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Survey Overview

About This Survey

AfterCollege conducts an annual survey to gauge how job seekers in the entry-level category, including students, recent graduates, and alumni, are undertaking the job search process. This survey, now in its eighth year, is designed to:

• Track and analyze current job-search trends
• Get an accurate depiction of how entry-level job seekers look for employment
• Chart the most useful and popular job-search channels and compare them to those in previous years
• Measure the utility of social media and other new tools in the job-search process
• Gather feedback from job seekers to help employers attract top entry-level talent

We are confident that this report will give you insights to help you improve your recruiting initiatives.

-The AfterCollege Team

Methodology

The 2016 AfterCollege Career Insight Survey was conducted online between March 22 and May 2, 2016. We had 1,360 complete and unique respondents out of approximately 34,000 invited students. Invitations to take the survey were distributed via our social media channels, Facebook advertising, AfterCollege and via faculty and administrative contacts.

![Graph showing the distribution of respondents by category: Undergrad Students (38%), College Seniors (45%), Grad Students (11%), Recent Grads (6%)](image)
Good outlook for 2016 grads

• Seventy-eight percent of college seniors and 22% of graduate students have a job lined up for after graduation.
• This is great news for seniors and grads and a good contrast compared to last year, when only 14% of seniors and 13% of grad students had jobs lined up around this time.
• Most seniors reported having 4 job interviews in the past 6 months and 88% reported having 2 job offers. Of these seniors who have jobs lined up, 97% had an internship.
Job At Graduation
Most college seniors have jobs lined up with grad students and recent grads doing better than last year

- **College Seniors**: 78% with a job lined up after graduation
- **Grad Students**: 78% with a job lined up after graduation
- **Recent Grads**: 56% with a job lined up after graduation

- **College Seniors**: 22% had a job lined up after graduation
- **Grad Students**: 22% had a job lined up after graduation
- **Recent Grads**: 44% had a job lined up after graduation
Finding a job remains a difficult task for active job seekers today.

**Perceived Difficulty of Job/Internship Search (Active job seekers)**

- Very Difficult: 6%
- Difficult: 16%
- Moderate: 7%
- Easy: 71%

**Most Difficult Part? (Active job seekers)**

- Finding entry-level jobs: 34%
- Resume/Cover Letter Prep: 23%
- Interview: 23%
- Deciding where to Apply: 16%
- Salary Negotiation: 2%
- Other: 2%
Internships
Strong correlation between internships and future employability

College seniors looking for work who had 1+ internships
- Job lined up upon graduation?
  - Yes: 87%
  - No: 13%

College seniors looking for work who had NO internships
- Job lined up upon graduation?
  - Yes: 85%
  - No: 15%
Internships
Most students had internships and the majority of these were paid.

Number of Internships

- None: 31%
- 1: 56%
- 2: 8%
- 3: 3%
- 4: 1%
- 5+: 1%

69% had at least one internship.

Any Paid Internships? (Had 1+ internship)

- Yes: 85%
- No: 15%
Job Interviews
Over 77% of job seekers have had interviews in the past 6 months – everyone who interviewed got offers

**Number of Interviews in Past 6 Months**
*(Active job seekers)*

- None: 22%
- 1: 11%
- 2: 11%
- 3: 6%
- 4: 46%
- 5+: 4%

**Job Offers Received**
*(Active job seekers w/1+ interview)*

- None: 0%
- 1: 18%
- 2: 77%
- 3: 3%
- 4: 1%
- 5+: 1%
Most Likely To Succeed
A high GPA doesn’t necessarily increase chances of landing a job. Employers appear to be race-neutral in their hiring.

Have A Job Lined Up After Graduation
(College Seniors and Graduate Students)

<table>
<thead>
<tr>
<th>By Major</th>
<th>Had Job</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Sciences</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Allied Health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tech</td>
<td>7%</td>
<td>21%</td>
</tr>
<tr>
<td>Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Humanities</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Mathematics</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Nursing</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>By GPA</th>
<th>Had Job</th>
<th>% of those who had job</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above 4.0</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>3.6 - 4.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 - 3.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.6 - 3.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0 - 2.5</td>
<td>2%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Below 2.0</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>0%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>By Race</th>
<th>Had Job</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian/Other Pacific Islander</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alaskan Native/American Indian</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Respondents with high GPAs made up a large part of survey, yet they didn’t make up a higher proportion of those landing jobs, as one would expect.
The job search process

Twenty-three percent of students find the job and internship search process to be very difficult or difficult. Most find it to be moderate, an improvement over last year when most job seekers were having challenges.

They see company information sessions and career fairs as good for gathering information but not as good for getting an interview.

Email is their preferred way to hear about job opportunities from employers.
Time Frame

Job search activity is more concentrated in Winter and early Spring. Some leave the search for the Summer.
Job Discovery

Job seekers prefer to hear about opportunities via email notifications and traditional postings on employer websites and job boards.

Preferred Communication Methods with Employers (select up to 3)

(Active job seekers)

- Email: 52%
- Posting on employer website: 33%
- Posting on job board: 30%
- Posting on social media site: 25%
- College career center: 19%
- Text: 15%
- Other (please specify): 1%
Career Services

Students want schools to offer services that enable them to feel knowledgeable about and connected to the working world upon graduation.

**Students Want School to Offer**

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A focus on getting a job along with academics</td>
<td>57%</td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>52%</td>
</tr>
<tr>
<td>Professors and staff forwarding job opportunities</td>
<td>48%</td>
</tr>
<tr>
<td>Teachers who have a business background not just an academic one</td>
<td>36%</td>
</tr>
<tr>
<td>Industry-related speaker presentations during classes</td>
<td>33%</td>
</tr>
<tr>
<td>Company info sessions</td>
<td>30%</td>
</tr>
<tr>
<td>Career fairs</td>
<td>30%</td>
</tr>
<tr>
<td>Alumni support</td>
<td>29%</td>
</tr>
<tr>
<td>Entrepreneurship courses</td>
<td>25%</td>
</tr>
</tbody>
</table>
How To Facilitate

Job seekers primarily want better communication from employers throughout the application process.

Ways Companies Can Make Application Process Easier

(Active job seekers)
Interviews
Job seekers prefer face to face vs. virtual interviews

How would you prefer to interview?

- In-person on the job site: 75%
- Over the phone: 20%
- Over a video call: 5%
Get Ready to Work
Students have a good perception of how college prepares them for the working world.

How much do you agree or disagree that colleges prepare students for the working world?

- Strongly Agree: 18%
- Agree Somewhat: 5%
- Disagree Somewhat: 7%
- Strongly Disagree: 15%
- Not Sure Yet: 15%
- Disagree Strongly: 5%

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When considering their job and career-related decisions, respondents are most likely to be influenced by parents and teachers.

Sixty percent of students find their school’s career-related services to be helpful but would like them to offer more services focused on finding a job and more opportunities for networking.
Key Influencers

Parents and teachers have the most influence on job seekers’ career decisions

Influence on Job and Career Decisions

(Active job seekers)

- Parents: Very/Somewhat Influential 100%
- Faculty/Teachers: Very/Somewhat Influential 100%
- Friends/Classmates: Very/Somewhat Influential 100%
- Siblings: Very/Somewhat Influential 80%
- University Career Center: Very/Somewhat Influential 60%
- Significant Other/Spouse: Very/Somewhat Influential 40%
- The Media: Very/Somewhat Influential 20%
- Religious Leader/Faith community: Very/Somewhat Influential 0%
Best Resources

Online job sites and employer websites are still best way to find opportunities, followed by career fairs and social media.

**Most Effective Resources for Job Search**

*(Active job seekers)*

- Online job sites (Indeed, Monster) - 37%
- Employer’s website - 34%
- School career fairs - 26%
- Social media (Facebook, LinkedIn) - 25%
- Friends - 25%
- On-campus info sessions/interviews - 25%
- Professors, Advisors, Faculty - 24%
- Recruiters, employment contractors, agencies - 22%
- Career center - 21%
- Networking - 19%
- Family members - 19%
- Other - 1%
Social Media

Job search activity on social media is limited to a few top sites, including school-specific networks.

Social Media Sites Used For Job Search
(Active job seekers)

LinkedIn
School network
Facebook
YouTube
Instagram
Twitter
Google plus+
Snapchat
Pinterest
Reddit

Within Past Month
Within Past Year
Over a Year
Never
### Face Time
Fewer job seekers have attended company information sessions than career fairs; both resources are good for gathering info, not as good for getting an interview

<table>
<thead>
<tr>
<th>Career Fairs</th>
<th>Information Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good to learn about new companies</td>
<td>Good opp. to ask questions about company</td>
</tr>
<tr>
<td>Know others who got interview from them</td>
<td>Good way to learn about cos. I’m interested in</td>
</tr>
<tr>
<td>Scheduled during class, often can’t attend</td>
<td>Don’t know – never been to one</td>
</tr>
<tr>
<td>Provide quality face time with employers</td>
<td>Provide quality face time with employers</td>
</tr>
<tr>
<td>Companies I’m interested in don’t attend</td>
<td>Know others who got interview after attending</td>
</tr>
<tr>
<td>So crowded I can’t talk to the companies</td>
<td>They’re boring</td>
</tr>
<tr>
<td>I got an interview after attending</td>
<td>They’re too long</td>
</tr>
<tr>
<td>Don’t know - never been to one</td>
<td>I got an interview after attending</td>
</tr>
<tr>
<td></td>
<td>Positive Feedback</td>
</tr>
<tr>
<td></td>
<td>48.11%</td>
</tr>
<tr>
<td></td>
<td>36.11%</td>
</tr>
<tr>
<td></td>
<td>35.73%</td>
</tr>
<tr>
<td></td>
<td>35.23%</td>
</tr>
<tr>
<td></td>
<td>33.33%</td>
</tr>
<tr>
<td></td>
<td>31.31%</td>
</tr>
<tr>
<td></td>
<td>16.04%</td>
</tr>
<tr>
<td></td>
<td>15.40%</td>
</tr>
</tbody>
</table>
What matters to job seekers

In general, the most important factors in considering a position are salary, advancement/career path, office location and work/life balance.

They also value perks like working remotely, regular social activities and a casual dress code.

For the first time, we asked respondents to indicate whether or not they would be willing to consider job opportunities in the government sector. Nearly 2 out of 3 indicated that they would, citing stable and secure employment as the primary reason.
Top Considerations
Primary considerations during search process are factors that impact quality of life, including work/life balance, flex schedule and office location.

Most Important Factors For New Position Aside from Salary
(Active job seekers)

<table>
<thead>
<tr>
<th>Important Factors</th>
<th>Somewhat Important Factors</th>
<th>Not as Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work/Life Balance</td>
<td>Pay for Relocation Expenses</td>
<td>Other</td>
</tr>
<tr>
<td>Flexible Work Schedule</td>
<td>Company Size</td>
<td>6%</td>
</tr>
<tr>
<td>Location of Office</td>
<td>Stock Options</td>
<td>13%</td>
</tr>
<tr>
<td>Advancement Opportunities</td>
<td>Sign-on Bonus</td>
<td>13%</td>
</tr>
<tr>
<td>Pay for Continuing Education/Grad</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Reputation of Employer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical/Dental Benefits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Formal Training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowing Others Who Worked There</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

64% 59% 55% 52% 42% 42% 40% 18% 13% 13% 11% 6% 2%
Organization Type

Job seekers are willing to consider a range of employer types, but prefer stability as seen by their preference in private companies, public companies and government over startups and being self-employed.

Type of Employers Would Consider for Next Job

(Active job seekers)

- Private: 76%
- Public: 73%
- Government: 55%
- Nonprofit: 50%
- Start-up: 42%
- Self: 27%
Government Work

Job seekers agree government offers stable employment and challenging work, but differ on view of how exciting the work is and if strong political beliefs are required.

### Reasons to Consider Govt. Work

- Stable secure employment: 65%
- Offers good compensation: 56%
- Feel like I make a difference: 50%
- Want to do exciting work: 42%
- Potential for advancement: 40%
- Challenging work: 37%
- Contribute to security of my country: 32%
- Believe it's best use of my skills: 19%
- Appeals to sense of patriotism: 12%
- Others in my family work in govt.: 9%
- Appeals to political beliefs: 7%
- Other: 2%

### Reasons to NOT Consider Govt. Work

- Not best use of my skills: 51%
- Doesn’t offer exciting work: 36%
- Don’t have strong political beliefs: 25%
- Doesn’t offer potential for advancement: 21%
- Doesn’t offer good compensation: 21%
- Would not feel like I’d make a difference: 20%
- Do not have a strong sense of patriotism: 19%
- Other: 14%
- Doesn’t offer challenging work: 12%
- Doesn’t provide stable secure: 10%
Employer Policies

Policies that cultivate a flexible, fun, and casual work environment have a positive impact on job seekers’ interest in an employer.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Very/Somewhat Positively</th>
<th>Very/Somewhat Negative</th>
<th>No Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work at home one day a week</td>
<td>70%</td>
<td>8%</td>
<td>23%</td>
</tr>
<tr>
<td>Free snacks/drinks provided</td>
<td>69%</td>
<td>7%</td>
<td>24%</td>
</tr>
<tr>
<td>Casual dress code</td>
<td>65%</td>
<td>9%</td>
<td>26%</td>
</tr>
<tr>
<td>Regular social activities</td>
<td>65%</td>
<td>9%</td>
<td>26%</td>
</tr>
<tr>
<td>Pet friendly office</td>
<td>33%</td>
<td>19%</td>
<td>48%</td>
</tr>
<tr>
<td>No access to social media during work</td>
<td>13%</td>
<td>39%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Impact of Policies on Likelihood to Accept Position
(Active job seekers)
Participation Profile

**Gender**
- Female: 64%
- Male: 35%
- Other: 1%

**Ethnicity**
- White/Caucasian: 59%
- Asian/Other Pacific Islander: 20%
- Hispanic/Latino: 11%
- African American/Black: 10%
- Middle Eastern: 2%
- Alaskan Native/American Indian: 1%
- Other: 2%
- Prefer not to answer: 4%

**Living Situation**
- On my own: 25%
- With my significant other: 22%
- With my parents: 15%
- With roommates: 13%
- I don’t know yet: 23%
- Other: 2%

**Size of College/University**
- 20,000 or more: 28%
- 10,000 to 19,999: 20%
- 5,000 to 9,999 students: 20%
- 1,000 to 4,999 students: 28%
- Less than 1,000: 4%
Participant Profile (Cont.)

**Type of School**
- Public: 56%
- Private: 42%
- Not sure: 2%

**GPA**
- Don't know: 2%
- Above 4.0: 1%
- 3.6 - 4.0: 14%
- 3.1 - 3.5: 31%
- 2.6 - 3.0: 14%
- 2.0 - 2.5: 4%
- Below 2.0: 1%

**Area of Study**
- Allied Health: 11%
- Arts & Humanities: 8%
- Business: 12%
- Engineering: 20%
- Life Sciences: 5%
- Mathematics: 2%
- Nursing: 12%
- Social Sciences: 7%
- Tech: 7%
- Other: 16%
Recommendations For Employers

- Competition for college talent is fierce. Invest in branding to attract college grads and make sure you publicize your entry-level opportunities.

- Recruiting is a year-round activity. Communicate with students on an ongoing basis to help them get to know about your company and opportunities.

- Create relationships with the faculty and academic departments who influence the students you’re trying to hire.

- Work/life balance and flexible schedule are important to this demographic. If you have a flexible work culture, make sure to highlight it.

- Don’t be a black hole. Improve communications flow during application process to let applicants know where they stand.
About AfterCollege

We have a lofty vision: to help every college student and recent graduate discover their career path. In our 16 year history, AfterCollege has become the largest career network for college students and recent graduates. Featuring 400,000 entry-level jobs and internships from 25,000+ employers, AfterCollege serves more than 5,000,000 job seekers each year, working with 18,000 faculty, student group and academic contacts at over 2,300 colleges and universities. Our job-matching algorithms pair new job seekers with opportunities that fit their degree, school, skills and interests.

If you’re an employer interested in learning more about how we can help you reach the students and recent graduates you want to hire: Call us: 1.877.725.7721 or email: talent@aftercollege.com

If you’re a student or recent graduate looking for a job, go to www.aftercollege.com and set up a profile.

If you’re in academia and want to help your students, contact our University Relations Team at ur@aftercollege.com or visit https://www.aftercollege.com/academia/
Thank you