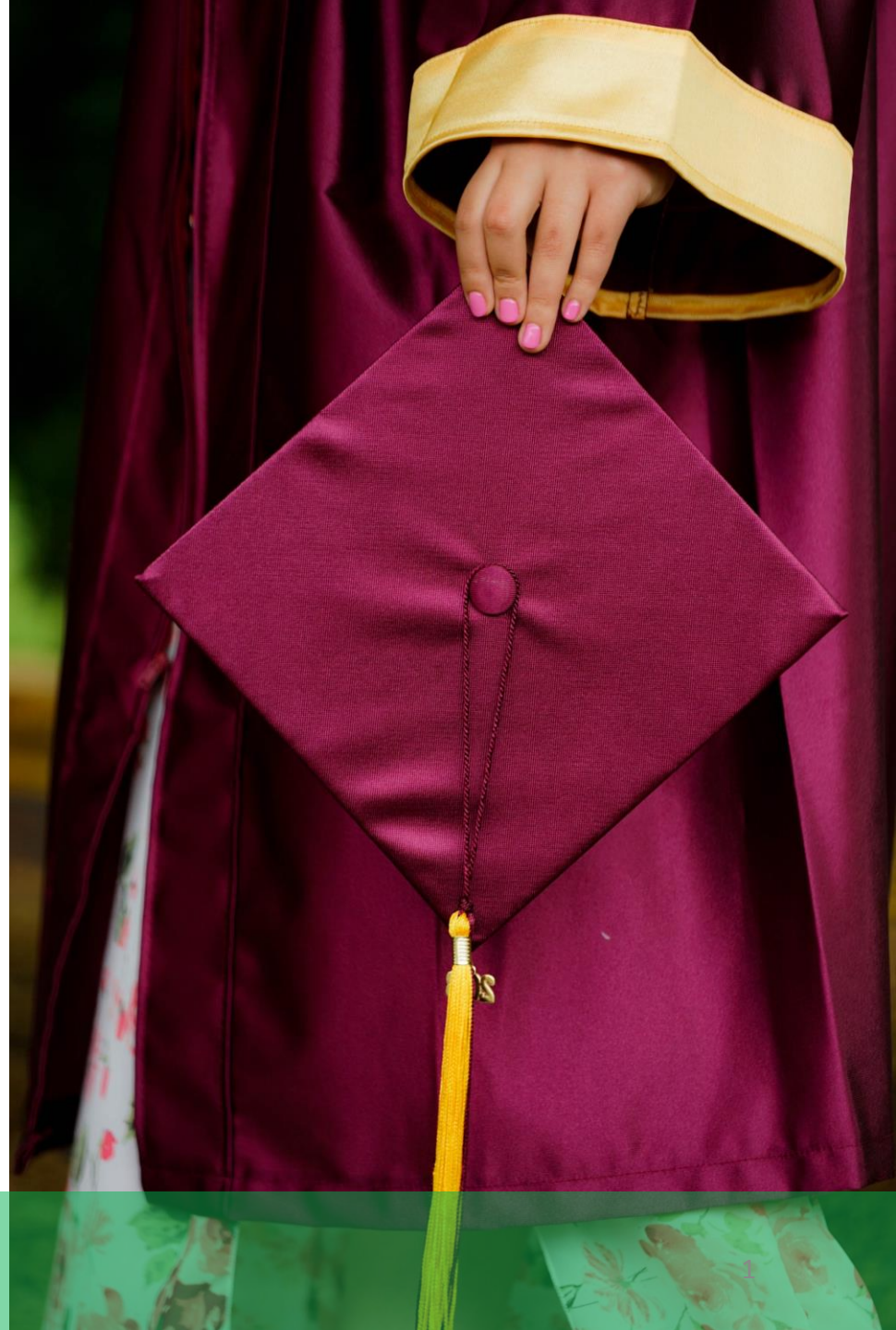


What the Class of

2019 Wants

A report on attracting Gen Z, the newest
generation of workers



Introduction

As the class of 2019 walks across the stage this spring, they're not only looking for a job, but for their future careers. But how can you attract the best of the best? In February 2019, LaSalle Network surveyed more than 3,000 recent and soon-to-be grads to find out what's important to them, what their compensation expectations are and how they select a company.

This annual report reveals comparisons from studies of the class of 2016, 2017 and 2018 to help paint the portrait of what the class of 2019 is looking for. As the second full graduating class of Gen Z enters the workforce, how do they differ from the Millennials before them?

We've got the scoop... Read on!



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Get to know Gen Z

The class of 2019 is made up of a cohort commonly known as “Generation Z.” They’re [proven](#) to be financially driven, socially cautious and pragmatic about their futures. But who are they, and what makes them tick? Here are a few stats to help you understand this class:



By the numbers

Born after 1996, Gen Z accounts for [61 million](#) people in the United States.



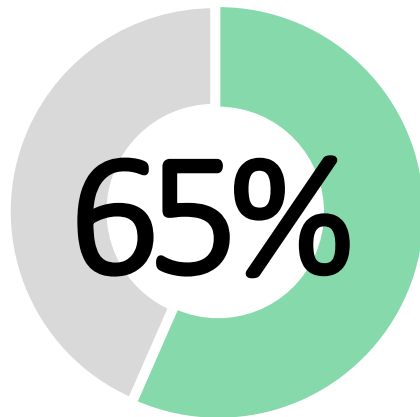
Digital natives

[Deloitte](#) defines Gen Z as a “true product of a globalized world, always connected through the constantly available internet and at ease with ever-evolving technologies.”



Social challenges

Gen Z may be the most digitally connected generation, but they’re also the loneliest. According to [USA Today](#), their average loneliness score (based on the number of people who report feeling alone or left out) is nearly 10 points higher than previous generations.



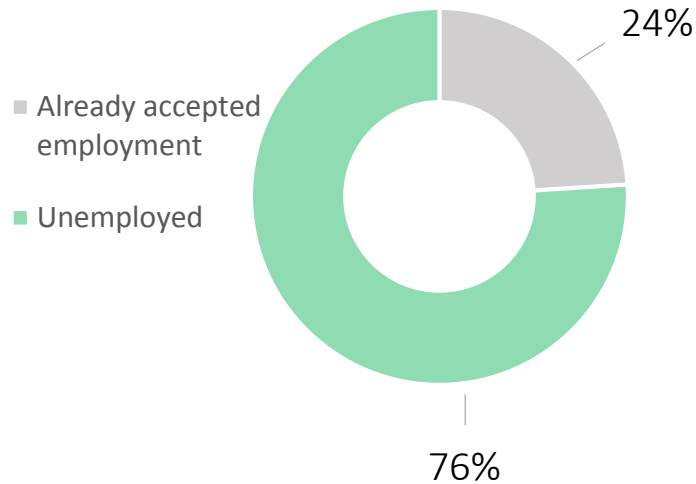
Pragmatic and realistic

65% of Gen Zers particularly value knowing what is going on around them and being in control, according to [McKinsey](#). This could be a result of being raised in a time of global economic stress.

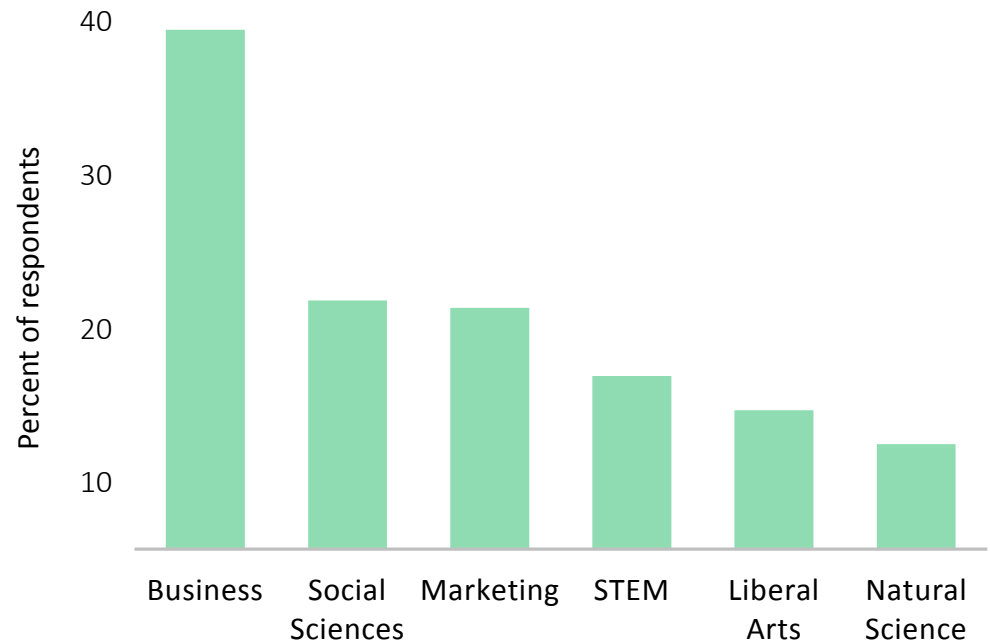
Survey demographics

LaSalle Network surveyed more than 3,000 recent and soon-to-be graduates in February 2019. Here's the breakdown:

Employment Status



Majors:

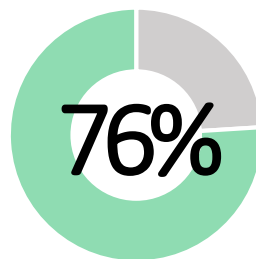


*Respondents could choose more than one major

When to recruit 2019 grads

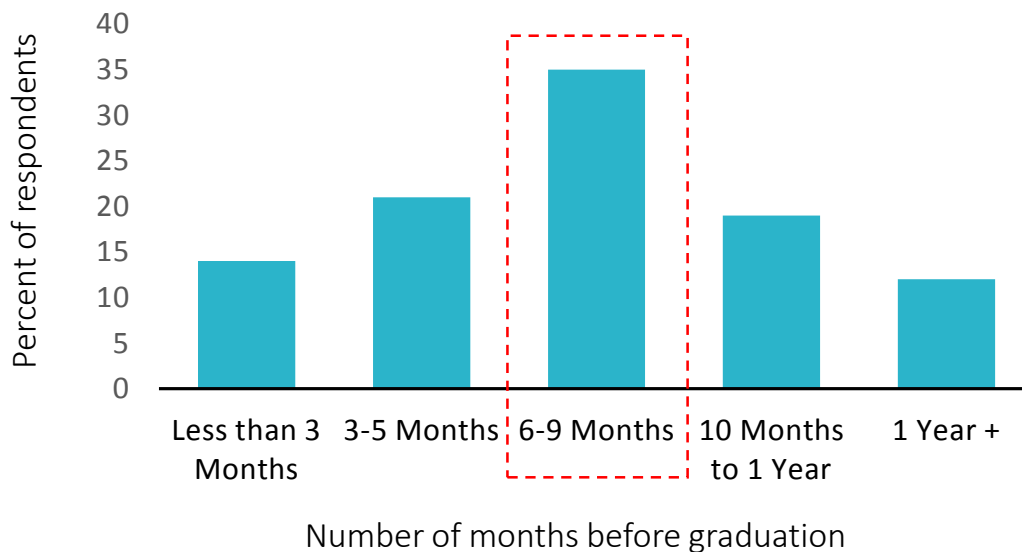


Timing is everything

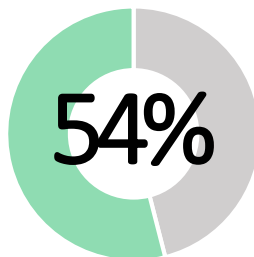


of graduates have not yet accepted a job offer. Although grads are starting their search early, **there's still time to recruit.**

When 2019 grads begin applying for jobs



Eager to begin their careers, students are accelerating their job search. In fact, most graduates begin their search 6-9 months before graduation.



The earlier the better?

of graduates who received multiple job offers started their search at least 10 months before their graduation dates.

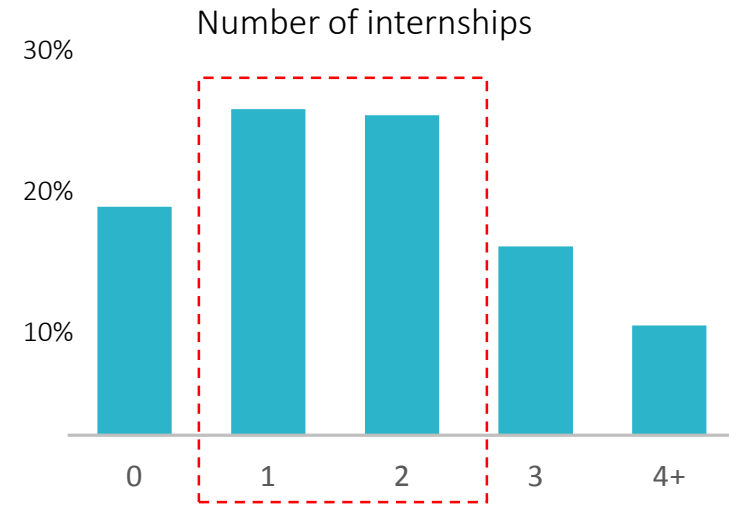
What to expect from 2019 grads



Internships & industries

Most graduates are entering the workplace with some work experience already. Like last year, the majority of students surveyed had 1-2 internships.

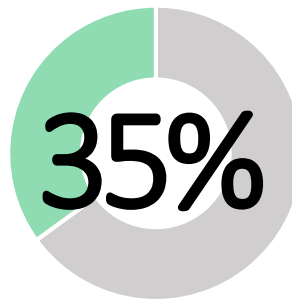
Internship experience can lead to more well-rounded candidates and fewer gaps in skills compared to those without. If a candidate hasn't had an internship, consider other jobs, leadership or volunteer experience that can point to their work ethic.



Any industry

When we asked unemployed graduates what industry they were targeting, the second most popular response was “any industry that would hire me.”

Similar to years past, many candidates simply want to find a job and organization they love.



More than 1/3 of 2019 grads selected “any industry that would hire me,” suggesting they’re willing to explore different options.

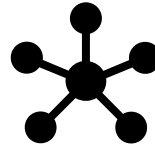
Where are grads job searching?

Now that we know when this class applies to jobs, the next question is “how?” LaSalle Network works with thousands of college grads annually, and in addition to working with recruiters, here are the 3 most popular tools candidates use:



#1 Career fairs

Although many career fairs are over, there are still opportunities to network with the class of 2019 through university programs. “Just In Time” career fairs provide opportunities to connect with this class in the last few months of the school year. In addition, alumni fairs are a great way to connect with candidates. Meeting recent graduates in person can propel your hiring efforts and ensure culture fit before the interview.



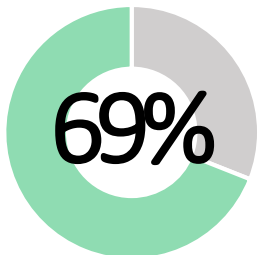
#2 Networking

Despite being digital natives, [84% of Generation Z](#) say face-to-face is their preferred method of communication. Look online for local networking events where you can meet recent grads in person. In addition, consider reaching out to alumni associations for a list of events or offer to host one.



#3 Job boards

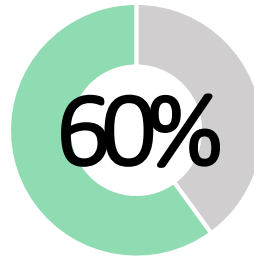
Be conscious of creating job descriptions that are engaging, relevant and accurately portray your company and the role. Job boards have been a top resource for graduates [since 2017](#). In a separate LaSalle Network study, the most popular job boards were LinkedIn, Indeed and CareerBuilder.



Use social media to boost your brand

[of Gen Zers](#) are more likely to apply to a job if the employer actively manages its employer brand (e.g., responds to reviews, updates their social media profiles, shares updates on culture and work environment). Instagram is where Gen Z turns to discover new brands, and they’re [2X more likely](#) than Millennials to use YouTube.

Graduates are flexible



60% of graduating seniors are willing to take a temporary or temp-to-perm position, up 16% from last year. The class of 2019 is eager to enter the workforce, whether it's through a contract role or permanent opportunity.

Hot tip: [Consider offering temp-to-perm positions](#)

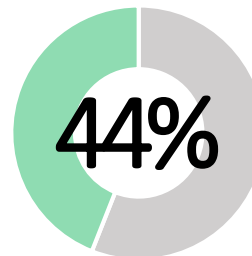
Temporary-to-permanent positions allow candidates to “test drive” their new career. Employers can also ensure they'll be successful down the road and fit in with the company culture.

2018 vs 2019 grads

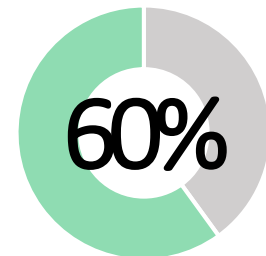
Temporary work appeals to graduates this year more than last. Growing up with a gig economy may have altered how this class views employment.

Here's the breakdown of graduates who would accept a temporary or temp-to-perm position in 2018 and 2019:

2018



2019



What grads want



What do graduates want in a role?

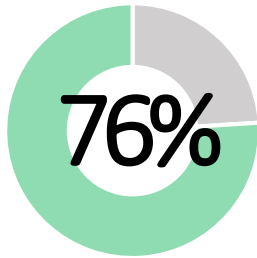
When evaluating a future role, what does the class of 2019 want most, and how does it compare to years past? Here's a glimpse at what each generation values:



Key takeaways:

- Opportunity for growth has been the #1 factor graduates look for when evaluating a future role for the past four years
- Last year, team culture was a priority, but in 2019, it does not appear in the top three

Ready. Set. Grow.



of 2019 graduates expect to earn a promotion 1-2 years after their start date. In comparison, [40% of Millennials](#) expect to earn a promotion every 1-2 years.

One thing is clear: if you're looking to hire the class of 2019, it's essential to focus on the future. Here's how to communicate opportunities for growth to attract and retain recent grads:

Communicate career paths



Share stories about employees who earned promotions internally, and discuss how they advanced their careers. In addition, highlight how you envision the role evolving. Both Gen Z and Millennials are future-focused. They care about opportunities to challenge themselves, develop as leaders and climb the ladder. Showcase what this looks like at your company during the interview process.

Highlight training/development



Training and development programs are a great way to illustrate how grads can grow professionally within the organization. Does your team use online tools like LinkedIn Learning or Coursera? Are informal learning opportunities like cross training commonplace in your company? Maybe you've even won awards for your training initiatives. These are all enticing factors to share with candidates from this class.

Showcase promotability



Generation Z is [59% more likely](#) to connect with brands on social media. Take advantage of their technological tendencies and highlight people who have gotten promoted or received an internal accolade. When candidates see these celebrations on social platforms, they'll not only get a feel for your company culture, but can see the growth firsthand.

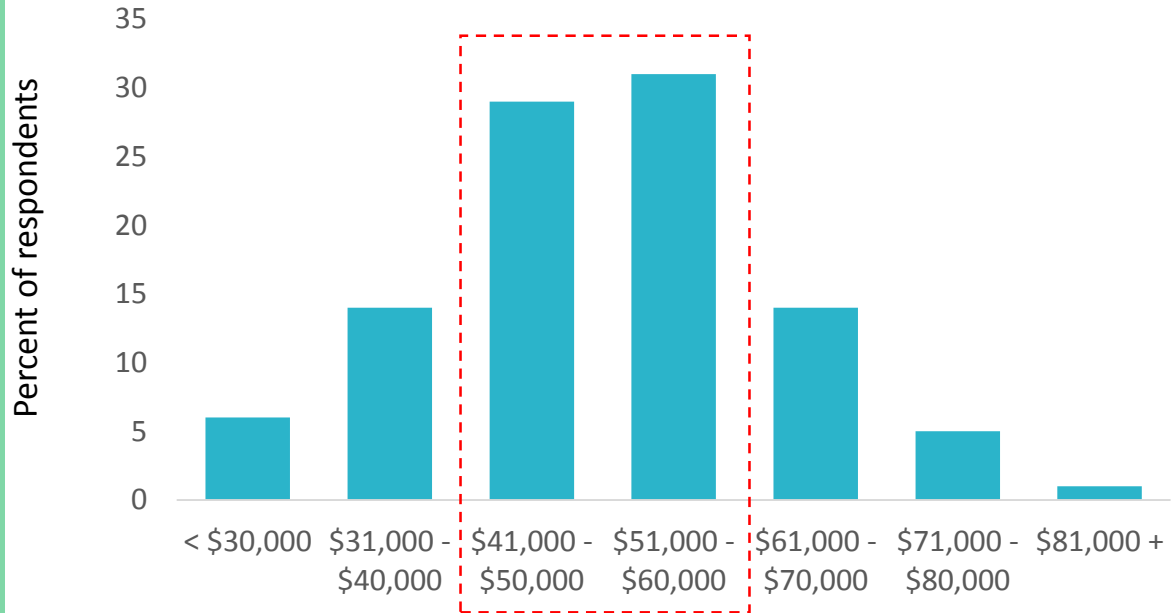
Salary expectations



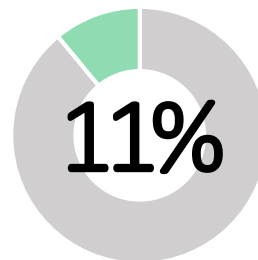
Do they
line up
with
yours?

On average, students expect to earn \$51,000 to \$60,000 in their first job out of college. Below is a breakdown of what graduates expect to make:

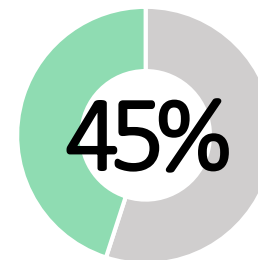
What graduates expect to earn



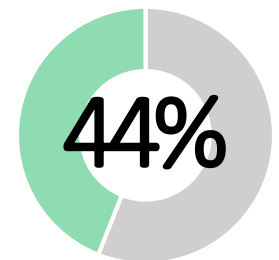
Salary expectations vs reality



11% of grads who accepted an offer will earn **less** money than they expected



45% of grads who accepted an offer will earn the **same** amount of money they expected

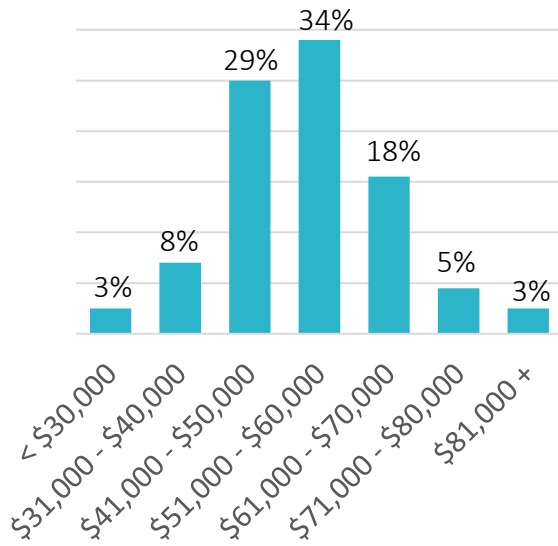


44% of grads who accepted an offer will earn **more** money than they expected

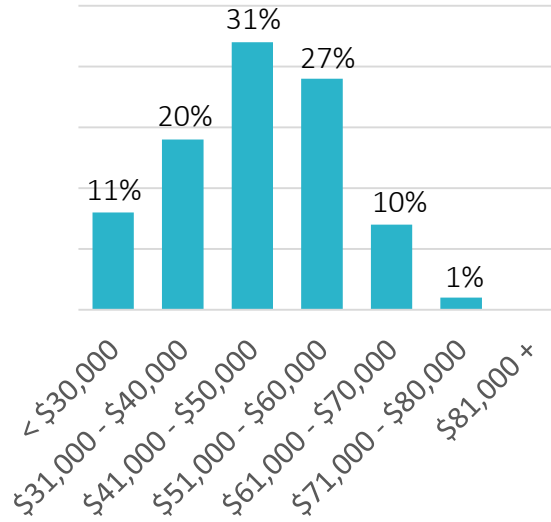
*The pie charts above represent the 24% of grads surveyed who already accepted a job offer at the time of the survey

Salary expectations by major

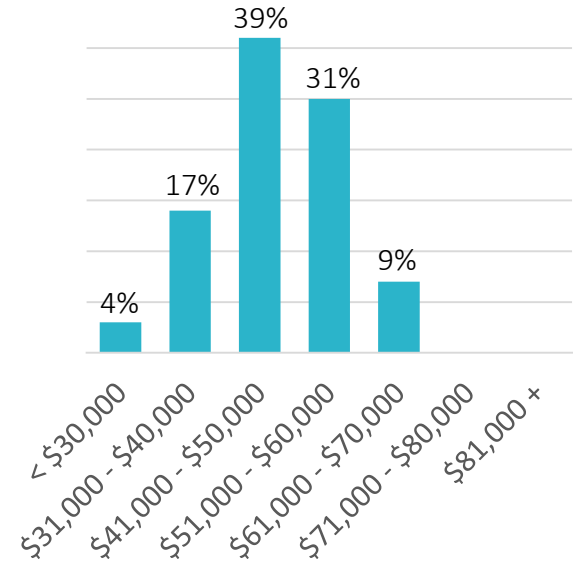
Business



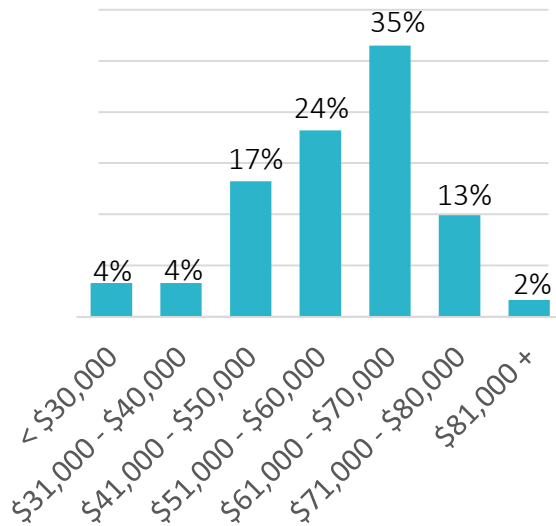
Social Sciences



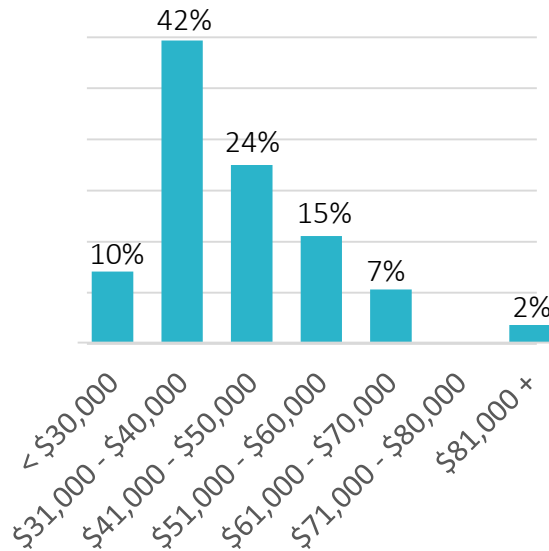
Marketing



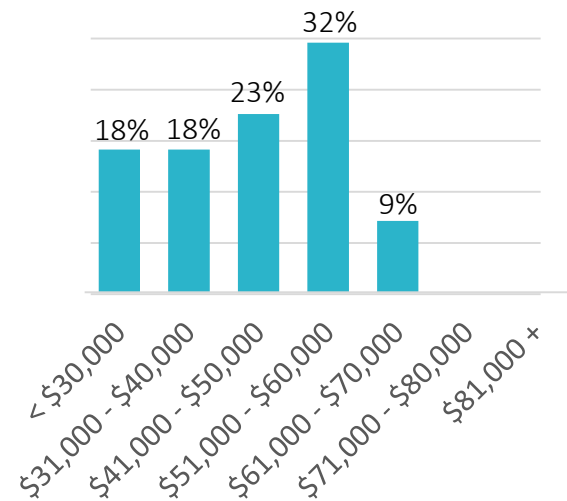
STEM



Liberal Arts



Natural Science



What do graduates want in a company?

In 2016, 2017 and 2018, company culture has been a top priority for graduates, and this year is no different. When evaluating a future company, respondents ranked company culture number one, followed by benefits and location. Here's how to highlight these critical factors to attract the class of 2019:



#1 Company culture

To clearly illustrate your unique company culture, consider giving candidates a tour of the office so they can get a feel for the environment. You may also have the candidate meet with a few different people on the team. If it makes sense to invite the candidate to a team outing or happy hour, this can give them (and you) even more insight into how they'll fit in.



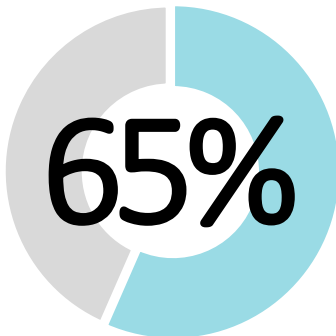
#2 Benefits

Evaluate your benefits package and consider which elements are most important to recent grads. To attract the best talent, it will be essential to highlight relevant benefits in the interview. For more information on the benefits grads want, see pages 20-22.



#3 Location

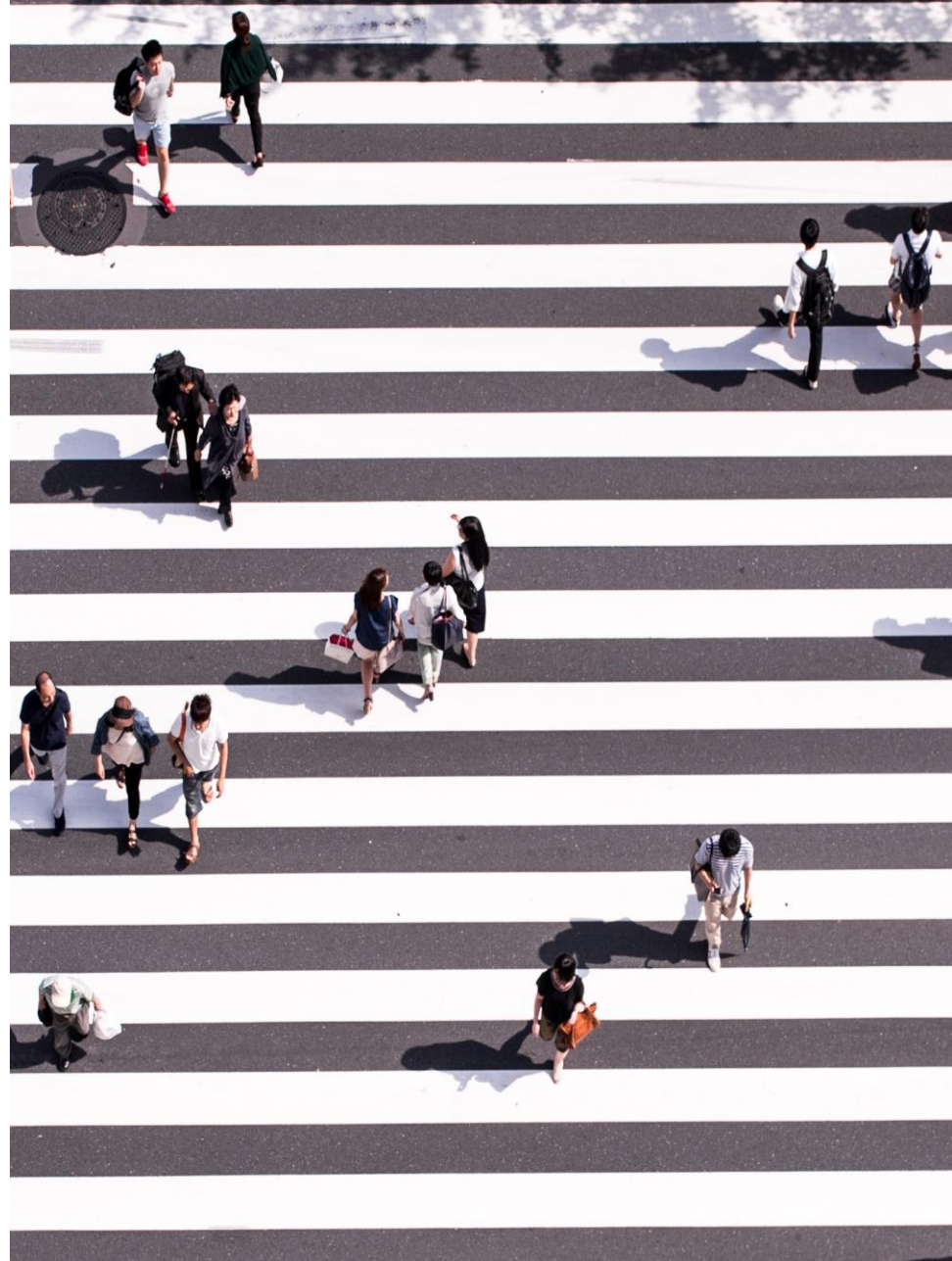
Where your office is located can have a big impact on attracting recent graduates. Are there restaurants or shops nearby that employees can enjoy after work? A park or trail to take a walk during lunch breaks? Think about these and logistics such as trains, bus spots or car pools that can ease the commute.



You aren't their only option...

65% of grads who already accepted an offer received 2-4 job offers in 2019.

Benefits grads want



Medical coverage and retirement savings

Benefits are key to attracting and retaining talent. To help you evaluate your benefits package and decide which benefits to showcase, here are the top two benefits 2019 graduates want:



#1 Medical coverage

A majority of respondents ranked medical coverage as the most important benefit when evaluating a future company. This basic benefit is something graduates expect, and providing a competitive and affordable health insurance can help your organization stand out.



#2 401k match

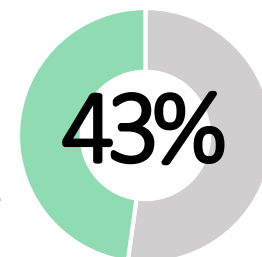
The second most popular benefit when evaluating a future company was 401K match. 2019 grads are looking for security in their future, and it starts with savings. Highlighting your 401k plan can help attract the best talent. According to [SHRM](#), 76% of employers match employee contributions to 401(k)s.

Some perks matter, some don't.

Traditional benefits like medical coverage and retirement plans are key foundations of most packages, so it's no wonder they're what grads want. But how can you ensure your benefits stand out from your competitors'? Here are the perks that will go the extra mile to attract entry-level candidates, and those that may fall flat:

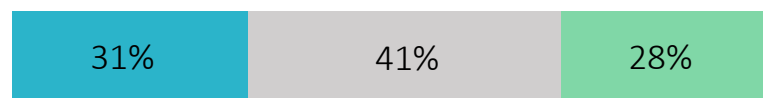
Flexible hours

If your organization offers flexible scheduling or options to work from home, highlight that in the interview. 43% of respondents ranked flexible hours as one of the top three most important benefits when evaluating a future company. And [Glassdoor's](#) research shows flexible hours are among the most common pros for Gen Z in an organization.



Student loan reimbursement: grads are split

Nearly 1 in 3 recent grads stated student loan reimbursement is important or very important when evaluating a future company. However, 31% stated this benefit is not at all important.



■ not at all important ■ slightly to moderately important ■ very to extremely important

Flexible spending accounts, gym reimbursement and pet insurance won't attract Gen Z

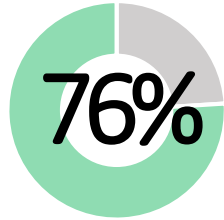
Although unique benefits like pet insurance may sound fun, they won't entice the class of 2019. In fact, less than 1% of respondents ranked pet insurance a priority when evaluating a company's benefits package. The second least important benefit to this cohort? Flexible spending accounts. Gym reimbursement ranked third to last.

Gen Z vs Millennials

There are pivotal differences between Gen Z and the Millennials that came before them. Here are some highlights:

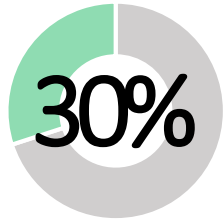
Generation Z (born after 1996)

Promotions:



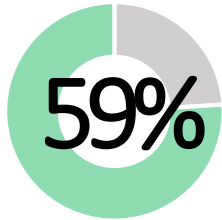
of 2019 graduates expect to earn a promotion 1-2 years after their start date

Temporary roles:



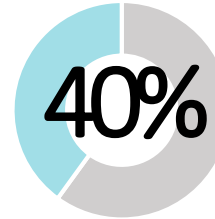
of 2019 graduates stated they would accept a temporary position

Benefits:

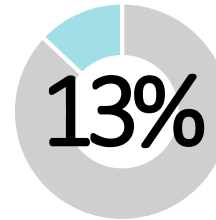


of 2019 graduates ranked benefits in their top 3 most important factors when evaluating a future company

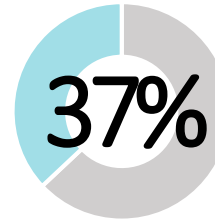
Millennials (born 1980-1996)



of millennials expect a promotion every 1-2 years



of 2018 grads were willing to accept a temporary position



of 2017 graduates (millennials) ranked benefits in their top 3 most important factors when evaluating a future company

Looking for talent?

We've helped thousands of companies across nearly all industries find the talent they need, and have a proven track record of connecting companies with talented college graduates. Last year alone, we placed more than 4,000 recent grads in jobs.

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

If you're looking to hire Gen Z (or anyone else) for your team, [click here](#) to contact us and learn how we can help.

