



LaSalle Network survey reveals what recent college graduates are looking for, and how companies can attract the best talent from this graduating class.



## LASALLE NETWORK

LaSalle Network is a leading provider of professional staffing and recruiting services 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, supply chain, and technology, 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.

---

# TABLE OF CONTENTS

---

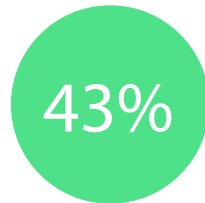
Graduates Have Options	4
Demographics	5
Start Recruiting Early	6-7
What Do Graduates Want?	8-10
Industry Isn't Everything	11-13
Salary: Expectations vs. Reality	14-16
Temporary Work	17-19
Conclusion & References	20
Appendix A	21

## GRADUATES HAVE OPTIONS

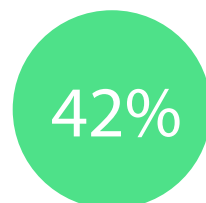
More than 1.8 million students will graduate with a bachelor's degree in 2016, and they're graduating into a promising future.<sup>1</sup>

The unemployment rate for recent college graduates is close to pre-recession rates. More companies are planning to hire recent grads, and they're planning to offer higher salaries, too.<sup>2</sup>

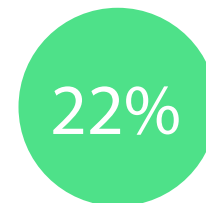
It's no longer enough for a company to post a job description online and expect talent to come flooding in: to attract the top graduating talent, managers need to be informed about what graduates value, what they expect, and when they're searching.



43 percent of recent graduates want to work in the marketing & advertising industry



42 percent of recent graduates are making less money than they expected

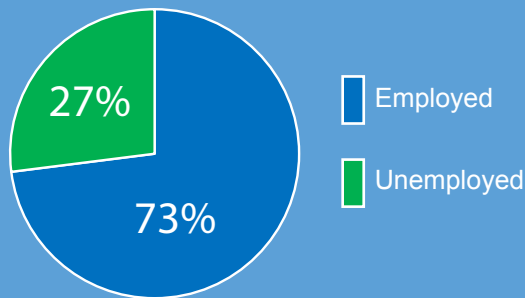


22 percent of respondents ranked growth as the most important factor in a role

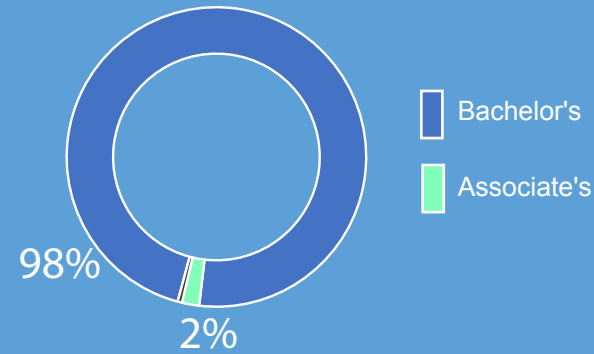
In April 2016, LaSalle Network surveyed more than 13,000 recent college graduates about their job-search process. Respondents received slightly different questions based on their reported employment status, and throughout this report, data will be delivered accordingly.

# SURVEY DEMOGRAPHICS

## EMPLOYMENT STATUS



## DEGREE ACHIEVED



## Top Majors

ALL	EMPLOYED	UNEMPLOYED
<b>Business</b> 29%	<b>Business</b> 27%	<b>Business</b> 35%
<b>Social Sciences</b> 21%	<b>Social Sciences</b> 23%	<b>STEM</b> 25%
<b>Marketing &amp;</b> 19%	<b>Marketing &amp;</b> 20%	<b>Marketing &amp;</b> 14%
<b>Communications</b>	<b>Communications</b>	<b>Communications</b>
<b>STEM</b> 16%	<b>STEM</b> 13%	<b>Social Sciences</b> 14%
<b>Liberal Arts</b> 11%	<b>Liberal Arts</b> 12%	<b>Liberal Arts</b> 7%
<b>Natural Sciences</b> 5%	<b>Natural Sciences</b> 5%	<b>Natural Sciences</b> 5%

For more information on how these major categories were determined, see Appendix A.

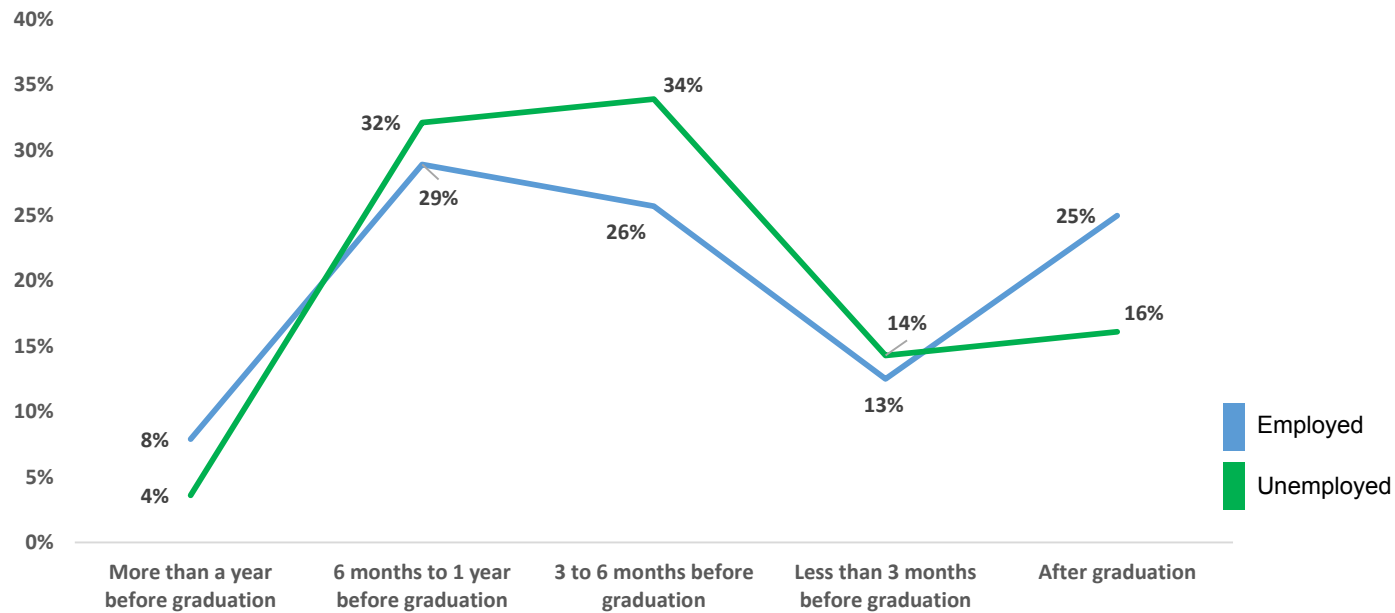
# START RECRUITING EARLY



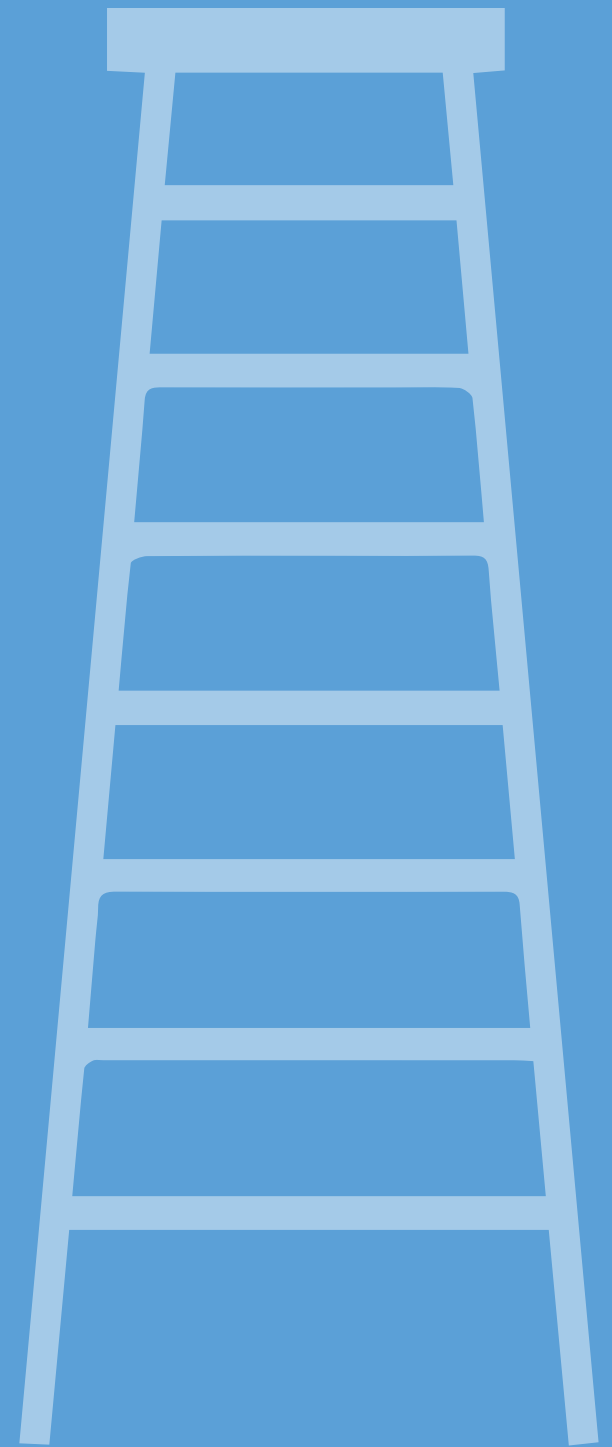
# START RECRUITING EARLY

When students began applying didn't have a significant effect on whether or not they ended up landing a role: in fact, on average, more of the unemployed respondents started looking earlier than employed ones.

But one trend is clear: students start looking for roles early. 70% of unemployed recent grads and 63% of employed grads began their search three months or more before walking across the stage.



# WHAT DO GRADUATES WANT?



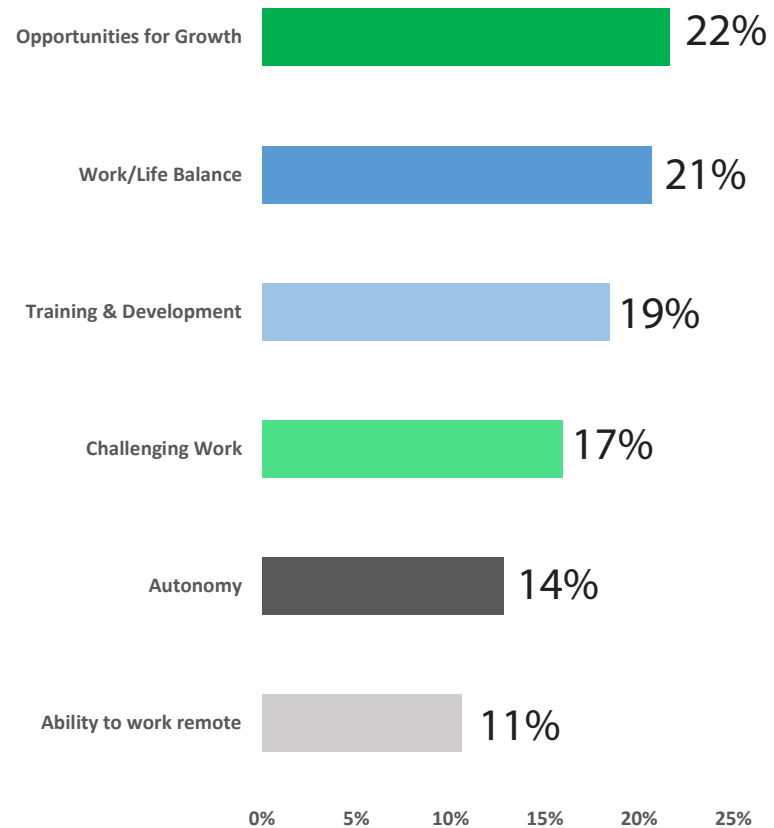


# WHAT DO GRADUATES WANT?

A myth associated with millennials is that one of the biggest perks they want is the ability to work remotely: the image of a 20-something on a laptop at a cafe has seemingly become shorthand for the entire generation.

Yet when asked what they wanted in an ideal role, recent graduates ranked the ability to work from home last. These results contradict the popular advice that companies have to provide options for telecommuting if they want to attract recent graduates.

## WHAT RECENT GRADS ARE LOOKING FOR IN A POSITION:

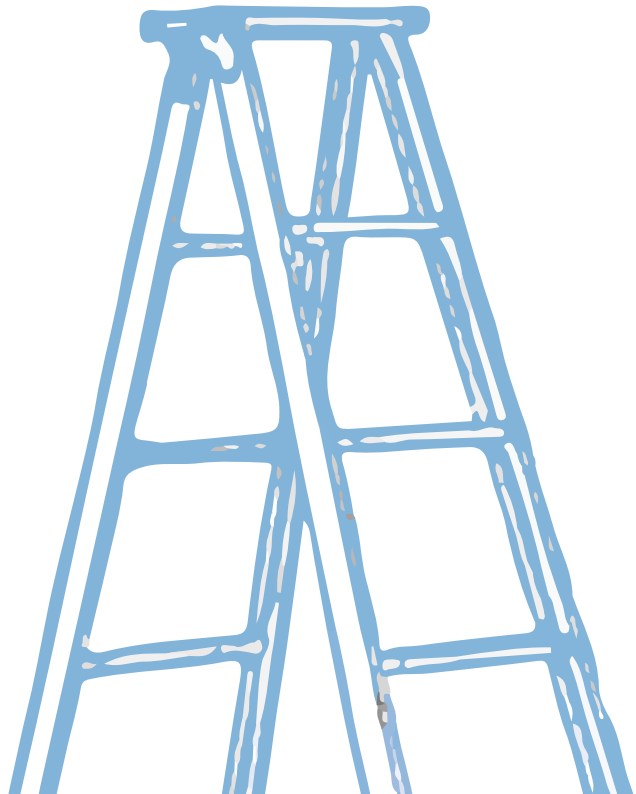
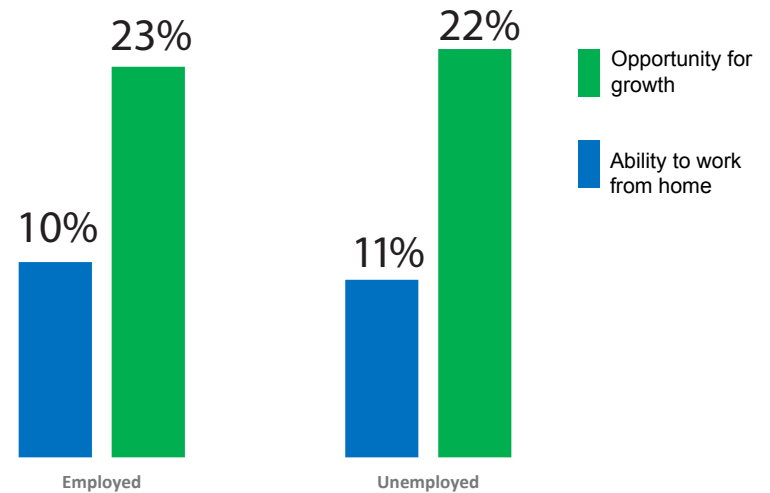


- Recruiting
- What Graduates Want
- Does Industry Matter
- Salary Expectations
- Temporary Work

# WHAT DO GRADUATES WANT?

There is something that graduates want: **growth**. Recent graduates ranked "Opportunities for growth" as their top priority, above work-life balance and training and development.

GROWTH OUTRANKS REMOTE WORK FOR RECENT GRADUATES



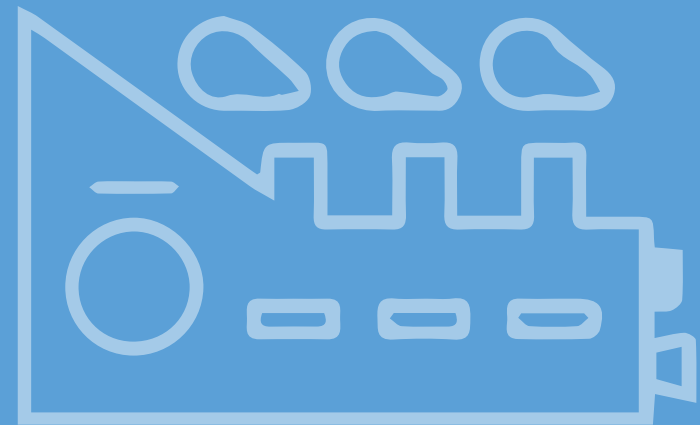
## Your Takeaway:

Don't rely too heavily on superficial perks like telecommuting or summer hours to attract recent graduates; they're more interested in hearing about potential career paths in the organization.

Share stories about employees who have been promoted internally, and talk about how you envision the role in question evolving.

Give graduates more than free food and flexibility: **give them the chance to grow.**

# INDUSTRY ISN'T EVERYTHING



## INDUSTRY ISN'T EVERYTHING

While some recent graduates leave college with a specific career path in mind - medicine, law, education - many just want to find a role they love. When asked which industries respondents targeted in their job search, the second most popular response was “Any industry that would hire me.”

### WHAT INDUSTRIES DID YOU TARGET WITH YOUR JOB SEARCH?

*Respondents could choose more than one industry.*

EMPLOYED		UNEMPLOYED	
Marketing/Advertising	43%	Marketing/Advertising	35%
<b>Any industry that would hire me</b>	<b>37%</b>	<b>Any industry that would hire me</b>	<b>33%</b>
Finance	27%	Finance	28%
Healthcare	24%	Healthcare	28%
Non-Profit	23%	Education	26%

These respondents typically chose at least 3 or 4 industries, because they were open to whatever opportunities fit their skills and what they were looking for. On the other hand, 75% of the respondents who *didn't* select "Any industry that would hire me" picked two or less industries, which indicates they were already on a career path.

### Your Takeaway:

You don't have to work in a sexy or high-profile industry in order to attract the best recent graduates. Instead, focus recruiting efforts on highlighting company culture and growth potential in the role. Showcase opportunities for career development, and if your company has a great benefits package, don't be afraid to brag about it!

## MARKETING HAS MASS APPEAL

Marketing & advertising was overwhelmingly the most popular industry respondents chose. While most of the respondents who chose this industry graduated with marketing and communications majors, respondents with liberal arts, social sciences, and business majors also indicated it as an interest.

The marketing sector attracts people from a range of backgrounds because many of the industry's necessary skills are transferable, such as creativity, strong writing, and analytic thinking.

Marketing is also projected to be a high-growth industry:

**20%** **Percent marketing consulting services will grow in the next five years<sup>3</sup>**

**9%** **Percent employment for marketing managers is projected to grow by 2024<sup>4</sup>**

**18%** **Percent of employers hiring for marketing roles in 2016<sup>5</sup>**

### ***Your Takeaway:***

If you're hiring for marketing & advertising roles, don't screen out candidates who don't have communications degrees. Focus on finding recent graduates who have strong analytic thinking, strong communication, and initiative.

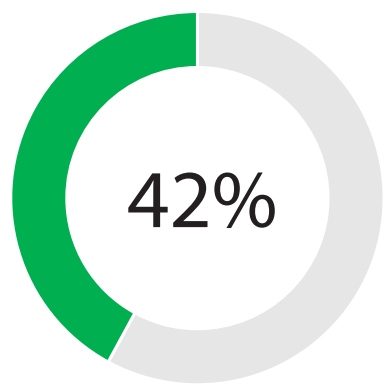
# SALARY: EXPECTATIONS & REALITY



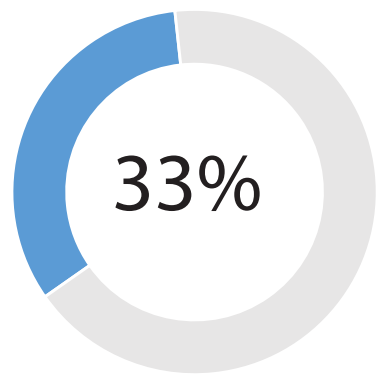
## SALARY EXPECTATIONS DON'T MATCH REALITY

Many employed recent graduates ended up making less money than they expected, especially graduates whose salary expectations exceeded \$50,000.

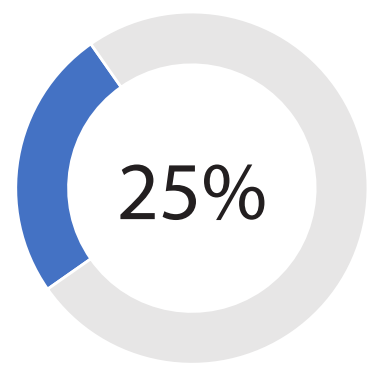
55% of graduates who reported expecting between \$51,000 and \$70,000 ended up making less, and 100% of graduates who expected more than \$71,000 made less. Regardless of their major, graduates' eyes are clearly bigger than their stomachs when it comes to their starting salary.



42% of respondents make less money than they expected



33% of respondents make the same amount of money they expected



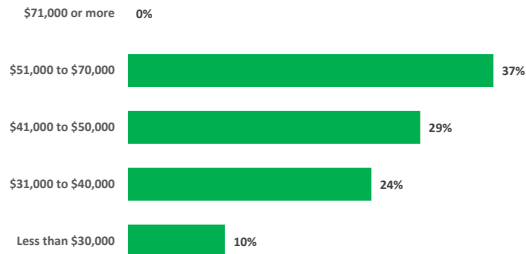
25% of respondents make more money than they expected

The factor that did impact graduates' salary expectations was their own job search strategy. Recent graduates who only targeted 1 or 2 industries had more realistic expectations than graduates who were targeting 3 or more industries.

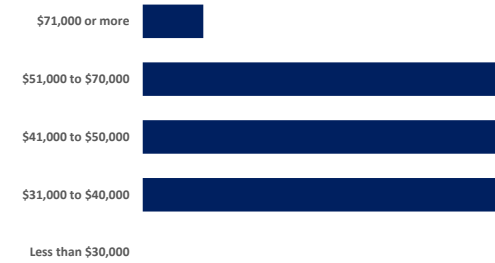
# SALARY EXPECTATIONS DIFFER BY MAJOR

Students who graduated with STEM degrees and business degrees made up the majority of employed respondents who expected \$51,000 to \$70,000. Some social sciences majors reported having expected higher salaries, but the majority ended up making less in their current roles.

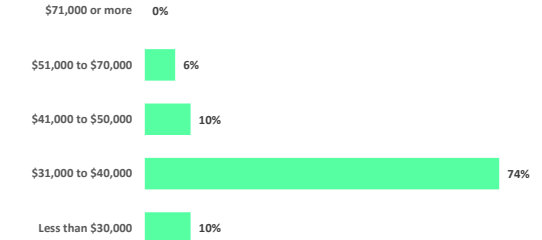
## business



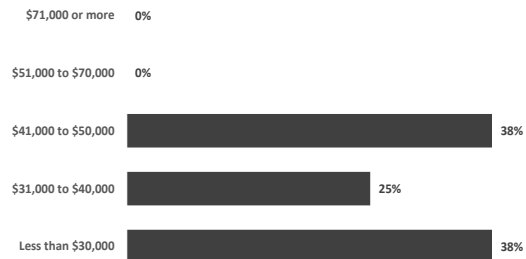
## STEM



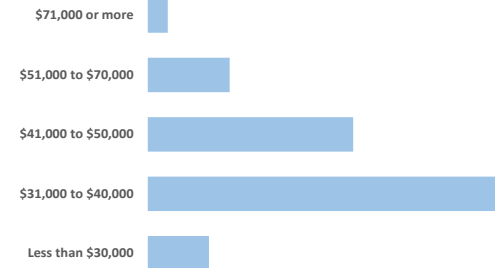
## marketing & communications



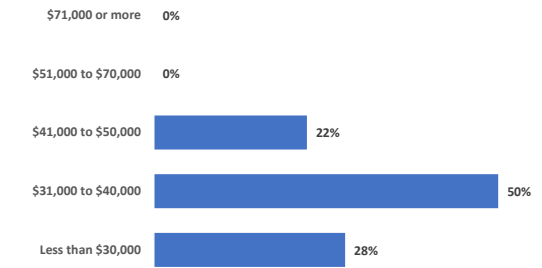
## natural sciences



## Social sciences



## liberal arts

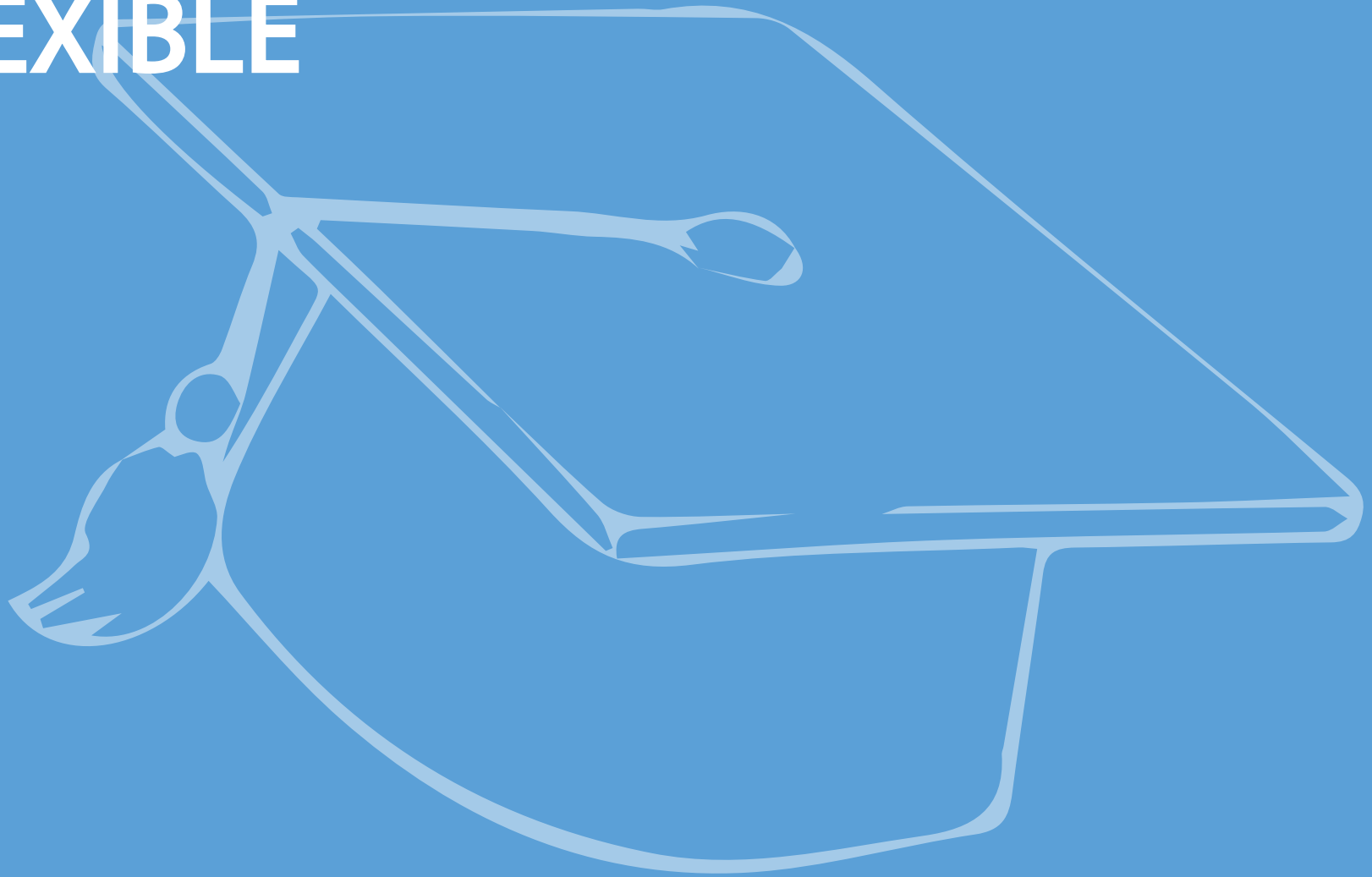


### Your Takeaway:

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. Use salary resources like Glassdoor, PayScale, or Simply Hired to determine what the benchmark is for the position.



**GRADUATES ARE MORE  
FLEXIBLE**



## GRADUATES ARE MORE FLEXIBLE

The unemployed respondents (27%) were asked what types of work they would consider.

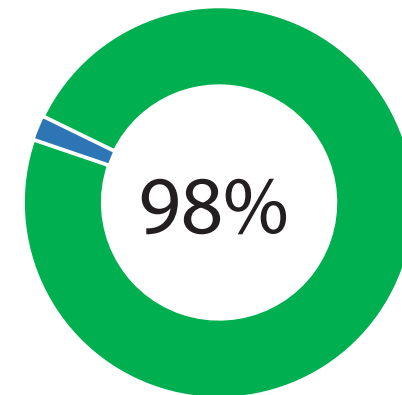
The fact that 98% said they would take permanent work is not surprising; but that 60% said they would also be open to temporary or temporary-to-hire roles is a new development.

The millennial generation's willingness to take on temporary roles could signal a bigger shift in attitudes towards temporary work, and it could stem from the sharp rise of the "sharing" or "gig" economy: **22% of Americans are part of this new workforce, and half of them are between the ages of 18 and 34.**<sup>6</sup>

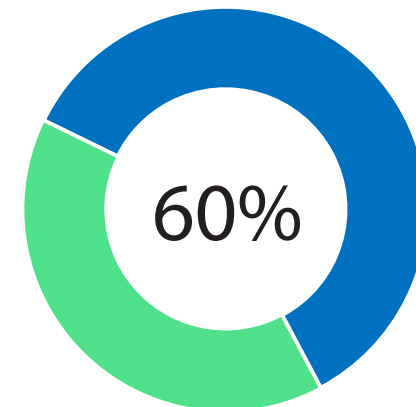
Millennials may think temporary work includes driving for Uber, delivering for Instacart, or working for TaskRabbit.

And if that work is the norm, then why not a temporary position instead of a permanent one right out of college? With more options for work, graduates are willing to expand their search.

98% of respondents said they would take permanent work



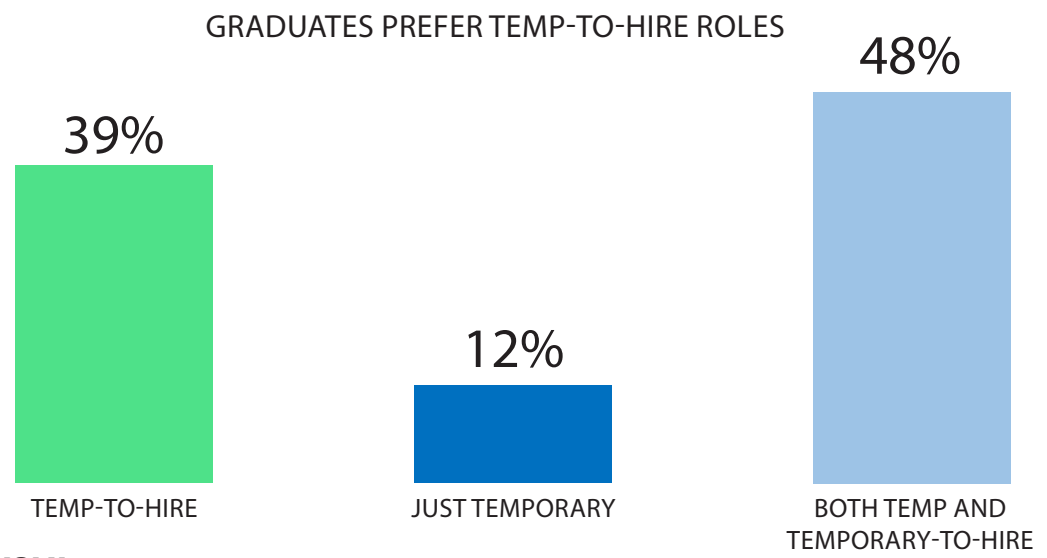
60% of respondents also said they would take some form of temporary work



## THE MAGIC OF "TEMP-TO-HIRE"

While a majority of unemployed recent graduates are willing to accept temporary work, they're most interested in temporary-to-hire.

Out of the respondents willing to do temporary work, 39% said they would *only* consider temp-to-hire positions. These graduates are willing to accept more flexible working solutions, but only if they feel confident that a permanent role is in their future.



### Your Takeaway:

If your company is recruiting recent grads for temporary positions, try offering the position as temporary-to-hire instead. Temp-to-hire roles can be test runs for candidates you're unsure about, and also allows the candidate to "test-drive" the role themselves, helping to reduce future turnover.

# CONCLUSION

The secret to attracting and recruiting the best recent graduates is simple. Offer them a chance to learn, grow, and develop their own careers. Not every graduate is the same - STEM majors have different expectations around salary than social sciences majors, for example. They don't all want to be at sexy startups, but they all want to be challenged and supported.

# REFERENCES

1. National Association of Colleges and Employers, *Frequently Asked Questions*
2. CareerBuilder, *College Hiring Outlook Highest in Nearly 10 Years, According to CareerBuilder Survey*, April 21, 2016
3. CareerBuilder & Economic Modeling Specialists Intl. *CareerBuilder Study Shows Accelerated Growth in a Wide Variety of Industries Over the Next Five Years*, June 2, 2016
4. Bureau of Labor Statistics, *Economic and Employment Projections 2014-2024*
5. CareerBuilder, *2016 U.S. Job Forecast*
6. TIME, *See How Big the Gig Economy Is*, January 6, 2016.

# APPENDIX A

Every respondent provided their major or majors 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

## **Natural Sciences**

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

## **Liberal Arts**

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

## **Social Sciences**

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

## **Marketing & Communications**

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

## **STEM**

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