

2010 ERC/NOCHE Recent Graduate Pay & Practices Survey

August 2010

Conducted by ERC

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About ERC

ERC is Northeast Ohio's largest organization dedicated to HR and workplace programs, practices, training and consulting. ERC membership provides employers access to an incredible amount of information, expertise, and cost savings that supports the attraction, retention, and development of great employees. We also host the nationally recognized NorthCoast 99 program and sponsor the ERC Health insurance program. For more information about ERC, please visit www.ercnet.org.

About NOCHE

The Northeast Ohio Council on Higher Education (NOCHE), a consortium of public and private two- and four-year colleges and universities in Northeast Ohio, is dedicated to forging important connections between higher education and the business community. NOCHE provides programs that benefit prospective and current students, member institutions, and Northeast Ohio industry and businesses. NOCHE also manages the NEOIntern program. For more information about NOCHE, please visit www.noche.org.

Our Collaboration

ERC and NOCHE recognize that hiring recent college graduates is an important aspect of talent retention and economic growth for Northeast Ohio employers and the region as a whole. For those reasons ERC and NOCHE collaborated to conduct the 2010 ERC/NOCHE Graduate Pay & Practices Survey, which aims to provide Northeast Ohio employers with important information regarding college graduate employment practices to help them better attract, retain and develop new talent that will stimulate their long-term growth and success.

Overview

ERC and Northeast Ohio Council on Higher Education (NOCHE) collaborated to gather information from Northeast Ohio employers about their recent graduate employment and compensation practices. Local organizations were invited to complete the survey between June 15 and July 30, 2010. The survey, published in August of 2010, reports data from 60 organizations regarding their recent graduate practices. Practices data is reported by organizational size and industry. Annual starting salaries are reported for nine common college degrees (salary breakouts such as industry and size are not reported due to insufficient data).

Key Findings

- Seventy-two percent of organizations have hired at least one new college graduate since June 1, 2009.
- Sixty-two percent of employers are in the process of hiring or have plans to hire at least one new college graduate in 2010.
- The most common sources employers use to recruit new college graduates include internships, job postings on college/university career center websites, partnerships with college/university career centers, and participation in college/university job fairs.
- Criteria organizations use to select new college graduates for positions include work experience, interpersonal/communication skills, major coursework, and internship/co-op experience.
- Eighty-five percent of respondents report hiring new college graduates for entry level positions.
- Thirty-two percent of new college graduates hired in 2009 and so far in 2010 that had interned previously with the organization
- Thirty-percent of organizations offer management in training programs.
- The primary benefits that organizations cite from employing recent graduates are the ability to build a pipeline of talent and obtain new knowledge.
- Recent graduates with a Bachelor of Engineering degree were reported as obtaining the highest compensation compared to other degrees.

Recent Graduate Employment Practices

Organizations that have hired at least one new college graduate since June 1, 2009

Figure 1 | All breakouts

	Percent
All Organizations	72%
Industry	
Manufacturing	73%
Non-Manufacturing	75%
Non-Profit	60%
Organizational Size	
1-50	75%
51-250	50%
251-500	75%
Over 500	100%

Organizations that are in the process of hiring or have plans to hire new graduates in 2010

Figure 2 | All breakouts

	Percent
All Organizations	62%
Industry	
Manufacturing	58%
Non-Manufacturing	67%
Non-Profit	60%
Organizational Size	
1-50	55%
51-250	55%
251-500	50%
Over 500	86%

Methods organizations use to recruit new college graduates

Figure 3 | All organizations

	All Organizations
Internships	70%
Job postings on college/university career center websites	62%
Partnerships with college/university career centers	47%
Participation in college/university job fairs	43%
Building relationships with college/university professors	38%
Job postings on college graduate focused job boards	33%
Alumni contacts with college/university	25%
Co-ops	23%
Faculty referrals	22%
Social media (Facebook, LinkedIn, or Twitter)	20%
No active or targeted recruitment of college graduates	15%

Figure 3a | Industry

	Manufacturing	Non-Manufacturing	Non-Profit
Internships	62%	75%	80%
Job postings on college/university career center websites	62%	63%	60%
Partnerships with college/university career centers	54%	46%	30%
Participation in college/university job fairs	35%	54%	40%
Building relationships with college/university professors	31%	42%	50%
Job postings on college graduate focused job boards	35%	29%	40%
Alumni contacts with college/university	19%	33%	20%
Co-ops	39%	13%	10%
Faculty referrals	23%	21%	20%
Social media (Facebook, LinkedIn, or Twitter)	12%	29%	20%
No active or targeted recruitment of college graduates	15%	13%	20%

Figure 3b | Organizational size

	1-50	51-250	251-500	Over 500
Internships	65%	59%	100%	86%
Job postings on college/university career center websites	30%	64%	100%	93%
Partnerships with college/university career centers	25%	36%	75%	86%
Participation in college/university job fairs	20%	36%	50%	86%
Building relationships with college/university professors	30%	23%	50%	71%
Job postings on college graduate focused job boards	25%	32%	75%	36%
Alumni contacts with college/university	5%	14%	75%	57%
Co-ops	10%	23%	50%	36%
Faculty referrals	15%	14%	50%	36%

	1-50	51-250	251-500	Over 500
Social media (Facebook, LinkedIn, or Twitter)	10%	9%	0%	57%
No active or targeted recruitment of college graduates	25%	14%	0%	7%

Criteria organizations use to hire new college graduates

Figure 4 | All organizations

	All Organizations
Work experience	83%
Interpersonal/communication skills	82%
Major coursework	80%
Internship/co-op	75%
Grade point average	50%
Involvement in extra-curricular activities	37%
Certifications	30%
Assessment/testing	30%
Writing sample	25%
College/university attended	23%
Study abroad experience	13%

Figure 4a | Industry

	Manufacturing	Non-Manufacturing	Non-Profit
Work experience	85%	83%	80%
Interpersonal/communication skills	81%	88%	70%
Major coursework	81%	88%	60%
Internship/co-op	85%	71%	60%
Grade point average	62%	54%	10%
Involvement in extra-curricular activities	23%	54%	30%
Certifications	19%	33%	50%

	Manufacturing	Non-Manufacturing	Non-Profit
Assessment/testing	27%	38%	20%
Writing sample	15%	33%	30%
College/university attended	23%	25%	20%
Study abroad experience	4%	21%	20%

Figure 4b | Organizational size

	1-50	51-250	251-500	Over 500
Work experience	65%	96%	100%	86%
Interpersonal/communication skills	80%	86%	100%	71%
Major coursework	85%	68%	100%	86%
Internship/co-op	65%	82%	75%	79%
Grade point average	35%	55%	50%	64%
Involvement in extra-curricular activities	35%	23%	50%	57%
Certifications	25%	23%	50%	43%
Assessment/testing	25%	41%	0%	29%
Writing sample	50%	5%	50%	14%
College/university attended	20%	18%	0%	43%
Study abroad experience	5%	9%	0%	36%

Criteria used to determine new college graduates' salaries

Figure 5 | All organizations

	All Organizations
Work experience	50%
Internship/co-op	25%
Certifications	20%
Major coursework	18%
Interpersonal/communication skills	13%
Assessment/testing	8%
Grade point average	7%
Writing sample	7%
College/university attended	5%
Involvement in extra-curricular activities	3%
Location of college/university	2%

Figure 5a | Industry

	Manufacturing	Non-Manufacturing	Non-Profit
Work experience	39%	71%	30%
Internship/co-op	39%	17%	10%
Certifications	12%	21%	40%
Major coursework	31%	4%	20%
Interpersonal/communication skills	8%	21%	10%
Assessment/testing	8%	8%	10%
Grade point average	4%	13%	0%

	Manufacturing	Non-Manufacturing	Non-Profit
Writing sample	0%	13%	10%
College/university attended	8%	4%	0%
Involvement in extra-curricular activities	0%	8%	0%
Location of college/university	0%	4%	0%

Figure 5b | Organizational size

	1-50	51-250	251-500	Over 500
Work experience	40%	55%	75%	50%
Internship/co-op	15%	36%	25%	21%
Certifications	20%	14%	50%	21%
Major coursework	20%	14%	25%	21%
Interpersonal/communication skills	20%	14%	0%	7%
Assessment/testing	10%	5%	0%	14%
Grade point average	10%	5%	25%	0%
Writing sample	10%	5%	25%	0%
College/university attended	10%	5%	0%	0%
Involvement in extra-curricular activities	10%	0%	0%	0%
Location of college/university	0%	5%	0%	0%

Job levels for which college students are typically hired

Figure 6 | All organizations

	All Organizations
Entry Level	85%
Mid-Level/Non-Supervisory	22%
Supervisor	2%
Manager	2%

Figure 6a | Industry

	Manufacturing	Non-Manufacturing	Non-Profit
Entry Level	89%	96%	50%
Mid-Level/Non-Supervisory	15%	13%	60%
Supervisor	4%	0%	0%
Manager	0%	4%	0%

Figure 6b | Organizational size

	1-50	51-250	251-500	Over 500
Entry Level	80%	77%	100%	100%
Mid-Level/Non-Supervisory	30%	23%	0%	14%
Supervisor	0%	5%	0%	0%
Manager	5%	0%	0%	0%

Percent of organizations' entry-level positions that come from new college graduates

Figure 7 | All breakouts

	Average %
All Organizations	32%
Industry	
Manufacturing	20%
Non-Manufacturing	47%
Non-Profit	23%
Organizational Size	
1-50	37%
51-250	15%
251-500	75%
Over 500	39%

Percent of new college graduates hired in 2009 and so far in 2010 that had interned previously with the organization

Figure 8 | All breakouts

	Average %
All Organizations	32%
Industry	
Manufacturing	26%
Non-Manufacturing	37%
Non-Profit	32%
Organizational Size	
1-50	31%
51-250	27%
251-500	50%
Over 500	35%

Percent of new college graduates hired in 2009 and so far in 2010 that had interned elsewhere (not at the organization)

Figure 9 | All breakouts

	Average %
All Organizations	30%
Industry	
Manufacturing	35%
Non-Manufacturing	26%
Non-Profit	26%
Organizational Size	
1-50	30%
51-250	22%
251-500	51%
Over 500	36%

Organizations that offer management in training programs for new college graduates

Figure 10 | All breakouts

	Average %
All Organizations	30%
Industry	
Manufacturing	31%
Non-Manufacturing	25%
Non-Profit	40%
Organizational Size	
1-50	30%
51-250	18%
251-500	50%
Over 500	43%

Training topics that recent graduates received upon being hired into the organization

- OSHA
- Safety
- Sales
- Industry
- Products
- Job-specific
- Business conduct/etiquette
- Negotiation
- Communication
- Cultural sensitivity
- Soft skills
- Presentation skills
- Microsoft Office
- Quality/standards
- Orientation
- Internal systems
- Software
- Communication
- Project management
- Dressing in the workplace

Other targeted professional development opportunities provided to recent college graduates

- Mentoring
- Tuition reimbursement
- Coaching relationship
- Development workshops (soft and technical skills)
- Online training and online training tools
- Professional development
- Project work
- Function-specific development programs (i.e. IT, Engineering, etc.)
- Task/project work
- Involvement with board, senior leaders, etc.

Benefits organizations have as a result of employing recent graduates

Figure 11 | All organizations

	All Organizations
Ability to build a pipeline of talent	65%
New knowledge	60%
Stronger relationship with college/university	40%
Less training time required	13%
Enhanced technical skills	38%
Lower compensation costs	32%

Figure 11a | Industry

	Manufacturing	Non-Manufacturing	Non-Profit
Ability to build a pipeline of talent	62%	75%	50%
New knowledge	58%	58%	70%
Stronger relationship with college/university	35%	42%	50%
Less training time required	12%	13%	20%
Enhanced technical skills	35%	42%	40%
Lower compensation costs	31%	29%	40%

Figure 11b | Organizational size

	1-50	51-250	251-500	Over 500
Ability to build a pipeline of talent	55%	50%	75%	100%
New knowledge	60%	55%	50%	71%
Stronger relationship with college/university	40%	36%	0%	57%

	1-50	51-250	251-500	Over 500
Less training time required	10%	9%	25%	21%
Enhanced technical skills	25%	46%	0%	57%
Lower compensation costs	30%	27%	100%	21%

Recent Graduate Compensation

The following is a summary starting salaries reported by respondents for common college degrees. Data are not reported for any degree for which fewer than five (5) employers submitted salary data.

Figure 12 | Starting salaries for recent graduates

Degree Obtained	Number of employers	Number of grads hired	25 th Percentile	Median	75 th Percentile	Average
Bachelors, Accounting	5	14	\$35,000	\$45,500	\$48,000	\$41,592
Bachelors, Business Administration	6	13	\$28,050	\$33,140	\$35,320	\$32,447
Bachelors, Communication	6	7	\$27,250	\$31,500	\$32,750	\$34,667
Bachelors, Engineering	15	57	\$46,000	\$53,000	\$59,670	\$51,823
Bachelors, Finance	5	27	\$35,000	\$50,000	\$53,400	\$47,080
Bachelors, Information Technology	5	9	\$34,000	\$48,000	\$63,840	\$48,568
Bachelors, Logistics/Operations	6	9	\$36,000	\$46,914	\$54,237	\$46,811
Bachelors, Marketing	11	17	\$26,950	\$33,280	\$36,250	\$32,314
Masters, Social Work	6	8	\$32,625	\$33,750	\$36,000	\$35,250

The following is a listing of job titles reported by respondents for common college degrees.

Figure 13 | Job titles for recent graduates

Degree Obtained	Job titles reported by respondents
Bachelors, Accounting	Accountant, Financial Analyst, Credit Specialist, Associate, Junior Accountant, AR/Collection
Bachelors, Business Administration	Business Analyst, Sales, Business Development Rep, Product Assistant, Management Trainee
Bachelors, Communication	Inventory Planning, Communications Specialist, Business Development Rep, Media Coordinator, Marketing Assistant
Bachelors, Engineering	Process Engineer/New Product Development, Design Engineer, Assistant Engineer, Engineer, Technical Support, Manufacturing Engineer, Mechanical Engineer, Engineer in Training, Junior Engineer
Bachelors, Finance	Finance Analyst, Sales Engineer, Analyst
Bachelors, Information Technology	Business Analyst, IT & Business Support Associate, IT Technical Specialist I
Bachelors, Logistics/Operations	Support Analyst, Supply Chain Analyst
Bachelors, Marketing	Marketing Assistant, Outside Sales, Inside Sales, Graphic Design, Copywriting, Marketing Coordinator, Junior Territory Manager, e-Marketing Production Assistant, Development Associate
Masters, Social Work	Therapist, Social Worker, Counselor, Case Worker, Research Associate

Respondent Demographics

Sixty (60) organizations in Northeast Ohio participated in the survey; a breakdown of the industries and sizes they represent is provided below.

	Percent
Industry	
Manufacturing	43%
Non-Manufacturing	40%
Non-Profit	17%
Organizational Size	
1-50	33%
51-200	37%
201-500	7%
501+	23%
Annual Revenue	
\$0 - \$5,000,000	31%
\$5,000,000 - \$9,999,999	17%
\$10,000,000 - \$19,999,999	10%
\$20,000,000 - \$49,000,000	9%
\$50,000,000+	33%

Participating Organizations

ABSMaterials Inc.
Acme Express, Inc
AmeriMark Direct LLC
Avery Dennison
BCG & Company
Bellefaire JCB
Bowden Manufacturing
Catacel Corp.
Cleveland Sight Center
Deep Hole Specialists
Duramax Marine, LLC
Dwellworks, LLC
Eaton Corporation
Electrodata Inc.
Fastenal Company Inc.
FirstEnergy Corp.
Housing Research & Advocacy Center
Hughes Corp
Hyland Software
JobServe USA Corporation
Lake County Council on Aging
Lauren Manufacturing
Logan Clutch Corporation
Lutheran Metropolitan Ministry
MAGNET
Malco Products Inc
Marketing Resources & Results
May Dugan Center
Nordson Corporation
NSL Analytical Services, Inc.

Ohio Carbon Blank Inc.
Park Place Technologies
Parker Hannifin
PCC Airfoils, LLC
Penske Truck Leasing
PMC Gage, Inc
Process Technology
PTP
Ranpak Corp
Ricerca biosciences, LLC
Rock and Roll Hall of Fame and Museum
Saint-Gobain Crystals
SEGMINT Inc
Selman & Company
SES LLC
ShurTech Brands, LLC
Strang Corporation
TCP Inc.
Technical Consumer Products Inc.
The Ahola Corporation
The Enterprise Corporation
The Lanly Company
The Sherwin-Williams Company, Research & Development Site
Things Remembered
Third Federal Savings
Towlift Inc.
Westfield Insurance
Women's Center of Greater Cleveland
Youngstown Warren Regional Chamber

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