

# WHAT THE CLASS OF 2022 WANTS

*AND HOW IT WILL INFLUENCE  
THE FUTURE OF WORK*



# Introduction

The class of 2022 spent more than half of their college experience in a pandemic. Instead of the 'classic' in-person college experiences and educational opportunities, the class of 2022 had to be creative in gaining the education and experiences they wanted. This resulted in a class of incredibly resilient students who juggled this while facing many challenges and changes happening in the world.

While the workforce has evolved greatly, so has incoming talent. The class of 2022 is looking for more than a job. They are looking for connection, growth, and purpose.

For the last seven years, LaSalle Network has surveyed the graduating classes to hear what they want in their first job and company post-graduation. In March 2022, we surveyed more than 2,500 upcoming 2022 graduates to learn what they wanted in their first job post-graduation. We have compiled this data, along with year-over-year comparisons, to help companies understand how to attract, recruit and retain talent from this graduating class. With more than 73% of companies planning to add headcount this year in one of the most competitive labor markets to date, this graduating class is in high-demand.

In this report we share the data findings, as well as tips for how to maximize recruitment and retention efforts for this valuable talent group.

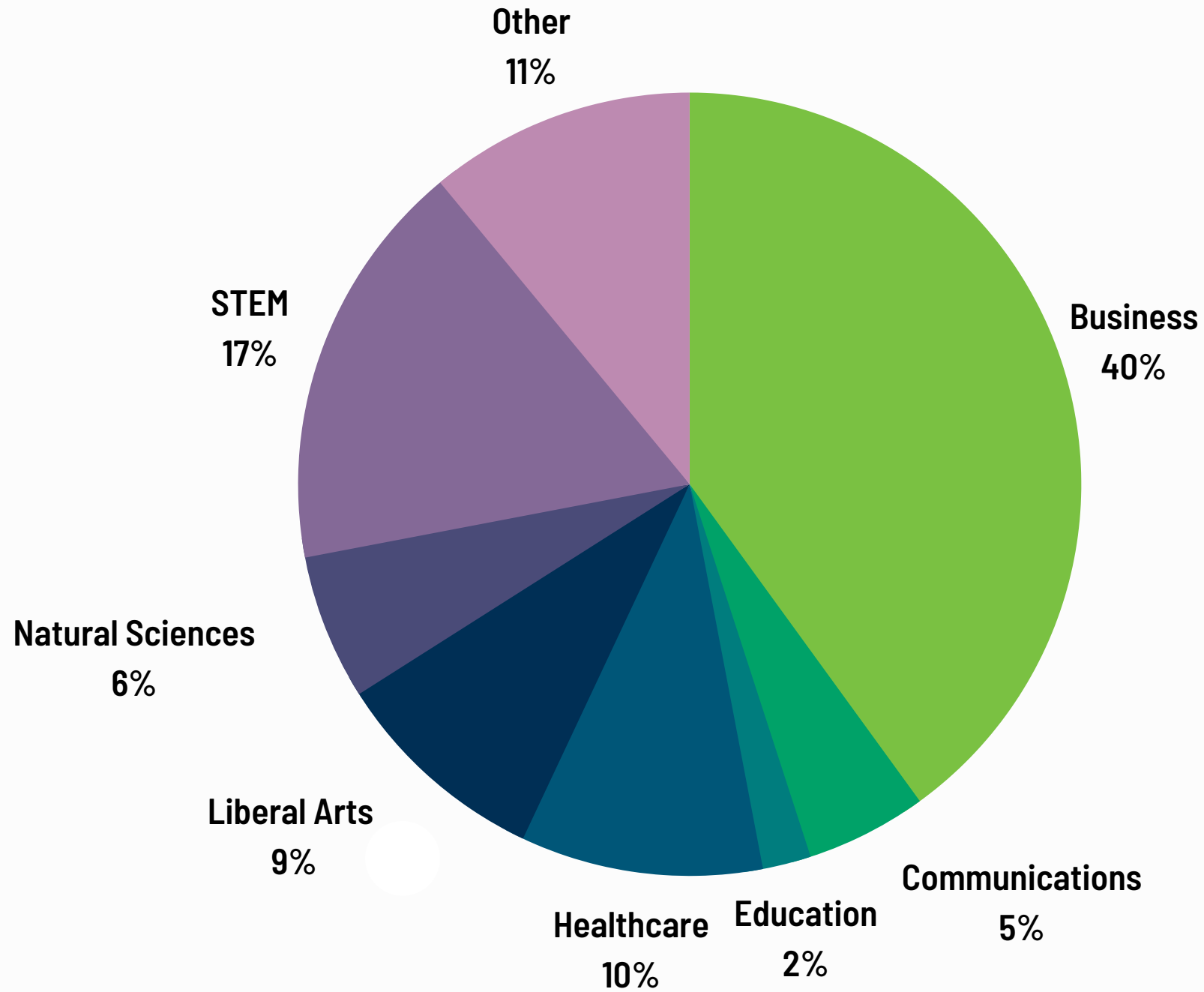
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# WHO IS THE CLASS OF 2022?

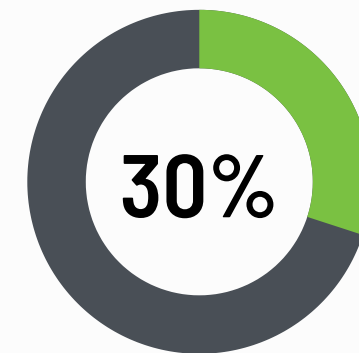
Survey Respondents' Majors



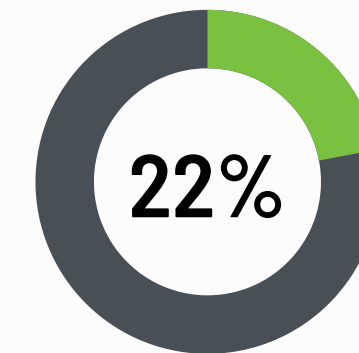
According to a study reported by The New York Times, 72% of graduating seniors say a business' culture and values are a make-or-break factor.

After spending the majority of their college experience in a pandemic, the class of 2022 puts high importance on connection, company culture and gaining some of the social experiences they had to forego in college.

As they enter a work world in flux, with many businesses in various stages of returning to their offices after two years away, this talent pool may find it challenging to adjust. With many of them never having been in a professional office before, hiring managers should consider how to best lead this talent pool to help maximize their time on-site.



*of respondents stated they planned to pursue an additional degree*



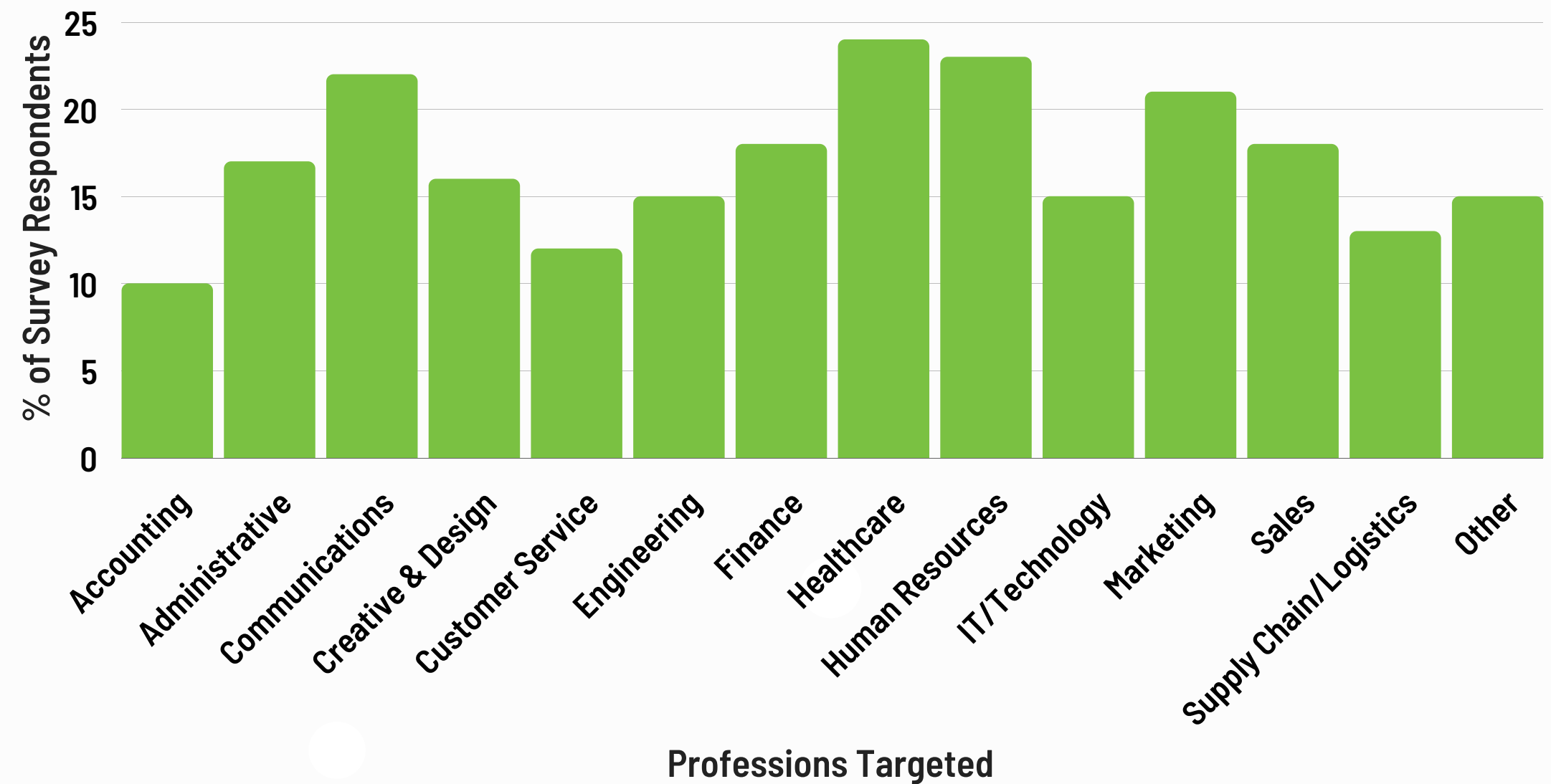
*of those who already accepted a job offer are also pursuing an additional degree*

# ROLES TARGETED

According to another [recent LaSalle Network survey](#), the most in-demand talent companies are hiring for this year are Customer Service, Technology, Marketing, Human Resources and Sales professionals.

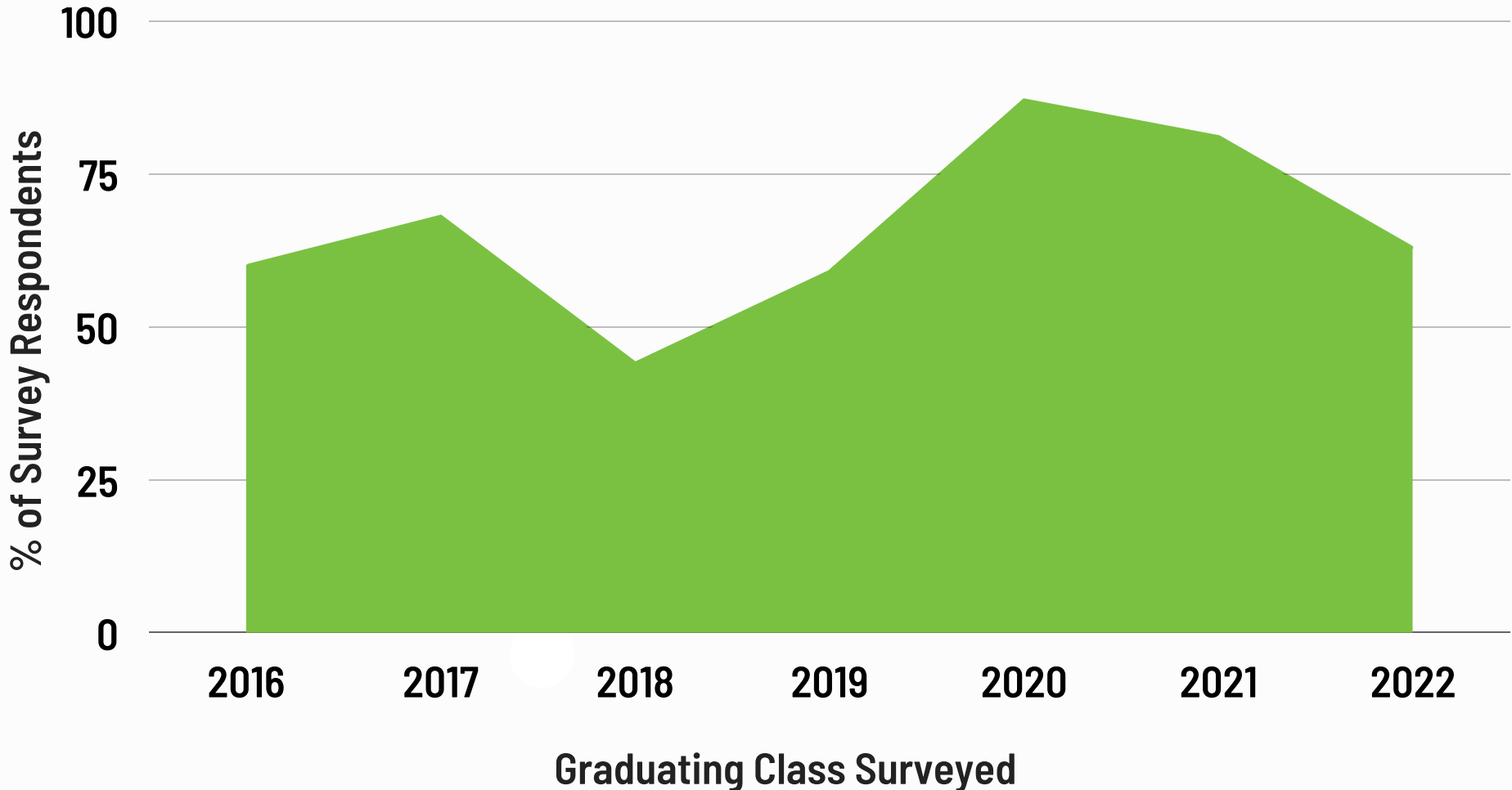
Meanwhile, the three most popular jobs survey respondents are targeting include Healthcare, Human Resources, and Communications.

Percent of Survey Respondents Targeting Each Profession

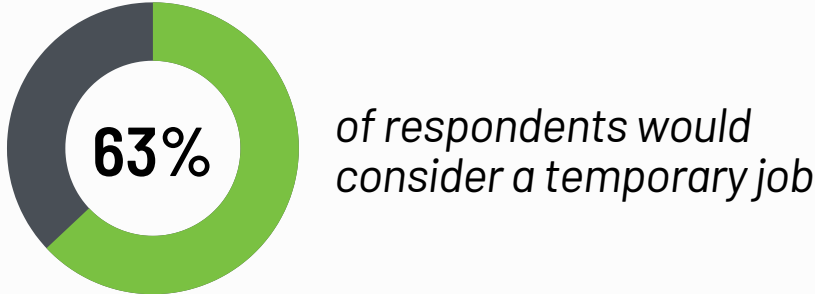


# TYPE OF WORK CONSIDERED

Percent of Survey Respondents Who Would Consider Temporary Work



Only 63% of this year's respondents stated they would consider temporary work, which is the lowest number since before the pandemic. This decrease is likely due to the ample availability of jobs today and the competitive hiring landscape. While 2020 and 2021 graduates had to be more flexible with how they found work, 2022 graduates are able to be more selective.



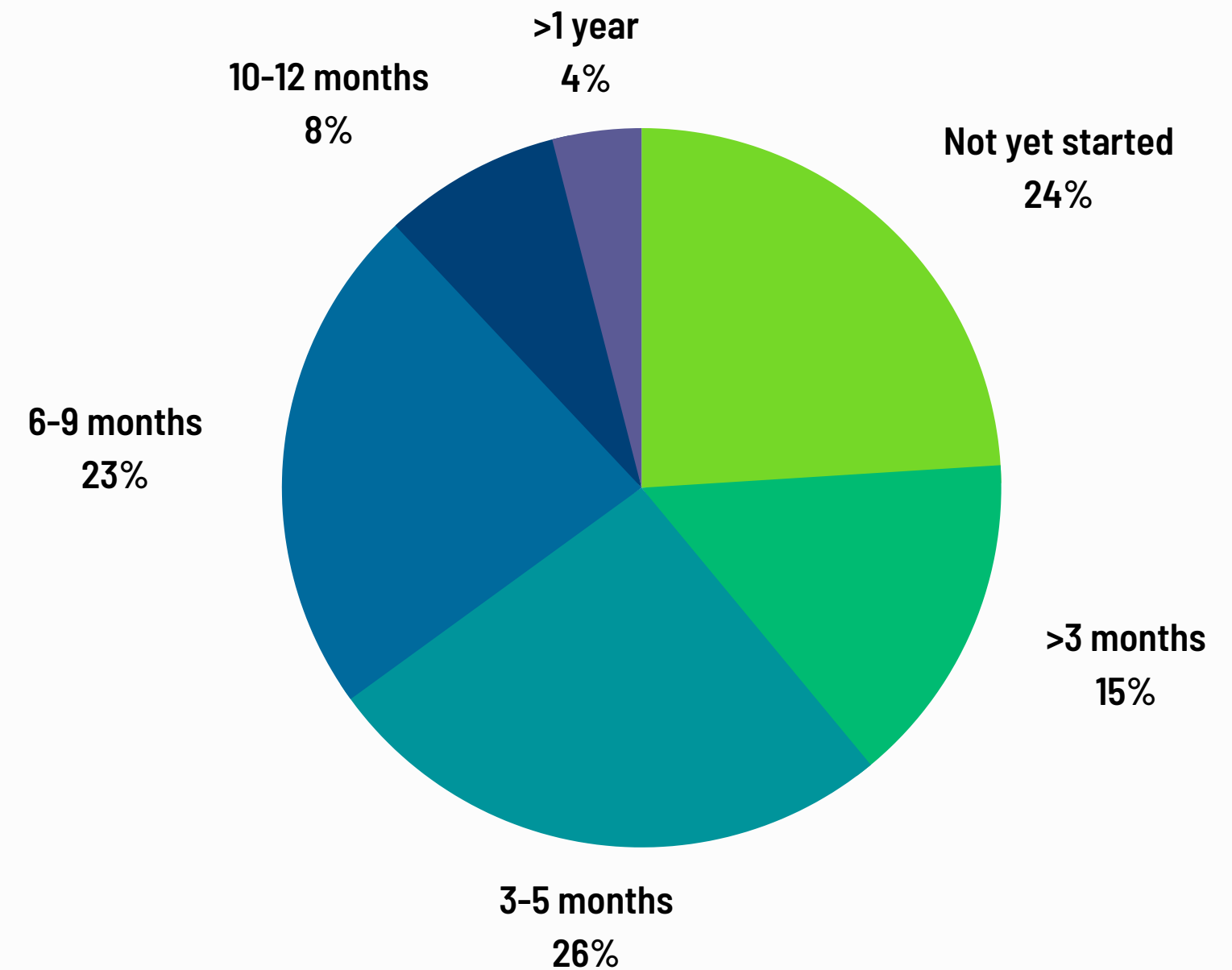
# WHEN TO RECRUIT

This year's survey respondents started their job search earlier than last year's graduating class, with almost two-thirds of survey respondents reporting they started their job search more than three months prior to graduation. Furthermore, 35% said they started their job search more than six months prior to graduation.

Because graduates are starting their search earlier, hiring managers should also plan for future years to begin their recruitment process earlier, if able. If unable to begin recruiting for certain entry-level roles earlier, consider implementing an internship program that could keep students engaged and potentially provide talent to be converted into full-time hires for certain roles.

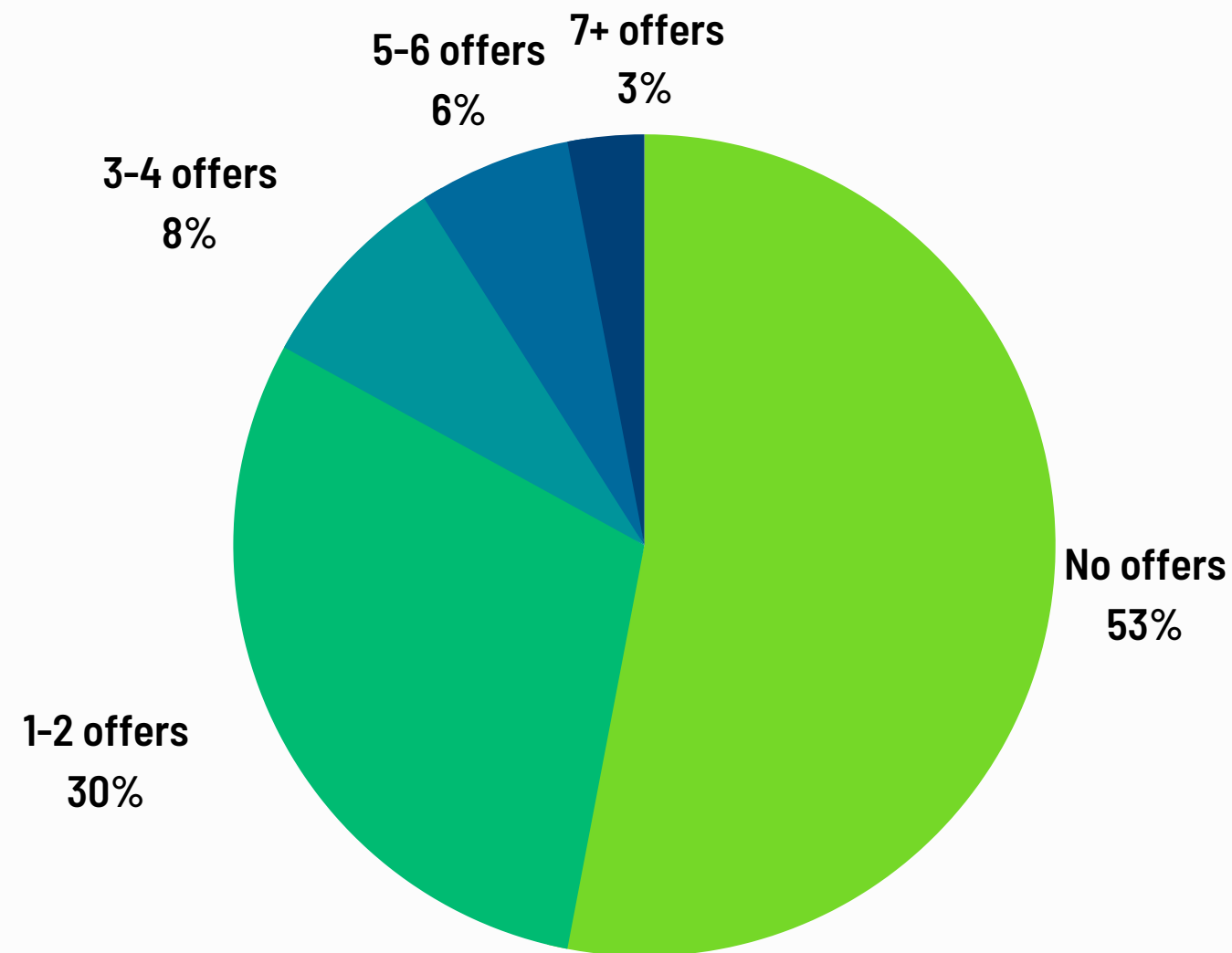
Also consider graduates may be interviewing for multiple roles at one time, and may have multiple offers they are considering.

**Number of Months Prior to Graduation that 2022 Graduates Started their Job Search**



# JOB OFFERS

Number of Job Offers Received, but Not Yet Accepted

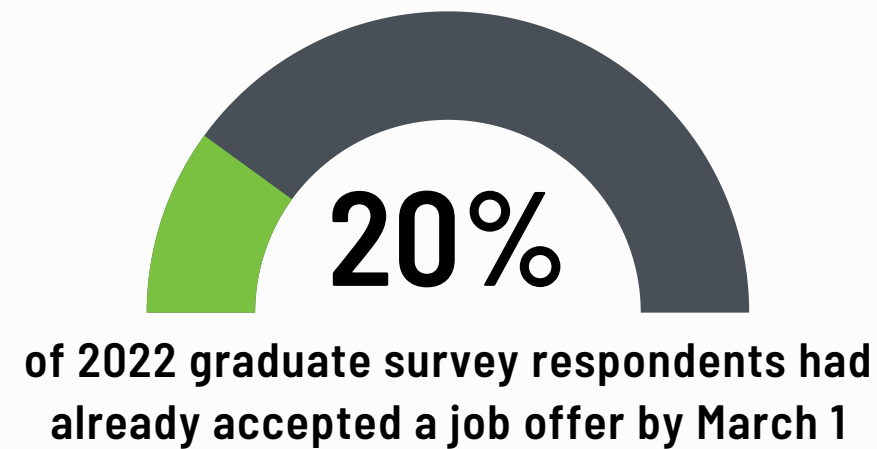


## 2022 graduates are getting multiple job offers

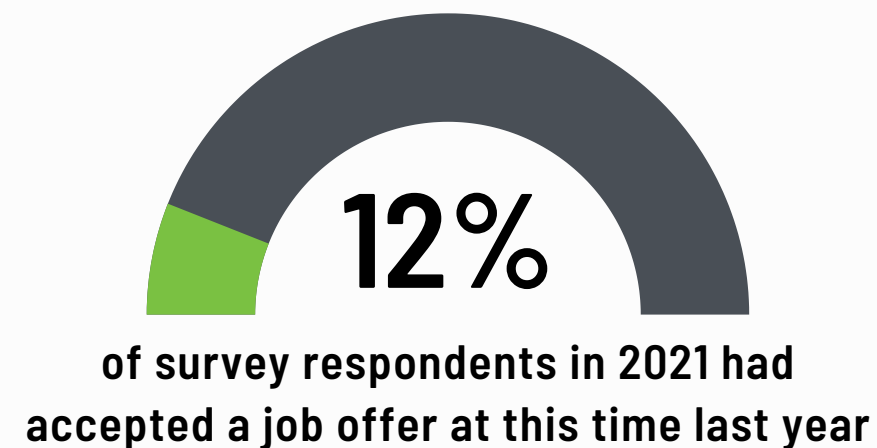
While a higher percent of prior graduating classes may have accepted the first or second job offer they received, this year's survey respondents note something different. Many have begun their job search earlier than in years past, and are now weighing their options, having received multiple job offers.



# JOB OFFERS



**vs.**



Despite almost half of survey respondents already receiving at least one job offer, only 20% have already accepted their first job.

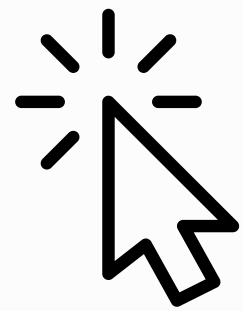
17% of respondents reported they received three or more job offers and have not yet accepted any of them. In order to differentiate the candidate experience and stay competitive, consider:

1. Implementing an internship program in which college seniors can begin working on a part-time basis while still in school and remain engaged
2. Asking about and addressing candidates' primary motivating factors for applying to the role
3. Highlight unique factors about the company culture, management, team, and role within the interview

Knowing what candidates want out of the company and job and keeping them engaged throughout the interview process is essential.

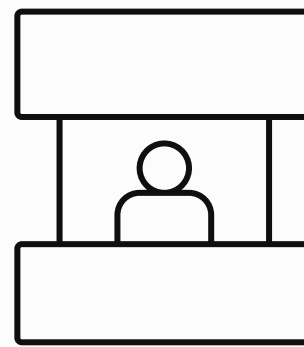
# WHERE TO RECRUIT

For the last six years, the top tools graduates have used in their job search include:



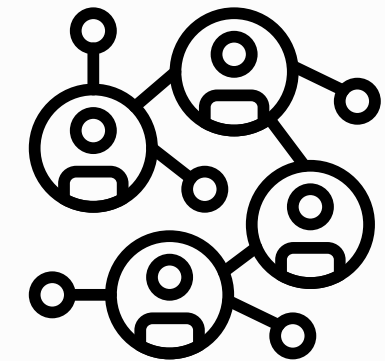
## 1 Job Boards

The role, manager, and company are the top three elements that stand out to applicants in job descriptions. To make posts stand out, ensure job descriptions include enticing information on the day-to-day responsibilities, unique aspects about management, and/or interesting facts about the company.



## 2 Career Fairs

Many career fairs have returned in-person. To get involved, contact career services centers at various colleges to hear when and how to participate.



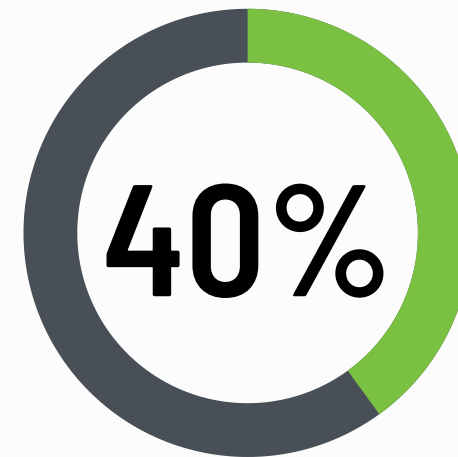
## 3 Personal Networks

Consider ways to utilize current employees' networks to find entry-level talent by educating everyone at the organization on what kinds of roles are being recruited for. If employees are able to provide quality referrals, consider offering bonuses or other incentives.

# GROWTH

For the last seven years, graduates have reported growth opportunities as one of the most desired elements they want from their future company. Not only is career progression wanted, it is expected to come quickly, as 40% of survey respondents report they expect a promotion within their first year on the job, if not sooner.

While a rapid promotion track may not be available in all roles and companies, hiring managers may instead highlight training programs, mentorships, career mapping, and other learning opportunities that help professionals advance their careers.



**expect their first promotion within the first year on the job**



## Highlight promotion tracks

Ensure growth opportunities are highlighted in job descriptions and throughout the interview process. Consider pulling team members who have had strong career progression into interviews to help showcase growth, as well.

# PRIORITIES

The last four years of graduating classes surveyed each chose company culture, benefits, and location as their top three most important factors when evaluating a company to work for.



**Company Culture**



**Benefits**



**Location**

This means today's entry-level talent is focused on how working for the particular company affects their lives in terms of feeling a sense of belonging, having access to benefits, and convenience of location. While characteristics of a company such as a recognizable brand, strong leadership or a positive company mission may entice applicants to consider a role, the prior three factors will likely be a greater factor for whether or not a candidate accepts an offer.



### **Consider job postings**

Because talent is placing high priority on these three areas, ensure they are highlighted effectively in job descriptions on job boards.

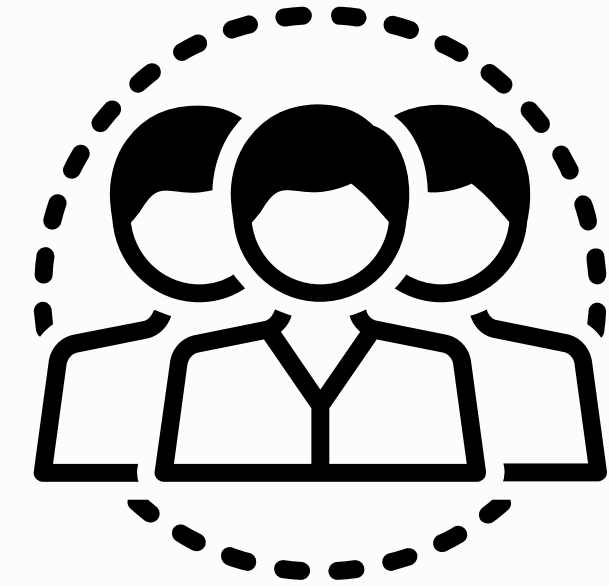
# COMPANY CULTURE

More than any prior year, survey respondents are seeking a strong company culture, prioritizing connection and a positive work environment.

Because this graduating class spent the majority of their college career in the pandemic and various stages of social restriction, they are now seeking a workplace where they can feel a true sense of belonging, make friends, and laugh and grow alongside others.

It is important to note company culture and in-person perks are different. While some companies may prioritize happy hours, catered lunches, or pool tables in the office, a strong company culture comes from providing opportunities to build positive relationships and a supportive atmosphere. Consider prioritizing open communication from company leaders, supporting various employee-led clubs, providing philanthropy opportunities, and planning culture-building events.

For more ideas on how to help support a strong company culture, [click here](#).



## Marketing company culture:

As 2022 graduates are internet and social media natives, consider marketing company culture via:

- Social media channels
- Asking for Glassdoor ratings
- Applying for culture-based awards
- Producing relevant content (webinars, reports, blogs, etc.)
- Showcasing leadership in the press
- In-person or virtual events

# BENEFITS

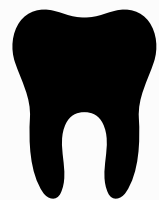
The most important benefits to 2022 graduates:



Medical Insurance



401(k) Match



Dental Insurance



Unlimited PTO

Benefits packages have been a top priority for graduating seniors for the last four years. Highlighting competitive benefits offerings in job descriptions and/or providing a brief overview of benefits during an interview may help attract talent and keep them engaged.



## Educate entry-level talent on benefits offerings

A recent SHRM study shows more than one-third of professionals don't understand their benefits. While some new graduates may opt to stay on their parent's insurance plan, others may be confused as to what to sign up for, when and how. Consider not only providing an overview of available benefits, but offering office hours with HR to help answer benefits related questions.

# PERKS

The perks indicated as most important to survey respondents tell an interesting story. They still value flexibility and the ability to work from home; however, the majority only want to work remotely two or three days a week.

With the majority reporting they would prefer to be on-site about 50% of the time, in-office perks, such as catered lunches, pool tables, and free drinks, are also popular.

## Top perks for survey respondents:



**Flexible Hours**



**In-Office Perks**



**Remote Work**



### **Bring 2022 graduates on-site**

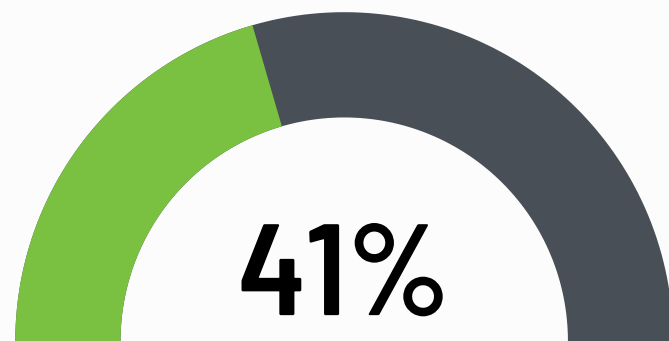
These students see the value of being on-site, whether it be to learn from others, form connections with peers, or make up for some of the in-person experiences they may have missed out on in college during the pandemic. A hybrid role will be most attractive to many 2022 graduates.

# REMOTE WORK

While survey respondents overwhelmingly stated they do not want to be remote full-time, 60% of 2022 graduates stated they would prefer to work from home two or three days per week.

It is important to lay out remote-work policies in job descriptions and during interviews, as many professionals today not only want flexibility, but often expect roles to allow for remote-work flexibility unless otherwise stated.

While not every company and role is able to offer hybrid work, it is one way to help attract this talent pool. If unable to offer hybrid work, promoting in-office perks may help keep 2022 graduates engaged.



**41%**

**In a separate LaSalle Network survey, 41% of survey respondents across all tenures, industries, and roles reported wanting to remain working remote full time.**

**VS.**



**11%**

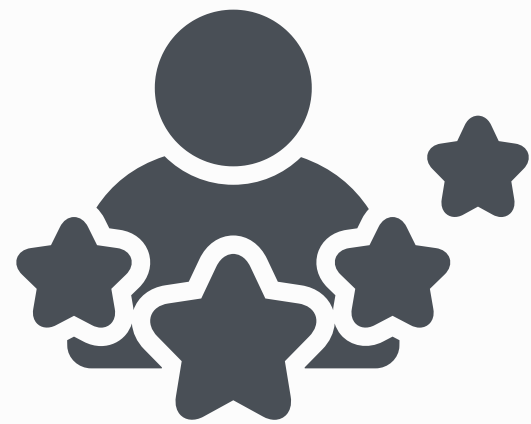
**Today, only 11% of 2022 graduate survey respondents want to work remotely full time.**



# CONCERNS

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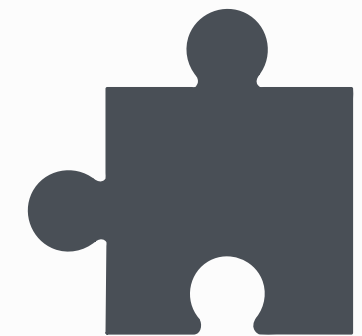
When asked what their top concerns were when entering the workforce, the majority of survey respondents stated:



Lack of Experience

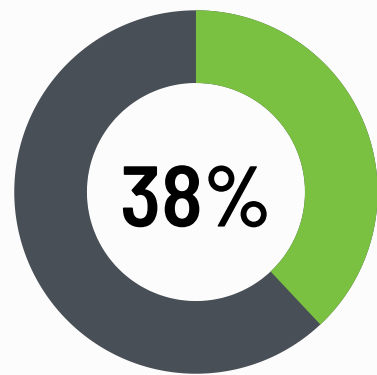


Compensation



Sense of Belonging

# LACK OF EXPERIENCE

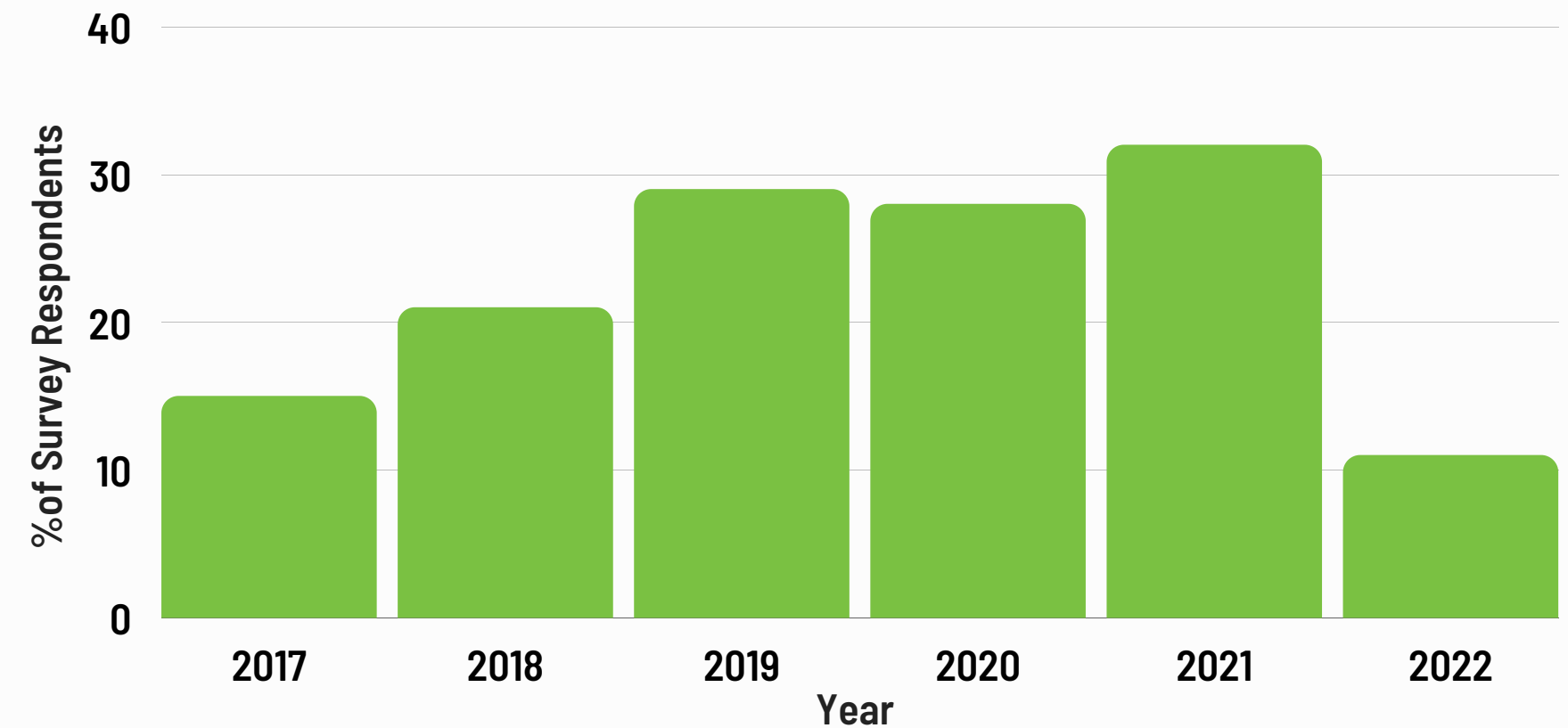


of 2022 graduate survey respondents held three+ internships throughout college

This year's graduating class is more experienced than the last five years of graduates, with 38% of survey respondents having held three or more internships throughout their college experience. Yet, many still feel they lack experience.

Consider many of their internships may have been held virtually, and there may be certain skillsets or environments they have not yet been able to observe or learn from.

Percent of Survey Respondents With No Internship Experience

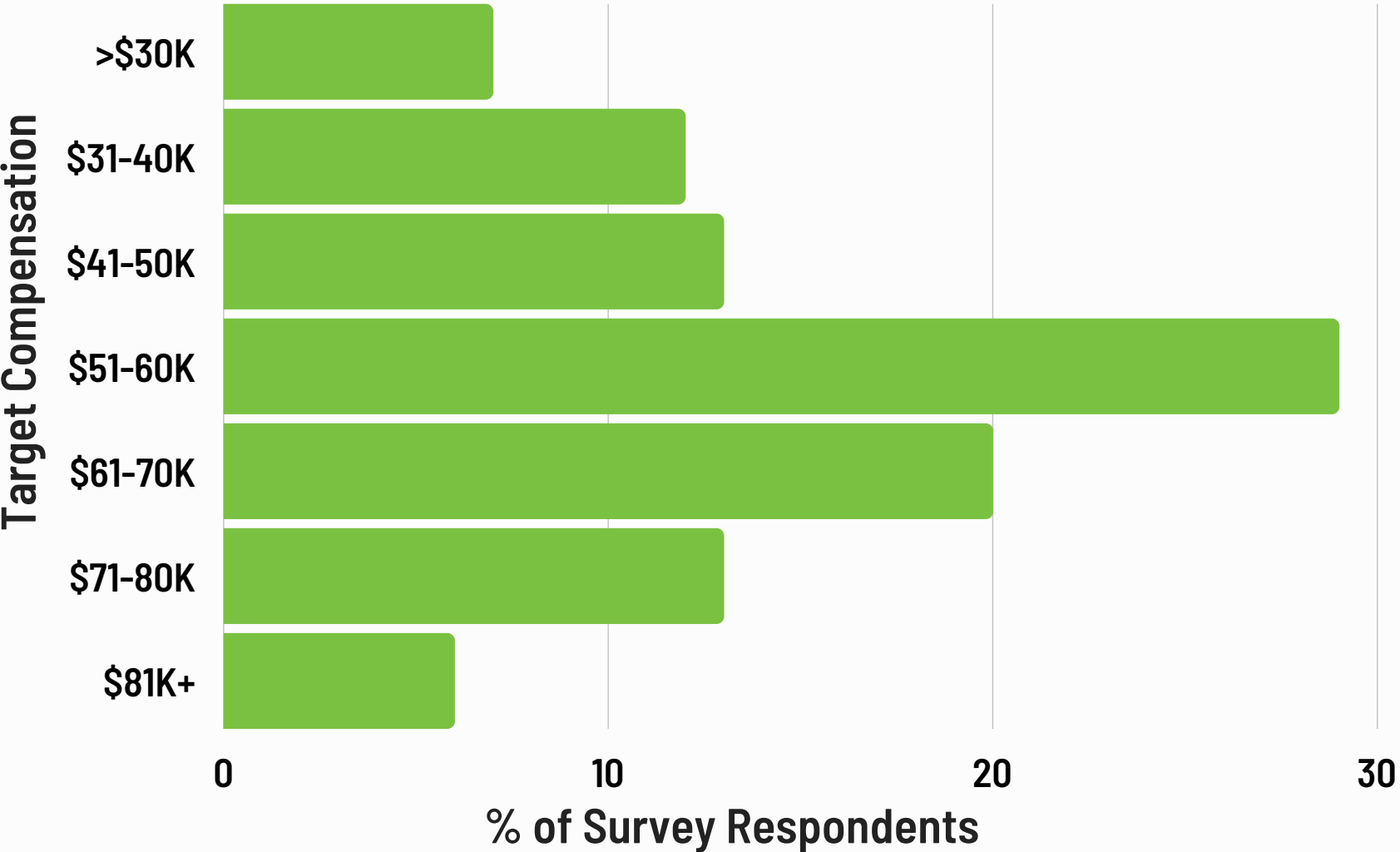


## Highlight Training & Development

Because many graduates are concerned about their lack of experience, showcasing a strong training program may help attract talent and help them feel more confident in the role.

# COMPENSATION

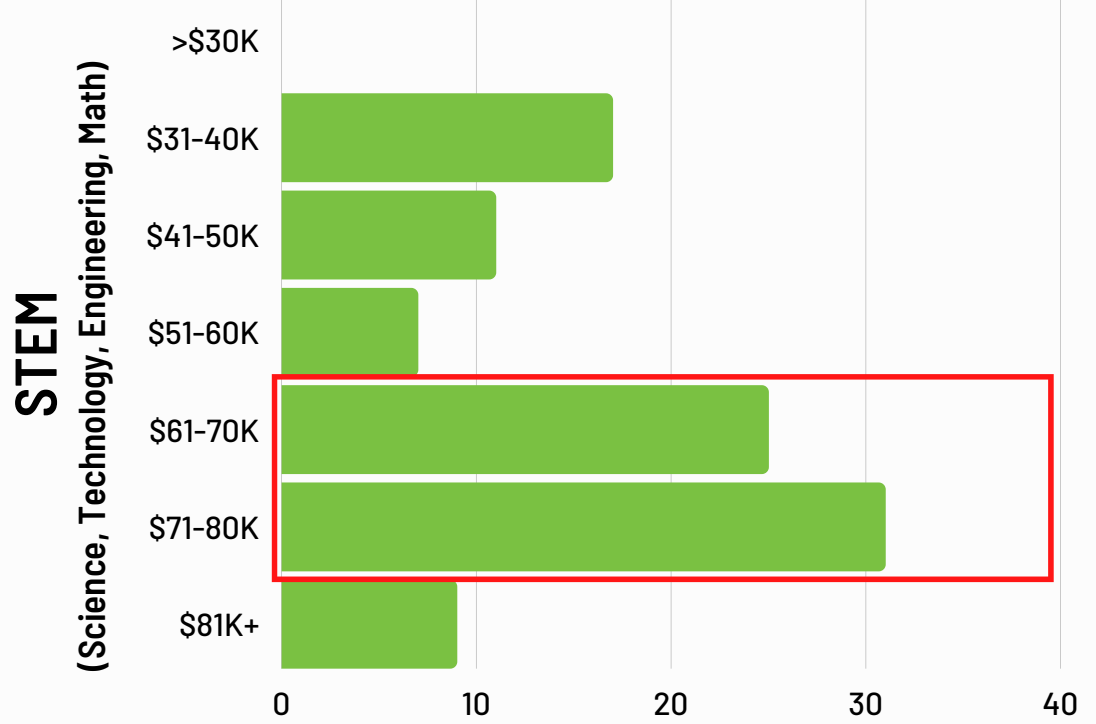
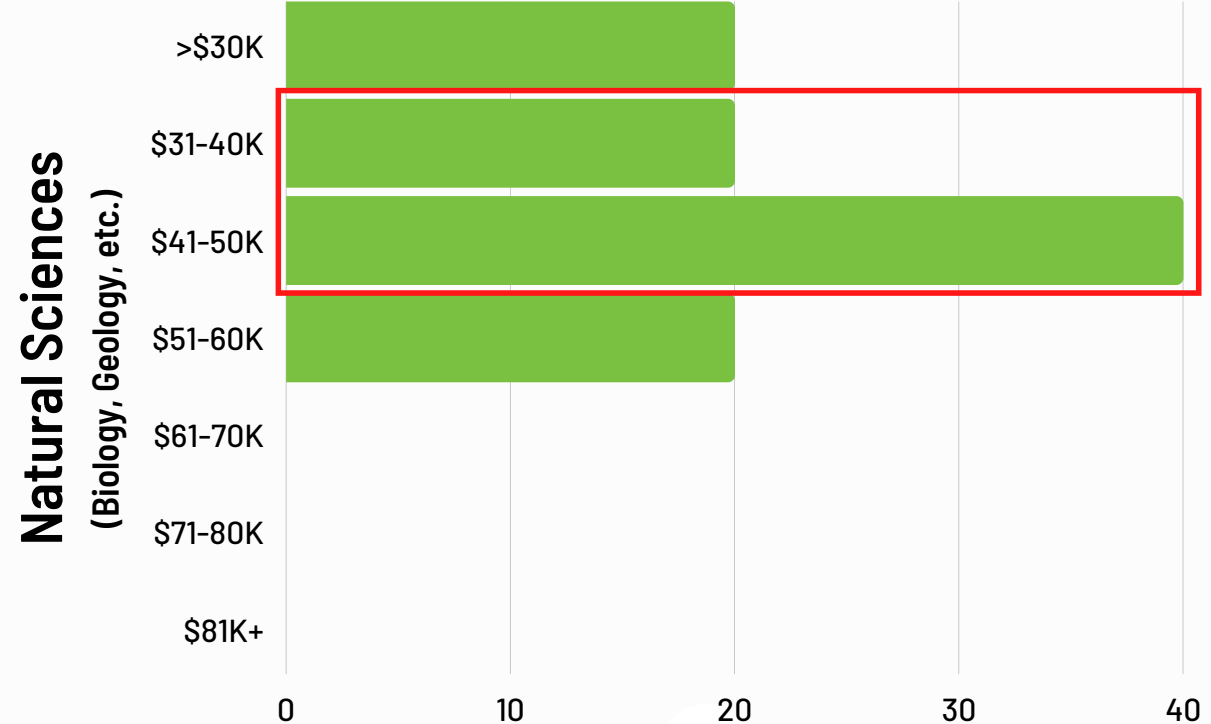
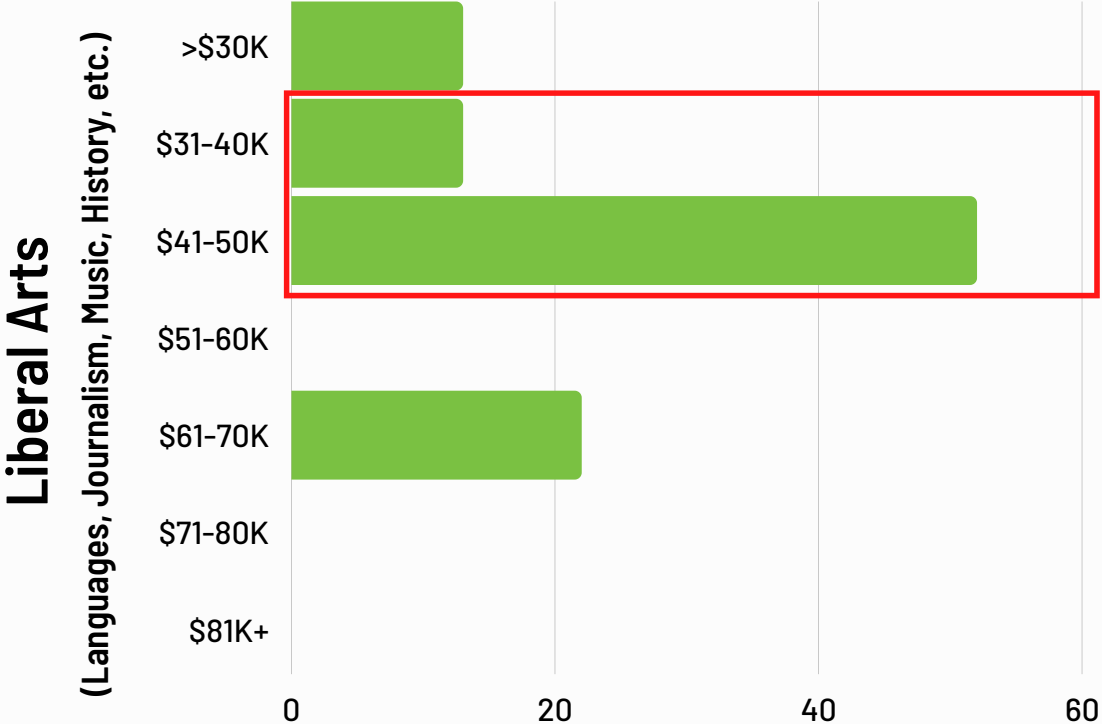
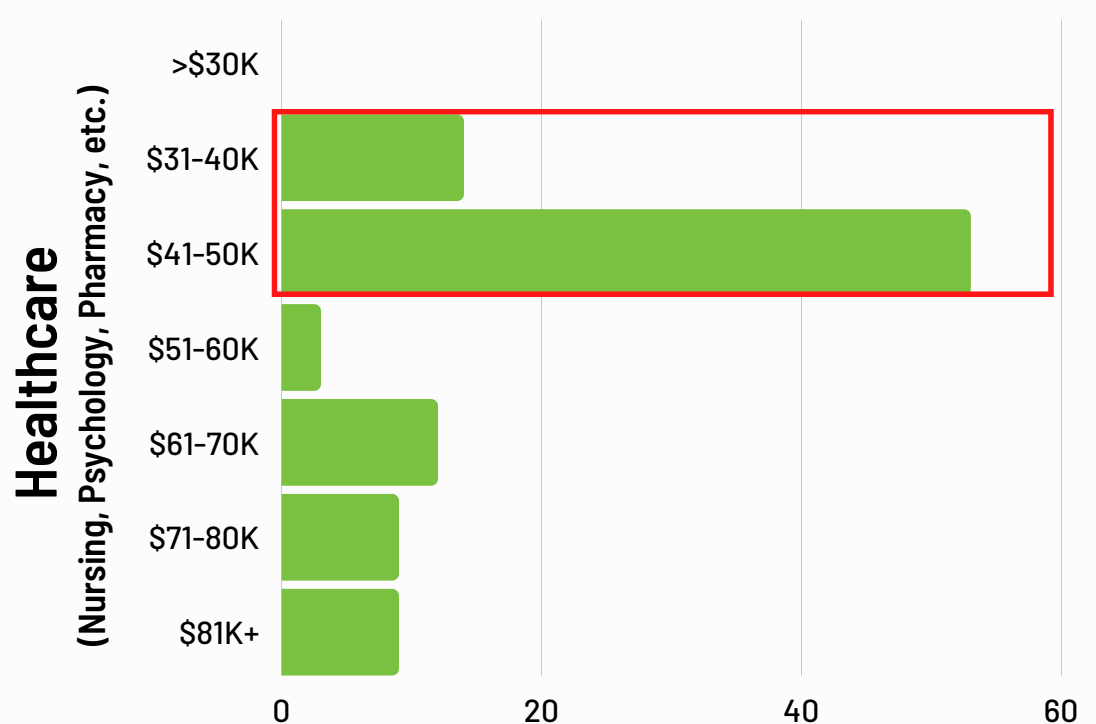
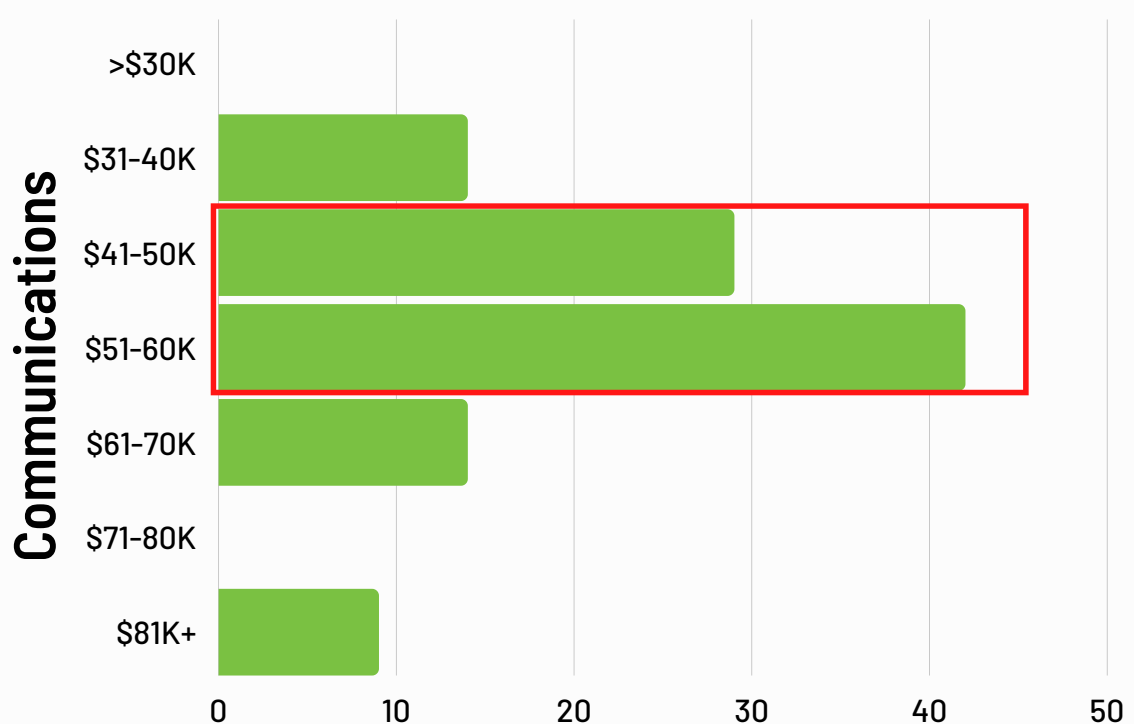
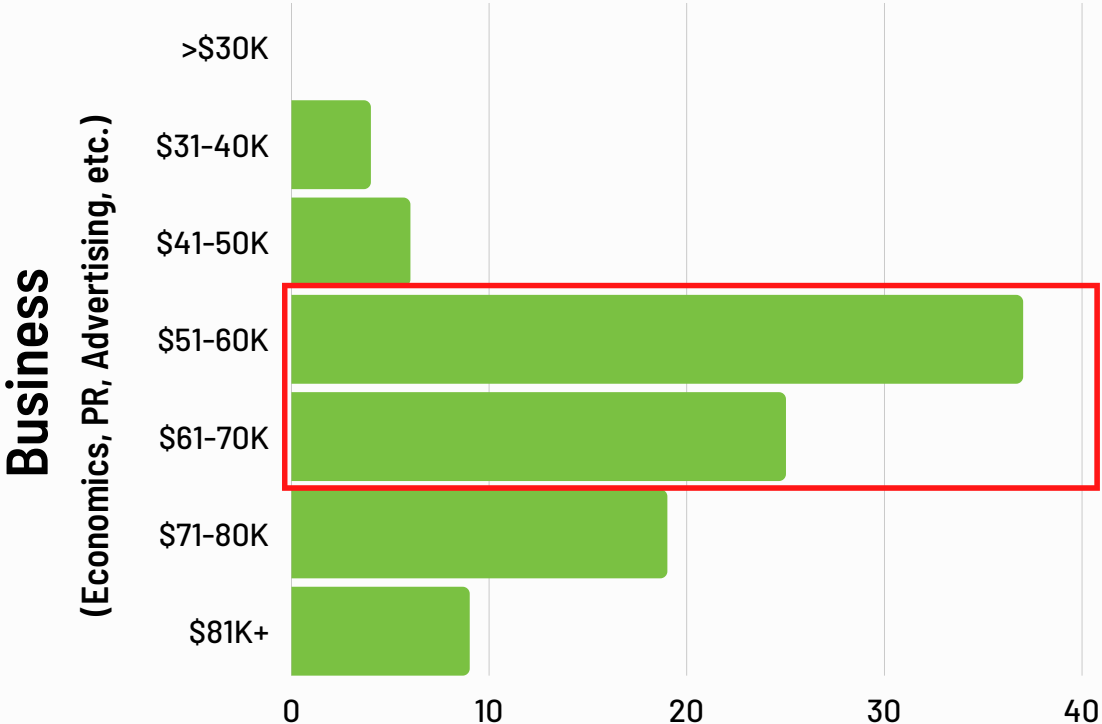
Desired Compensation Reported by 2022 Graduates



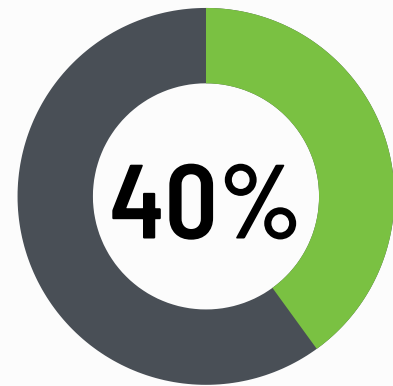
40% of survey respondents reported they are targeting salaries over \$60,000. Depending on the individual's particular skillset and role targeted, this may or may not be realistic.

If unable to meet a candidate's salary expectation, hiring managers should highlight growth and developmental opportunities, company culture, and any other relevant perks and benefits offered that could help keep candidates interested.

When broken down by major, compensation desires are as follows:



# SENSE OF BELONGING



**40%** of survey respondents reported one of their top concerns was not feeling a sense of belonging within their team and organization.

To help entry-level employees feel a sense of belonging, consider not only current inclusion efforts and representation of diversity within the organization, but also how to help foster positive relationships among peers and those of different teams, tenure, and level within the organization.

This could look like creating clubs for various interests, implementing a mentorship program, or setting up a diverse team of employees dedicated to planning events promoting belonging within the organization.



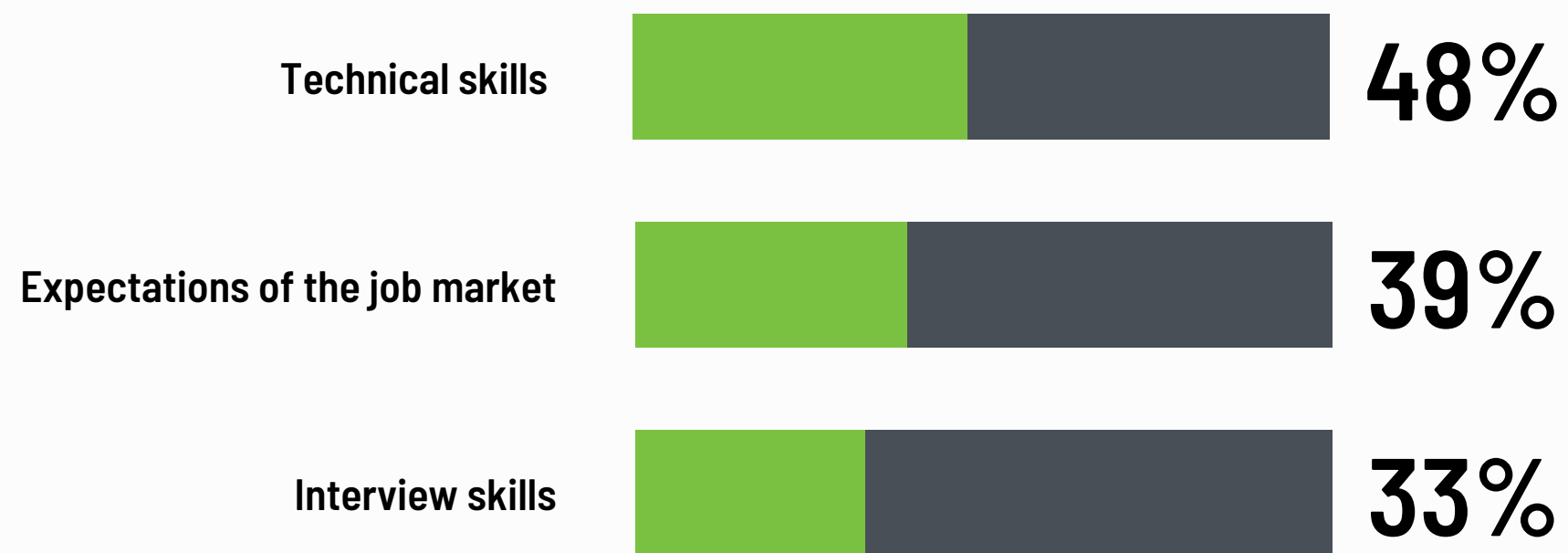
## Highlight culture and belonging in the interview process

- Showcase company culture and culture-building events on social media
- Highlight company culture, committees/clubs, company events, and mentorship opportunities in job descriptions
- Talk about the office environment and team dynamics during the interview process

# WHERE THEY FEEL UNDER-PREPARED

Investing in training on the front-end can help make talent more confident and successful in the role, as well as keep them engaged and improve retention as new employees learn the job. Explaining what their training program would entail in job descriptions and interviews can help candidates feel more comfortable accepting a role, as they know what to expect.

**% of survey respondents who reported they feel under-prepared for the workforce in each area**



## Educate Candidates

Graduates may be nervous about the interview process and may not fully understand what to expect. Help by informing them of next steps, approximate timelines, and standard interview procedures. Help set expectations and encourage them to research industry trends, average salaries for similar roles, and in-demand skillsets in today's market.

# About LaSalle

LaSalle Network is a national staffing, recruiting and culture firm with business units that specialize in accounting and finance, administrative, call center, healthcare revenue cycle, human resources, management resources, marketing, sales, supply chain, technology and executive search.

Each year, LaSalle Network places thousands of recent college graduates at organizations across the country.

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

[If you're looking to add 2022 graduates to your team, get connected with us here.](#)

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5000**

12X

**training**

**TOP  
100**



CRAIN'S CHICAGO BUSINESS  
**BEST**  
PLACES TO WORK

**Best Places to  
Work** *in IL*  
*A workplace analysis and competition*

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