

2024

# CSEA Fall Recruiting Trends Survey

*Abridged Report*

# Introduction

The CSEA Fall 2024 Recruiting Trends Survey provides key information about recruiting trends for full-time MBA, part-time MBA, and specialty master's students compared to the same timeframe the previous year. The report is based on confidential surveys completed in January and February 2025 by 86 Career Services & Employer Alliance (CSEA) member schools. The full results from the survey are provided to participating schools, with an Executive Summary and abridged report made available to the general public.

The survey was created, compiled and analyzed by CSEA.

## DISCLAIMER

The statistical information contained in this report is believed to be representative of the individuals responding to the survey. All reasonable efforts were taken by CSEA to assure data comparability within the limitations of reporting procedures. However, the data used in this report is not necessarily based on audited data. As such, the statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for that particular figure. CSEA, therefore, makes no representations or warranties with respect to the results of this study and shall not be liable to members or anyone else for any information inaccuracies, or errors or omissions in contents, regardless of the cause of such inaccuracy, error or omission. In no event shall CSEA be liable for any consequential damages.

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## About This Report

This year's CSEA 2024 Fall Recruiting Trends Survey Report provides information that will assist member schools with understanding recruiting trends for full-time MBA, part-time MBA and specialty master's students.

In January and February 2025, confidential survey forms were made available to CSEA member schools. A complete set of survey questions will be provided upon request. This report provides an abridged view of the survey results.

## How to Use This Report

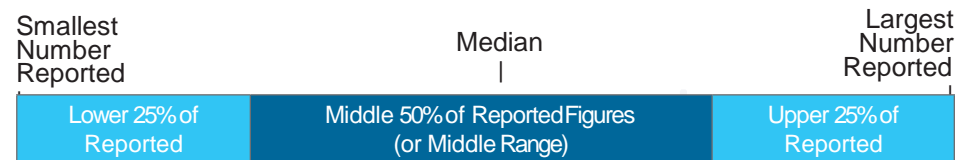
This CSEA 2024 Fall Recruiting Trends Survey Report will help institutions evaluate recruiting trends relative to what similar institutions are observing. The statistics represent benchmarks against which an institution's recruiting trends can be compared. Using the information within this report, schools can compare their own institution's observations about the recruitment marketplace with the participants as a whole.

Please keep in mind:

1. A deviation between your organization's figures (for any particular measure) and numbers in the report is not necessarily good or bad. It merely indicates additional analysis may be required.
2. In situations where large deviations do exist, it may be helpful to go back and calculate the same measure over the past several years to identify any trends that may exist .
3. The information in this report should be used as a tool for informed decision-making rather than absolute standards. Since organizations differ as to their specialization, location, size and other factors, any two organizations can be successful yet have very different experiences with regards to certain benchmarks.
4. Many respondents used estimates for the data points provided, rather than absolute numbers. This should be considered when drawing conclusions about the data.

## Interpreting the Numbers

Most of the data points included in this study are reported as both medians and averages/means. The median value represents the mid-point of the data for a particular measure, with half of the organizations reporting figures above it and half below. Unlike the mean, the median is not distorted by a few unusually high or low values that may exist in the sample due to special circumstances. Each median was computed independently based on the organizations that reported for that item. As a result, mathematical relationships do not always exist when different ratios are used together in the calculation. **Also, please note, some items may not total exactly due to rounding.**



Figures reported were not used unless they were in accordance with the survey instructions and definitions. In cases where the number of organizations reporting was considered inadequate for the computation of a meaningful figure the survey question was omitted from the report. Additional context was also provided in cases where questions may be skewed toward a certain industry or other parameter.

## Definitions

|   |  |
|---|--|
| <b>Number of Responses (N):</b>             | The number of responses in a particular grouping.  |
| <b>Average:</b>                             | The simple average of all responses for a particular item (e.g., it is the result of summing the values and dividing by the total number of responses).  |
| <b>Median (or 50th percentile):</b>         | The center value of the total distribution of the data that are reported (e.g., it is the value at which 50% of the responses are above and 50% are below). This measure is less likely than an average to be distorted by a few outlying responses. |
| <b>Lower Quartile (or 25th percentile):</b> | The observation point below which 25% of the responses lie (e.g., 25% of the responses are less than this amount and 75% are greater than this amount).  |
| <b>Upper Quartile (or 75th Percentile):</b> | The observation point below which 75% of the responses lie (e.g., 75% of the responses are less than this amount and 25% are greater than this amount).  |

## Using Ratios

While it is important to analyze information in dollars and cents, it is essential that percentages and ratios be used if the data is to be compared with past data or with reported standards. For example, it is necessary to know your annual employee compensation expense, but it is even more essential to compare this expenditure with the value it produces.

# Executive Summary

CSEA conducts the Fall Recruiting Trends Survey annually to assist member schools with benchmarking and strategic decision making. This year's survey results are aligned with what CSEA has observed anecdotally from member schools regarding hiring shifts and increased economic uncertainty.

Overall, the survey points to an uncertain job market. While more schools saw an increase in full-time job postings (off-campus opportunities/postings by employers through a school's job posting platforms) for MBA programs compared to last year, overall more schools saw a decrease than an increase. For specialty master's programs as a whole, fewer schools saw an increase in full-time job postings compared to last year. However, when separating the most popular master's programs such as Business Analytics and Finance, more schools saw an increase.

Informal job postings (school-curated sources not posted through school-based job posting platforms) increased slightly compared with last year across all program types.

Most schools didn't seem to find any notable changes in contractual work opportunities.

On-campus interviews (companies interviewing at a school either on-campus or coordinated virtually via campus recruiting process) were mostly flat compared with last year, with more schools seeing a decrease than an increase.

From an industry perspective, the biggest decreases across all program types were in the Consulting and Technology industries, which likely impacted overall hiring trends given that these are traditionally popular industries for MBAs. Healthcare and Financial Services saw the biggest increases across the board.

Use of technology in recruiting continues to evolve, as two thirds of schools saw an increase in employer use of AI-empowered pre-screening tools and virtual interviewing. Meanwhile, virtual career fair activity is down and the percent of internships that are virtual or hybrid is declining as well.

Student interest in one-on-one career coaching continues to increase in both virtual and in-person formats, indicating a strong need for career center-directed assistance with student job search.

Smaller companies and startups were more likely to see an increase in recruiting activity than large companies, which is a continued trend that is also likely impacting overall employment outcomes given that large companies have traditionally hired more MBA students.

International students (students without permanent work authorization in the country where they are studying) continue to find decreased opportunities for full-time jobs across all industries and program types. Internship opportunities also decreased, though not as much as full-time. This is likely related to the uncertainty surrounding sponsorship for full-time job opportunities on a global scale.

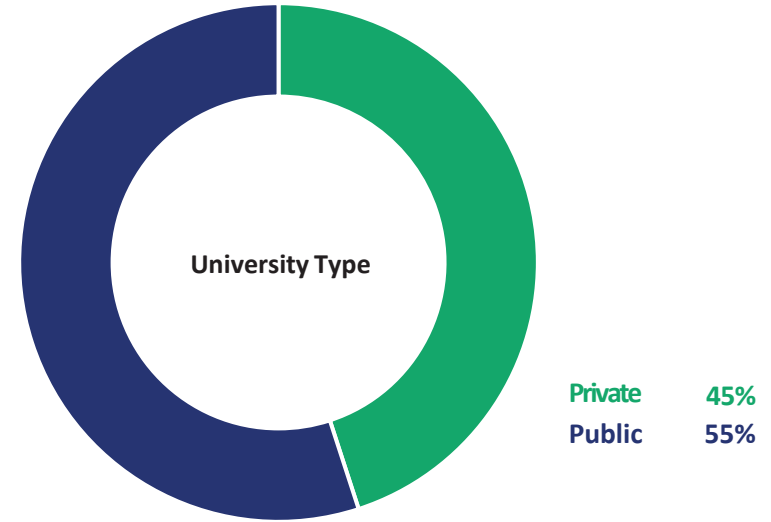
Overall, business school career centers continue to adjust to the ever-changing needs and marketplace shifts through innovative programming, targeted student assistance, and innovative use of technology.

# Respondent Profile

# Respondent Profile

The respondent sample for the survey this year included 86 schools. Most of the responding institutions (92%) serve Full-time MBA students. A majority also serve Specialty Masters (81%) and Part-time MBAs (76%). This includes working professional programs but excludes Executive MBAs. There are slightly more public universities (55%) represented than private (45%).

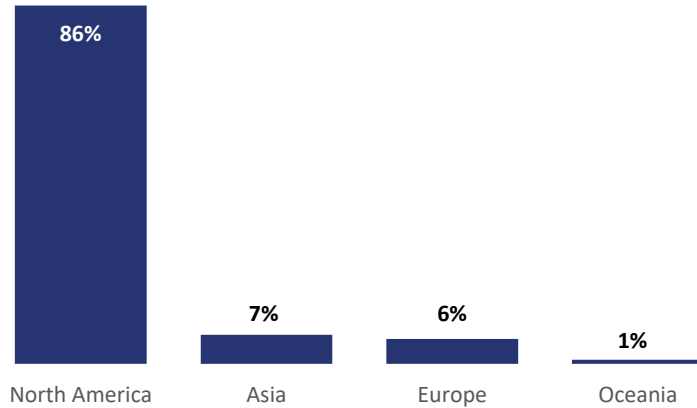
Student Populations Served



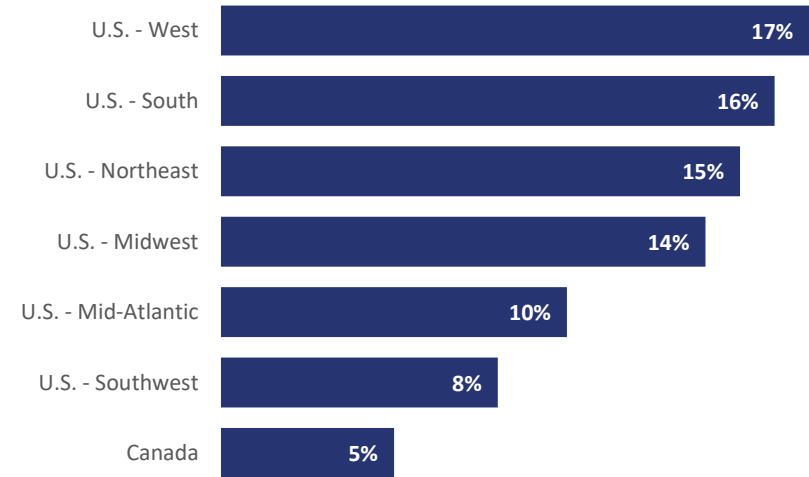
# Respondent Profile cont.

Although many respondents have a global reach, the sample primarily consists of universities whose main campus is based in the U.S. The majority of responding universities (86%) reported their main campuses were located in North America, with 14% located in other regions.

Geographic Location of University's Main Campus



Regions in North America



Regions in Europe



Regions in Asia



Regions in Oceania



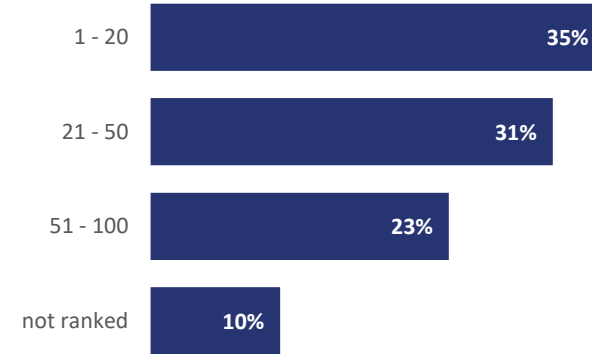
# Full-Time MBA Programs

# Full-time MBA Programs

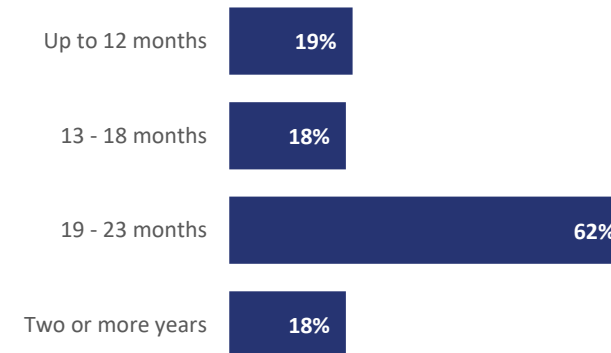
The institutions reporting recruiting trends for their Full-time MBA programs had a strong representation of top ranked MBA programs in the results. Two thirds (66%) of the respondents were ranked as one of the top 50 MBA programs in one of the most recent national/international rankings (BusinessWeek, US News & World Report, Financial Times, Economist, Forbes, etc.). This includes 35% that were ranked in the top 20.

Over three quarters of the institutions (85%) have less than 300 students graduating from their Full-time MBA program this year. Nearly two thirds of the programs (62%) have a program length that lasts between 19 and 23 months.

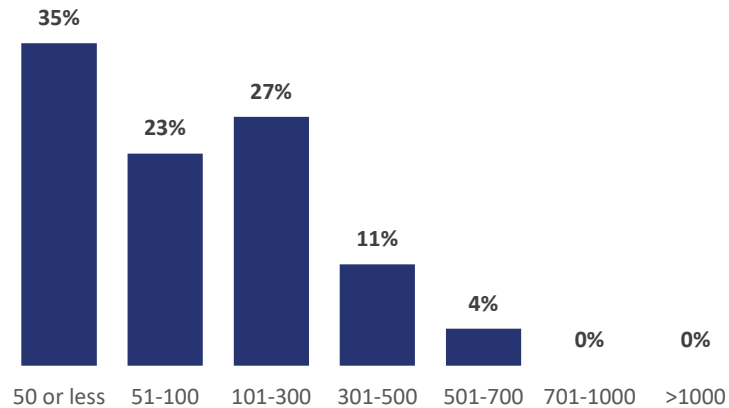
Full-time MBA Program Ranking



Full-time MBA Program Length



Full-time MBA graduates this year (class of 2024)

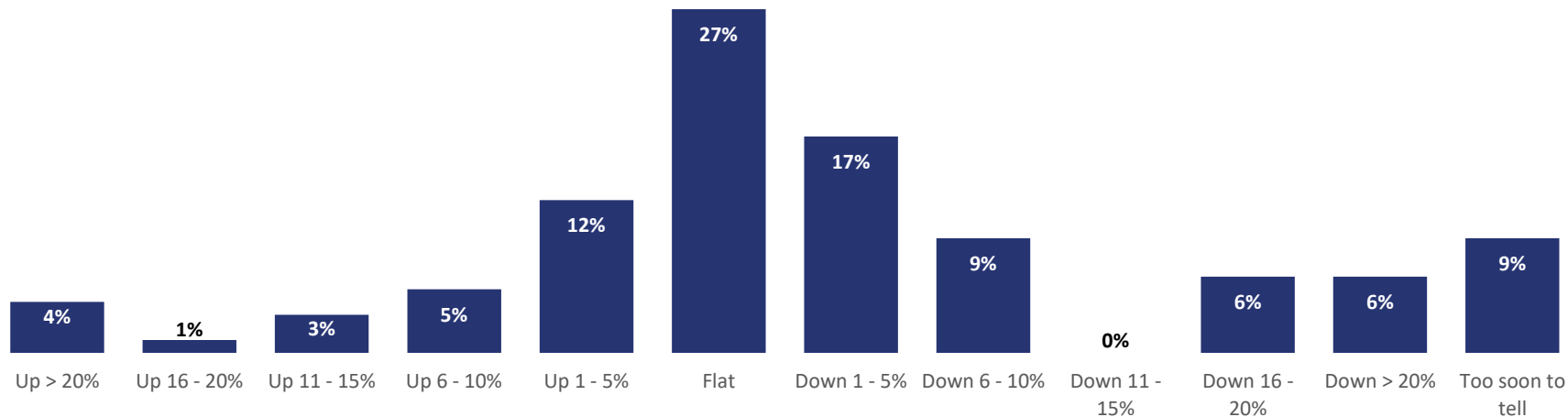


# Full-time MBA Programs

Overall, slightly more schools indicated that Full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) were up compared to last year's survey. This year, 25% of respondents indicated that job postings were up, compared to 18% in 2023. However, this is still lower than the rates seen in 2022 (38%) and 2021 (74%).

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2020</b> | 22%                             | 32%  | 40%                               | 7%               |
| <b>2021</b> | 74%                             | 11%  | 6%                                | 9%               |
| <b>2022</b> | 38%                             | 23%  | 26%                               | 13%              |
| <b>2023</b> | 18%                             | 21%  | 49%                               | 12%              |
| <b>2024</b> | 25%                             | 27%  | 38%                               | 9%               |

Overall, how do Full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for FT MBAs compare YTD versus last year?

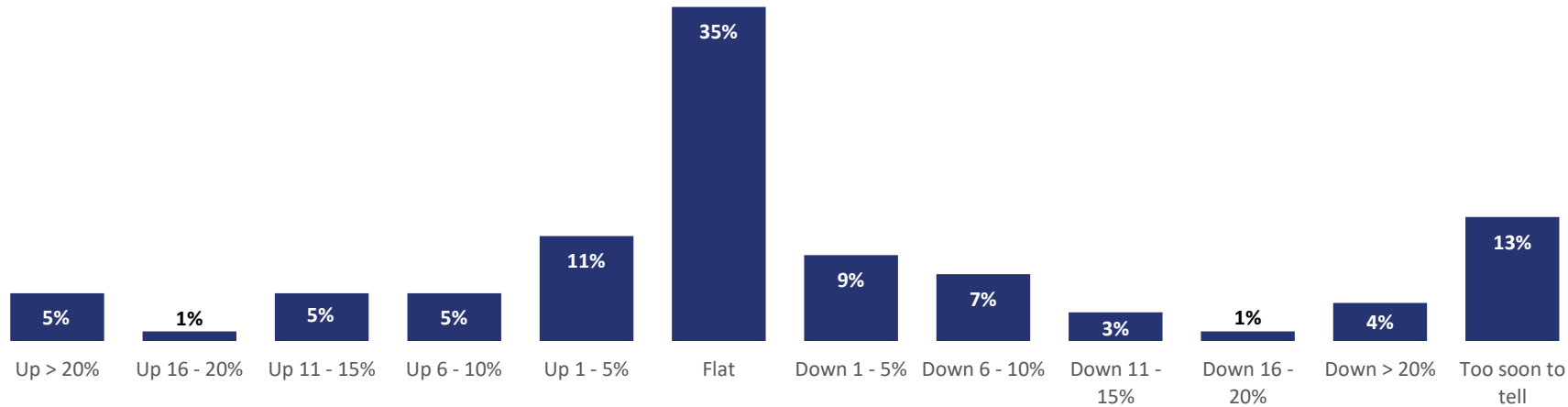


# Full-time MBA Programs

Overall, more schools indicated that Full-time informal job postings (school-curated sources not posted through school-based job posting platforms) were up compared to last year's survey. This year, 27% of respondents indicated that job postings were up, compared to 20% in 2023.

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2023</b> | 20%                             | 45%  | 25%                               | 11%              |
| <b>2024</b> | 27%                             | 35%  | 24%                               | 13%              |

Overall, how do other, informal postings (school-curated sources not posted through school-based job posting platforms) for FT MBAs compare YTD versus last year?

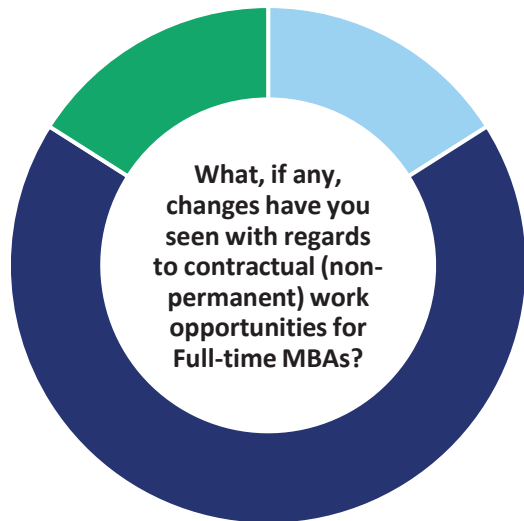


# Full-time MBA Programs

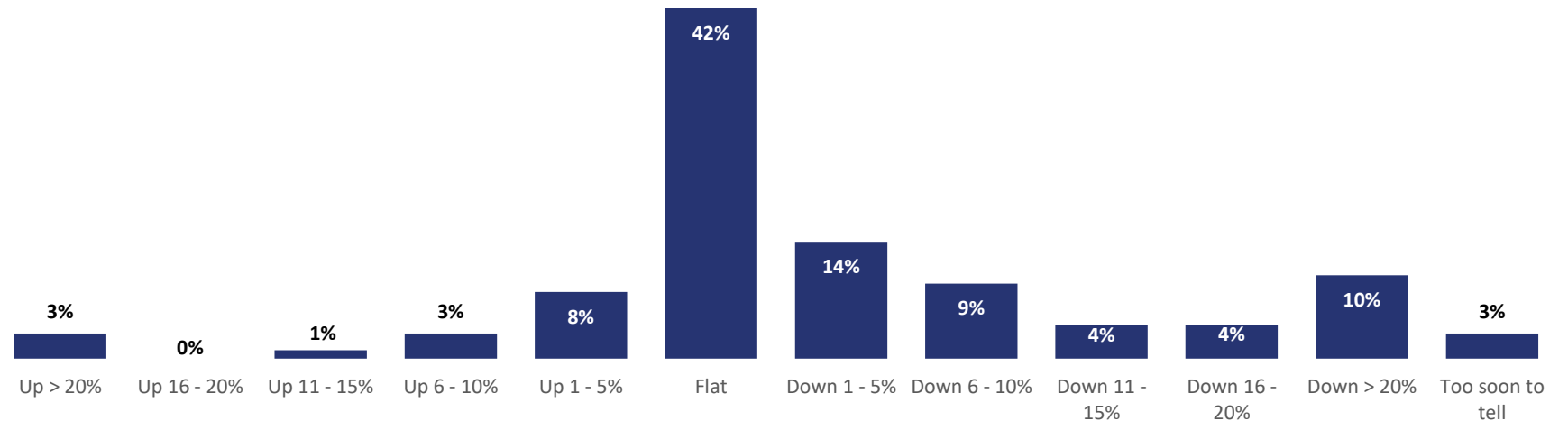
Over two thirds of schools reported no changes in contractual work opportunities for Full-Time MBAs.

On-campus opportunities (companies interviewing at a school either on-campus or coordinated virtually via campus recruiting process) for Full-time MBAs were down compared to last year. This year, 41% of respondents indicated that on-campus opportunities were down, compared to 38% in 2023. Only 15% of respondents indicated that on-campus opportunities were up. There was a large increase in the percent reporting that opportunities remained flat compared to prior year.

|      | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|------|---------------------------------|------|-----------------------------------|------------------|
| 2020 | 21%                             | 24%  | 47%                               | 8%               |
| 2021 | 35%                             | 29%  | 27%                               | 9%               |
| 2022 | 40%                             | 31%  | 22%                               | 7%               |
| 2023 | 25%                             | 28%  | 38%                               | 11%              |
| 2024 | 15%                             | 42%  | 41%                               | 3%               |



Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process) for FT MBAs compare YTD versus last year?

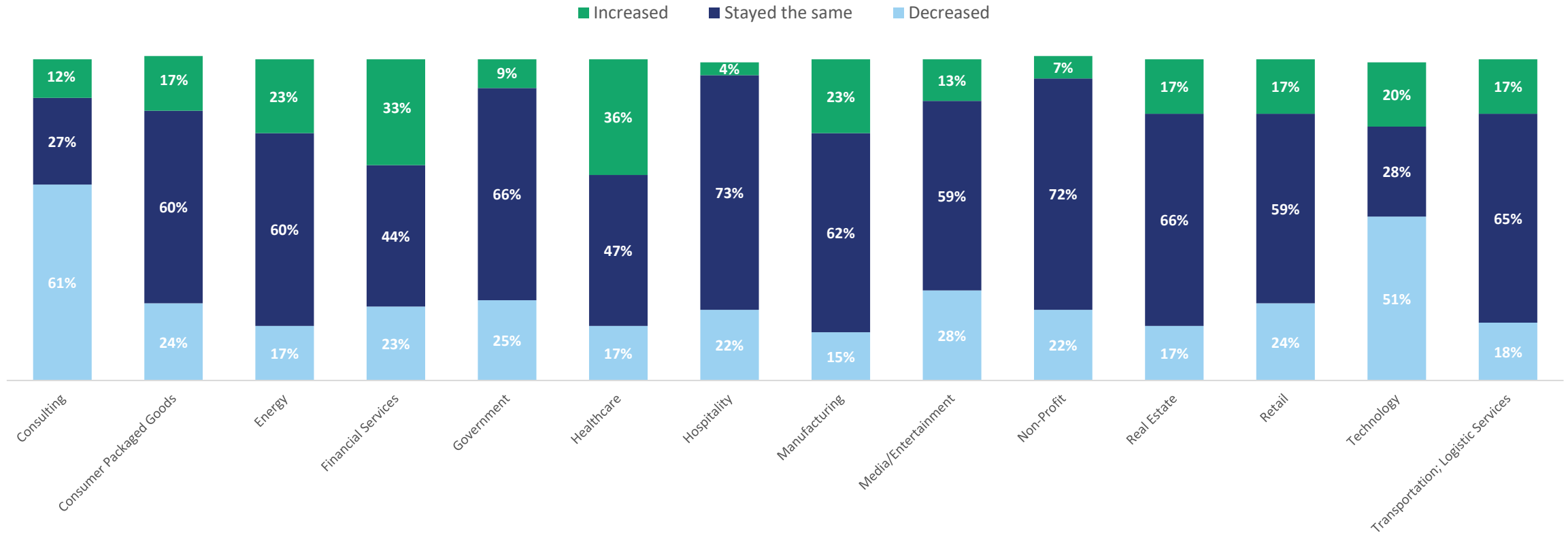


# Full-time MBA Programs

The Healthcare (36%) and Financial Services (33%) sectors saw the largest increases in recruiting activity.

For the second year in a row, the sectors where the largest numbers of schools saw a decrease include Consulting (61%) and Technology (51%).

What changes in recruiting activity (job opportunities for students) for FT MBAs have you seen in the following industries?

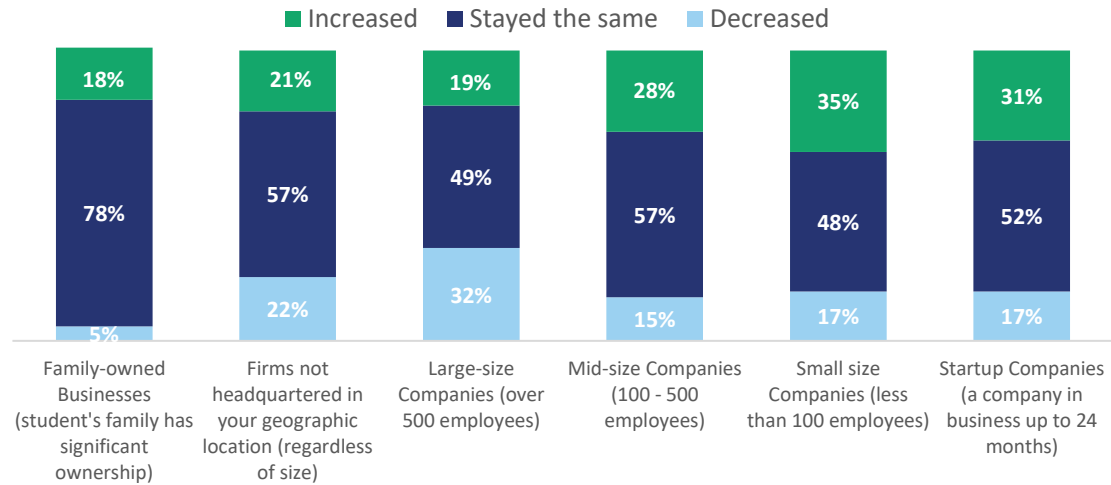


# Full-time MBA Programs

Similar to last year's survey, the largest increase in recruiting activity by organization type was seen with small size companies (35%) and start-up companies (31%).

The largest decreases in recruiting activity were in large-size companies (32%).

**What changes in recruiting activity (job opportunities for students) for FT MBAs have you seen with the following types of organizations?**

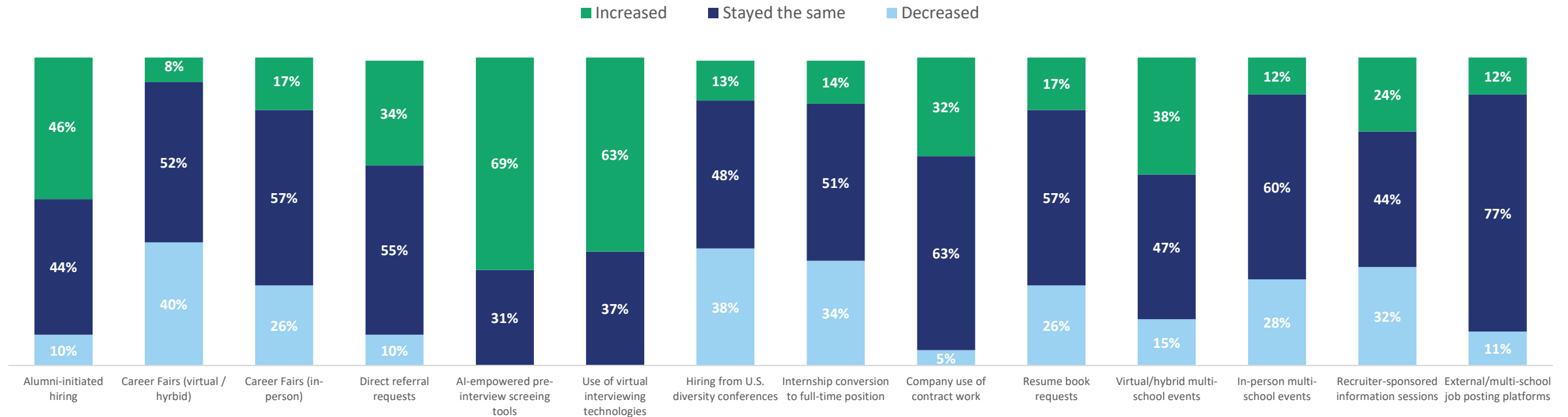


# Full-time MBA Programs

Over two thirds (69%) of schools saw an increase in employer use of AI-empowered pre-screening interview tools. Employer use of virtual interview technologies also saw strong increases (63%) in 2024. This continues a strong growth trend in these areas from last year.

The areas that saw the largest decrease were career fairs (virtual / hybrid) (40%), hiring activity from U.S. diversity conferences (38%), internship conversion to full-time employment (34%) and recruiter-sponsored information sessions (32%).

What changes in Full-time recruiting activity (job opportunities for students) for FT MBAs have you experienced on or off campus?



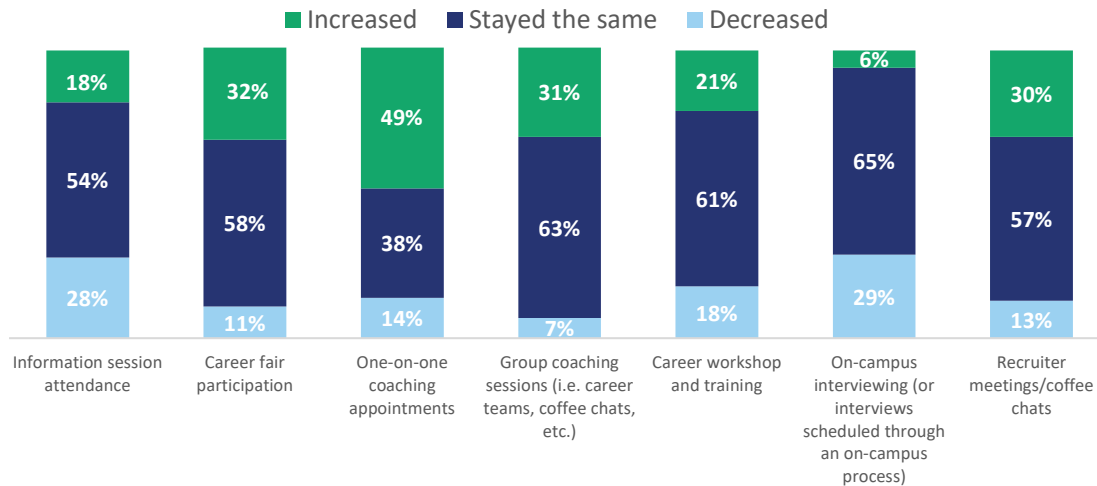
# Full-time MBA Programs

The largest increases in in-person student engagement were seen with one-on-one coaching appointments (49%), career fair participation (32%), and group coaching sessions (31%).

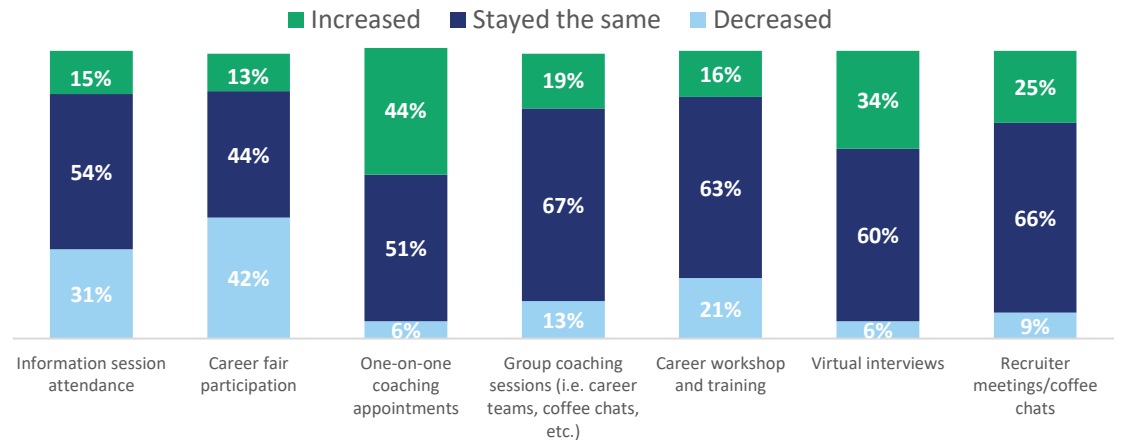
The largest increases in virtual student engagement were seen with one-on-one student coaching appointments (44%) and virtual interviews (34%).

Both of these trends are similar to what was seen in the previous year's survey.

**How did FT MBA student engagement in the following IN-PERSON activities compare to the same time period last year?**



**How did FT MBA student engagement in the following VIRTUAL activities compare to the same time period last year?**



# Part-Time MBA Programs

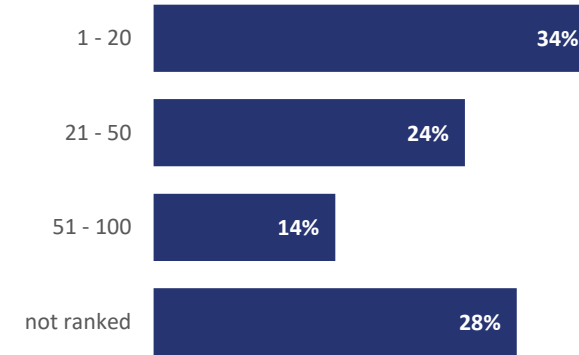
# Part-time MBA Programs

The institutions reporting recruiting trends for their PT MBA Programs had a strong representation of top ranked PT MBA programs in the results. Over half (58%) of the respondents were ranked as one of the top 50 PT MBA programs in one of the most recent national/international rankings (U.S. News & World Report, QS, etc.) This includes 34% that were ranked in the top 20.

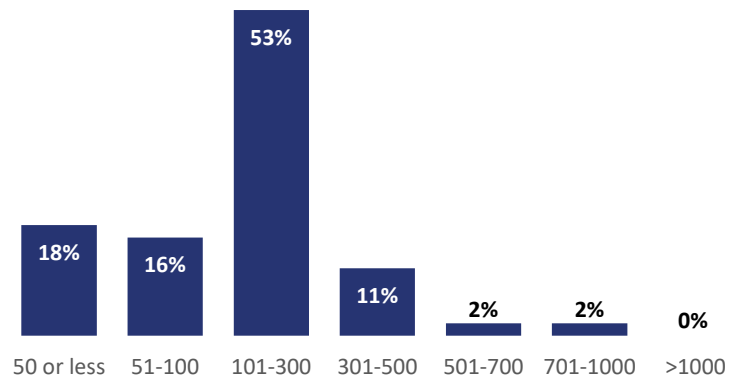
Eighty-seven percent of the institutions have 300 or less students graduating from their PT MBA program this year.

The most common program length is 2 – 3 years with more than half (57%) of schools reporting this as their Part-Time MBA program length.

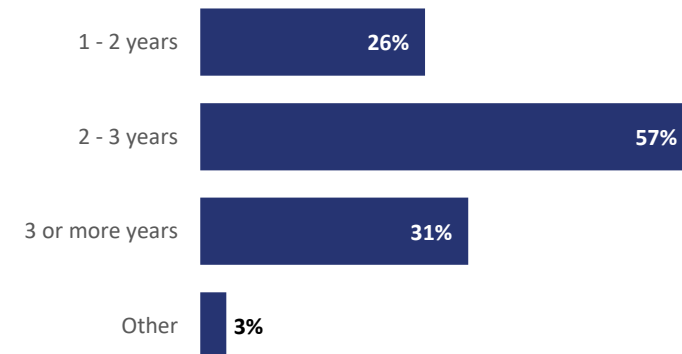
Part-time MBA Program Ranking



Part-time MBA graduates this year (class of 2024)



Part-time MBA Program Length

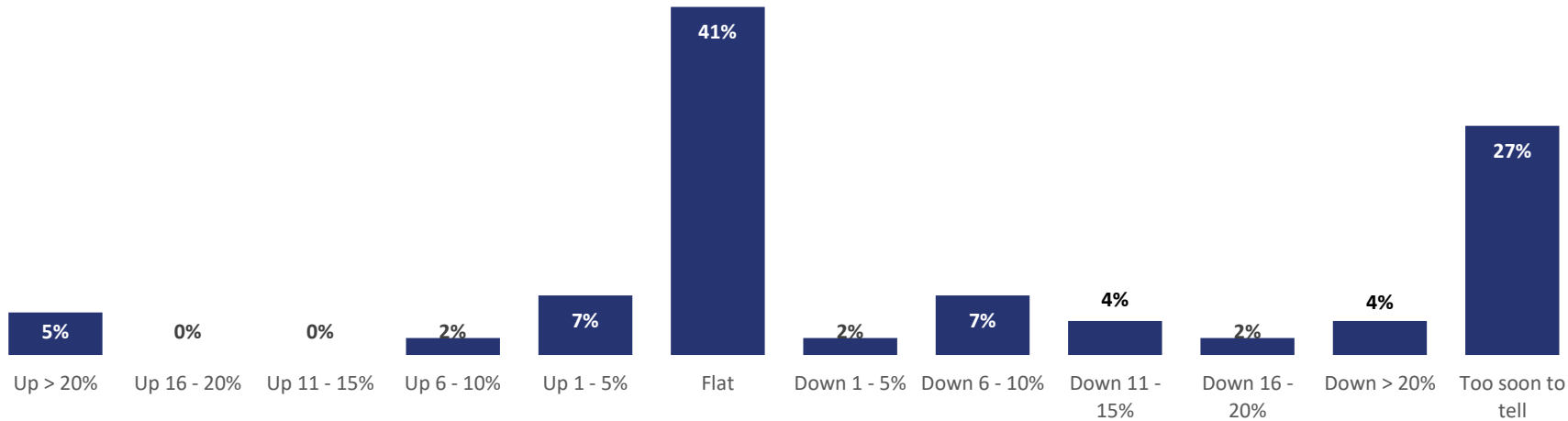


# Part-time MBA Programs

Overall, slightly more schools indicated that full-time job postings (off-campus opportunities/postings by employers through a school’s job posting platform(s)) for PT MBAs were slightly up compared to last year’s survey. In 2023, 13% indicated postings were up, compared with 14% this year.

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2020</b> | 26%                             | 30%  | 37%                               | 7%               |
| <b>2021</b> | 55%                             | 21%  | 6%                                | 18%              |
| <b>2022</b> | 18%                             | 47%  | 19%                               | 16%              |
| <b>2023</b> | 13%                             | 49%  | 21%                               | 15%              |
| <b>2024</b> | 14%                             | 41%  | 19%                               | 27%              |

How do Full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for PT MBAs compare YTD versus last year?

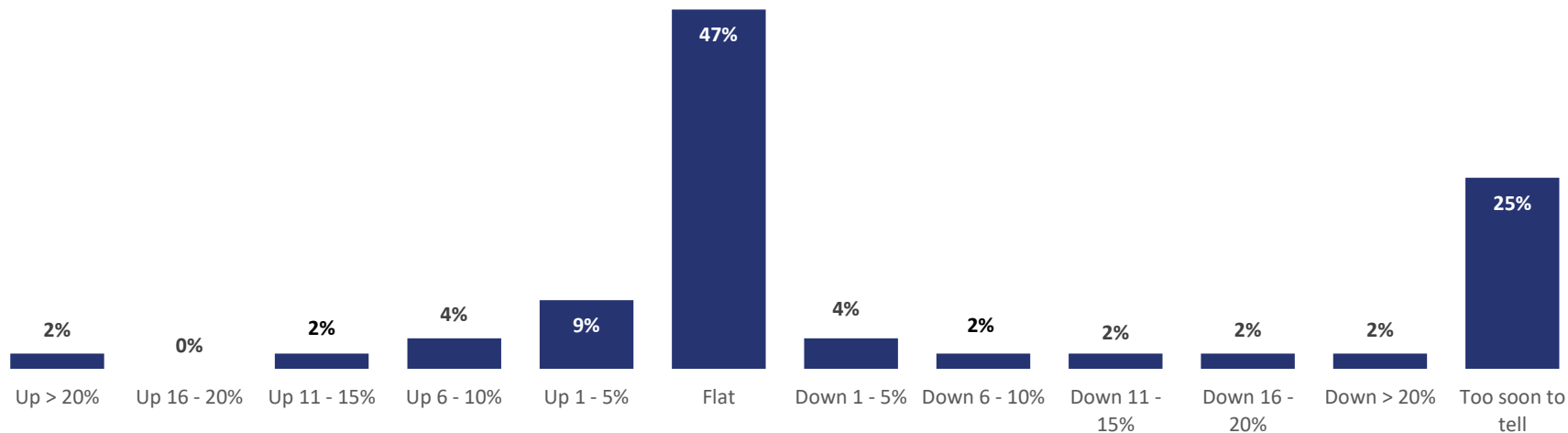


# Part-time MBA Programs

Overall, more schools indicated that informal job postings (school-curated sources not posted through school-based job posting platforms) for PT MBAs were slightly down compared to last year's survey. In 2023, 11% indicated postings were down, compared with 12% this year.

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2023</b> | 19%                             | 45%  | 11%                               | 28%              |
| <b>2024</b> | 17%                             | 47%  | 12%                               | 25%              |

Overall, how do other, informal postings (school-curated sources not posted through school-based job posting platforms) for PT MBAs compare YTD versus last year?

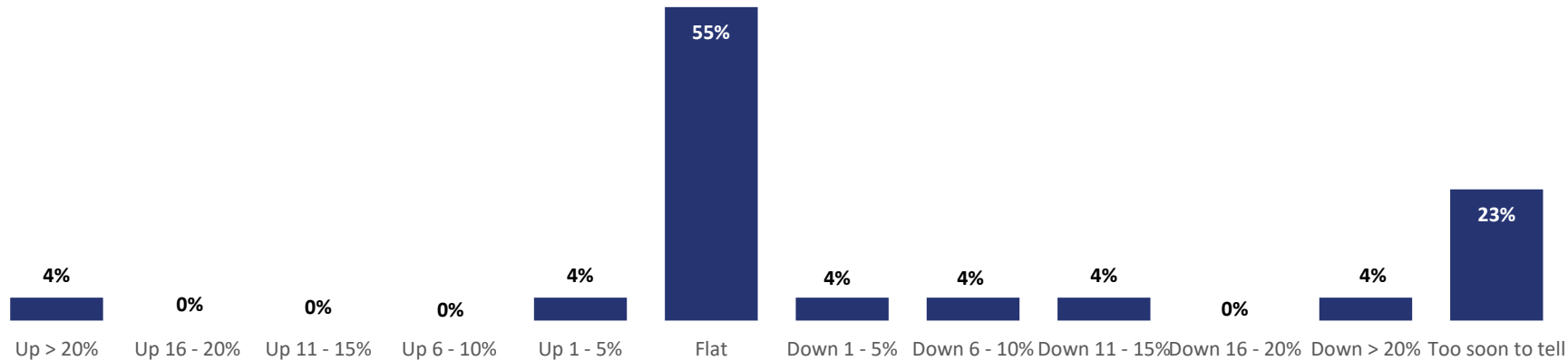


# Part-time MBA Programs

On-campus opportunities (companies interviewing at a school either on campus or coordinated virtually via campus recruiting process for FT, permanent positions) were up compared to last year, but have not recovered to the rates seen in 2021 and 2022.

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2020</b> | 6%                              | 48%  | 36%                               | 13%              |
| <b>2021</b> | 31%                             | 39%  | 12%                               | 19%              |
| <b>2022</b> | 14%                             | 59%  | 11%                               | 16%              |
| <b>2023</b> | 4%                              | 56%  | 21%                               | 17%              |
| <b>2024</b> | 8%                              | 55%  | 16%                               | 23%              |

Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process for FT, permanent positions) for PT MBAs compare YTD versus last year?

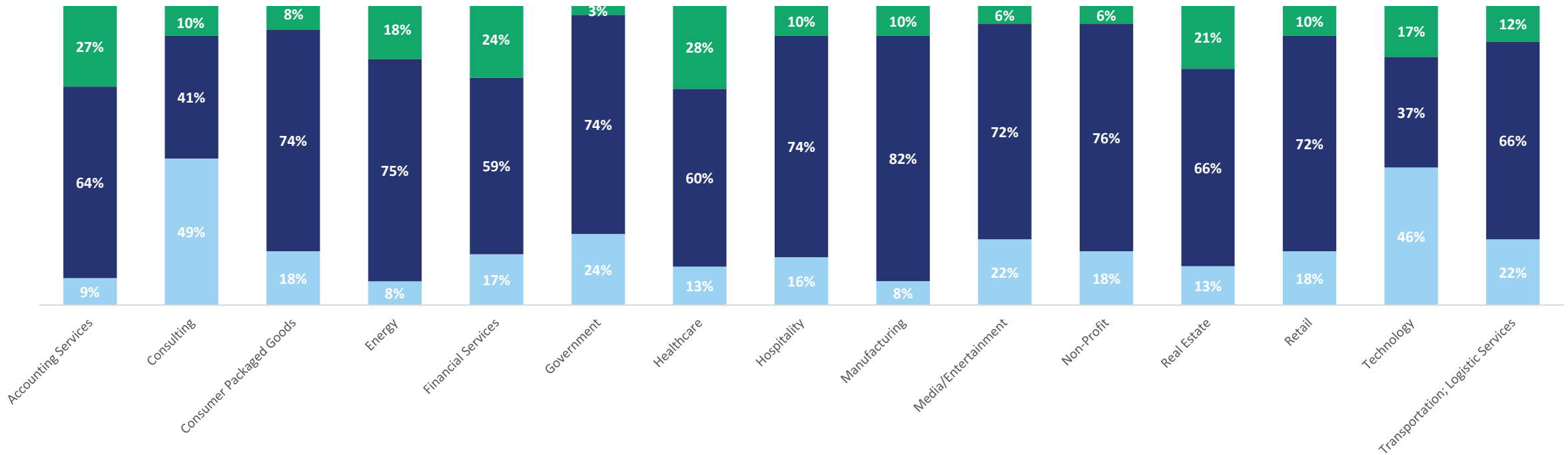


# Part-time MBA Programs

Healthcare (28%) and Accounting Services (27%) were the top two largest growing sectors for recruiting activity for PT MBA students in 2024. For the third year in a row, Consulting (49%) and Technology (46%) had the largest decreases in recruiting activity this year.

What changes in recruiting activity (job opportunities) for PT MBA students have you seen in the following industries?

■ Increased ■ Stayed the same ■ Decreased

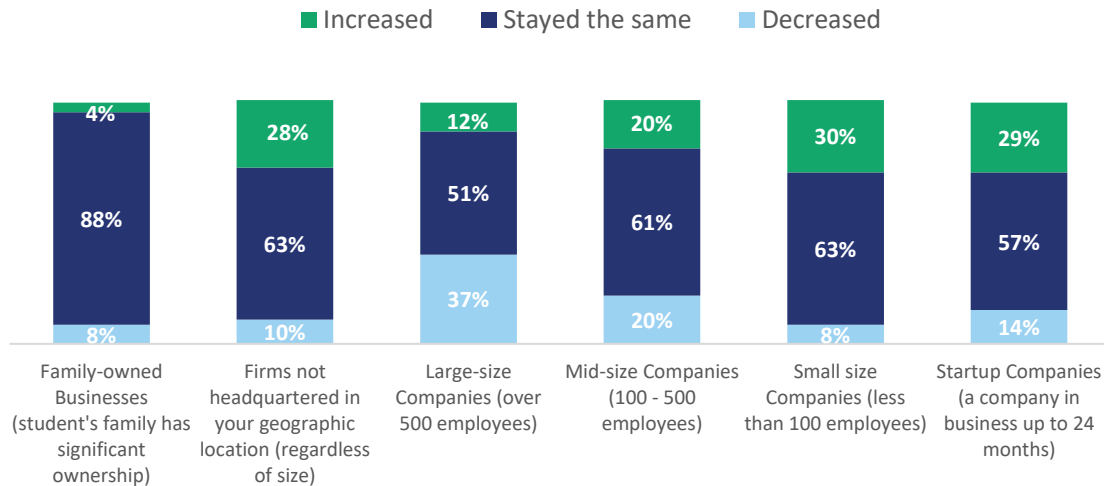


# Part-time MBA Programs

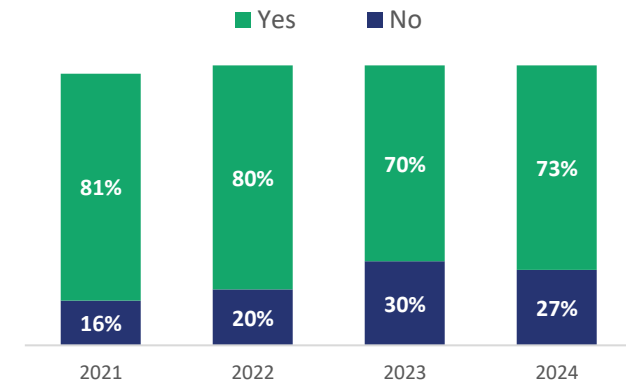
The largest increase in recruiting activity by organization type was seen in small size companies (30%), startup companies (29%) and firms not headquartered in your geographic region (28%). Similar to last year, large-sized companies saw the largest decrease (37%).

In 2024, PT MBAs have regained some access to internship and/or on-campus recruiting opportunities compared to last year, but have not yet returned to the rates seen in 2021 and 2022.

**What changes in recruiting activity (job opportunities for students) for PT MBA students have you seen with the following types of organizations?**



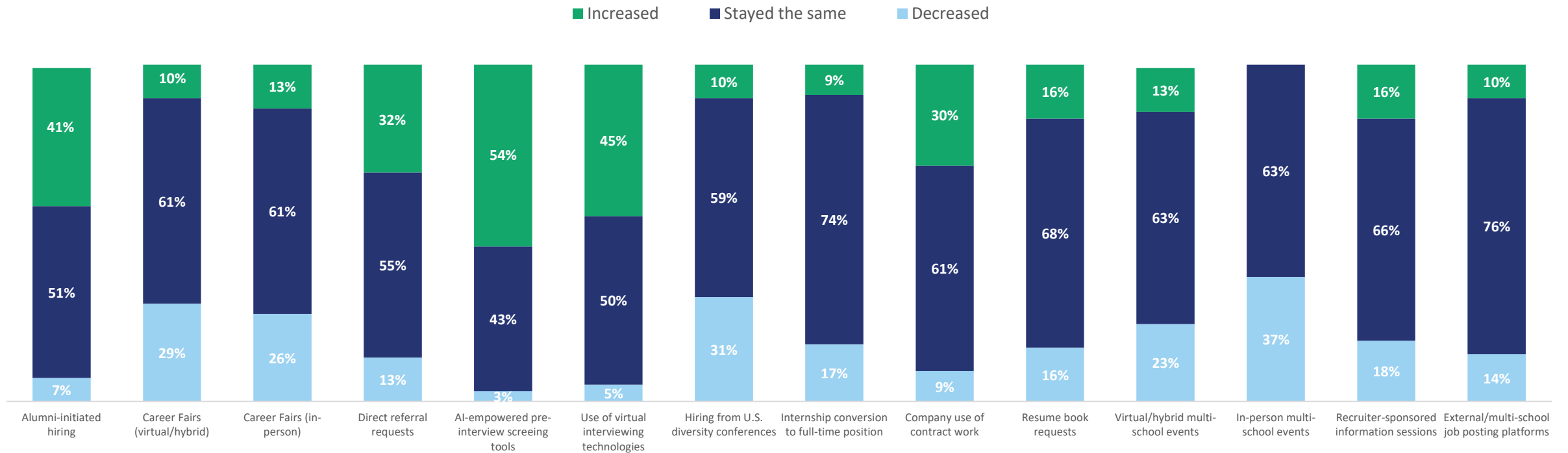
**Do you allow your PT MBAs access to internship and/or on-campus recruiting opportunities?**



# Part-time MBA Programs

For the third year in a row, schools have seen an increase in the use of AI-empowered pre-interview screening tools (54%) and virtual interview technologies (45%) in recruiting for PT MBA students. The largest decrease in recruiting activity for PT MBA students was seen in in-person multi-school events (37%) and hiring from diversity conferences (31%).

What changes in full-time recruiting (job opportunities for students) for PT MBA students have you experienced on or off-campus?

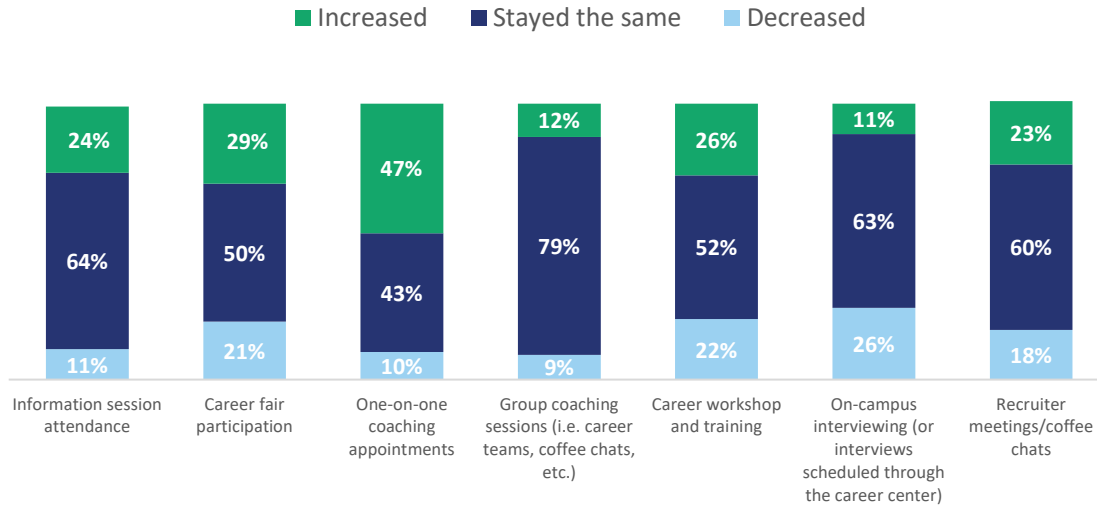


# Part-time MBA Programs

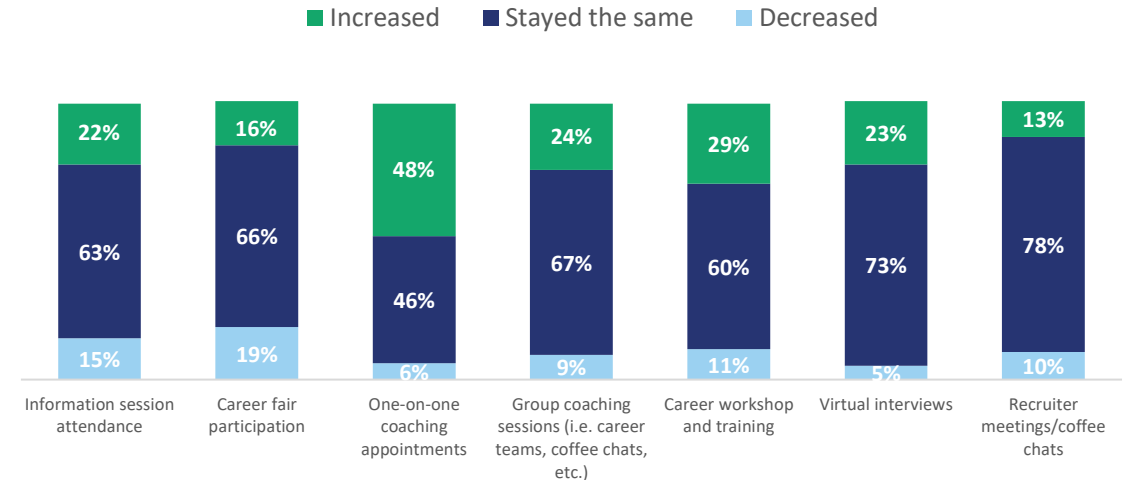
For the fourth year in a row, the largest increase in in-person PT MBA student engagement was seen with one-on-one coaching (47%). The largest decrease in engagement for in-person activities was seen in on-campus interviews scheduled through the career center (26%).

The largest increase in virtual student engagement was also seen in one-on-one student coaching appointments (48%). The largest decrease in engagement for virtual activities was seen in participating in virtual career fairs (19%).

**How did PT MBA student engagement in the following IN-PERSON activities compare to the same time period last year?**



**How did PT MBA student engagement in the following VIRTUAL activities compare to the same time period last year?**



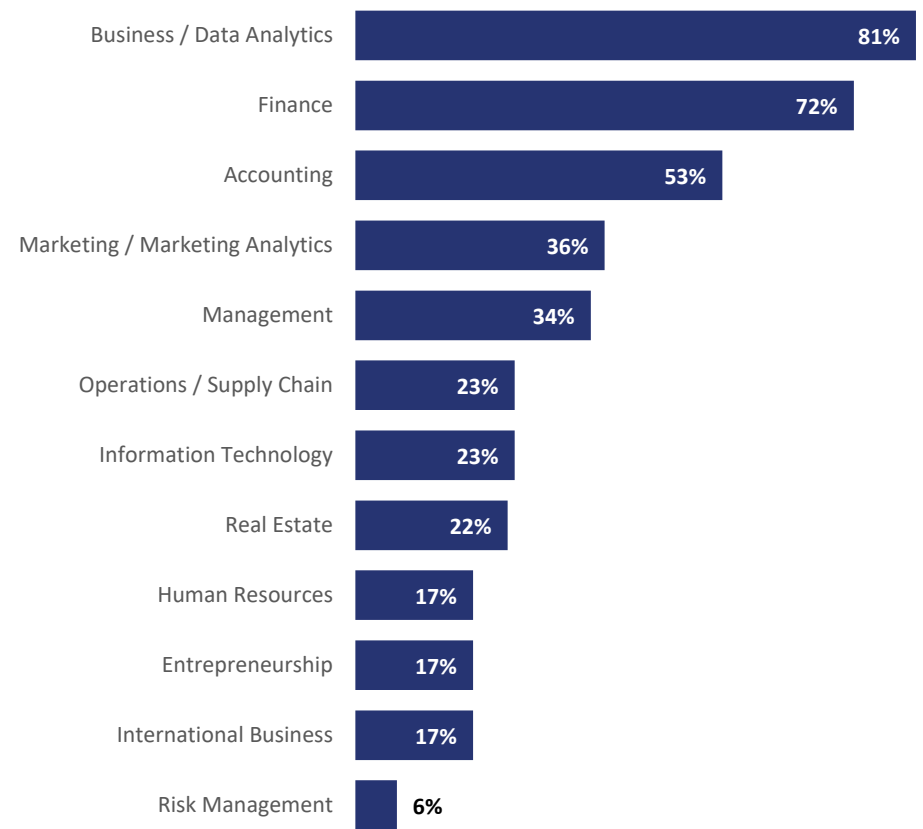
# Specialty Master's Programs

# Specialty Master's Programs

The three most common specialty master's programs offered by responding institutions were Business/Data Analytics (81%), Finance (72%), and Accounting (53%), which have been the top three programs since 2020.

The longest running Specialty Master's programs have been Accounting (average 20 years) and Human Resources (average 16 years).

**Specialty Masters Programs Offered**

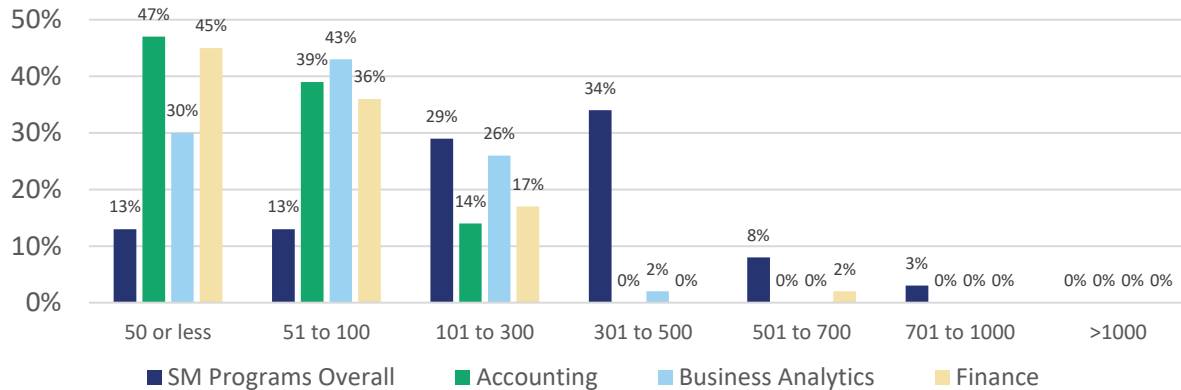


**Average number of years Specialty Masters Program has been existence at your school**



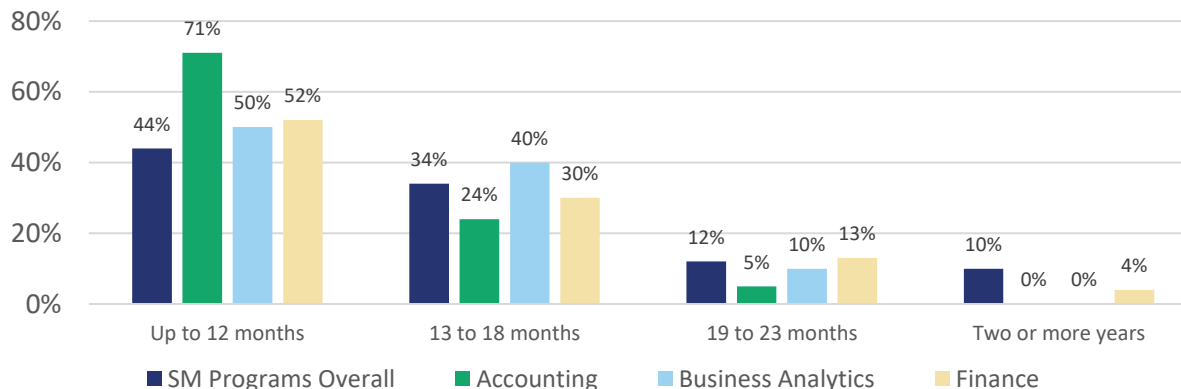
# Specialty Master's Programs

Specialty Masters graduates this year (class of 2024)



Accounting programs were reported to have the fewest number of graduates with 47% of schools reporting 50 graduates or less. Over one-third of schools (34%) reported that their Specialty Master's Programs Overall had between 101 and 300 graduates.

Specialty Masters Program Length



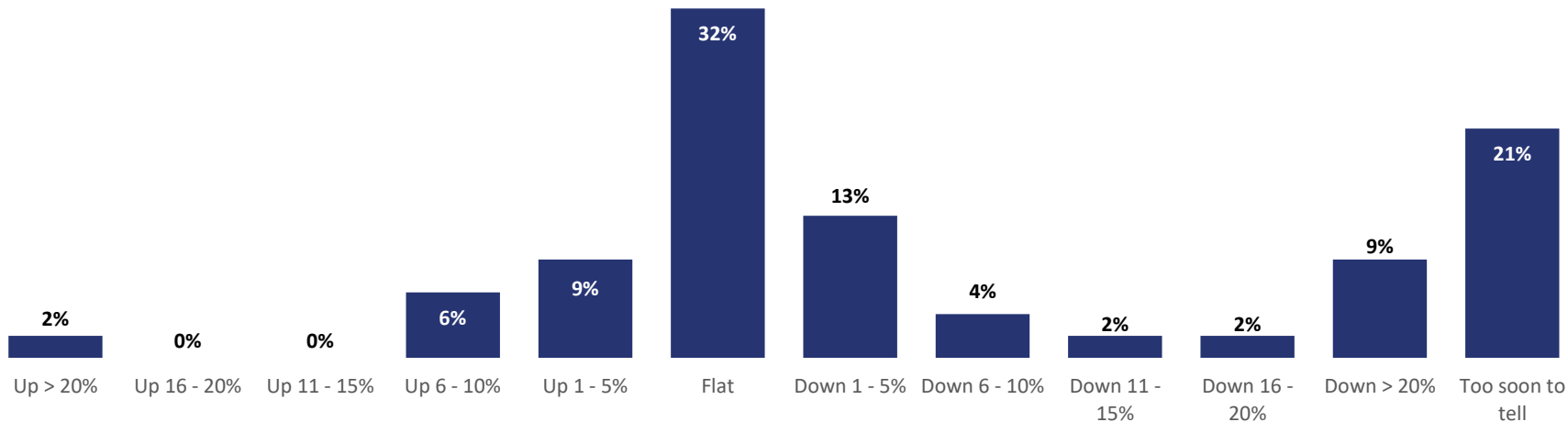
The most common program length (44%) for Specialty Master's Programs Overall was up to 12 months. This was also reflected in the Accounting, Business Analytics and Finance Specialty Masters programs.

# Specialty Master's Programs

Overall, more schools indicated that full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) for specialty master's students are down (30%) compared to last year (24%). Only 17% of schools indicated that postings were up, which is the lowest rate we have seen in the past five years.

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2020</b> | 28%                             | 40%  | 12%                               | 19%              |
| <b>2021</b> | 64%                             | 14%  | 11%                               | 11%              |
| <b>2022</b> | 32%                             | 35%  | 7%                                | 26%              |
| <b>2023</b> | 27%                             | 34%  | 24%                               | 17%              |
| <b>2024</b> | 17%                             | 32%  | 30%                               | 21%              |

Overall, how do full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for Specialty Masters students compare YTD versus last year?



# Specialty Master's Programs

Overall, more schools indicated that full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) for specialty master's students are up more for Accounting (42%), Business Analytics (26%) and Finance (21%) compared to Specialty Masters Programs Overall (17%).

Overall, how do full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for Specialty Masters students compare YTD versus last year?

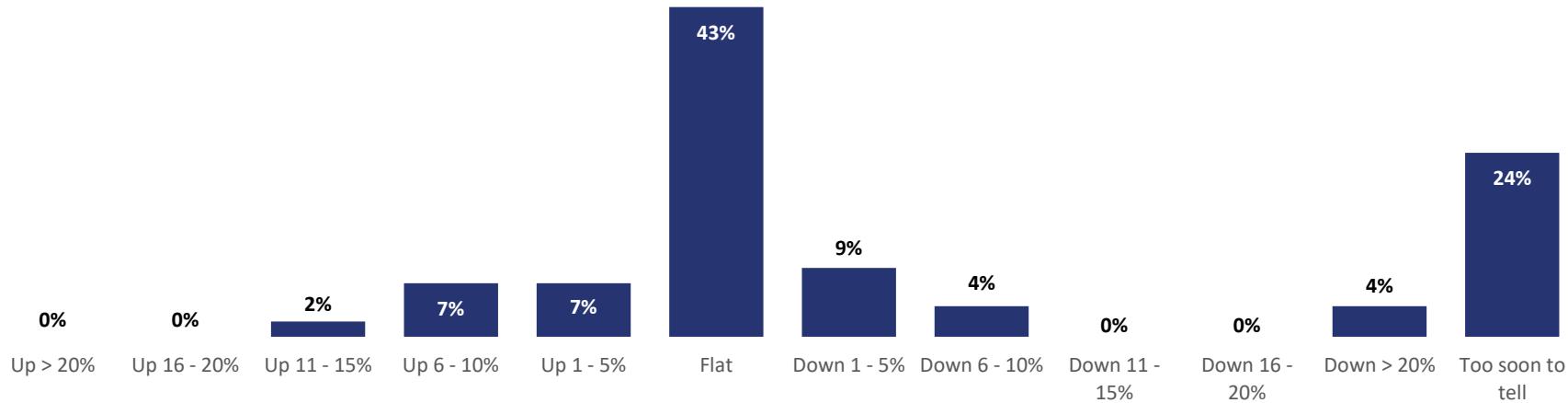
|   | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|---|---------------------------------|------|-----------------------------------|------------------|
| <b>Accounting</b>                         | 42%                             | 26%  | 14%                               | 18%              |
| <b>Business Analytics</b>                 | 26%                             | 24%  | 31%                               | 18%              |
| <b>Finance</b>                            | 21%                             | 37%  | 25%                               | 18%              |
| <b>Specialty Masters Programs Overall</b> | 17%                             | 32%  | 30%                               | 21%              |

# Specialty Master's Programs

Overall, informal job postings (school-curated sources not posted through school-based job posting platforms) for Specialty Master's students were slightly up compared to last year's survey. This year, 16% of respondents indicated that job postings were up, compared to 12% in 2023.

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2023</b> | 12%                             | 46%  | 20%                               | 23%              |
| <b>2024</b> | 16%                             | 43%  | 17%                               | 24%              |

Overall, how do other, informal postings (school-curated sources not posted through school-based job posting platforms) for Specialty Masters students compare YTD versus last year?



# Specialty Master's Programs

Overall, informal postings for specialty master's students are up more for Accounting (31%), Business Analytics (26%) and Finance (21%) compared to Specialty Master's Programs Overall (16%).

Overall, how do other, informal postings (school-curated sources not posted through school-based job posting platforms) for Specialty Masters students compare YTD versus last year?

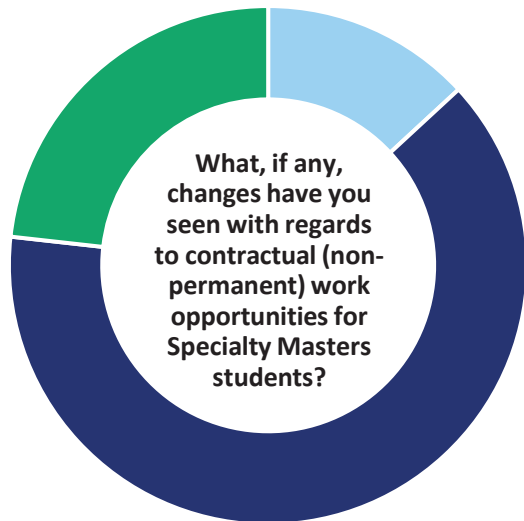
|   | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|---|---------------------------------|------|-----------------------------------|------------------|
| <b>Accounting</b>                         | 31%                             | 37%  | 12%                               | 20%              |
| <b>Business Analytics</b>                 | 26%                             | 33%  | 17%                               | 24%              |
| <b>Finance</b>                            | 21%                             | 42%  | 15%                               | 21%              |
| <b>Specialty Masters Programs Overall</b> | 16%                             | 43%  | 17%                               | 24%              |

# Specialty Master's Programs

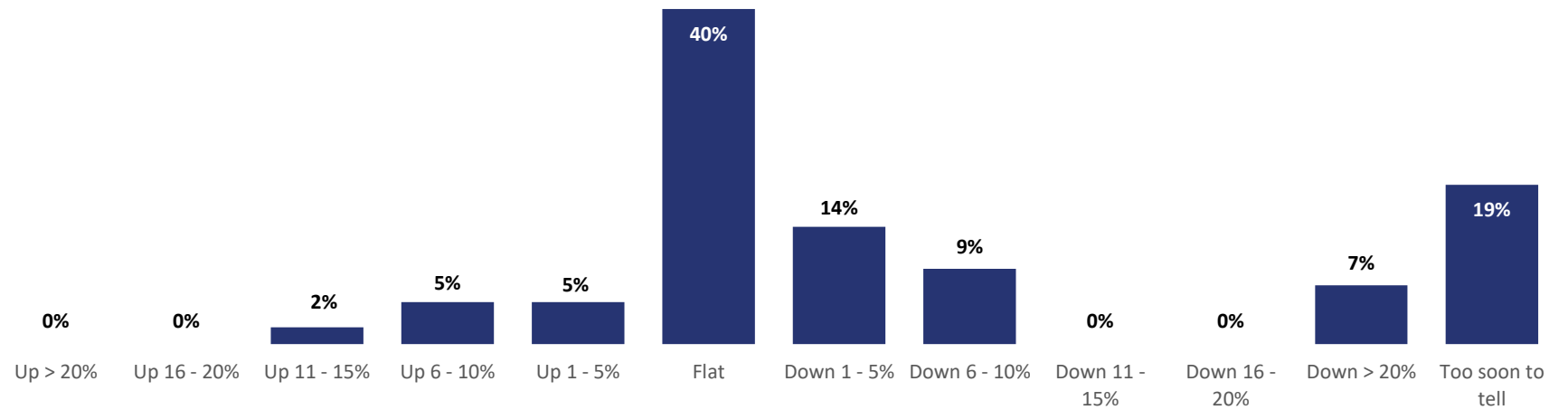
Nearly two thirds of schools (63%) reported no changes in contractual work opportunities for Specialty Masters students.

On-campus opportunities (companies interviewing at a school either on-campus or coordinated virtually via campus recruiting process) were down for Specialty Master's programs compared to last year. This year, only 12% of respondents indicated that on-campus opportunities were up, compared to 20% in 2023.

|             | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|-------------|---------------------------------|------|-----------------------------------|------------------|
| <b>2020</b> | 8%                              | 40%  | 33%                               | 19%              |
| <b>2021</b> | 37%                             | 26%  | 19%                               | 19%              |
| <b>2022</b> | 9%                              | 66%  | 5%                                | 21%              |
| <b>2023</b> | 20%                             | 36%  | 17%                               | 28%              |
| <b>2024</b> | 12%                             | 40%  | 30%                               | 19%              |



Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process for FT, permanent positions) for Specialty Masters Programs compare YTD versus last year?



# Specialty Master's Programs

Overall, on-campus opportunities for specialty master's students are up more for Accounting (31%) and Business Analytics (19%) compared to Specialty Master's Programs Overall (12%). Finance had the lowest percentage of schools (11%) indicating that on-campus opportunities were up.

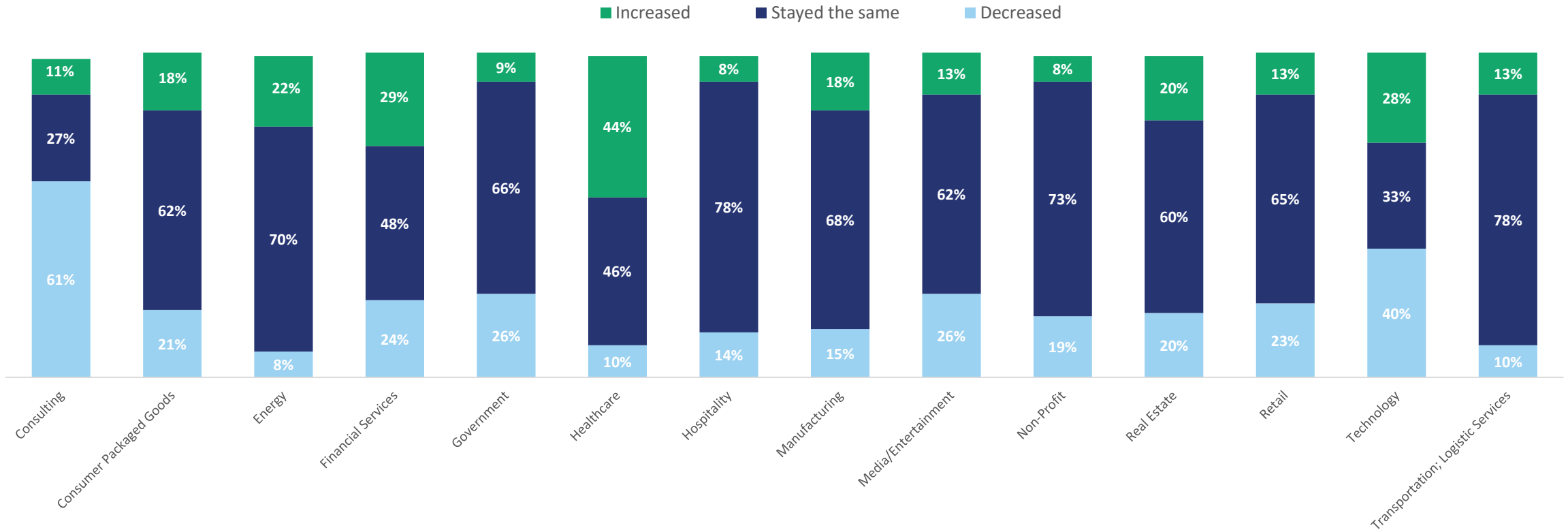
Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process for FT, permanent positions) for Specialty Masters Programs compare YTD versus last year?

|   | Indicated that postings were UP | Flat | Indicated that postings were DOWN | Too soon to tell |
|---|---------------------------------|------|-----------------------------------|------------------|
| <b>Accounting</b>                         | 31%                             | 40%  | 9%                                | 20%              |
| <b>Business Analytics</b>                 | 19%                             | 33%  | 26%                               | 21%              |
| <b>Finance</b>                            | 11%                             | 39%  | 31%                               | 19%              |
| <b>Specialty Masters Programs Overall</b> | 12%                             | 40%  | 30%                               | 19%              |

# Specialty Master's Programs

In 2024, Healthcare (44%), Financial Services (29%), and Technology (28%) saw the largest increase in recruiting activity. For the second year in a row, the sectors where the largest numbers of schools saw a decrease include Consulting (61%) and, also, Technology (40%).

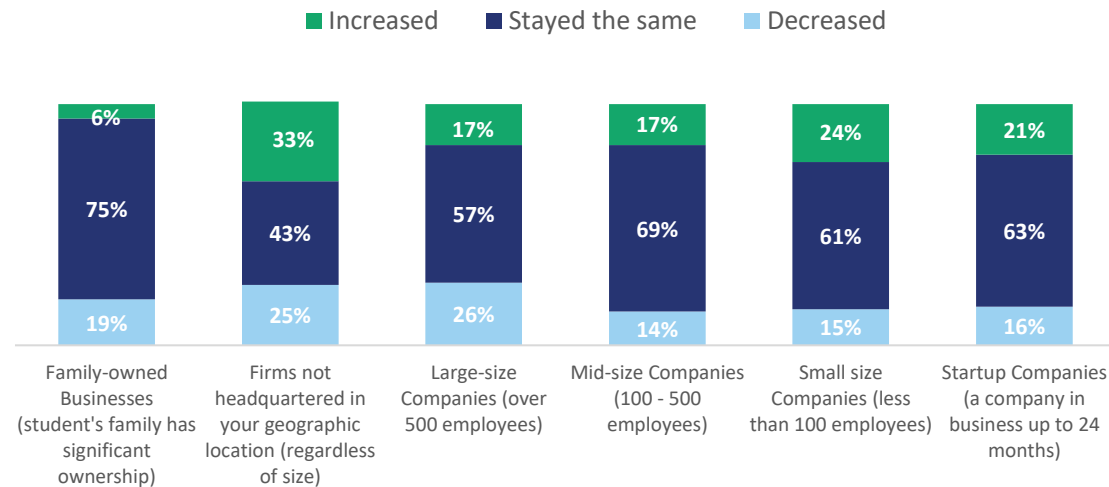
What changes in recruiting activity (job opportunities for students) for Specialty Masters students have you seen in the following industries?



# Specialty Master's Programs

For the second year in a row, the largest increase in recruiting activity by organization type for Specialty Master's Programs overall was seen with firms not headquartered in your geographic location (33%). The largest decreases were in large-sized companies (26%) and, also, firms not headquartered in your geographic location (25%).

**What changes in recruiting activity (job opportunities for students) for Specialty Masters students have you seen with the following types of organizations?  
– Specialty Masters Program Overall**

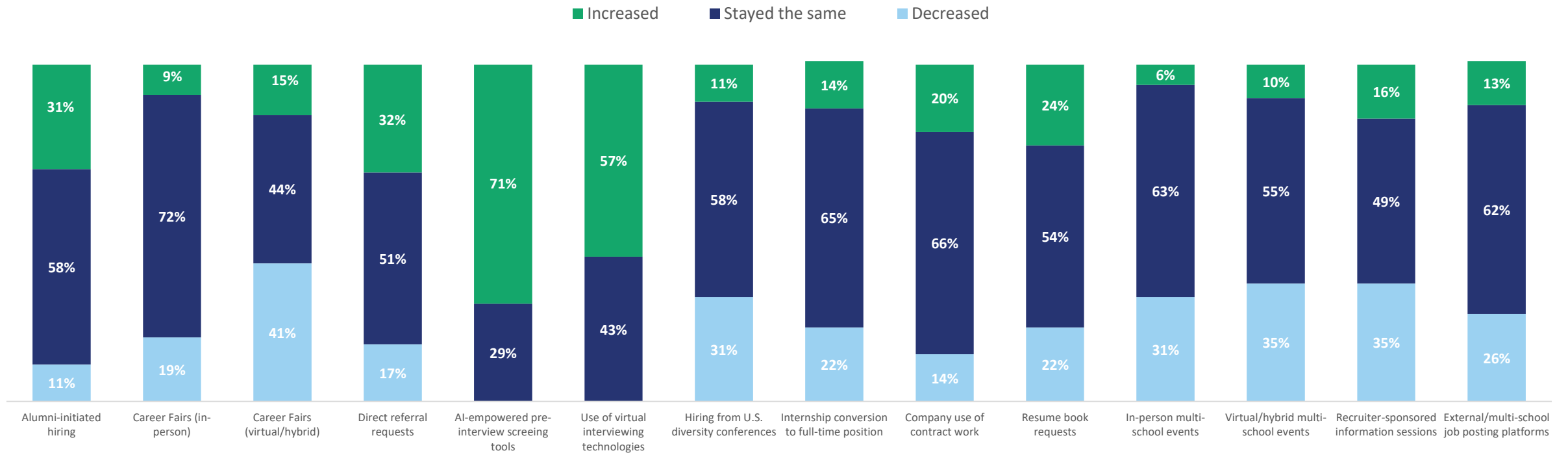


# Specialty Master's Programs

This year, employer use of virtual interviewing technologies (71%) and AI-empowered pre-interview screening tools (57%) had the largest increase in changes to full-time recruiting for Specialty Master's students on or off-campus. This is the fourth year in a row that these items have seen large increases.

In 2024, the largest decrease came from virtual/hybrid career fairs (41%), virtual/hybrid multi-school events (35%) and recruiter-sponsored information sessions (35%).

What changes in full-time recruiting (job opportunities for students) for Specialty Masters students have you experienced on or off-campus?

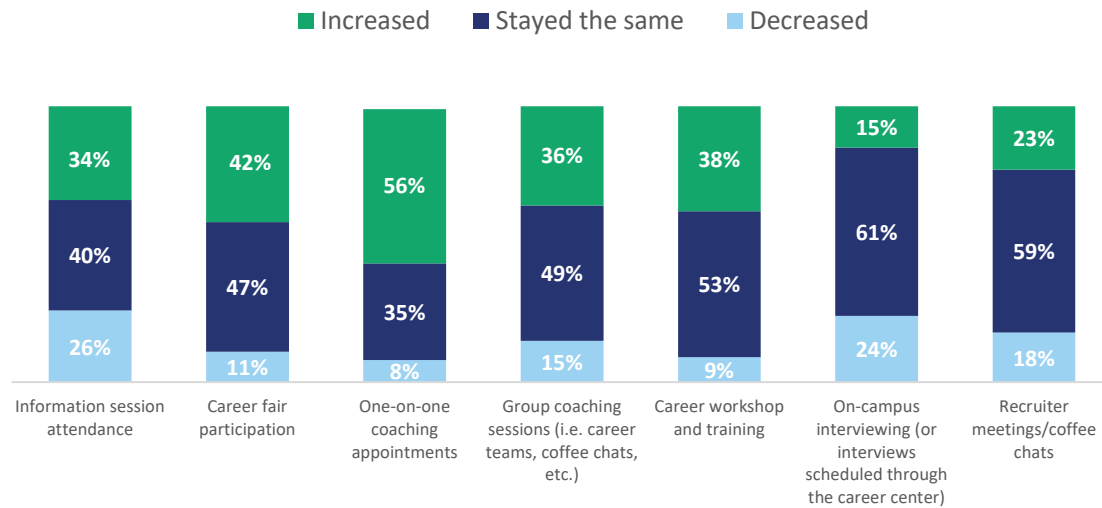


# Specialty Master's Programs

For the second year in a row, the largest increase in in-person Specialty Master's student engagement was seen with one-on-one coaching (56%) and career fair participation (42%).

The largest increase in virtual student engagement was seen in one-on-one student coaching appointments (40%) and virtual interviews (29%).

**How did Specialty Master student engagement in the following IN-PERSON activities compare to the same time period last year?**



**How did Specialty Master student engagement in the following VIRTUAL activities compare to the same time period last year?**

