

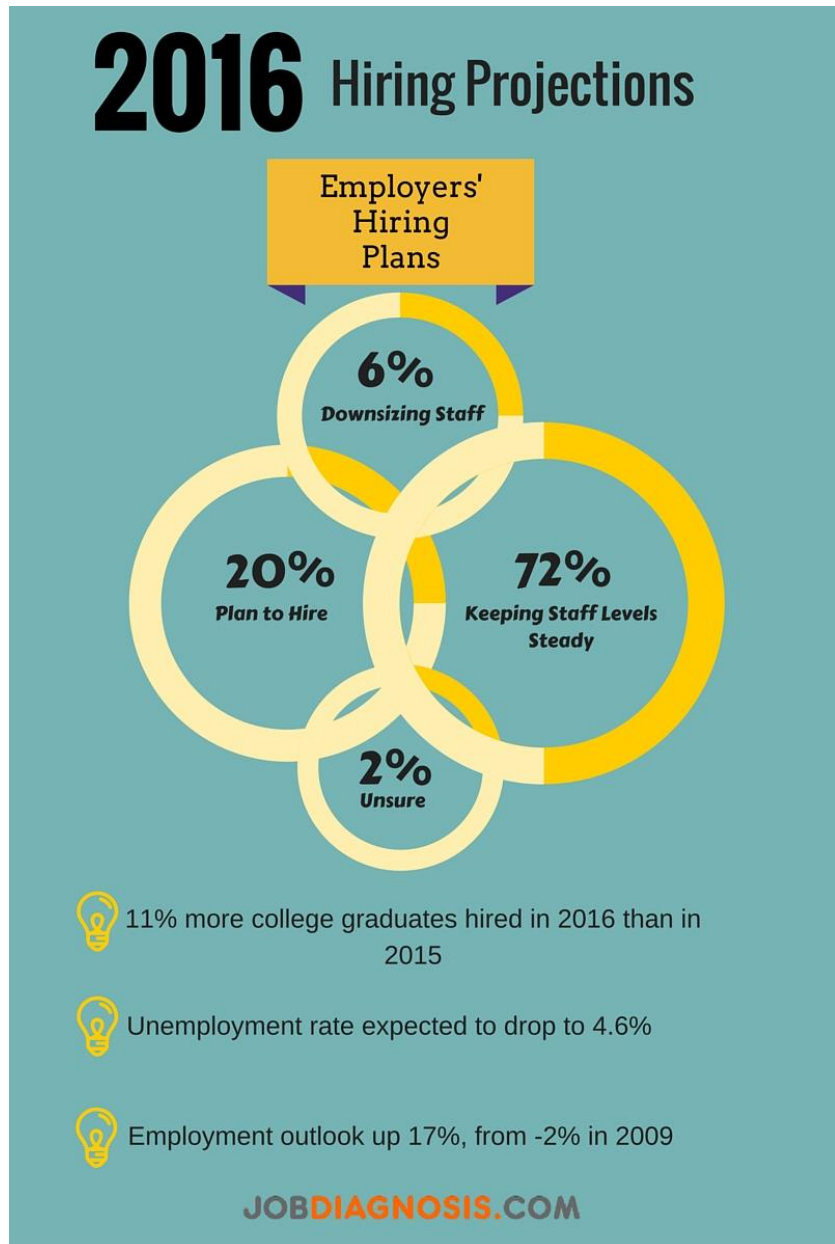
### Improving Economy Creates a Strong Job Market for 2016

[Jobdiagnosis.com](http://Jobdiagnosis.com) has identified research showing some important positive trends in hiring for 2016.

Overall, 2016 is forecast to be a strong year for job growth. According to [Kiplinger.com](http://Kiplinger.com), the unemployment rate, having fallen to 5% in Q4 of 2015, is expected to drop to 4.6% in 2016. Retail sales, having gone up 4.6% in 2015 are expected to expand by 4.4% in 2016 (excluding gasoline sales). Particularly notable is the surge in online spending, expected to continue through 2016. The GDP, at 3% in Q4 of 2015 and 2.5% for the year, is expected to be 2.8% for 2016. Consumer spending, having already increased in Q4 of 2015 thanks to wage growth, job growth and low-priced gasoline, is expected to remain strong through 2016. Finally, the housing market is back in full swing, with the construction and sale of single-family homes both seeing an increase of 20%. That explains the 56% increase in hiring predicted for the real estate job market, according to a hiring forecast from expert recruiting firm [Ferguson Partners LP](http://FergusonPartnersLP.com).

It was recently reported by the [New York Times](http://NewYorkTimes.com) that American employment has been growing consistently over recent years, with an average of 200,000 jobs being added per month. In December 2015 alone, a whopping 292,000 people were hired.

An [employment outlook survey](http://employmentoutlooksurvey.com) conducted by staffing agency Manpower Group predicts the employment outlook for 2016 to be +17%. This follows the steady job growth that has been taking place year after year since 2009, where we had our worst jobs outlook, down 2%. The U.S. region that will be



seeing the most job growth is the South, at a net employment outlook of +16%. The Midwest is expected to see a net employment outlook of +13%, the Northeast +12%, and the West 15%.

In particular, information technology and big data are expected to continue seeing strong job growth in 2016. OnBoard Recruitment Advisers' [2016 Hiring Forecast for Big Data](#) predicts that 6,000 companies will be looking to fill close to 4.4 million data jobs in 2016. Other IT jobs gaining ground are software engineering and information security analyst positions, where there are expected to be about 2.7 million job openings. There are expected to be way more IT job openings than workers to fill them, so this is an excellent time to be graduating with a degree in computer science.

### ***2016 Will Be a Positive Year for College Graduates***

Employers are expected to hire 11% more college graduates from the class of 2016 as opposed to the class of 2015, according to the National Association of Colleges and Employers' [Job Outlook 2016 survey](#). The survey also measured employers' perception of the job market for college graduates in 2016, which is much brighter than in recent years. Some 42% of employers rank the job outlook as very good or excellent for college graduates, as opposed to a mere 18% only 2 years ago in 2014.

A survey conducted by Michigan State University entitled [Recruiting Trends 2015-16: Hiring Outlook by Industry Sector and Geographic Region](#) analyzed geographic data broken down by industry and compared to figures from the Bureau of Labor Statistics. In total, 19 major industrial sectors returned survey data, and below are the leading sectors for college graduate hiring at the Bachelor's degree level and the percentage by which they expect expanded employment opportunities:

- Professional, Business and Scientific Services (38%)
- Finance and Insurance Services (28%)
- Healthcare and Social Assistance (24%)
- Educational Services (8%)
- Government (9%)
- Nonprofits (5%)
- Manufacturing (-6%)

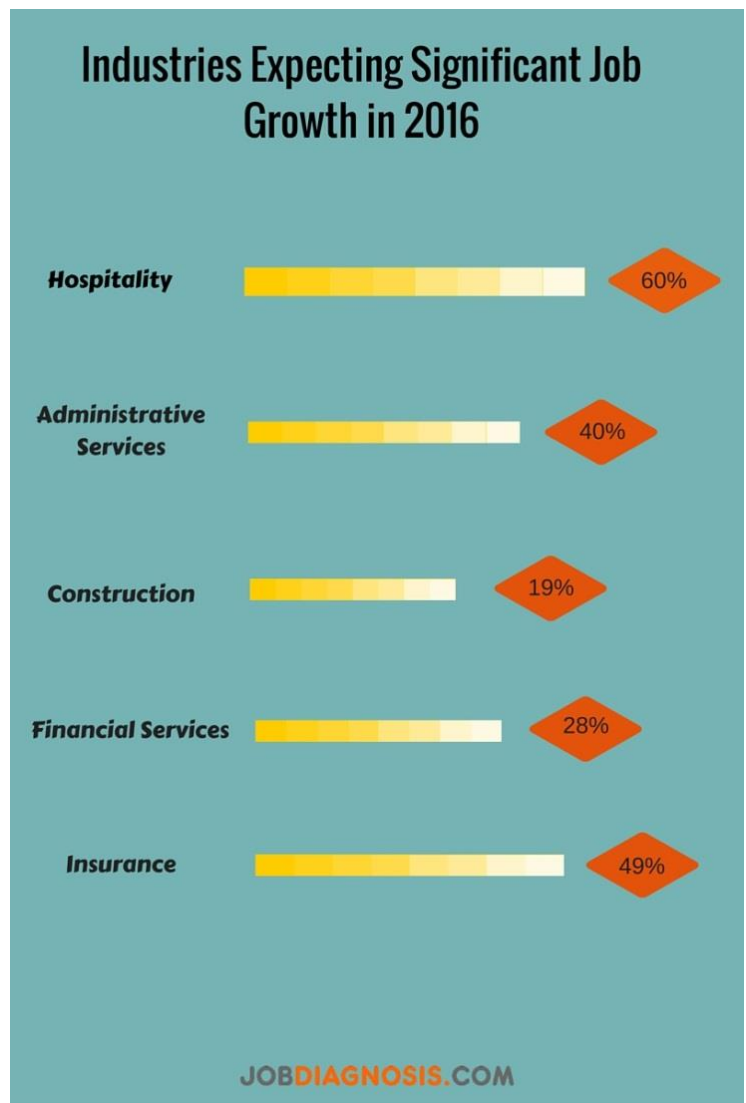
As you can see, all of the sectors expect expanded employment opportunities except for Manufacturing, which saw a loss of about 17,000 jobs in August alone, according to the Bureau of Labor Statistics. Much of this is due to the suffering of the petroleum industry, which has subsectors in Manufacturing. Low oil and gas prices have caused oil extraction and processing companies to cut way back on hiring.

The survey went on to break down the number of hires expected for 2016 at the Associate's, Bachelor's and MBA level. The research also reported hiring numbers in all regions, broken down by degree level. Overall, national employers will increase hiring by 12%, and international employers will increase hiring by 6%. So while hiring is lower for the global economy, it is showing strong growth for the U.S.

### Recruiting Trends for 2016

Below are some important trends developing the way recruiters and employers are hiring for 2016:

1. The "Blended" Workforce Model is Gaining Ground  
Companies are starting to seek services from staffing agencies for contract workers more and more to complement their full-time salaried staff. This trend is especially critical with the growth of the information technology industry, since many IT positions are contractors. A [2016 Recruitment Forecast](#) from recruiting solutions company Top Echelon urges companies to take advantage of contract staffing services if they aren't already.
2. Employer Branding  
More and more companies are using their organization's values, characteristics, and priorities as a basis to find talent. According to [LinkedIn's forecast for 2016 recruiting trends](#), 62% of companies in the U.S. and 59% globally are investing in employer branding.
3. Flexibility  
This generation of people entering the workforce puts a high value on flexibility, and employers are restructuring jobs to meet their needs. These accommodations include improvements in benefits such as personal time off and the ability to work remotely.
4. Employee Retention



Over the years, the longevity of workers has decreased greatly, and employers are currently putting strategies in place to retain the talent they have worked so hard to find. It saves companies a considerable amount of time and money to train existing employees for new roles, so it is predicted that more employers will be looking to promote from within.

5. Data-Driven

Predictive analytics are becoming a regular part of the recruiting and employee screening process. Beyond metrics such as time-to-hire and cost-to-hire, companies are using data to perform an analysis of entire prospects, their skills, experience, level of ambition, etc. to see if they fit the position's criteria.

6. Human Resources Technology

More and more companies are making efforts to consolidate their HR functions, such as applicant tracking systems, human capital management, and video interviewing into one software platform. This allows them to align human resources with other functions of the company, such as finance and IT, to make business operations more streamlined.

The positive hiring trends forecast for 2016, in short, point to two important developments: competition for talent will sharpen, and new ways of structuring employee policies will be necessary to bring onboard the people needed to drive the company's success.