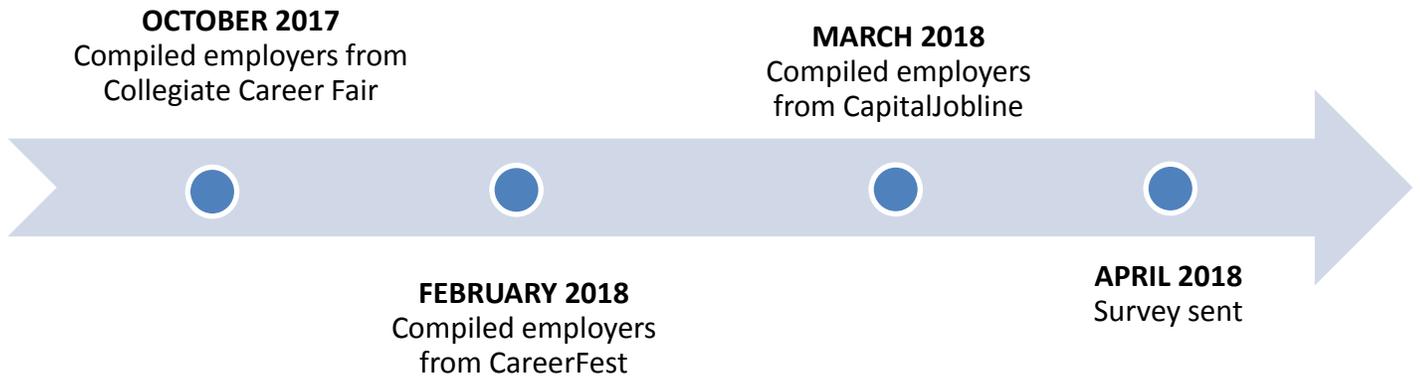
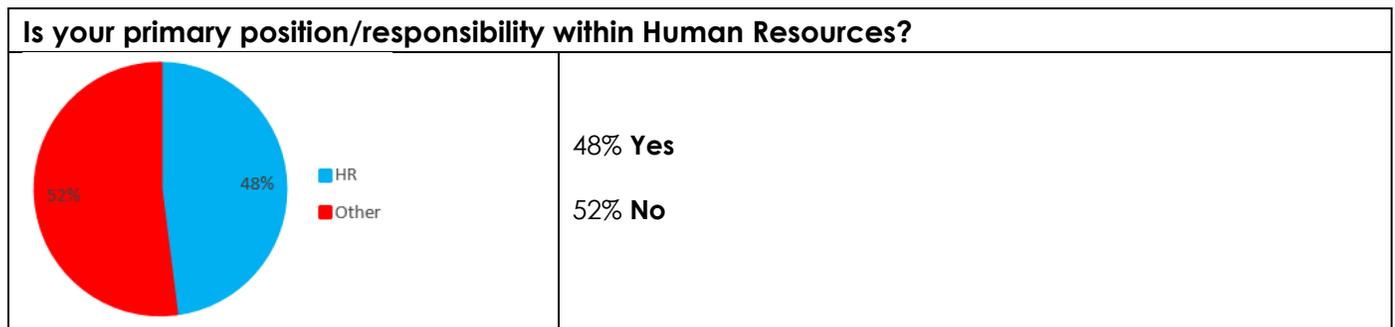
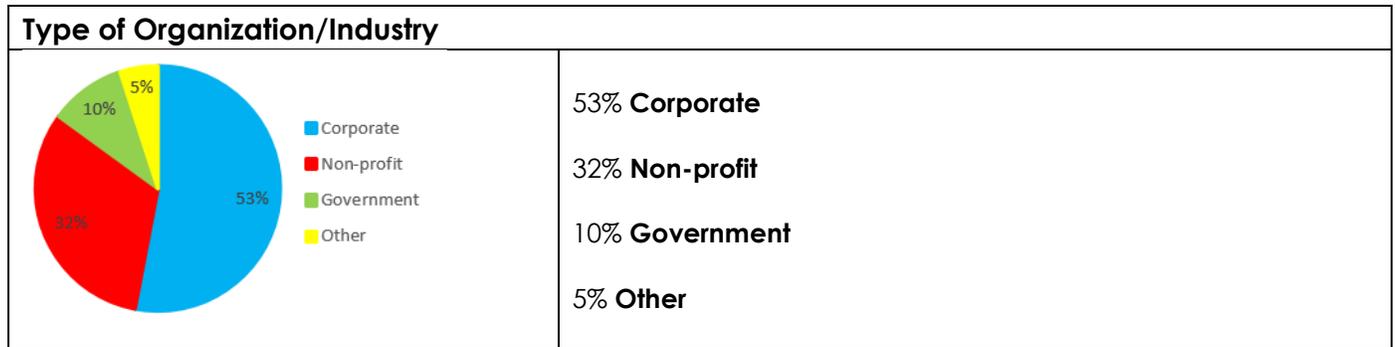


EMPLOYER SURVEY 2018



Surveys sent	Responses	Response Rate
744	170	23%

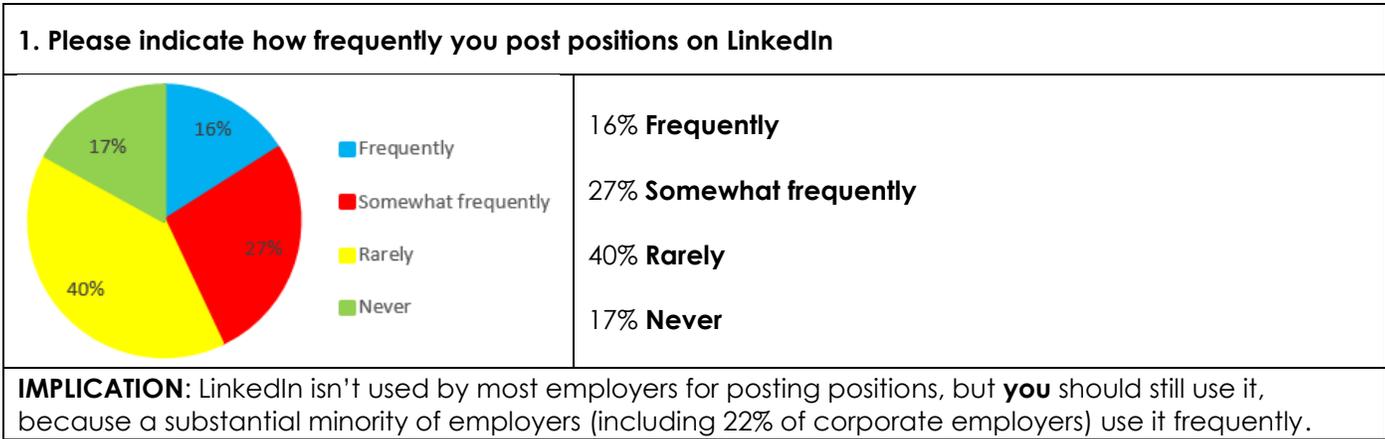
Demographic Information



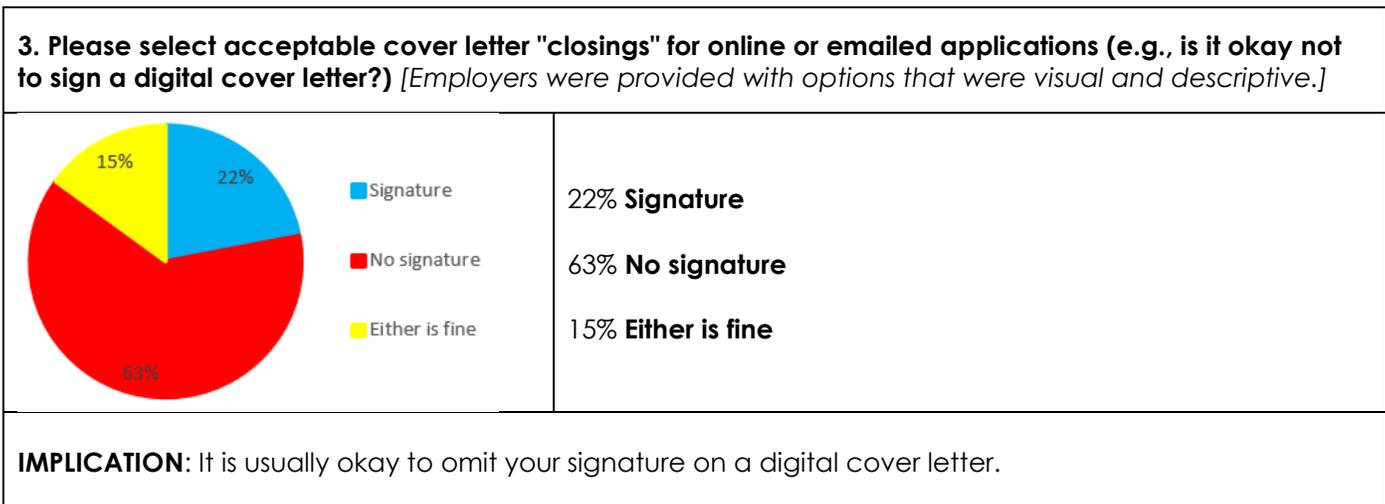
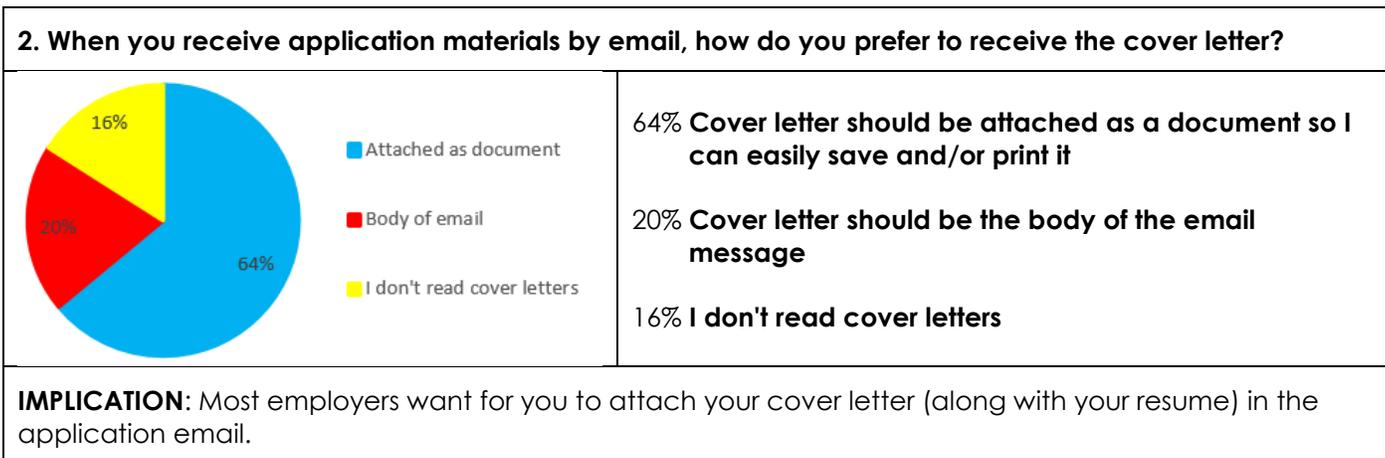
Respondents were balanced between Human Resource professionals and Hiring Managers

The survey included 17 questions relating to the Application Process and the Hiring Process. The questions and employer response summaries are on the following pages, along with some comparison data from previous surveys containing similar questions.

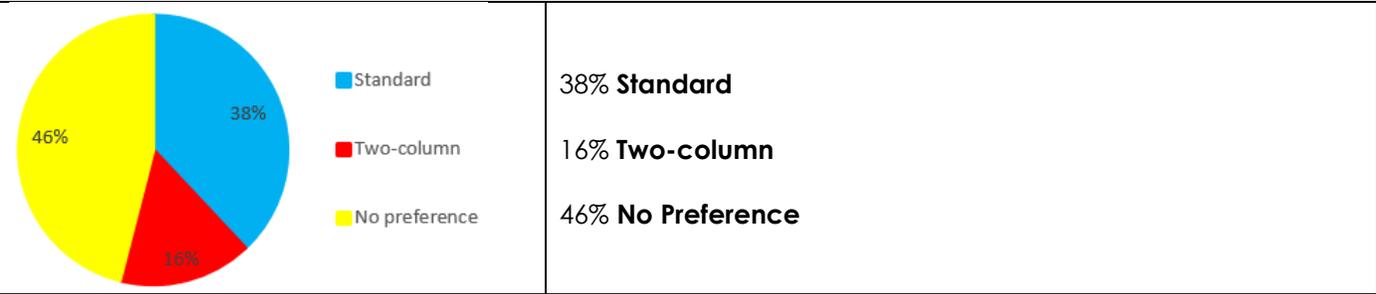
Application Process



NOTE: In 2014 we asked, "Do you **routinely** use LinkedIn to post positions?" (This was a bit too vague)
Yes: 40%
No: 60%

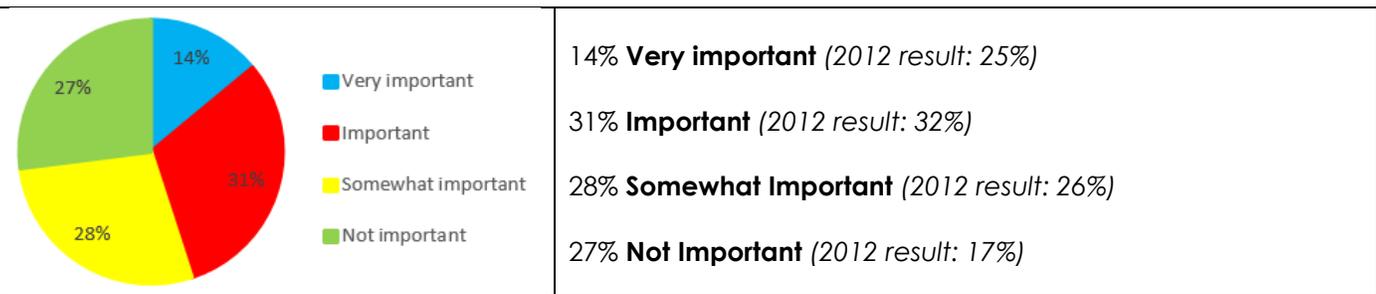


4. Please select which resume format you prefer (Standard or Two-column) [Employers were provided with options that were visual and descriptive.]



IMPLICATION: In general, use the standard format. Most employers are okay with either, but fewer employers prefer the 2-column format.

5. Please rate the importance of having a brief, direct objective statement on a resume like the example below: "An entry-level position in event planning or public relations"



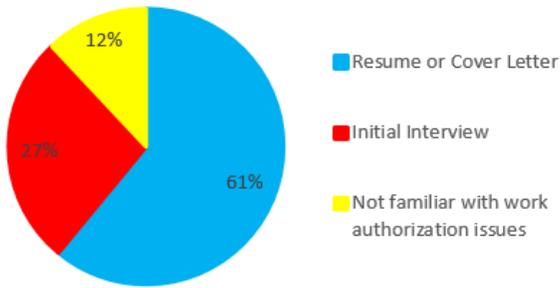
IMPLICATION: Most employers feel that a good objective is at least somewhat important. If your job search focus is completely clear based on your major and experience, you don't need the objective.

6. Does your organization scan resumes with computer software to screen candidates?



IMPLICATION: Almost always a human being is looking at your resume, although that might be slowly changing.

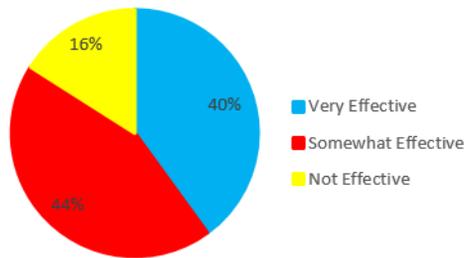
7. At what point is it appropriate for an international student to bring up their work authorization status?



61% **On Resume or in Cover Letter**
 27% **Initial interview**
 12% **I'm not familiar with work authorization issues**

IMPLICATION: Of those employers who are familiar with work authorization, most (70%) prefer that you let them know about your status in your resume or cover letter at the point when you apply.

8. After you receive application materials for posted positions, how effective is it for applicants to follow up with you if you didn't respond to them?



40% **Very Effective**
 44% **Somewhat Effective**
 16% **Not Effective**

IMPLICATION: An astounding 84% of employers indicate that this is at least somewhat effective (see data comparison below from past two surveys). Be cautious as you follow up, but it should usually be okay if you wait two weeks and follow up using email (see next two questions and responses).

NOTE: In 2012 and 2014 employer surveys, we asked similar questions. In 2012, we assumed that our question was flawed; we were surprised at the responses. In 2014 and 2018 we provided more specific response options, and follow-up questions. Employer responses appear fairly consistent over time.

2012: After applying for a position, if a candidate has not heard back from you within two weeks, how should they contact you to check on the hiring process?

46% **Email**
 8%: **Phone**
 23%: **Either** email or phone
 23%: **Prefer no follow-up**

2014: When is it effective for a candidate to follow up with you after they have applied for a position?

42% **Always;** it demonstrates the interest and initiative that I want to see
 46% **Sometimes;** it depends on the situation
 12% **Never;** No time to respond to all the applicants, so I find it annoying

FOR EMPLOYERS WHO ANSWERED FIRST QUESTION: VERY OR SOMEWHAT EFFECTIVE	9. When should the applicant follow up if they have not heard from you? (if #8 was "effective")											
	<table border="1"> <thead> <tr> <th>Time</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1 week</td> <td>54%</td> </tr> <tr> <td>2 weeks</td> <td>33%</td> </tr> <tr> <td>3 weeks</td> <td>11%</td> </tr> <tr> <td>Beyond 3 weeks</td> <td>2%</td> </tr> </tbody> </table>	Time	Percentage	1 week	54%	2 weeks	33%	3 weeks	11%	Beyond 3 weeks	2%	54% One week after applying 33% Two weeks after applying 11% Three weeks after applying 2% Beyond three weeks after applying
	Time	Percentage										
1 week	54%											
2 weeks	33%											
3 weeks	11%											
Beyond 3 weeks	2%											
IMPLICATION: Often it's okay to follow up after one week, but waiting for two weeks would be safer (and three weeks if you're applying for a government position -- 42%)												

NOTE: In 2014, we asked "When should the candidate follow up if they haven't heard from you?"
 41%: **One week** after applying
 43%: **Two weeks** after applying
 16%: **One month** after applying

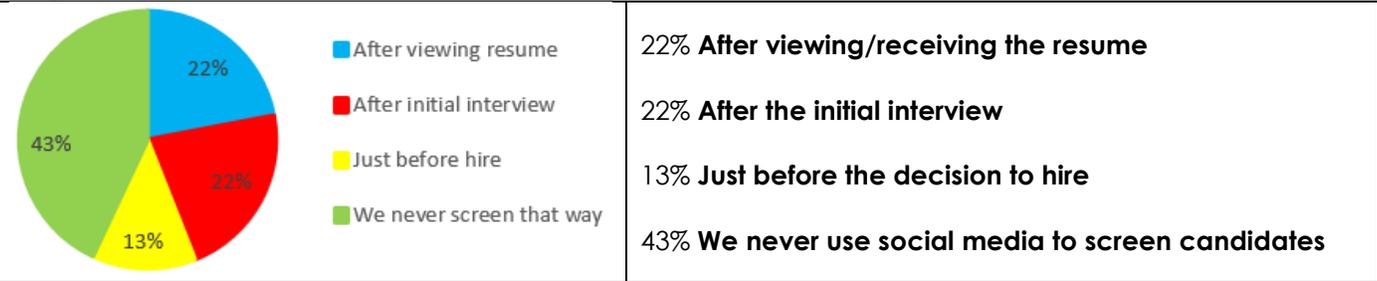
FOR EMPLOYERS WHO ANSWERED FIRST QUESTION: VERY OR SOMEWHAT EFFECTIVE	10. If an applicant (with whom you have not interacted) should follow up with you, how should that applicant follow up? (if #8 was "effective")							
	<table border="1"> <thead> <tr> <th>Method</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Email</td> <td>91%</td> </tr> <tr> <td>Phone</td> <td>9%</td> </tr> </tbody> </table>	Method	Percentage	Email	91%	Phone	9%	91% Email 9% Phone
	Method	Percentage						
Email	91%							
Phone	9%							
IMPLICATION: When following up, use email unless you are applying for a sales position.								

NOTE: In 2014 we asked "How should the candidate follow up if they haven't heard from you?"
 85%: **Email** 15%: **Phone**

11. Do you follow up with all applicants in some way (even those you are not interested in)?									
<table border="1"> <thead> <tr> <th>Frequency</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Always</td> <td>50%</td> </tr> <tr> <td>Depends on the position</td> <td>26%</td> </tr> <tr> <td>Only those invited back</td> <td>24%</td> </tr> </tbody> </table>	Frequency	Percentage	Always	50%	Depends on the position	26%	Only those invited back	24%	50% Always 26% Depends on the position 24% We only follow up with candidates invited to next step in recruiting process
Frequency	Percentage								
Always	50%								
Depends on the position	26%								
Only those invited back	24%								
IMPLICATION: Your application will likely be acknowledged only about half the time. Don't be surprised when you don't hear back from an employer after you've applied.									

Hiring Process

12. At what point in the hiring process do you use social media, excluding LinkedIn (Facebook, Twitter, etc)?

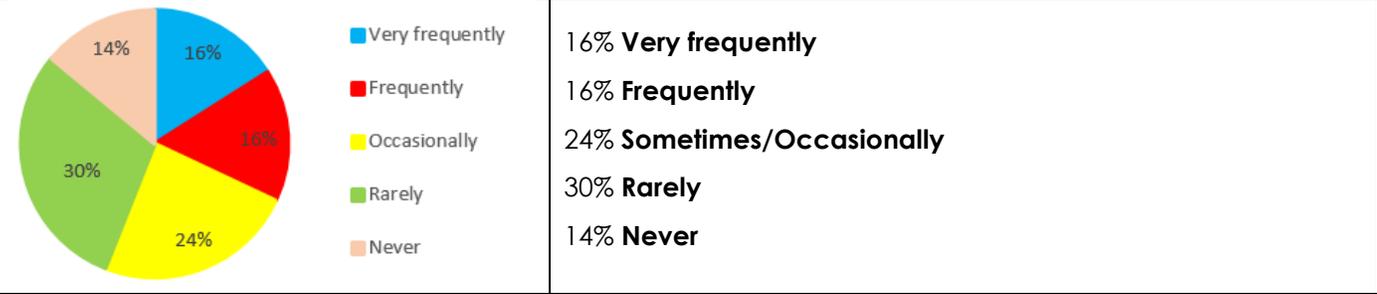


IMPLICATION: Since over half of all employers use social media to screen you, it's best to keep professional every bit of you that's publicly accessible.

NOTE:

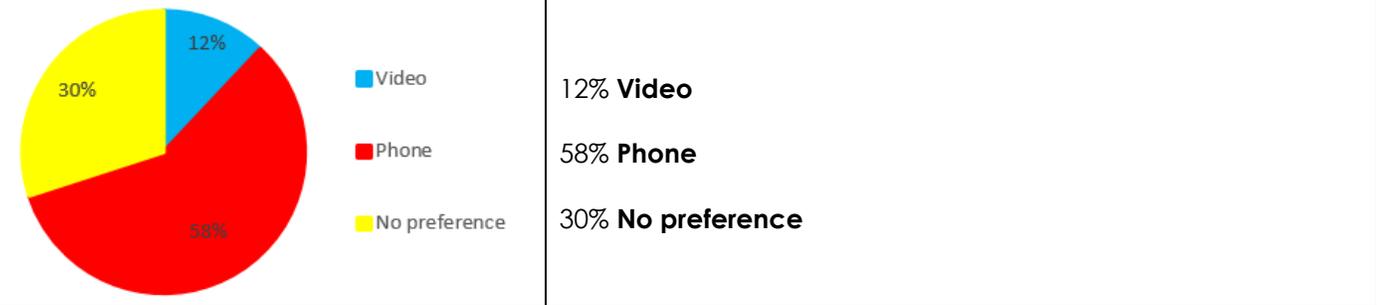
In 2012 we asked the vague question, "Do you use social media (Facebook, LinkedIn) during your recruiting process?" We realized that the question was ambiguous.
 In 2014 we asked more bluntly, "Do you use Facebook or other social media to screen candidates during your recruiting process?" **Yes:** 30% **No:** 70% We decided to remove the stigma in 2018's question.

13. Please rate how frequently you use LinkedIn to view candidates



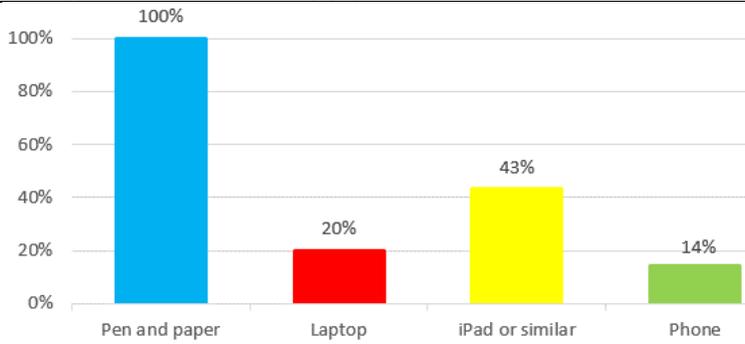
IMPLICATION: Government employers don't use LinkedIn to find out about you (Rarely + Never=72%). Everyone else, maybe. Still, it's a good idea to create a professional LinkedIn profile.

14. For screening, do you prefer video interviews (ex. Skype) or phone interviews?



IMPLICATION: When you're asked by an employer if you'd rather have a Skype or phone interview, it's okay to say "phone" (which is much easier for you for a variety of reasons).

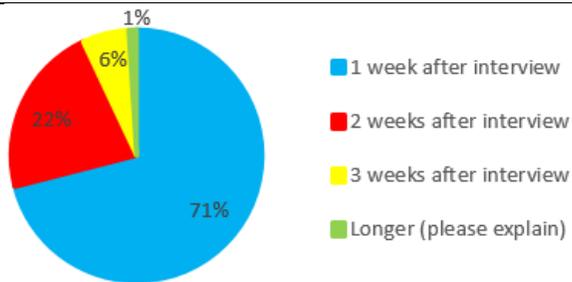
15. Which of the following devices are appropriate for candidates to use during an interview for note-taking? Check all that apply.



100% **Pen and paper**
 20% **Laptop**
 43% **iPad or similar**
 14% **Phone**

IMPLICATION: Use a pen and paper for note-taking during an interview.

16. When waiting for a hiring decision, how soon should a candidate follow up via email?



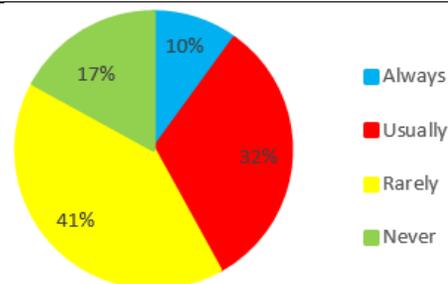
71% **One week from last interview**
 22% **Two weeks from last interview**
 6% **Three weeks from last interview**
 1% **If longer, please explain** (timeline longer)

IMPLICATION: After an interview, you can follow up between one and two weeks later if you haven't heard back from them. Of course, you should send a thank-you within a day of the interview.

NOTE:

In 2014 we asked, "What should the candidates do while waiting for you to get back to them with a hiring decision?" **11%:** Call me if it takes more than a week; **47%:** Email me if it takes more than a week; **42%:** Be patient. This year we clarified the timing of the email since we didn't provide options in 2014.

17. Is it appropriate for entry-level candidates to negotiate your salary offer?



10% **Always**
 32% **Usually**
 41% **Rarely**
 17% **Never**

IMPLICATION: It's a mixed bag, but a slim majority (58%) of employers lean toward "no". For government positions, almost 80% lean toward "no".