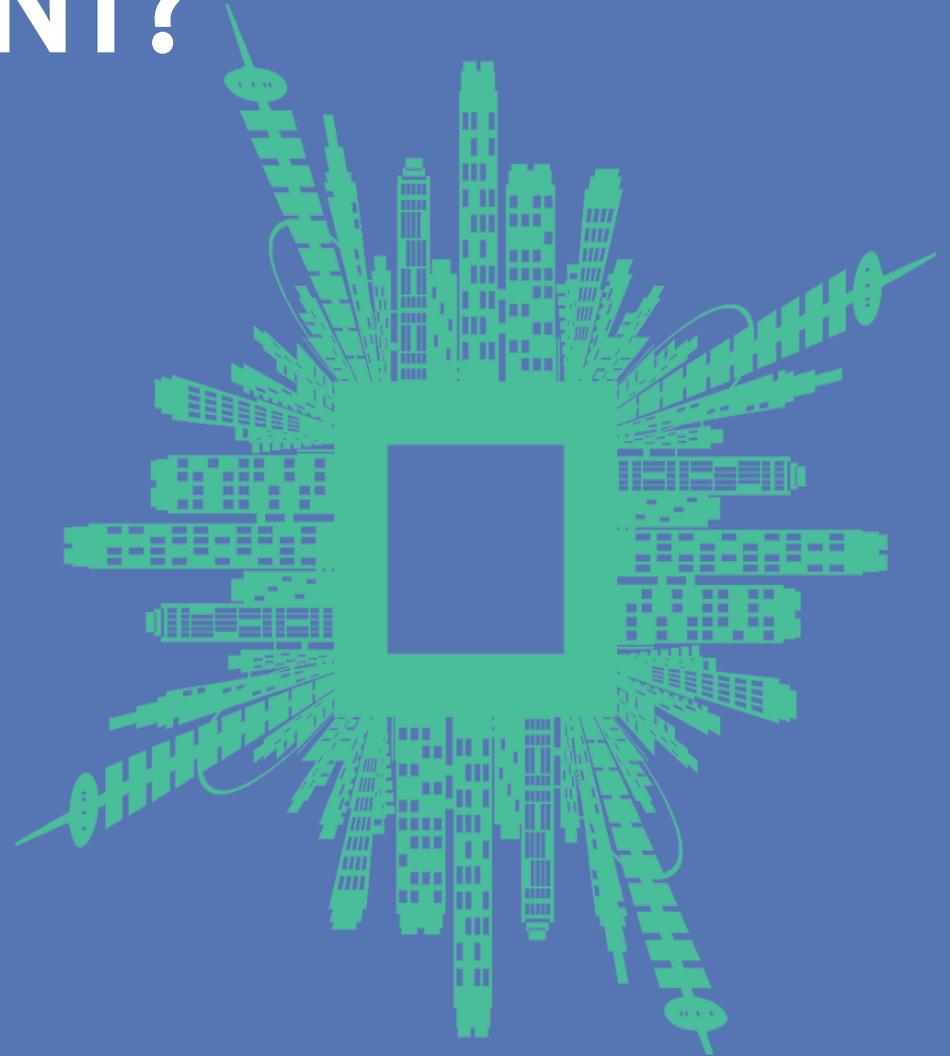
### Liberal Arts



### Key Takeaway:

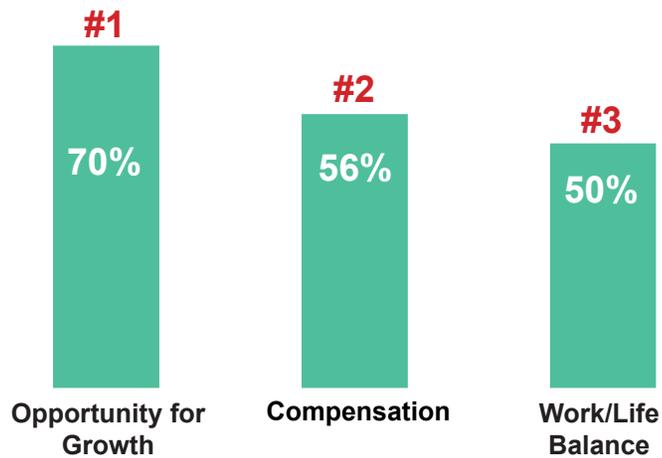
Be prepared to face higher salary expectations from recent graduates who have business or STEM degrees, especially if the position is within the same industry. Regardless of their major, it's crucial to have honest and open salary conversations with candidates, find out how they arrived at that number and let them know what you can realistically offer them today and down the line.

# WHAT DO GRADUATES WANT?



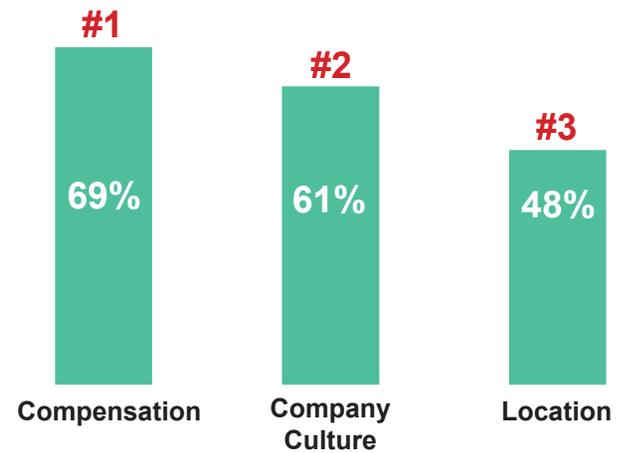
# WHAT DO GRADUATES WANT?

## THREE MOST IMPORTANT FACTORS WHEN EVALUATING A ROLE



Opportunity for growth continues to be the number one factor for candidates when **evaluating a role**. Work/life balance and compensation traded places for the number two and number three spots for this year's class.

## THREE MOST IMPORTANT FACTORS WHEN CHOOSING A COMPANY



When asked what the most important factors were when deciding **what companies** to apply to, participants said compensation was number one (don't miss page 12), followed by culture and location.

# WHAT DO GRADUATES WANT?

## They want it all.

If you're confused about the findings on the previous page, you're not alone. Recent college graduates are looking for earning potential and to be compensated properly...but they also want work/life balance. They want opportunities for growth, but they may not want to put in the hours to achieve that growth. Sounds like they want it all...and the icing on the cake? 71% of the respondents wouldn't commit to staying in their role 5+ years.

According to the SHRM Employee Job Satisfaction and Engagement report<sup>3</sup>, millennials may be achieving milestones more quickly than previous generations and therefore are less willing to stay put for extensive periods of time without promotion.

## So, what do you do?

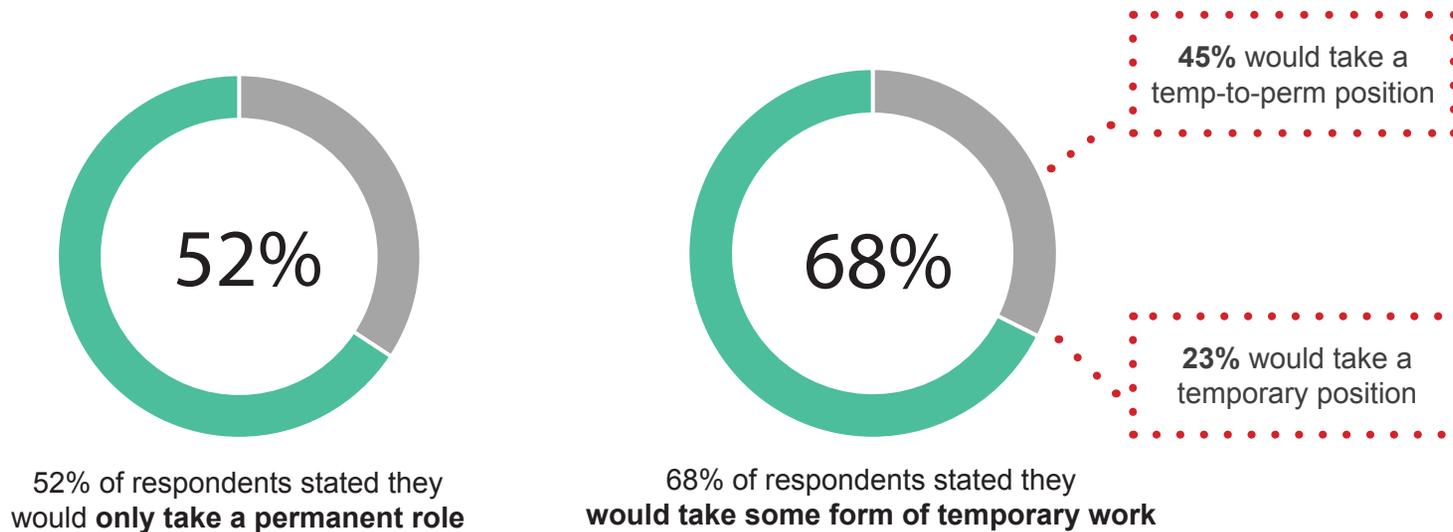
- ✓ **Build a great culture.** Establishing your company's culture is about understanding your goals and creating the best environment to achieve them. Don't just focus on free food and happy hours. Invest in employee development and training and encourage teams to learn and grow together. These grads want work/life balance. What does that mean? Is it leaving early or being able to structure their day and projects? Find out what they're looking for so you are on the same page with candidates and can hire the right employees who fit the culture.
- ✓ **Showcase opportunities for growth.** Graduates want to know there is room for growth in their role. This could be additional projects, wider scope of responsibility, or managing a team. Whatever the path, make sure you are able to speak to it in interviews. Share stories of promotions from within and highlight employees that have been at the company for a long period of time. You can even share team goals and how they will be able to contribute.
- ✓ **Retain using your culture.** Support employees that need development, provide training in areas they want to improve in, and hold them accountable. Provide access to leadership at all levels, if possible, and encourage managers to be supportive and responsive. Another way to retain recent grads? Make sure they're the right fit in the first place by putting in the time to assess culture fit during the interview process.

# TEMPORARY VS. PERMANENT



# GRADUATES WANT TO WORK

When we asked the unemployed grads which types of roles they would take, some were open to permanent *and* temporary options, but over half were only looking for permanent work, which isn't surprising. Good news for employers is that 45% stated they would consider a temporary-to-permanent position. Temporary-to-permanent positions are roles that start as temporary for a certain period of time with the potential of converting into a full-time permanent job.



## Key Takeaway:

If your company is hiring recent graduates for temporary roles and you're having trouble finding candidates, consider positioning it as a temporary-to-permanent opportunity. It allows candidates to "test-drive" their new career, helping them to make sure it's a good fit right away. It also allows you to make sure the candidate will be successful in the role and is the right culture fit, helping to reduce turnover.

# CONCLUSION

You have all the tools you need to recruit and retain fresh grads, so it's time to hit the ground running. Now in the event you glossed over the findings in the previous pages, remember these things:

1. Start recruiting now if you haven't already
2. Grads want to network! The top avenues for job searching are job boards, networking events and social media
3. Look for 1-2 internships on resumes
4. Research salary requirements on Glassdoor
5. Offer opportunities for growth
6. Establish a good company culture
7. Whenever possible, transition temporary roles into temp-to-permanent opportunities

# INTERESTED IN LEARNING MORE?

Contact us at 312.419.1700 to learn more about how LaSalle can help you recruit and retain graduates.

# REFERENCES

1. National Association of Colleges and Employers, *Frequently Asked Questions*
2. SHRM, (2017, April). Move Over, Millennials; Generation Z is Here. Retrieved from [www.shrm.org](http://www.shrm.org)
3. SHRM, Employee Job Satisfaction and Engagement Report, 2016

# APPENDIX A

Every respondent provided their major or major(s) at the beginning of the survey. For the sake of clarity, we consolidated their answers into six categories: Business, Liberal Arts, Marketing & Communications, Natural Sciences, Social Sciences, and STEM. Below is a more detailed list how we categorized individuals' responses:

## **Business**

Accounting  
Business Administration  
Business Analytics  
Business Management  
Economics  
Enterprise Leadership  
Finance  
International Management  
Merchandising  
Sports Management

## **Liberal Arts**

ASL/English Interpreting  
Comparative Literature  
English  
Japanese Studies  
Music  
Music Education  
Photography  
Radio/Television  
Theater

## **Marketing & Communications**

**Advertising**  
Broadcasting  
Communication Studies  
Creative Writing  
Graphic Design  
Journalism  
Public Relations  
Sales Management  
Sports Communication

## **Natural Sciences**

Biology  
Biochemistry  
Community Health  
Food Science and Industry  
Health Studies & Education  
Kinesiology

## **Social Sciences**

Anthropology  
Criminal Justice  
Education  
Hotel Management  
Human Resources  
Law and Society  
Psychology  
Public Administration  
Sociology  
Social Work  
Theology

## **STEM**

Applied Engineering  
Chemistry  
Computer Engineering  
Computer Sciences  
Electrical Engineering  
Information Technology  
Management Information Systems  
Mathematics  
Statistics  
Supply Chain