

# What the Class of 2018 Wants

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



# About LaSalle

LaSalle Network is one of the leading staffing and recruiting firms in the country. LaSalle has business practices in accounting and finance, administrative, call center, executive search, healthcare revenue cycle, human resources, marketing, sales, supply chain and technology, and places professionals in temporary, temporary-to-permanent and permanent roles ranging from entry-level to executive leadership.

LaSalle's innovative approach to staffing is designed to provide clients with quality talent who not only match the job description but the company culture, as well.



# Introduction

Your business is growing, and as summer approaches, competition to recruit college graduates heats up. Do you know what they're looking for?

In March 2018, we surveyed more than 3,000 soon-to-be college graduates about what they want in their future careers and companies. This is the third year conducting this survey and analyzing findings; here's what these Gen Z'ers revealed:

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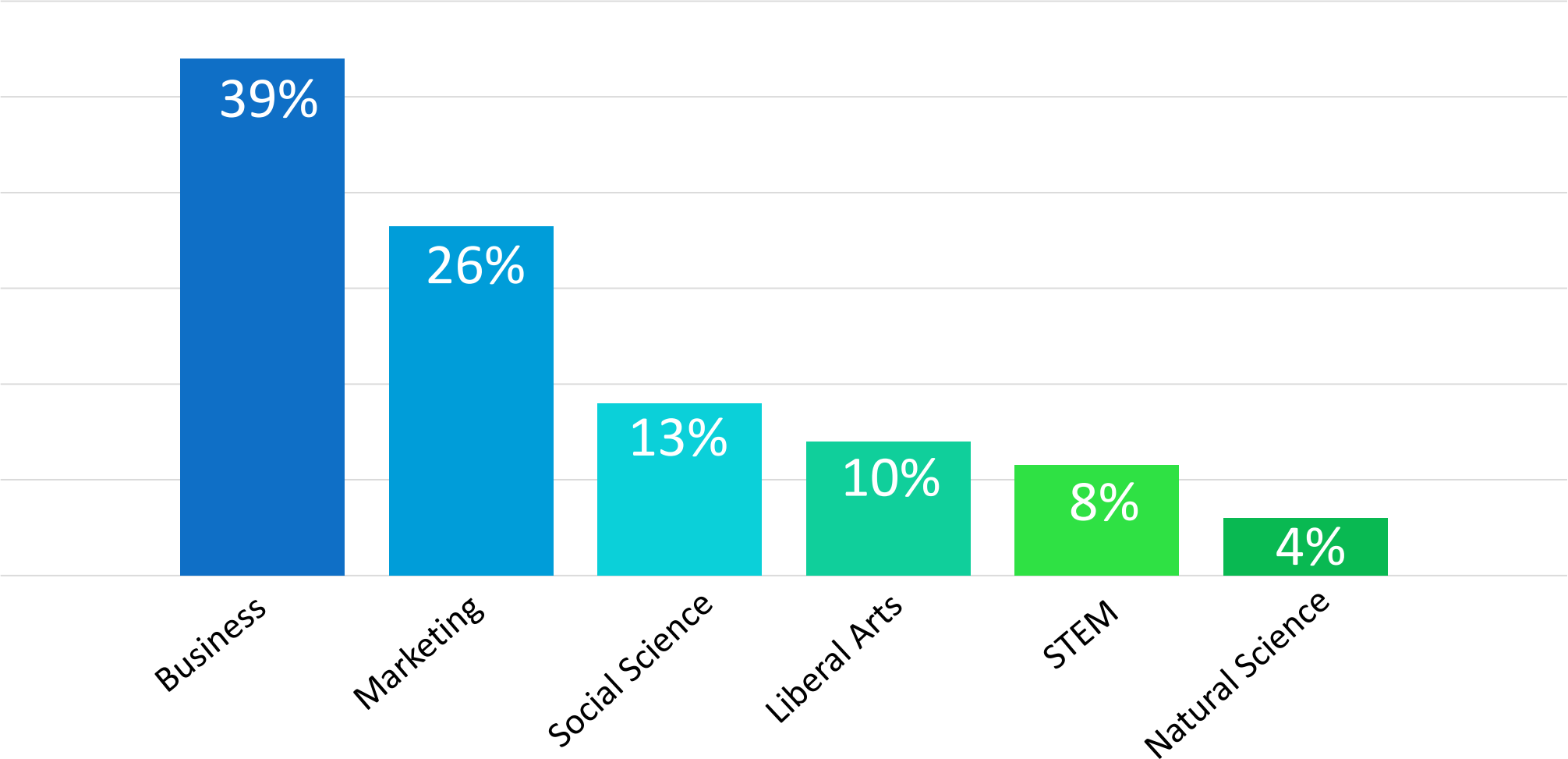




# Survey Demographics

LaSalle surveyed more than 3,000 recent college graduates in March, 2018:

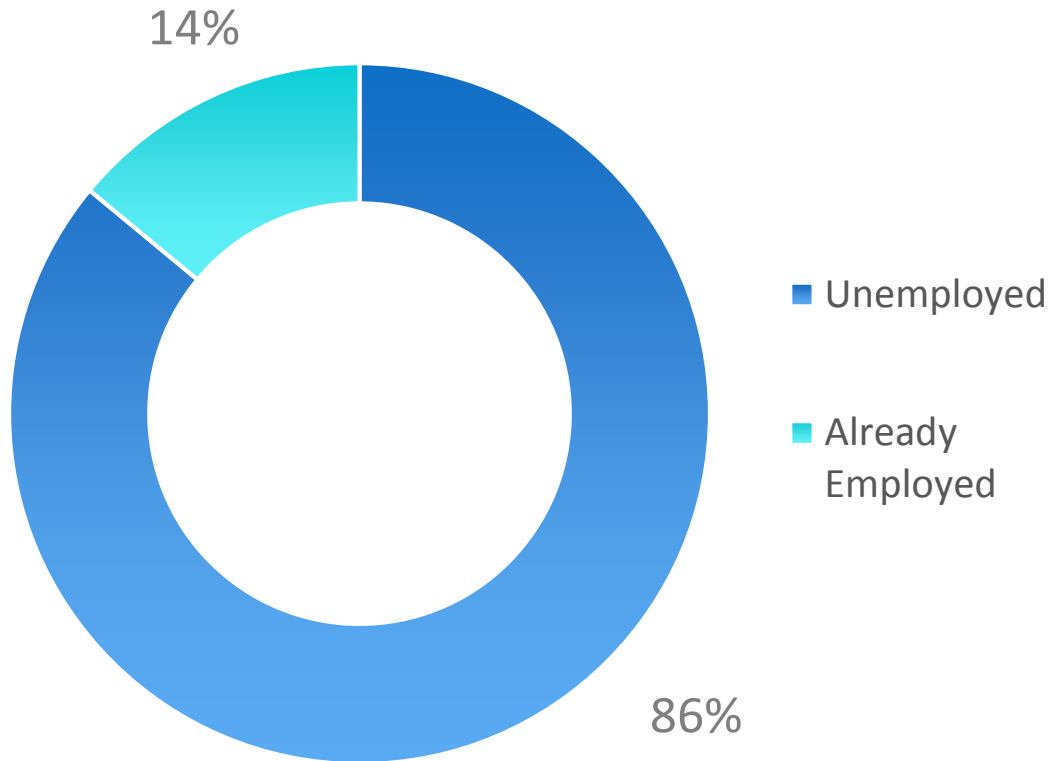
## Top Majors:



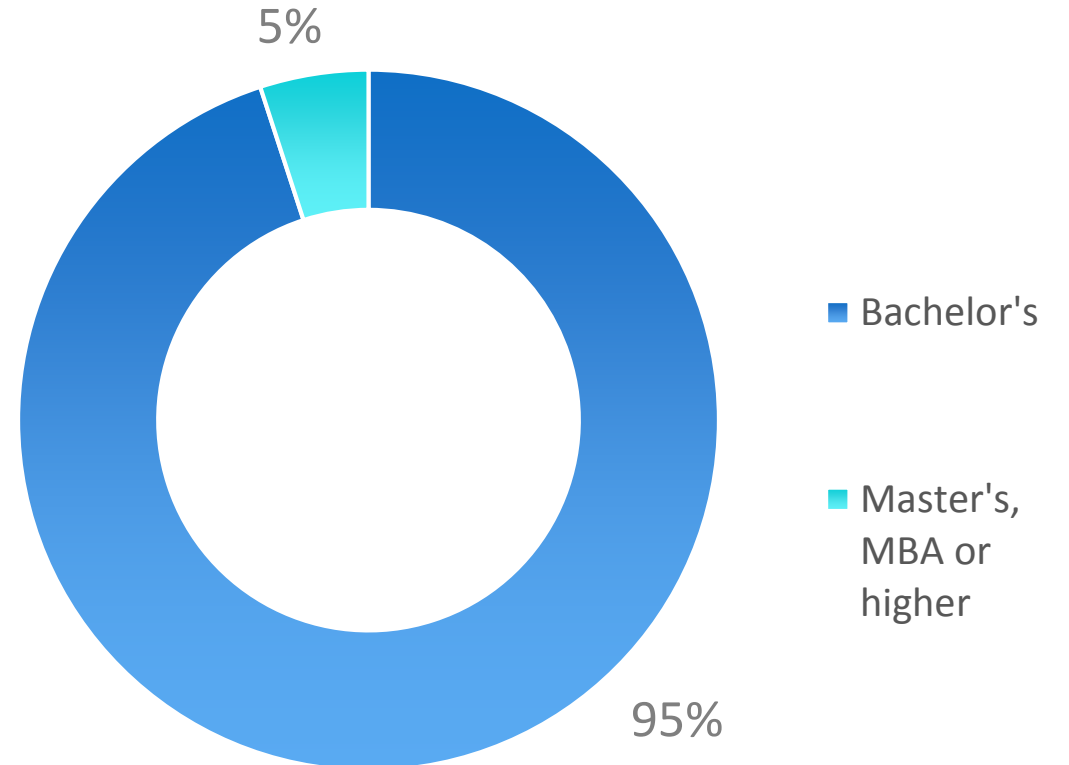
\*For more information on how major categories were determined, see Appendix A

# Survey Demographics

**Employment Status:**



**Degree Achieved:**



# What to Expect from 2018 Grads

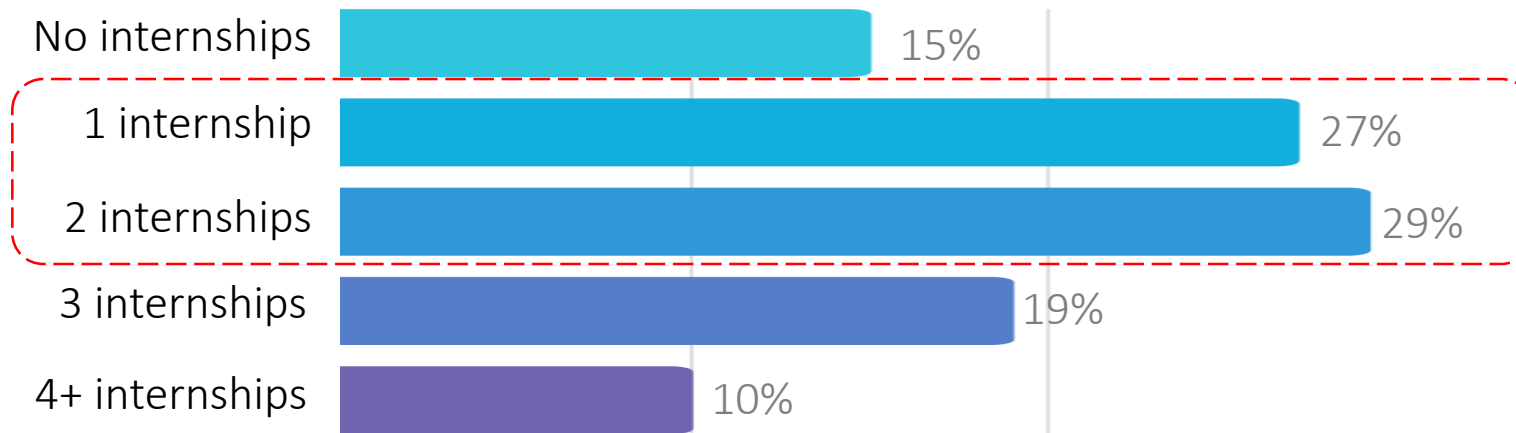


# Bring on Gen Z

As the first full class of Generation Z to enter the workforce, 2018 grads are hungry to throw their caps in the air and start their careers. Born after 1995, this cohort is shaped by technology, connectedness and the power of information in the palm of their hands. Here are a few things to expect from this class:

**Multiple internships:** Graduates are entering the workplace with some work experience already:

## Number of Internships



## 1 to 2 internships- the magic number?

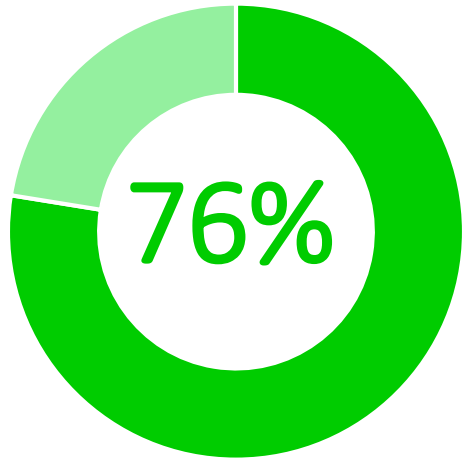


The majority of students surveyed (56%) had 1-2 internships. Candidates with internship experience can be more well-rounded with a professional foundation and may have less gaps in their knowledge compared to candidates without the intern experience. If an interviewee hasn't had an internship, consider other jobs, leadership or volunteer experience that can speak to their work ethic.



# Bring on Gen Z

**Growth mindsets:** Anticipate an eagerness to advance:



Of recent grads stated **opportunity for growth** is their most important factor when evaluating future roles.

## **Feed their desire to grow:**

It may be jarring to hear a candidate speak about their desire to get promoted before they even have the job, but don't let it rub you wrong. This class cares about growth, so be prepared to discuss what the future looks like in the position. Highlight opportunities for Gen Z to own their development and advance their careers.



# When Should You Recruit Grads?

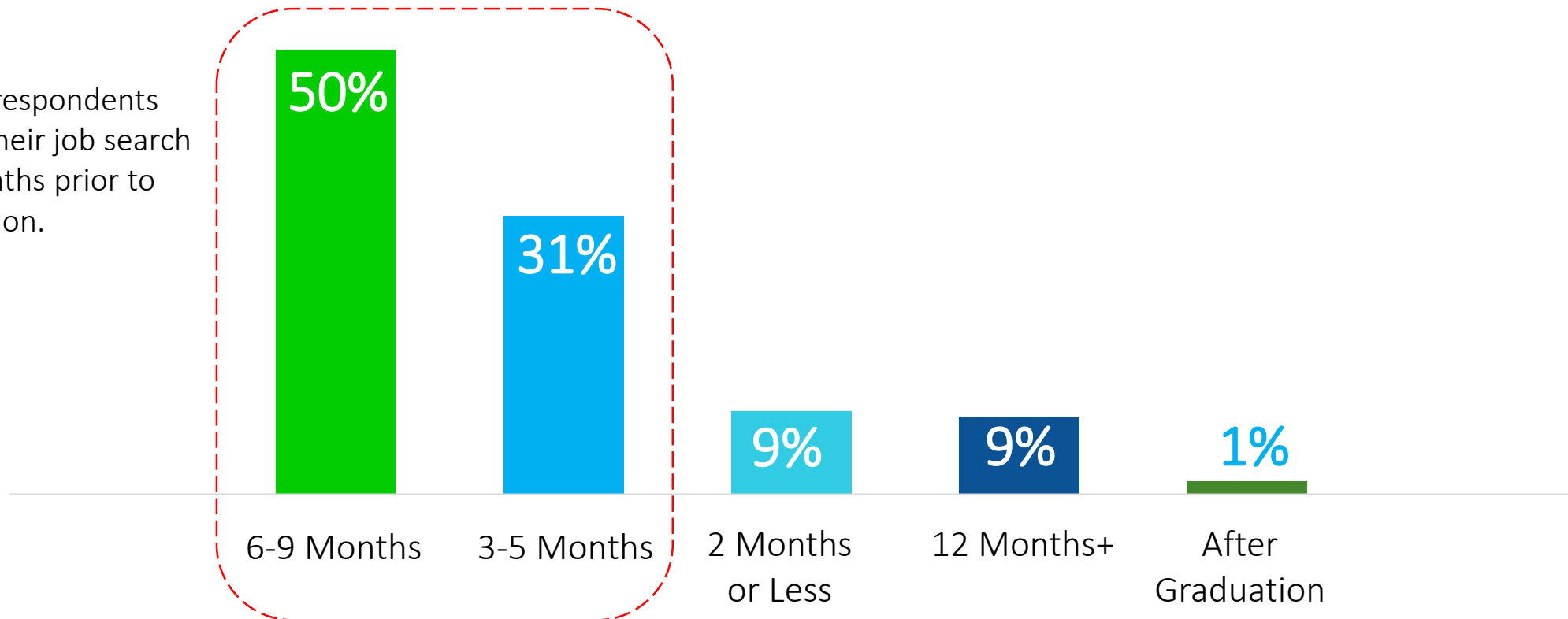


# There's Still Time to Recruit

Students start their job search early. **81%** of respondents began their job search 3-9 months prior to graduation. If you're just starting your recruiting efforts now, try starting earlier next year. But don't despair; it's not too late! As of March 20<sup>th</sup>, only **14%** of survey respondents were employed, so there are still strong candidates looking for positions.

## Number of months grads start applying for jobs before graduation:

**81%** of respondents began their job search 3-9 months prior to graduation.



# How to Recruit Recent Grads

Despite being digital natives, **84%** of Generation Z say face-to-face is their preferred mode of communication, according to [SHRM](#). This mirrors their preferred tool for the job search: networking. Compared to last year's graduating class, more fresh grads are hitting the pavement.

Grads using **networking** in their job search:



**Attract talent through networking:**



Utilize connections with local universities and attend their networking events and career fairs. Even if your company doesn't work with a university, look online for local networking events where you can meet these new graduates in a less formal setting. Alumni groups are also great for finding recent grads post-graduation. Reach out to alumni associations to get a list of events or offer to host one.

# How to Recruit Recent Grads

Social media also jumped as a job resource compared to last year.

Grads Using **Social Media** in Their Job Search:



## Showcase your brand on **social**:



Generation Z is 59% more likely to connect with brands on social media, according to [Hootsuite](#). Take advantage of these tools to help tell your unique brand story and portray your culture. For example, highlight people who have gotten promoted or received an internal accolade. If your organization has won awards, promote or re-promote them on your networks. In addition, consider using social platforms to post pictures of philanthropic involvement, the office environment and team outings. In short, use social to let your culture shine.

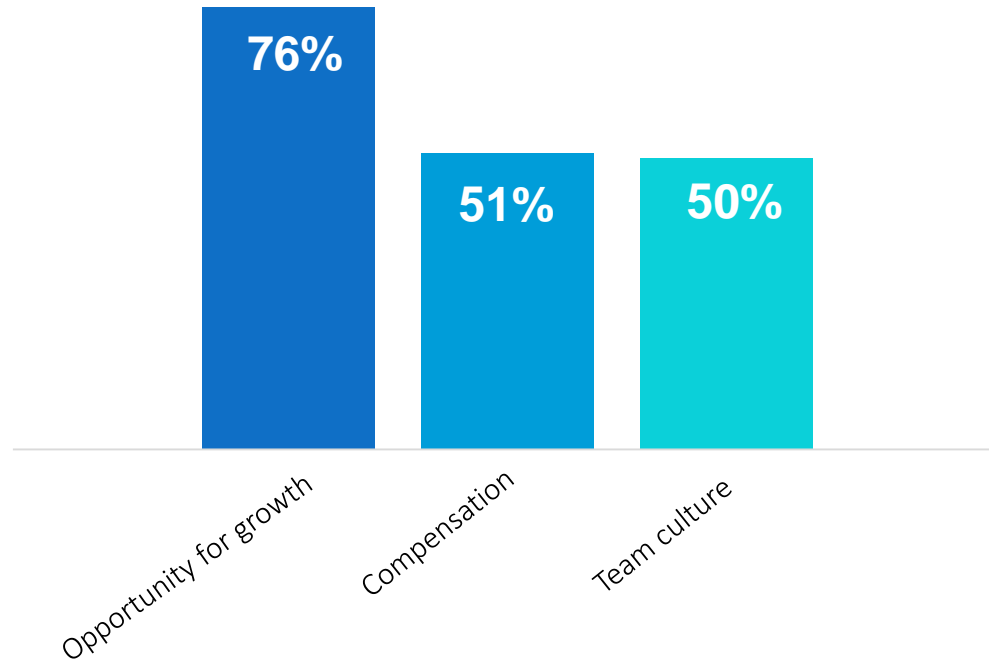


# What Do Graduates Want?



# Growth and Culture:

2018 grads said the three most important factors when evaluating a role are:

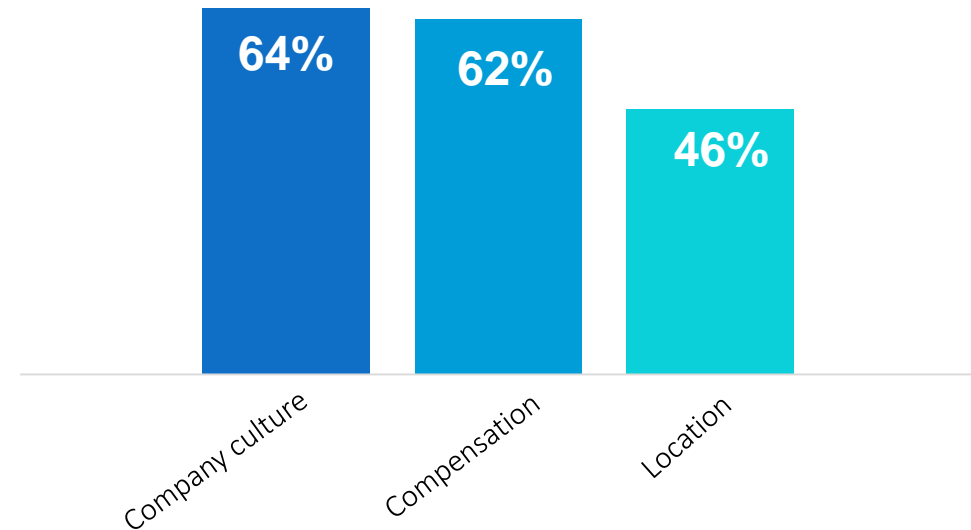


## Key Insight:



In 2017 and 2018, the number one spot (opportunity for growth) and number two spot (compensation) remained the same. This year team culture claimed number three, but last year it was work-life balance.

2018 grads said the three most important factors when evaluating a company are:



## Key Insight:



When deciding what companies to submit an application to, 2018 grads rate company culture as the most important factor. Last year, compensation was in the number one spot.

# Grads Want Growth

**76%** of 2018 graduates ranked **opportunity for growth** as the most important factor in a role.

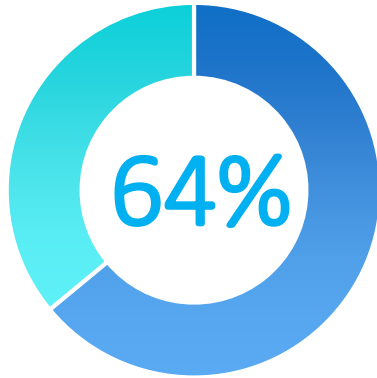
Recent grads are future focused. To attract them, showcase **promotability** within your organization:

This may mean having employees who have grown within the company included in the interview process. They'll illustrate that your company promotes development. Other ideas include:

- Profiles of promoted employees in a takeaway packet to give candidates after an interview or when you meet them at career fairs
- A chart or graph that shows the evolution and growth potential in a role
- Featuring promoted employees on your website
- Highlighting promotions on social media



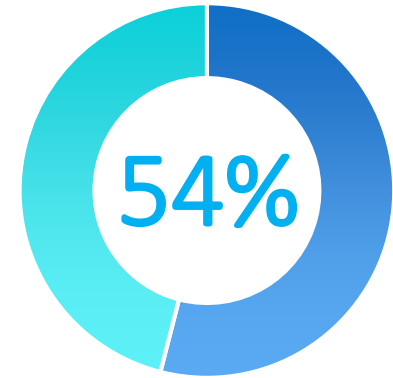
# Culture is Important



64% of recent graduates ranked **company culture** as the most important factor when evaluating a company.



The **#1** reason candidates choose one job over another is perceived **company culture**, according to [SHRM](#).



54% of organizations say **hiring for culture fit** is a top challenge in 2018.

## Showcase your culture

Illustrate your organization's culture clearly. In the interview, consider giving a tour of the office so candidates can get a feel for the environment. In addition, have the interviewee meet with a few different people on the team. A working interview can also give the interviewee a first hand look at your culture. Lastly, if it makes sense to invite the candidate to a happy hour or team outing, do that!



# Salary Expectations:

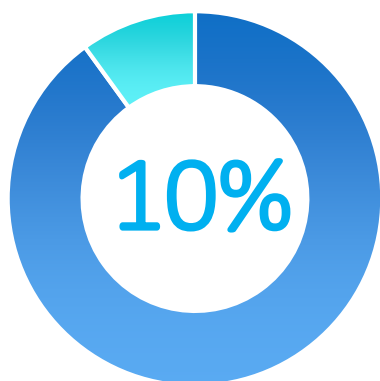
How do they line up with yours?



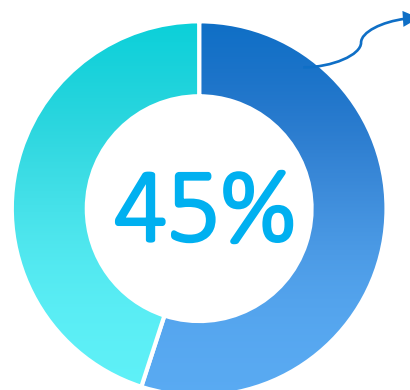


# Employed Grads: Salary Expectations

**In line with reality:** Last year, of the recent graduates who had accepted a job offer, **83%** were making what they expected to make or more. This year, of the recent graduates who have already accepted a job offer, **90%** are making what they expected to make or more.

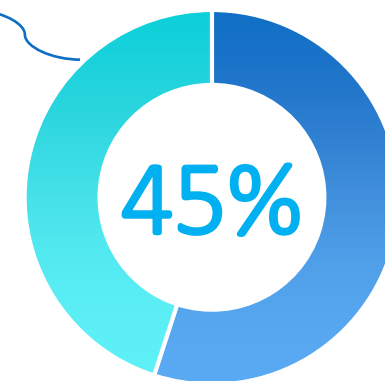


**10%** are making less money than they expected



**45%** are making what they expected

**90%** are making what they expected or more



**45%** are making more money than they expected

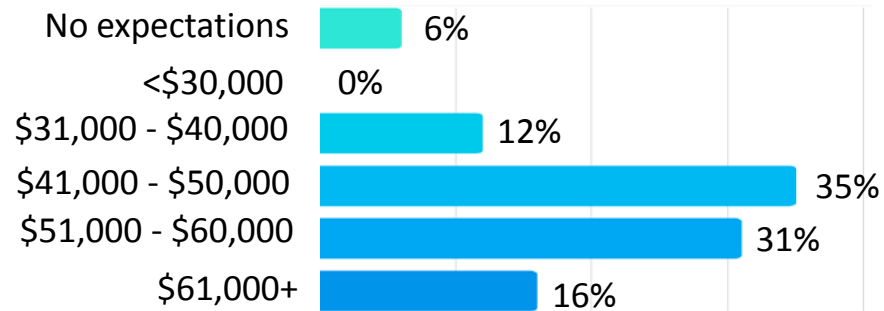


## Key Takeaway:

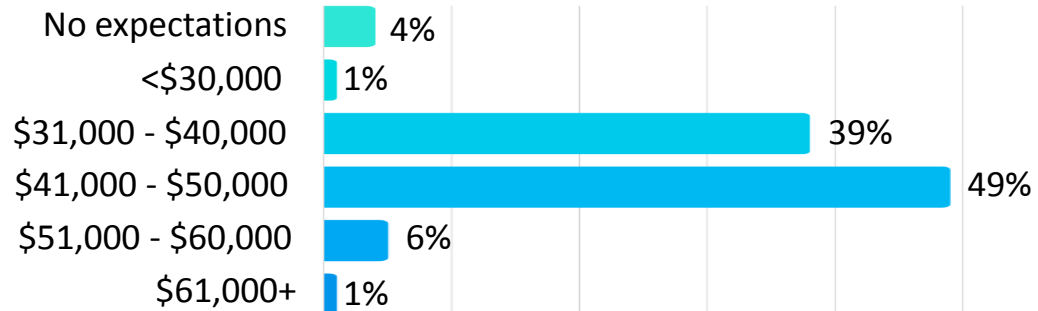
There are more resources than ever for candidates to research compensation so they are better educated. Use sites like Glassdoor, PayScale, or SimplyHired to determine what the benchmark is for your position. If the salary you offer is lower than the benchmark, at least you're prepared going into the conversation. Highlight things like culture and growth potential to offset the lower compensation to start.

# Salary Expectations Differ by Major:

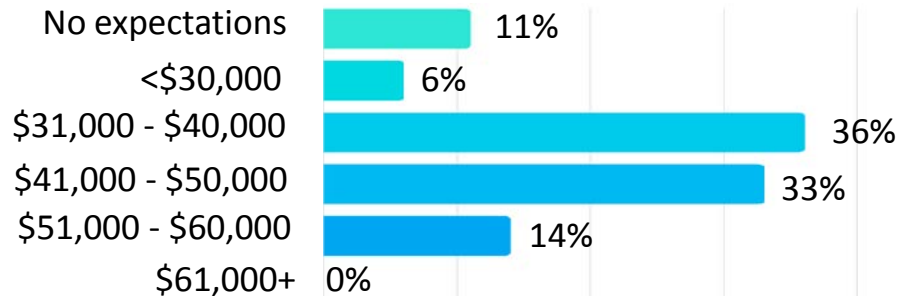
## Business:



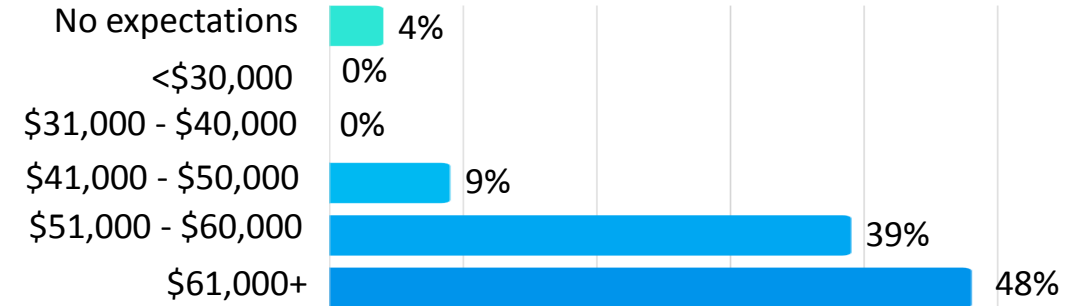
## Marketing:



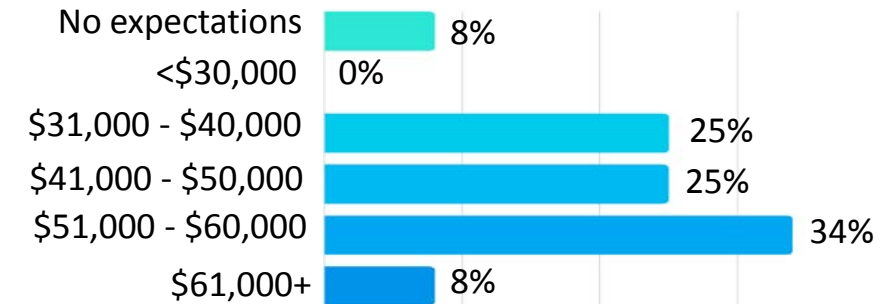
## Social Sciences:



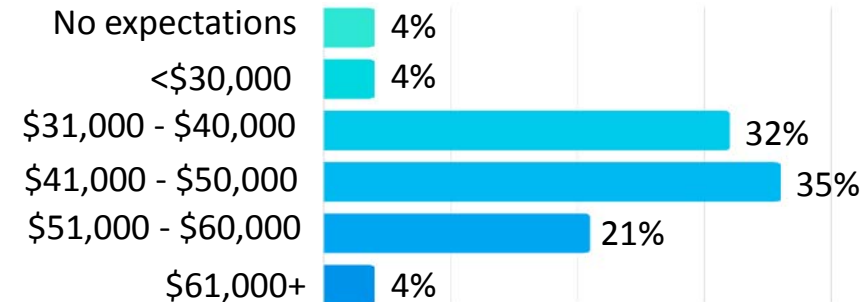
## STEM:



## Natural Sciences:



## Liberal Arts:



# 2017 & 2018: The Trends Continue

## Expectations Match the Market

After reviewing salary expectations by major on the previous page, we found that most recent graduates have realistic compensation aspirations. Liberal arts and marketing majors were expecting to make **\$31,000** to **\$50,000**, while graduates with STEM and business degrees made up the majority of respondents who expect **\$51,000+**.

As always, compensation fluctuates between industry, market, company and role, and ultimately, you need to extend offers that you believe are competitive and financially responsible for the organization.

### Key Takeaway:

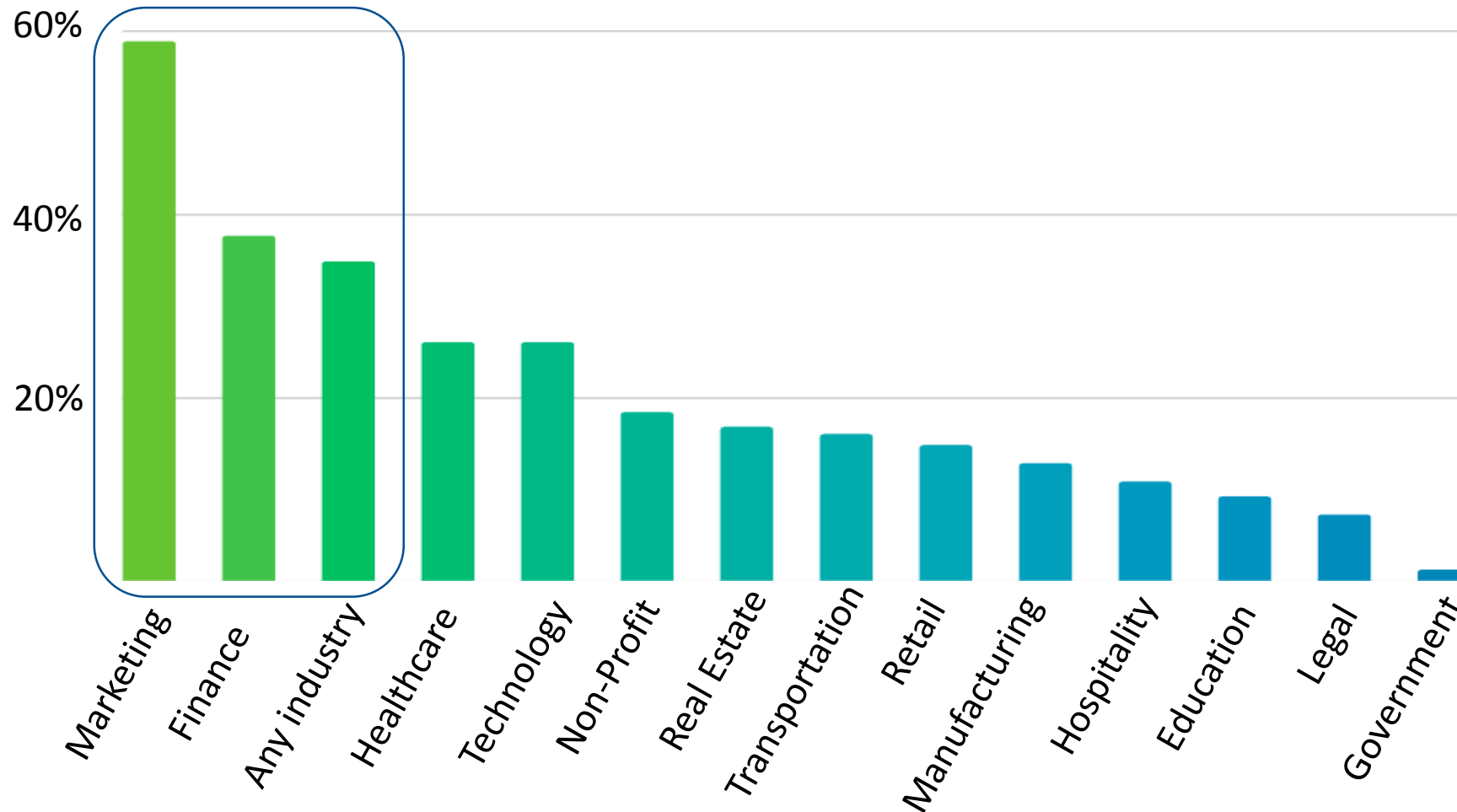


Be prepared for higher salary expectations from recent graduates who have business or STEM degrees. Regardless of their major, it's critical to have honest and open salary conversations with candidates. Find out how they arrived at their number, and let them know what you can realistically offer them today and down the line. If your organization offers competitive benefits like tuition reimbursement or 401K contributions, discuss them with the candidate, as well.

# Industry Isn't Everything

Marketing, finance and “any industry that would hire me” are the most popular industries recent grads are targeting.

Here's the breakdown:



\*Respondents could choose multiple options

# “Any industry that would hire me.”

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

31%

31% of respondents chose “any industry” because they’re open to diverse opportunities. They are willing to explore different options and interview with organizations outside of one specific career path.

The class of 2018 is flexible, as long as the role and company they work for aligns with their values. According to a [study by Deloitte](#), Gen Z professionals are looking for a culture that is open, transparent, supports flexibility and prioritizes well-being.



## Key takeaway:

You don’t have to work in a high-profile industry to attract the best of this class. Instead, focus recruiting efforts on highlighting company culture and growth potential in the role. Showcase opportunities for career advancement. If your company has a great benefits package, brag about it!

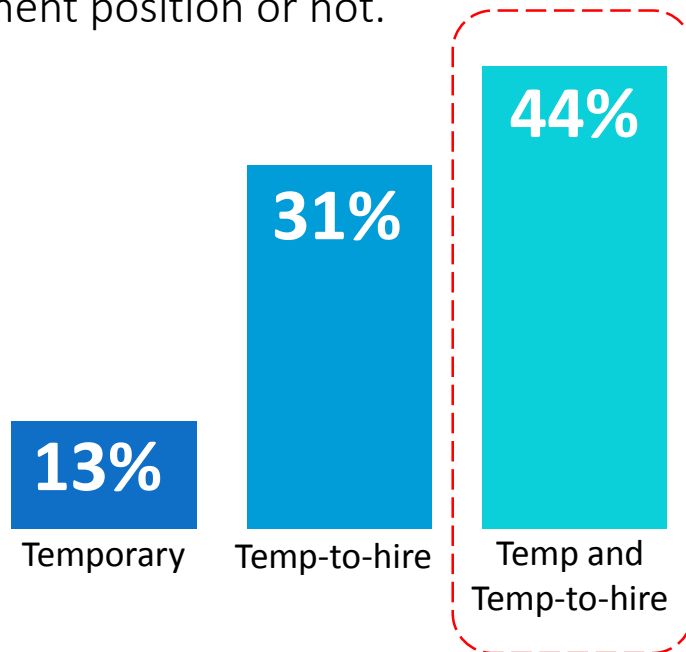


# Temporary Work



# Graduates are Flexible

**44%** of graduating seniors are willing to take some form of temporary work. They are eager to start their careers and gain valuable experience, whether that's at a permanent position or not.



Hiring for temporary work with the potential to convert full time? List it as a temp-to-permanent position. This will allow candidates to “test drive” their new career and allow you to ensure the candidate will be successful in the role down the road.



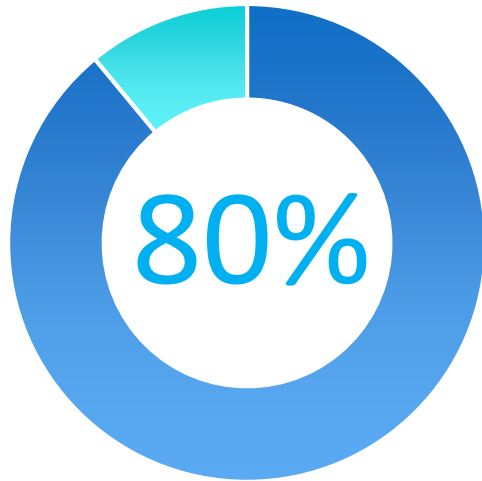
## Key takeaway:

A small percentage of recent grads wanted temporary work. *However*, 31% stated they would consider a temporary-to-permanent position. These are roles that start as temporary with the potential of converting to a full time job. If your company is hiring for entry-level temporary roles, when possible, try offering the position as temporary-to-permanent instead.

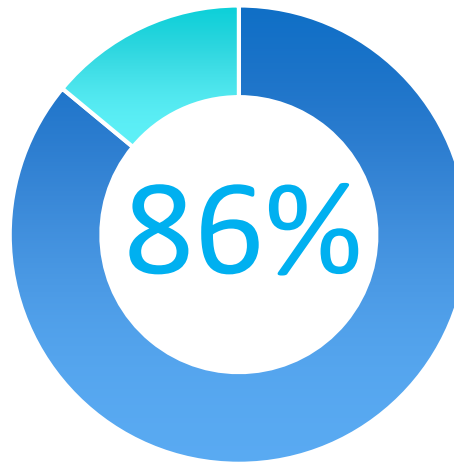
# Graduates Have Options

More than 3 million students will graduate with bachelor's degrees in 2018. They're hungry to start their first careers and feel the best is yet to come. This class of "Generation Z" moves into the promise of their future with finesse.

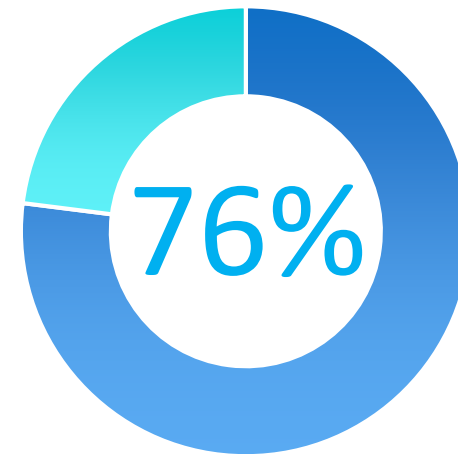
Here's a recap of a few high-level findings from the survey:



Of recent grads use  
**networking** in their job search



Of the class of 2018 have  
**not accepted** a position yet



Of recent grads say  
**opportunity for growth** is  
their most important factor  
when evaluating future roles

# Conclusion

Now that you have the map and compass, you can navigate recruiting the best of the class of 2018. Here are a few things to keep in mind:

1. Highlight opportunities for growth
2. Showcase your culture in the interview
3. Look for at least 1 internship on resumes
4. Promote your brand through networking and social media
5. If you have temporary positions open, consider positioning them as temporary-to-permanent if they have the potential to convert full-time.

## REFERENCES:

Bureau of Labor Statistics: *The Employment Situation: March 2018*

Deloitte: *Generation Z Enters the Workforce*

HootSuite: *Everything Social Marketers Need to Know About Generation Z*

SHRM: *Move Over, Millennials; Generation Z is Here*

SHRM: *Candidates Choose Jobs Because of Company Culture*



## APPENDIX A

Every respondent provided their major or major(s) at the beginning of the survey. For the sake of clarity, we consolidated their answers into six categories: Business, Liberal Arts, Marketing & Communications, Natural Sciences, Social Sciences, and STEM. Below is a more detailed list how we categorized individuals' responses:

### **Business**

Accounting  
Business Administration  
Business Analytics  
Business Management  
Economics  
Leadership  
Finance International  
Management Merchandising  
Sports Management

### **Natural Sciences**

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

### **Liberal Arts**

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

### **Social Sciences**

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

### **Marketing**

Communications  
Advertising  
Broadcasting  
Communication Studies  
Creative Writing  
Graphic Design  
Journalism  
Public Relations  
Sports Communication

### **STEM**

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