

# DOCUMENT RESUME

ED 288 471

HE 020 971

**AUTHOR** Shingleton, John D.; Scheetz, L. Patrick  
**TITLE** Recruiting Trends 1987-88. A Study of 1,019 Businesses, Industries, Governmental Agencies, and Educational Institutions Employing New College Graduates.  
**INSTITUTION** Michigan State Univ., East Lansing. Placement Services.  
**PUB DATE** 30 Nov 87  
**NOTE** 81p.  
**AVAILABLE FROM** Placement Services, Michigan State University, 113, Student Services Building, East Lansing, MI 48824-1113 (\$25.00).  
**PUB TYPE** Statistical Data (110) -- Reports - Research/Technical (143)  
**EDRS PRICE** MF01 Plus Postage. PC Not Available from EDRS.  
**DESCRIPTORS** Business; \*College Graduates; Demand Occupations; \*Employment Opportunities; Higher Education; Industry; \*Labor Market; Majors (Students); Occupational Surveys; \*Recruitment; \*Salaries; Specialization; Trend Analysis

## ABSTRACT

Information on job market trends for 1987-1988 college graduates is presented in narrative summaries and statistical tables. Attention is directed to trends in hiring, expected starting salaries, campus recruiting activities, and other related topics, based on a survey of a cross-section of 1,019 employers from business, industry, government, and education. Hiring quotas were expected to total 83,392 new college graduates. The employer categories expecting to hire the greatest numbers of new college graduates were educational institutions (11,670); electrical machinery and equipment (7,599); merchandising and retail services (7,828); accounting (7,787); and governmental administration (7,301). During 1987-1988, employers expected to hire more bachelor's graduates (4.0%), minority graduates (3.9%), women graduates (3.1%), and doctoral graduates (3.0%). Additional areas of analysis include: job availability by geographical region, the demand for various academic majors and degree levels, starting salary averages, international employment opportunities, changes in salaried employees, acceptance rates for job offers, trends for interviewing schedules, prescreening on college campuses, delayed hiring in 1986-1987, and hiring trends for liberal arts graduates. (SW)

\*\*\*\*\*  
 \* Reproductions supplied by EDRS are the best that can be made \*  
 \* from the original document. \*  
 \*\*\*\*\*

RECRUITING TRENDS 1987-88

A Study of 1,019 Businesses, Industries,  
Governmental Agencies, and  
Educational Institutions Employing  
New College Graduates

by

John D. Shingleton  
Director Emeritus

and

L. Patrick Scheetz, Ph.D.  
Assistant Director of Placement

Michigan State University  
Placement Services  
East Lansing, Michigan 48824

Placement Services is a Division of  
Student Affairs and Services

## ACKNOWLEDGMENTS

Most appreciated for the time and efforts they expended were employers who so graciously responded to this Recruiting Trends survey for 1987-88. We recognize that collecting and recording data for this research poses an extra burden on already heavy schedules. Thus, we extend a special thanks to those employers who completed and returned questionnaires so promptly. Because of your efforts, we can continue to provide these important data on trends in the hiring of new college graduates by organizations in business, industry, government and education.

Assisting us with development of new questions for this year's survey and identifying new job market trends were Mr. Ed Fitzpatrick, Mr. Tony Rogalski, Ms. Vernicka Tyson, Ms. Kathy Flora, Ms. Sally Cook, Ms. Lisa Thomas, Mr. Billy Dexter, and Mr. Bob Watts of our staff at Placement Services. Ms. Sarah Fryer, also an assistant director of Placement Services, helped with these tasks and, in addition, advised us on editing of the final report. For their efforts, we wish to thank them.

Moreover, this report could not have been completed without support from our graduate assistants and clerical staff. Statistical analysis of responses was accomplished with valuable assistance from Hae-Ik Hwang, our research assistant. Su-Wen Lean, joining our staff in September, 1987, has produced some very good analyses. Dave Peltan and Talal Alsohaim helped with editing of the final report. Jennifer Leedy and Denise Frederick supervised our clerical staff and made important recommendations throughout the project. Jay Lloyd, Shari Straffon, Scott Cairns, Laura Franke, and Andrew Chiplock assisted with collection of necessary data and preparation of the final report.

To all who participated in the compilation of this report, we say thank you.

John D. Shingleton

L. Patrick Scheetz, Ph.D.

## TABLE OF CONTENTS

Job Outlook	iv	7-9, 11
Organization Size Influences Hiring Quotas	v	10
Job Availability by Geographical Region	v	49
Demand for Academic Majors and Degree Levels	v	43,12
Starting Salary Averages	v,vii	13-19
International Employment Opportunities	vii	4
Changes in Salaried Employees Last Year	viii	5-7
Anticipated Changes in Salaried Employees	viii	5-7
Acceptance Rates for Job Offers	viii	20-22
Trends for Interviewing Schedules	ix	25-26
Campus Visits by Employer Representatives	x	23-24
Reneging on Job Offers by Students/Employers	x	27
Closed Interview Schedules Requested	xi	28-29
Prescreening on College Campuses	xi	30-31
Videotaped Interviews	xii,xiii	32-33
Delayed Hiring Last Year (1986-87)	xiii	34
Centralized vs Decentralized Placement	xiii	35
Base Salary Pay Bonuses	xiv	36
Supervision of Cooperative Ed. Programs	xiv	37
Placement Tied to Fund-Raising Activities	xiv	37
Payments for On-Campus Recruiting	xiv	37-38
Contributions to Career Planning/Placement	xiv,xv	39
Hiring Trends for Liberal Arts Graduates	xv	40
Skills Provided by Liberal Arts Graduates	xv	41
The Immigration Reform and Control Act	xv	42
Training Programs	xvi	44
Ethics when Recruiting Graduates	xvi	45
Drug, Alcohol, and AIDS Testing	xvi,xvii	46-48
Advice on Making Initial Contacts	xvii	50
Employers Surveyed		51
Index		62

Summary of  
RECRUITING TRENDS 1987-88

A Study of 1,019 Businesses, Industries,  
Governmental Agencies, and  
Educational Institutions Employing  
New College Graduates

This is a summary of the seventeenth annual Recruiting Trends survey completed by Placement Services at Michigan State University. For this 1987-88 survey, cross-sections of employers from business, industry, government, and education were contacted; and responses were received from 1,019 organizations. The results of this survey include information regarding anticipated changes in hiring trends for new college graduates, expected starting salaries, campus recruiting activities, new recruitment techniques, and many other topics of interest to personnel administrators, placement officers, career counselors, faculty, and students.

Of the respondents this year, 29.3% were industrial and manufacturing organizations, 18.3% businesses, 27.9% service organizations, 17.0% educational institutions, 5.0% governmental agencies and military services, and 2.6% conglomerates. (Page 3)

Of the 1,019 employers responding, organizations with 10,000 or more employees represented 11.2% of the respondents; those with 5,000 to 9,999 employees were 5.8% of the respondents; and organizations with 1,000 to 4,999 employees represented 26.4% of the respondents. Organizations with 500 to 999 employees were represented by 13.6% of the respondents, those with 100 to 499 employees by 25.3% of the respondents, and those with 1 to 99 employees by 17.7% of the respondents. These numbers emphasize the diversity of employers included in this survey.

The Recruiting Trends survey was initially mailed to employers on September 1-4, 1987. A reminder notice followed on October 6, 1987, to those employers who neglected to return their questionnaires. Then, after the stock market plunge of October 19, 1987, a short questionnaire was mailed to investigate the impact of this economic crisis. Contained in this report are details from these surveys.

Job Outlook for the Class of 1987-88

After the stock market plunge of October 19, 1987, hiring quotas among surveyed employers are expected to total 83,392 new college graduates, an increase of 3.8% from last year's hiring of new college graduates. The employer categories expecting to hire the greatest numbers of new college graduates are educational institutions (11,670); electrical machinery and equipment (7,599);

merchandising and retail services (7,828); accounting (7,787); and governmental administration (7,301). (Pages 7-9)

As a result of the stock market plunge, employers' quotas for this year were reduced (-1.7%). Original quotas prior to the economic crisis were 84,648, but the stock market fluctuation caused 97 of 949 employers (10.2%) to revise their hiring plans. (Page 9)

During the current recruiting year (1987-88), surveyed employers expect to hire more bachelor's graduates (4.0%), minority graduates (3.9%), women graduates (3.1%), and doctoral graduates (3.0%). Hiring is expected to increase only slightly for master's graduates (1.4%), handicappers (1.1%), and MBA graduates (0.4%). (Page 11)

#### Organization Size Influences Hiring Quotas

Quotas for large employers are expected to increase moderately this year while quotas for smaller organizations are expected to increase at the 1-99 and 500-999 employee levels and decrease at the 100-499 employee level. Organizations with increases include those with 500-999 employees (18.1%), 1-99 employees (10.9%), 10,000 or more employees (5.9%), 1,000-4,999 employees (4.3%), and 5,000-9,999 employees (2.0%). Employers expecting decreases are organizations with 100-499 employees (-11.6%). (Page 10)

#### Job Availability by Geographical Region

Based upon the experiences of employers responding, the greatest availability of employment opportunities for new college graduates during 1987-88 will be in the southwestern region of the United States. The northeastern and southeastern regions were rated as next best. For the second year in a row, the southcentral region has remained in fifth place. (Page 49)

The regions of the United States in order of best availability of jobs are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern. (Page 49)

#### Demand for Various Academic Majors and Degree Levels

In the opinion of surveyed employers, the overall job market for new college graduates this year (1987-88) is expected to be "very good" for minority and women graduates. Bachelor's, MBA graduates, handicappers, master's, and doctoral graduates will likely enjoy a "good" market. (Page 43)

Demand for new bachelor's degree graduates this year (1987-88), from highest to lowest demand, are expected to be computer science, electrical engineering, accounting, financial administration, mechanical engineering, education, industrial engineering, chemical engineering, general business administration, chemistry, mathematics, telecommunication, metallurgy materials science, physics, hotel, restaurant, and institutional management, civil engineering, retailing, advertising, communications, personnel administration, liberal arts/arts and letters, journalism, social sciences, human ecology/home economics, natural resources, and agriculture. (Page 43)

The greatest increases in demand this year will be experienced by majors in hotel, restaurant, and institutional management (4.3%); marketing/sales (4.2%); geology (3.0%); accounting (2.7%); electrical engineering (2.4%); liberal arts/arts and letters (2.3%); agriculture (2.2%); computer science (2.0%); chemistry (2.0%); retailing (1.7%); financial administration (1.4%); education (1.4%); general business administration (1.4%); journalism (1.3%); and social sciences (1.1%). (Page 12)

Only slight increases in demand are expected for the mechanical engineering (0.9%); industrial engineering (0.9%); telecommunication (0.9%); physics (0.9%); communications (0.8%); personnel administration (0.6%); advertising (0.2%); natural resources (0.2%); and human ecology/home economics (0.1%).

Majors with anticipated decreases in demand include metallurgy and materials science (-0.1%); civil engineering (-0.2%); and mathematics (-0.5%).

### Starting Salary Averages

The average annual starting salary expected for bachelor's degree graduates in 1987-88 is \$22,609, a \$709 increase (3.2%) over last year's average starting salary of \$21,900. Highest among starting salaries this year for new college graduates are chemical engineering (\$30,197), electrical engineering (\$29,924), mechanical engineering (\$29,457), and computer science (\$28,331). This list continues with industrial engineering (\$27,859), civil engineering (\$24,882), accounting (\$22,838), marketing and sales (\$21,472), mathematics (\$21,246), financial administration (\$20,778), general business administration (\$20,335), and journalism (\$19,843). (Pages 13-15, 19)

Employer categories with the highest average annual starting salaries are aerospace and components (\$28,086); tire and rubber products (\$27,405); chemicals, drugs, and allied products (\$27,152); electronics and instruments (\$26,995); public utilities (\$26,709); automotive and mechanical equipment (\$26,066); electrical machinery and equipment (\$25,758); petroleum and allied products (\$25,649); diversified conglomerates (\$24,741); and metals and metal products (\$24,046).

The average annual starting salary of a new bachelor's degree graduate is greatly influenced by the size of an organization. The lowest starting salaries this year are expected from organizations with 1-99 employees (\$20,503), and the highest starting salaries are expected from organizations employing 10,000 or more employees (\$24,433).

Starting salaries are also influenced by the geographical region where the new graduate is employed. The highest starting salaries are expected from the northeastern region (\$24,320), and the lowest salaries are expected from the southeastern region (\$21,197).

Starting salary averages expected for advanced degree graduates are \$27,712 for master's graduates (2.3%), \$31,269 for MBA graduates (2.1%), and \$31,479 for doctoral degree graduates (2.1%). (Page 19)



Starting salary offers for women graduates are expected to increase 2.5%; minority graduates, 2.5%; and master's degree graduates, 2.3%. Increases are also expected for handicappers (2.1%), MBA graduates (2.1%), and doctoral graduates (2.1%). (Page 16)

Increases in starting salary offers for new bachelor's degree graduates are expected to vary quite substantially between academic majors. Highest among anticipated increases will be education majors (2.8%). Also expecting increases will be accounting (2.3%); marketing/sales (2.2%); computer science (2.2%); electrical engineering (2.1%); mechanical engineering (2.1%); and general business administration (2.0%). (Page 18)

Increases are also anticipated for chemical engineering (1.8%); financial administration (1.8%); liberal arts/arts and letters (1.6%); hotel, restaurant, and institutional management (1.6%); personnel (1.6%); mathematics (1.6%); industrial engineering (1.6%); retailing (1.5%); social sciences (1.4%); chemistry (1.4%); civil engineering (1.4%); communications (1.2%); metallurgy and materials science (1.2%); journalism (1.1%); physics (1.1%); advertising (1.1%); telecommunication (1.1%); natural resources (1.0%); and human ecology/home economics (1.1%).

Slight increases are anticipated in geology (0.9%) and agriculture (0.7%).

Employer categories expecting the most substantial increases are accounting (5.9%); automotive and mechanical equipment (4.3%); educational institutions (4.1%); tire and rubber products (4.0%); and chemicals, drugs, and allied products (3.0%). (Page 17)

Expecting increases of 2.0% to 2.9% are restaurants and recreational facilities (2.9%); merchandising and related services (2.6%); hotels and motels (2.6%); glass, packaging, and allied products (2.6%); governmental administration (2.4%); banking, finance and insurance (2.3%); research and consulting services (2.3%); petroleum and allied products (2.3%); service and volunteer organizations (2.3%); public utilities (2.1%); electronics and instruments (2.1%); and communications--radio, TV, and newspapers (2.0%).

Increases of less than 2.0% are expected by hospitals and health services (1.9%); construction and building materials manufacturing (1.5%); electrical machinery and equipment (1.8%); printing, publishing, and informational services (1.7%); metals and metal products (1.5%); agribusiness (1.3%); military (1.2%); and diversified conglomerates (1.1%).

#### International Employment Opportunities

Of the 989 employers responding, 306 organizations (30.9%) had salaried employees in overseas locations. Of these employers, 138 (14.0%) had 1 to 99 employees overseas, 56 (5.7%) had 100 to 499 employees overseas, 18 (1.8%) had 500 to 999 employees overseas, 35 (3.5%) had 1,000 to 4,999 employees overseas, 14 (1.4%) had 5,000 to 9,999 employees overseas, and 45 (4.6%) had more than 10,000 employees overseas. (Page 4)



### Changes in Salaried Employees Last Year

Since hiring intentions of prospective employers might be influenced by changes in numbers of salaried employees working for organizations last year, this question was included. Employers reported a net increase of 2.3% in salaried employees working for their organizations last year. This compared to an increase of 1.6% found in 1985-86, 1.7% found in 1984-85, and 1.5% found in 1983-84. Over the last five years, surveyed employers have only slightly increased the numbers of salaried employees working for their organizations. (Pages 5-7)

Last year, significant increases in salaried employees occurred in organizations in the following employment areas: service or volunteer organizations (8.0%); hotels, motels, restaurants, and recreational facilities (6.9%); research and/or consulting services (5.1%); accounting (5.0%); banking, finance and insurance (4.5%); and glass, paper, packaging, and allied products (3.3%).

Increases were reported for each region of the country including the northcentral region (3.0%), the southwestern region (2.4%), the northcentral region (1.6%), the northeastern region (1.3%), the southeastern region (1.3%), and the northwestern region (1.3%).

The greatest increases in salaried employees occurred for employers with 1 to 99 employees (3.9%), 100 to 499 employees (3.0%), and those with 500 to 999 employees (1.9%). Very little change was experienced by employers with 10,000 or more employees (0.4%). A very slight decrease was reported by employers with 5,000 to 9,999 employees (-0.5%).

### Anticipated Changes in Salaried Employees This Year (1987-88)

Employment areas expecting significant increases in salaried employees this year are hotels, motels, restaurants, and recreational facilities (6.1%); accounting (5.1%); electrical machinery and equipment (4.0%); and merchandising and related services (3.5%). (Pages 5-7)

Expecting decreases this year are the following employment areas: printing, publishing, and informational services (-0.1%); hospitals and health services (-1.0%); the military (-1.0%); diversified conglomerates (-1.7%); public utilities (-1.9%); and automotive and mechanical equipment (-2.0%).

This year, increases anticipated by region include the southwestern region (2.4%), the southcentral region (2.3%), and the northcentral region (2.2%).

### Acceptance Rates for Job Offers

An excellent measure of past job market trends is the percentage of job offers accepted. Of offers made by surveyed employers to technical college graduates during 1986-87, 55.5% were accepted. This compares to an acceptance rate of 61.2% in 1985-86, 59.7% in 1984-85, 68.5% in 1983-84, and 60.1% in 1982-83. This decrease in the acceptance rate for 1986-87 graduates most likely suggests an improved job market for technical graduates. (Pages 20-22)

Offers of employment to non-technical college graduates were also accepted at a lower rate (62.5%) during 1986-87, according to surveyed employers. This compares to an acceptance rate of 68.3% during 1985-86, 68.2% in 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83. This decrease in acceptance rates during the past year may also suggest an improving job market for non-technical graduates.

The highest acceptance rates for offers of employment to non-technical graduates were received by educational institutions (57.1%) and governmental agencies (58.5%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (64.4%), conglomerates (66.9%), and business and service organizations (59.2%). Acceptance rates for technical graduates were as follows: conglomerates (74.0%), governmental agencies (65.9%), industry and manufacturing (65.8%), services (62.1%), businesses (43.0%), and education (28.8%).

For non-technical college graduates, the highest acceptance rates were received by organizations with 500 to 999 employees (68.3%). In the middle range of acceptance rates were employers with 1,000 to 4,999 employees (67.2%), 5,000 to 9,999 employees (66.9%), 10,000 or more employees (62.8%), and 100 to 499 employees (55.1%). The lowest acceptance rate for non-technical graduates was experienced by employers with 1 to 99 employees (51.4%). The highest acceptance rates for technical graduates were received by organizations with 1,000 to 4,999 employees (58.5%). Following this employer size were organizations with 1 to 99 employees (57.8%), 10,000 or more employees (56.7%), 500 to 999 employees (56.1%), 5,000 to 9,999 employees (52.4%), and 100 to 499 employees (49.7%).

#### Trends for Interviewing Schedules

An overall increase of 2.4% in campus interview schedules is expected this year. The most significant increases in campus interview schedules are expected from employers with 500 to 999 employees (7.8%) and employers with 10,000 or more employees (4.1%). Slight increases in campus interview schedules are expected from employers with 1,000 to 4,999 employees (1.3%), employers with 5,000 to 9,999 employees (0.6%), and employers with 1 to 99 employees (0.4%). Decreases in campus interview schedules are expected by employers with 100 to 499 employees (-0.3%). (Pages 25-26)

Changes in the numbers of interview schedules will vary again this year according to the type of organization. The greatest increases can be expected for hospitals and health services (30.7%); petroleum and allied products (23.1%); hotels, motels, restaurants, and recreational facilities (17.1%); agribusiness (14.3%); educational institutions (10.2%); metals and metal products (6.2%); electrical machinery and equipment (4.5%); military services (3.3%); and glass, packaging, and allied products (3.3%).

Moderate increases in the number of campus interview schedules are expected from accounting (1.0%); communication (radio, TV, and newspapers) (1.0%); and chemicals, drugs, and allied products (0.1%).

No changes in the number of campus interview schedules is expected for tire and rubber products.

Those organizations expecting declines in the number of interview schedules on college campuses include diversified conglomerates (-0.6%); merchandising, retailing, and related services (-0.9%); governmental administration (-1.1%); construction and building materials manufacturing (-2.8%); food and beverage processing (-3.8%); research and consulting services (-4.8%); banking, finance, and insurance (-5.3%); aerospace and components (-7.9%); public utilities (-8.0%); electronics and instruments (-9.9%); automotive and mechanical equipment (-13.4%); printing, publishing, and informational services (-14.2%); and service and volunteer organizations (-35.0%).

### Campus Visits by Employer Representatives

Although an increase of 1.4% in the number of campus visits is expected this year, the most significant increases in visits are expected from employers with 1 to 99 employees (4.9%), employers with 500 to 999 employees (3.8%), and employers with 10,000 or more employees (2.8%). Slight increases in campus visits are expected by employers with 1,000 to 4,999 employees (0.2%) and employers with 5,000 to 9,999 employees (0.8%). Decreases in campus visits are expected from employers with 100 to 499 employees (-0.8%). (Pages 23-24)

Changes in the numbers of campus visits will vary again this year according to the type of organization. Surveyed employers report the greatest increases in campus visits can be expected in the following categories: hospitals and health services (30.7%); petroleum and allied products (23.1%); hotels and motels (17.1%); agribusiness (14.3%); education (10.2%); metals and metal products (6.2%); electrical machinery and equipment (4.5%); military services (3.3%); and glass, packaging, and allied products (3.3%).

Moderate increases in the number of campus visits are expected from accounting (1.0%); communication (1.0%); and chemicals, drugs and allied products (0.1%).

No changes in the number of campus visits are expected for tire and rubber products.

Those organizations expecting declines in the number of visits on college campuses include diversified conglomerates (-0.6%); merchandising and related services (-0.9%); governmental administration (-1.1%); construction and building materials manufacturing (-2.8%); food and beverage processing (-3.8%); research and/or consulting services (-4.8%); banking, finance and insurance (-5.3%); aerospace and components (-7.9%); public utilities (-8.0%); electronics and instruments (-9.9%); automotive and mechanical equipment (-13.4%); printing, publishing and informational services (-14.2%); and service or volunteer organizations (-35.0%).

### Reneging on Job Offers by Graduating Students and Employers

According to employers who reported students reneging on job offers, a total of 1,671 cases were reported. The largest numbers of reneges were reported by educational institutions (503); hotels, motels, resorts and recreational services (209); hospitals and health services (155); military services (118); public utilities, including transportation (116); merchandising and retail services (108); aerospace and components (74); banking, finance and insurance (51); research and consulting services (42); and construction and building materials manufacturing (34). (Page 27)

Employer categories reneging on the most job offers were educational institutions (29); aerospace and components (7); research and consulting services (5); public utilities, including transportation (2); chemicals, drugs, and allied products (1); diversified conglomerates (1); and petroleum and allied products (1).

#### Closed Interview Schedules Requested by Employers

Employers responding to this year's survey indicate that a very slight increase (0.9%) in closed interview schedules will be requested by their organizations when interviewing on college campuses this year (1987-88). (Pages 28-29)

Those organizations expecting substantial increases in closed interview schedules include communication--radio, TV, and newspapers (15.0%); hospitals and health services (13.1%); construction and building materials manufacturing (12.9%); chemicals, drugs, and allied products (6.9%); and banking, finance and insurance (6.1%).

Moderate increases are expected by merchandising and retail services (3.5%); diversified conglomerates (3.3%); electronics and instruments (3.3%); accounting (3.1%); electrical equipment and machinery (2.3%); aerospace and components (2.0%); educational institutions (1.3%); agribusiness (1.2%); petroleum and allied products (1.2%); research and consulting services (1.1%); and metals and metal products (0.8%).

No change in numbers of closed interview schedules is expected in hotels, motels, restaurants, and recreational services; military services; glass, paper, packaging and allied products; and service and volunteer organizations.

Decreases in closed schedules are expected by governmental administration (-2.4%); public utilities, including transportation (-2.7%); automotive and mechanical equipment (-8.3%); food and beverage processing services (-8.4%); tire and rubber products (-10.0%); and printing, publishing, and informational services (-14.2%).

Organizations with increases in closed schedules will be those with 5,000 to 9,999 employees (4.3%); employers with 100 to 499 employees (2.8%); employers with 10,000 or more employees (2.1%); and employers with 1,000 to 4,999 employees (1.7%). A decrease in the number of closed schedules is predicted by employers with 1 to 99 employees (-5.0%) and employers with 500 to 999 employees (-2.1%).

#### Prescreening on College and University Campuses

Of 403 organizations responding to this question, 280 employers (69.5%) indicated that their organizations prescreened at colleges and universities where it was permitted last year. In 1986-87, 65.5% of the surveyed employers prescreened. These statistics indicate a slight increase in organizations prescreening on college campuses. (Pages 30-31)

When prescreening graduating students before interviewing on college campuses, surveyed employers indicated that academic majors were most often used as the main factor. The next most important factor used by organizations was degree level achieved. Following these factors were grade point average, career-related work experiences, neat appearance of credentials/ resumes, locational preferences, stated career objectives, internship/ co-op work experiences, and leadership in campus organizations.

Employer categories using prescreening most often were the military (100%); tire and rubber products (100%); accounting (93%); chemicals, drugs and allied products (87%); automotive and mechanical equipment (85%); research and consulting services (85%); and electronics and instruments (85%). Following these employer categories were metals and metal products (83%); printing and publishing (83%); public utilities (82%); electrical machinery and equipment (82%); merchandising and related services (81%); aerospace and components (80%); hotels, motels, restaurants and recreational facilities (80%); petroleum and allied products (80%); and diversified conglomerates (80%).

### Videotaped Interviews as Alternatives for Campus Interviewing

Of the 416 organizations responding to this question, 4.0% plan to hire a company to conduct videotaped interviews. The largest percentage of employers planning to hire a company to conduct videotaped interviews were military services (33.0%); accounting (20.0%); diversified conglomerates (20.0%); automotive and mechanical equipment (15.0%); agribusiness (14.0%); hospitals and health services (11.0%); metals and metal products (8.0%); chemicals, drugs, and allied products (7.0%); research and consulting services (5.0%); public utilities, including transportation (5.0%); governmental administration (5.0%); and merchandising and retail services (4.0%). (Pages 32-33)

Organizations responding that they will not be hiring a company to conduct videotaped interviews were aerospace and components; banking, finance, and insurance; communication-- radio, TV, and newspapers; construction and building materials manufacturing; educational institutions; electrical machinery and equipment; electronics and instruments; food and beverage processing; hotels, motels, resorts, and recreational facilities, glass, packaging, and allied products; petroleum and allied products; printing, publishing and informational services; services and volunteer organizations; and tire and rubber products.

When questioned about students sending videotapes instead of resumes when seeking employment, 36.0% of the surveyed employers reported that they would be interested. Of these organizations, the employers with the greatest interest in this proposal were glass, packaging and allied products (67.0%); hotels, motels, resorts, and recreational facilities (58.0%); metals and metal products (58.0%); educational institutions (55.0%); diversified conglomerates (50.0%); communication--radio, TV, and newspapers (50.0%); agribusiness (45.0%); automotive and mechanical equipment (40.0%); merchandising and retail services (39.0%); chemicals, drugs, and allied products (33.0%) and military services (33.0%).

Organizations that had moderate interest in this idea were electronics and instruments (29.0%); research and consulting services (29.0%); public utilities (27.0%); construction and building materials manufacturing (27.0%); governmental



administration (24.0%); hospitals and health services (22.0%); electrical machinery and equipment (18.0%); printing, publishing and informational services (17.0%); and accounting (14.0%). The organizations responding with very little or no interest in a videotaped resume program were banking, finance and insurance; food and beverage processing; aerospace and components; service and volunteer organizations; and tire and rubber products.

#### Delayed Hiring Last Year (1986-87)

Because of changes in the composition of workforces in many organizations last year (1986-87), the decision to hire new employees may have been delayed. Of the 409 employers responding to this question, 96 organizations (23.5%) confirmed that hiring of new college graduates was delayed last year. The average delay in hiring was 2.7 months. (Page 34)

Organizations with delays of five to ten months were metals and metal products (5.0 months); automotive and mechanical equipment (5.3 months); governmental administration (6.0 months); military services (6.0 months); and petroleum and allied products (10.0 months).

Organizations with a delay of one to three months were electronics and instruments (1.3 months); educational institutions (1.7 months); construction and building materials manufacturing (1.9 months); accounting (2.0 months); agribusiness (2.0 months); communication (radio, TV, and newspapers) (2.0 months); glass, packaging, and allied products (2.0 months); research and consulting services (2.0 months); aerospace and electrical machinery (2.3 months); hospitals and health services (2.7 months); public utilities (2.9 months); and printing, publishing, and informational services (3.0 months).

Organizations that delayed less than a month were chemicals, drugs, and allied products (0.5 months); merchandising and related services (0.8 months); and banking, finance, and insurance (0.9 months).

#### Centralized vs Decentralized Placement Services

Of 403 organizations responding, most preferred a centralized placement office (84.0%). The strongest preference for a centralized placement office came from communication (radio, TV, and newspapers) (100%); diversified conglomerates (100%); military services (100%); glass, packaging, and allied products (100%); service and volunteer organizations (100%); tire and rubber products (100%); merchandising and related services (96.0%); governmental administration (94.0%); electronics and instruments (93.0%); metals and metal products (92.0%); aerospace and components (91.0%); electrical machinery (91.0%); and petroleum and allied products (90.0%). (Page 35)

Continuing the list were banking, finance, and insurance (88.0%); hospitals and health services (88.0%); chemicals, drugs, and allied products (87.0%); public utilities (85.0%); construction and building materials manufacturing (83.0%); educational institutions (80.0%); automotive and mechanical equipment (80.0%); accounting (80.0%); research and consulting services (76.0%); food and beverage processing (67.0%); printing, publishing, and informational services (67.0%); hotels, motels, and resort facilities (56.0%); and agribusiness (43.0%).

### Base Salary Pay Bonuses

Of surveyed organizations, most never subscribe to the practice of adding bonuses to base salaries of new college graduates. However, of the few employers who give base salary bonuses, most often used were bonuses for relocation costs, moving expenses, and high academic performance. Other items such as early acceptance, minority status, gender, and reputation of school were not found to be significant for adding bonuses to base salaries. (Page 36)

### Supervision of Cooperative Education Programs

In the opinions of employers responding to this survey, most believe (81.0%) that cooperative education programs should be supervised by co-op or intern offices. Following this, in order of preference, were placement services and academic departments. (Page 37)

When hiring co-op students, 64 of 388 organizations (16.5%) reported that they "always" hire co-op students with the intent to keep those who achieve excellent job performance as full-time employees. Those employers who "almost always" or "sometimes" practice this policy totaled 199 (51.2%).

### Placement Offices Tied to Development Programs and Fund-Raising Activities

Do you believe placement offices should be involved with the development programs of their colleges or universities and tied to fund-raising activities? Of 365 employers responding to this question, 8 organizations (2.2%) responded that placement offices should "always" be involved. Organizations believing that placement offices should "almost always" and "sometimes" be involved totaled 131 (35.9%). The majority of surveyed employers (62.0%) felt that placement offices should "seldom" or "never" be involved with development and fund-raising activities. (Page 37)

### Payments for On-Campus Recruiting Activities

Would you agree to pay a fee or bonus to a college or university for each student hired from on-campus recruiting? Of the 387 organizations responding to this question, 359 employers (92.8%) reported that they would "seldom" or "never" agree to pay a fee or bonus to a college or university for each student hired from on-campus recruiting. (Pages 37-38)

A few organizations are already paying fees (12%) for special activities outside campus and when prescreening recent and upcoming graduates. Most organizations when recruiting on campuses do not pay fees in any form (88.0%).

### Contributions to Career Planning and Placement Offices

Organizations most often making contributions to career planning and placement offices were construction and building materials manufacturers (26.3%); tire and rubber products (23.5%); service and volunteer organizations (15.0%); chemicals, drugs, and allied products (12.6%); electronics and instruments (12.6%); merchandising and related services (11.7%); hotels, motels, and recreational facilities (11.3%); petroleum and allied products (10.0%); public utilities (9.3%); restaurants (9.0%); agribusiness (9.0%); metals and metal



products (7.7%); diversified conglomerates (6.9%); banking, finance, and insurance (5.9%); aerospace and components (5.2%); and accounting (3.6%). (Page 39)

Other organizations with very minor contributions were educational institutions (0.7%); automotive and mechanical equipment (0.4%); hospitals and health services (0.3%); electrical machinery and equipment (0.2%); and research and consulting services (0.1%).

Organizations that did not make donations to career planning and placement services were communication (radio, TV, and newspapers); governmental administration; military services; glass, packaging, and allied products; and printing, publishing, and informational services.

#### Hiring Trends for Liberal Arts Graduates

Organizations hiring the most liberal arts majors last year (1986-87) were military services (55.0%); service and volunteer organizations (40.0%); merchandising and related services (39.5%); printing, publishing, and informational services (39.2%); construction and building materials manufacturing (35.3%); banking, finance, and insurance (36.2%); electrical machinery and equipment (29.6%); educational institutions (28.4%); diversified conglomerates (24.3%); glass, packaging, and allied products (22.5%); tire and rubber products (22.5%); hotels, motels, and recreational facilities (20.9%); hospitals and health services (19.3%); chemicals, drugs, and allied products (17.4%); food and beverage processing (15.8%); communication-- radio, TV, and newspapers (12.5%); governmental administration (11.2%); public utilities (8.9%); automotive and mechanical equipment (8.5%); metals and metal products (7.8%); electronics and instruments (6.9%); petroleum and allied products (5.9%); aerospace and components (4.9%); research and consulting services (4.9%); accounting (2.2%); and agribusiness (0.4%). (Page 40)

#### Skills Provided by Liberal Arts Graduates

What skills are provided by liberal arts majors that make them attractive to organizations for middle or upper management positions? According to surveyed employers, liberal arts majors "always", "almost always", or "sometimes" have the following skills that make them most attractive for middle or upper management positions: writing abilities, computer skills, management/supervisory abilities, investigation/negotiation/arbitration skills, public relations abilities, marketing/sales abilities, public speaking skills, editing abilities, and language comprehension. Their knowledge of foreign cultures was "seldom" a factor. (Page 41)

#### The Immigration Reform and Control Act of 1986

Has the new Immigration Reform and Control Act of 1986 had an impact on your recruiting strategies? Of the 387 organizations responding to this question, 110 employers (28.4%) reported some effect from the Act. (Page 42)

### Training Programs for Orienting New College Hires

The most often used training programs when orienting new college hires were basic orientation and training followed by on-the-job training, seminars given by the organization, and a formal buddy relationship (co-worker). Training programs requiring the most time were on-the-job training (187 days), rotational assignments (97.2 days), and formal mentor relationships (90.4 days). Training programs requiring the least time were seminars by outside consultants (10.7 days), orientation and training sessions (13.4 days), videotapes (13.7 days), interactive computer training (14.4 days), and seminars given by the organization (24.6 days). (Page 44)

### Ethics of Recruiting Graduates Already Hired by Another Organization

In your opinion is it ethical for employers to recruit and interview graduating students who have accepted a job offer with another organization if the student has not yet begun to work? Of the 390 employers who answered this question, 155 recruiters (38.7%) would "never" recruit graduates who had accepted a job offer with another organization but had not yet begun to work. (Page 45)

Is it ethical, in your opinion, for graduating students who have already accepted a job offer with one employer to continue interviewing with other prospective employers? Of the 390 employers responding to this question, 176 representatives (45.1%) thought it was "never" ethical for students who have already accepted a job offer with one employer to continue interviewing with other prospective employers.

If an applicant has agreed to work for another organization, do you ever contact them to encourage them to work for your organization instead? Of the 386 employers responding to this question, 254 recruiters (66%) will "never" encourage graduates to work for their organizations if the applicants have already agreed to work for another organization.

### Drug, Alcohol, and AIDS Testing

According to employers responding to this year's survey, drug testing of new college graduates was used by 27% of them last year, an increase from 20% using drug screening one year earlier. College graduates are given access to drug test results by 43% of the surveyed employers. (Pages 46-48)

If drug tests produce positive results, 38% of the surveyed employers "never" re-test and 37% "always" re-test. Of responding employers, 36% will reject candidates who have a previous record of drug use, but are currently drug free.

Of the organizations that do not currently screen job applicants for drug use, 15% intend to initiate a drug testing program within the next one to five years.

Testing new college graduates for alcohol levels is not very prevalent at this time. Of the employers responding to this year's survey, 13% test new college graduates for alcohol levels.

AIDS testing of new college graduates is unusual. Only 2% of the employers responding to this survey are currently testing for AIDS.

For handling employees with AIDS, 25.6% of the surveyed employers currently have a policy. Employer categories that most frequently have an AIDS policy include the military; educational institutions; diversified conglomerates; hospitals and health services; banking, finance, and insurance; and electronics and instruments.

Employer categories frequently not having an AIDS policy include communication (radio, TV, and newspapers); metals and metal products; research and/or consulting services; automotive and mechanical equipment; glass, packaging, and allied products; accounting; and aerospace and components.

#### Advice for Graduating Students on Making Initial Contacts

When offering advice on methods for making initial contacts with their organizations, surveyed employers recommended that graduating students send a letter of application and resume to the personnel department (64% "always" recommend this). The next best contact according to surveyed employers was on-campus interviewing (55% "always" recommend this). (Page 50)

For making initial contacts, listed from most recommended to least recommended, were a letter and resume sent to the personnel department, on-campus interviewing, responses to job listings, current employee referrals, internships, part-time and summer employment, cooperative education programs, a letter and resume sent to the department head, visiting the personnel office personally, phoning the personnel office to request an interview, and seeking assistance through employment agencies.

Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line and percentages of totals on the second line. Responses are listed by EMPLOYER CATEGORY.

Employer Categories	Number of Salaried Employees						
FREQUENCY PERCENT	1-99	100-499	500-999	1000- 4999	5000- 9999	10,000+	TOTAL
ACCOUNTING	13 1.28	9 0.88	0 0.00	3 0.29	4 0.39	5 0.49	34 3.34
AEROSPACE & COMP	1 0.10	3 0.29	4 0.39	15 1.47	0 0.00	8 0.79	31 3.04
AGRIBUSINESS	8 0.79	2 0.20	2 0.20	5 0.49	1 0.10	0 0.00	18 1.77
AUTOMOTIVE AND M	7 0.69	10 0.98	5 0.49	10 0.98	1 0.10	5 0.49	38 3.73
BANKING, FINANCE	14 1.37	15 1.47	12 1.18	18 1.77	7 0.69	3 0.29	69 6.77
CHEMICALS, DRUGS	4 0.39	11 1.08	2 0.20	11 1.08	5 0.49	7 0.69	40 3.93
COMM (RADIO, TV,	1 0.10	2 0.20	2 0.20	0 0.00	0 0.00	0 0.00	5 0.49
CONSTRUCTION & B	14 1.37	17 1.67	5 0.49	4 0.39	1 0.10	2 0.20	43 4.22
EDUCATIONAL INST	20 1.96	44 4.32	31 3.04	62 6.08	9 0.88	7 0.69	173 16.98
ELECTR MACH & EQ	6 0.59	3 0.29	2 0.20	7 0.69	0 0.00	10 0.98	28 2.75
ELECTRONICS & IN	8 0.79	8 0.79	3 0.29	10 0.98	1 0.10	5 0.49	35 3.43
FOOD, BEVERAGE P	6 0.59	4 0.39	4 0.39	4 0.39	1 0.10	3 0.29	22 2.16
GLASS, PKG. & AL	7 0.69	5 0.49	2 0.20	2 0.20	1 0.10	2 0.20	19 1.86
TOTAL	180 17.66	258 25.32	139 13.64	269 26.40	59 5.79	114 11.19	1019 100.00

(Continued)

Continued . . .

Employer  
Categories

Number of Salaried Employees

FREQUENCY PERCENT	1-99	100-499	500-999	1000- 4999	5000- 9999	10,000+	TOTAL
GOVERNMENTAL ADM	7 0.69	6 0.59	5 0.49	13 1.28	4 0.39	10 0.98	45 4.42
HOSPITALS & HEAL	7 0.69	13 1.28	4 0.39	11 1.08	1 0.10	3 0.29	39 3.83
HOTELS, MOTELS,	12 1.18	15 1.47	6 0.59	7 0.69	2 0.20	5 0.49	47 4.61
MERCHANDISING &	9 0.88	17 1.67	14 1.37	15 1.47	7 0.69	3 0.29	65 6.38
METALS & METAL P	11 1.08	13 1.28	4 0.39	7 0.69	2 0.20	1 0.10	38 3.73
MILITARY SERVICE	0 0.00	1 0.10	0 0.00	2 0.20	0 0.00	3 0.29	6 0.59
PETROLEUM & ALLI	1 0.10	7 0.69	1 0.10	5 0.49	0 0.00	9 0.88	23 2.26
PRINTING, PUBL &	2 0.20	9 0.88	1 0.10	3 0.29	1 0.10	0 0.00	16 1.57
PUBLIC UTILITIES	2 0.20	7 0.69	17 1.67	38 3.73	6 0.59	10 0.98	80 7.85
RESEARCH & CONSU	8 0.79	24 2.36	9 0.88	11 1.08	0 0.00	3 0.29	55 5.40
SERVICE & VOLUNT	9 0.88	7 0.69	2 0.20	1 0.10	1 0.10	0 0.00	20 1.96
TIRE & RUBBER PR	1 0.10	2 0.20	0 0.00	0 0.00	0 0.00	1 0.10	4 0.39
DIVERSIFIED CONG	2 0.20	4 0.39	2 0.20	5 0.49	4 0.39	9 0.88	26 2.55
TOTAL	180 17.66	258 25.32	139 13.64	269 26.40	59 5.79	114 11.19	1019 100.00

Observations: Responses to the 1987-88 Recruiting Trends survey were received from 1,019 employers representing businesses, industries, governmental agencies, and educational institutions. Organizations with 10,000 or more employees represented 11.19% of the respondents; those with 5,000 to 9,999 employees were 5.79% of the respondents; and organizations with 1,000 to 4,999 employees represented 26.4% of the respondents. Organizations with 500 to 999 employees were represented by 13.64% of the respondents, those with 100 to 499 employees by 25.32% of the respondents, and those with 1 to 99 employees by 17.66% of the respondents.

These numbers display the diversity of employers included in this survey.

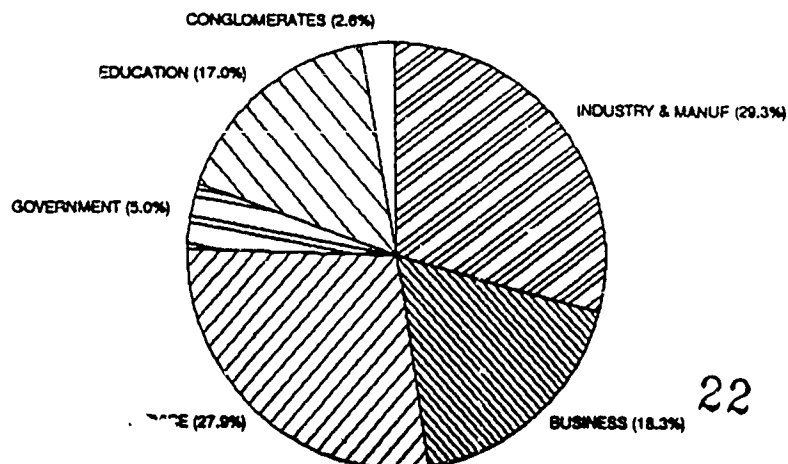
Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line and percentages of totals on the second line. Responses are listed for each EMPLOYER GROUP.

Employer  
Group

Number of Salaried Employees

FREQUENCY PERCENT ROW PCT COL PCT	1-99	100-499	500-999	1000- 4999	5000- 9999	10,000+	TOTAL
INDUSTRY & MANUF	60 5.89 20.07 33.33	79 7.75 26.42 30.62	28 2.75 9.36 20.14	71 6.7 23.75 26.39	11 1.08 3.68 18.64	50 4.91 16.72 43.86	299 29.34
BUSINESS	44 4.32 23.66 24.44	43 4.22 23.12 16.67	28 2.75 15.05 20.14	41 4.02 22.04 15.24	19 1.86 10.22 32.20	11 1.08 5.91 9.65	186 18.25
SERVICE	47 4.61 16.55 26.11	81 7.95 28.52 31.40	45 4.42 15.85 32.37	75 7.36 26.41 27.88	12 1.18 4.23 20.34	24 2.36 8.45 21.05	264 27.87
GOVERNMENT	7 0.9 13.73 3.89	7 0.69 13.73 2.71	5 0.49 9.80 3.60	15 1.47 29.41 5.58	4 0.39 7.84 5.78	13 1.28 25.49 11.40	51 5.00
EDUCATION	20 1.96 11.56 11.11	44 4.32 25.43 17.05	31 3.04 17.92 22.30	62 6.08 35.84 23.05	9 0.88 5.20 15.25	7 0.69 4.05 6.14	173 16.98
CONGLOMERATES	2 0.20 7.69 1.11	4 0.39 15.38 1.55	2 0.20 7.69 1.44	5 0.49 19.23 1.86	4 0.39 15.38 6.78	9 0.88 34.62 7.89	26 2.55
TOTAL	180 17.66	258 25.32	139 13.64	269 26.40	59 5.79	114 11.19	1019 100.00

Observations: Of the 1,019 employers responding to this year's survey, 29.3% were industries and manufacturing organizations, 18.3% businesses, 27.9% service organizations, 5.0% governmental agencies and military services, 17.0% educational institutions, and 2.6% diversified conglomerates.



How many SALARIED employees (excluding clerical staff) are on the payroll of your organization in OVERSEAS LOCATIONS? Responses are listed by EMPLOYER CATEGORY.

	1-99	100-499	500-999	1000-4999	5000-9999	10000+	OVER-SEA TOTAL	NONE OVER-SEA
	N	N	N	N	N	N	N	N
.....EMPLOYER CATEGORIES								
ACCOUNTING	4	1	0	1	0	8	14	20
AEROSPACE	8	2	3	3	0	1	17	11
AGRIBUSINESS	3	2	0	0	1	0	6	12
AUTOMOTIVE	9	4	2	3	0	4	22	15
BANKING FIN	12	3	0	0	0	0	15	52
CHEMICALS	11	3	1	3	4	4	26	12
COMMUNICATION	0	1	0	0	0	0	1	4
CONSTRUCTION	9	1	0	2	1	0	13	30
EDUCATION	13	2	0	2	0	0	17	156
ELECTR MACH	6	2	1	1	2	9	21	6
ELECTRONICS	7	5	2	2	1	4	21	13
RESTAURANTS	3	0	0	0	0	3	6	16
PACKAGING	4	3	0	0	0	0	7	10
GOVERNMENT	5	2	2	1	0	0	10	34
HOSPITALS	2	1	1	0	0	1	5	33
HOTELS MOTELS	1	3	2	1	0	1	8	37
MERCHANDISING	6	0	1	1	0	1	9	53
METALS PRODS	8	3	0	3	1	1	16	20
MILITARY	2	1	0	1	0	2	6	0
PETROLEUM	3	1	0	4	2	3	13	10
PRINTING PUBL	3	3	1	0	0	0	7	9
UTILITIES	6	2	1	0	0	1	10	68
RESEARCH	5	7	1	1	1	0	15	38
SERV VOL ORGS	2	2	0	1	0	0	5	13
TIRE RUBBER	1	0	0	0	0	1	2	2
CONGLOMERATES	5	2	0	5	1	1	14	9
OVERALL TOTALS	138	56	18	35	14	45	306	683

Observations: Of the 989 employers responding, 306 organizations (30.9%) had some salaried employees in overseas locations. Of these employers, 138 (14.0%) had 1 to 99 employees overseas, 56 (5.7%) had 100 to 499 employees overseas, 18 (1.8%) had 500 to 999 employees overseas, 35 (3.5%) had 1,000 to 4,999 employees overseas, 14 (1.4%) had 5,000 to 9,999 employees overseas, and 45 (4.6%) had more than 10,000 employees overseas.



In the LAST YEAR (1986-1987), what change occurred in the number of SALARIED employees working for your organization, and this year (1987-1988), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
ACCOUNTING	25	5.0	25	5.1
AEROSPACE	27	3.3	25	1.2
AGRIBUSINESS	13	-2.2	13	0.5
AUTOMOTIVE	30	-1.9	27	-2.0
BANKING FIN	53	4.5	51	2.5
CHEMICALS	32	1.3	33	2.2
COMMUNICATION	5	-1.6	5	0.0
CONSTRUCTION	37	2.5	38	3.6
EDUCATION	138	2.1	138	1.7
ELECTR MACH	27	1.5	26	4.0
ELECTRONICS	29	2.2	30	2.4
RESTAURANTS	20	3.5	19	3.6
PACKAGING	19	3.3	16	0.0
GOVERNMENT	38	2.7	36	2.1
HOSPITALS	33	1.8	33	-1.0
HOTELS MOTELS	38	6.9	36	6.1
MERCHANDISING	58	3.7	57	3.5
METALS PRODS	30	0.7	34	1.4
MILITARY	6	-0.7	6	-1.0
PETROLEUM	20	-2.9	20	1.7
PRINTING PUBL	13	4.2	13	-0.1
UTILITIES	67	-1.0	64	-1.9
RESEARCH	49	5.1	47	4.3
SERV VOL ORGS	16	8.0	15	5.1
TIRE RUBBER	4	-4.5	4	0.0
CONGLOMERATES	20	0.8	20	-1.7
OVERALL TOTALS	847	2.3	831	1.9

Observations: Employers were surveyed on this question since hiring intentions of prospective employers might be influenced by changes in numbers of salaried employees working for their organizations last year. Employers responding to this year's survey reported a net increase of 2.3% in numbers of salaried employees working for their organizations last year. This compared to an increase of 1.6% found in 1985-86, 1.7% found in 1984-85, and 1.5% found in 1983-84. Over the last five years, many of the surveyed employers have slightly increased the numbers of salaried employees working for their organizations.

Last year (1986-87), significant increases in the number of salaried employees occurred. Those organizations with high increases were found in the following employment areas: service or volunteer organizations (8.0%); hotels, motels, restaurants, and recreational facilities (6.9%); research and/or consulting services (5.1%); accounting (5.0%); banking, finance and insurance (4.5%); and glass, packaging, and allied products (3.3%).

This year (1987-88), employment areas expecting significant increases in the number of salaried employees are hotels, motels,

restaurants, and recreational facilities (6.1%); accounting (5.1%); electrical machinery and equipment (4.0%); and merchandising and related services (3.5%).

Expecting decreases this year are the following employment areas: automotive and mechanical equipment (-2.0%); public utilities (-1.9%); diversified conglomerates (-1.7%); hospitals and health services (-1.0%); military (-1.0%); and printing, publishing, and informational services (-0.1%).

In the LAST YEAR (1986-1987), what change occurred in the number of SALARIED employees working for your organization, and this year (1987-1988), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed by GEOGRAPHIC REGION.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
GEOGRAPHICAL REGIONS				
NORTHEAST	147	1.3	141	1.1
SOUTHEAST	69	1.3	70	1.8
NORTHCENTRAL	421	3.0	414	2.2
SOUTHCENTRAL	83	1.6	79	2.3
NORTHWEST	44	1.3	44	1.2
SOUTHWEST	71	2.4	71	2.4
OVERALL TOTALS	835	2.3	819	1.9

Observations: Last year, the overall change in number of salaried employees was an increase of approximately 2.3%. The largest increases were reported in the northcentral region (3.0%) and the southwest (2.4%). This year, an increase of 1.9% was anticipated overall. The largest gains in salaried employees this year are anticipated in the southwest (2.4%), the southcentral region (2.3%), and the northcentral region (2.2%).

Responses are listed by EMPLOYER SIZE.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
EMPLOYER SIZES				
1-99	149	3.9	150	3.7
100-499	218	3.0	220	2.4
500-999	120	2.5	117	2.3
1000- 4999	219	1.9	208	1.0
5000- 9999	49	-0.5	48	0.1
10,000+	92	0.4	88	0.2
OVERALL TOTALS	847	2.3	831	1.9

Observations: Last year, the greatest increases in the number of salaried employees occurred for employers with 1 to 99 employees (3.9%), 100 to 499 employees (3.0%), and those with 500 to 999 employees (2.5%). Very little change was experienced by employers with 10,000 or more employees (0.4%). A very slight decrease was reported by employers with 5,000 to 9,999 employees (-0.5%). This year, this same general pattern is expected to prevail.

How many new college graduates were hired by your organization last year (1986-1987) for professional positions, and how many do you expect to hire this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	%
ACCOUNTING	34	7,380	217	34	7,787	229	5.5
AEROSPACE	30	6,549	218	29	6,375	220	0.7
AGRIBUSINESS	16	287	18	18	415	23	28.5
AUTOMOTIVE	38	3,550	93	37	3,517	95	1.7
BANKING FIN	68	4,776	70	64	5,049	79	12.3
CHEMYCALS	39	4,131	106	39	4,519	116	9.4
COMMUNICATION	4	21	5	4	22	6	4.8
CONSTRUCTION	40	284	7	39	317	8	14.5
EDUCATION	159	13,304	84	157	12,266	78	-6.6
ELECTR MACH	26	7,115	274	25	7,668	307	12.1
ELECTRONICS	35	1,977	56	35	2,087	60	5.6
RESTAURANTS	24	838	35	24	1,022	43	22.0
PACKAGING	16	195	12	15	166	11	-9.2
GOVERNMENT	39	7,002	180	38	7,301	192	7.0
HOSPITALS	34	3,179	94	33	3,333	101	8.0
HOTELS MOTELS	45	2,544	57	45	2,862	64	12.5
MERCHANDISING	60	6,807	113	62	7,764	125	10.1
METALS PRODS	37	611	17	37	926	25	51.6
MILITARY	4	1,289	322	4	1,237	309	-4.0
PETROLEUM	23	1,179	51	23	1,890	82	60.3
PRINTING PUBL	15	355	24	15	298	20	-16.1
UTILITIES	77	3,239	42	76	3,231	43	1.1
RESEARCH	49	2,478	51	47	2,185	46	-8.1
SERV VOL ORGS	18	401	22	18	577	32	43.9
TIRE RUBBER	4	36	9	4	256	64	511.1
CONGLOMERATES	26	1,726	66	26	1,578	61	-8.6
OVERALL TOTALS	960	81,253	85	948	84,648	89	5.5

Continued . . .

Observations: Last year, hiring of new college graduates among surveyed employers totaled 81,748. The employer categories hiring the most new college graduates included education (13,304); electrical machinery and equipment (7,610); accounting (7,380); governmental administration (7,002); and merchandising and related services (6,807).

This year, prior to the stock market plunge of October 19, 1987, hiring among surveyed employers is expected to total 84,648 new college graduates, and the employer categories expecting to hire the greatest numbers were education (12,266); electrical machinery and equipment (7,668); merchandising and related services (7,764); accounting (7,787) and governmental administration (7,301).

Employer categories with the greatest percentage change in numbers of new college graduates hired compared to last year were tire and rubber products (611.1%); petroleum and allied products (60.3%); metals and metal products (51.6%); service or volunteer organizations (43.9%); agribusiness (28.5%); and hotels, motels, restaurants and recreational facilities (12.5%).

After the stock market plunge of October 19, 1987, employers who responded to the first Recruiting Trends questionnaire were surveyed again. As a result of changes in the economy, had their organizations changed their quotas for new college hires? If so, how many graduates did each organization now expect to hire this year (1987-88)? Listed on the next page are employer hiring quotas prior to the plunge and after the plunge of October 19, 1987.

Continued . . .

EMPLOYER CATEGORIES	ANTICIPATED HIRES BEFORE THE CRASH			ANTICIPATED HIRES AFTER THE CRASH			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	
ACCOUNTING	34	7,787	229	34	7,787	229	0.0
AEROSPACE	29	6,375	220	30	6,111	204	-7.3
AGRI-BUSINESS	18	415	23	18	416	23	0.2
AUTOMOTIVE	37	3,517	95	37	3,454	93	-1.8
BANKING FIN	64	5,049	79	64	4,958	77	-1.8
CHEMICALS	39	4,519	116	39	4,588	118	1.5
COMMUNICATION	4	22	6	4	22	6	0.0
CONSTRUCTION	39	317	8	39	289	7	-8.8
EDUCATION	157	12,266	78	158	11,670	74	-5.5
ELECTR MACH	25	7,668	307	25	7,599	304	-0.9
ELECTRONICS	35	2,087	60	35	1,662	47	-20.4
RESTAURANTS	24	1,022	43	23	776	34	-20.8
PACKAGING	15	166	11	15	167	11	0.6
GOVERNMENT	38	7,301	192	38	7,301	192	0.0
HOSPITALS	33	3,333	101	34	3,449	101	0.4
HOTELS MOTELS	45	2,862	64	45	2,912	65	1.7
MERCHANDISING	62	7,764	125	62	7,828	126	0.8
METALS PRODS	37	926	25	37	1,201	32	29.7
MILITARY	4	1,237	309	4	1,237	309	0.0
PETROLEUM	23	1,890	82	23	1,886	82	-0.2
PRINTING PUBL	15	298	20	15	296	20	-0.7
UTILITIES	76	3,231	43	75	3,153	42	-1.1
RESEARCH	47	2,185	46	48	2,172	45	-2.7
SERV VOL ORGS	18	577	32	18	577	32	0.0
TIRE RUBBER	4	256	64	4	256	64	0.0
CONGLOMERATES	26	1,578	61	26	1,625	63	3.0
OVERALL TOTALS	948	84,648	89	950	83,392	88	-1.7

Observations: Of 960 employers responding to the first Recruiting Trends survey, 97 reported changes and 480 reported no changes in hiring quotas for new college graduates in their organizations as a result of fluctuations in the stock market. Prior to the plunge of October 19, surveyed employers anticipated an overall hiring quota of 84,648. After the plunge, this quota was reduced to 83,392, a decrease of 1.7%. The greatest declines in quotas are expected from hotels, motels, restaurants, and recreational facilities (-20.8%); electronics and instruments (-20.4%); construction and building materials manufacturing (-8.8%); and educational institutions (-5.5%). However, some employers are expecting an increase in hiring following the stock market fluctuations. Most notable among these was the metals and metal products industry (+29.7%).

Following these replies, the hiring quota included in this Recruiting Trends Report for surveyed employers was adjusted to 83,392, thus the net increase in hiring quotas for this year of 3.8%.

How many new college graduates were hired by your organization last year (1986-1987) for professional positions, and how many do you expect to hire this year (1987-88)? Responses are listed by EMPLOYER SIZE .

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	
EMPLOYER SIZES							%
1-99	174	401	2	169	432	3	10.9
100-499	245	5,217	21	243	4,574	19	-11.6
500-999	131	5,846	45	131	6,903	53	18.1
1000- 4999	252	16,930	67	247	17,308	70	4.3
5000- 9999	54	13,523	250	54	13,791	255	2.0
10,000+	104	39,336	378	104	41,640	400	5.9
OVERALL TOTALS	960	81,253	85	948	84,649	89	5.5

Observations: According to surveyed employers, an overall increase of 5.5% is anticipated in numbers of new hires this year compared to last year. Quotas for large employers are expected to increase somewhat this year while quotas for many smaller organizations are expected to increase significantly. Sizes of organizations with increases include employers with 500-999 employees (18.1%), 1-99 employees (10.9%), 10,000 or more employees (5.9%), and 1,000-4,999 employees (4.3%), and 5,000-9,999 employees (2.0%). Employer sizes expecting decreases are organizations with 100-499 employees (-11.6%).

Responses listed by GEOGRAPHIC REGION.

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	SUM	AVERAGE	NUMBER OF EMPLOYER	SUM	AVERAGE	
GEOGRAPHICAL REGIONS							%
NORTHEAST	172	18,374	107	167	19,748	118	10.7
SOUTHEAST	81	7,789	96	78	7,585	97	1.1
NORTHCENTRAL	479	30,890	64	473	32,678	69	7.1
SOUTHCENTRAL	87	13,587	156	88	13,573	154	-1.2
NORTHWEST	53	1,798	34	53	1,987	37	10.5
SOUTHWEST	86	8,804	102	87	9,066	104	1.8
OVERALL TOTALS	958	81,242	85	946	84,637	89	5.5

Observations: Last year, the geographical regions (listed from most hires to least hires) were the northcentral (30,890), followed by the northeastern (18,374), southcentral (13,587), southwestern (8,804), southeastern (7,789), and the northwestern (1,798).

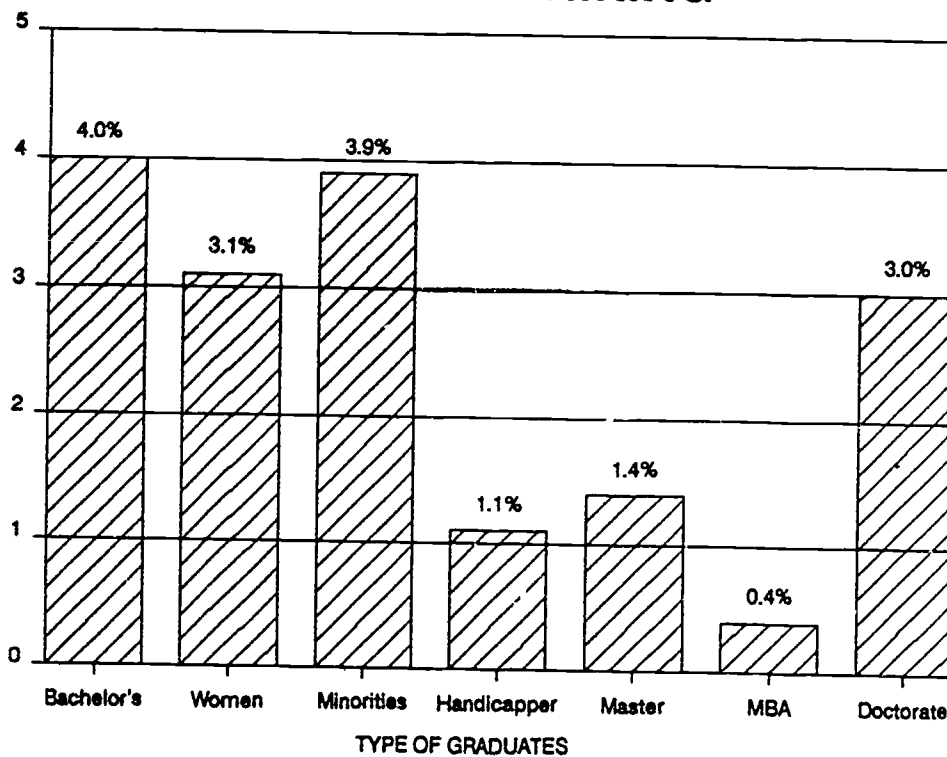
This year, the region expected to lead the nation in numbers of new hires will remain the northcentral (32,678). This region will be followed by the northeastern (19,748), southcentral (13,573), southwestern (9,066), southeastern (7,585), and the northwestern (1,987).

This year (1987-88), what changes does your organization anticipate in the hiring of new college graduates? Responses are listed by TYPES OF GRADUATES.

.....TYPES OF GRADUATES	TOTAL	
	N	MEAN
BACHELORS GRADUATES	621	4.0
WOMEN GRADUATES	608	3.1
MINORITY GRADUATES	568	3.9
HANDICAPPER GRADUATES	501	1.1
MASTER GRADUATES	452	1.4
MBA GRADUATES	345	0.4
DOCTORAL GRADUATES	262	3.0

Observations: During the recruiting year 1987-88, surveyed employers expect to hire more bachelor's graduates (4.0%), minority graduates (3.9%), women graduates (3.1%), and doctoral graduates (3.0%). Hiring is expected to increase only slightly for master's graduates (1.4%), handicapper graduates (1.1%), and MBA graduates (0.4%).

## CHANGES IN HIRING





This year (1987-88), what changes does your organization anticipate in the hiring of new college graduates? Responses are listed for each ACADEMIC MAJOR at the bachelor's degree level.

	TOTAL MEAN
.....ACADEMIC MAJORS	
AGRICULTURE	2.2
NATURAL RESOURCES	0.2
ACCOUNTING	2.7
FINANCIAL ADMIN	1.4
GEN BUS ADMIN	1.4
HOTEL REST INST MGT	4.3
MARKETING/SALES	4.2
PERSONNEL	0.6
ADVERTISING	0.2
COMMUNICATIONS	0.8
JOURNALISM	1.3
TELECOMMUNICATION	0.9
EDUCATION	1.4
CHEMICAL ENGR	2.0
CIVIL ENGR	-0.2
COMPUTER SCIENCE	2.0
ELECTRICAL ENGR	2.4
INDUSTRIAL ENGR	0.9
MECHANICAL ENGR	0.9
METALLURGY MATERIALS SCIENCE	-0.1
HUMAN ECOL/HOME ECONOMICS	0.1
LIBERAL ARTS/ARTS/LETTERS	2.3
CHEMISTRY	2.0
GEOLOGY	3.0
MATHEMATICS	-0.5
PHYSICS	0.9
RETAILING	1.7
SOCIAL SCIENCES	1.1

Observations: Overall, surveyed employers expect to hire about 4.0% more bachelor's degree graduates this year (1987-88). However, changes in demand for individual academic majors will vary considerably.

The greatest increases in demand will be experienced by majors in hotel, restaurant, and institutional management (4.3%); marketing/sales (4.2%); geology (3.0%); accounting (2.7%); electrical engineering (2.4%); liberal arts/arts and letters (2.3%); agriculture (2.2%); computer science (2.0%); chemistry (2.0%); retailing (1.7%); financial administration (1.4%); education (1.4%); general business administration (1.4%); journalism (1.3%); social sciences (1.1%); .

Only slight increases in demand are expected for the mechanical engineering (0.9%); industrial engineering (0.9%); telecommunication (0.9%); physics (0.9%); communications (0.8%); personnel (0.6%); advertising (0.2%); natural resources (0.2%); and human ecology/home economics (0.1%).

Majors with anticipated decreases in demand will be metallurgy and materials science (-0.1%); civil engineering (-0.2%); and mathematics (-0.5%).

What was the average annual starting salary paid by your organization to new bachelor's degree graduates hired last year (1986-1987), and what average annual starting salary do you expect to offer new bachelor's degree graduates hired by your organization this year (1987-1988)? Responses are listed for each EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE	
ACCOUNTING	26	\$21,931	27	\$23,081	5.7
AEROSPACE	23	\$27,324	23	\$28,086	2.8
AGRIBUSINESS	12	\$20,429	11	\$21,273	4.1
AUTOMOTIVE	22	\$25,345	22	\$26,066	2.8
BANKING FIN	52	\$19,785	50	\$20,596	4.1
CHEMICALS	29	\$25,825	27	\$27,152	5.1
COMMUNICATION	4	\$18,375	4	\$18,750	2.0
CONSTRUCTION	31	\$22,831	31	\$22,965	0.6
EDUCATION	127	\$17,964	121	\$18,819	4.8
ELECTR MACH	21	\$25,208	22	\$25,758	2.2
ELECTRONICS	29	\$26,494	29	\$26,995	1.9
RESTAURANTS	20	\$22,435	19	\$22,887	2.0
PACKAGING	11	\$22,045	11	\$22,809	3.5
GOVERNMENT	33	\$20,043	32	\$20,398	1.8
HOSPITALS	32	\$20,556	31	\$21,203	3.1
HOTELS MOTELS	32	\$17,808	32	\$18,544	4.1
MERCHANDISING	52	\$18,162	53	\$18,953	4.4
METALS PRODS	26	\$23,855	27	\$24,046	0.8
MILITARY	5	\$21,033	5	\$21,720	3.3
PETROLEUM	17	\$25,675	17	\$25,649	-0.1
PRINTING PUBL	13	\$20,117	14	\$20,607	2.4
UTILITIES	61	\$26,003	60	\$26,709	2.7
RESEARCH	38	\$25,976	36	\$26,391	1.6
SERV VOL ORGS	11	\$19,342	10	\$20,745	7.3
TIRE RUBBER	2	\$24,550	1	\$27,405	11.6
CONGLOMERATES	25	\$23,697	23	\$24,741	4.4
OVERALL TOTALS	754	\$21,900	738	\$22,609	3.2

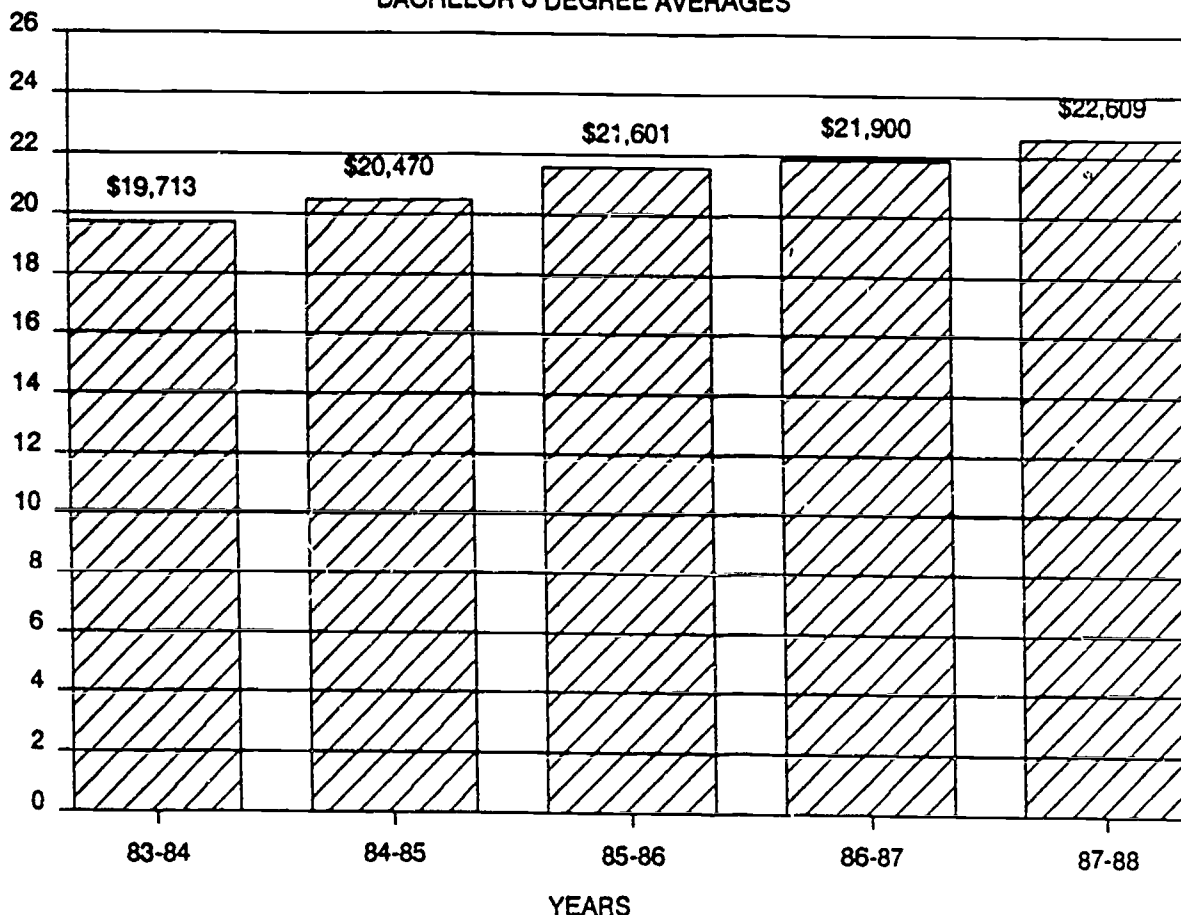
(Continued)

Continued . . .

Observations: The average annual starting salary expected for bachelor's degree graduates in 1987-88 is \$22,609, a \$709 increase over last year's average starting salary of \$21,900. Employer categories with the greatest average annual starting salaries are aerospace and components (\$28,086); tire and rubber products (\$27,405); chemicals, drugs, and allied products (\$27,152); electronics and instruments (\$26,995); public utilities (\$26,709); automotive and mechanical equipment (\$26,066); electrical machinery and equipment (\$25,758); petroleum and allied products (\$25,649); diversified conglomerates (\$24,741); and metals and metal products (\$24,046).

The employer categories with the greatest changes from last year (1986-1987) to this year (1987-1988) are tire and rubber products (11.6%); service or volunteer organizations (7.3%); accounting (5.7%); chemicals, drugs, and allied products (5.1%); educational institutions (4.8%); merchandising and related services (4.4%); diversified conglomerates (4.4%); banking, finance and insurance (4.1%); hotels and motels (4.1%); and agribusiness (4.1%).

## ANNUAL STARTING SALARY BACHELOR'S DEGREE AVERAGES



What was the average annual starting salary paid by your organization to new bachelor's degree graduates hired last year (1986-1987), and what average annual starting salary do you expect to offer new bachelor's degree graduates hired by your organization this year (1987-1988)? Responses are listed by EMPLOYER SIZE.

	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR	
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE
EMPLOYER SIZES				
1-99	99	\$20,193	93	\$20,503
100-499	194	\$21,464	192	\$22,056
500-999	119	\$21,326	116	\$22,041
1000- 4999	209	\$22,563	209	\$23,362
5000- 9999	47	\$22,612	43	\$23,708
10,000+	87	\$23,589	86	\$24,433
OVERALL TOTALS	755	\$21,896	739	\$22,606

Observations: The average annual starting salary of a new bachelor's degree graduate is greatly influenced by the size of an organization. The lowest starting salaries this year are expected from organizations with 1-99 employees (\$20,503), and the highest starting salaries are expected from organizations employing 10,000 or more employees (\$24,433).

Responses are listed by GEOGRAPHIC REGIONS.

	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR	
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE
GEOGRAPHICAL REGIONS				
NORTHEAST	137	\$23,433	135	\$24,320
SOUTHEAST	63	\$20,352	65	\$21,197
NORTHCENTRAL	377	\$21,399	368	\$22,046
SOUTHCENTRAL	65	\$22,370	62	\$22,826
NORTHWEST	33	\$20,817	3	\$21,347
SOUTHWEST	70	\$22,755	68	\$23,697
TOTAL	18	\$23,113	14	\$23,986
OVERALL TOTALS	763	\$21,900	746	\$22,604

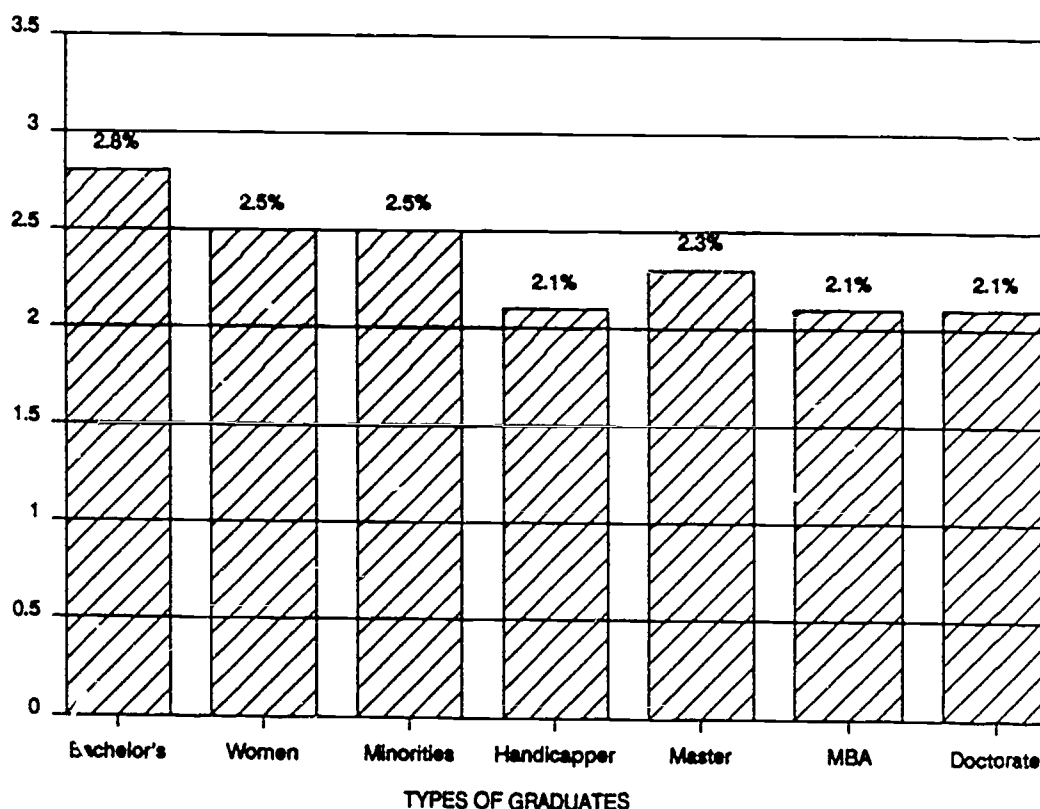
This year, starting salaries are also influenced by the geographical region where the new graduate is employed. The highest starting salaries are expected from the northeastern region (\$24,320), and the lowest salaries are expected from the southeastern region (\$21,197).

What percentage change does your organization anticipate in salary offers to 1987-88 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers for various TYPES OF GRADUATES.

.....TYPES OF GRADUATES	TOTAL	
	N	MEAN
BACHELORS GRADUATES	563	2.8
WOMEN GRADUATES	503	2.5
MINORITY GRADUATES	478	2.5
HANDICAPPER GRADUATES	411	2.1
MASTER GRADUATES	401	2.3
MBA GRADUATES	315	2.1
DOCTORAL GRADUATES	246	2.1

Observations: Starting salary offers for new bachelor's degree graduates are expected to increase by an average of 2.8% for 1987-88, only slightly lower than last year's increase of 2.9%. Starting salary offers for women graduates are expected to increase 2.5%; minority graduates, 2.5%; and master's degree graduates, 2.3%. Increases are also expected for handicappers (2.1%), MBA graduates (2.1%), and doctoral graduates (2.1%).

## CHANGE IN SALARY OFFERS



What percentage change does your organization anticipate in salary offers to 1987-88 college graduates by academic major and degree level? Listed below are anticipated changes for bachelor's degree graduates expected by various EMPLOYER CATEGORIES.

	TOTAL	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	24	5.9
AEROSPACE	18	3.4
AGRIBUSINESS	8	1.3
AUTOMOTIVE	18	4.3
BANKING FIN	43	2.3
CHEMICALS	27	3.0
COMMUNICATION	2	2.0
CONSTRUCTION	26	1.8
EDUCATION	93	4.1
ELECTR MACH	11	1.8
ELECTRONICS	21	2.1
RESTAURANTS	11	2.9
PACKAGING	7	2.6
GOVERNMENT	27	2.4
HOSPITALS	23	1.9
HOTELS MOTELS	25	2.6
MERCHANDISING	35	2.6
METALS PRODS	16	1.5
MILITARY	5	1.2
PETROLEUM	14	2.3
PRINTING PUBL	13	1.7
UTILITIES	48	2.1
RESEARCH	25	2.3
SERV VOL ORGS	7	2.3
TIRE RUBBER	1	4.0
CONGLOMERATES	15	1.1

Observations: The average starting salary increase expected this year for new bachelor's degree graduates is 2.8%.

Employer categories expecting the most substantial increases are accounting (5.9%); automotive and mechanical equipment (4.3%); educational institutions (4.1%); tire and rubber products (4.0%); aerospace and components (3.4%); and chemicals, drugs, and allied products (3.0%).

Expecting increase of 2.0% to 2.9% are restaurants and recreational facilities (2.9%); merchandising and related services (2.6%); hotels and motels (2.6%); glass, packaging, and allied products (2.6%); governmental administration (2.4%); banking, finance and insurance (2.3%); research and consulting services (2.3%); petroleum and allied products (2.3%); service or volunteer organizations (2.3%); public utilities (2.1%); electronics and instruments (2.1%); and communications--radio, TV, and newspapers (2.0%).

Increases of less than 2.0% are expected by hospitals and health services (1.9%); construction and building materials manufacturing (1.8%); electrical machinery and equipment (1.8%); printing, publishing, and informational services (1.7%); metals and metal products (1.5%); agribusiness (1.3%); military (1.2%); and diversified conglomerates (1.1%).

What percentage change does your organization anticipate in salary offers to 1987-88 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers expected for bachelor's degree graduates with various ACADEMIC MAJORS.

	TOTAL	
	N	MEAN
.....ACADEMIC MAJORS		
AGRICULTURE	108	0.7
NATURAL RESOURCES	100	1.0
ACCOUNTING	370	2.3
FINANCIAL ADMIN	276	1.8
GEN BUS ADMIN	308	2.0
HOTEL REST INST MGT	110	1.6
MARKETING/SALES	273	2.2
PERSONNEL	241	1.6
ADVERTISING	150	1.1
COMMUNICATIONS	180	1.2
JOURNALISM	153	1.1
TELECOMMUNICATION	152	1.1
EDUCATION	197	2.8
CHEMICAL ENGR	191	1.8
CIVIL ENGR	162	1.4
COMPUTER SCIENCE	305	2.2
ELECTRICAL ENGR	267	2.1
INDUSTRIAL ENGR	204	1.6
MECHANICAL ENGR	279	2.1
METALLURGY MATERIALS SCIENCE	134	1.2
HUMAN ECOL/HOME ECONOMICS	103	1.1
LIBERAL ARTS/ARTS/LETTERS	190	1.6
CHEMISTRY	171	1.4
GEOLOGY	117	0.9
MATHEMATICS	180	1.6
PHYSICS	148	1.1
RETAILING	113	1.5
SOCIAL SCIENCES	127	1.4

Observations: Starting salary offers for new bachelor's degree graduates are expected to vary quite substantially between academic majors. Highest among anticipated increases for new bachelor's degree graduates this year (1987-88) will be education majors (2.8%).

Substantial starting salary increases are also expected for accounting (2.3%); marketing/sales (2.2%); computer science (2.2%); electrical engineering (2.1%); mechanical engineering (2.1%); and general business administration (2.0%); .

Moderate increases are anticipated for chemical engineers (1.8%); financial administration (1.8%); liberal arts/arts and letters (1.6%); hotel, restaurant, and institutional management (1.6%); personnel (1.6%); mathematics (1.6%); industrial engineering (1.6%); retailing (1.5%); social sciences (1.4%); chemistry (1.4%); civil engineers (1.4%); communications (1.2%); metallurgy and materials science (1.2%); journalism (1.1%); physics (1.1%); advertising (1.1%); telecommunication (1.1%); human ecology/home economics (1.1%); and natural resources (1.0%).

Slight increases are anticipated in geology (0.9%) and agriculture (0.7%).



ACADEMIC MAJORS, ESTIMATED PERCENT CHANGE,  
AND ESTIMATED STARTING SALARIES FOR 1987-88

Bachelor's Degree Graduates

<u>Academic Majors</u>	<u>Estimated % Change</u>	<u>Estimated Starting Salary for 1987-88*</u>
Chemical Engineering	1.8%	\$30,197
Electrical Engineering	2.1%	29,924
Mechanical Engineering	2.1%	29,457
Computer Science	2.2%	28,331
Industrial Engineering	1.6%	27,859
Civil Engineering	1.4%	24,882
Physics	1.1%	24,276
Accounting	2.3%	22,838
Chemistry	1.4%	22,647
Marketing/Sales	2.2%	21,472
Mathematics	1.6%	21,246
Financial Administration	1.8%	20,778
General Business Administration	2.0%	20,335
Journalism	1.1%	19,843
Social Science	1.4%	19,672
Agriculture	0.7%	19,401
Personnel Administration	1.6%	19,319
Liberal Arts/Arts and Letters	1.6%	19,213
Advertising	1.1%	18,983
Education	2.8%	18,850
Hotel, Restaurant, Inst. Mgt.	1.6%	18,693
Telecommunication	1.1%	18,515
Communications	1.2%	18,120
Human Ecology/Home Economics	1.1%	17,398
Natural Resources	1.0%	17,271
Retailing	1.5%	17,035
Geology	0.9%	16,649

Averages for Graduate Degree Levels

Master's	2.3%	\$27,712
MBAs	2.1%	31,269
Ph.D.	2.1%	31,479

\*Source for base starting salaries when preparing this chart: Edwin B. Fitzpatrick, Annual Salary Report - 1986-87. East Lansing, Michigan: Placement Services, Michigan State University, 1987.

Observations: Highest among starting salaries this year for new college graduates are chemical engineering (\$30,197), electrical engineering (\$29,924), mechanical engineering (\$29,457), and computer science (\$28,331). The greatest increases in starting salary offers this year were for education (2.8%), accounting (2.3%), computer science (2.2%), and marketing/sales (2.2%). Estimated starting salary offers for other academic majors and degree levels are listed above.

For 1986-87, what percentage of your offers of employment to new college graduates were accepted? Responses are listed for both TECHNICAL and NON-TECHNICAL college graduates.

EMPLOYER CATEGORIES	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
ACCOUNTING	5	32.6	13	47.5
AEROSPACE	10	69.9	8	68.6
AGRIBUSINESS	3	43.3	5	65.0
AUTOMOTIVE	16	63.9	16	62.3
BANKING FIN	15	63.9	21	69.6
CHEMICALS	12	64.4	9	57.7
COMMUNICATION	1	0.0	2	33.5
CONSTRUCTION	8	70.8	8	75.8
EDUCATION	50	28.8	57	57.1
ELECTR MACH	11	64.1	9	77.6
ELECTRONICS	13	68.8	7	58.3
RESTAURANTS	8	51.0	8	56.1
PACKAGING	2	89.5	2	55.0
GOVERNMENT	11	63.0	11	54.3
HOSPITALS	6	69.2	6	71.7
HOTELS MOTELS	9	16.6	16	48.0
MERCHANDISING	16	26.6	26	55.6
METALS PRODS	13	57.6	12	55.9
MILITARY	3	76.7	3	74.0
PETROLEUM	5	62.0	8	67.3
PRINTING PUBL	6	57.3	6	87.8
UTILITIES	36	70.6	31	77.4
RESEARCH	20	69.5	11	65.1
SERV VOL ORGS	3	92.7	2	89.5
TIRE RUBBER	2	77.5	1	55.0
CONGLOMERATES	7	74.0	7	66.9
OVERALL TOTALS	291	55.5	305	62.5

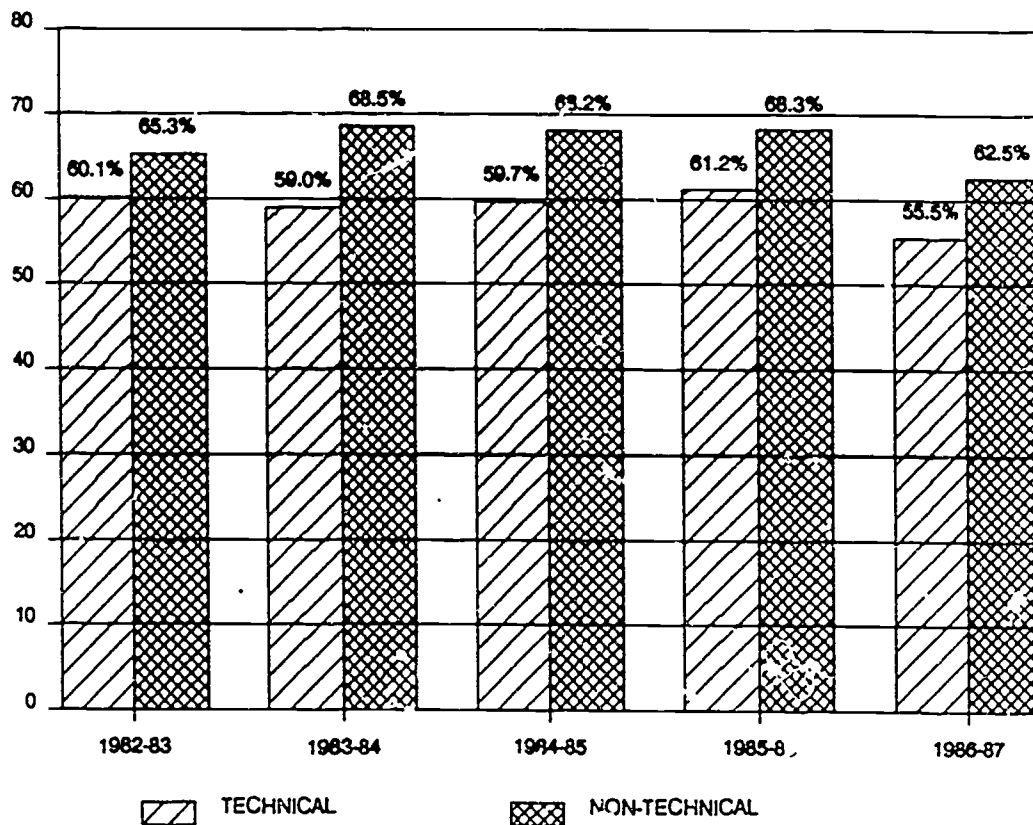
(Continued)

Continued . . .

Observations: An excellent measure of past job market trends is the percentage of job offers accepted. Of offers made to technical college graduates during 1986-87, 55.5% were accepted according to surveyed employers. This compares to an acceptance rate of 61.2% in 1985-86, 59.7% in 1984-85, 59.0% in 1983-84, and 60.1% in 1982-83. This decrease in the acceptance rate for 1986-87 graduates most likely suggests an improved job market for technical graduates.

Offers of employment to non-technical college graduates were also accepted at a lower rate of 62.5% during 1986-87, according to surveyed employers. This compares to an acceptance rate of 68.3% during 1985-86, 68.2% in 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83. This decrease in acceptance rates during the past year may also suggest an improving job market for non-technical graduates.

## JOB OFFERS ACCEPTED



For 1986-87, what percent of your offers of employment to new technical college graduates were accepted? Responses are listed by EMPLOYER TYPE.

	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER TYPES				
INDUSTRY & MANUFACTURER	92	65.8	80	64.4
BUSINESS	39	43.0	65	59.2
SERVICE	89	62.1	82	67.5
GOVERNMENT	14	65.9	14	58.5
EDUCATION	50	28.8	57	57.1
CONGLOMERATES	7	74.0	7	66.9
OVERALL TOTALS	291	55.5	305	62.5

Observations: The highest acceptance rates for offers of employment to non-technical graduates were received by service organizations (67.5%) and diversified conglomerates (66.9%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (64.4%); business organizations (59.2%); government agencies (58.5%) and educational institutions (57.1%). Acceptance rates for technical graduates were as follows: conglomerates (74.0%), government agencies (65.9%), industrial and manufacturing organizations (65.8%), service organizations (62.1%), business organizations (43.0%), and educational institutions (28.8%).

Responses are listed by EMPLOYER SIZE.

	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER SIZES				
1-99	26	57.8	26	51.4
100-499	67	49.7	74	55.1
500-999	50	56.1	55	68.3
1000- 4999	95	58.5	93	67.2
5000- 9999	16	52.4	18	66.9
10,000+	37	56.7	39	62.8
OVERALL TOTALS	291	55.5	305	62.5

Observations: For non-technical college graduates, the highest acceptance rates were received by organizations with 500 to 999 employees (68.3%). In the middle range of acceptance rates were employers with 1,000 to 4,999 employees (67.2%), 5,000 to 9,999 employees (66.9%), 10,000 or more employees (62.8%), and 100 to 499 employees (55.1%). The lowest acceptance rate for non-technical graduates was experienced by employers with 1 to 99 employees (51.4%). The highest acceptance rates for technical graduates were received by organizations with 1,000 to 4,999 employees (58.5%). Following this employer size were organizations with 1 to 99 employees (57.8%), 10,000 or more (56.7%), 500 to 999 (56.1%), 5,000 to 9,999 (52.4%), and 100 to 499 (49.7%).

What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	CAMPUS VISIT THIS YEAR	
	N	MEAN
ACCOUNTING	14	1.0
AEROSPACE	9	-7.9
AGRIBUSINESS	7	14.3
AUTOMOTIVE	19	-13.4
BANKING FIN	23	-5.3
CHEMICALS	13	0.1
COMMUNICATION	2	1.0
CONSTRUCTION	9	-2.8
EDUCATION	75	10.2
ELECTR MACH	11	4.5
ELECTRONICS	14	-9.9
RESTAURANTS	9	-3.8
PACKAGING	3	3.3
GOVERNMENT	21	-1.1
HOSPITALS	7	30.7
HOTELS MOTELS	19	17.1
MERCHANDISING	28	-0.9
METALS PRODS	13	6.2
MILITARY	3	3.3
PETROLEUM	10	23.1
PRINTING PUBL	6	-14.2
UTILITIES	35	-8.0
RESEARCH	18	-4.8
SERV VOL ORGS	3	-35.0
TIRE RUBBER	1	0.0
CONGLOMERATES	9	-0.6
OVERALL TOTALS	381	1.4

Observations: Employers responding to this survey report a very slight increase in the numbers of campus visits on college campuses (1.4%) this year. Last year, campus visits decreased by 1.1%.

Changes in the numbers of campus visits will vary again this year according to the type of organization. Surveyed employers report the greatest increases in campus visits can be expected in the following categories: hospitals and health services (30.7%); petroleum and allied products (23.1%); hotels and motels (17.1%); agribusiness (14.3%); education (10.2%); metals and metal production (6.2%); electrical machinery and equipment (4.5%); military and glass, packaging, and allied products (both showing a 3.3% increase).

Moderate increases in the number of campus visits are expected from accounting (1.0%); communication (1.0%); and chemicals, drugs and allied products (0.1%).

No changes in the number of campus visits is expected for tire and rubber products.

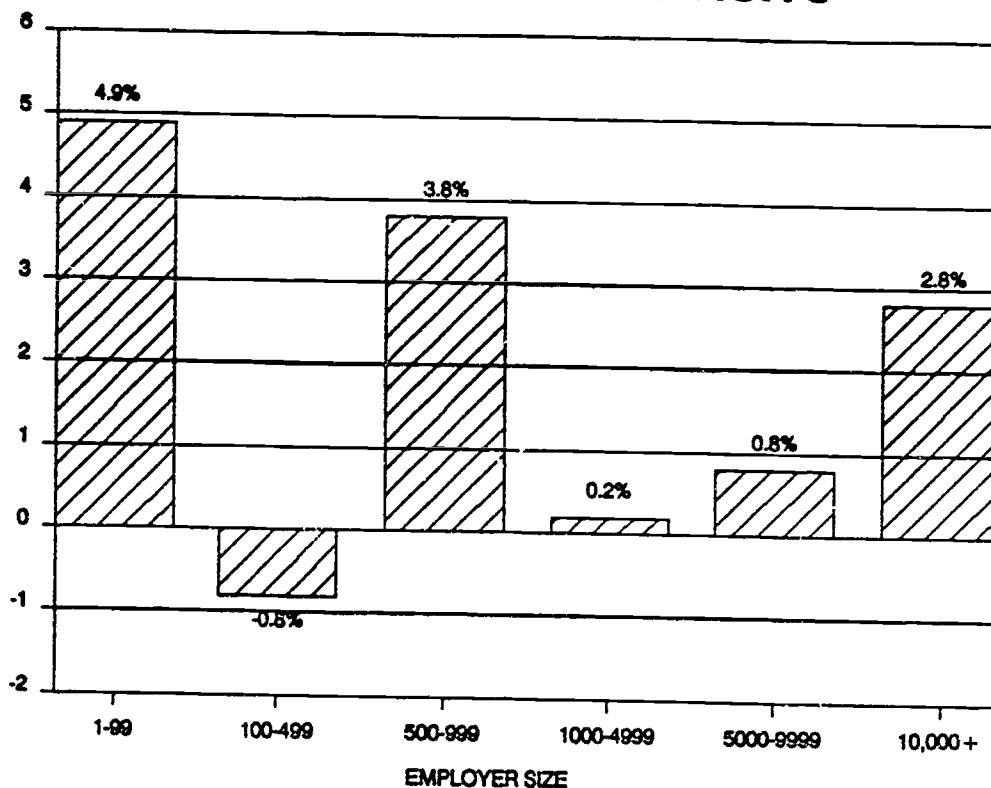
Those organizations expecting declines in the number of visits on college campuses include diversified conglomerates (-0.6%); merchandising and related services (-0.9%); governmental administration (-1.1%); construction and building materials manufacturing (-2.8%); food and beverage processing (-3.8%); research and/or consulting services (-4.8%); banking, finance and insurance (-5.3%); aerospace and components (-7.9%); public utilities (-8.0%); electronics and instruments (-9.9%); automotive and mechanical equipment (-13.4%); printing, publishing and informational services (-14.2%); and service or volunteer organizations (-35.0%).

What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1987-88)? Responses are listed by EMPLOYER SIZE.

EMPLOYER SIZES	CAMPUS VISIT THIS YEAR	
	N	MEAN
1-99	36	4.9
100-499	90	-0.8
500-999	70	3.8
1000- 4999	113	0.2
5000- 9999	21	0.8
10,000+	51	2.8
OVERALL TOTALS	381	1.4

Observations: Although an overall increase of 1.4% in the number of campus visits is expected this year, the most significant increases in visits are expected from employers with 1 to 99 employees (4.9%), employers with 500 to 999 employees (3.8%), and employers with 10,000 or more employees (2.8%). Moderate increases in campus visits are expected by employers with employers with 5,000 to 9,999 employees (0.8%) and employers with 1,000 to 4,999 employees (0.2%). Decreases in campus visits are expected from employers with 100 to 499 employees (-0.8%).

## CHANGES IN CAMPUS VISITS





What change do you anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	INTERVIEW SCHEDULES THIS YEAR	
	N	MEAN
ACCOUNTING	14	0.7
AEROSPACE	8	-0.3
AGRIBUSINESS	7	10.7
AUTOMOTIVE	20	-12.3
BANKING FIN	23	-2.0
CHEMICALS	13	0.5
COMMUNICATION	2	1.0
CONSTRUCTION	9	13.9
EDUCATION	73	11.4
ELECTR MACH	11	2.9
ELECTRONICS	14	-8.7
RESTAURANTS	9	-1.4
PACKAGING	3	0.0
GOVERNMENT	20	-0.9
HOSPITALS	6	23.3
HOTELS MOTELS	19	13.8
MERCHANDISING	27	4.3
METALS PRODS	13	2.8
MILITARY	3	3.3
PETROLEUM	10	23.5
PRINTING PUBL	6	-13.3
UTILITIES	37	-5.6
RESEARCH	18	-4.9
SERV VOL ORGS	3	-35.0
TIRE RUBBER	1	8.0
CONGLOMERATES	9	-7.3
OVERALL TOTALS	378	2.4

Observations: Employers responding to this survey anticipate a very slight increase in interview schedules on college campuses (2.4%) this year. Last year, surveyed employers reported a decrease in campus interview schedules (-1.1%).

Changes in numbers of interview schedules will vary again this year according to type of organization. Surveyed employers report that the greatest increases in interview schedules can be expected from the following: petroleum and allied products (23.5%); hospitals and health services (23.3%); construction and building materials manufacturing (13.9%); hotel and motels (13.8%); educational institutions (11.4%); agribusiness (10.7%); tire and rubber products (8.0%); merchandising and related services (4.3%); and military (3.3%).

Moderate increases in interview schedules can be expected from electrical machinery and equipment (2.9%); metals and metal products (2.8%); communication (radio, TV, and newspapers) (1.0%); accounting (0.7%); and chemicals, drugs and allied products (0.5%); and reporting no change in interview schedules was glass, packaging and allied products.

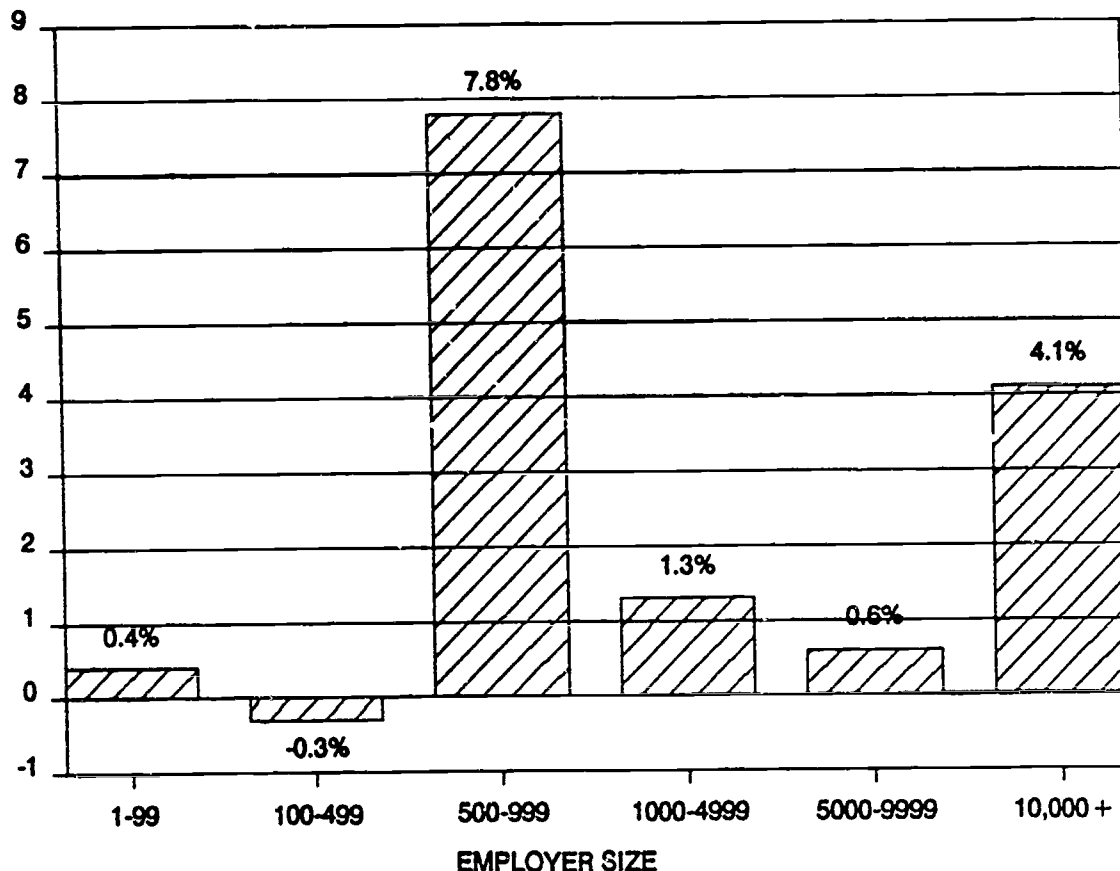
Employers expecting a decline in interview schedules were aerospace and components (-0.3%); governmental administration (-0.9%); food and beverage processing (-1.4%); banking, finance and insurance (-2.0%); research and/or consulting services (-4.9%); public utilities (-5.6%); diversified conglomerates (-7.3%); electronics and instruments (-8.7%); automotive and mechanical equipment (-12.3%); printing, publishing and informational services (-13.3%); and service or volunteer organizations (-35.0%).

What change do you anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER SIZE

EMPLOYER SIZES	INTERVIEW SCHEDULES THIS YEAR	
	N	MEAN
1-99	36	0.4
100-499	87	-0.3
500-999	69	7.8
1000- 4999	113	1.3
5000- 9999	22	0.6
10,000+	51	4.1
OVERALL TOTALS	378	2.4

Observations: An overall increase of 2.4% in campus interview schedules is expected this year. The most significant increases in campus interview schedules are expected from employers with 500 to 999 employees (7.8%) and employers with 10,000 or more employees (4.1%). Slight increases in campus interview schedules are expected from employers with 1,000 to 4,999 employees (1.3%), employers with 5,000 to 9,999 employees (0.6%), and employers with 1 to 99 employees (0.4%). Decreases in campus interview schedules are expected by employers with 100 to 499 employees (-0.3%).

## CHANGES IN # OF SCHEDULES



How many new college graduates reneged on offers of employment from your organization last year (1987-88), and if your organization reneged on any offers of employment, how many were involved? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF STUDENT RENEGING		NUMBER OF ORG. RENEGES	
	NUMB- ER OF EMPL- OYERS	TOTAL RENE- GES	NUMB- ER OF EMPL- OYERS	TOTAL RENE- GES
.....EMPLOYER CATEGORIES				
ACCOUNTING	11	16	12	0
AEROSPACE	9	74	8	7
AGRIBUSINESS	7	19	6	0
AUTOMOTIVE	18	18	18	0
BANKING FIN	23	51	21	0
CHEMICALS	11	24	11	1
COMMUNICATION	2	1	1	0
CONSTRUCTION	10	34	8	0
EDUCATION	71	503	67	29
ELECTR MACH	8	26	8	0
ELECTRONICS	12	7	12	0
RESTAURANTS	9	8	10	0
PACKAGING	2	0	2	0
GOVERNMENT	14	25	16	0
HOSPITALS	8	155	5	0
HOTELS MOTELS	19	209	17	0
MERCHANDISING	27	108	24	0
METALS PRODS	12	18	12	0
MILITARY	3	118	3	0
PETROLEUM	10	23	9	1
PRINTING PUBL	6	4	6	0
UTILITIES	39	116	38	2
RESEARCH	19	42	16	5
SERV VOL ORGS	3	15	2	0
TIRE RUBBER	2	1	1	0
CONGLOMERATES	9	10	8	1

Observations: According to employers who reported students reneging on job offers, a total of 1,671 cases were cited. The largest numbers of reneges were reported by educational institutions (503); hotels, motels, resorts and recreational services (209); hospitals and health services (155); military services (118); public utilities, including transportation (116); merchandising and related services (108); aerospace and components (74); banking, finance and insurance (51); research and consulting services (42); and construction and building materials manufacturers (34).

Employer categories reneging on the most job offers were educational institutions (29); aerospace and components (7); research and consulting services (5); public utilities, including transportation (2); chemicals, drugs, and allied products (1); diversified conglomerates (1) and petroleum and allied products (1).

What change do you foresee in the number of CLOSED SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	CLOSED SCHEDULES THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
ACCOUNTING	13	3.1
AEROSPACE	9	2.0
AGRIBUSINESS	5	1.2
AUTOMOTIVE	20	-8.3
BANKING FIN	20	6.1
CHEMICALS	14	6.9
COMMUNICATION	1	15.0
CONSTRUCTION	7	12.9
EDUCATION	70	1.3
ELECTR MACH	11	2.3
ELECTRONICS	12	3.3
RESTAURANTS	10	-8.4
PACKAGING	3	0.0
GOVERNMENT	17	-2.4
HOSPITALS	8	13.1
HOTELS MOTELS	17	0.0
MERCHANDISING	25	3.5
METALS PRODS	12	0.8
MILITARY	3	0.0
PETROLEUM	10	1.2
PRINTING PUBL	6	-14.2
UTILITIES	38	-2.7
RESEARCH	18	1.1
SERV VOL ORGS	3	0.0
TIRE RUBBER	1	-10.0
CONGLOMERATES	9	3.3

Observations: Employers responding to this year's survey indicate that a very slight increase (0.9%) in closed interview schedules will be requested by their organizations when interviewing on college campuses this year (1987-88).

Those organizations expecting substantial increases in closed interview schedules include communication--radio, TV, and newspapers (15.0%); hospitals and health services (13.1%); construction and building materials manufacturing (12.9%); chemicals, drugs, and allied products (6.9%); and banking, finance and insurance (6.1%).

Moderate increases are expected by merchandising and related services (3.5%); diversified conglomerates (3.3%); electronics and instruments (3.3%); accounting (3.1%); electrical machinery and equipment (2.3%); aerospace and components (2.0%); educational institutions (1.3%); agribusiness (1.2%); petroleum and allied products (1.2%); research and consulting services (1.1%); and metals and metal products (0.8%).

No change in the numbers of closed interview schedules is expected in hotels, motels, resorts and recreational services; military services; glass, paper, packaging and allied products; and service and volunteer organizations.

Decreases in closed schedules are expected by governmental administration (-2.4%); public utilities, including transportation (-2.7%); automotive and mechanical equipment (-8.3%); food and beverage processing (-8.4%); tire and rubber products (-10.0%); and printing, publishing, and informational services (-14.2%).

What change do you foresee in the number of CLOSED SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER SIZE.

EMPLOYER SIZES	CLOSED SCHEDULES THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
1-99	30	-5.0
100-499	86	2.8
500-999	68	-2.1
1000- 4999	113	1.7
5000- 9999	20	4.3
10,000+	45	2.1
OVERALL TOTALS	362	0.9

Observations: A very slight overall increase in the number of closed interview schedules is foreseen this year (0.9%). Those organizations with increases in closed schedules will be employers with 5,000 to 9,999 employees (4.3%); employers with 100 to 499 employees (2.8%); employers with 10,000 or more employees (2.1%); and employers with 1,000 to 4,999 employees (1.7%). A decrease in the number of closed schedules is predicted by employers with 500 to 999 employees (-2.1%) and employers with 1 to 99 employees (-5.0%).

Does your organization prescreen at colleges and universities where prescreening is permitted? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	PRESCREENING IS PERMITTED		TOTAL RESPONSE	
	N	PCTN	N	PCTN
ACCOUNTING	13	100	31	100
AEROSPACE	9	100	24	100
AGRIBUSINESS	6	100	13	100
AUTOMOTIVE	20	100	29	100
BANKING FIN	25	100	54	100
CHEMICALS	14	100	31	100
COMMUNICATION	2	100	4	100
CONSTRUCTION	9	100	38	100
EDUCATION	77	100	135	100
ELECTR MACH	11	100	27	100
ELECTRONICS	13	100	33	100
RESTAUPANTS	10	100	19	100
PACKAGING	3	100	17	100
GOVERNMENT	19	100	35	100
HOSPITALS	8	100	32	100
HOTELS MOTELS	19	100	36	100
MERCHANDISING	27	100	58	100
METALS PRODS	12	100	32	100
MILITARY	3	100	5	100
PETROLEUM	10	100	17	100
PRINTING PUBL	6	100	15	100
UTILITIES	38	100	68	100
RESEARCH	19	100	46	100
SERV VOL ORGS	3	100	14	100
TIRE RUBBER	2	100	4	100
CONGLOMERATES	9	100	22	100
OVERALL TOTALS	387	100	839	100

Observations: Of 839 organizations responding to this question, 387 employers (46.1%) indicated that their organizations prescreened at colleges and universities where it was permitted last year. In 1986-87, 65.5% of the surveyed employers prescreened. These statistics indicate a slight decrease in organizations pre-screening on college campuses.

Employer categories using prescreening most often were automotive and mechanical equipment (69%); military services (60%); petroleum and allied products (59%); educational institutions (57%); public utilities, including transportation (56%); governmental administration (54%); hotels, motels, and recreational services (53%); and food and beverage processing (53%). Following these employer categories were communication--radio, TV and newspapers (50%); tire and rubber products (50%); merchandising and related services (47%); banking, finance and insurance (46%); chemical, drugs, and allied products (42%); accounting (42%); electrical machinery and equipment (41%); diversified conglomerates (41%); and research and/or consulting services (41%).



How often are the following prescreening factors used by your organization before interviewing graduating students on college campuses?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PREScreening FACTORS													
GRADE POINT AVERAGES	126	37	106	31	69	20	19	6	25	7	345	100	2.2
ACADEMIC MAJOR	240	69	68	20	22	6	2	1	16	5	343	100	1.5
WILLINGNESS TO CONTINUE EDUCATION	11	3	24	7	114	34	114	34	74	22	337	100	3.6
FOREIGN LANGUAGE SKILLS	2	1	10	3	56	17	125	37	141	42	334	100	4.2
INTERNSHIP/CO-OP/WORK EXPERIENCE	77	22	115	34	92	27	28	8	31	9	343	100	2.5
LEADERSHIP IN CAMPUS ORGANIZATIONS	51	15	109	32	120	35	27	8	32	9	339	100	2.6
NEAT APPPEARANCE OF CREDENTIALS/RESUMES	92	27	121	35	80	23	21	6	28	8	342	100	2.3
MILITARY EXPERIENCES	8	2	11	3	96	29	102	30	118	35	335	100	3.9
DEGREE LEVELS ACHIEVED	141	41	87	25	77	22	15	4	25	7	345	100	2.1
STATED CAREER OBJECTIVES	84	25	121	36	95	28	15	4	25	7	340	100	2.3
LOCATION PREFERENCES	91	27	118	35	89	26	12	4	30	9	340	100	2.3
CAREER-RELATED WORK EXPERIENCES	104	30	129	37	72	21	12	3	28	8	345	100	2.2
COLLEGE/UNIVERSITIES ATTENDED	80	23	93	27	106	31	31	9	32	9	342	100	2.5

Observations: Surveyed employers use academic major most often among prescreening factors when selecting candidates before interviewing on college campuses. The next factor used most often by organizations was the degree level achieved. Following these factors were grade point average, career related work experiences, neat appearance of credentials/resumes, locational preferences, stated career objectives, internship/co-op work experiences; and leadership in campus organizations.

Does your organization plan to hire a company to conduct video taped interviews from questions composed by your organization? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	VIDEO TAPES INTERVIEWS				TOTAL RESPONSE	
	YES		NO			
	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	3	20	12	80	15	100
AEROSPACE	.	.	11	100	11	100
AGRIBUSINESS	1	14	6	86	7	100
AUTOMOTIVE	3	15	17	85	20	100
BANKING FIN	.	.	25	100	25	100
CHEMICALS	1	7	13	93	14	100
COMMUNICATION	.	.	2	100	2	100
CONSTRUCTION	.	.	12	100	12	100
EDUCATION	.	.	85	100	85	100
ELECT <sup>R</sup> MACH	.	.	11	100	11	100
ELECTRONICS	.	.	14	100	14	100
RESTAURANTS	.	.	10	100	10	100
PACKAGING	.	.	3	100	3	100
GOVERNMENT	1	5	21	95	22	100
HOSPITALS	1	11	8	89	9	100
HOTELS MOTELS	.	.	19	100	19	100
MERCHANDISING	1	4	27	96	28	100
METALS PRODS	1	8	12	92	13	100
MILITARY	1	33	2	67	3	100
PETROLEUM	.	.	10	100	10	100
PRINTING PUBL	.	.	6	100	6	100
UTILITIES	2	5	39	95	41	100
RESEARCH	1	5	20	95	21	100
SERV VOL ORGS	.	.	3	100	3	100
TIRE RUBBER	.	.	2	100	2	100
CONGLOMERATES	2	20	8	80	10	100
OVERALL TOTALS	18	4	398	96	416	100

Observations: Of the 416 organizations responding to this question, 4.0% plan to hire a company to conduct video taped interviews. The largest percentage of employers planning to hire a company to conduct video taped interviews were military services (33.0%); accounting (20.0%); diversified conglomerates (20.0%); automotive and mechanical equipment (15.0%); agribusiness (14.0%); hospitals and health services (11.0%); metals and metal production (8.0%); chemicals, drugs, and allied products (7.0%); research and consulting services (5.0%); public utilities including transportation (5.0%); governmental administration (5.0%); and merchandising and retail services (4.0%).

Organizations responding that they will not be hiring a company to conduct video taped interviews were aerospace; banking, finance and insurance; communication-radio, TV, and newspapers; construction and building materials manufacturing; educational institutions; electrical machinery and equipment; electronics and instruments; food and beverage processing; hotels, motels, resorts and recreational facilities;

glass, packaging and allied products; petroleum and allied products; printing, publishing and informational services; services and volunteer organizations; and tire and rubber products.

Would your organization be interested in a program where students would send videotapes instead of resumes at their own expense for your consideration when seeking employment? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	VIDEOTAPED INSTEAD OF RESUMES				TOTAL RESPONSE	
	YES		NO			
	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	2	14	12	86	14	100
AEROSPACE	1	9	10	91	11	100
AGRIBUSINESS	3	43	4	57	7	100
AUTOMOTIVE	8	40	12	60	20	100
BANKING FIN	3	12	22	88	25	100
CHEMICALS	5	33	10	67	15	100
COMMUNICATION	1	50	1	50	2	100
CONSTRUCTION	3	27	8	73	11	100
EDUCATION	47	55	38	45	85	100
ELECTR MACH	2	18	9	82	11	100
ELECTRONICS	4	29	10	71	14	100
RESTAURANTS	1	11	8	89	9	100
PACKAGING	2	67	1	33	3	100
GOVERNMENT	5	24	16	76	21	100
HOSPITALS	2	22	7	78	9	100
HOTELS MOTELS	11	58	8	42	19	100
MERCHANDISING	11	39	17	61	28	100
METALS PRODS	7	58	5	42	12	100
MILITARY	1	33	2	67	3	100
PETROLEUM	4	40	6	60	10	100
PRINTING PUBL	1	17	5	83	6	100
UTILITIES	11	27	29	72	40	100
RESEARCH	6	29	15	71	21	100
SERV VOL ORGS	.	.	3	100	3	100
TIRE RUBBER	.	.	2	100	2	100
CONGLOMERATES	5	50	5	50	10	100
OVERALL TOTALS	146	36	265	64	411	100

Observations: Of the 411 employers responding to this question, 36.0% would be interested in a program where students would send videotapes instead of resumes when seeking employment. Of these companies, the employers with the greatest interest in this proposal were glass, packaging and allied products (67.0%); hotels, motels, resorts and recreational facilities (58.0%); metal and metals products (58.0%); educational services (55.0%); diversified conglomerates (50.0%); communication (radio, TV and newspapers) (50.0%); agribusiness (45.0%); automotive and mechanical equipment (40.0%); merchandising and related services (39.0%); chemicals, drugs, and allied products (33.0%) and the military services (33.0%).

Organizations that had moderate interest in this idea were electronics and instruments (29.0%); research and consulting (29.0%); public utilities (27.0%); construction and building materials manufacturing (27.0%); governmental administration (24.0%); hospitals and health services (22.0%); electrical machinery and equipment (18.0%); printing, publishing and informational services (17.0%); accounting (14.0%). The organizations responding with very little or no interest in a videotape program were banking, finance components; service and

and insurance; food and beverage processing; aerospace volunteer organizations and tire and rubber products.

Because of changes in the composition of workforces in many organizations last year (1986-87), the decision to hire new employees may have been delayed. Did your organization delay offering positions to new college graduates? Responses are listed by EMPLOYER CATEGORY.

	AVERAGE DELAY	
	NUM- BER OF EMP- LOY- ERS	MON- THS
.....EMPLOYER CATEGORIES		
ACCOUNTING	2	2.0
AEROSPACE	3	2.3
AGRIBUSINESS	2	2.0
AUTOMOTIVE	8	5.3
BANKING FIN	2	0.9
CHEMICALS	1	0.5
COMMUNICATION	1	2.0
CONSTRUCTION	4	1.6
EDUCATION	15	1.7
ELECTR MACH	6	2.3
ELECTRONICS	3	1.3
PACKAGING	1	2.0
GOVERNMENT	1	6.0
HOSPITALS	4	2.7
MERCHANDISING	5	0.8
METALS PRODS	2	5.0
MILITARY	2	6.0
PETROLEUM	1	10.0
PRINTING PUBL	1	3.0
UTILITIES	10	2.9
RESEARCH	2	2.0
TIRE RUBBER	1	3.0
OVERALL TOTALS	77	2.7

Observations: Of the 409 employers responding to this question, 96 organizations (23.5%) delayed the hiring of new college graduates last year. The average delay in hiring new college graduates among the 77 organizations responding to this question was 2.7 months.

Organizations with a delay of five to ten months were metals and metals products (5.0 months); automotive and mechanical equipment (5.3 months); governmental administration and military services (6.0 months each); and petroleum and allied products (10.0 months).

Organizations with a delay of one to three months were electronics and instruments (1.3 months); educational institutions (1.7 months); construction and building materials manufacturers (1.9 months); accounting (2.0 months); agribusiness (2.0 months); communication (radio, TV, and newspaper) (2.0 months); glass packaging, and allied products (2.0 months); research and consulting services (2.0 months); aerospace and electrical machinery (2.3 months); hospitals and health services (2.7 months); public utilities (2.9 months); printing publishing and informational services (3.0 months).

Organizations that waited less than a month were chemicals, drugs and allied products (0.5 months); merchandising and related services (0.8 months); and banking, finance and insurance (0.9 months).

Do you prefer centralized or decentralized placement offices (assuming both are efficient)? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	PLACEMENT OFFICES					
	CENTRALI-ZED		DECENTRA-LIZED		TOTAL	
	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	12	80	3	20	15	100
AEROSPACE	10	91	1	9	11	100
AGRIBUSINESS	3	43	4	57	7	100
AUTOMOTIVE	16	80	4	20	20	100
BANKING FIN	22	88	3	12	25	100
CHEMICALS	13	87	2	13	15	100
COMMUNICATION	1	100	.	.	1	100
CONSTRUCTION	10	83	2	17	12	100
EDUCATION	66	80	16	20	82	100
ELECTR MACH	10	91	1	9	11	100
ELECTRONICS	13	93	1	7	14	100
RESTAURANTS	6	67	3	33	9	100
PACKAGING	3	100	.	.	3	100
GOVERNMENT	17	94	1	6	18	100
HOSPITALS	7	88	1	13	8	100
HOTELS MOTELS	10	56	8	44	18	100
MERCHANDISING	26	96	1	4	27	100
METALS PRODS	12	92	1	8	13	100
MILITARY	3	100	.	.	3	100
PETROLEUM	9	90	1	10	10	100
PRINTING PUBL	4	67	2	33	6	100
UTILITIES	34	85	6	15	40	100
RESEARCH	16	76	5	24	21	100
SERV VOL ORGS	2	100	.	.	2	100
TIRE RUBBER	2	100	.	.	2	100
CONGLOMERATES	10	100	.	.	10	100
OVERALL TOTALS	337	84	66	16	403	100

Observations: Of 403 organizations responding, most preferred a centralized placement office (84.0%). The highest preference for a centralized placement office came from communication--radio, TV, and newspapers (100%); diversified conglomerates (100%); military services (100%); glass, packaging and allied products (100%); service and volunteer organizations (100%); tire and rubber products (100%); merchandising and related services (96.0%); governmental administration (94.0%); electronics and instruments (93.0%); metals and metals production (92.0%); aerospace and components (91.0%); electrical machinery (91.0%); and petroleum and allied products (90.0%).

Continuing the list were banking, finance and insurance (88.0%); hospitals and health services (88.0%); chemicals, drugs, and allied products (87.0%); public utilities (85.0%); construction and building materials manufacturing (83.0%); educational institutions (80.0%); automotive and mechanical equipment (80.0%); accounting (80.0%); research and consulting services (76.0%); food

and beverage processing (67.0%); printing publishing and informational services (67.0%); hotels, motels and resort facilities (56.0%) and agribusiness (43.0%).

Does your organization subscribe to the practice of some employers by adding bonuses to base salaries of new college graduates?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT- AL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
ADDING BONUSES TO BASE SALARIES													
EARLY ACCEPTANCE	1	0	1	0	2	1	17	4	370	95	391	100	4.9
HIGH ACADEMIC PERFORMANCE	16	4	13	3	33	8	19	5	309	79	390	100	4.5
RELOCATION COSTS/MOVING EXPENSE ETC.	35	9	23	6	47	12	29	7	256	66	390	100	4.1
MINORITY STATUS	2	1	2	1	18	5	17	4	351	90	390	100	4.8
GENDER	1	0	.	.	13	3	10	3	367	94	391	100	4.9
REPUTATION OF SCHOOL	3	1	8	2	32	8	18	5	328	84	389	100	4.7

Observations: Of surveyed organizations, most organizations never subscribe to the practice of adding of bonuses to base salaries for the above items. Of the few employers who gave base salary bonuses, most significantly used were bonuses for relocation costs, moving expenses, and high academic performance. Other items were not found to be significant for adding bonuses to base salaries.

In your opinion, who should supervise cooperative education programs at colleges and universities?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOTAL MEAN
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
WHO SHOULD SUPERVISE CO-OP EDUC													
PLACEMENT SERVICES	49	16	56	18	124	39	41	13	46	15	316	100	2.9
INDIVIDUAL FACULTY	18	6	35	11	87	28	61	20	105	34	306	100	3.7
ACADEMIC DEPARTMENTS	45	14	61	19	111	35	48	15	52	16	317	100	3.0
COLLEGES	24	8	41	14	104	35	63	21	66	22	298	100	3.4
CO-OP/INTERN OFFICES	112	34	103	32	82	25	12	4	17	5	326	100	2.1

Observations: In the opinions of employers responding to this survey, most believe (91.0%) that cooperative education programs should be supervised by co-op or intern offices. Following this, in order of preference, were placement services and then academic departments.



Does your organization currently hire cooperative education students with the intent to hire them as full-time employees if they achieve excellent job performance?

	RESPONSE CATEGORIES										TOTAL RESPONSE	WEI- GHT- ED	
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN			
INTEND TO HIRE CO-OP ED STUDENTS													
AS FULL-TIME EMPLOYEES	64	16	83	21	116	30	55	14	70	18	388	100	3.0

Observations: Of 388 employers responding to this question, 64 organizations (16%) responded that they "always" intend to hire co-op students who achieve excellent job performance as full-time employees. Those employers who "almost always" or "sometimes" practice this policy totaled 199 (51.0%).

Do you believe placement offices should be involved with the development programs of their colleges or universities and tied to fund-raising activities?

	RESPONSE CATEGORIES												ALL	WEI- GHT- ED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN			
INVOLVED WITH DEVELOPMENTS														
AND FUND-RAISING ACTIVITIES	8	2	22	6	109	30	87	24	139	38	365	100	3.9	

Observations: Of 365 employers responding to this question, 8 organizations (2.0%) responded that placement offices should be involved with the development of programs and tied to fund-raising activities. Organizations believing that placement offices should "almost always" and "sometimes" be involved totaled 131 (36.0%). The majority of surveyed employers (62.0%) felt that placement offices should "seldom" or "never" be involved with development and fund-raising activities.

Would you agree to pay a fee or bonus to a college or university for each student hired from on-campus recruiting?

	RESPONSE CATEGORIES												TOTAL RESPONSE	WEI- GHT- ED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN				
AGREE TO PAY FEES OR BONUSES TO A UNIVERSITY	1	0	4	1	23	6	45	12	314	81	387	100	1.7	

Observations: Of the 387 organizations responding to this question, 359 employers (93.0%) reported that they would "seldom" or "never" agree to pay fees or bonuses to a college or university for each student hired from on-campus recruiting.

Is your organization already paying fees in any form for on-campus recruiting?

	RESPONSE CATEGORIES										TOTAL RESPONSE	TOT- AL	
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PAYING FEES FOR ON-CAMPUS RECRUITING													
IN CENTRALIZED PLACEMENT OFFICES	1	0	.	.	9	2	10	3	357	95	377	100	4.9
IN DECENTRALIZED PLACEMENT OFFICES	.	.	1	0	8	2	9	2	355	95	373	100	4.9
SPECIAL ACTIVITIES OUTSIDE CAMPUS	1	0	8	2	40	11	14	4	309	83	372	100	4.7
PRESCREENING RECENT AND UPCOMING GRADS	2	1	5	1	43	12	13	4	308	83	371	100	4.7
PRESCREENING OF ALUMNI	1	0	1	0	16	4	16	4	336	91	370	100	4.9
ON CAMPUS RECRUITING	5	1	2	1	16	4	20	5	328	88	371	100	4.8
OFF CAMPUS RECRUITING	1	0	2	1	18	5	18	5	329	89	368	100	4.8
ASSOCIATE MEMBERSHIP	.	.	2	1	10	3	8	3	285	93	305	100	4.9

Observations: Organizations responding to this question generally replied that they "sometimes" paid fees for special activities outside campus and when prescreening recent and upcoming graduates. Most organizations recruiting on campuses do not pay fees in any form (88.0%). Activities resulting in the paying of fees always, almost always and sometimes are used for prescreening recent and upcoming grads (14%) and special activities outside campus (13%).

What percentage of grants or contributions made by your organization to colleges and universities last year (1986-87) were earmarked for career planning and placement offices? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	% OF GRANTS OR CONTRIBUTIONS	
	NUMBER OF EMPLOYERS	MEAN
ACCOUNTING	14	3.4
AEROSPACE	9	5.2
AGRIBUSINESS	5	9.0
AUTOMOTIVE	18	0.4
BANKING FIN	17	5.5
CHEMICALS	13	12.6
COMMUNICATION	2	0.0
CONSTRUCTION	9	26.3
EDUCATION	65	0.7
ELECTR MACH	10	0.2
ELECTRONICS	11	12.6
RESTAURANTS	5	9.0
PACKAGING	1	0.0
GOVERNMENT	16	0.0
HOSPITALS	8	0.3
HOTELS MOTELS	16	11.3
MERCHANDISING	28	11.7
METALS PRODS	12	7.7
MILITARY	2	0.0
PETROLEUM	10	10.0
PRINTING PUBL	4	0.0
UTILITIES	35	9.3
RESEARCH	17	0.1
SERV VOL ORGS	3	15.0
TIRE RUBBER	2	23.5
CONGLOMERATES	8	6.9

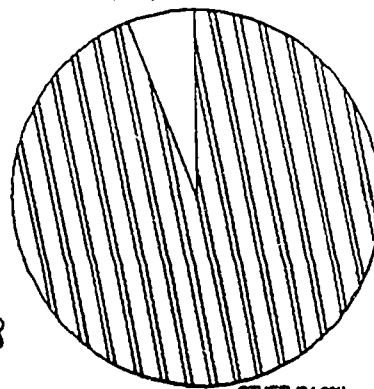
Observations: Organizations making the highest percentage of contributions to career planning and placement offices were construction and building materials manufacturers (26.3%); tire and rubber products (23.5%); service and volunteer organizations (15.0%); chemicals, drugs, and allied products (12.6%); electronics and instruments (12.6%); merchandising and related services (11.7%); hotels, motels, and recreational facilities (11.3%); petroleum and allied products (10.0%); public utilities (9.3%); restaurants (9.0%); agribusiness (9.0%); metals and metals production (7.7%); diversified conglomerates (6.9%); banking, finance, and insurance (5.9%); aerospace (5.2%); and accounting (3.6%).

Other organizations with very minor contributions were educational institutions (0.7%); automotive and mechanical equipment (0.4%); hospitals and health services (0.3%); electrical machinery and equipment (0.2%); and research and consulting services (0.1%).

Organizations responding to this question who did not make donations to career planning and placement services were communication--radio, TV, and newspapers; governmental administration; military services; glass, packaging, and allied products; and printing, publishing, and informational services.

GRANTS OR CONTRIBUTIONS  
TO CAREER PLACEMENT & PLANNING OFFICES

CPP OFFICES (0.0%)



OTHER (94.0%)

Among the new college graduates hired by your organization last year (1986-87), what percentage were liberal arts majors? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	PERCENT OF LIBERAL ARTS	
	N	MEAN
ACCOUNTING	14	2.2
AEROSPACE	10	4.9
AGRIBUSINESS	5	0.4
AUTOMOTIVE	20	8.5
BANKING FIN	20	36.2
CHEMICALS	14	17.4
COMMUNICATION	2	12.5
CONSTRUCTION	9	36.3
EDUCATION	70	28.4
ELECTR MACH	11	29.6
ELECTRONICS	14	6.9
RESTAURANTS	9	15.8
PACKAGING	2	22.5
GOVERNMENT	15	11.2
HOSPITALS	7	19.3
HOTELS MOTELS	18	20.9
MERCHANDISING	25	39.5
METALS PRODS	12	7.8
MILITARY	3	55.0
PETROLEUM	8	5.9
PRINTING PUBL	6	39.2
UTILITIES	39	8.9
RESEARCH	20	4.9
SERV VOL ORGS	3	40.0
TIRE RUBBER	2	22.5
CONGLOMERATES	9	24.3
OVERALL TOTALS	367	19.6

Observations: Organizations hiring the most liberal arts majors last year (1986-87) were the military services (55.0%); service and volunteer organizations (40.0%); merchandising and related services (39.5%); printing, publishing, and informational services (39.2%); construction and building materials manufacturing (36.3%); banking, finance, and insurance (36.2%); electrical machinery and equipment (29.6%); educational institutions (28.4%); diversified conglomerates (24.3%); glass, packaging, and allied products (22.5%); tire and rubber products (22.5%); hotels, motels, and recreational facilities (20.9%); hospitals and health services (19.3%); chemicals, drugs, and allied products (17.4%); food and beverage processing (15.8%); communication--radio, TV, and newspapers (12.5%); governmental administration (11.2%); public utilities (8.9%); automotive and mechanical equipment (8.5%); metals and metals production (7.8%); electronics and instruments (6.9%); petroleum and allied products (5.9%); aerospace (4.9%); research and consulting services (4.9%); accounting (2.2%); and agribusiness (0.4%).

What skills are provided by liberal arts majors that make them attractive to your organizations for middle or upper management positions?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT- AL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
SKILLS PROVIDED BY LIBERAL ARTS GRADS													
WRITING ABILITIES	65	25	95	37	73	28	8	3	19	7	260	100	2.3
EDITING ABILITIES	21	8	44	17	98	38	61	24	32	13	256	100	3.2
READING INTERPRETIVE SKILLS	43	17	73	29	84	33	31	12	23	9	254	100	2.7
LANGUAGE COMPREHENSION	37	14	75	29	86	34	29	11	29	11	256	100	2.8
KNOWLEDGE OF FOREIGN CULTURES	5	2	10	4	64	25	95	37	81	32	256	100	3.9
PUBLIC SPEAKING	45	17	72	28	98	38	25	10	19	7	259	100	2.6
INVESTIGATION/NEGOTIATION/ARBI- TRATION	15	6	38	15	105	41	57	22	39	15	254	100	3.3
LIAISON WITH DEPARTMENTS	12	5	51	20	100	40	47	19	43	17	253	100	3.2
COMPUTER SKILLS	18	7	45	17	138	53	36	14	23	9	260	100	3.0
PUBLIC RELATIONS ABILITIES	29	11	63	24	107	41	40	15	20	8	259	100	2.8
MANAGEMENT/SUPERVISION	38	15	61	23	118	45	26	10	18	7	261	100	2.7
MARKETING/SALES ABILITIES	26	10	53	20	107	41	44	17	29	11	259	100	3.0

Observations: The skills provided by liberal arts majors that "always," "almost always," or "sometimes" make them most attractive for middle or upper management positions are their writing abilities, computer skills, management/supervisory abilities, investigation/negotiation/arbitration skills, public relations abilities, marketing/sales abilities, public speaking skills, editing abilities, and language comprehension. Their knowledge of foreign cultures was "seldom" a factor.

Has the new Immigration Reform and Control Act of 1986 had an impact on your recruiting strategies?

	RESPONSE CATEGORIES													WEI- GHT- ED MEAN
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO		TOTAL RESPONSE			
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN		
NEW IMMIGRATION REFORM HAD AN IMPACT														
ON YOUR RECRUITING STRATEGIES	3	1	7	2	18	5	82	21	277	72	387	100	4.6	

Observations: Of the 387 organizations responding to this question, 110 employers (28.4%) reported some effect from the Immigration Reform Act of 1986.

In your opinion, how would you rate the overall job market for new college graduates this year (1987-88) in the following categories?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT- AL
	EXCELLENT		VERY GOOD		GOOD		FAIR		POOR				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HOW YOU RATE OVERALL JOB MARKET													
BACHELORS GRADUATES	37	12	81	26	135	43	57	18	1	0	311	100	2.7
WOMEN GRADUATES	38	12	126	38	131	40	32	10	1	0	328	100	2.5
MINORITY GRADUATES	70	21	103	31	100	30	35	11	20	6	328	100	2.5
HANDICAPPER GRAOUATES	19	6	50	16	123	40	93	31	19	6	304	100	3.1
MASTER GRAOUATES	25	9	73	26	128	46	49	18	3	1	278	100	2.8
MBA GRADUATES	24	9	86	34	99	39	34	13	12	5	255	100	2.7
DOCTORAL GRADUATES	23	10	32	13	109	46	60	25	15	6	239	100	3.1

Observations: The overall job market for new college graduates is expected to be "very good" for minority and women graduates. Bachelor's, MBA graduates, handicappers, master's, and doctoral graduates will likely enjoy a "good" market.



In your opinion, how would you rate the overall job market for new bachelor's degree graduates this year (1987-88). Responses are listed by ACADEMIC MAJORS.

	RESPONSE CATEGORIES												TOTAL RESPONSE	TOT- AL	MEAN
	EXCELLENT		VERY GOOD		GOOD		FAIR		POOR						
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN			
HOW YOU RATE OVERALL JOB MARKET															
AGRICULTURE	5	2	9	4	28	14	75	37	87	43	204	100	4.1		
NATURAL RESOURCES	3	1	9	4	45	22	78	38	69	34	204	100	4.0		
ACCOUNTING	21	7	94	33	132	46	31	11	6	2	284	100	2.7		
FINANCIAL ADMIN	16	6	84	32	116	45	35	14	8	3	259	100	2.7		
GEN BUS ADMIN	13	5	62	24	113	43	62	24	10	4	260	100	3.0		
HOTEL REST INST MGT	23	11	36	17	75	36	51	25	21	10	206	100	3.1		
MARKETING/SALES	26	11	69	28	99	40	42	17	10	4	246	100	2.8		
PERSONNEL	4	2	35	14	96	38	85	33	35	14	255	100	3.4		
ADVERTISING	10	4	22	10	96	43	75	33	22	10	225	100	3.3		
COMMUNICATIONS	12	5	26	11	96	42	75	33	19	8	228	100	3.3		
JOURNALISM	3	1	14	6	73	33	103	46	29	13	222	100	3.6		
TELECOMMUNICATION	14	6	47	22	83	38	58	27	16	7	218	100	3.1		
EDUCATION	23	10	52	22	94	39	52	22	17	7	238	100	2.9		
CHEMICAL ENGR	21	9	57	25	89	39	50	22	13	6	230	100	2.9		
CIVIL ENGR	10	5	40	18	86	39	65	29	21	9	222	100	3.2		
COMPUTER SCIENCE	51	19	106	40	88	33	16	6	3	1	264	100	2.3		
ELECTRICAL ENGR	33	13	93	38	90	37	24	10	5	2	245	100	2.5		
INDUSTRIAL ENGR	13	5	60	25	101	43	53	22	10	4	237	100	2.9		
MECHANICAL ENGR	16	7	78	32	104	42	38	15	10	4	246	100	2.8		
METALLURGY MATERIALS SCIENCE	13	6	35	16	90	42	63	29	14	7	215	100	3.1		
HUMAN ECOL/HOME ECONOMICS	5	2	6	3	42	21	87	43	64	31	204	100	4.0		
LIBERAL ARTS/ARTS/LETTERS	8	3	26	11	79	34	92	39	29	12	234	100	3.5		
CHEMISTRY	11	5	39	18	93	42	62	28	15	7	220	100	3.1		
GEOLOGY	5	2	8	4	57	28	86	42	51	25	207	100	3.8		
MATHEMATICS	13	6	52	24	80	36	60	27	15	7	220	100	3.1		
PHYSICS	14	7	36	17	89	42	57	27	16	8	212	100	3.1		
RETAILING	12	6	42	20	81	39	52	25	23	11	210	100	3.2		
SOCIAL SCIENCES	4	2	10	5	59	27	91	44	43	21	207	100	3.8		

Observations: The job market trends for new bachelor's degree graduates this year (1987-88), from highest demand to lowest, are expected to be computer science, electrical engineering, accounting, financial administration, mechanical engineering, education, industrial engineering, chemical engineering, general business administration, chemistry, mathematics, telecommunication, metallurgy materials science, physics, hotel restaurant and institutional management, civil engineering, retailing, advertising, communications, personnel administration, liberal arts/arts and letters, journalism, social sciences, human ecology/home economics, natural resources, and agriculture.

Which of the following training programs are used when orienting new college hires in your organization, and what is the duration of each?

	TRAINING PROGRAMS ARE USED											ALL
	NOT USED	HALF DAY	3-5 DAYS	1-2 WEEKS	3-4 WEEKS	2-3 MONTHS	4-6 MONTHS	7-9 MONTHS	10-11 MONTHS	ONE YEAR		
	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS	NUMBER OF EMPLO- YERS		
TRAINING PROGRAMS												
ORIENTATION TRAINING	23	119	100	59	30	17	19	.	.	3	370	
ON-THE JOB TRAINING	29	.	9	11	19	27	120	14	4	116	349	
ROTATIONAL ASSIGNMENTS	184	.	4	6	11	9	54	5	5	61	339	
TECHNICAL SKILLS TRAINING	122	6	16	36	39	30	60	2	1	28	340	
MANAGEMENT SKILLS TRAINING	152	11	33	32	45	11	33	4	.	18	339	
FORMAL MENTOR RELATIONSHIP	177	11	13	11	12	8	35	12	5	57	341	
FORMAL BUDDY RELATIONSHIP(CO- WORKER)	197	10	15	14	15	10	24	7	3	47	342	
VIDEO TAPES	165	66	50	21	13	4	5	1	1	7	333	
INTERACTIVE COMPUTER TRAINING	187	18	45	29	32	5	9	.	.	8	333	
SEMINARS BY YOUR ORGANIZATION	86	27	64	69	48	28	5	2	.	15	346	
SEMINARS BY OUTSIDE CONSULTANTS	166	24	74	36	24	5	2	1	.	6	338	
CAREER DEVELOPMENT GUIDANCE	177	52	41	25	7	6	2	2	.	22	334	

Observations: The most often used training programs for new college hires were basic orientation and training followed by on-the job training, seminars given by the organization, and a formal buddy relationship (co-worker). Training programs requiring the most time were on-the job training (187 days), rotational assignments (97.2 days), and formal mentor relationship (90.4 days). Training programs requiring the less time were seminars by outside consultants (10.7 days), orientation and training (13.4 days), videotapes (13.7 days), interactive computer training (14.4 days), and seminars given by the organization (24.6 days).

In your opinion is it ethical for employers to recruit and interview graduating students who have accepted a job offers with another organization, if the student has not yet begun to work?

	RESPONSE CATEGORIES												TOTAL RESPONSE	WEI- GHT- ED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN				
IT IS ETHICAL														
RECRUIT GRADS WHO ACCEPTED JOB OFFER	17	4	20	5	101	26	97	25	155	40	390	100	3.9	

Observations: Of the 390 employers who answered this question, 155 recruiters (40%) would "never" recruit graduates who had accepted a job offer with another organization but had not yet begun to work.

Is it ethical, in your opinion, for graduating students who have already accepted a job offer with one employer to continue interviewing with other prospective employers?

	RESPONSE CATEGORIES					TOT- AL RES- PON- SE	WEI- GHT- ED
	ALW- AYS	ALM- OST ALW- AYS	SOM- ETI- MES	SEL- DOM	NEV- ER		
	N	N	N	N	N	N	MEAN
ETHICAL TO CONTINUE INTERVIEWING							
	8	15	74	117	176	390	4.1

Observations: Of the 390 employers responding to this question, 176 representatives (45%) thought it was "never" ethical for students who had already accepted a job offer with one employer to continue interviewing with other prospective employers.

If an applicant has agreed to work for another organization, do you ever contact them to encourage them to work for your organization instead?

	RESPONSE CATEGORIES					TOT- AL RES- PON- SE	WEI- GHT- ED
	ALW- AYS	ALM- OST ALW- AYS	SOM- ETI- MES	SEL- DOM	NEV- ER		
	N	N	N	N	N	N	MEAN
ENCOURAGE THEM TO WORK FOR YOUR ORG.							
	3	3	37	89	254	386	4.5

Observations: Of the 386 employers responding to this question, 254 recruiters (66%) will "never" encourage graduates to work for their organizations if the applicant has already agreed to work for another organization.

Questions relating to drug screening:

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
QUESTIONS RELATED TO DRUG SCREENING													
REQUIRE DRUG TESTING OF NEW GRADUATES	190	23	8	1	26	3	26	3	577	70	827	100	4.0
ACCESS TO THE RESULTS OF DRUG TESTING	141	43	12	4	18	6	16	5	140	43	327	100	3.0
IF POSITIVE RESULTS/ RE-TEST	127	37	20	6	36	10	30	9	131	38	344	100	3.1
REJECT PREVIOUS RECORD OF DRUG USE	25	6	29	6	111	24	98	22	191	42	454	100	3.9

Observations: According to employers responding to this survey, drug testing of new college graduates was used by 27% last year, an increase from 20% using drug screening one year earlier. However, 70% of the surveyed employers "never" require drug testing.

Of employers responding, 43% "always" permit college graduates to have access to drug test results, and another 43% of the employers "never" permit college graduates to have access to the results.

If drug tests produce positive results, 38% of the surveyed employers "never" re-test and 37% "always" re-test.

Of responding employers, 36% will reject candidates who have had a previous record of drug use, but are currently drug free.

If your organization does not screen job applicants for drug use at this time, do you expect to initiate a drug testing program?

	RESPONSE CATEGORIES												TOTAL RESPONSE	
	WITHIN ONE YEAR		WITHIN TWO YEARS		WITHIN FIVE YEARS		NEVER WILL		DO NOT KNOW					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN		
	DO YOU EXPECT DRUG TESTING IN THE FUTURE													
	38	6	31	5	24	4	47	8	459	77	599	100		

Observations: Of the organizations that do not currently screen job applicants for drug use, 15% intend to initiate a drug testing program within the next one to five years.

Does your organization test new college graduates for alcohol level?

	RESPONSE CATEGORIES												TOTAL RESPONSE	WEI- GHT- ED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELOOM		NEVER					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN	
TEST FOR ALCOHOL LEVEL														
OF NEW GRADUATES	66	8	3	0	12	1	25	3	711	87	817	100	4 6	

Observations: Of the 817 employers responding to this year's survey, only 9% test new college graduates for alcohol levels.

Does your organization require testing of new college graduates for AIDS?

	RESPONSE CATEGORIES										TOTAL RESPONSE	WEI- GHT- ED
	ALWAYS		SOMETIMES		SELDOM		NEVER					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN	
REQUIRE TESTING FOR AIDS												
AMONG NEW GRADUATES	11	1	2	0	7	1	792	98	812	100	4 9	

Observations: AIDS testing of new college graduates was only required by 2% of employers responding to this survey. Of the 812 respondents, 792 employers (98%) never required new college graduates to be tested for AIDS.

Does your organization have a policy for handling employees with AIDS?

EMPLOYER CATEGORIES	POLICY FOR HANDLING WITH AIDS				TOTAL	
	YES		NO			
	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	4	13	27	87	31	100
AEROSPACE	3	14	19	86	22	100
AGRIBUSINESS	2	18	9	82	11	100
AUTOMOTIVE	3	11	25	89	28	100
BANKING FIN	18	35	34	65	52	100
CHEMICALS	8	26	23	74	31	100
COMMUNICATION	.	.	4	100	4	100
CONSTRUCTION	8	22	29	78	37	100
EDUCATION	62	50	63	50	125	100
ELECTR MACH	6	25	18	75	24	100
ELECTRONICS	9	28	23	72	32	100
RESTAURANTS	4	21	15	79	19	100
PACKAGING	2	13	14	88	16	100
GOVERNMENT	7	22	25	78	32	100
HOSPITALS	11	35	20	65	31	100
HOTELS MOTELS	8	23	27	77	35	100
MERCHANDISING	14	25	42	75	56	100
METALS PRODS	2	6	30	94	32	100
MILITARY	3	75	1	25	4	100
PETROLEUM	2	13	13	87	15	100
PRINTING PUBL	3	20	12	80	15	100
UTILITIES	12	19	51	81	63	100
RESEARCH	4	10	37	90	41	100
SERV VOL ORGS	2	17	10	83	12	100
TIRE RUBBER	1	25	3	75	4	100
CONGLOMERATES	9	41	13	59	22	100
OVERALL TOTALS	207	26	587	74	794	100

Observations:  
Currently, approximately 25.6% of the surveyed employers have a policy for handling employees with AIDS. Employer categories that most frequently have an AIDS policy include the military; educational institutions; diversified conglomerates; hospitals and health services; banking, finance and insurance; and electronics and instruments.

Employer categories frequently not having an AIDS policy include communication (radio, TV, and newspapers); metals and metal products; research and/or consulting services; automotive and mechanical equipment; glass, packaging, and allied products; accounting; and aerospace and components.

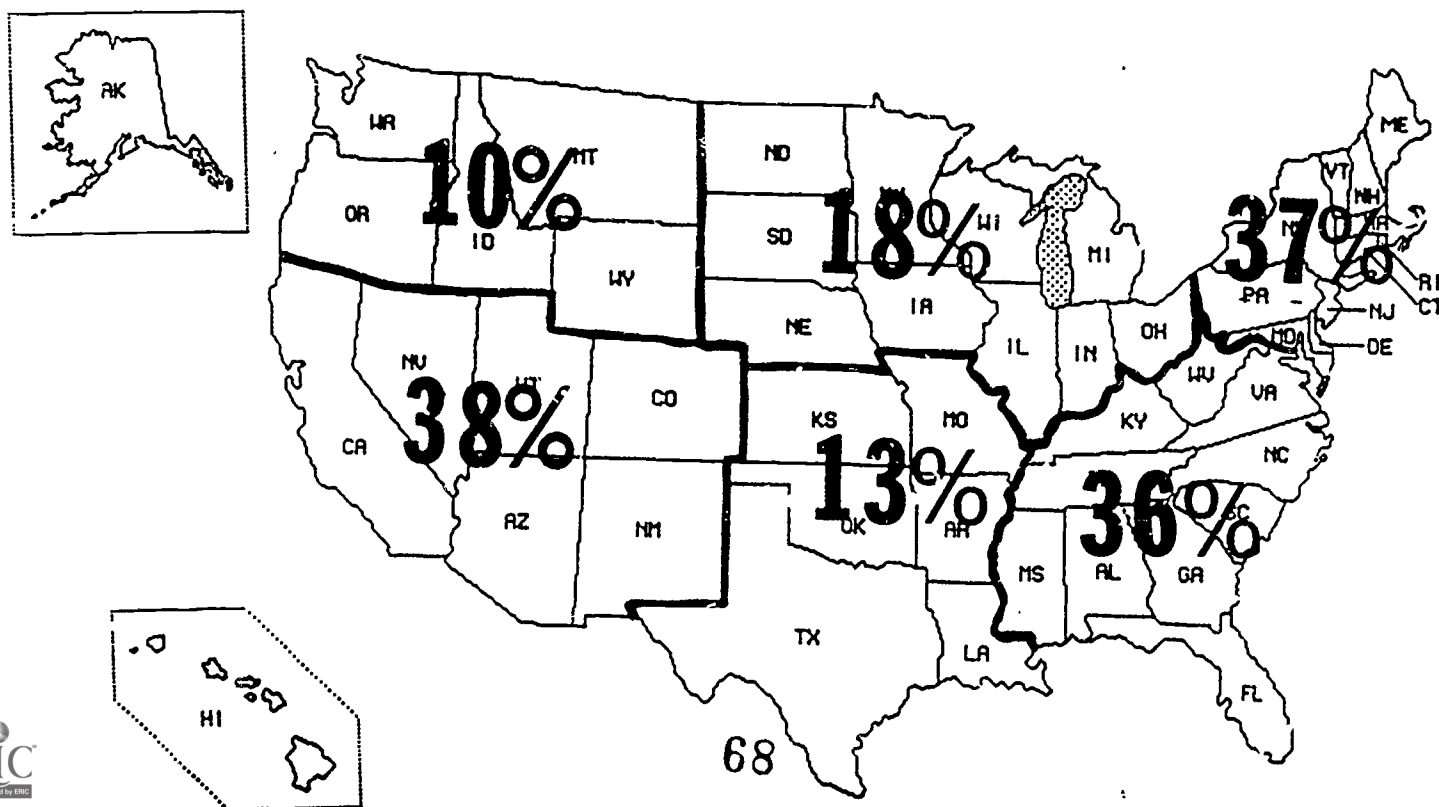


Based upon your experiences, what will be the availability of employment opportunities during 1987-88 for new college graduates in each geographical region of the United States? Responses are listed for each GEOGRAPHICAL REGION.

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOTAL MEAN
	EXTREMELY HIGH AVAILABILITY		HIGH AVAILABILITY		MEDIUM AVAILABILITY		LOW AVAILABILITY		NO AVAILABILITY				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	
AVAILABILITY OF EMPLOYMENT OPPORTUNITY													
NORTHEAST	37	8	133	29	159	35	76	17	55	12	460	100	3.0
SOUTHEAST	22	5	140	31	182	40	73	16	42	9	459	100	2.9
NORTHCENTRAL	18	3	85	15	289	52	138	25	25	5	555	100	3.1
SOUTHCENTRAL	10	2	47	11	117	28	194	46	56	13	424	100	3.6
NORTHWEST	3	1	37	9	141	34	161	39	72	17	414	100	3.6
SOUTHWEST	37	8	134	30	159	35	65	15	53	12	448	100	2.9

Observations: According to surveyed employers, the greatest availability of employment opportunities for new college graduates during 1987-88 will be in the southwestern region of the United States. The northeastern and southeastern regions were rated as next best. For the second year in a row, the southcentral region has remained in fifth place.

The regions of the United States in order of best availability of jobs are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern.



When advising graduating students on methods for making initial contacts with your organization, which of the following would you recommend?

	RESPONSE CATEGORIES												TOTAL RESPONSE	TOT- AL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER					
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN		
RECOMMENDED METHODS FOR INITIAL CONTACTS														
VISIT PERSONNEL OFFICE PERSONALLY	94	12	95	12	222	29	213	28	139	18	763	100	3.3	
SEND LETTER AND RESUME TO PERSONNEL DEPT	520	64	176	22	82	10	18	2	12	1	808	100	1.5	
SEND LETTER AND RESUME TO DEPT HEAD	110	14	98	13	215	28	176	23	160	21	759	100	3.2	
PHONE PERSONNEL DEPT/REQUEST INTERVIEW	80	10	73	10	214	28	218	29	177	23	762	100	3.4	
ANSWER NEWSPAPER ADVERTISEMENT	351	46	155	20	161	21	71	9	31	4	769	100	2.1	
INTERNSHIP PROGRAMS	271	36	115	15	214	28	92	12	67	9	759	100	2.4	
SUMMER PART TIME EMPLOYMENT	253	33	140	18	210	27	93	12	69	9	765	100	2.5	
COOPERATIVE EDUCATION PROGRAMS	226	30	128	17	190	25	98	13	106	14	748	100	2.6	
REFERRALS FROM CURRENT EMPLOYEES	236	31	183	24	290	38	46	6	13	2	768	100	2.2	
ON CAMPUS INTERVIEWING	402	55	170	22	113	14	38	5	27	3	780	100	1.8	
RESPONDING TO JOB LISTINGS	402	52	189	24	145	19	23	3	17	2	776	100	1.8	
EMPLOYMENT AGENCIES	27	4	28	4	171	23	268	35	260	34	757	100	3.9	
OTHER	2	3	5	6	5	6	5	6	61	78	78	100	4.5	

Observations: When advising graduating students on methods for making initial contacts with their organizations, surveyed employers recommended that graduating students send a letter of application and resume to the personnel department (64% "always" recommending this). The next best contact according to surveyed employers was on-campus interviewing (55% "always" recommending this).

For making initial contacts, listed from most recommended to least recommended, were a letter and resume sent to the personnel department, on-campus interviewing, responses to job listings, answer newspaper advertisements, current employee referrals, internships, part-time and summer employment, cooperative education programs, a letter and resume sent to the department head, visiting the personnel office personally, phoning the personnel office to request an interview, and seeking assistance through employment agencies.

EMPLOYERS RESPONDING TO RECRUITING TRENDS 1987-88

-A-

A. Brown Development  
A. Duda & Sons Inc  
A. T. Kearney Inc  
AAI Corporation  
Addison Wesley Public Schools  
Adia Personnel Services  
Aerojet General Corp  
Agro Culture Fertilizers  
Aerojet Ordnance Co  
Amway Inc  
AIL Corp Div Eaton  
Aim Executive Inc  
AIS Construction Equip  
Alcan Rolled Products Co  
Alco Manufacturing  
Algonac Community Schools  
Allegan General Hospital  
Allegheny Ludlum Steel  
Allegheny Power System  
Allied Aftermarket Division  
Allied Automotive  
Allied Bendix Aerospace  
Allied Tube/Conduit  
Allstate Insurance  
Alpena Alcona Intermediate School  
District  
Alside Corporation  
Alucobon Technologies  
Alumax Inc  
Alvin Schl Dist  
AM Automobile Assoc  
American Appraisal  
American Bank of PA  
American College Testing  
American Consulting Corp  
American Copper & Nickel  
American Edwards Lab  
American Electric Power  
American Inst of Bus  
Ameritrust  
Amoco Research Center  
Amoskeag Bank  
AMP Inc  
Amway Grand Plaza Hotel  
Anheuser Busch Inc  
Ann Arbor Police Department

Ann Arbor Public Schools  
Apple Computer  
Appleton Area School District  
Appleton Papers Inc  
Applicon  
Applied Physics Lab  
Argonne National Laboratory  
ARMC Research Corp  
Arizona Public Services  
Armour Food Companies  
Armstrong Rubber  
Arthur Andersen & Co  
Arthur Young & Co  
Asarco Inc  
A T & T Network Systems  
Atlanta Public Schools  
Aurora Public Schools  
Austin Independent School District  
Automatic Data Processing  
Awrey Bakeries Inc

-B-

B F Goodrich Co  
Babbage's Inc  
Baker Financial Group  
Baldwin Park Unified School District  
Ball Memorial Hospital  
Baltimore Aircoil Company  
Baltimore City Public Schools  
Bank One  
Barclays Amer Corp  
BASF Corp Fibers Division  
BASF Corporation  
BASF Inmont  
Baxter Healthcare Corporation  
Bay Technical Association  
Beech Aircraft  
Belk Stores Service  
Bell of Pennsylvania  
Beloit School District  
Bendix/Oceanics Division  
Benton Harbor Area Schools  
Big Sky Montana  
BJ Titan Services Co

Bloom Engineering Co  
Bloomfield Hills School District  
Bloomington School District  
Blue Care Network of Southwest  
Michigan  
Blue Cross and Blue Shield  
Bocknek Berger Gheris  
Boeing Company  
Boise Cascade Timber  
Bonne Bell  
Bonneville Power Adm  
Booker Assoc Inc  
Borden Chemical  
Bottineau Public School District 1  
Bowater  
Boy Scouts of America  
Boysville of Michigan  
BP America Inc  
Brady Co  
Bridgeport Spaulding  
Brighams Co  
Brighton Area Schools  
Broadway Southwest  
Brooklyn Union Gas  
Brookstone Company  
Broward County School Board  
Brown Shoe Co  
Browning Manufacturing  
Budget Rent-A-Car Systems Inc  
Buena Vista School District  
Bullhead City School District  
Bullitt County School District  
Bullock's  
Burgess & Niple Limited  
Burke Marketing Service  
Burlington School District 15

-C-

C. F. Industries Inc  
C. J. Gayfer & Co  
C. P. Rail  
Cahill-Stone Inc  
California Dept of Transport  
California Polytechnic State Univ  
California Thrift and Loan  
Calreco Inc  
Chapel Hill Carrboro  
Care-Free Aluminum  
Caro Mental Health Center  
Carolina Power & Light

Carolina Telephone  
Carstab Division  
Carter Hawley Hale  
Catawba Island Club  
Caterpillar Inc  
Cenex  
Centex Homes  
Central Illinois Pub Serv  
Central Maine Power Company  
Central Power & Light  
Central Soya  
Chaffey High School District  
Champaign Comm Schools  
Champion International  
Chart House The  
Chemical Bank  
Chem-Trend Inc  
Cherry-Burrell  
Chevron Corporation  
Chevron Research Company  
Chicago Rawhide Manufacturing  
Chicago & Northwest Transit  
Chili's Restaurant  
Chittenden School District  
Christina School District  
Chrysler Corp  
Ciba Corning  
Cigna Corporation  
Cincinnati Bell Inc  
Circle Pines Center  
Cirtek Corporation  
Citadel The  
Citicorp Savings  
City of Monroe  
City of Saginaw  
City of Saint Louis  
Cleveland Pneumatic  
Climax Scotts Schools  
Clovis School District  
Club Corporation of America  
CMI Corporation  
Coats & Clark Inc  
COBE Laboratories Inc  
Collins Food International  
Colorado State University  
Columbia Gas Dist  
Columbus Public Schools  
Combustion Engineer  
Commerce Federal Savings  
Commonwealth Edison  
Commonwealth Telephone Co  
Compuserve Inc  
Computer Lang Research

Comsat Laboratories  
Cone Mills Corporation  
Conna Corporation  
Conoco Inc  
Contel Corporation  
Continental Cablevision  
Continental Cos  
Continental Ill Natl  
Continental Insurance Co  
Control Data Corp  
Cook Family Foods  
Coopers & Lybrand  
Copper Country Inter Schl Dist  
Cosco Inc  
Countrymark  
Country Fresh  
Covert Public Schools  
Cozad City Schools  
Crane School District 13  
Creare Inc  
Croswell Lar Community Schools  
Crown Wood Products  
CRS Sirrine Inc  
Crystal Mountain  
CSX Distribution Serv  
Cubic Corporation  
Cushman & Wakefield  
Cummins Engine Co

Detroit City Personnel Dept  
Desoto County School District  
Detroit Edison Co  
Detroit Public Schools  
DeVilbiss  
Devlieg Machine Co  
Dexter Corporation  
Dielectric Communications  
Dieterman, Linden, Manske,  
Strassburger & Co  
Difco Laboratories  
Dinner Bell Foods Inc  
District of Columbia Public Schools  
Donaldson Company Inc  
Dorten & Dorten Subways  
Dow Chemical USA  
Dow Corning Corp  
Duall Industries Inc  
Duke Power Company  
Duluth Independent Schl Dist 709  
Duplex Products Inc  
Dupont  
Duquesne Light Company  
Durakon Industries  
Durametallic Corp  
Durn Bag

-E-

-D-

Dallas Indep Schl Dist  
Dana Corporation  
Dart Container Corp  
Dart Container Sales Co  
David Michael & Co  
David Taylor Naval  
Davison Community Schools  
Dayton Hudson Dept Store  
Dearborn Public Schools  
Decatur Memorial Hospital  
Deckerville Community Schools  
Deere & Co  
Defense Contract Audit  
DeKalb General Hospital  
DeKalb-Pfizer Genetics  
Delaware North Cos  
Deltech Engineering Inc  
Denny's Inc  
Denver Public Schools

Earlham School of Religion  
East Lansing Public Schools  
East Ohio Gas Company  
Eastern Upper Pen Mtl Hlth Bd  
Eastman Kodak Co  
Eaton Corporation  
Eaton Inter Schl Dist  
Eau Claire Schl Dist  
EDS  
Edwards Brothers Inc  
EG&G Idaho Inc  
El Paso School District  
Elder-Bearman Stores Corp  
Electronic Realty  
Electro-Motive  
Eli Lilly and Company  
Elkhart Comm Schl Dist  
Employers Mutual  
Enserch Exploration Inc  
Entech Inc  
Entertaining Moments

Environmental Protection Agency  
Equitec Properties  
Erie Mining Co  
Erlanger Medical Center  
Ernst & Whinney  
Escambia County School District  
Ethicon Inc  
Evanston Hospital  
Evansville-Vanderburgh Schools  
Excel Corporation  
E-Systems-Eci Div

-F-

Fairbanks Memorial Hospital  
Family Buggy Restaurants  
Farm Credit Services of Mid-Michigan  
Farmington Public Schools  
Federal Deposit Insurance  
Federal Grain Insp Serv  
Federal Highway Administration  
Federal Mogul Corporation  
Federal Reserve Bank of Cleveland  
Fenton & Livingston  
Ferguson H K Co  
Fidelity Union Life  
Field Pckg Co  
Filtru-Systems  
Fina Oil and Chemical Co  
First Bank System  
First Federal Mich  
First Interstate  
First Interstate Bank of Oregon  
First National Bk  
Fisher & Porter  
Fishers Big Wheel  
Fleming Companies  
Flexible Corporation The  
Fluor Daniel  
Fluor Engr Inc  
FMC Corporation  
Foodarama Supermarkets  
Ford Aerospace  
Ford Motor Company  
Ford Motor Sales Operations  
Ford New Holland  
Formation Inc  
Fort Bend School District  
Franks Nursery & Crafts  
Frederick County Schl Dist  
Fremont Public Schools

Fruehauf Corporation  
Ft. Worth Ind Schl Dist  
Fuller Co  
Furnas Electric Co

-G-

Gale Research Company  
Galesburg Comm Schl Dist 205  
Gallup McKinley Co  
Gap Stores Inc  
Garfinckles  
Garrett Airesearch  
Gas Research Inst  
GE Medical Systems  
Geisinger & Dial  
Gen Tele Co Midwest  
Gen Tele Northwest  
Gen Tele Southwest  
Gencorp Inc  
General Dynamics  
General Electric  
General Foods Corp  
General Mills Inc  
General Motors Corporation  
General Tele Co of Florida  
Geneva Corp  
Georgetown County Schls  
Geupel De Mars Inc  
Gilbert Commonwealth MI  
Gilbert/Robinson Inc  
Gold Kist Inc  
Goldsmith's  
GPU Nuclear Corp  
GPU Service Corporation  
Grain Processing Corp  
Grand Ledge Public Schools  
Great Northern Paper  
Great-West Life Assu.  
Green Bay Public Schools  
Greensville County Schools  
Greif Corp  
Griffith Labs USA  
Growmark Inc  
GSH Corporation  
GTE



-H-

Hagger Co  
Halifax Engineering Inc  
Halliburton Serv  
Hamilton Center Inc  
Hamilton Township Public Schools  
Handleman Company  
Hardin County School District  
Harper-Grace Hospitals  
Harris Corp  
Harshaw/Filtol  
Hawaii Dept of Education  
Haworth Inc  
H B Fuller Co  
Heath Tecna  
Henry Ford Hospital  
Hepfer & Company  
Herman & MacLean PC  
Higbee Company  
Highlands County Schl  
Hills Bros Coffee  
Hilton Hotels Corporation  
Hit or Miss  
Hitachi Magnetics  
Hoechst Celanese Corp  
Homestead The  
Holley Carborator  
Honeywell Avionics  
Honeywell Systems  
Horace Mann Insurance Co  
Hospital Dietary Service  
Houston Light and Power  
Humana Inc  
Hunt Petroleum Corp  
Huntington Natl Bank  
Hyatt Hotels  
Hygrade Food Products

Indiana State Division  
Indiana Dept of Nat Res  
Indiana Highway Department  
Indiana Mich Power  
Industrial Service Tech  
Indiana State Department  
Industrial Risk Insurers  
Instant Copy  
Insurance Service Office  
Interlochen Arts Academy  
International Rsrch & Dev Corp  
Interstate Power Co  
Iosco Independent Schl Dist  
Iowa Beef Processors  
ITT Aerospace Opt Division

-J-

J Byrons Dept Store  
J L Hudson Co  
J Walter Thompson Co  
Jackson Laboratory  
Jackson Public Schools  
Jenison Public Schools  
Jervis B Webb Co  
Jessica's Cookies  
Jet Propulsion Laboratory  
Jim Walter Corp  
John Fluke Manufacturing Co  
John Hancock Health  
Johnson Wax Co  
Johnson & Johnson  
Johnston Laboratories  
Jordan Marsh New Eng  
Jordan School District

-K-

-I-

IBM Corp  
Idaho First National Bank  
Idaho Schl Blnd & Deaf  
IFR Inc  
Illinois Dept of Transportation  
Illinois Farm Bureau  
Impell Corporation  
Inco US Inc

Kalamazoo Public Schools  
Kansas City School District  
Kansas Dept of Administration  
Kansas Dept of Transportation  
KCL Corporation  
Kellogg's  
Kelly Services Inc  
Kenosha School District  
Kentucky Power Co

Kern High School District  
Ketchum Distributors  
Key State Bank  
Kids R Us  
Kinston City Schls  
Kobacker Co The  
Koch Industries  
Koppers Co Inc  
K-Mart Apparel Corp

-L-

Lady Footlocker Inc  
Lake Forest School #67  
Land & Plant  
Lansing Community College  
Lansing School District  
Lansing Tri-Cnty Reg  
Lapeer Fabrications  
Laventhol & Horwath  
Lawrence Livermore Natl Lab  
Lazarus  
Liberty Mutual Insurance  
Limited District Service  
Limited Express  
Lincoln Alcona Schl District  
Lion Store The  
Livermore National Lab  
LOF Glass  
London Industries  
Long Beach UFSD  
Longview Fibre Co  
Los Angeles City of  
L S Ayres & Co  
Love Box Inc  
Lutron Inc  
Lyons Restaraunt Inc

-M-

3 M Company  
M. A. Mortenson Co  
Maccabees Mutual Life Insur Co  
Madison Metro School District  
Magnavox  
Mainstreet  
Management Science America  
Manchester The

Maner Costerian Ellis  
Mannesmann Demag  
Manpower Inc  
Manufac Natl Bank of Detroit  
Manufac Bank of Lansing  
Manufac Hanover Trust  
Marine Corp  
Marion Labs  
Marriott Hotels  
Marshall Fields  
Martin Marietta Astronautics  
Mason Comm School District  
Masonite Corporation  
Massachusetts Individual Ins Co  
Massachusetts Mutual Life Ins Co  
Mayfair Supermarkets  
Maytag Co  
McAllen School District  
McDonalds Corp  
McDonnell Douglas  
McGladrey Hendricson  
McGraw-Hill Publications  
McJunkin Corp  
McLouth Steel Corp  
Mead Corporation  
Mead World Headquarters  
Meijer Thrifty Acres  
Memorial Hospital South Bend  
Memorial Hospital Sweetwater  
Memphis City Schools  
Menasha Corp  
Mennen Company  
Mercantile Stores Co  
Mercy Hospital  
Meridian Oil Inc  
Meridian Twp Pub Adm  
Merrill Trust Co  
Merrimack Valley Wood Products  
Merskin & Merskin PC  
Metcalf & Eddy Inc  
Methodist Hospital  
Metro Edison Co  
Metro Insur Cos  
Michigan Bell Telephone Company  
Michigan Consolidated Gas Company  
Michigan Department of Labor  
Michigan Dept of Transportation  
Michigan Insurance Bureau  
Michigan Office Auditor General  
Michigan State Police Dept  
Michigan Youth Corp  
Midlantic National Bank

Milford Public Schools  
Millard Public Schools  
Miller Heating & Air Conditioning  
Milwaukee County  
Minnesota Mutual Life  
Missouri Highway & Transportation  
Mitchell Group  
Mobil Oil Corp  
Mohasco Corp  
Monroe City of  
Montana Deaconess  
Montana Power Co  
Moore Products Co  
Moorman's  
Morrison Inc  
Morrison Knudsen Engr  
Morrison's Specialty  
Morse Industrial Corp  
Morton F. Plant Hospital  
Morton Salt  
Moss Adams CPAs  
Motor Wheel Corporation  
Motorola Inc  
Mountain Bell Tele  
Mt. Fuel Supply Co  
Muskegon County Govern  
Muskegon Public Schools  
Mutual Benefit Life  
Mutual of Omaha

Needham Public Schools  
Nestle Foods Corporation  
New Departure Hyatt  
New England Electric  
New Mexican  
New Orleans Public Service  
New Providence Board of Education  
New York Dept of Transportation  
New York Hospital  
Newaygo Public Schools  
Newhall School District  
Niagra Mohawk Power Co  
NOAA Officer Corps  
Norfolk Public Schools  
Norfolk Southern  
North American Life & Health  
North American Van Lines  
Northeast Utilities  
Northern Electric Co  
Northern Illinois Gas Co  
Northern Indiana Public Service  
Northern Telecom Inc  
Northrop Corporation  
Northwestern Mutual Life  
Northwestern Railroad  
Noxell Corp  
Nutech Engineers  
Nutrasweet Co

N. L. Industries  
Nabisco Brands Inc  
National Bank of Detroit  
National Financial Service  
National Futures Association  
National General Insurance Company  
National Homes Corp  
National Lumber Company  
National Security Agency  
National Steel  
Naval Air Systems  
Naval Ship Weapons Systems  
Navistar Technical Center  
NCH Corporation  
NCNB Corporation  
NCR Corp Microelec  
NCR Corp Pers Res  
NCR Corporation  
NEC Home Electronics

Oak Park School District  
Oakland Unif School District  
Oakland University  
Office Systems  
Ohio Bell Telephone  
Olofsson Corp  
Omaha Public Power Dist  
Omni Inc  
Opryland Hotel  
Ore-Ida Foods Inc  
Oro Manufacturing  
Osco Drug Inc  
Oshkosh District #1  
Oster  
Otsego Public Schools  
Owens-Corning  
Owosso Public Schools  
O'Brian & Gere Engineers Inc  
O'Connor & Associates

-P-

Pacific Northwest Bell  
 Pacific Press/Shear  
 Pacific Televis Group  
 Pacific Western Bank  
 Packaging House The  
 Pansophic Systems Inc  
 Parker Unified School District 27  
 Pass-Mar Distribution  
 Paul Revere Life Ins  
 Payless Cashways Inc  
 Peat Marwick & Mitchell  
 Penelec  
 Penn Civil Service Comm  
 Penn Power Light Co  
 Peoples Gas Light Co  
 Peoples Restaurant Inc  
 Pepsi-Cola Company  
 Personnel Services  
 Peterson & Co  
 Petoskey Public Schools  
 Petrie Stores Corp  
 Philadelphia Elec  
 Phillips Petroleum  
 Phoenix Mutual Life  
 Phoenix Union High School District  
 Pizza Hut of America  
 Plante & Moran  
 Plymouth Nursery  
 Polack Corporation  
 Pontiac School District  
 Portland State University  
 PPG Industries Inc  
 Pratt & Whitney  
 Precision Castparts  
 Presto Products Inc  
 Prestolite  
 Price Waterhouse  
 Primex International  
 Princeton Bank  
 Princeton City School District  
 Principle Financial Group  
 Printpack Inc  
 Procter & Gamble  
 Project Nature  
 PSE&G  
 Public Service of Indiana  
 Public Service of New Hampshire

Public Service of Oklahoma  
 Pueblo School District #60  
 Puget Sound Power & Light  
 Pullman Power Prod  
 Pulte Home Corporation

-Q-

Quaker Oates  
 Quincy Stamping & MA

-R-

R R Donnelley & Sons  
 Racal-Milgo  
 Radisson Hotels  
 Rapid City Area Schools  
 Rapid City School District 51/4  
 Rave Junior Apparel  
 Raymondville Independent School District  
 Record Systems & Equipment Corp  
 Red Roof Inns  
 Research Institute of Michigan  
 Reynolds Tobacco  
 Richardson-Vicks USA  
 Richland Memorial Hospital  
 Richs  
 Riley Stoker Corp  
 River Valley School District  
 RLC Corporation  
 Robbins & Myers Inc  
 Robert Morris College  
 Robertson Brothers  
 Rochester Community Schools  
 Rockwell International  
 Rocket Research Co  
 Roses Stores Inc  
 Royal Business Machines  
 Russ Berrie  
 Russell Bus Forms  
 Rusty Pelican Restaurant  
 Rust-Oleum

-S-

S G Carlton & Co  
S & M Heating Sales  
Saginaw School District  
Saginaw Steering Gear  
Saks Fifth Avenue  
Salt Lake City Schls  
Salt River Project  
San Bernadino City Schools  
San Diego City Schools  
San Diego Gas & Electric  
San Felipe Del Rio Schl Dist  
Santa Fe South PA  
Santa Rosa Medical Center  
Schippers Kintner Robinson  
Schlumberger Intl  
Scholz Homes Inc  
Schulers Restaurant  
Schulze & Burch Co  
Scott Paper Co  
Scovill  
Scranton School District  
Seafirst  
Sealed Air Corp  
Sears Roebuck and Co  
Seattle Public Schools  
Second National Bank  
Seidman & Seidman  
Seiler Corporation  
Sentry Insurance Corporation  
Sentry Schlumberger  
Shadybrook  
Sheraton-Lakeside Inn  
Shawmut Corp  
Shopko Stores Inc  
Simplified Tax Service  
Sioux Falls ISD  
SKF Industries  
Slakey Brothers Inc  
SMS  
Sonat Exploration  
South Bend Comm Sch Corp  
South Carolina Box Inc  
South Texas ISD  
Southeastern Michigan Gas  
Southern Natural Gas  
Southern Research Institute  
Southwest Research Institute  
Southwestern Public Service

Spartanburg General Hospital  
Sparton Electronics  
Sperry Corp  
Spring Branch Schl Dist  
Springer Building Materials  
St. Johns Childrens Home  
St. John's Hospital  
St. Louis County Water  
St. Lukes Samaritan Health Care Inc  
St. Luke's Episcopal Hospital  
St. Mary's Lodge  
St. Paul Public Schools  
St. Paul The  
Stalker Corporation  
Standard Federal Bank  
Standard Oil Co  
Stanley Door Systems  
State University of New York at Albany  
Statler Tissue Company  
Stauffer Communications  
Steketee's  
Stepan Company  
Steuart Petroleum Co  
Stone Container Corporation  
Stop and Shop  
Stouffer Hotels  
Sturgis Public Schools  
Sullivan Bille & Co  
Super Valu Stores  
Sverdrup Corp  
Swiss Colony The  
Sybra Inc  
Sycron Corporation  
Syracuse Research Co  
Syska & Hennessy Inc  
System Planning Corporation

-T-

Taco Tico Inc  
Tampa Electric Co  
Tandy Corporation  
Target Stores  
Taylor Publishing Co  
Technoserve  
Teknor Apex Co  
Tele Leasing & Sales  
Telex Computer Productions  
Telex Computer Products Inc

Tennant Co  
Tennessee Gas Pipeline  
Terra International Inc  
Terratron Inc  
Texaco Inc  
Texas Instruments  
Texas Utilities Co  
Thermotron Industries  
Thomas & Betts Corporation  
Time Inc  
Timkin Company The  
Toledo Public Schools  
Tone Commander Sys  
Topeka Shawnee District 501  
Toro Company  
Torrington Company  
Total Petroleum  
Touche Ross & Company  
Tractor Aerospace Inc  
Transamerica Distributors  
Transportation Res Board  
Treasury Department of  
Troy School District  
TRW Inc  
Tuco  
Tulsa Tribune The  
Tyler Refrigeration

-U-

U O P Inc  
U. S. Air Force  
U. S. Defense Mapping Agency  
U. S. Dept of HUD  
U. S. Dept of Justice  
U. S. Dept of Navy  
U. S. Dept of the Army  
U. S. Fed Highway Admin  
U. S. General Accounting Office  
U. S. Geological Center  
U. S. Government  
U. S. Insurance Group  
U. S. Nasa Ames Res Ctr  
U. S. Peace Corps  
U. S. Small Bus Admin  
UNC Nuclear Ind  
Union Bank  
Union Carbide Corp

Union Electric Co  
Union Rock & Materials  
Union Texas Petro Co  
Unisys Corporation  
United Airlines  
United Hospital  
United Illuminating  
United Tech Inmont  
United Technologies Carrier  
United Technologies Pratt & Whitney  
United Tele Ohio  
United Telecom  
United Way of America  
Univac Data Processing Div  
Universal Data Systems  
University Hospital  
University of Arizona  
University of Nevada  
University of Oklahoma  
University System of Georgia  
Upshur County School District  
USG Corporation  
Utica Comm Schools

-V-

Valley National Bank  
Vanity Fair Mills  
Vector Research  
Venture Vineyard  
Vermont Research Corporation  
Veterans Administration  
Vidosh  
Viking Metallurgical  
Virginia Beach C P S  
Vista Chemical Co  
Vitro Corporation  
Volkswagen of America  
Vulcan Materials Company

-W-

W. Educ Publishing  
W. Fork Educ Ctr  
W. H. Brady Co  
W. R. Grace & Company  
W. S. Reed Company The



Wachovia Bank & Trust	-X-
Wade Trim & Assoc	
Wake County Schools	
Walter Reed Army Med	Xerox Corp
Washington Univ School of Med	Xontech Inc
Waterford School District	
Watergate Hotel	
Watervliet Public Schools	-Y-
Watson Industries	
Waukegan Public Schools	
Wausau School District	Yoplait USA
Waverly Schools	Yorr International Corp
W C I Refrigerator Div	Young & Co
West Co Inc	
West Point Pepperell	-Z-
Western Electric Co	
Western Publishing	
Westinghouse Electric Corp	Zaremba Management Services Inc
Westlaco Independent Schl Dist	Zelenka Evergreen Nursery
Westvaco Corp	
Weyerhaeuser	
Weyerhaeuser Company	
Wheeling Comm School District	
Whirlpool Corporation	
Wichita Pub Schools	
Wickes Lumber Co	
Wilson Financial Serv	
Winegardner & Hammons	
Winkelman Stores Inc	
Wisconsin Electric Power	
Wisconsin Gas Company	
Wisconsin State Govt	
Wolverine Technologies	
Wrangler	
Wyatt Cafeterias	
Wyndham Hotels	

# INDEX

Academic Major in Demand	v	43,12
Acceptance Rates for Job Offers	viii	20-22
AIDS Testing	xvi,xvii	46-48
Alcohol Testing	xvi,xvii	46-48
Anticipated Changes in Employees	viii	5-7
Bonuses on Base Salary	xiv	36
Campus Visits	x	23-24
Centralized vs Decentralized Placement	xiii	35
Closed Interview Schedules	xi	28-29
Contributions to Career Planning/Placement Offices	xiv,xv	39
Cooperative Education Program Supervision	xiv	37
Delayed Hiring Last Year (1986-87)	xiii	34
Drug Testing	xvi,xvii	46-48
Employee Changes Last Year	viii	5-7
Employers Category and Size		1-3
Employers Surveyed		51
Ethics of Recruiting Graduates	xvi	45
Fund-Raising Activities	xiv	37
Immigration Reform and Control Act	xv	42
Initial Contacts with Employers	xvii	50
International Employment	vii	4
Interviewing Schedule Trends	ix	25-26
Job Availability by Region	v	49
Job Outlook	iv	7-9,11
Liberal Arts Hiring Trends	xv	40
Liberal Arts Skills Provided	xv	41
Payment for Campus Recruiting	xiv	37-38
Prescreening on College Campuses	xi	30-31
Reneging on Job Offers	x	27
Salary Averages Starting	v,vii	13-19
Size Influences Hiring	v	10
Training Programs	xvi	44
Videotaped Interviews	xii,xiii	32-33