

# State online college job market

## RANKING THE STATES

### Executive Summary



2015  
Anthony Carnevale  
Tamara Jayasundera  
Dmitri Repnikov  
Artem Gulish

GEORGETOWN UNIVERSITY



Center  
on Education  
and the Workforce

McCourt School of Public Policy



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### *Executive Summary*

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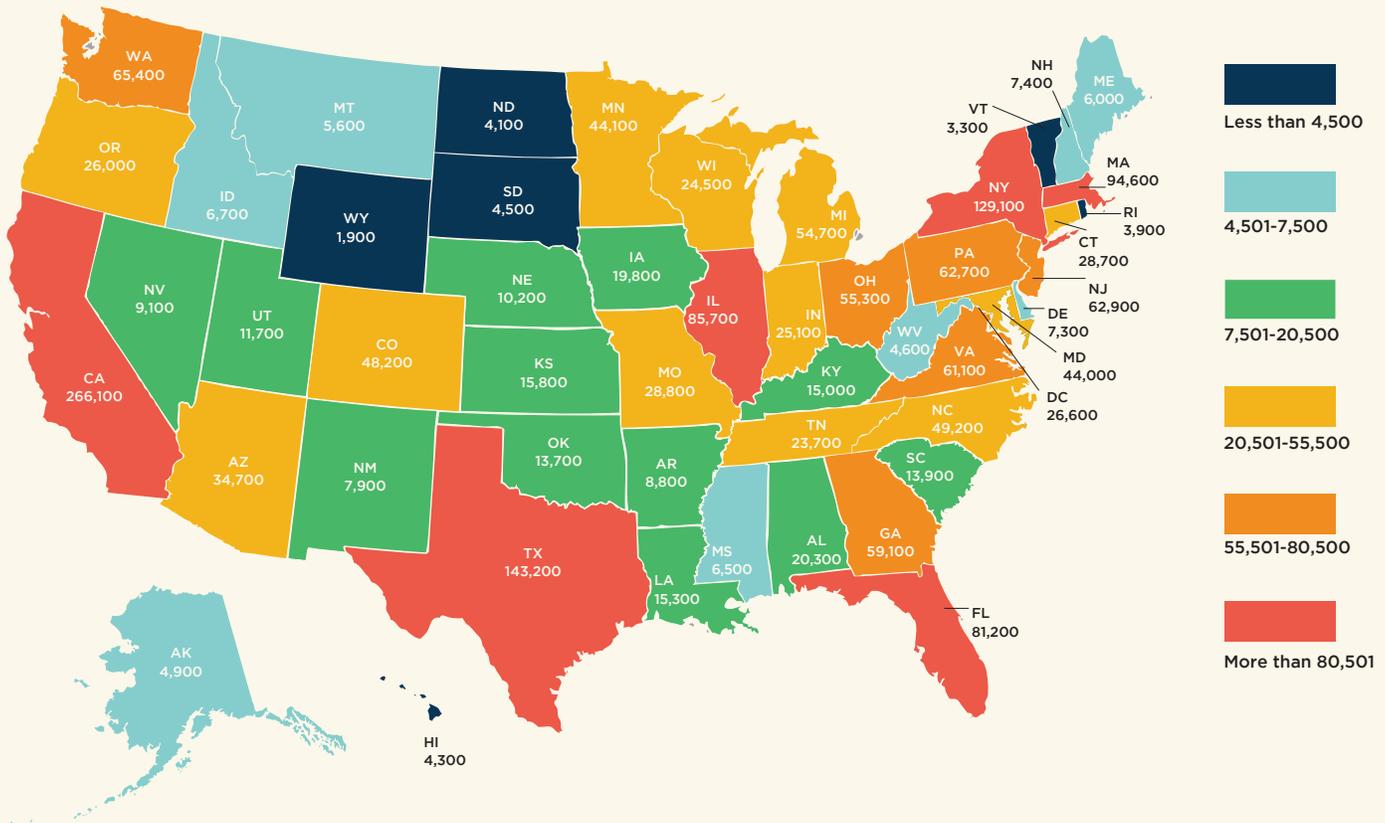


In *The Online College Labor Market*, we analyzed job openings for college graduates in the national labor market using an important new data source: online job ads data. Using data provided by one of the leading developers of online job ads data, Burning Glass Technologies, we find the data capture a growing share of the labor market that caters to college-educated job seekers.<sup>1</sup> Employers now advertise more than 60 percent of all job openings online, including 80 to 90 percent of job openings that require at least a Bachelor’s degree. In this study, we utilize these data to rank each state based on its employment prospects for college graduates.

In California, Texas, and New York — the states with the largest online college labor markets — there are between 130,000 and 270,000 job ads for college graduates (Figure 1). Conversely, Wyoming, Vermont, and North Dakota— the states with the smallest online college labor markets — generate a mere 2,000 to 4,000 job ads for college graduates.

But the number of job ads alone in a particular state does not reflect the degree of labor market competitiveness because it fails to account for the pool of job seekers vying for these jobs. After controlling for these differences, we find that, on

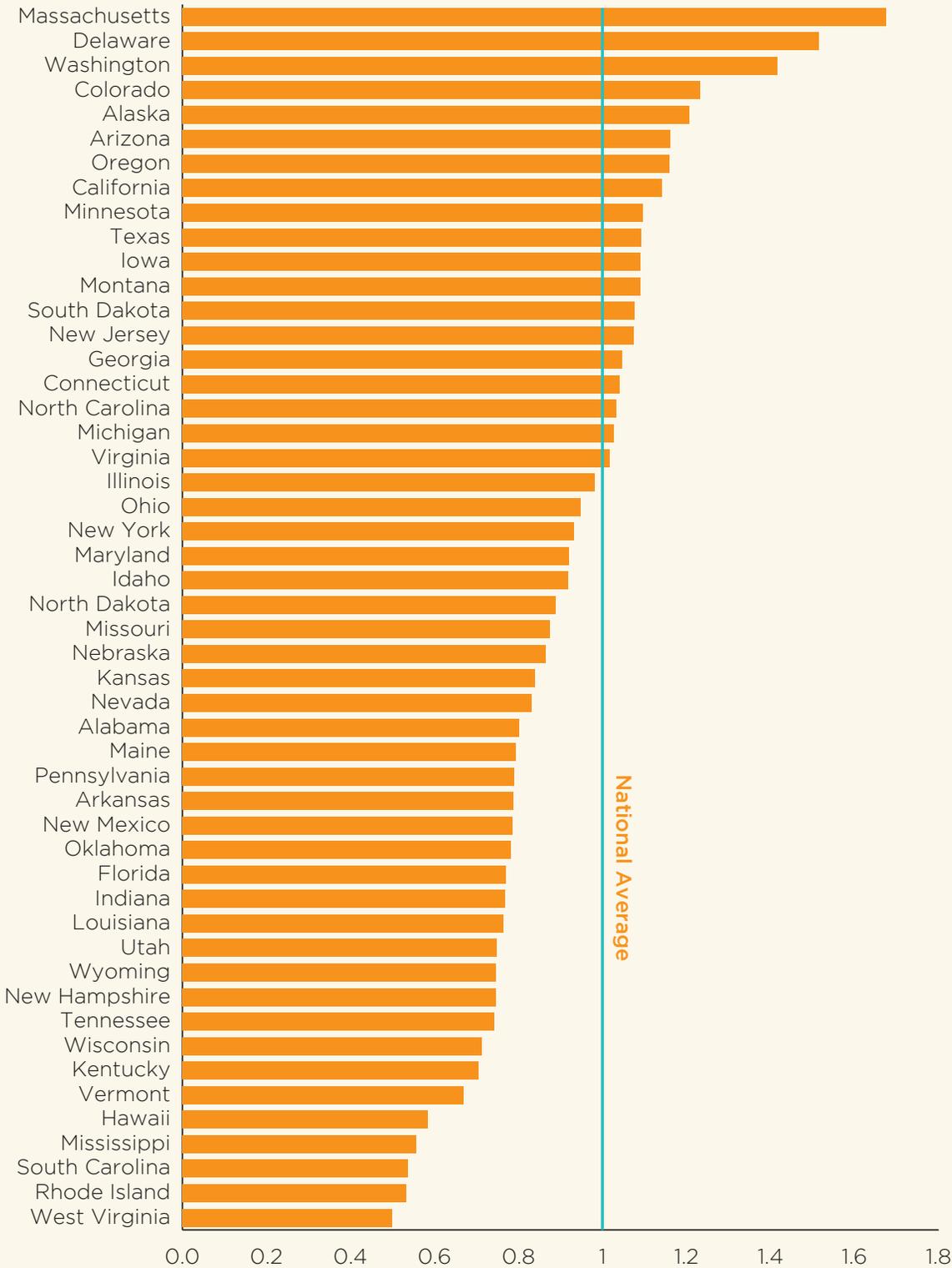
**Figure 1. California, Texas, and New York have the most online job ads that require at least a Bachelor’s degree.**



Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass online job ads data, 2013 Q2.

1. Careful analyses by the Georgetown University Center on Education and the Workforce have established that the Internet job ads are disproportionately aimed at the college labor market. Hence, this report focuses solely on job opportunities for Bachelor’s degree-holders. Unless otherwise stated, the phrases “college labor market” and “college-educated” refer to the labor market for people with a Bachelor’s degree or better.

**Figure II. Massachusetts, Delaware, and Washington State are the most favorable online college labor markets, while West Virginia, Rhode Island, and South Carolina are the least favorable.**



Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass online job ads data, 2013 Q2.  
 \*Note: The states are listed in ranked (descending) order of labor market favorability. Labor market favorability is based on location quotient estimates. Location quotient compares job ads per college-educated worker to the national average. So, when the chart shows that MA has a location quotient of 1.7, that means it has 70 percent more job ads per college-educated worker than the average for the country as a whole. See the Appendix for a brief discussion of location quotient.

average, college graduates have the best odds of finding a job in Massachusetts, Delaware, and Washington State and face greater challenges in West Virginia, Rhode Island, and South Carolina.<sup>2</sup>

However, people search for jobs within specific career fields. Therefore, job seekers should also consider how competitive a state's labor market is within the occupation or industry in which they are seeking employment. For STEM job seekers, for example, Delaware, Massachusetts, and New York provide the best odds of landing a job, while New Mexico, West Virginia, and Maine present greater challenge. For managerial and professional office job seekers, Massachusetts, Delaware, and Washington provide the best odds, while West Virginia, Mississippi, and Vermont prove to be more difficult.

Job seekers seeking work in the consulting and business services industry have better odds of employment in Delaware, Ohio, and Massachusetts, and harder times in Rhode Island, New Mexico, and New Hampshire. Those seeking careers in the healthcare services industry have the best odds in Montana, Colorado, and Washington State and face greater challenges in West Virginia, Rhode Island, and New York.

The rest of the executive summary provides overview of each state's online college labor market, including: the state's overall rank, number of online job ads, top occupation and industry, fastest growing occupation and industry, top jobs, and employers with largest online recruiting presence in the state.

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2. Washington, D.C. has the strongest college labor market with three times as many online job ads per college-educated worker as the national average of job ads per worker. However, it has been excluded from the state online college labor market comparisons because it is a unique labor market composed of single major metropolitan area drawing workers not just from within the city, but also surrounding states. Thus, it is not directly comparable to more diverse labor markets found in states that include both urban and rural areas.





# ALABAMA



## 35% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



26% of online job ads for college graduates are for managerial and professional office occupations



20% of online job ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **healthcare professional and technical** (74% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **consulting and business services** (127% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Registered nurses  |
| 4    | Computer systems analysts  |
| 5    | Computer occupations, all other  |
| 6    | Accountants and auditors   |
| 7    | Managers, all other  |
| 8    | Sales managers   |
| 9    | Financial managers   |
| 10   | Mechanical engineers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                            | Job Ads |
|------|-------------------------------------|---------|
| 1    | University Of Alabama               | 209     |
| 2    | Regions Financial Corporation       | 201     |
| 3    | Compass Bancshares                  | 156     |
| 4    | University Of Alabama at Birmingham | 128     |
| 5    | ITAC                                | 111     |
| 6    | The Boeing Company                  | 104     |
| 7    | Troy University                     | 98      |
| 8    | Southern Company                    | 89      |
| 9    | BBVA Compass                        | 81      |
| 10   | TSYS                                | 80      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 5,284         | 26                       | 8,753         | 15                       |
| STEM                                  | 4,969         | 24                       | 6,756         | 12                       |
| Sales and office support              | 3,297         | 16                       | 14,250        | 24                       |
| Healthcare professional and technical | 3,253         | 16                       | 6,315         | 11                       |
| Education                             | 984           | 5                        | 1,204         | 2                        |
| Community services and arts           | 976           | 5                        | 1,859         | 3                        |
| Blue-collar                           | 813           | 4                        | 11,631        | 20                       |
| Food and personal services            | 614           | 3                        | 6,354         | 11                       |
| Healthcare support                    | 74            | <1                       | 1,348         | 2                        |
| Social science                        | 50            | <1                       | 52            | <1                       |
| <b>Total</b>                          | <b>20,314</b> | <b>100%</b>              | <b>58,522</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# ALASKA



## 37% OF ONLINE JOB ADS ARE FOR COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the healthcare services industry



Fastest growing occupational cluster for college graduates: **community services, recreation and arts** (45% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **consulting and business services** (56% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group                             |
|------|--|
| 1    | Registered nurses                              |
| 2    | Medical and health services managers           |
| 3    | Civil engineers                                |
| 4    | Accountants and auditors                       |
| 5    | Managers, all other                            |
| 6    | Nurse practitioners                            |
| 7    | Computer occupations, all other                |
| 8    | Computer systems analysts                      |
| 9    | First-line supervisors of retail sales workers |
| 10   | Financial managers                             |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                               | Job Ads |
|------|--|---------|
| 1    | University of Alaska                   | 321     |
| 2    | Alaska Native Tribal Health Consortium | 157     |
| 3    | Providence Health & Services           | 59      |
| 4    | Alaska Communications Systems          | 46      |
| 5    | URS Corporation                        | 38      |
| 6    | Exelis Inc.                            | 37      |
| 7    | Alaska USA Federal Credit Union        | 30      |
| 8    | Municipality Of Anchorage              | 29      |
| 9    | ConocoPhillips                         | 29      |
| 10   | Arctic Slope Regional Corporation      | 25      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,320        | 27                       | 2,053         | 15                       |
| Healthcare professional and technical | 1,109        | 22                       | 2,106         | 16                       |
| STEM                                  | 834          | 17                       | 1,171         | 9                        |
| Education                             | 547          | 11                       | 680           | 5                        |
| Sales and office support              | 471          | 10                       | 3,088         | 23                       |
| Community services and arts           | 295          | 6                        | 560           | 4                        |
| Food and personal service             | 160          | 3                        | 1,417         | 11                       |
| Blue-collar                           | 158          | 3                        | 2,033         | 15                       |
| Social science                        | 28           | 1                        | 28            | <1                       |
| Healthcare support                    | 21           | <1                       | 296           | 2                        |
| <b>Total</b>                          | <b>4,943</b> | <b>100</b>               | <b>13,432</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# ARIZONA



## 43% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the healthcare services industry



**Fastest growing occupational cluster for college graduates: sales and office support (39% increase in employment between 2010 Q1 and 2013 Q2)**



**Fastest growing industry sector for college graduates: government services (27% increase in employment between 2010 Q1 and 2013 Q2)**

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Registered nurses  |
| 3    | Computer occupations, all other  |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Medical and health services managers   |
| 6    | Accountants and auditors   |
| 7    | Computer systems analysts  |
| 8    | Managers, all other  |
| 9    | Sales managers   |
| 10   | Human resources specialists  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | University of Arizona          | 559     |
| 2    | Banner Health System           | 379     |
| 3    | UnitedHealth Group             | 307     |
| 4    | Grand Canyon University        | 179     |
| 5    | Intel Corporation              | 166     |
| 6    | Verizon Communications Inc.    | 154     |
| 7    | Freeport-McMoRan Copper & Gold | 139     |
| 8    | Northern Arizona University    | 136     |
| 9    | Raytheon                       | 114     |
| 10   | Abrazo Health Care             | 107     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 10,164        | 29                       | 14,660        | 18                       |
| STEM                                  | 8,819         | 25                       | 11,762        | 15                       |
| Sales and office support              | 4,912         | 14                       | 18,815        | 23                       |
| Healthcare professional and technical | 4,685         | 13                       | 8,902         | 11                       |
| Education                             | 2,940         | 8                        | 3,728         | 5                        |
| Community services and arts           | 1,503         | 4                        | 2,905         | 4                        |
| Food and personal service             | 843           | 2                        | 8,435         | 10                       |
| Blue-collar                           | 697           | 2                        | 9,681         | 12                       |
| Social science                        | 140           | <1                       | 145           | <1                       |
| Healthcare support                    | 110           | <1                       | 1,852         | 2                        |
| <b>Total</b>                          | <b>34,813</b> | <b>100</b>               | <b>80,885</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# ARKANSAS



# 31%

## OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the healthcare services industry



Fastest growing occupational cluster for college graduates: **STEM** (62% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **transportation and utilities services** (114% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 2    | Registered nurses  |
| 3    | Medical and health services managers   |
| 4    | Human resources specialists  |
| 5    | Sales managers   |
| 6    | Computer occupations, all other  |
| 7    | Accountants and auditors   |
| 8    | Software developers, applications  |
| 9    | Social and human service assistants  |
| 10   | First-line supervisors of retail sales workers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                                 | Job Ads |
|------|--|---------|
| 1    | University of Arkansas                   | 503     |
| 2    | Arkansas Department of Human Services    | 156     |
| 3    | Tyson Foods Inc.                         | 136     |
| 4    | Verizon Communications Inc.              | 73      |
| 5    | Department of Finance and Administration | 69      |
| 6    | Sisters of Mercy Health System           | 65      |
| 7    | Department of Veterans Affairs           | 61      |
| 8    | Windstream Communications                | 60      |
| 9    | University of Central Arkansas           | 45      |
| 10   | Nuvox Communications Inc.                | 39      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 2,642        | 30                       | 4,292         | 15                       |
| Healthcare professional and technical | 1,581        | 18                       | 3,563         | 13                       |
| STEM                                  | 1,548        | 18                       | 2,310         | 8                        |
| Sales and office support              | 1,458        | 17                       | 6,889         | 24                       |
| Community services and arts           | 523          | 6                        | 1,142         | 4                        |
| Education                             | 401          | 5                        | 521           | 2                        |
| Blue-collar                           | 377          | 4                        | 5,883         | 21                       |
| Food and personal services            | 218          | 2                        | 3,003         | 11                       |
| Healthcare support                    | 41           | <1                       | 705           | 2                        |
| Social science                        | 38           | <1                       | 38            | <1                       |
| <b>Total</b>                          | <b>8,827</b> | <b>100</b>               | <b>28,346</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# CALIFORNIA



## 54% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **blue-collar** (23% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality services** (30% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Accountants and auditors   |
| 5    | Managers, all other  |
| 6    | Marketing managers   |
| 7    | Registered nurses  |
| 8    | Sales managers   |
| 9    | Computer systems analysts  |
| 10   | Medical and health services managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                          | Job Ads |
|------|-----------------------------------|---------|
| 1    | Kaiser Permanente                 | 1,618   |
| 2    | Sutter Health                     | 1,453   |
| 3    | eBay                              | 1,393   |
| 4    | Deloitte Development LLC          | 1,173   |
| 5    | University Of California          | 1,167   |
| 6    | Cisco Systems Inc.                | 895     |
| 7    | University of Southern California | 852     |
| 8    | Hewlett-Packard                   | 841     |
| 9    | Accenture                         | 835     |
| 10   | Qualcomm                          | 785     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads    | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|----------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 90,288         | 34                       | 116,777        | 24                       |
| STEM                                  | 83,793         | 31                       | 100,639        | 20                       |
| Sales and office support              | 34,654         | 13                       | 106,957        | 22                       |
| Healthcare professional and technical | 21,893         | 8                        | 39,674         | 8                        |
| Community services and arts           | 12,889         | 5                        | 20,200         | 4                        |
| Education                             | 10,363         | 4                        | 13,338         | 3                        |
| Food and personal service             | 5,386          | 2                        | 41,646         | 8                        |
| Blue-collar                           | 4,964          | 2                        | 47,280         | 10                       |
| Social science                        | 1,088          | <1                       | 1,110          | <1                       |
| Healthcare support                    | 759            | <1                       | 7,961          | 2                        |
| <b>Total</b>                          | <b>266,077</b> | <b>100</b>               | <b>495,582</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# COLORADO



## 46% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the healthcare services industry



Fastest growing occupational cluster for college graduates: **healthcare professional and technical** (32% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **natural resources** (88% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Software developers, applications  |
| 3    | Computer occupations, all other  |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Medical and health services managers   |
| 6    | Computer systems analysts  |
| 7    | Accountants and auditors   |
| 8    | Managers, all other  |
| 9    | Sales managers   |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | Centura Health                  | 1,417   |
| 2    | State of Colorado               | 1,367   |
| 3    | Dish Network                    | 439     |
| 4    | University of Colorado Denver   | 400     |
| 5    | University of Colorado          | 240     |
| 6    | Exempla Healthcare              | 207     |
| 7    | Porter Adventist Hospital       | 206     |
| 8    | University of Colorado Hospital | 182     |
| 9    | Hospital Corporation of America | 176     |
| 10   | CenturyLink                     | 174     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 14,739        | 31                       | 19,845         | 19                       |
| STEM                                  | 12,763        | 26                       | 16,111         | 16                       |
| Sales and office support              | 6,421         | 13                       | 21,942         | 21                       |
| Healthcare professional and technical | 6,200         | 13                       | 10,785         | 10                       |
| Education                             | 2,657         | 6                        | 3,384          | 3                        |
| Community services and arts           | 2,190         | 5                        | 3,758          | 4                        |
| Food and personal services            | 1,724         | 4                        | 12,126         | 12                       |
| Blue-collar                           | 1,128         | 2                        | 13,231         | 13                       |
| Healthcare support                    | 179           | <1                       | 2,421          | 2                        |
| Social science                        | 171           | <1                       | 173            | <1                       |
| <b>Total</b>                          | <b>48,172</b> | <b>100</b>               | <b>103,810</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# CONNECTICUT



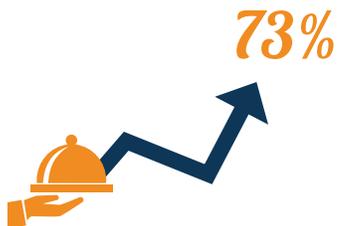
## 53% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



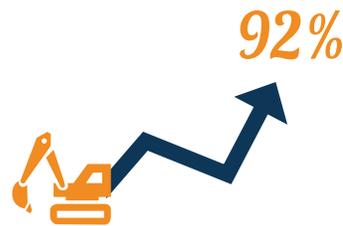
of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **food and personal service** (73% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **construction** (92% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Computer occupations, all other  |
| 2    | Software developers, applications  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Accountants and auditors   |
| 5    | Registered nurses  |
| 6    | Managers, all other  |
| 7    | Financial managers   |
| 8    | Financial analysts   |
| 9    | Computer systems analysts  |
| 10   | Medical and health services managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | General Electric Company        | 456     |
| 2    | United Technologies Corporation | 449     |
| 3    | Yale-New Haven Health System    | 370     |
| 4    | Yale University                 | 349     |
| 5    | Cigna Corporation               | 253     |
| 6    | UnitedHealth Group              | 224     |
| 7    | Travelers Insurance             | 224     |
| 8    | Deloitte Development LLC        | 211     |
| 9    | The Hartford Financial Group    | 211     |
| 10   | Hartford Hospital               | 127     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 10,342        | 36                       | 12,807        | 24                       |
| STEM                                  | 6,659         | 23                       | 8,080         | 15                       |
| Sales and office support              | 4,245         | 15                       | 12,427        | 23                       |
| Healthcare professional and technical | 3,064         | 11                       | 4,768         | 9                        |
| Education                             | 1,484         | 5                        | 1,881         | 3                        |
| Community services and arts           | 1,323         | 5                        | 2,297         | 4                        |
| Food and personal services            | 830           | 3                        | 5,107         | 9                        |
| Blue-collar                           | 577           | 2                        | 5,839         | 11                       |
| Social science                        | 113           | <1                       | 123           | <1                       |
| Healthcare support                    | 64            | <1                       | 917           | 2                        |
| <b>Total</b>                          | <b>28,701</b> | <b>100</b>               | <b>54,246</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# DELAWARE



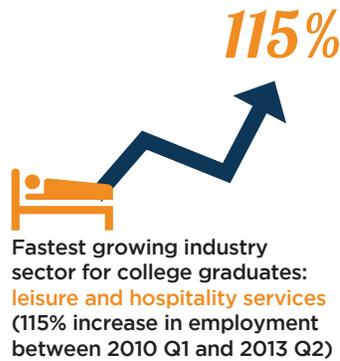
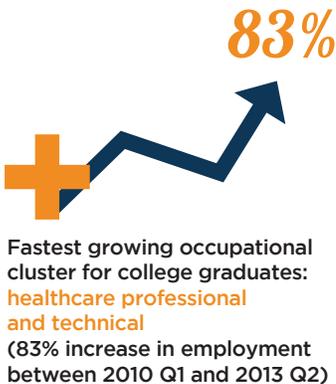
## 50% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the financial services sector



\* Delaware's high rank is due to the high concentration of corporations in the state, because of the state's favorable tax structure, generating increased demand for college talent.

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Financial analysts   |
| 4    | Computer systems analysts  |
| 5    | Accountants and auditors   |
| 6    | Managers, all other  |
| 7    | Medical and health services managers   |
| 8    | Financial managers   |
| 9    | Management analysts  |
| 10   | Sales representatives, wholesale and manufacturing, except technical and scientific products |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                 | Job Ads |
|------|--------------------------|---------|
| 1    | JP Morgan Chase Company  | 490     |
| 2    | Capital One              | 197     |
| 3    | Christiana Care          | 195     |
| 4    | DuPont                   | 174     |
| 5    | State of Delaware        | 85      |
| 6    | University of Delaware   | 77      |
| 7    | Citi                     | 50      |
| 8    | AstraZeneca              | 49      |
| 9    | Bayhealth Medical Center | 40      |
| 10   | Barclays                 | 38      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 2,440        | 33                       | 3,124         | 21                       |
| STEM                                  | 2,310        | 31                       | 2,874         | 20                       |
| Healthcare professional and technical | 869          | 12                       | 1,385         | 9                        |
| Sales and office support              | 785          | 11                       | 3,173         | 22                       |
| Community services and arts           | 286          | 4                        | 521           | 4                        |
| Education                             | 255          | 3                        | 332           | 2                        |
| Food and personal services            | 192          | 3                        | 1,481         | 10                       |
| Blue-collar                           | 159          | 2                        | 1,541         | 10                       |
| Social science                        | 35           | <1                       | 35            | <1                       |
| Healthcare support                    | 5            | <1                       | 265           | 2                        |
| <b>Total</b>                          | <b>7,336</b> | <b>100</b>               | <b>14,731</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# FLORIDA



## 40% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



33% of online job ads for college graduates are for managerial and professional office occupations



23% of online job ads are in the healthcare services sector



**Fastest growing occupational cluster for college graduates: food and personal service (34% increase in employment between 2010 Q1 and 2013 Q2)**



**Fastest growing industry sector for college graduates: leisure and hospitality services (74% increase in employment between 2010 Q1 and 2013 Q2)**

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Software developers, applications  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Medical and health services managers   |
| 5    | Accountants and auditors   |
| 6    | Computer occupations, all other  |
| 7    | Sales managers   |
| 8    | Computer systems analysts  |
| 9    | Financial managers   |
| 10   | Managers, all other  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | Hospital Corporation of America | 596     |
| 2    | Charter Schools USA             | 472     |
| 3    | Verizon Communications Inc.     | 346     |
| 4    | Citigroup                       | 289     |
| 5    | Nova Southeastern University    | 273     |
| 6    | Baycare Health System           | 260     |
| 7    | University of Florida           | 234     |
| 8    | Baptist Health South Florida    | 223     |
| 9    | Deloitte Development LLC        | 207     |
| 10   | Automatic Data Processing Inc.  | 200     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional           | 26,430        | 33                       | 38,629         | 19                       |
| STEM                                  | 15,658        | 19                       | 21,200         | 10                       |
| Sales and office support              | 13,793        | 17                       | 53,546         | 26                       |
| Healthcare professional and technical | 12,270        | 15                       | 24,877         | 12                       |
| Education                             | 4,285         | 5                        | 5,117          | 3                        |
| Community services and arts           | 3,512         | 4                        | 6,523          | 3                        |
| Food and personal services            | 2,576         | 3                        | 23,052         | 11                       |
| Blue-collar                           | 2,071         | 3                        | 25,447         | 12                       |
| Healthcare support                    | 328           | <1                       | 5,155          | 3                        |
| Social science                        | 253           | <1                       | 255            | <1                       |
| <b>Grand total</b>                    | <b>81,176</b> | <b>100</b>               | <b>203,801</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# GEORGIA



## 47% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the consulting and business services sector



**Fastest growing occupational cluster for college graduates: blue-collar**  
(32% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: construction**  
(45% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Computer systems analysts  |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Accountants and auditors   |
| 6    | Managers, all other  |
| 7    | Registered nurses  |
| 8    | Sales managers   |
| 9    | Financial managers   |
| 10   | Marketing managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | WellStar Health System         | 557     |
| 2    | Accenture                      | 419     |
| 3    | Automatic Data Processing Inc. | 346     |
| 4    | University of Georgia          | 330     |
| 5    | SunTrust Bank                  | 308     |
| 6    | Emory University               | 263     |
| 7    | Deloitte Development LLC       | 243     |
| 8    | Coca-Cola Enterprises Inc.     | 230     |
| 9    | Verizon Communications Inc.    | 226     |
| 10   | AT&T                           | 225     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 19,150        | 32                       | 25,631         | 20                       |
| STEM                                  | 16,845        | 29                       | 20,733         | 16                       |
| Sales and office support              | 9,198         | 16                       | 28,696         | 23                       |
| Healthcare professional and technical | 5,627         | 10                       | 10,912         | 9                        |
| Education                             | 2,602         | 4                        | 3,246          | 3                        |
| Community services and arts           | 2,566         | 4                        | 4,124          | 3                        |
| Food and personal service             | 1,431         | 2                        | 11,521         | 9                        |
| Blue-collar                           | 1,390         | 2                        | 19,578         | 15                       |
| Social science                        | 163           | <1                       | 164            | <1                       |
| Healthcare support                    | 131           | <1                       | 2,149          | 2                        |
| <b>Total</b>                          | <b>59,103</b> | <b>100</b>               | <b>126,754</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

# HAWAII



**39%** OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in consulting and business services sector



Fastest growing occupational cluster for college graduates: **managerial and professional office** (21% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **transportation and utilities** (37% increase in employment between 2010 Q1 and 2013 Q2)

## TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Computer occupations, all other  |
| 2    | Medical and health services managers   |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | First-line supervisors of retail sales workers   |
| 5    | Software developers, applications  |
| 6    | Accountants and auditors   |
| 7    | Retail salespersons  |
| 8    | Management analysts  |
| 9    | Sales managers   |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                                       | Job Ads |
|------|--|---------|
| 1    | University of Hawaii                           | 241     |
| 2    | State of Hawaii                                | 141     |
| 3    | Kaiser Permanente                              | 63      |
| 4    | Hawaii Medical Association                     | 59      |
| 5    | Hawaii Health Systems                          | 54      |
| 6    | Wilcox Memorial Hospital                       | 49      |
| 7    | Science Applications International Corporation | 48      |
| 8    | Kamehameha Schools                             | 41      |
| 9    | UnitedHealth Group                             | 41      |
| 10   | Verizon Communications Inc.                    | 38      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,323        | 31                       | 1,885         | 17                       |
| STEM                                  | 929          | 22                       | 1,238         | 11                       |
| Sales and office support              | 687          | 16                       | 3,018         | 28                       |
| Healthcare professional and technical | 504          | 12                       | 1,185         | 11                       |
| Education                             | 280          | 7                        | 332           | 3                        |
| Community services and arts           | 241          | 6                        | 444           | 4                        |
| Food and personal service             | 192          | 4                        | 1,491         | 14                       |
| Blue-collar                           | 74           | 2                        | 1,062         | 10                       |
| Social science                        | 34           | 1                        | 34            | <1                       |
| Healthcare support                    | 29           | 1                        | 259           | 2                        |
| <b>Total</b>                          | <b>4,293</b> | <b>100</b>               | <b>10,948</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# IDAHO



## 30% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



24% of online job ads are for managerial and professional office occupations



21% of online job ads are in the education services sector



Fastest growing occupational cluster for college graduates: **managerial and professional office** (36% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **healthcare services** (44% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Registered nurses  |
| 3    | Medical and health services managers   |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Computer occupations, all other  |
| 6    | Financial managers   |
| 7    | Sales managers   |
| 8    | Managers, all other  |
| 9    | Computer systems analysts  |
| 10   | Registered nurses  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | Micron Technology              | 108     |
| 2    | University of Idaho            | 91      |
| 3    | Boise State University         | 90      |
| 4    | Saint Alphonsus Medical Center | 64      |
| 5    | Idaho State University         | 54      |
| 6    | Hewlett-Packard                | 49      |
| 7    | Micron Technology Inc.         | 41      |
| 8    | UnitedHealth Group             | 35      |
| 9    | Brigham Young University Idaho | 33      |
| 10   | Monsanto                       | 31      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional           | 1,616        | 24                       | 2,688         | 12                       |
| STEM                                  | 1,097        | 16                       | 1,532         | 7                        |
| Sales and office support              | 1,088        | 16                       | 5,946         | 27                       |
| Healthcare professional and technical | 957          | 14                       | 1,819         | 8                        |
| Education                             | 867          | 13                       | 1,072         | 5                        |
| Community services and arts           | 486          | 7                        | 862           | 4                        |
| Blue-collar                           | 246          | 4                        | 4,466         | 20                       |
| Food and personal service             | 242          | 4                        | 3,050         | 14                       |
| Social science                        | 38           | 1                        | 38            | <1                       |
| Healthcare support                    | 32           | <1                       | 633           | 3                        |
| <b>Grand total</b>                    | <b>6,669</b> | <b>100</b>               | <b>22,106</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# ILLINOIS



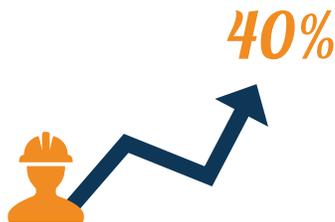
## 53% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



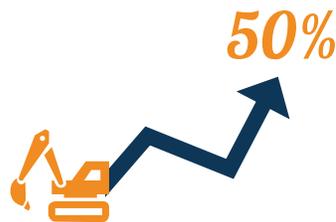
35% of online job ads are for managerial and professional office occupations



28% of online job ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **blue-collar** (40% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **construction** (50% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Accountants and auditors   |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Computer systems analysts  |
| 6    | Sales managers   |
| 7    | Managers, all other  |
| 8    | Financial managers   |
| 9    | Registered nurses  |
| 10   | Financial analysts   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                               | Job Ads |
|------|--|---------|
| 1    | Accenture                              | 579     |
| 2    | Motorola Inc.                          | 342     |
| 3    | Zurich Assurance Ltd                   | 340     |
| 4    | Advocate Health System                 | 305     |
| 5    | Automatic Data Processing Inc.         | 304     |
| 6    | Deloitte Development LLC               | 281     |
| 7    | University Of Illinois                 | 279     |
| 8    | JP Morgan Chase Company                | 260     |
| 9    | Blue Cross And Blue Shield Association | 250     |
| 10   | Sears                                  | 235     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 30,076        | 35                       | 37,699         | 23                       |
| STEM                                  | 22,343        | 26                       | 26,987         | 17                       |
| Sales and office support              | 12,379        | 14                       | 35,718         | 22                       |
| Healthcare professional and technical | 6,281         | 7                        | 11,152         | 7                        |
| Education                             | 6,088         | 7                        | 7,482          | 5                        |
| Community services and arts           | 4,295         | 5                        | 6,763          | 4                        |
| Blue-collar                           | 1,924         | 2                        | 18,757         | 12                       |
| Food and personal service             | 1,758         | 2                        | 13,234         | 8                        |
| Social science                        | 373           | <1                       | 376            | <1                       |
| Healthcare support                    | 211           | <1                       | 2,797          | 2                        |
| <b>Grand total</b>                    | <b>85,728</b> | <b>100</b>               | <b>160,965</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# INDIANA



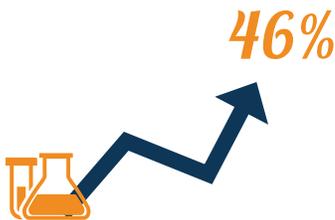
## 37% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



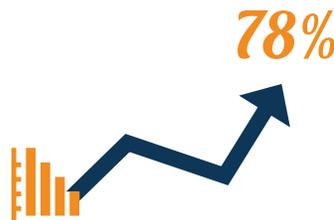
29% of online job ads are for managerial and professional office occupations



19% of online job ads are in the consulting and business services sector



**Fastest growing occupational cluster for college graduates: STEM**  
(46% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: financial services**  
(78% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 2    | Software developers, applications  |
| 3    | Accountants and auditors   |
| 4    | Computer occupations, all other  |
| 5    | Registered nurses  |
| 6    | Medical and health services managers   |
| 7    | Mechanical engineers   |
| 8    | Sales managers   |
| 9    | Financial managers   |
| 10   | Computer systems analysts  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | Indiana University             | 241     |
| 2    | Indiana University Northwest   | 154     |
| 3    | Baker Hughes                   | 146     |
| 4    | Indiana University Health      | 100     |
| 5    | Community Healthcare System    | 99      |
| 6    | University of Notre Dame       | 96      |
| 7    | Purdue University              | 96      |
| 8    | ITT Educational Services, Inc. | 94      |
| 9    | Tri Force                      | 90      |
| 10   | Zimmer Holdings Inc.           | 82      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 7,300         | 29                       | 11,011        | 16                       |
| STEM                                  | 5,940         | 24                       | 7,852         | 12                       |
| Sales and office support              | 4,187         | 17                       | 16,348        | 24                       |
| Healthcare professional and technical | 2,902         | 12                       | 5,367         | 8                        |
| Education                             | 1,666         | 7                        | 2,127         | 3                        |
| Community services and arts           | 1,339         | 5                        | 2,584         | 4                        |
| Blue-collar                           | 1,034         | 4                        | 13,337        | 20                       |
| Food and personal service             | 613           | 2                        | 7,042         | 10                       |
| Social science                        | 90            | <1                       | 96            | <1                       |
| Healthcare support                    | 76            | <1                       | 1,361         | 2                        |
| <b>Grand total</b>                    | <b>25,147</b> | <b>100</b>               | <b>67,125</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# IOWA



## 36% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **managerial and professional office** (25% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **financial services** (64% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Registered nurses  |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Accountants and auditors   |
| 6    | Computer systems analysts  |
| 7    | Medical and health services managers   |
| 8    | Managers, all other  |
| 9    | Sales managers   |
| 10   | Human resources specialists  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                    | Job Ads |
|------|-----------------------------|---------|
| 1    | Rockwell Collins Inc.       | 240     |
| 2    | Wells Fargo                 | 139     |
| 3    | Iowa State University       | 127     |
| 4    | University of Iowa          | 126     |
| 5    | Catholic Health Initiatives | 123     |
| 6    | Iowa Memorial Union         | 119     |
| 7    | Principal Financial Group   | 94      |
| 8    | Aegon Equity Group          | 87      |
| 9    | HNI Corporation             | 84      |
| 10   | Mercy Medical Center        | 82      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 5,521         | 28                       | 7,975         | 15                       |
| STEM                                  | 4,488         | 23                       | 6,285         | 11                       |
| Sales and office support              | 2,936         | 15                       | 12,439        | 23                       |
| Healthcare professional and technical | 2,861         | 14                       | 5,273         | 10                       |
| Community services and arts           | 1,378         | 7                        | 2,506         | 5                        |
| Education                             | 1,170         | 6                        | 1,430         | 3                        |
| Blue-collar                           | 767           | 4                        | 11,706        | 21                       |
| Food and personal service             | 554           | 3                        | 5,783         | 11                       |
| Social science                        | 68            | <1                       | 70            | <1                       |
| Healthcare support                    | 55            | <1                       | 1,206         | 2                        |
| <b>Grand total</b>                    | <b>19,798</b> | <b>100</b>               | <b>54,673</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# KANSAS



# 41%

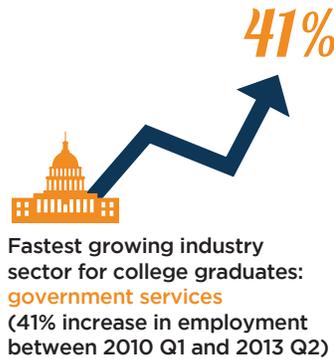
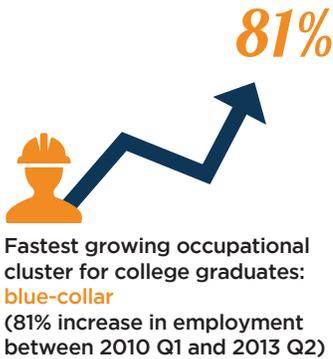
## OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the consulting and business services sector



### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Software developers, applications  |
| 3    | Accountants and auditors   |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Medical and health services managers   |
| 6    | Computer occupations, all other  |
| 7    | Sales managers   |
| 8    | Financial managers   |
| 9    | Managers, all other  |
| 10   | Electrical engineers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | Koch Industries, Inc.           | 205     |
| 2    | Black & Veatch                  | 181     |
| 3    | University of Kansas            | 157     |
| 4    | Hospital Corporation of America | 94      |
| 5    | Via Christi Health              | 77      |
| 6    | Verizon Communications Inc.     | 70      |
| 7    | Kiewit Company                  | 69      |
| 8    | Nonprofit Connect               | 66      |
| 9    | Via Christi Clinic              | 63      |
| 10   | AGCO Corporation                | 58      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 4,612         | 29                       | 6,552         | 17                       |
| STEM                                  | 3,082         | 19                       | 4,341         | 11                       |
| Sales and office support              | 2,370         | 15                       | 8,787         | 23                       |
| Healthcare professional and technical | 2,144         | 14                       | 3,783         | 10                       |
| Education                             | 1,752         | 11                       | 2,128         | 6                        |
| Community services and arts           | 883           | 6                        | 1,741         | 5                        |
| Blue-collar                           | 484           | 3                        | 6,389         | 17                       |
| Food and personal service             | 385           | 2                        | 3,535         | 9                        |
| Social science                        | 64            | <1                       | 65            | <1                       |
| Healthcare support                    | 55            | <1                       | 914           | 2                        |
| <b>Grand total</b>                    | <b>15,831</b> | <b>100</b>               | <b>38,235</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# KENTUCKY



## 36% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the healthcare services sector



**Fastest growing occupational cluster for college graduates: food and personal service (62% increase in employment between 2010 Q1 and 2013 Q2)**



**Fastest growing industry sector for college graduates: personal services (92% increase in employment between 2010 Q1 and 2013 Q2)**

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Software developers, applications  |
| 4    | Medical and health services managers   |
| 5    | Computer occupations, all other  |
| 6    | Accountants and auditors   |
| 7    | Human resources specialists  |
| 8    | Financial managers   |
| 9    | Computer systems analysts  |
| 10   | Sales managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer  | Job Ads |
|------|---|---------|
| 1    | CompBenefits                                    | 274     |
| 2    | Kentucky Community and Technical College System | 204     |
| 3    | Jewish Hospital & St. Mary's HealthCare         | 202     |
| 4    | University of Louisville                        | 182     |
| 5    | University of Kentucky                          | 180     |
| 6    | University of Kentucky Chandler Hospital        | 169     |
| 7    | Samaritan Hospital                              | 160     |
| 8    | Eastern Kentucky University                     | 148     |
| 9    | Humana Inc.                                     | 127     |
| 10   | Catholic Health Initiatives                     | 115     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 4,523         | 30                       | 6,627         | 16                       |
| STEM                                  | 2,892         | 19                       | 4,011         | 10                       |
| Sales and office support              | 2,335         | 16                       | 10,473        | 25                       |
| Healthcare professional and technical | 2,328         | 15                       | 4,602         | 11                       |
| Education                             | 914           | 6                        | 1,102         | 3                        |
| Community services and arts           | 877           | 6                        | 1,610         | 4                        |
| Food and personal service             | 573           | 4                        | 4,513         | 11                       |
| Blue-collar                           | 498           | 3                        | 7,568         | 18                       |
| Social science                        | 70            | <1                       | 70            | <1                       |
| Healthcare support                    | 22            | <1                       | 1,235         | 3                        |
| <b>Grand total</b>                    | <b>15,032</b> | <b>100</b>               | <b>41,811</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# LOUISIANA



## 33% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job are for managerial and professional office occupations



of online job ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **community services and arts** (35% increase in employment between 2010 Q1 and 2013 Q2)

\*The industry growth for Louisiana is not included because majority of industries were omitted from the analysis due to small sample size in Current Population Survey (CPS).

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 2    | Accountants and auditors   |
| 3    | Registered nurses  |
| 4    | Chemical engineers   |
| 5    | Mechanical engineers   |
| 6    | Managers, all other  |
| 7    | Medical and health services managers   |
| 8    | Electrical engineers   |
| 9    | Financial managers   |
| 10   | Software developers, applications  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                              | Job Ads |
|------|---------------------------------------|---------|
| 1    | State of Louisiana                    | 799     |
| 2    | Louisiana State Civil Service         | 424     |
| 3    | Ochsner Clinic Foundation             | 106     |
| 4    | Blue Cross & Blue Shield Of Louisiana | 91      |
| 5    | Capital One                           | 77      |
| 6    | CenturyLink                           | 77      |
| 7    | Jefferson Parish Public School System | 68      |
| 8    | Shell Oil                             | 68      |
| 9    | General Electric Company              | 63      |
| 10   | Charter Schools USA                   | 61      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 4,405         | 29                       | 7,153         | 15                       |
| STEM                                  | 3,403         | 22                       | 4,873         | 10                       |
| Sales and office support              | 2,536         | 17                       | 11,946        | 25                       |
| Healthcare professional and technical | 1,949         | 13                       | 4,097         | 9                        |
| Community services and arts           | 978           | 6                        | 1,695         | 4                        |
| Education                             | 813           | 5                        | 960           | 2                        |
| Food and personal service             | 613           | 4                        | 5,666         | 12                       |
| Blue-collar                           | 545           | 4                        | 9,725         | 21                       |
| Social science                        | 52            | <1                       | 54            | <1                       |
| Healthcare support                    | 37            | <1                       | 898           | 2                        |
| <b>Grand total</b>                    | <b>15,331</b> | <b>100</b>               | <b>47,067</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MAINE



## 42% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **healthcare professional and technical** (27% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality** (25% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Software developers, applications  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Computer occupations, all other  |
| 5    | Medical and health services managers   |
| 6    | Nurse practitioners  |
| 7    | Accountants and auditors   |
| 8    | Accountants and auditors   |
| 9    | First-line supervisors of retail sales workers   |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                         | Job Ads |
|------|----------------------------------|---------|
| 1    | MaineHealth                      | 173     |
| 2    | University of Maine System       | 68      |
| 3    | Eastern Maine Healthcare Systems | 58      |
| 4    | The Jackson Laboratory           | 47      |
| 5    | UnumProvident Corporation        | 46      |
| 6    | IDEXX Laboratories, Inc.         | 41      |
| 7    | L.L. Bean                        | 41      |
| 8    | CME Group                        | 32      |
| 9    | New York Mercantile Exchange     | 30      |
| 10   | Sweetser                         | 28      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,480        | 25                       | 2,146         | 15                       |
| Healthcare professional and technical | 1,149        | 19                       | 2,112         | 15                       |
| Education                             | 1,017        | 17                       | 1,196         | 8                        |
| STEM                                  | 800          | 13                       | 1,084         | 8                        |
| Sales and office support              | 673          | 11                       | 3,043         | 21                       |
| Community services and arts           | 559          | 9                        | 991           | 7                        |
| Food and personal service             | 183          | 3                        | 1,508         | 11                       |
| Blue-collar                           | 117          | 2                        | 1,728         | 12                       |
| Social science                        | 25           | <1                       | 25            | <1                       |
| Healthcare support                    | 7            | <1                       | 400           | 3                        |
| <b>Grand total</b>                    | <b>6,010</b> | <b>100</b>               | <b>14,233</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MARYLAND



## 52% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the consulting and business services sector



**Fastest growing occupational cluster for college graduates: food and personal service (24% increase in employment between 2010 Q1 and 2013 Q2)**



**Fastest growing industry sector for college graduates: information services (61% increase in employment between 2010 Q1 and 2013 Q2)**

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Computer systems analysts  |
| 4    | Registered nurses  |
| 5    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 6    | Managers, all other  |
| 7    | Network and computer systems administrators  |
| 8    | Accountants and auditors   |
| 9    | Medical and health services managers   |
| 10   | Information security analysts  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer  | Job Ads |
|------|---|---------|
| 1    | General Dynamics                                    | 707     |
| 2    | University of Maryland                              | 537     |
| 3    | Johns Hopkins University                            | 526     |
| 4    | Science Applications International Corporation      | 411     |
| 5    | Northrop Grumman                                    | 387     |
| 6    | Booz Allen Hamilton Inc.                            | 291     |
| 7    | ManTech International Corp.                         | 266     |
| 8    | Johns Hopkins University Applied Physics Laboratory | 265     |
| 9    | CACI International, Inc.                            | 246     |
| 10   | The Maryland Department of the Environment          | 232     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| STEM                                  | 15,396        | 35                       | 18,870        | 22                       |
| Managerial and professional office    | 12,771        | 29                       | 17,018        | 20                       |
| Sales and office support              | 5,206         | 12                       | 18,218        | 22                       |
| Healthcare professional and technical | 4,351         | 10                       | 7,569         | 9                        |
| Community services and arts           | 2,198         | 5                        | 3,449         | 4                        |
| Education                             | 1,928         | 4                        | 2,351         | 3                        |
| Food and personal service             | 1,076         | 2                        | 7,166         | 8                        |
| Blue-collar                           | 708           | 2                        | 7,886         | 9                        |
| Social science                        | 228           | 1                        | 234           | <1                       |
| Healthcare support                    | 107           | <1                       | 1,708         | 2                        |
| <b>Grand total</b>                    | <b>43,969</b> | <b>100</b>               | <b>84,469</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MASSACHUSETTS



## 63% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



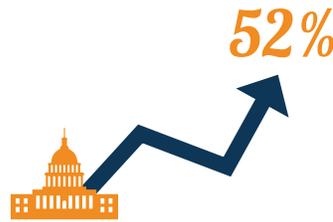
35% of online job ads are for managerial and professional office occupations



26% of online job ads are in the consulting and business services sector



**Fastest growing occupational cluster for college graduates: STEM**  
(20% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: government services**  
(52% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Managers, all other  |
| 4    | Accountants and auditors   |
| 5    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 6    | Computer systems analysts  |
| 7    | Marketing managers   |
| 8    | Medical and health services managers   |
| 9    | Registered nurses  |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                              | Job Ads |
|------|---------------------------------------|---------|
| 1    | Liberty Mutual                        | 626     |
| 2    | Sterling Life Sciences                | 558     |
| 3    | Commonwealth of Massachusetts         | 493     |
| 4    | Massachusetts General Hospital        | 440     |
| 5    | Partners Healthcare                   | 433     |
| 6    | Genzyme                               | 375     |
| 7    | Massachusetts Institute of Technology | 369     |
| 8    | Deloitte Development LLC              | 357     |
| 9    | The Bank of New York Mellon           | 348     |
| 10   | Harvard University                    | 324     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 32,707        | 35                       | 39,185         | 26                       |
| STEM                                  | 26,932        | 28                       | 31,115         | 21                       |
| Sales and office support              | 11,347        | 12                       | 28,044         | 19                       |
| Healthcare professional and technical | 7,809         | 8                        | 12,520         | 8                        |
| Education                             | 6,351         | 7                        | 7,654          | 5                        |
| Community services and arts           | 5,223         | 6                        | 7,570          | 5                        |
| Food and personal service             | 2,266         | 2                        | 11,435         | 8                        |
| Blue-collar                           | 1,329         | 1                        | 10,240         | 7                        |
| Social science                        | 496           | 1                        | 516            | <1                       |
| <b>Grand total</b>                    | <b>94,647</b> | <b>100</b>               | <b>150,744</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MICHIGAN



## 44% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



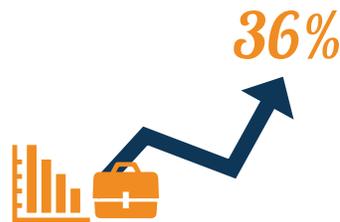
of online job ads are for STEM occupations – one of the highest shares in the nation



of online job ads are in consulting and business services



**Fastest growing occupational cluster for college graduates: food and personal service (60% increase in employment between 2010 Q1 and 2013 Q2)**



**Fastest growing industry sector for college graduates: financial services, and consulting and business services (each with 36% increase in employment between 2010 Q1 and 2013 Q2)**

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Mechanical engineers   |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Registered nurses  |
| 6    | Computer systems analysts  |
| 7    | Electrical engineers   |
| 8    | Managers, all other  |
| 9    | Medical and health services managers   |
| 10   | Accountants and auditors   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                  | Job Ads |
|------|---------------------------|---------|
| 1    | University of Michigan    | 818     |
| 2    | General Motors            | 556     |
| 3    | Ford Motor Company        | 429     |
| 4    | Spectrum Health           | 426     |
| 5    | Michigan State University | 419     |
| 6    | Henry Ford Health System  | 376     |
| 7    | Detroit Medical Center    | 319     |
| 8    | Deloitte Development LLC  | 272     |
| 9    | Chrysler                  | 259     |
| 10   | Whirlpool Corporation     | 200     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| STEM                                  | 17,147        | 31                       | 21,208         | 17                       |
| Managerial and professional office    | 15,666        | 29                       | 21,203         | 17                       |
| Sales and office support              | 7,586         | 14                       | 27,543         | 22                       |
| Healthcare professional and technical | 5,597         | 10                       | 10,890         | 9                        |
| Community services and arts           | 3,007         | 5                        | 5,208          | 4                        |
| Education                             | 2,729         | 5                        | 3,348          | 3                        |
| Blue-collar                           | 1,516         | 3                        | 19,581         | 16                       |
| Food and personal service             | 1,168         | 2                        | 11,676         | 9                        |
| Social science                        | 204           | <1                       | 208            | <1                       |
| Healthcare support                    | 124           | <1                       | 3,131          | 3                        |
| <b>Grand total</b>                    | <b>54,744</b> | <b>100</b>               | <b>123,996</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MINNESOTA



## 49% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **healthcare professional and technical** (44% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **government services** (71% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Registered nurses  |
| 5    | Accountants and auditors   |
| 6    | Managers, all other  |
| 7    | Computer systems analysts  |
| 8    | Medical and health services managers   |
| 9    | Sales managers   |
| 10   | Management analysts  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer   | Job Ads |
|------|--|---------|
| 1    | UnitedHealth Group                                 | 1,037   |
| 2    | University of Minnesota                            | 761     |
| 3    | Mayo Foundation for Medical Education and Research | 459     |
| 4    | Minnesota Management & Budget                      | 422     |
| 5    | Target   | 367     |
| 6    | Fairview Health Services                           | 333     |
| 7    | Medtronic  | 331     |
| 8    | Minnesota Department of Transportation             | 268     |
| 9    | Thomson Reuters                                    | 235     |
| 10   | Xcel Energy Inc.                                   | 203     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 13,772        | 31                       | 17,497        | 19                       |
| STEM                                  | 10,997        | 25                       | 14,305        | 16                       |
| Sales and office support              | 6,187         | 14                       | 18,949        | 21                       |
| Healthcare professional and technical | 4,407         | 10                       | 7,738         | 9                        |
| Education                             | 3,788         | 9                        | 4,683         | 5                        |
| Community services and arts           | 2,334         | 5                        | 4,024         | 4                        |
| Blue-collar                           | 1,080         | 2                        | 12,391        | 14                       |
| Food and personal service             | 1,051         | 2                        | 8,161         | 9                        |
| Social science                        | 371           | 1                        | 378           | <1                       |
| Healthcare support                    | 127           | <1                       | 1,834         | 2                        |
| <b>Grand total</b>                    | <b>44,134</b> | <b>100</b>               | <b>90,051</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MISSISSIPPI



## 31% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are the in the healthcare services sector



Fastest growing occupational cluster for college graduates: **managerial and professional office** (47% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **consulting and business services** (49% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Medical and health services managers   |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | First-line supervisors of retail sales workers   |
| 5    | Customer service representatives   |
| 6    | Financial managers   |
| 7    | Nurse practitioners  |
| 8    | Software developers, applications  |
| 9    | Computer occupations, all other  |
| 10   | Sales managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                                 | Job Ads |
|------|--|---------|
| 1    | Mississippi State University             | 127     |
| 2    | Mississippi Baptist Health Systems       | 122     |
| 3    | Cellular South Inc.                      | 96      |
| 4    | University of Southern Mississippi       | 69      |
| 5    | University of Mississippi Medical Center | 58      |
| 6    | University of Mississippi                | 53      |
| 7    | Department of Veterans Affairs           | 51      |
| 8    | Singing River Health System              | 45      |
| 9    | Blue Cross and Blue Shield Association   | 40      |
| 10   | Kaplan Inc.                              | 27      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,795        | 27                       | 2,948         | 14                       |
| Healthcare professional and technical | 1,357        | 21                       | 2,599         | 12                       |
| Sales and office support              | 1,119        | 17                       | 5,177         | 25                       |
| STEM                                  | 1,052        | 16                       | 1,519         | 7                        |
| Education                             | 410          | 6                        | 474           | 2                        |
| Community services and arts           | 406          | 6                        | 767           | 4                        |
| Blue-collar                           | 215          | 3                        | 4,446         | 21                       |
| Food and personal service             | 165          | 3                        | 2,478         | 12                       |
| Social science                        | 33           | 1                        | 34            | <1                       |
| Healthcare support                    | 17           | <1                       | 491           | 2                        |
| <b>Total</b>                          | <b>6,569</b> | <b>100</b>               | <b>20,933</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MISSOURI



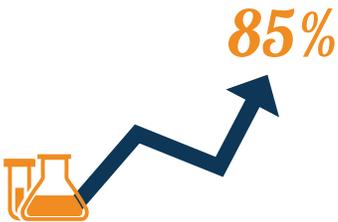
## 42% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in consulting and business services



Fastest growing occupational cluster for college graduates: **STEM** (85% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality services** (178% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Accountants and auditors   |
| 5    | Registered nurses  |
| 6    | Computer systems analysts  |
| 7    | Managers, all other  |
| 8    | Sales managers   |
| 9    | Medical and health services managers   |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                 | Job Ads |
|------|--------------------------|---------|
| 1    | Mercy                    | 384     |
| 2    | Monsanto                 | 263     |
| 3    | Scottrade Inc.           | 261     |
| 4    | Express Scripts          | 246     |
| 5    | The Boeing Company       | 236     |
| 6    | Ascension Health         | 140     |
| 7    | Cerner Corporation       | 134     |
| 8    | Commerce Bank            | 132     |
| 9    | Deloitte Development LLC | 127     |
| 10   | Savvis Inc.              | 122     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 9,186         | 32                       | 12,554        | 18                       |
| STEM                                  | 7,374         | 26                       | 9,729         | 14                       |
| Sales and office support              | 4,250         | 15                       | 15,790        | 23                       |
| Healthcare professional and technical | 3,586         | 12                       | 7,323         | 11                       |
| Community services and arts           | 1,504         | 5                        | 2,646         | 4                        |
| Education                             | 1,249         | 4                        | 1,563         | 2                        |
| Blue-collar                           | 783           | 3                        | 10,860        | 16                       |
| Food and personal service             | 629           | 2                        | 6,648         | 10                       |
| Social science                        | 103           | <1                       | 105           | <1                       |
| Healthcare support                    | 101           | <1                       | 1,695         | 2                        |
| <b>Grand total</b>                    | <b>28,779</b> | <b>100</b>               | <b>69,027</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# MONTANA



## 31% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



online job ads are for healthcare professional and technical occupations



of online job ads are in the healthcare services sector



**Fastest growing occupational cluster for college graduates: blue-collar**  
(11% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: government services**  
(40% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Medical and health services managers   |
| 4    | Software developers, applications  |
| 5    | Nurse practitioners  |
| 6    | Sales managers   |
| 7    | First-line supervisors of retail sales workers   |
| 8    | Accountants and auditors   |
| 9    | Civil engineers  |
| 10   | Registered nurses  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                             | Job Ads |
|------|--------------------------------------|---------|
| 1    | State of Montana                     | 197     |
| 2    | Montana State University             | 98      |
| 3    | University of Montana                | 66      |
| 4    | Billings Clinic                      | 44      |
| 5    | Providence Health & Services         | 44      |
| 6    | Providence Health & Services Burbank | 38      |
| 7    | Department of Veterans Affairs       | 31      |
| 8    | St James Healthcare                  | 29      |
| 9    | St Vincent Healthcare                | 29      |
| 10   | Holy Rosary Healthcare               | 27      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Healthcare professional and technical | 1,300        | 23                       | 2,436         | 14                       |
| Managerial and professional office    | 1,256        | 22                       | 1,944         | 11                       |
| Sales and office support              | 916          | 16                       | 4,083         | 23                       |
| STEM                                  | 770          | 14                       | 1,057         | 6                        |
| Blue-collar                           | 353          | 6                        | 3,877         | 22                       |
| Community services and arts           | 340          | 6                        | 704           | 4                        |
| Food and personal service             | 310          | 6                        | 2,828         | 16                       |
| Education                             | 280          | 5                        | 359           | 2                        |
| Healthcare support                    | 39           | 1                        | 470           | 3                        |
| Social science                        | 28           | 1                        | 28            | <1                       |
| <b>Grand total</b>                    | <b>5,592</b> | <b>100%</b>              | <b>17,786</b> | <b>100%</b>              |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# NEBRASKA



## 40% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **food and personal service** (119% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **manufacturing** (47% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Registered nurses  |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Computer systems analysts  |
| 6    | Medical and health services managers   |
| 7    | Accountants and auditors   |
| 8    | Managers, all other  |
| 9    | Human resources specialists  |
| 10   | Sales managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                      | Job Ads |
|------|-------------------------------|---------|
| 1    | University of Nebraska        | 289     |
| 2    | Nebraska Medical Center       | 112     |
| 3    | Good Samaritan Health Systems | 92      |
| 4    | Union Pacific Railroad        | 83      |
| 5    | ACI Worldwide                 | 76      |
| 6    | State of Nebraska             | 68      |
| 7    | ConAgra Foods                 | 64      |
| 8    | First National Bank           | 59      |
| 9    | Lincoln National Corporation  | 52      |
| 10   | Mutual of Omaha Company       | 43      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 2,910         | 29                       | 4,231         | 17                       |
| STEM                                  | 2,159         | 21                       | 3,102         | 12                       |
| Sales and office support              | 1,668         | 16                       | 5,989         | 24                       |
| Healthcare professional and technical | 1,058         | 10                       | 2,069         | 8                        |
| Education                             | 977           | 10                       | 1,163         | 5                        |
| Community services and arts           | 691           | 7                        | 1,317         | 5                        |
| Blue-collar                           | 332           | 3                        | 4,454         | 18                       |
| Food and personal service             | 301           | 3                        | 2,475         | 10                       |
| Social sciences                       | 67            | 1                        | 73            | <1                       |
| Healthcare support                    | 30            | <1                       | 488           | 2                        |
| <b>Grand total</b>                    | <b>10,193</b> | <b>100</b>               | <b>25,361</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# NEVADA



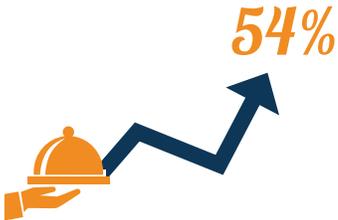
## 32% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online jobs ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **food and personal service** (54% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **government services** (66% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Software developers, applications  |
| 4    | Accountants and auditors   |
| 5    | Medical and health services managers   |
| 6    | Sales managers   |
| 7    | Computer occupations, all other  |
| 8    | Financial managers   |
| 9    | First-line supervisors of retail sales workers   |
| 10   | General and operations managers  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | University of Nevada            | 141     |
| 2    | Caesar's Entertainment          | 93      |
| 3    | State of Nevada                 | 92      |
| 4    | Dignity Health                  | 81      |
| 5    | MGM Resorts International       | 63      |
| 6    | Bally Technologies              | 61      |
| 7    | UnitedHealth Group              | 60      |
| 8    | Hospital Corporation of America | 51      |
| 9    | Zappos.com                      | 40      |
| 10   | Wynn Resort                     | 39      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 2,778        | 31                       | 4,804         | 17                       |
| STEM                                  | 1,666        | 18                       | 2,532         | 9                        |
| Sales and office support              | 1,439        | 16                       | 7,056         | 25                       |
| Healthcare professional and technical | 1,401        | 15                       | 2,844         | 10                       |
| Community services and arts           | 558          | 6                        | 1,145         | 4                        |
| Education                             | 491          | 5                        | 632           | 2                        |
| Food and personal service             | 388          | 4                        | 5,481         | 19                       |
| Blue-collar                           | 263          | 3                        | 3,510         | 12                       |
| Social sciences                       | 35           | <1                       | 35            | <1                       |
| Healthcare support                    | 33           | <1                       | 531           | 2                        |
| <b>Grand total</b>                    | <b>9,052</b> | <b>100</b>               | <b>28,570</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# NEW HAMPSHIRE



## 47% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



26% of online job ads are for managerial and professional office occupations



25% of online jobs ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **blue-collar** (25% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **transportation and utilities** (36% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Registered nurses  |
| 5    | Medical and health services managers   |
| 6    | Computer systems analysts  |
| 7    | Managers, all other  |
| 8    | Marketing managers   |
| 9    | Sales managers   |
| 10   | Nurse practitioners  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                           | Job Ads |
|------|------------------------------------|---------|
| 1    | Liberty Mutual                     | 163     |
| 2    | Dartmouth College                  | 111     |
| 3    | Dartmouth-Hitchcock Medical Center | 87      |
| 4    | University of New Hampshire        | 81      |
| 5    | C&S Wholesale Grocers              | 56      |
| 6    | Southern New Hampshire University  | 53      |
| 7    | Dell                               | 50      |
| 8    | Fidelity Brokerage Services        | 48      |
| 9    | Elliot Health System               | 38      |
| 10   | Hospital Corporation of America    | 37      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,953        | 26                       | 2,737         | 18                       |
| STEM                                  | 1,573        | 21                       | 1,992         | 13                       |
| Healthcare professional and technical | 1,263        | 17                       | 2,102         | 14                       |
| Sales and office support              | 922          | 12                       | 3,480         | 22                       |
| Education                             | 776          | 11                       | 944           | 6                        |
| Community services and arts           | 439          | 6                        | 721           | 5                        |
| Food and personal service             | 280          | 4                        | 1,468         | 9                        |
| Blue-collar                           | 114          | 2                        | 1,718         | 11                       |
| Social sciences                       | 42           | 1                        | 42            | 0                        |
| Healthcare support                    | 16           | <1                       | 357           | 2                        |
| <b>Grand total</b>                    | <b>7,378</b> | <b>100</b>               | <b>15,561</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# NEW JERSEY



## 58% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



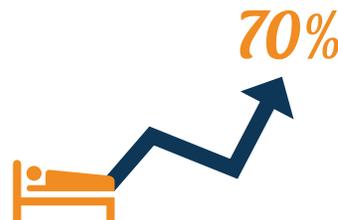
of job ads are for managerial and professional office occupations



of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **community services and arts** (65% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality services** (70% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Managers, all other  |
| 4    | Accountants and auditors   |
| 5    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 6    | Financial managers   |
| 7    | Registered nurses  |
| 8    | Computer systems analysts  |
| 9    | Marketing managers   |
| 10   | Sales managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | Johnson & Johnson              | 830     |
| 2    | Verizon Communications Inc.    | 490     |
| 3    | Celgene Corporation            | 486     |
| 4    | Automatic Data Processing Inc. | 410     |
| 5    | Novartis                       | 403     |
| 6    | Accenture                      | 386     |
| 7    | inVentiv Health                | 326     |
| 8    | Bristol-Myers Squibb           | 306     |
| 9    | Princeton University           | 300     |
| 10   | Prudential                     | 246     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 23,555        | 37                       | 28,720         | 27                       |
| STEM                                  | 19,196        | 31                       | 22,590         | 21                       |
| Sales and office support              | 7,742         | 12                       | 22,548         | 21                       |
| Healthcare professional and technical | 4,402         | 7                        | 7,364          | 7                        |
| Education                             | 3,107         | 5                        | 3,823          | 4                        |
| Community services and arts           | 2,338         | 4                        | 3,769          | 3                        |
| Food and personal service             | 1,237         | 2                        | 8,222          | 8                        |
| Blue-collar                           | 980           | 2                        | 8,449          | 8                        |
| Social sciences                       | 172           | <1                       | 175            | <1                       |
| Healthcare support                    | 169           | <1                       | 2,135          | 2                        |
| <b>Grand total</b>                    | <b>62,898</b> | <b>100</b>               | <b>107,795</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# NEW MEXICO



## 37% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online jobs ads are in the education services sector



**Fastest growing occupational cluster for college graduates: education (42% increase in employment between 2010 Q1 and 2013 Q2)**

\* The industry growth for New Mexico is not included because majority of industries were omitted from the analysis due to small sample size in Current Population Survey (CPS).

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Medical and health services managers   |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Middle school teachers, except special and career/technical education                        |
| 5    | Software developers, applications  |
| 6    | Nurse practitioners  |
| 7    | Financial managers   |
| 8    | Sales managers   |
| 9    | Computer occupations, all other  |
| 10   | Accountants and auditors   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                         | Job Ads |
|------|----------------------------------|---------|
| 1    | Presbyterian Healthcare Services | 367     |
| 2    | Albuquerque Public Schools       | 231     |
| 3    | University of New Mexico         | 230     |
| 4    | Sandia Corporation               | 72      |
| 5    | Indian Health Service            | 55      |
| 6    | New Mexico State University      | 50      |
| 7    | Los Alamos National Laboratory   | 43      |
| 8    | Department of Veterans Affairs   | 42      |
| 9    | Health Care Service Corporation  | 41      |
| 10   | Santa Fe Public Schools          | 39      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,928        | 24                       | 3,195         | 15                       |
| Healthcare professional and technical | 1,920        | 24                       | 3,486         | 16                       |
| STEM                                  | 1,197        | 15                       | 1,744         | 8                        |
| Education                             | 1,058        | 13                       | 1,216         | 6                        |
| Sales and office support              | 918          | 12                       | 4,553         | 21                       |
| Community services and arts           | 487          | 6                        | 981           | 5                        |
| Blue-collar                           | 195          | 2                        | 3,224         | 15                       |
| Food and personal service             | 176          | 2                        | 2,213         | 10                       |
| Social sciences                       | 43           | 1                        | 45            | <1                       |
| Healthcare support                    | 22           | <1                       | 581           | 3                        |
| <b>Grand total</b>                    | <b>7,944</b> | <b>100</b>               | <b>21,238</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# NEW YORK



## 61% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



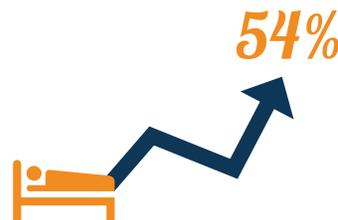
40% of online job ads are for managerial and professional office occupations



26% of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **community services and arts** (27% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality services** (54% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Financial managers   |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Accountants and auditors   |
| 6    | Managers, all other  |
| 7    | Registered nurses  |
| 8    | Sales managers   |
| 9    | Computer systems analysts  |
| 10   | Marketing managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                                     | Job Ads |
|------|--|---------|
| 1    | IBM  | 1,282   |
| 2    | JP Morgan Chase & Company                    | 1,219   |
| 3    | Citigroup                                    | 872     |
| 4    | Columbia University                          | 831     |
| 5    | North Shore Long Island Jewish Health System | 782     |
| 6    | SUNY   | 740     |
| 7    | Thomson Reuters                              | 697     |
| 8    | Morgan Stanley                               | 569     |
| 9    | Deloitte Development LLC                     | 568     |
| 10   | Accenture                                    | 559     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads    | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|----------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 51,162         | 40                       | 61,729         | 29                       |
| STEM                                  | 31,851         | 25                       | 38,078         | 18                       |
| Sales and office support              | 18,406         | 14                       | 45,638         | 22                       |
| Healthcare professional and technical | 9,827          | 8                        | 16,003         | 8                        |
| Community services and arts           | 8,365          | 6                        | 11,452         | 5                        |
| Education                             | 4,677          | 4                        | 5,675          | 3                        |
| Food and personal service             | 2,336          | 2                        | 13,666         | 6                        |
| Blue-collar                           | 1,866          | 1                        | 15,452         | 7                        |
| Social sciences                       | 419            | <1                       | 423            | <1                       |
| Healthcare support                    | 186            | <1                       | 3,108          | 1                        |
| <b>Grand total</b>                    | <b>129,095</b> | <b>100</b>               | <b>211,224</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# NORTH CAROLINA



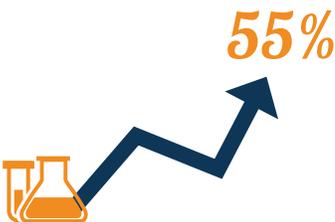
## 46% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **STEM** (55% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **information services** (75% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Registered nurses  |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Computer systems analysts  |
| 6    | Medical and health services managers   |
| 7    | Accountants and auditors   |
| 8    | Managers, all other  |
| 9    | Human resources specialists  |
| 10   | Sales managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | University of North Carolina    | 1       |
| 2    | Duke University                 | 2       |
| 3    | BB&T Corporation                | 3       |
| 4    | North Carolina State University | 4       |
| 5    | Wake Forest Baptist Health      | 5       |
| 6    | Moses Cone Health System        | 6       |
| 7    | Time Warner Cable               | 7       |
| 8    | WakeMed Health and Hospitals    | 8       |
| 9    | Cisco Systems Inc.              | 9       |
| 10   | Compass Group                   | 10      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 14,842        | 30                       | 20,287         | 19                       |
| STEM                                  | 14,017        | 29                       | 18,176         | 17                       |
| Sales and office support              | 6,360         | 13                       | 23,490         | 22                       |
| Healthcare professional and technical | 6,031         | 12                       | 11,337         | 11                       |
| Education                             | 3,030         | 6                        | 3,615          | 3                        |
| Community services and arts           | 2,278         | 5                        | 3,703          | 3                        |
| Food and personal service             | 1,310         | 3                        | 9,806          | 9                        |
| Blue-collar                           | 1,018         | 2                        | 13,850         | 13                       |
| Social sciences                       | 164           | <1                       | 164            | <1                       |
| Healthcare support                    | 129           | <1                       | 2,191          | 2                        |
| <b>Grand total</b>                    | <b>49,179</b> | <b>100</b>               | <b>106,619</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

# NORTH DAKOTA



**34%** OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



26% of online job ads are for managerial and professional office occupations



18% of online jobs ads are in the education services sector



**Fastest growing occupational cluster for college graduates: sales and office support** (71% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: natural resources** (66% increase in employment between 2010 Q1 and 2013 Q2)

## TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 2    | Software developers, applications  |
| 3    | Accountants and auditors   |
| 4    | Medical and health services managers   |
| 5    | Registered nurses  |
| 6    | Civil engineers  |
| 7    | Sales managers   |
| 8    | Computer occupations, all other  |
| 9    | Nurse practitioners  |
| 10   | Social workers, all other  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | North Dakota State University  | 285     |
| 2    | Catholic Health Initiatives    | 34      |
| 3    | St Alexius Medical Center      | 33      |
| 4    | Essentia Health                | 26      |
| 5    | University Of Mary             | 25      |
| 6    | Bobcat Company                 | 23      |
| 7    | Trinity Health of North Dakota | 22      |
| 8    | Altru Health System            | 21      |
| 9    | Microsoft Corporation          | 21      |
| 10   | Trinity Health                 | 20      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,067        | 26                       | 1,593         | 13                       |
| STEM                                  | 811          | 20                       | 1,156         | 10                       |
| Healthcare professional and technical | 645          | 16                       | 1,381         | 12                       |
| Sales and office support              | 634          | 15                       | 2,744         | 23                       |
| Community services and arts           | 366          | 9                        | 575           | 5                        |
| Blue-collar                           | 225          | 5                        | 3,029         | 25                       |
| Education                             | 218          | 5                        | 251           | 2                        |
| Food and personal service             | 123          | 3                        | 1,011         | 8                        |
| Social science                        | 29           | 1                        | 31            | <1                       |
| Healthcare support                    | 3            | <1                       | 230           | 2                        |
| <b>Grand total</b>                    | <b>4,121</b> | <b>100</b>               | <b>12,001</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# OHIO



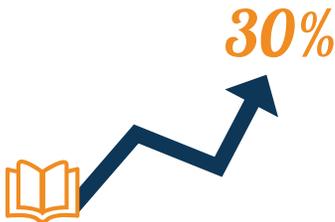
## 47% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



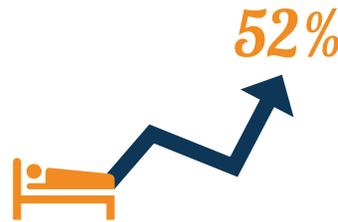
of online job ads are for managerial and professional office occupations



of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **education** (30% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality services** (52% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Registered nurses  |
| 5    | Accountants and auditors   |
| 6    | Computer systems analysts  |
| 7    | Medical and health services managers   |
| 8    | Managers, all other  |
| 9    | Mechanical engineers   |
| 10   | Sales managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                              | Job Ads |
|------|---------------------------------------|---------|
| 1    | Cleveland Clinic                      | 1,904   |
| 2    | General Electric Company              | 358     |
| 3    | JPMorgan Chase & Company              | 318     |
| 4    | Alliance Data Systems Inc.            | 286     |
| 5    | University Hospital Cleveland         | 236     |
| 6    | Kettering Health Network              | 217     |
| 7    | Verizon Communications Inc.           | 188     |
| 8    | The PNC Financial Services Group Inc. | 186     |
| 9    | The Ohio State University             | 164     |
| 10   | HCR Manor Care                        | 160     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 17,393        | 31                       | 23,792         | 20                       |
| STEM                                  | 15,931        | 29                       | 20,524         | 17                       |
| Sales and office support              | 7,637         | 14                       | 26,134         | 22                       |
| Healthcare professional and technical | 6,235         | 11                       | 11,448         | 10                       |
| Education                             | 2,752         | 5                        | 3,336          | 3                        |
| Community services and arts           | 2,747         | 5                        | 4,563          | 4                        |
| Blue-collar                           | 1,268         | 2                        | 15,977         | 14                       |
| Food and personal service             | 1,068         | 2                        | 9,657          | 8                        |
| Social sciences                       | 195           | <1                       | 197            | <1                       |
| Healthcare support                    | 69            | <1                       | 2,692          | 2                        |
| <b>Grand total</b>                    | <b>55,295</b> | <b>100</b>               | <b>118,320</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# OKLAHOMA



## 37% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



28% of online job ads are for managerial and professional office occupations



22% of online jobs ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **food and personal service** (42% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **consulting and business services** (71% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 2    | Software developers, applications  |
| 3    | Accountants and auditors   |
| 4    | Registered nurses  |
| 5    | Medical and health services managers   |
| 6    | Computer occupations, all other  |
| 7    | Mechanical engineers   |
| 8    | Sales managers   |
| 9    | Managers, all other  |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | University of Oklahoma          | 174     |
| 2    | Oklahoma State University       | 172     |
| 3    | Saint Francis Hospital          | 164     |
| 4    | State of Oklahoma               | 158     |
| 5    | St. John Health System          | 109     |
| 6    | Mercy                           | 94      |
| 7    | Integris Health                 | 92      |
| 8    | Oklahoma City Community College | 85      |
| 9    | Uco                             | 84      |
| 10   | Bank of Texas                   | 79      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 3,921         | 28                       | 5,925         | 16                       |
| STEM                                  | 2,899         | 21                       | 4,202         | 11                       |
| Healthcare professional and technical | 2,284         | 17                       | 4,769         | 13                       |
| Sales and office support              | 2,168         | 16                       | 8,945         | 24                       |
| Education                             | 950           | 7                        | 1,159         | 3                        |
| Community services and arts           | 753           | 5                        | 1,460         | 4                        |
| Blue collar                           | 399           | 3                        | 6,435         | 17                       |
| Food and personal service             | 315           | 2                        | 3,037         | 8                        |
| Social sciences                       | 58            | <1                       | 58            | <1                       |
| Healthcare support                    | 26            | <1                       | 992           | 3                        |
| <b>Grand total</b>                    | <b>13,773</b> | <b>100</b>               | <b>36,982</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# OREGON



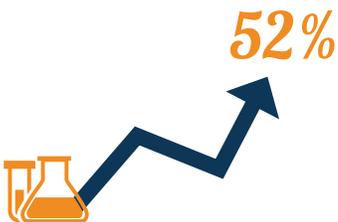
## 46% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for STEM occupations – one of the highest concentrations of job ads for STEM occupations in the country



of online jobs ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **STEM** (52% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **manufacturing** (85% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Registered nurses  |
| 4    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 5    | Medical and health services managers   |
| 6    | Accountants and auditors   |
| 7    | Managers, all other  |
| 8    | Computer systems analysts  |
| 9    | Sales managers   |
| 10   | Human resources specialists  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                             | Job Ads |
|------|--------------------------------------|---------|
| 1    | Nike Inc.                            | 739     |
| 2    | Intel Corporation                    | 635     |
| 3    | Providence Health & Services         | 406     |
| 4    | Kaiser Permanente                    | 305     |
| 5    | Northwest Software                   | 293     |
| 6    | Providence Health & Services Burbank | 183     |
| 7    | Oregon State Hospital                | 158     |
| 8    | Automatic Data Processing Inc.       | 129     |
| 9    | Jobdiagnosis                         | 122     |
| 10   | Lincoln County                       | 121     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| STEM                                  | 8,126         | 31                       | 10,391        | 19                       |
| Managerial and professional office    | 7,531         | 29                       | 10,182        | 18                       |
| Healthcare professional and technical | 3,273         | 13                       | 5,716         | 10                       |
| Sales and office support              | 3,167         | 12                       | 12,292        | 22                       |
| Community services and arts           | 1,564         | 6                        | 2,426         | 4                        |
| Education                             | 985           | 4                        | 1,248         | 2                        |
| Blue-collar                           | 598           | 2                        | 7,276         | 13                       |
| Food and personal service             | 583           | 2                        | 5,054         | 9                        |
| Healthcare support                    | 94            | <1                       | 1,371         | 2                        |
| Social sciences                       | 75            | <1                       | 75            | <1                       |
| <b>Grand total</b>                    | <b>25,996</b> | <b>100</b>               | <b>56,031</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# PENNSYLVANIA



## 50% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **community services and arts** (49% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **transportation and utilities** (48% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Computer occupations, all other  |
| 4    | Registered nurses  |
| 5    | Accountants and Auditors   |
| 6    | Managers, all other  |
| 7    | Computer systems analysts  |
| 8    | Medical and health services managers   |
| 9    | Sales managers   |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                                | Job Ads |
|------|---|---------|
| 1    | Johnson and Johnson                     | 587     |
| 2    | Accenture                               | 429     |
| 3    | The PNC Financial Services Group Inc.   | 383     |
| 4    | Deloitte Development LLC                | 314     |
| 5    | University of Pittsburgh Medical Center | 309     |
| 6    | The Bank of New York Mellon             | 297     |
| 7    | Children's Hospital of Philadelphia     | 295     |
| 8    | Drexel University                       | 282     |
| 9    | University of Pittsburgh                | 281     |
| 10   | Automatic Data Processing Inc.          | 272     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 20,755        | 33                       | 26,780         | 21                       |
| STEM                                  | 16,131        | 26                       | 20,545         | 16                       |
| Sales and office support              | 9,111         | 15                       | 28,852         | 23                       |
| Healthcare professional and technical | 7,648         | 12                       | 13,180         | 11                       |
| Community services and arts           | 3,244         | 5                        | 5,328          | 4                        |
| Education                             | 2,680         | 4                        | 3,152          | 3                        |
| Food and personal service             | 1,365         | 2                        | 9,861          | 8                        |
| Blue-collar                           | 1,326         | 2                        | 14,219         | 11                       |
| Social sciences                       | 256           | <1                       | 258            | <1                       |
| Healthcare support                    | 153           | <1                       | 3,091          | 2                        |
| <b>Total</b>                          | <b>62,669</b> | <b>100</b>               | <b>125,266</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# RHODE ISLAND



## 53% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



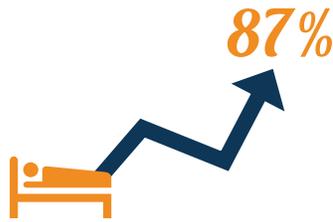
of online job ads are for managerial and professional office occupations



of online jobs ads are in the financial services sector



Fastest growing occupational cluster for college graduates: **food and personal service** (152% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality services** (87% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Registered nurses  |
| 4    | Marketing managers   |
| 5    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 6    | Managers, all other  |
| 7    | Accountants and auditors   |
| 8    | Financial analysts   |
| 9    | Financial managers   |
| 10   | Management analysts  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                               | Job Ads |
|------|--|---------|
| 1    | Citizens Financial Group               | 337     |
| 2    | Hasbro Inc.                            | 138     |
| 3    | Lifespan                               | 134     |
| 4    | Care New England                       | 109     |
| 5    | Rhode Island Hospital                  | 95      |
| 6    | Dell                                   | 90      |
| 7    | Fidelity Brokerage Services            | 60      |
| 8    | CVS Caremark                           | 60      |
| 9    | Johnson and Wales University           | 45      |
| 10   | Blue Cross And Blue Shield Association | 43      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads  | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|--------------|--------------------------|
| Managerial and professional office    | 1,426        | 36                       | 1,792        | 24                       |
| STEM                                  | 930          | 24                       | 1,227        | 17                       |
| Healthcare professional and technical | 566          | 14                       | 832          | 11                       |
| Sales and office support              | 490          | 12                       | 1,632        | 22                       |
| Community services and arts           | 222          | 6                        | 296          | 4                        |
| Education                             | 129          | 3                        | 138          | 2                        |
| Food and personal service             | 115          | 3                        | 647          | 9                        |
| Blue-collar                           | 42           | 1                        | 656          | 9                        |
| Social science                        | 14           | <1                       | 14           | <1                       |
| Healthcare support                    | 4            | <1                       | 187          | 3                        |
| <b>Total</b>                          | <b>3,938</b> | <b>100</b>               | <b>7,421</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# SOUTH CAROLINA



## 41% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **managerial and professional office** (74% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **financial services** (74% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Medical and health services managers   |
| 5    | Registered nurses  |
| 6    | Human resources specialists  |
| 7    | Computer systems analysts  |
| 8    | Mechanical engineers   |
| 9    | Managers, all other  |
| 10   | Accountants and auditors   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                               | Job Ads |
|------|--|---------|
| 1    | University of South Carolina           | 317     |
| 2    | Medical University of South Carolina   | 265     |
| 3    | Spartanburg Regional Healthcare System | 87      |
| 4    | Verizon Communications Inc.            | 79      |
| 5    | ITT Educational Services Inc.          | 78      |
| 6    | TM Floyd Company                       | 72      |
| 7    | The Boeing Company                     | 70      |
| 8    | Blue Cross And Blue Shield Association | 69      |
| 9    | URS Corporation                        | 67      |
| 10   | Coastal Carolina University            | 57      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 3,673         | 26                       | 5,326         | 16                       |
| STEM                                  | 3,174         | 23                       | 4,540         | 13                       |
| Healthcare professional and technical | 2,160         | 16                       | 4,724         | 14                       |
| Sales and office support              | 1,907         | 14                       | 8,015         | 23                       |
| Education                             | 1,447         | 10                       | 1,679         | 5                        |
| Community services and arts           | 703           | 5                        | 1,259         | 4                        |
| Blue-collar                           | 353           | 3                        | 4,905         | 14                       |
| Food and personal service             | 351           | 3                        | 2,723         | 8                        |
| Healthcare support                    | 59            | <1                       | 945           | 3                        |
| Social science                        | 47            | <1                       | 47            | <1                       |
| <b>Total</b>                          | <b>13,874</b> | <b>100</b>               | <b>34,163</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

# SOUTH DAKOTA



**32%** OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



23% of online job ads are for managerial and professional office occupations



29% of online jobs ads are in government services



Fastest growing occupational cluster for college graduates: **community services, recreation and arts** (45% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **natural resources and healthcare services** (18% and 17% increase in employment between 2010 Q1 and 2013 Q2, respectively)

## TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Software developers, applications  |
| 4    | Computer occupations, all other  |
| 5    | Medical and health services managers   |
| 6    | Financial managers   |
| 7    | Accountants and auditors   |
| 8    | Postsecondary teachers, all other  |
| 9    | Elementary school teachers, except special education   |
| 10   | General and operations managers  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | University of South Dakota     | 135     |
| 2    | Avera Health                   | 94      |
| 3    | Daktronics Inc.                | 67      |
| 4    | Citigroup                      | 38      |
| 5    | Sanford Health                 | 36      |
| 6    | Worthington Regional Hospital  | 35      |
| 7    | Metabank                       | 27      |
| 8    | Wells Fargo                    | 27      |
| 9    | Department of Veterans Affairs | 26      |
| 10   | Aegis Therapies                | 25      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                    | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office      | 1,028        | 23                       | 1,524         | 11                       |
| Education                               | 787          | 18                       | 904           | 7                        |
| Healthcare professional and technical   | 722          | 16                       | 1,560         | 11                       |
| Sales and office support                | 669          | 15                       | 3,215         | 23                       |
| STEM                                    | 665          | 15                       | 938           | 7                        |
| Community services, recreation and arts | 309          | 7                        | 617           | 4                        |
| Food and personal service               | 149          | 3                        | 1,853         | 13                       |
| Blue-collar                             | 115          | 3                        | 2,863         | 21                       |
| Social science                          | 31           | 1                        | 31            | <1                       |
| Healthcare support                      | 8            | <1                       | 402           | 3                        |
| <b>Total</b>                            | <b>4,483</b> | <b>100</b>               | <b>13,907</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

# TENNESSEE



**43%** OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



32% of online job ads are for managerial and professional office occupations



24% of online job ads are in the healthcare services sector



**Fastest growing occupational cluster for college graduates: blue-collar**  
(68% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: manufacturing**  
(107% increase in employment between 2010 Q1 and 2013 Q2)

## TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Software developers, applications  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Accountants and auditors   |
| 5    | Computer occupations, all other  |
| 6    | Medical and health services managers   |
| 7    | Financial managers   |
| 8    | Sales managers   |
| 9    | Managers, all other  |
| 10   | Computer systems analysts  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                              | Job Ads |
|------|---------------------------------------|---------|
| 1    | Vanderbilt University                 | 425     |
| 2    | Hospital Corporation of America       | 329     |
| 3    | University of Tennessee               | 252     |
| 4    | Methodist Healthcare                  | 169     |
| 5    | Asurion                               | 138     |
| 6    | St. Jude Children's Research Hospital | 111     |
| 7    | East Tennessee State University       | 110     |
| 8    | Verizon Communications Inc.           | 106     |
| 9    | UnitedHealth Group                    | 105     |
| 10   | Youth Villages                        | 99      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 7,605         | 32                       | 10,672        | 19                       |
| STEM                                  | 5,121         | 22                       | 6,874         | 12                       |
| Healthcare professional and technical | 3,901         | 16                       | 7,209         | 13                       |
| Sales and office support              | 3,488         | 15                       | 13,529        | 24                       |
| Community services and arts           | 1,231         | 5                        | 1,989         | 4                        |
| Education                             | 1,192         | 5                        | 1,369         | 2                        |
| Blue-collar                           | 569           | 2                        | 8,353         | 15                       |
| Food and personal service             | 471           | 2                        | 4,209         | 8                        |
| Social science                        | 58            | <1                       | 61            | <1                       |
| Healthcare support                    | 55            | <1                       | 1,327         | 2                        |
| <b>Total</b>                          | <b>23,691</b> | <b>100</b>               | <b>55,592</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# TEXAS



## 48% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



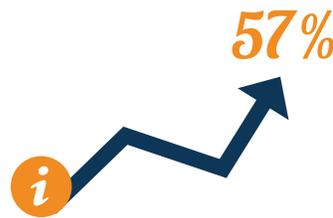
33% of online job ads are for managerial and professional office occupations



25% of online jobs ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **community services and arts** (24% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **information services** (57% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Registered nurses  |
| 4    | Accountants and auditors   |
| 5    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 6    | Computer systems analysts  |
| 7    | Medical and health services managers   |
| 8    | Managers, all other  |
| 9    | Sales managers   |
| 10   | Financial managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | Dell                            | 1,025   |
| 2    | Accenture                       | 742     |
| 3    | Hospital Corporation of America | 730     |
| 4    | The Methodist Hospital System   | 701     |
| 5    | Hewlett-Packard                 | 653     |
| 6    | Sabre Holdings Corporation      | 541     |
| 7    | Texas A&M University            | 518     |
| 8    | Parkland Health                 | 481     |
| 9    | Texas Health Resources          | 467     |
| 10   | Deloitte Development LLC        | 432     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads    | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|----------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 47,263         | 33                       | 64,608         | 22                       |
| STEM                                  | 43,072         | 30                       | 55,765         | 19                       |
| Sales and office support              | 18,088         | 13                       | 65,443         | 22                       |
| Healthcare professional and technical | 15,247         | 11                       | 32,069         | 11                       |
| Education                             | 8,371          | 6                        | 10,345         | 3                        |
| Community services and arts           | 5,581          | 4                        | 9,564          | 3                        |
| Blue-collar                           | 2,908          | 2                        | 35,388         | 12                       |
| Food and personal service             | 2,046          | 1                        | 19,263         | 6                        |
| Social science                        | 437            | <1                       | 461            | <1                       |
| Healthcare support                    | 221            | <1                       | 5,879          | 2                        |
| <b>Total</b>                          | <b>143,234</b> | <b>100</b>               | <b>298,785</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# UTAH



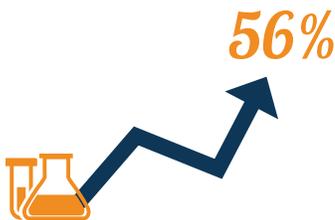
## 41% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the education services and the healthcare services sectors



Fastest growing occupational cluster for college graduates: **STEM** (56% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **healthcare services** (6% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 4    | Computer systems analysts  |
| 5    | Medical and health services managers   |
| 6    | Sales managers   |
| 7    | Marketing managers   |
| 8    | Registered nurses  |
| 9    | Managers, all other  |
| 10   | Human resources specialists  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                       | Job Ads |
|------|--------------------------------|---------|
| 1    | Intermountain Healthcare       | 458     |
| 2    | Utah Valley University         | 174     |
| 3    | Brigham Young University       | 142     |
| 4    | Weber State University         | 141     |
| 5    | Utah State University          | 128     |
| 6    | Western Governors University   | 116     |
| 7    | Salt Lake Community College    | 114     |
| 8    | Automatic Data Processing Inc. | 83      |
| 9    | Zions Bancorporation           | 69      |
| 10   | University of Utah             | 68      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 3,242         | 27                       | 4,504         | 16                       |
| STEM                                  | 3,195         | 27                       | 4,381         | 15                       |
| Sales and office support              | 1,784         | 15                       | 7,170         | 25                       |
| Healthcare professional and technical | 1,193         | 10                       | 2,620         | 9                        |
| Education                             | 1,033         | 9                        | 1,354         | 5                        |
| Community services and arts           | 676           | 6                        | 1,142         | 4                        |
| Blue-collar                           | 273           | 2                        | 3,783         | 13                       |
| Food and personal service             | 262           | 2                        | 2,692         | 9                        |
| Healthcare support                    | 139           | 1                        | 1,111         | 4                        |
| Social science                        | 52            | <1                       | 52            | <1                       |
| <b>Total</b>                          | <b>11,849</b> | <b>100</b>               | <b>28,809</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# VERMONT



## 51% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



online job ads are for education occupations – the largest concentration of job ads for education occupations in the country



of online job ads are in education services – the largest concentration of job ads from education services sector in the country



Fastest growing occupational cluster for college graduates: **blue-collar** (25% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **information services** (73% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Middle school teachers, except special and career/technical education    |
| 2    | Elementary school teachers, except special education                     |
| 3    | Special education teachers, preschool                                    |
| 4    | Computer occupations, all other  |
| 5    | Medical and health services managers                                     |
| 6    | Secondary school teachers, except special and career/technical education |
| 7    | Software developers, applications  |
| 8    | Registered nurses  |
| 9    | First-line supervisors of retail sales workers                           |
| 10   | Education administrators, elementary and secondary school                |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                         | Job Ads |
|------|----------------------------------|---------|
| 1    | University of Vermont            | 60      |
| 2    | Mylan Laboratories Inc.          | 48      |
| 3    | CGI Group                        | 47      |
| 4    | Norwich University               | 34      |
| 5    | UTC Aerospace Systems            | 34      |
| 6    | Northwestern Medical Center      | 28      |
| 7    | National Life Group              | 23      |
| 8    | Department of Veterans Affairs   | 17      |
| 9    | Rutland Regional Health Services | 16      |
| 10   | Southwestern Vermont Health Care | 16      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads  | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|--------------|--------------------------|
| Education                             | 846          | 25                       | 1,015        | 16                       |
| Managerial and professional office    | 753          | 23                       | 937          | 14                       |
| Healthcare professional and technical | 546          | 16                       | 862          | 13                       |
| STEM                                  | 470          | 14                       | 584          | 9                        |
| Sales and office support              | 304          | 9                        | 1,313        | 20                       |
| Community services and arts           | 232          | 7                        | 382          | 6                        |
| Food and personal service             | 107          | 3                        | 476          | 7                        |
| Blue-collar                           | 49           | 1                        | 768          | 12                       |
| Social science                        | 20           | 1                        | 22           | <1                       |
| Healthcare support                    | 4            | <1                       | 181          | 3                        |
| <b>Total</b>                          | <b>3,331</b> | <b>100</b>               | <b>6,540</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# VIRGINIA



## 57% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



36% of online job ads are for STEM occupations – one of the highest concentrations of job ads for STEM occupations in the country



36% of online job ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **healthcare professional and technical** (33% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **financial services** (47% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Computer systems analysts  |
| 4    | Managers, all other  |
| 5    | Registered nurses  |
| 6    | Network and computer systems administrators  |
| 7    | Accountants and auditors   |
| 8    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 9    | Medical and health services managers   |
| 10   | Information security analysts  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                                       | Job Ads |
|------|--|---------|
| 1    | General Dynamics                               | 1,197   |
| 2    | Science Applications International Corporation | 915     |
| 3    | Accenture                                      | 603     |
| 4    | CACI   | 583     |
| 5    | Northrop Grumman                               | 537     |
| 6    | University of Virginia                         | 521     |
| 7    | Booz Allen Hamilton Inc.                       | 502     |
| 8    | Capital One                                    | 487     |
| 9    | ManTech International Corp.                    | 445     |
| 10   | Sentara Healthcare                             | 374     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| STEM                                  | 21,909        | 36                       | 27,073         | 25                       |
| Managerial and professional office    | 18,946        | 31                       | 24,020         | 22                       |
| Sales and office support              | 6,146         | 10                       | 20,562         | 19                       |
| Healthcare professional and technical | 5,433         | 9                        | 9,983          | 9                        |
| Education                             | 2,943         | 5                        | 3,485          | 3                        |
| Community services and arts           | 2,901         | 5                        | 4,381          | 4                        |
| Food and personal service             | 1,540         | 3                        | 7,920          | 7                        |
| Blue-collar                           | 857           | 1                        | 8,532          | 8                        |
| Social science                        | 243           | <1                       | 248            | <1                       |
| Healthcare support                    | 133           | <1                       | 1,902          | 2                        |
| <b>Total</b>                          | <b>61,051</b> | <b>100</b>               | <b>108,106</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# WASHINGTON



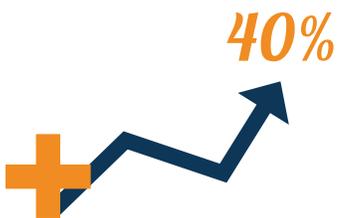
## 47% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



31% of online job ads are for managerial and professional office occupations



42% of online job ads are in the consulting and business services and the healthcare services sectors



Fastest growing occupational cluster for college graduates: **healthcare professional and technical** (40% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **transportation and utilities** (73% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Registered nurses  |
| 3    | Computer occupations, all other  |
| 4    | Managers, all other  |
| 5    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 6    | Marketing managers   |
| 7    | Medical and health services managers   |
| 8    | Accountants and auditors   |
| 9    | Sales managers   |
| 10   | Human resources specialists  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                               | Job Ads |
|------|--|---------|
| 1    | Amazon                                 | 4,200   |
| 2    | Microsoft Corporation                  | 3,344   |
| 3    | Providence Health and Services         | 1,177   |
| 4    | University of Washington               | 690     |
| 5    | Catholic Health Initiatives            | 517     |
| 6    | The Boeing Company                     | 447     |
| 7    | Swedish Health Service                 | 337     |
| 8    | Providence Health and Services Burbank | 336     |
| 9    | Expedia Inc                            | 315     |
| 10   | Virginia Mason Medical Center          | 291     |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads    | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|----------------|--------------------------|
| Managerial and professional office    | 20,028        | 31                       | 27,064         | 19                       |
| STEM                                  | 19,933        | 30                       | 24,523         | 18                       |
| Healthcare professional and technical | 8,865         | 14                       | 15,479         | 11                       |
| Sales and office support              | 8,242         | 13                       | 30,610         | 22                       |
| Community services and arts           | 3,164         | 5                        | 5,009          | 4                        |
| Education                             | 2,071         | 3                        | 2,891          | 2                        |
| Blue-collar                           | 1,360         | 2                        | 18,224         | 13                       |
| Food and personal service             | 1,316         | 2                        | 11,035         | 8                        |
| Social science                        | 242           | <1                       | 248            | <1                       |
| Healthcare support                    | 182           | <1                       | 3,917          | 3                        |
| <b>Total</b>                          | <b>65,403</b> | <b>100</b>               | <b>139,000</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# WEST VIRGINIA



## 36% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



23% of online job ads are for managerial and professional office occupations



22% of online job ads are in the education services and the healthcare services sectors



**Fastest growing occupational cluster for college graduates: STEM**  
(37% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: healthcare services**  
(54% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Medical and health services managers   |
| 4    | Software developers, applications  |
| 5    | First-line supervisors of retail sales worker  |
| 6    | Computer occupations, all other  |
| 7    | Financial managers   |
| 8    | Chemists   |
| 9    | Managers, all other  |
| 10   | Civil engineers  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                            | Job Ads |
|------|-------------------------------------|---------|
| 1    | Mylan Laboratories Inc.             | 163     |
| 2    | Marshall University                 | 71      |
| 3    | Dey Inc.                            | 69      |
| 4    | Department of Veterans Affairs      | 68      |
| 5    | West Virginia Office of Technology  | 56      |
| 6    | West Virginia University Healthcare | 47      |
| 7    | General Dynamics                    | 41      |
| 8    | HCR Manor Care                      | 30      |
| 9    | West Virginia University            | 29      |
| 10   | West Virginia University Hospitals  | 25      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 1,087        | 23                       | 1,668         | 13                       |
| Healthcare professional and technical | 925          | 20                       | 1,813         | 14                       |
| STEM                                  | 855          | 18                       | 1,227         | 10                       |
| Education                             | 661          | 14                       | 816           | 6                        |
| Sales and office support              | 497          | 11                       | 2,823         | 22                       |
| Community services and arts           | 350          | 8                        | 694           | 5                        |
| Blue-collar                           | 134          | 3                        | 2,023         | 16                       |
| Food and personal service             | 84           | 2                        | 1,251         | 10                       |
| Social science                        | 25           | 1                        | 25            | <1                       |
| Healthcare support                    | 12           | <1                       | 369           | 3                        |
| <b>Total</b>                          | <b>4,630</b> | <b>100</b>               | <b>12,709</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.



# WISCONSIN



## 44% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for managerial and professional office occupations



of online job ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **healthcare professional and technical** (100% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **manufacturing** (68% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Software developers, applications  |
| 2    | Computer occupations, all other  |
| 3    | Accountants and auditors   |
| 4    | Registered nurses  |
| 5    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 6    | Medical and health services managers   |
| 7    | Mechanical engineers   |
| 8    | Managers, all other  |
| 9    | Computer systems analysts  |
| 10   | Sales managers   |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                        | Job Ads |
|------|---------------------------------|---------|
| 1    | University of Wisconsin         | 207     |
| 2    | General Electric Company        | 205     |
| 3    | Johnson Controls Inc.           | 204     |
| 4    | Froedtert & the Medical College | 188     |
| 5    | Associated Banc Corporation     | 168     |
| 6    | Kohler                          | 143     |
| 7    | West Bend Clinic                | 127     |
| 8    | Harley-Davidson                 | 107     |
| 9    | Wheaton Franciscan Healthcare   | 97      |
| 10   | Ministry Health Care            | 97      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads   | Share of BA+ job ads (%) | All job ads   | Share of all job ads (%) |
|---------------------------------------|---------------|--------------------------|---------------|--------------------------|
| Managerial and professional office    | 8,051         | 33                       | 10,810        | 19                       |
| STEM                                  | 6,281         | 26                       | 8,473         | 15                       |
| Sales and office support              | 3,257         | 13                       | 12,690        | 23                       |
| Healthcare professional and technical | 3,132         | 13                       | 6,476         | 12                       |
| Community services and arts           | 1,355         | 6                        | 2,274         | 4                        |
| Education                             | 1,231         | 5                        | 1,437         | 3                        |
| Blue-collar                           | 623           | 3                        | 8,458         | 15                       |
| Food and personal service             | 410           | 2                        | 4,221         | 7                        |
| Social science                        | 110           | <1                       | 115           | <1                       |
| Healthcare support                    | 61            | <1                       | 1,338         | 2                        |
| <b>Total</b>                          | <b>24,511</b> | <b>100%</b>              | <b>56,292</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

# WYOMING



**30%** OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



25% of online job ads are for managerial and professional office occupations



24% of online job ads are in the healthcare services sector



**Fastest growing occupational cluster for college graduates: STEM**  
(85% increase in employment between 2010 Q1 and 2013 Q2)



**Fastest growing industry sector for college graduates: natural resources**  
(44% increase in employment between 2010 Q1 and 2013 Q2)

## TOP OCCUPATIONAL GROUPS

| Rank | Occupational Group   |
|------|--|
| 1    | Registered nurses  |
| 2    | Sales representatives, wholesale and manufacturing, except technical and scientific products |
| 3    | Medical and health services managers   |
| 4    | Financial managers   |
| 5    | Managers, all other  |
| 6    | Human resource specialists   |
| 7    | Nurse practitioners  |
| 8    | Civil engineers  |
| 9    | Software developer, applications   |
| 10   | Mechanical engineer  |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

| Rank | Employer                         | Job Ads |
|------|----------------------------------|---------|
| 1    | University of Wyoming            | 43      |
| 2    | Laramie County Community College | 31      |
| 3    | Department of Veterans Affairs   | 31      |
| 4    | State of Wyoming                 | 31      |
| 5    | Cheyenne Regional Medical Center | 24      |
| 6    | Dish Network                     | 19      |
| 7    | Banner Health System             | 19      |
| 8    | Wyoming Medical Center           | 18      |
| 9    | Casper College                   | 17      |
| 10   | Bank of the West                 | 16      |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

## DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

| Occupational cluster                  | BA+ job ads  | Share of BA+ job ads (%) | All job ads  | Share of all job ads (%) |
|---------------------------------------|--------------|--------------------------|--------------|--------------------------|
| Managerial and professional office    | 482          | 25                       | 776          | 12                       |
| Healthcare professional and technical | 415          | 22                       | 914          | 14                       |
| STEM                                  | 375          | 20                       | 514          | 8                        |
| Sales and office support              | 197          | 10                       | 1,274        | 20                       |
| Education                             | 155          | 8                        | 177          | 3                        |
| Community services and arts           | 137          | 7                        | 302          | 5                        |
| Blue-collar                           | 85           | 4                        | 1,684        | 27                       |
| Food and personal service             | 42           | 2                        | 576          | 9                        |
| Social science                        | 6            | <1                       | 6            | <1                       |
| Healthcare support                    | 0            | <1                       | 98           | 2                        |
| <b>Total</b>                          | <b>1,894</b> | <b>100</b>               | <b>6,321</b> | <b>100</b>               |

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.





*Online College Labor Market: Ranking the States* comprises a full report and an executive summary.  
All can be accessed at [cew.georgetown.edu/oclmstates](http://cew.georgetown.edu/oclmstates)

*GEORGETOWN UNIVERSITY*



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**Center  
on Education  
and the Workforce**

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**McCourt School of Public Policy**

3300 Whitehaven Street NW,  
Suite 3200  
Washington, DC 20007  
[cew.georgetown.edu](http://cew.georgetown.edu)