

[2015.06.24]

## Perspectives of US Internships: Recruitment and Selection



In an effort to grasp the internship situation in the United States, Recruit Works Institute, with cooperation from a recruitment consulting company CareerXroads, conducted a survey “2015 Internships USA”. Over the next two columns, we will explore the characteristics of US internships based on the insights gained from this study.

### 2015 Internships USA Survey Overview

Period: March 26, 2015 – April 13, 2015

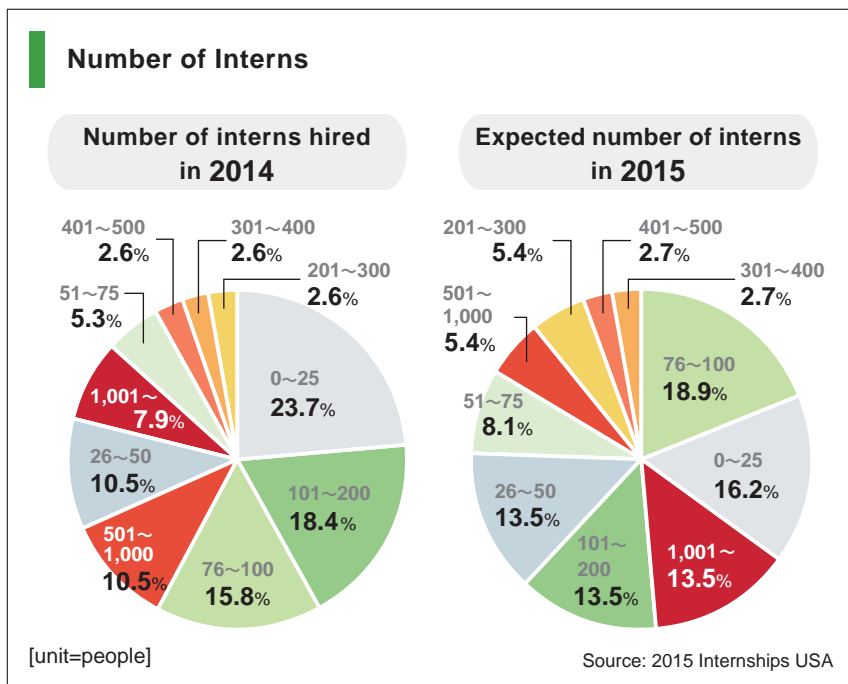
Methodology: Internet survey

Respondents: U.S. corporations with between 5,000 and 100,000 employees

Number of Respondents : 41 companies

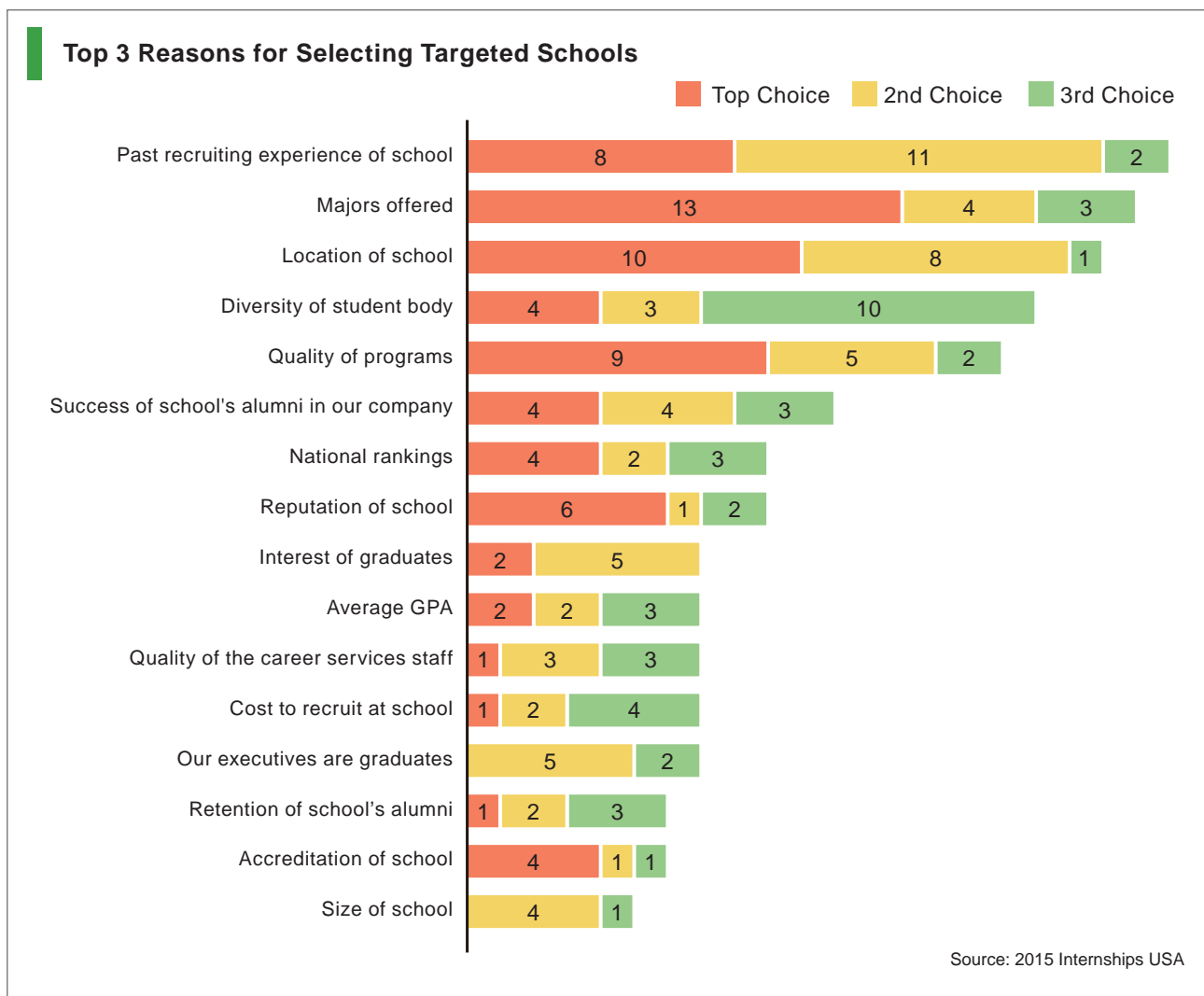
### Scale of Internship Program Varies by Company - Some Companies Hire Over a Thousand Interns.

In 2014, 34.2% of employers had 50 or less interns, and 21.1% had 51-100 interns which together make up 55.3% of the total. In contrast, 13.5% of companies are planning to hire more than 1,000 interns in 2015. These numbers suggest that the scale of internship programs vary greatly depending on the employer. For example, Ernst and Young, one of the Big Four audit firms in the world that you will read about later in this serial, is expecting to hire 4,000 interns within the country in 2015 (Dan Black, Americas Director of Recruiting at Ernst and Young). At Enterprise Holdings, the world’s largest rental car company that will also appear later in the column, they are planning to recruit 1,700 interns this year (Marie Artim, Vice President of Talent Acquisition at Enterprise Holdings).



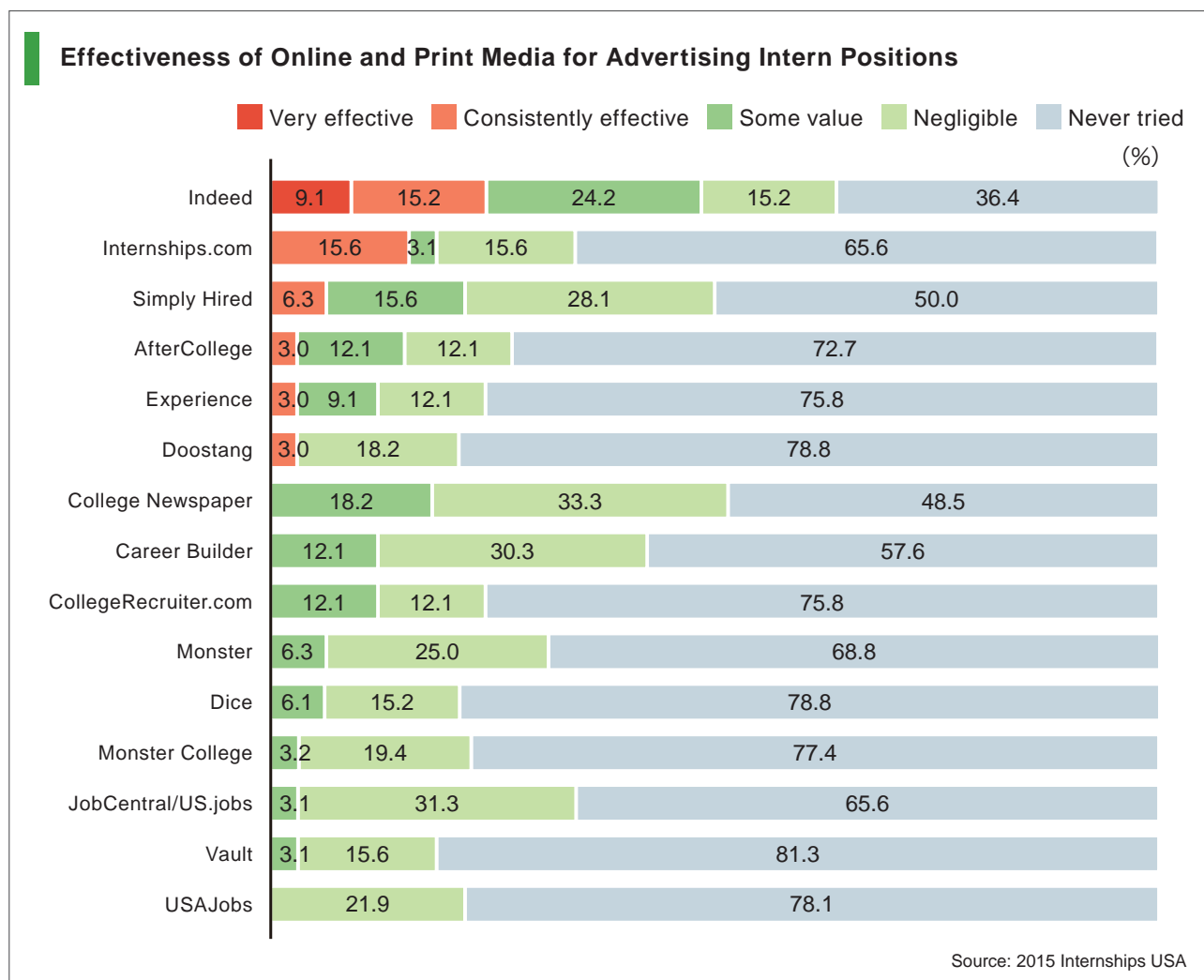
### Top 3 Reasons for Selecting Targeted Schools are “Past Recruitment Experience”, “Majors Offered” and “Location of School”

It is common for US employers to recruit interns from designated schools. This is particularly true in areas such as STEM (Science, Technology, Engineering and Mathematics) and Accounting, which target students with career-driven degrees. The three most common criteria for targeted school in our study were “past recruiting experience of school”, “majors offered” and “location of school”.



### Popularly Used Media are Job Boards for Students/Graduates and College Newspaper

When recruiting interns, employers often leverage online and print media that post entry-level positions for students and recent graduates. Rated as the most effective media in our survey was Indeed. Indeed is a meta-search engine that collects openings from job boards, newspapers, employers’ career sites and so forth, and post them on their website. Another media that was rated highly is Internships.com, a job board specific to internship positions.



**From Position Posting to Interview Takes 11-20 days,  
From Interview to Offer Takes 10 days or Less, and  
Students Have 10 days or Less to Decide Whether to Accept an Offer.**

The most common duration between “publicly listing a position and an interview” was 11-20 days (39.4%), and the next common response was 31-40 days (27.3%). There appears to be a wide margin for this process among employers. On the other hand, “within 10 days” was the most common response for both the “time between the interview and making an offer” and the “length between the offer and the deadline for acceptance/rejection” (both at 47.1%). These results tell us that employers extend an offer shortly after the interview, and the deadline for students to make a decision is also set relatively short. Nonetheless, one employer noted that they could not give a straight answer because each department spends time differently at each stage of the hiring process.

**Average time it takes to hire an intern**

	10 days or less	11-20 days	21-30 days	31-40 days	41-50 days	51 days or more
Between publicly listing a job opportunity holding an interview	6.1%	39.4%	12.1%	27.3%	6.1%	9.1%
Between the interview date and the date the position is offered	47.1%	23.5%	14.7%	8.8%	0.0%	5.9%
The date of the offer and the deadline for acceptance/rejection	47.1%	29.4%	14.7%	2.9%	2.9%	2.9%

Source: 2015 Internships USA

### Application Procedure is Kept Short as an Effort to Prevent Candidates from Abandoning it Midway.

When asked what might be driving the candidates to drop out from the application procedure, common responses from the employers were “user friendliness of the application” (53.3%) and “total time to complete the application” (50.0%). In turn, when asked about the actual length of application procedure, 64.9% of employers have an application procedure that merely takes 5 to 15 minutes. Employers may be trying to reduce the load off the applicants to prevent them from abandoning the application.

