

2012 Graduate Outlook Survey

Summary Report for Legal and Professional Services Employers

This report looks at trends in graduate recruitment for the Legal and Professional Services industries, including what is happening in graduate recruitment, graduate skill shortages, graduate program promotion methods used, usage of social media, and factors influencing graduate attrition and retention. In total, 143 Legal and Professional Services employers responded to the survey.

The report provides insight into graduate recruitment activities, and suggests ways to improve retention rates and capitalise on investing in graduate employees.

What's happening in graduate recruitment?

Eight in ten employers from Legal and Professional Services industries employed graduates in 2012 with employers indicating they anticipate recruiting more graduates in 2013.

Of Legal and Professional Services employers in 2012 (see Figure 1):

- ❖ two in ten did not recruit any graduates
- ❖ nearly six in ten recruited between 1 and 20 graduates
- ❖ two in ten recruited more than 20 graduates.

In 2013, Legal and Professional services employers anticipate a rise in the number of graduates recruited in the 1 -20 range.

■ No graduates recruited ■ 1 - 20 graduates recruited ■ More than 20 graduates recruited

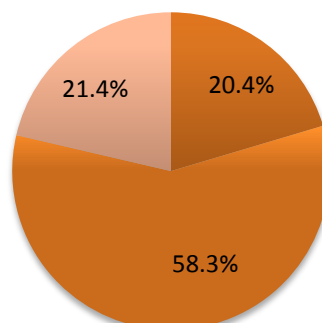


Figure 1: Graduate intake for L/PS¹, 2012

¹ Legal and Professional Services

Two in ten Legal and Professional Services employers surveyed would have recruited more graduates if appropriate candidates had been available in 2012 (see Figure 2). This decrease is similar to the percentage observed during the Global Financial Crisis concerning the proportion of employers who would have recruited more graduates if appropriate candidates had been available.

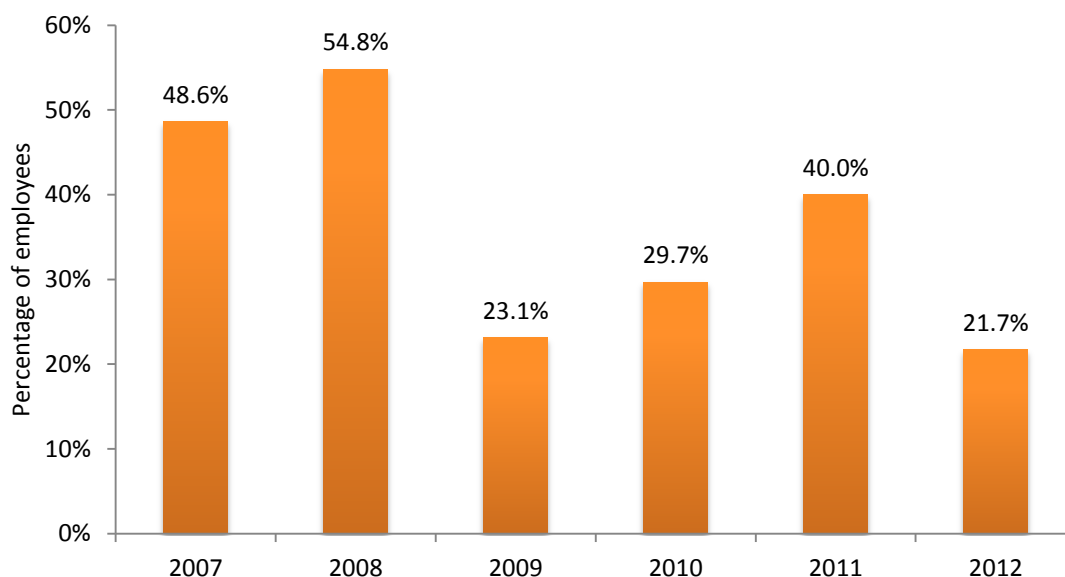


Figure 2: Proportion of Legal and Professional Services employers who would have recruited more graduates if a higher number of appropriate candidates had been available, 2007-12

How do you select graduates?

Legal and Professional Services employers were asked to rate which three selection criteria (aside from relevant qualifications) they considered to be *most* important when evaluating applicants. These are presented in Table 1, ranked from most (1) to least (10) nominated and benchmarked against all industry groups for 2012.

The top three most important selection criteria for Legal and Professional Services employers were:

1. interpersonal and communication skills (written and oral)
2. passion/knowledge of industry/drive/commitment/attitude
3. calibre of academic results.

The top two selection criteria for Legal and Professional Services are in-line with the top two ranked by all industry groups.

Overall, 'leadership skills' was ranked last by graduate employers with employers potentially viewing this as a skill that can be fostered within an organisation once a graduate begins in a program.

Table 1: Most important selection criteria when recruiting graduates, 2012 (Rank)

Selection Criteria	2012	All industries
Interpersonal and communication skills (written and oral)	1	1
Passion/Knowledge of industry/Drive/Commitment/Attitude	2	2
Calibre of academic results	3	4
Cultural alignment / Values fit	4	5
Critical reasoning and analytical skills/Problem solving/Lateral thinking/Technical skills	5	3
Emotional intelligence (incl. self-awareness, strength of character, confidence, motivation)	6	7
Work experience	7	6
Teamwork skills	8	8
Activities (incl. intra and extra curricular)	8	9
Leadership skills	10	10

Popular methods to promote your graduate program

When Legal and Professional Services employers were asked about the methods used to promote their 2012 graduate program (see Figure 3), the vast majority of employers, who could select more than one response option, indicated that they promoted their graduate program through:

- ❖ **their organisation's website** (68.3%)
- ❖ **employment website (e.g. SEEK, CareerOne)** (49.5%)
- ❖ **university careers services** (49.5%).

The use of traditional newspaper advertising is ranked quite low (5.9%) in comparison to other types of promotion methods used.

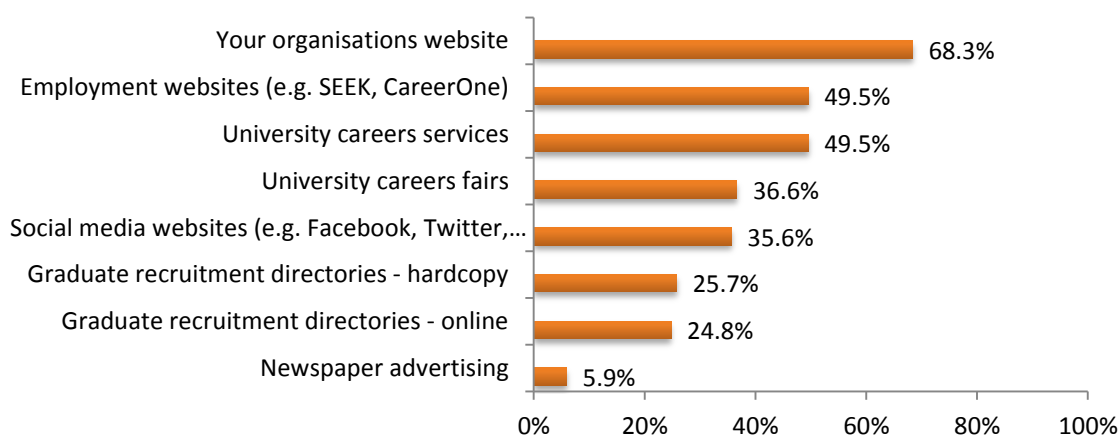


Figure 3: Methods used to promote graduate program, 2012

Usage of Social Media

Social media is still a relatively new form of promoting graduate recruitment programs by employers. Employers were asked to indicate if they used various social media sites to promote their graduate recruitment programs.

Legal and Professional employers predominantly used Facebook and LinkedIn in 2012 (see Table 2).

Table 2: Usage of social media sites, L/PS² 2012

	Promotion method used in 2012	Will use promotion method in 2013
Facebook promotion	69.4%	72.2%
Twitter promotion	47.2%	58.3%
YouTube promotion	*	33.3%
LinkedIn promotion	52.8%	66.7%

• *denotes less than 10 cases*

Of those employers using social media as a promotion method:

- ❖ More than two thirds of employers who used social media use **Facebook** with usage predicted to slightly increase in 2013.
- ❖ Over half of employers who used social media use **LinkedIn** with usage predicted to increase by 13.9% in 2013.
- ❖ Nearly half of employers who used social media use **Twitter** with usage predicted to increase by 11.1% in 2013.

The figure for YouTube as a promotion method in 2012 contained less than 10 cases so was not included in Table 2. However, Legal and Professional employers who use social media indicated they would be using YouTube to promote their graduate programs in 2013.

Why graduates leave an employer

Employers were asked to rate each of nine key factors that can impact on graduate attrition. These are listed in Figure 4 below in order of the proportion of employers who rated them as being either quite important or very important.

Employers from Legal and Professional Services believe the top three reasons a graduate leaves their employer are:

1. their relationship with direct manager/supervisor
2. organisational culture
3. their desire for greater professional development.

² Legal and Professional Services



Figure 4: Quite/very important factors in graduate attrition, 2012

Those factors that were least important to graduate attrition with fewer than 50.0% of employers indicating they were an issue were 'lack of loyalty and commitment', 'seeking experience in a different sector' and 'desire to travel' all of which are often out of the control of an organisation.

How to retain your graduates

Employers were asked to select the effectiveness of each graduate retention strategy they felt were most effective to not at all effective (see Table 3). These strategies are ranked in terms of the proportion of employers who considered them to be quite/very effective within the Legal and Professional Services industries and all industries.

Table 3: Quite/very effective graduate retention strategies, 2012 (Rank)

Graduate retention strategy, ranked	L/PS ³	All industries
Internal training and development activities	1	1
Mentoring scheme	2	2
Support for external training and development	6	3
Regular performance appraisals	3	4
Specific graduate induction program	4	5
Buddy system	5	6
Leadership development program for identified 'stars'	9	7
Graduate-focused social activities	8	8
Performance-based remuneration	7	9
Specific area for graduates on website	10	10

Legal and Professional Services employers believed that the three most effective strategies to retain graduates were:

³ Legal and Professional Services

1. internal training and development activities
2. mentoring scheme
3. regular performance appraisals.

It is interesting to note that less emphasis is placed on support for external training and development by Legal and Professional Services employers when compared to all industry groups.

Further Information:

The Graduate Outlook Survey is one of a number of graduate outcomes surveys conducted annually by Graduate Careers Australia (GCA).

GCA produce a number of free reports on graduate outcomes data each year, as well as offering tailored reporting and data solutions on graduate recruitment practices and trends within Australasia.

GCA is a not-for-profit organisation whose research work is largely Federal Government funded. We also produce a number of careers resources for students and graduates, including Graduate Opportunities. For more information about the valuable work we do, please contact the GCA research team on (03) 9605 3700 or research@graduatecareers.com.au or visit our website at www.graduatecareers.com.au.