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Job Outlook 2015



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TABLE OF CONTENTS

ABOUT THE JOB OUTLOOK 2015 SURVEY	4
U.S. COLLEGE HIRING TO INCREASE 8.3 PERCENT	5
Figure 1: Job Outlook hiring projections, 2009 – 2015	
Figure 2: Employers’ hiring expectations	
Job Market Ratings	
Figure 3: Employers rate the job market for 2014-15 graduates	
Figure 4: Available vs. unfilled positions for 2013-14, 2012-13, 2011-12, and 2010-11 graduates	
Reassessing Hiring Plans	
Figure 5: Employers’ plans to reassess hiring needs	
Spring Recruiting Plans	
Figure 6: Percentage of college recruiting conducted in fall vs. spring, 2011-2015	
Figure 7: Spring 2015 recruiting plans	
Recruiting Methods	
Figure 8: Change in recruiting methods, 2011-2015, by percent of respondents	
Hiring by Industry	
Figure 9: Total change in hiring, by industry	
Figure 10: Spring 2015 on-campus recruiting plans, by industry	
Figure 11: Job market ratings, by industry	
Hiring by Region	
Figure 12: Total change in hiring, by region	
Figure 13: Hiring expectations by region, by percent of respondents	
Figure 14: Spring 2015 recruiting plans, by region	
WHO’S IN DEMAND?	15
Figure 15: Hiring expectations, by degree level	
Figure 16: Top degrees in demand, by broad category	
Figure 17: Top degrees in demand, by degree level and broad category	
Figure 18: Top degrees in demand (bachelor’s degree level)	
Figure 19: Top business degrees in demand	
Figure 20: Top engineering degrees in demand	
Figure 21: Top computer and information science degrees in demand	
Figure 22: Top math and science degrees in demand	
Figure 23: Top communications degrees in demand	
Figure 24: Top social sciences degrees in demand	
Figure 25: Top humanities degrees in demand	
Figure 26: Top degrees in demand (master’s degree level)	
Figure 27: Top degrees in demand (doctorate degree level)	

- Figure 28: Top five undergraduate majors—Northeast
- Figure 29: Top five undergraduate majors—Southeast
- Figure 30: Top five undergraduate majors—Midwest
- Figure 31: Top five undergraduate majors—West
- Figure 32: Who’s hiring, by industry (bachelor’s degree level)
- Figure 33: Who’s hiring, by region (bachelor’s degree level)

International Student Hiring Plans

- Figure 34: International student hiring plans, 2010 – 2015
- Figure 35: International student hiring plans, by industry
- Figure 36: International student hiring plans, by region

HOW EMPLOYERS VIEW CANDIDATES 30

- Figure 37: Screen candidates by GPA, by percent of respondents
- Figure 38: Screen candidates by GPA, by industry
- Figure 39: Attributes employers seek on a candidate’s resume
- Figure 40: Influence of attributes
- Figure 41: Employers rate the importance of candidate skills/qualities
- Figure 42: Employers’ hiring preferences relative to experience, by percent of respondents
- Figure 43: Employers’ preference as to how work experience was gained, by percent of respondents

Employers Grade Candidate Attributes

- Figure 44: Employers grade their average new graduate recruits on skills/attributes

COMPENSATION AND SIGNING BONUSES 37

Starting Salaries

- Figure 45: Employers with plans to increase starting salaries to bachelor’s degree graduates
- Figure 46: Employers with plans to increase starting salaries, by industry
- Figure 47: Employers with plans to increase starting salaries, by region

Signing Bonuses

- Figure 48: Employers offering signing bonuses
- Figure 49: Percent of employers offering signing bonuses to 2014-15 graduates, by industry
- Figure 50: Percent of employers offering signing bonuses to 2014-15 graduates, by region
- Figure 51: Average signing bonus, by major (bachelor’s degrees)
- Figure 52: Average signing bonus, by major (master’s degrees)

APPENDIX 42

- Figure 53: Respondents by size of department/business unit
- Figure 54: Respondents by industry

Participating Organizations



ABOUT THE *JOB OUTLOOK 2015* SURVEY

The *Job Outlook* survey is a forecast of hiring intentions of employers as they relate to new college graduates. Each year, the National Association of Colleges and Employers (NACE) surveys its employer members about their hiring plans and other employment-related issues in order to project the market for new college graduates for the current class and to assess a variety of conditions that may influence that market.

Data were collected for the *Job Outlook 2015* survey from August 11, 2014, through October 7, 2014. A total of 260 surveys were returned—a 25 percent response rate.

Of those responding, 18.1 percent of respondents were from the West, 24.2 percent were from the Northeast, 26.5 percent were from the Southeast, and 31.2 percent were from the Midwest. For a list of respondents by industry and size, and a partial list of organizations that supplied data for this report, see pages 42 - 44.

Totals throughout the report may not equal 100 percent due to rounding.

NACE expects to provide a formal update of job market information once more in the 2014-15 academic year: The *Job Outlook 2015* Spring Update survey (data collected in February – March 2015) will give NACE members a final update on hiring for 2014-15 graduates. Results will be available in early April 2015.

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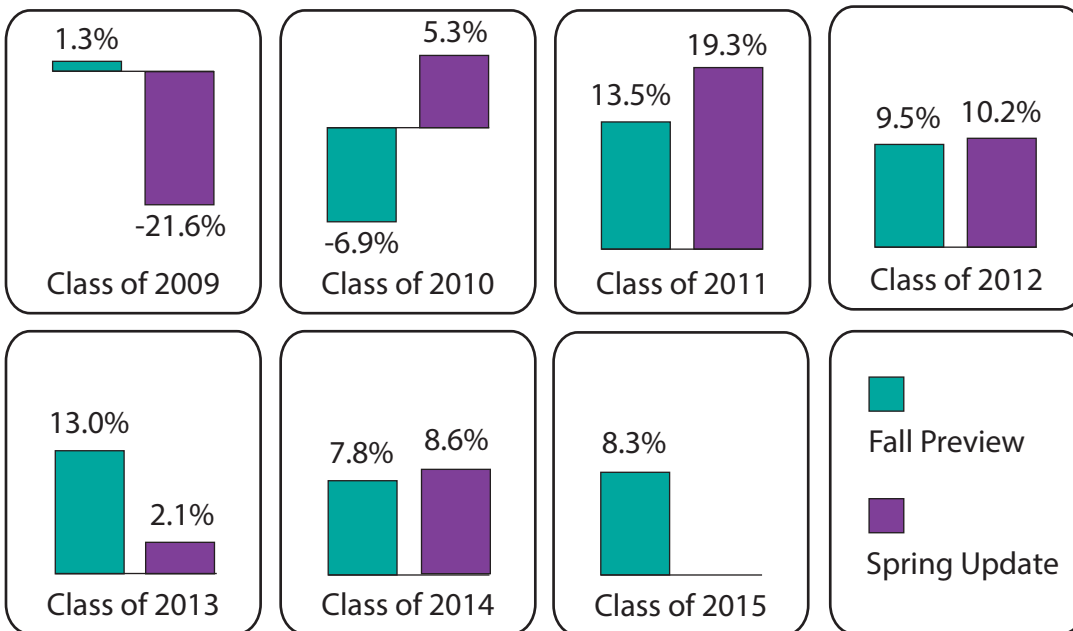


U.S. COLLEGE HIRING TO INCREASE 8.3 PERCENT

Last spring, employers indicated that their final plans for Class of 2014 graduates would be to increase hiring by 8.6 percent. For Class of 2015 graduates, the initial projection is very similar, as employers plan to hire 8.3 percent more new college graduates for their U.S. operations than they did from the Class of 2014. (See Figure 1.)

In addition to the U.S. positions, more than one-quarter of employers report that they recruit college graduates for positions outside of the United States. The hiring projection for international positions is expected to increase for Class of 2015 graduates also, but by just 3.2 percent. The overall hiring projection for U.S. and international graduates for both U.S. and international positions will increase by 7.5 percent for the Class of 2015.

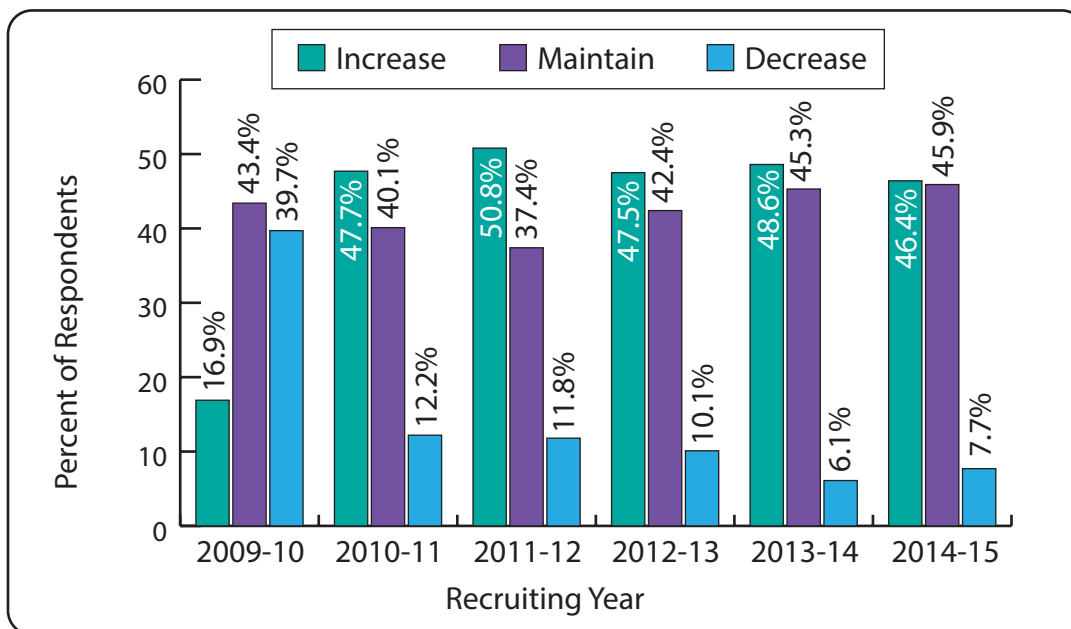
Figure 1: Job Outlook hiring projections, 2009-2015*



*Years 2014 and 2015 are the hiring projection for U.S. locations only. Prior years' projections are shown for informational purposes only, and should not be compared to the 2014 and 2015 projection.

Employers' plans for their individual hiring numbers have also remained very similar in terms of the group of respondents with plans to increase, decrease, or maintain their numbers. (See Figure 2.) While respondents with plans to increase their college hire numbers is slightly smaller than last year's group, overall it is still the largest of the three categories. It is followed closely by respondents planning to maintain their college-hire numbers. Although respondents with plans to decrease their number of college hires is slightly higher than was the case last year, it remains relatively low.

Figure 2: Employers' hiring expectations

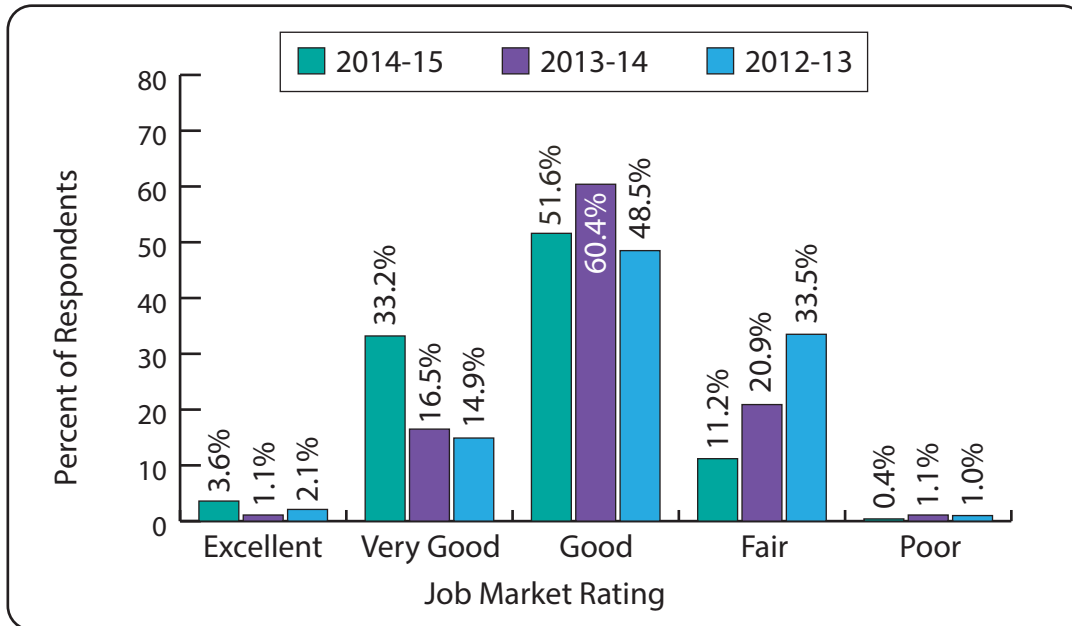


The main reasons employers cited for increasing their college hiring numbers can be categorized into two main groupings: business need/company growth and anticipated retirements. In addition, respondents cited the importance of hiring new college graduates to fill their talent pipelines, as these new hires will eventually become the future leaders of their organizations. For respondents planning to maintain their number of new college hires, similar reasons were given. Most said their business needs and company growth determined that they maintain their hiring numbers, although not in a negative way. These employers have a balance in their work forces and have no need to increase or decrease their numbers. Most of the handful of respondents that are decreasing their number of college hires reported company reorganization, with a few respondents citing budget cuts and worsening market conditions.

Job Market Ratings

Most employers continue to rate the overall job market as “good.” (See Figure 3.) And, while the “excellent” and “poor” ratings remain nearly level, the group of respondents providing a “very good” rating has jumped to almost one-third of respondents. Slightly more than 11 percent of employers rated the market as “fair.”

Figure 3: Employers rate the job market for 2014-15 graduates



Available vs. Unfilled Positions for College Graduates

Employers taking part in the current survey were asked to comment on their recruiting success over the past few years. How many openings did they have? How many went unfilled?

As Figure 4 indicates, the average number of openings and the average number of unfilled positions rose sharply with the Class of 2014. Employers had an average number of 251 positions available (up from up from 171 for the Class of 2013), and left an average of 14 seats empty—nearly double the number of unfilled spots among Class of 2013 grads.

Figure 4: Available vs. unfilled positions for 2013-2014, 2012-13, 2011-2012, and 2010-11 graduates

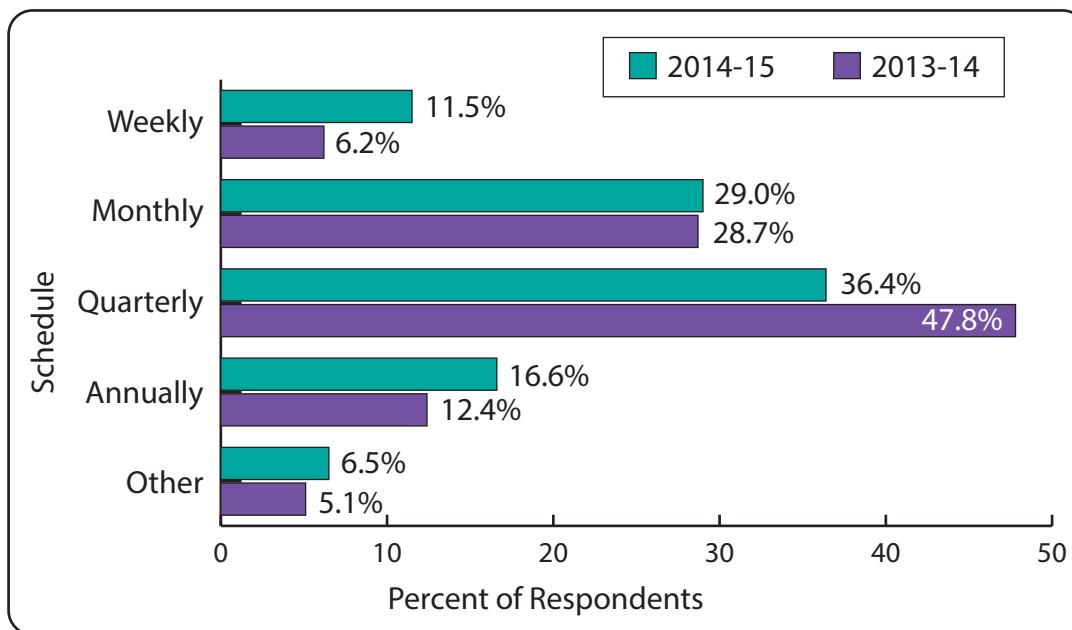
Recruiting Year	Total Number of Available Positions	Average Number of Available Positions	Total Number of Unfilled Positions	Average Number of Unfilled Positions	Percent of Unfilled to Available Positions
2013-14	46,609	251	2,591	14	5.6%
2012-13	24,834	171	1,126	8	4.5%
2011-12	24,854	152	855	5	3.4%
2010-11	24,356	148	1,172	7	4.8%

Reassessing Hiring Plans

This year's respondents report varied schedules on how often they will reassess their college hiring needs. (See Figure 5.)

Although nearly half of respondents to the 2013-14 survey reported that they would reassess their hiring needs on a quarterly basis, that group dropped to just over one-third of this year's respondents. More employers plan to reassess on a weekly and monthly basis. However, the number of respondents that will reassess less frequently has also grown since last year, rising from just over 12 percent in 2013-14 to almost 17 percent in 2014-15. This group will reassess their hiring needs on an annual basis only. The more-even distribution of responses may not necessarily indicate caution on the part of employers, but it may suggest that employers merely want to be prepared for the prospect of hiring new graduates throughout the year.

Figure 5: Employers' plans to reassess hiring needs



Spring Recruiting Plans

The fall recruiting season remains the preferred time for employers to conduct college recruiting, as 2014-15 respondents plan to conduct, on average, two-thirds of their college recruiting in the fall. (See Figure 6.)

Figure 6: Percentage of college recruiting conducted in fall vs. spring, 2011-2015

Job Outlook Survey Year	Fall	Spring
2015	66%	34%
2014	62%	38%
2013	68%	32%
2012	65%	35%
2011	64%	36%

Although most recruiting is planned for the fall, spring 2015 recruiting plans look promising, with almost half of respondents saying they have firm plans in place. (See Figure 7.) The best news is that fewer than 1 percent of respondents report that they are not hiring at all during the spring 2015 recruiting season.

Figure 7: Spring 2015 recruiting plans

Recruiting Plans	Spring 2015	Spring 2014
Firm recruiting plans	47.0%	42.9%
Tentative plans in place	23.7%	30.3%
All recruiting in Fall	19.2%	13.7%
Unsure	9.1%	10.3%
Not hiring	0.9%	2.9%

Recruiting Methods

This year's survey respondents are placing a much stronger emphasis on technology in recruiting graduates from the Class of 2015. Almost 65 percent of respondents plan to use more social networks, and just over 60 percent plan to use more technology in general. (See Figure 8.) Technology use has increased by more than 10 percent. And, compared to the changes in recruiting for 2011 graduates, the respondents that plan to use more social networks is almost 25 percent higher.

Figure 8: Change in recruiting methods, 2011-2015, by percent of respondents

Change	% of 2015 Respondents	% of 2014 Respondents	% of 2013 Respondents	% of 2012 Respondents	% of 2011 Respondents
Using more social networks	64.7%	50.9%	57.3%	57.1%	41.1%
Using more technology in general	60.9%	48.5%	59.6%	58.3%	42.6%
Change in branding	42.4%	38.2%	34.8%	41.7%	33.5%
Attending more career fairs	32.1%	33.3%	39.3%	42.3%	28.4%
Attending fewer career fairs	23.9%	23.6%	24.7%	27.4%	28.9%
Less travel	20.1%	21.8%	21.3%	18.3%	19.3%
More travel	19.6%	18.2%	21.9%	22.3%	15.2%
Other	13.0%	14.5%	18.5%	13.1%	18.3%

Hiring by Industry

Nearly three-quarters of the industries shown in Figure 9 report increases in hiring for Class of 2015 graduates for their U.S. positions. In the five industries where decreases are reported, the individual responses provide a clear picture of the reasons behind the decreases.

While it appears that employers in the information sector are reducing their hiring the most, of the 11 information respondents, just four are cutting back on their college hires. Two of those planning decreases say decreases will be in excess of 35 percent. The remaining seven respondents are all increasing their hiring, with none in this sector maintaining their number of new college hires.

In the case of finance, insurance, and real estate employers, a similar finding is true. Of the 16 total respondents, only four are decreasing hires, with two of those respondents cutting their numbers by 80 percent or more. Of the nine respondents in the finance, insurance, and real estate sector that are increasing their hiring, one respondent is planning to more than double its college hire numbers, but this large increase isn't enough to offset the two large decreases of the sector.

(Please note: Industry projections for the Class of 2015 graduates should be examined with caution as some sectors contain a small number of respondents. Only industries with five or more respondents are listed. Additionally, due to the small number of respondents in some industries, overall percentages may be easily skewed by one or two respondents.)

Figure 9: Total change in hiring, by industry*

Industry	# of 2015 Projected Hires	# of 2014 Actual Hires	% Change	# of Respondents
Oil & Gas Extraction	1,232	1,008	22.2%	6
Utilities	370	272	36.0%	6
Construction	1,809	1,762	2.7%	14
Food & Beverage Mfg.	750	651	15.2%	7
Chemical (Pharmaceutical) Mfg.	2,213	2,260	-2.1%	21
Computer & Electronics Mfg.	3,737	3,433	8.9%	10
Misc. Mfg.	880	717	22.7%	18
Wholesale Trade	179	107	66.8%	5
Retail Trade	1,355	937	44.6%	7
Information	1,014	1,562	-35.1%	11
Finance, Insurance, & Real Estate	3,298	3,585	-8.0%	16
Accounting Services	8,055	6,646	21.2%	5
Engineering Services	1,162	1,223	-5.0%	13
Management Consulting	1,473	1,301	13.2%	12
Misc. Prof. Services	709	637	11.3%	17
Misc. Support Services	227	233	-2.6%	5
Government	771	688	12.1%	7

*Hiring projections are for U.S. locations only. (Only industries with 5 or more respondents are represented here.)

Figures 10 and 11 also show other important components of the analysis by industry in spring 2015 recruiting plans and job market ratings. While information employers show the largest planned decrease in hiring in Figure 9, they rate the job market specific to their industry higher than any of the other employer types (Figure 11). In addition, almost 93 percent of information respondents have firm or tentative plans in place for spring 2015 on-campus recruiting (Figure 10), with the remaining 7 percent completing all of their recruiting this fall. There are no information respondents that are unsure of their spring 2015 recruiting plans or that won't be on campus because they are not hiring.

On the other hand, utilities companies rate the job market for their industry as "good," and they are planning an overall increase in hiring of 36 percent. All of their respondents have firm or tentative plans for spring 2015 on-campus recruiting.

Figure 10: Spring 2015 on-campus recruiting plans, by industry

Industry	Firm Plans in Place	Tentative Plans	All Recruiting in Fall 2014	Not Hiring	Unsure	# of Respondents
Oil & Gas Extraction	28.6%	14.3%	57.1%	0.0%	0.0%	7
Utilities	83.3%	16.7%	0.0%	0.0%	0.0%	6
Construction	60.0%	6.7%	26.7%	0.0%	6.7%	15
Food & Beverage Mfg.	42.9%	28.6%	14.3%	0.0%	14.3%	7
Chemical (Pharmaceutical) Mfg.	17.4%	21.7%	39.1%	0.0%	21.7%	23
Computer & Electronics Mfg.	61.5%	23.1%	7.7%	0.0%	7.7%	13
Motor Vehicle Mfg.	66.7%	0.0%	0.0%	0.0%	33.3%	6
Misc. Mfg.	61.9%	28.6%	4.8%	0.0%	4.8%	21
Wholesale Trade	40.0%	20.0%	0.0%	0.0%	40.0%	5
Retail Trade	44.4%	22.2%	22.2%	0.0%	11.1%	9
Information	50.0%	42.9%	7.1%	0.0%	0.0%	14
Finance, Insurance, & Real Estate	31.6%	26.3%	31.6%	0.0%	10.5%	19
Accounting Services	33.3%	33.3%	16.7%	0.0%	16.7%	6
Engineering Services	57.1%	28.6%	14.3%	0.0%	0.0%	14
Management Consulting	23.1%	23.1%	46.2%	0.0%	7.7%	13
Misc. Prof. Services	47.1%	23.5%	11.8%	5.9%	11.8%	17
Misc. Support Services	80.0%	20.0%	0.0%	0.0%	0.0%	5
Government	57.1%	14.3%	28.6%	0.0%	0.0%	7

Figure 11: Job market ratings, by industry

Industry	Average Rating	# of Respondents
Information	4.21	14
Accounting Services	4.00	6
Construction	3.87	15
Management Consulting	3.85	13
Wholesale Trade	3.80	5
Transportation	3.80	5
Engineering Services	3.71	14
Computer & Electronics Mfg.	3.62	13
Misc. Support Services	3.60	5
Finance, Insurance, & Real Estate	3.58	19
Government	3.57	7
Misc. Prof. Services	3.53	17
Oil & Gas Extraction	3.43	7
Food & Beverage Mfg.	3.43	7
Misc. Mfg.	3.32	22
Chemical (Pharmaceutical) Mfg.	3.26	23
Retail Trade	3.20	10
Utilities	3.14	7
Motor Vehicle Mfg.	2.83	6

(*5-point scale, where 1=Poor, 2=Fair, 3=Good, 4=Very good, 5=Excellent)

Hiring by Region

As Figure 12 indicates, hiring projections by region are split: Two regions project increases, while two project decreases.

Employers in the Northeast are most optimistic; interestingly, however, this region is home to the largest group of employers that are either not hiring in the spring or are unsure of their spring recruiting plans. (See Figure 14.)

The Western region posted the largest decrease, but much of the drop reflects the poor outlook of the information industry. Of the 33 responding employers in the West, eight represent information organizations, pulling down the hiring expectations for the region.

The Southeast also posted a decrease in hiring plans. Almost one-tenth of respondents in the Southeast report plans to cut back on hiring; these responses are dragging down overall hiring projections.

Figure 12: Total change in hiring, by region

Region	# of 2015 Projected Hires	# of 2014 Actual Hires	% Change	# of Respondents
Northeast	15,562	13,178	18.1%	43
Southeast	7,202	7,375	-2.3%	59
Midwest	6,652	5,967	11.5%	58
West	4,573	4,856	-5.8%	33

Figure 13: Hiring expectations by region, by percent of respondents

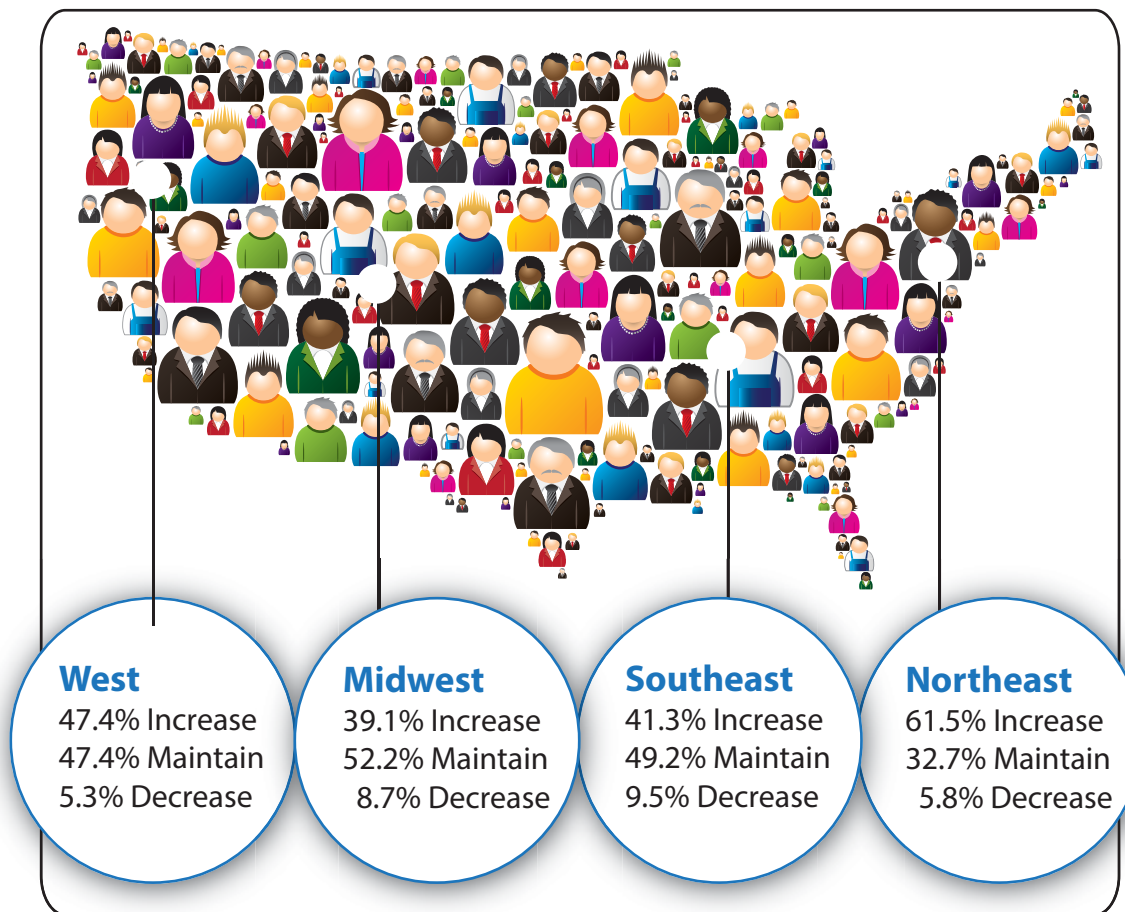


Figure 14: Spring 2015 recruiting plans, by region

Region	Firm Plans in Place	Tentative Plans	All Recruiting in Fall 2014	Not Hiring	Unsure
Northeast	40.8%	20.4%	22.4%	4.1%	12.2%
Southeast	44.4%	25.4%	22.2%	0.0%	7.9%
Midwest	46.4%	24.6%	21.7%	0.0%	7.2%
West	60.5%	23.7%	5.3%	0.0%	10.5%



WHO'S IN DEMAND?

Graduate demand by degree level continues to favor students earning bachelor's degrees. Almost all respondents say they will hire graduates that will receive bachelor's degrees in 2015. (See Figure 15.) Compared to 2013-14, a slight uptick can be seen in the number of respondents that plan to hire master's degree graduates, but overall the percentages of respondents hiring and the distribution among the categories has barely changed for 2014-15.

Figure 15: Hiring expectations, by degree level

Degree Level	Average Percent of New College Hires in 2014-15	Number of Respondents Hiring 2014-15	Percent of Total Respondents Hiring in 2014-15	Average Percent of New College Hires in 2013-14	Number of Respondents Who Hired in 2013-14	Percent of Total Respondents Who Hired in 2013-14
Associate	2.9%	37	18.0%	2.7%	35	17.1%
Bachelor's	79.7%	204	99.0%	80.4%	201	98.0%
Master's	14.2%	161	78.2%	13.8%	155	75.6%
Doctorate	2.7%	47	22.8%	2.6%	48	23.4%
Professional (e.g., J.D., M.D.)	0.5%	16	7.8%	0.5%	16	7.8%

In the current survey, employers were asked to report on their hiring intentions for all broad categories of majors, individual majors, and degree levels.

By overall broad category, regardless of degree level, graduates of the business, engineering, and computer and information sciences disciplines are most in demand. (See Figure 16.)

At the associate, bachelor's, and master's degree level, math and sciences graduates follow closely behind. (See Figure 17.)

At the doctorate degree level, engineering graduates prevail, with math and sciences and computer and information sciences rounding out the top three fields in demand.

Figure 16: Top degrees in demand, by broad category

Broad Category	# of Respondents That Will Hire	% of Total Respondents (n=223)
Business	180	80.7%
Engineering	166	74.4%
Computer & Information Sciences	128	57.4%
Math & Sciences	86	38.6%
Communications	60	26.9%
Social Sciences	50	22.4%
Humanities	30	13.5%
Agriculture & Natural Resources	20	9.0%
Healthcare	16	7.2%
Education	6	2.7%

Figure 17: Top degrees in demand, by degree level and broad category

Associate	Broad Category	# of Respondents That Will Hire	% of Total Respondents (n=223)
	Business	7	3.1%
	Engineering	6	2.7%
	Computer & Information Sciences	3	1.3%
	Math & Sciences	2	0.9%
	Communications	2	0.9%
	Social Sciences	1	0.4%
	Humanities	1	0.4%
	Healthcare	1	0.4%
	Education	1	0.4%
	Agriculture & Natural Resources	0	0.0%
Bachelor's	Broad Category	# of Respondents That Will Hire	% of Total Respondents (n=223)
	Business	166	74.4%
	Engineering	158	70.9%
	Computer & Information Sciences	126	56.5%
	Math & Sciences	79	35.4%
	Communications	57	25.6%
	Social Sciences	49	22.0%
	Humanities	24	10.8%
	Agriculture & Natural Resources	17	7.6%
	Healthcare	15	6.7%
	Education	3	1.3%

continued

Figure 17 continued: Top degrees in demand, by degree level and broad category

Master's	Broad Category	# of Respondents That Will Hire	% of Total Respondents (n=223)
	Business	91	40.8%
	Engineering	74	33.2%
	Computer & Information Sciences	55	24.7%
	Math & Sciences	36	16.1%
	Social Sciences	10	4.5%
	Communications	9	4.0%
	Healthcare	6	2.7%
	Agriculture & Natural Resources	5	2.2%
	Humanities	5	2.2%
	Education	2	0.9%
Doctorate	Broad Category	# of Respondents That Will Hire	% of Total Respondents (n=223)
	Engineering	30	13.5%
	Math & Sciences	23	10.3%
	Computer & Information Sciences	11	4.9%
	Business	6	2.7%
	Agriculture & Natural Resources	2	0.9%
	Education	1	0.4%
	Humanities	1	0.4%
	Social Sciences	1	0.4%
	Communications	0	0.0%
	Healthcare	0	0.0%

Individual majors most in demand at the bachelor's degree level include finance, accounting, and computer science. (See Figure 18.) These same three majors have topped the list since 2012.

Figure 18: Top degrees in demand (bachelor's degree level)

Major	# of Respondents That Will Hire	% of Total Respondents That Will Hire
Finance	128	57.4%
Accounting	125	56.1%
Computer Science	120	53.8%
Mechanical Engineering	116	52.0%
Business Administration/Mgmt.	106	47.5%
Electrical Engineering	104	46.6%
Information Sciences & Systems	101	45.3%
Marketing	93	41.7%
Logistics/Supply Chain	91	40.8%
Management Information Systems	87	39.0%

Figures 19 through 25 show the demand by major within the top seven broad categories in demand at the bachelor's degree level.

Highlights include:

- Of employers that will hire new grads with business degrees, more than three-quarters will hire finance and accounting majors. (See Figure 19.)
- Students earning mechanical engineering or electrical engineering degrees will be targeted by more than half of the respondents that will hire engineering degrees. (See Figure 20.)
- Within the humanities disciplines, English and liberal arts/general studies majors are most in demand. (See Figure 25.)

Figure 19: Top business degrees in demand

Major	# of Respondents That Will Hire	% of Respondents Hiring Business Degrees (n=166)
Finance	128	77.1%
Accounting	125	75.3%
Business Administration/Mgmt.	106	63.9%
Marketing	93	56.0%
Logistics/Supply Chain	91	54.8%
Management Information Systems	87	52.4%
Human Resources	71	42.8%
Sales	69	41.6%
International Business	38	22.9%
Actuary	19	11.4%
Hospitality Management	14	8.4%

Figure 20: Top engineering degrees in demand

Major	# of Respondents That Will Hire	% of Respondents Hiring Engineering Degrees (n=158)
Mechanical Engineering	116	73.4%
Electrical Engineering	104	65.8%
Computer Engineering	73	46.2%
Chemical Engineering	70	44.3%
Industrial/Manufacturing Engineering	65	41.1%
Civil Engineering	64	40.5%
Engineering Technology	48	30.4%
Systems Engineering	43	27.2%
Environmental Engineering	38	24.1%
Materials Engineering/Science	36	22.8%
Aerospace/Aeronautical Engineering	22	13.9%
Biomedical Engineering	21	13.3%
Petroleum Engineering	15	9.5%
Nuclear Engineering	13	8.2%

Figure 21: Top computer and information science degrees in demand

Major	# of Respondents That Will Hire	% of Respondents Hiring Computer & Information Science Degrees (n=126)
Computer Science	120	95.2%
Information Sciences & Systems	101	80.2%
Software Applications	74	58.7%

Figure 22: Top math and science degrees in demand

Major	# of Respondents That Will Hire	% of Respondents Hiring Math & Science Degrees (n=79)
Mathematics/Statistics	55	69.6%
Environmental Science	23	29.1%
Chemistry	22	27.8%
Biology/Biological Sciences	20	25.3%
Physics	20	25.3%
Geology/Geological Sciences	15	19.0%
Construction Science	13	16.5%

Figure 23: Top communications degrees in demand

Major	# of Respondents That Will Hire	% of Total Respondents Hiring Communications Degrees (n=57)
Communications	57	100.0%
Public Relations	28	49.1%
Advertising	28	49.1%
Journalism	26	45.6%

 Figure 24: Top social sciences degrees in demand

Major	# of Respondents That Will Hire	% of Total Respondents Hiring Social Sciences Degrees (n=49)
Economics	48	98.0%
Psychology	26	53.1%
Political Science/ International Relations	22	44.9%
Sociology	19	38.8%
Social Work	7	14.3%

 Figure 25: Top humanities degrees in demand

Major	# of Respondents That Will Hire	% of Respondents Hiring Humanities Degrees (n=24)
English Language & Literature	19	79.2%
Liberal Arts/General Studies	19	79.2%
History	17	70.8%
Foreign Language & Literature	14	58.3%
Philosophy	13	54.2%
Visual & Performing Arts	11	45.8%
Area & Gender Studies	10	41.7%

Three of the top four majors in demand at the master's degree level fall into the business category. Finance tops the 2014-15 list of majors in demand at this level. (See Figure 26.) M.B.A. graduates were the highest in demand in 2013-14, falling to fourth in demand in 2014-15. Also important to note is that this year's survey questionnaire listed all individual majors within the broad categories. In years prior, the only two business majors listed at the master's degree level were M.B.A. and accounting, which may explain the difference in order this year.

Figure 26: Top degrees in demand (master's degree level)

Major	# of Respondents That Will Hire	% of Total Respondents That Will Hire
Finance	54	24.2%
Computer Science	53	23.8%
Accounting	49	22.0%
M.B.A.	45	20.2%
Mechanical Engineering	45	20.2%
Electrical Engineering	44	19.7%
Computer Engineering	41	18.4%
Information Sciences & Systems	36	16.1%
Logistics/Supply Chain	33	14.8%
Human Resources	32	14.3%

At the doctorate level, engineering disciplines dominate the list of top majors in demand. (See Figure 27.)

Figure 27: Top degrees in demand (doctorate degree level)

Major	# of Respondents That Will Hire	% of Total Respondents That Will Hire
Chemical Engineering	16	7.2%
Electrical Engineering	14	6.3%
Computer Engineering	12	5.4%
Mechanical Engineering	12	5.4%
Physics	11	4.9%
Materials Engineering/Science	10	4.5%
Computer Science	9	4.0%
Math/Statistics	9	4.0%
Aerospace/Aeronautical Engineering	8	3.6%
Chemistry	8	3.6%

Figures 28 through 31 provide the top bachelor's degrees in demand by geographic region.

Figure 28: Top five undergraduate majors—Northeast

Major	# of Northeast Respondents That Will Hire	% of Northeast Respondents That Will Hire	% of Total Respondents Who Will Hire
Finance	31	58.5%	57.4%
Business Administration/Mgmt.	30	58.5%	47.5%
Information Sciences & Systems	28	52.8%	45.3%
Accounting	27	50.9%	56.1%
Computer Science	27	50.9%	53.8%

Figure 29: Top five undergraduate majors—Southeast

Major	# of Southeast Respondents That Will Hire	% of Southeast Respondents That Will Hire	% of Total Respondents That Will Hire
Mechanical Engineering	35	55.6%	52.0%
Accounting	32	50.8%	56.1%
Electrical Engineering	31	49.2%	46.6%
Finance	31	49.2%	57.4%
Computer Science	29	46.0%	53.8%

Figure 30: Top five undergraduate majors—Midwest

Major	# of Midwest Respondents That Will Hire	% of Midwest Respondents That Will Hire	% of Total Respondents That Will Hire
Accounting	43	61.4%	56.1%
Finance	41	58.6%	57.4%
Mechanical Engineering	41	58.6%	52.0%
Computer Science	39	55.7%	53.8%
Electrical Engineering	36	51.4%	46.6%

Figure 31: Top five undergraduate majors—West

Major	# of West Respondents That Will Hire	% of West Respondents That Will Hire	% of Total Respondents That Will Hire
Computer Science	25	64.1%	53.8%
Finance	25	64.1%	57.4%
Accounting	23	59.0%	56.1%
Electrical Engineering	19	48.7%	46.6%
Information Sciences & Systems	19	48.7%	45.3%
Mechanical Engineering	19	48.7%	52.0%

By industry, food and beverage manufacturers and finance, insurance, and real estate exhibit high interest in three of the top five majors in demand at the bachelor's degree level. (See Figure 32.)

Figure 32: Who's hiring by industry (bachelor's degree level)

Major	Industries	% of Industry Respondents
Finance	Misc. Support Services	100%
	Finance, Insurance, & Real Estate	95%
	Food & Beverage Mfg.	86%
Accounting	Accounting Services	100%
	Government	100%
	Food & Beverage Mfg.	86%
Computer Science	Information	100%
	Computer & Electronics Mfg.	92%
	Finance, Insurance, & Real Estate	84%
Mechanical Engineering	Food & Beverage Mfg.	100%
	Engineering Services	87%
	Motor Vehicle Manufacturing	83%
Business Administration/Mgmt.	Finance, Insurance, & Real Estate	84%
	Retail Trade	80%
	Transportation	80%

Of the four regions, employers in the Midwestern and Western regions show the most interest in four of the top five bachelor's majors in demand. (See Figure 33.)

Figure 33: Who's hiring by region (bachelor's degree level)

Major	Region	% of Respondents by Region
Finance	West	64%
	Midwest	59%
	Northeast	58%
	Southeast	49%
Accounting	Midwest	61%
	West	59%
	Northeast	51%
	Southeast	51%
Computer Science	West	64%
	Midwest	56%
	Northeast	51%
	Southeast	46%
Mechanical Engineering	Midwest	59%
	Southeast	56%
	West	49%
	Northeast	40%
Business Administration/Mgmt.	Northeast	57%
	Midwest	49%
	Southeast	44%
	West	36%

International Student Hiring Plans

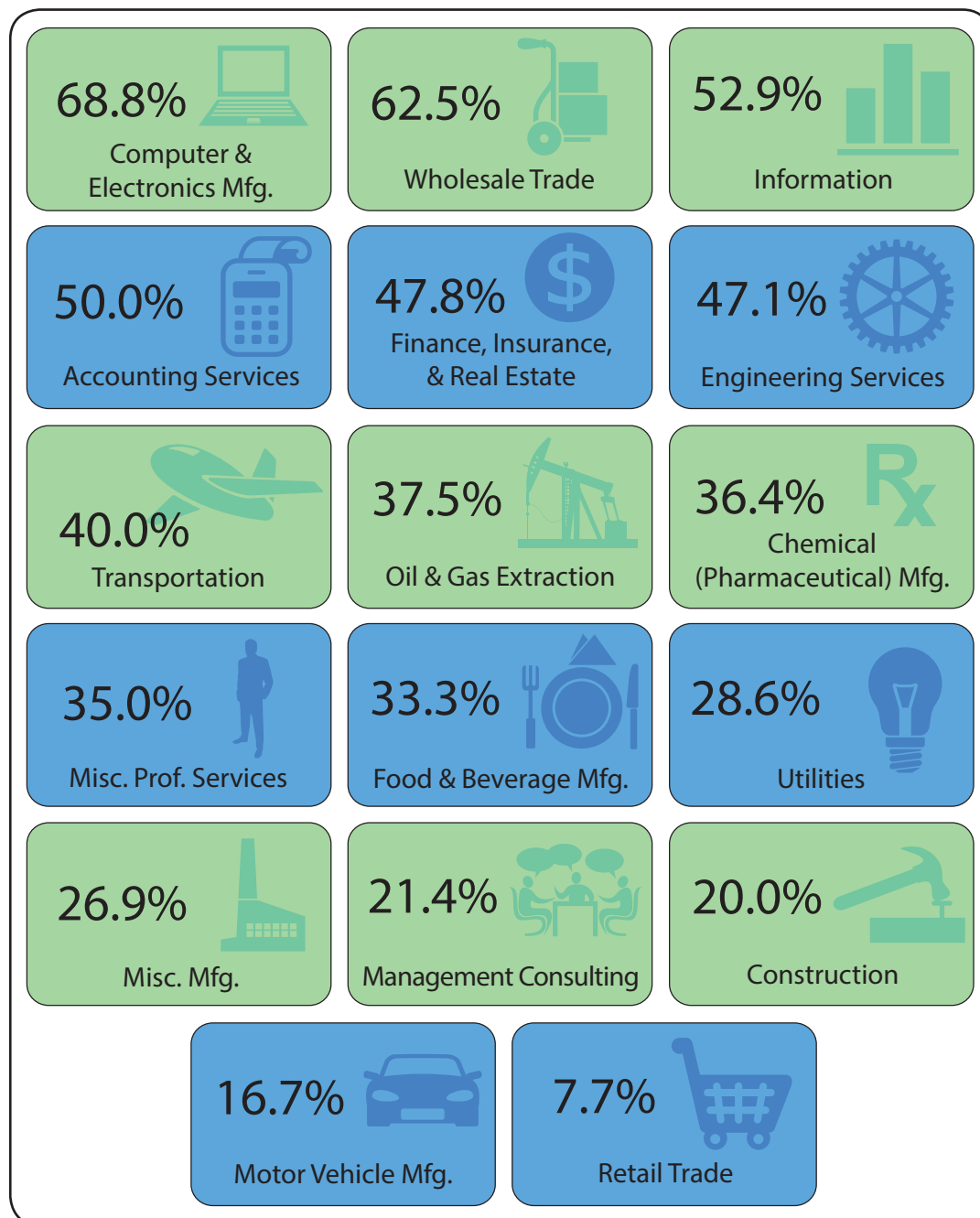
The number of respondents with plans to hire international students continues to grow, with more than one-third of current respondents reporting plans to hire these particular graduates. (See Figure 34.)

Figure 34: International student hiring plans, 2010 - 2015



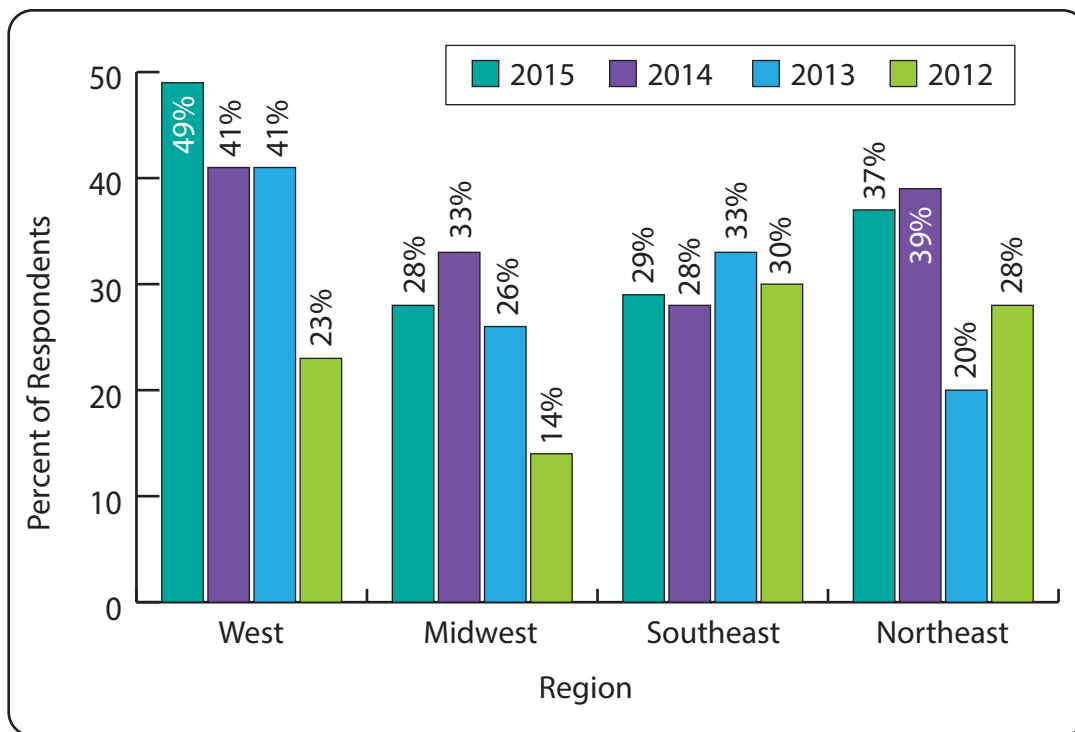
Several industries report interest in hiring international graduates from the Class of 2015. Computer and electronics manufacturers show the most interest, with nearly 70 percent of respondents reporting plans to hire them. (See Figure 35.)

Figure 35: International student hiring plans, by industry



Two of the four geographic regions exhibit increased demand for international students compared to 2013-14. (See Figure 36.) The large increase in the West may be due to the fact that eight of the total respondents in the Western region fall into the computer and electronics manufacturing sector, which shows the most aggressive plans for hiring international students.

Figure 36: International student hiring plans, by region

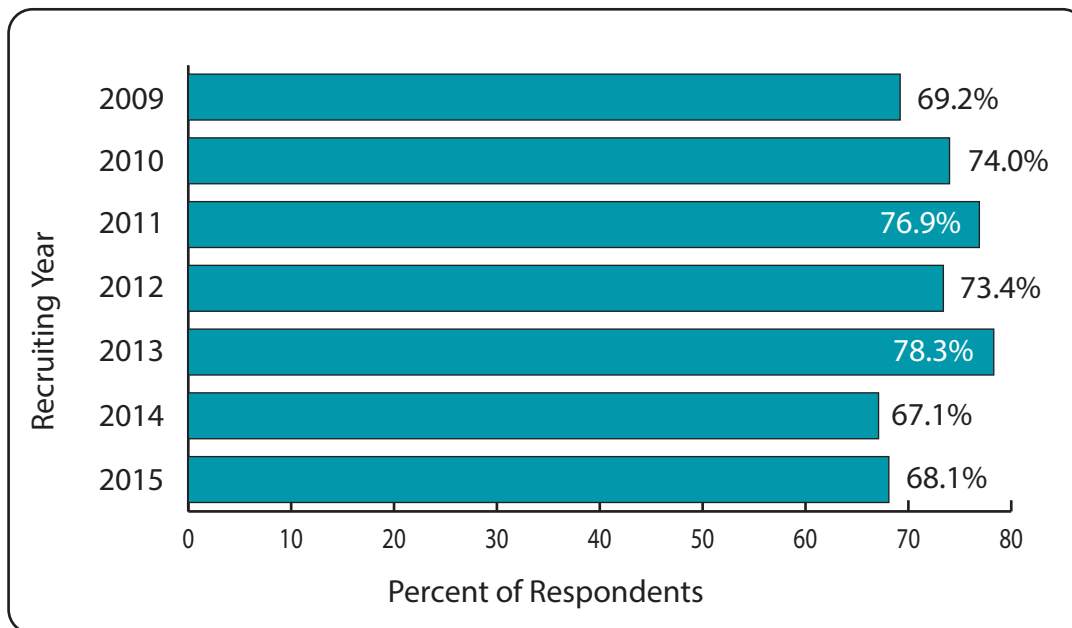




HOW EMPLOYERS VIEW CANDIDATES

Slightly more than 68 percent of respondents plan to screen Class of 2015 candidates by GPA. Just over two-thirds of employers screened graduates from the Class of 2014, which was an all-time low since 2009. (See Figure 37.)

Figure 37: Screen candidates by GPA, by percent of respondents



Of those employers that plan to screen by GPA, more than 65 percent use a cutoff of 3.0. The remaining respondents are almost equally divided above and below the 3.0 cutoff.

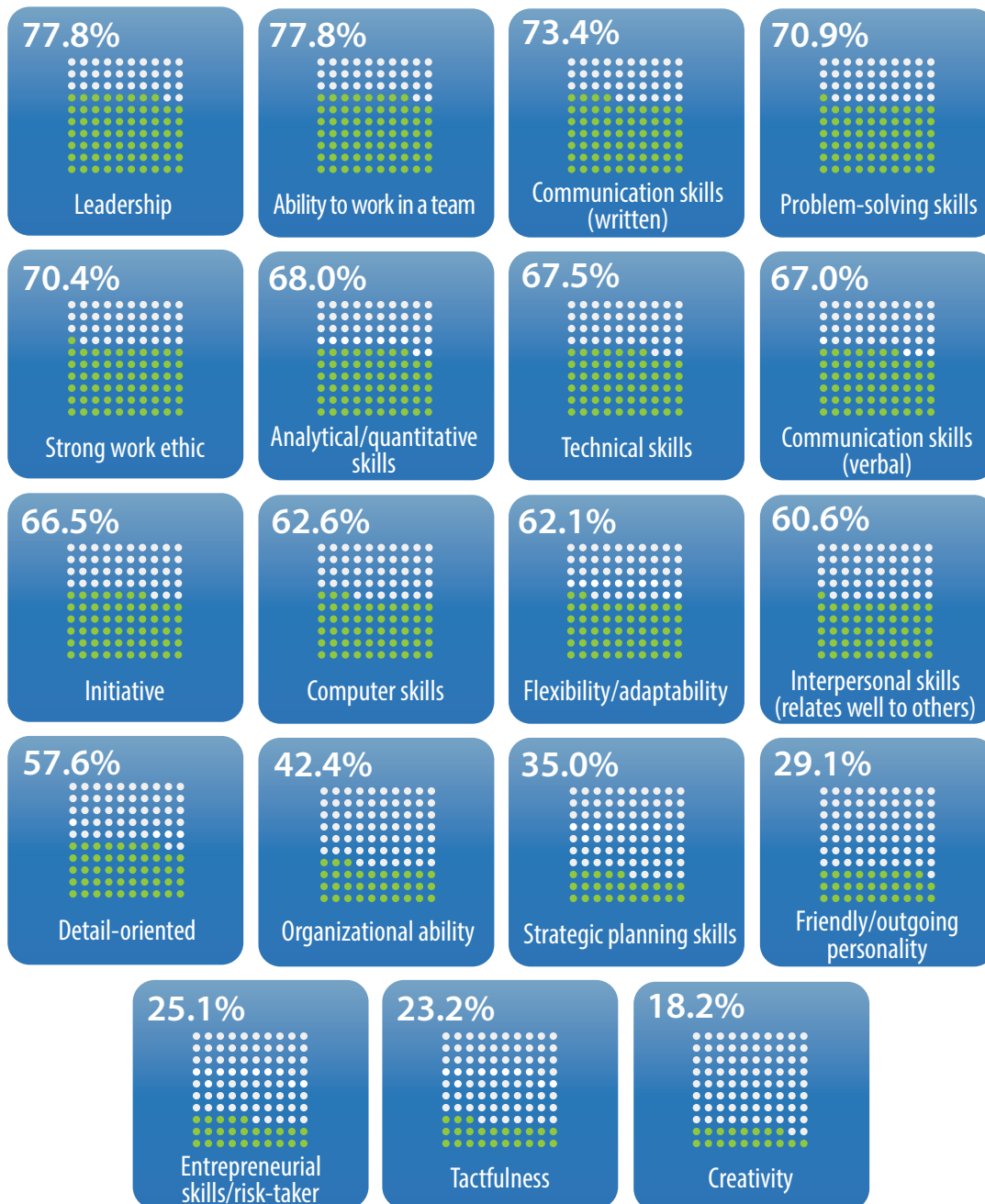
Nearly all industries represented also report a median GPA cutoff of 3.0, with construction and transportation employers using slightly lower GPA cutoffs. (See Figure 38.)

Figure 38: Screen candidates by GPA, by industry

Industry	% of Respondents	GPA Cutoff (Reported Median)
Motor Vehicle Mfg.	100.0%	3.0
Accounting Services	100.0%	3.0
Management Consulting	100.0%	3.0
Food & Beverage Mfg.	85.7%	3.0
Chemical (Pharmaceutical) Mfg.	81.0%	3.0
Computer & Electronics Mfg.	76.9%	3.0
Wholesale Trade	75.0%	3.0
Engineering Services	71.4%	3.0
Misc. Prof. Services	69.2%	3.0
Finance, Insurance, & Real Estate	68.4%	3.0
Utilities	66.7%	3.0
Information	64.3%	3.0
Misc. Support Services	60.0%	3.0
Construction	57.1%	2.9
Misc. Mfg.	55.6%	3.0
Retail Trade	55.6%	3.0
Transportation	50.0%	2.6
Oil & Gas Extraction	42.9%	3.0
Government	42.9%	3.0

In addition to looking at a student’s GPA, employers look at resumes for leadership skills and some evidence of teamwork as the most-important attributes. (See Figure 39.) The ability to work as part of a team jumped as a desired attribute among this year’s respondents. Just over 71 percent of respondents in 2013-14 favored the ability to work in a team. Now, almost 78 percent of respondents seek evidence of it. Written communication skills, the third most desired skill, dropped 4 percent points from 2013-14.

Figure 39: Attributes employers seek on a candidate’s resume



Further evidence that having leadership skills can make or break a hiring decision: When employers are forced to choose between two equally qualified candidates, they will choose the candidate with leadership skills. (See Figure 40.) The student's academic major is also a large determining factor. Participation in extracurricular activities continues to have a lot of influence. The last four attributes—school attended, volunteer work, fluency in a foreign language, and study abroad continue to fall low on the influence scale.

Figure 40: Influence of attributes

Attribute	2015 Average Influence Rating*	2014 Average Influence Rating*
Has held leadership position	3.9	3.9
Major	3.9	3.9
High GPA (3.0 or above)	3.6	3.7
Has been involved in extracurricular activities (clubs, sports, student government, etc.)	3.6	3.5
School attended	2.8	2.9
Has done volunteer work	2.8	2.8
Is fluent in a foreign language	2.4	2.4
Has studied abroad	2.1	2.2

*5-point scale, where 1=No influence at all, 2=Not much influence, 3=Somewhat of an influence, 4=Very much influence, and 5=Extreme influence.

It comes as no surprise that when given the list of candidate skills and qualities in Figure 41, employers once again rate teamwork as most important. Tied with teamwork is the ability to make decisions and solve problems, followed by verbal communication skills. The order of importance for the skills and qualities has not changed much compared to 2013-14, except that verbal communication skills has crept above planning, organizing, and prioritizing work.

Work experience is another important element for new college graduates to display. Relevant work experience, in particular, is preferred by almost three-quarters of 2014-15 respondents, and has been preferred by more than seven in 10 respondents over the last several years. (See Figure 42.) Fewer than 5 percent of respondents report that work experience doesn't typically factor into a hiring decision, and just over 20 percent of respondents indicate that they prefer any type of work experience, whether it's relevant or not.

When asked specifically about work experience preferences, six in 10 respondents indicated that they prefer work experience gained through an internship or co-op experience. (See Figure 43.) The remaining 40 percent of respondents have no preference as to how work experience is gained.

Figure 41: Employers rate the importance of candidate skills/qualities

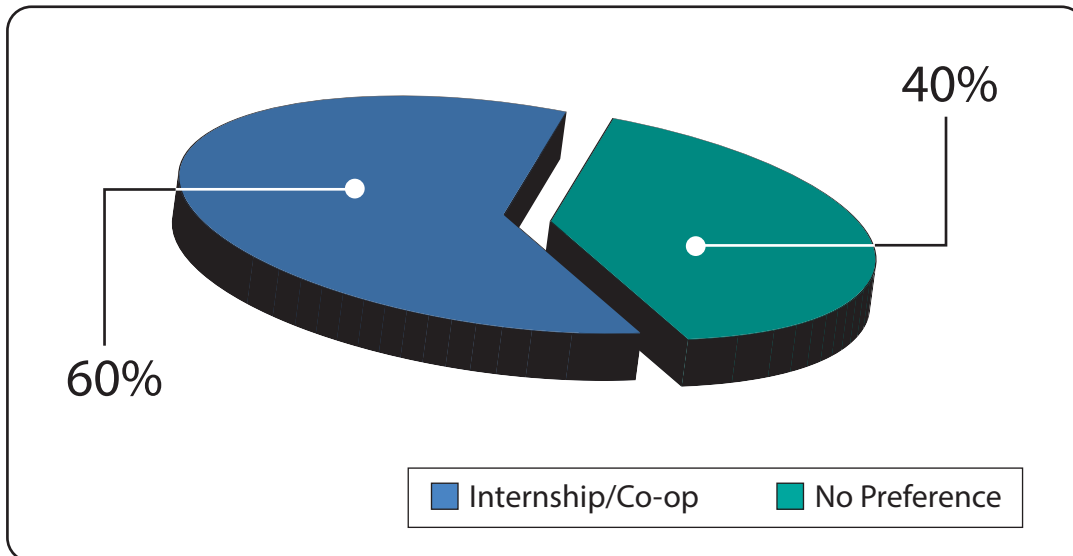
Skill/Quality	Weighted Average Rating*
Ability to work in a team structure	4.61
Ability to make decisions and solve problems	4.61
Ability to verbally communicate with persons inside and outside the organization	4.60
Ability to plan, organize, and prioritize work	4.59
Ability to obtain and process information	4.57
Ability to analyze quantitative data	4.32
Technical knowledge related to the job	4.19
Proficiency with computer software programs	4.03
Ability to create and/or edit written reports	3.75
Ability to sell or influence others	3.56

*5-point scale, where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important

Figure 42: Employers' hiring preferences relative to experience, by percent of respondents

Hiring Preference	2015	2014	2013	2012
I prefer to hire candidates with relevant work experience.	72.5%	74.1%	71.0%	73.7%
I prefer to hire candidates with any type of work experience (doesn't matter if it's relevant or not, just some type of experience).	20.1%	20.7%	19.9%	17.5%
Work experience doesn't typically factor into my decision when hiring a new college graduate.	3.9%	1.1%	4.8%	4.1%
Other	3.4%	4.0%	4.3%	4.6%

Figure 43: Employers' preference as to how work experience was gained, by percent of respondents

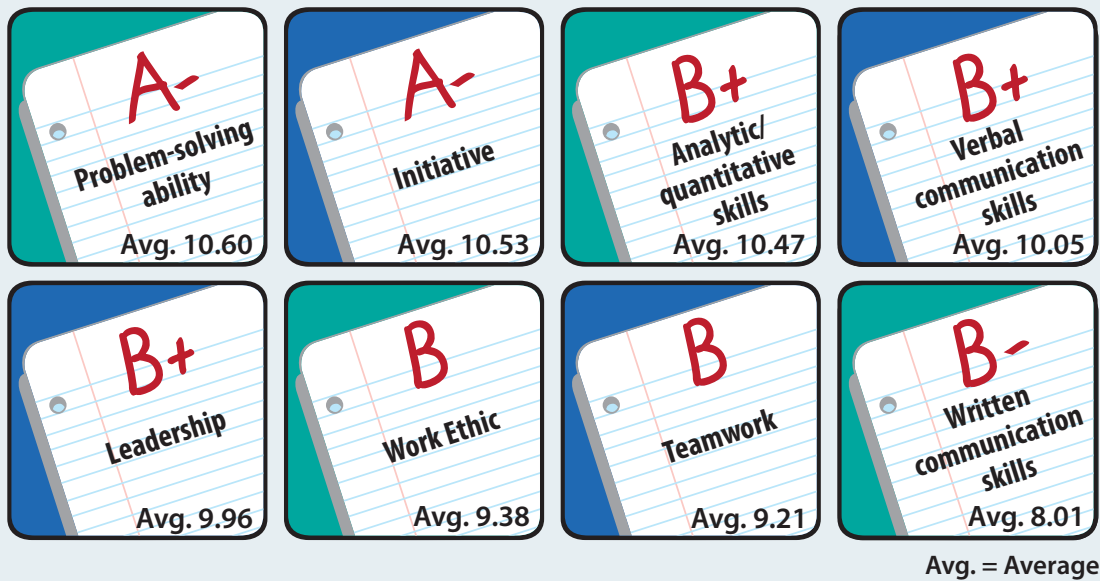


Employers Grade Candidate Attributes

Employers graded average new graduate recruits on skills and attributes and found them lacking.

Employers indicated that new grads have lost ground in leadership and teamwork skills. The grade for leadership was graded at B+, showing that new grads still have room for improvement in that skill. Teamwork, the second key attribute, dropped from an A- among 2013-14 respondents to a B this year, making it the second-lowest graded attribute. Written communication skills, the third key skill employers look for, received a B-.

Figure 44: Employers grade their average new graduate recruits on skills/attributes

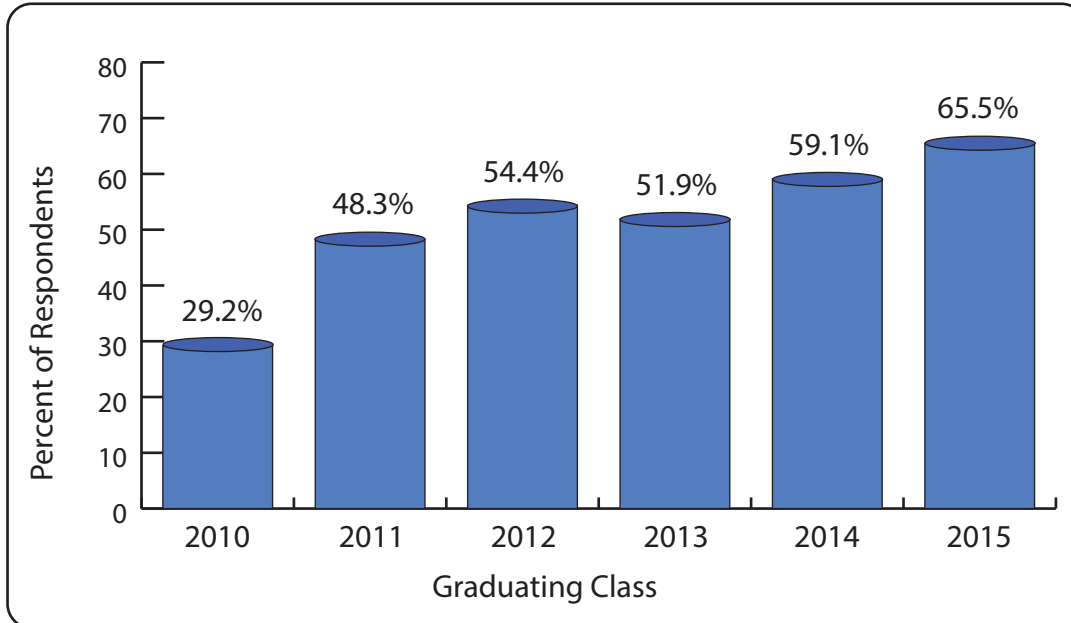


COMPENSATION AND SIGNING BONUSES

Starting Salaries

Two-thirds of respondents—a new all-time high—plan to increase starting salaries for Class of 2015 grads holding bachelor's degrees. Among those employers that expect to raise starting salaries, the average increase is 3.6 percent. About 57 percent of recruiters indicated that their increases would fall between 2 to 3 percent.

Figure 45: Employers with plans to increase starting salaries to bachelor's degree graduates



By industry, engineering services firms are the most likely to increase bachelor's degree salaries with 100 percent of respondents indicating that they will do so. (See Figure 46.)

Figure 46: Employers with plans to increase starting salaries, by industry

Industry	# of Respondents w/ Plans to Increase Bachelor's Salaries	# of Respondents by Industry	% of Respondents by Industry
Engineering Services	7	7	100.0%
Food & Beverage Mfg.	6	7	85.7%
Computer & Electronics Mfg.	6	8	75.0%
Chemical (Pharmaceutical) Mfg.	10	14	71.4%
Construction	6	9	66.7%
Misc. Prof. Services	5	8	62.5%
Retail Trade	3	5	60.0%
Management Consulting	5	9	55.6%
Finance, Insurance, & Real Estate	5	11	45.5%
Misc. Mfg.	4	9	44.4%

Salary increases for bachelor's degree candidates are also planned in all four geographic regions, with respondents in the Midwest being the most likely to provide them. (See Figure 47.) Almost three-quarters of Midwestern respondents are planning increases to starting salaries, and their average planned increase is almost 4 percent.

More than half of respondents plan salary increases for new hires with a master's degree, an overall average increase of 3.3 percent.

Figure 47: Employers with plans to increase starting salaries, by region

Region	# of Respondents w/Plans to Increase Bachelor's Salaries	# of Respondents by Region	% of Respondents by Region	Average projected increase*
Northeast	17	29	58.6%	2.7%
Southeast	20	32	62.5%	4.1%
Midwest	22	30	73.3%	3.8%
West	13	19	68.4%	4.0%

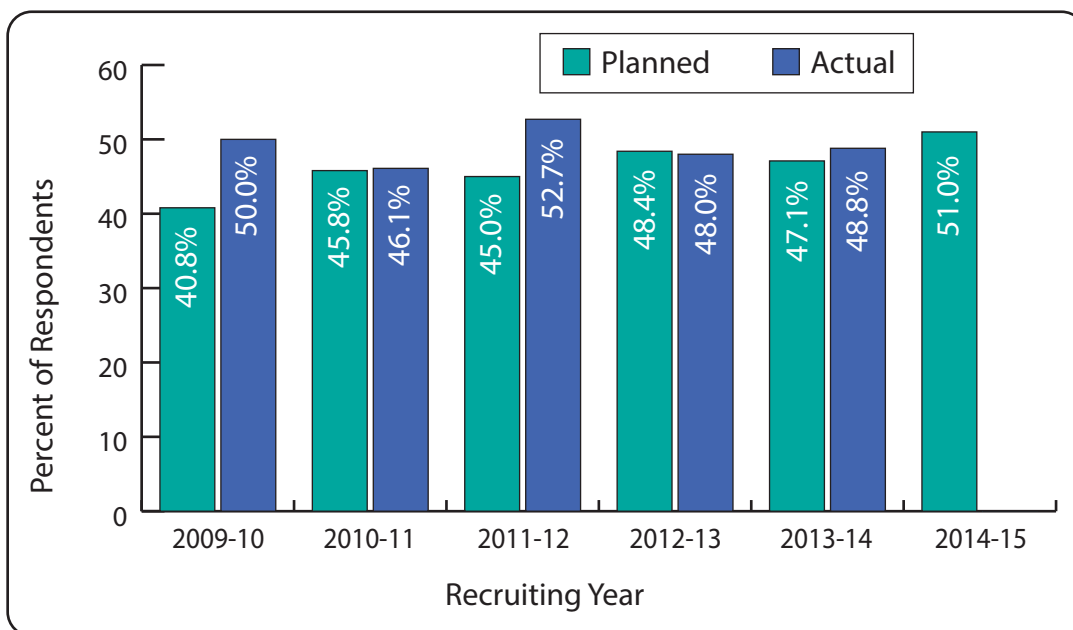
*Average calculation based only on respondents with plans to increase salaries.

Signing Bonuses

More employers have plans to offer signing bonuses to Class of 2015 graduates than any of the graduating classes over the past five years. (See Figure 48.) Over half of this year's respondents report that they will offer signing bonuses to Class of 2015 graduates. For the classes of 2010 and 2012, at least half of respondents reported that they actually did offer signing bonuses, but this is the first year that plans have topped 50 percent.

Among the employers with plans to offer signing bonuses, almost two-thirds plan to offer them only to selected candidates. And, the selected majors that are most likely to receive signing bonuses are also the same as those in most demand—business, engineering, or computer sciences fields.

Figure 48: Employers offering signing bonuses



By industry, food and beverage manufacturers are most inclined to offer signing bonuses to the Class of 2015 graduates. (See Figure 49.) And, employers in the Midwest continue to be the most likely of the four geographic regions to offer signing bonuses. (See Figure 50.)

Figure 49: Percent of employers offering signing bonuses to 2014-15 graduates, by industry

Industry	% Offering Signing Bonuses	# of Respondents
Food & Beverage Mfg.	85.7%	7
Management Consulting	76.9%	13
Utilities	66.7%	6
Chemical (Pharmaceutical) Mfg.	66.7%	21
Accounting Services	66.7%	6
Finance, Insurance, & Real Estate	63.2%	19
Computer & Electronics Mfg.	61.5%	13
Engineering Services	53.3%	15
Construction	50.0%	14
Misc. Prof. Services	50.0%	14
Misc. Mfg.	44.4%	18
Retail Trade	44.4%	9
Oil & Gas Extraction	42.9%	7
Information	28.6%	14
Misc. Support Services	20.0%	5
Government	14.3%	7

Figure 50: Percent of employers offering signing bonuses to 2014-15 graduates, by region

Region	% That Plan to Offer Signing Bonuses in 2014-15	% That Planned to Offer Signing Bonuses in 2013-14
Northeast	51.1%	44.7%
Southeast	54.2%	52.5%
Midwest	54.7%	53.8%
West	39.5%	39.5%


This year's respondents provided more detailed data on their signing bonus amounts by major. Figures 51 and 52 detail the average projected bonus amounts at both the bachelor's and master's level. 

Figure 51: Average signing bonus, by major (bachelor's degrees)*

Major	2014-15 Average Bonus (Projected)	# of Respondents 2014-15	2013-14 Average Bonus (Projected)	# of Respondents 2013-14
Accounting	\$3,682	11	\$4,000	6
Business	\$3,958	6	Not reported	Not reported
Chemical Engineering	\$5,250	6	Not reported	Not reported
Computer Science	\$4,364	11	\$5,000	6
Engineering – not specified	\$5,107	14	\$4,658	19
Finance	\$2,938	8	\$3,500	6
Mechanical Engineering	\$2,600	5	Not reported	Not reported

**where 5 or more data points were provided*

Figure 52: Average signing bonus, by major (master's degrees)*

Major	2014-15 Average Bonus (Projected)	# of Respondents 2014-15	2013-14 Average Bonus (Projected)	# of Respondents 2013-14
M.B.A.	\$20,250	8	\$9,550	10
Computer Science	\$5,125	8	Not reported	Not reported
Engineering – not specified	\$7,500	5	Not reported	Not reported

**where 5 or more data points were provided*

UPDATES FOR THE CLASS OF 2015

The *Job Outlook 2015 Spring Update* survey (data collected in February – March) will give NACE members a final update on hiring for 2014-15 graduates. Results will be available in early April.

The first report of starting salaries for the Class of 2015 will be published in the January 2015 *Salary Survey*.

APPENDIX

Figure 53: Respondents by size of department/business unit

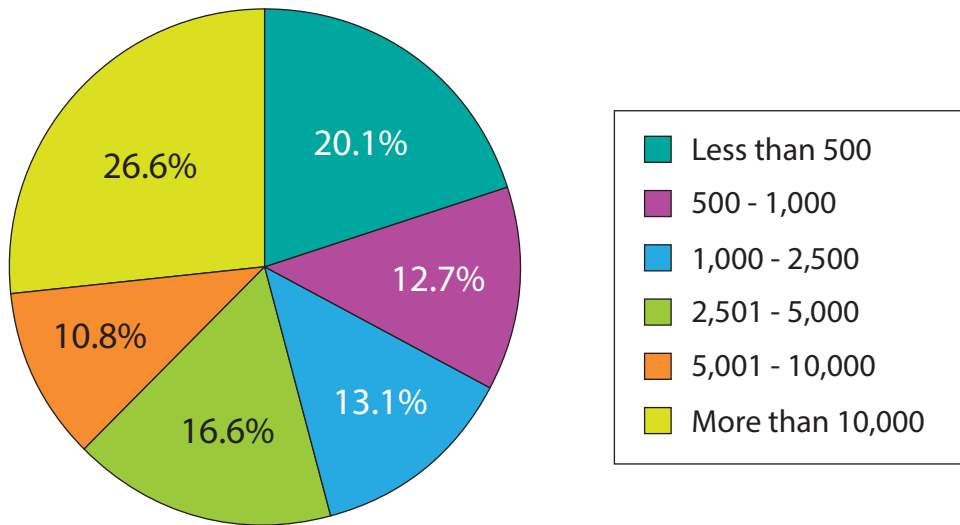


Figure 54: Respondents by industry

Industry	# of Respondents	% of Respondents
Agriculture	2	0.8%
Oil & Gas Extraction	8	3.1%
Utilities	7	2.7%
Construction	15	5.8%
Food & Beverage Mfg.	9	3.5%
Chemical (Pharmaceutical) Mfg.	23	8.8%
Computer & Electronics Mfg.	17	6.5%
Motor Vehicle Mfg.	6	2.3%
Misc. Mfg.	26	10.0%
Wholesale Trade	8	3.1%
Retail Trade	13	5.0%
Transportation	5	1.9%
Information	17	6.5%
Finance, Insurance, & Real Estate	23	8.8%
Accounting Services	8	3.1%
Engineering Services	18	6.9%
Management Consulting	14	5.4%
Misc. Prof. Services	20	7.7%
Social Services	4	1.5%
Recreation & Hospitality	4	1.5%
Misc. Support Services	6	2.3%
Government	7	2.7%

Participating Organizations

Below is a list of the organizations that responded to the *Job Outlook 2015* survey. (Please note: Although 260 organizations responded, the list below includes the names of 186 organizations, as 74 organizations preferred not to be listed.)

ACCO Brands Corporation	Burgess & Niple, Inc.	Edward Jones
Acushnet Company	Burns & McDonnell Engineering Co. Inc.	Ellison Surface Technologies
ADP	C&S Wholesale Grocers, Inc.	ENERCON Services, Inc.
Advanced Micro Devices, Inc.	California State Auditor	Entergy Services, Inc.
AIG	Campbell Soup Company	Epsilon
Alcatel-Lucent	Cargill, Inc.	Equinix
ALCOA Inc.	Catamaran	ESRI
American Axle & Manufacturing Holdings, Inc.	CDM Smith	Exel Supply Chain
American Family Insurance	Celanese International	Express Scripts, Inc.
AmeriHealth Mercy Family of Companies	Charles River Analytics	EY
Angie's List	Chevron Corporation	Federal Energy Regulatory Commission
Anheuser-Busch Companies, Inc.	Cisco Systems, Inc.	FirstEnergy Corporation
ARCADIS US Inc.	City Year, Inc.	Fluor Corporation - Global Recruiting
ArcelorMittal USA	ConAgra Foods, Inc.	Formosa Plastics Corp. USA
Archer Daniels Midland Company	ConocoPhillips Company	Fujitsu America Inc.
Arete Associates	Continental AG	GAF Corporation
Ascend Performance Materials	COUNTRY Financial	GAP Inc.
Aspen Technology Inc.	CUNA Mutual Group	General Electric Company
Asurion Corporation	Dallas Central Appraisal District	Georgia Tech Research Institute
Audubon Engineering	Depository Trust & Clearing Corporation	Goodman Networks
Automobile Club of Southern California	Desert Research Institute	Hazen and Sawyer P.C.
Barilla America Inc.	Dewberry	Henkels & McCoy, Inc.
Battelle Memorial Institute	Dick's Sporting Goods	Herbert, Rowland & Grubic, Inc.
Bechtel Corporation	DIRECTV	HNTB Companies
Black & Veatch Corporation	Draper Laboratory	Honda R&D Americas, Inc.
Blackbaud, Inc.	Dresser-Rand Company	Hormel Foods Corporation
BlackRock, Inc.	Duane Reade	Huhtamaki, Inc.
Bluegreen Vacations	Duff & Phelps LLC	Huron Consulting Group
BOK Financial Corporation	Duke Energy Corporation	IBM Corporation
BreitBurn Energy	dunnhumbyUSA	INC Research
BuhlerPrince Inc.	DuPont	International Paper Company
	Ecolab Inc.	Intuitive Surgical
		J.B. Hunt Transport Inc.

kCura	Parsons Brinckerhoff	Synergy Associates LLC
Kearney & Company	Parsons Corporation	Tenaris USA
Kiewit Energy Group	Perficient	Teradata Corporation
Kimberly-Clark Corporation	Phillips-Medisize Corporation	The Bank of New York Mellon Corporation
King County Department of Natural Resources and Parks	PlastiComp, Inc.	The Children's Museum of Indianapolis
KPMG LLP	PrimeSource Building Products, Inc.	The Nielsen Company
L-3 Communications Integrated Systems	ProBuild	The Rehmann Group
Lake Shore Cryotronics, Inc.	Procter & Gamble Co.	The Walsh Group
Lam Research Corporation	Progressive Insurance	The Williams Companies
Liberty Mutual Insurance Company	Protiviti Inc.	Thurgood Marshall College Fund
Lord Corporation	Prudential	TimkenSteel Corporation
Macy's, Inc.	Questar Corporation	Tindall Corporation
Mattress Firm	Rockwell Collins	Towers Watson
Maxim Integrated Products	Rogers Corporation	Toys R Us, Inc.
MeadWestvaco Corporation	Rosetta	Trinity Consultants Inc.
Medline Industries, Inc.	Ross Stores Inc.	Turner Construction Company
Merck & Co., Inc.	Roux Associates, Inc.	Tyco International Inc.
Messer Construction Co.	Saks Fifth Avenue	U.S. Comptroller of the Currency
Mondeléz International	Savannah River Nuclear Solutions	U.S. General Services Administration
NetApp	Schlumberger Oilfield Services	Union Bank
NiSource	Scitor Corp.	Union Pacific Railroad Company
NRG Energy Inc.	Seagate Technology	United Launch Alliance
Olin Chlor Alkali Products	Selden Fox LTD	University of Massachusetts Medical School
Olsson Associates	Shawmut Design and Construction	USS-POSCO Industries
Orora North America	Simpson Gumpertz & Heger Inc.	Verso Paper Corp.
Oshkosh Corporation	Snap-on Incorporated	Vertafore
OSIsoft, LLC	Southern California Edison	Vistaprint
Pacific Gas and Electric Company	Southwest Airlines Co.	Wood Group
Panduit Corp.	Sundt Construction Inc.	Zachry Holdings, Inc.
Pariveda Solutions Inc.	Swagelok Companies	
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