



# New Names in the 'NSBE 50'!

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The impact of online and social media is felt everywhere, but when it comes to landing a job, some tools are better than others. In the NSBE Annual Employer Preference Survey this year, collegiate members of the National Society of Black Engineers rated LinkedIn as the most effective job search or résumé service, followed closely by the online NSBE Career Center. Not only that, LinkedIn was rated as the most popular media source for obtaining information about potential employers. Although new to the survey this year, Glassdoor emerged as a highly ranked online media source for gaining information about potential employers. On the other hand, social media sources including Facebook and Twitter, despite their popularity, were not viewed by the students as effective job search platforms.

The roller-coaster economy makes job hunting even more challenging, and job seekers' perception of employment prospects is more positive in some STEM industries than in others. Among NSBE members, those in the computer technology/software, finance/consulting and automotive/transportation industries continued to have the most hopeful outlooks. Ratings of job prospects in environmental/forest products/natural sciences improved considerably this year, moving from last among 12 industries to sixth in potential employment opportunities. NSBE members interested in careers in biotechnology or pharmaceuticals were least optimistic about their prospects.

## THE 'NSBE 50'

As in previous years, we used responses provided in online membership/renewal applications to compile the 2016 'NSBE 50,' the most preferred employers of the collegiate members of NSBE. Unlike the results of previous years' surveys, though, there was a lot of movement in the employer rankings! Google remained on top this year as the most preferred employer, above The Boeing Company, which was No. 2, and Apple, which moved up from the No. 5 spot last year to No. 3 this year. GE

also moved up this year, to No. 4, and Microsoft Corporation rounded out the top 10. In one item of note, both Shell and BP – ranked ninth and 10th, respectively, last year – fell out of the top 10.

Some employers made gains into the top 50 this year: Abbott, Dell Inc., Delta Air Lines and Genentech, Inc. moved up the list significantly. In addition, Amazon, ranked 35th last year, moved up to 15th this year. All in all, 17 organizations moved up at least 10 places from last year's rankings to this year's.

Not only was Google ranked as the No. 1 preferred employer overall, it is also ranked as the preferred employer among men, women, underclassmen and upperclassmen. Google was also ranked No. 1 in five of the six NSBE regions. Among graduate students, ExxonMobil took the top spot as the most preferred employer, as Google took the No. 3 spot in that category. Boeing was another popular employer among men, women, underclassmen and upperclassmen, frequently taking the No. 2 or 3 spots in these groups.

## CALCULATING THE RANKINGS

The information reported here comes from two different sources. To calculate the NSBE 50, NSBE members were asked during the membership registration process to identify their top three prospective employers. Organizations selected as a first choice were awarded three points, second-choice organizations were awarded two points, and third choices were awarded one point. The points for each employer were tallied, and the employers were ranked according to their total points. The 50 organizations with the most points were included in the NSBE 50. NSBE 50 rankings were received from more than 9,300 NSBE collegiate members. There was also an online survey of the members that provided additional information about recruiting, job-hunting and other career-related topics. A total of 840 students responded to this online survey, which was distributed to all collegiate members of NSBE. ■



### 2016 'NSBE 50'

1. Google	18. The Dow Chemical Company	35. <b>Bechtel Corporation +</b>
2. The Boeing Company	19. 3M +	36. CH2M
3. Apple	20. <i>Northrop Grumman Corporation +</i>	37. <b>Dell Inc. +</b>
4. GE	21. <i>Accenture +</i>	38. <b>DuPont +</b>
5. Exxon Mobil Corporation	22. Procter & Gamble	39. United Technologies Corporation
6. NASA	23. Sony	40. EA Games
7. Chevron	24. Disney	41. Turner Construction Company
8. Lockheed Martin Corporation	25. <i>Boston Scientific +</i>	42. <b>Raytheon Company +</b>
9. IBM Corporation	26. <i>Honda +</i>	43. <i>U.S. Department of Defense -</i>
10. Microsoft Corporation	27. <i>Ford Motor Company +</i>	44. Federal Bureau of Investigation
11. Shell	28. Mercedes-Benz	45. U.S. Air Force
12. Intel Corporation	29. <b>Delta Air Lines +</b>	46. <b>National Institutes of Health</b>
13. <i>Johnson &amp; Johnson +</i>	30. <i>Cisco Systems, Inc. -</i>	47. <i>Central Intelligence Agency -</i>
14. BP	31. Toyota	48. <b>Genentech, Inc. +</b>
15. <i>Amazon +</i>	32. <b>Abbott +</b>	49. <b>Texas Instruments Incorporated</b>
16. <i>Nike +</i>	33. AT&T -	50. <i>Schlumberger -</i>
17. General Motors	34. <i>Goldman Sachs +</i>	

Boldface Names: New in the "NSBE 50" / Italicized Names: Moved at least 10 places (+=Up, -= Down)

### 2016 TOP EMPLOYERS BY REGION

#### REGION I (Northeast)

1. Google
2. Apple
3. GE
4. The Boeing Company
5. NASA
6. IBM Corporation
7. Exxon Mobil Corporation
8. Johnson & Johnson
9. Lockheed Martin Corporation
10. Microsoft Corporation

#### REGION II (Mid-Atlantic)

1. Google
2. Apple
3. The Boeing Company
4. NASA
5. Lockheed Martin Corporation
6. GE
7. Exxon Mobil Corporation
8. Northrop Grumman Corporation
9. IBM Corporation
10. Microsoft Corporation

#### REGION III (Southeast)

1. Google
2. The Boeing Company
3. Apple
4. GE
5. Lockheed Martin Corporation
6. NASA
7. Exxon Mobil Corporation
8. Delta Air Lines
9. Chevron Corporation
10. Microsoft Corporation

#### REGION IV (Great Lakes)

1. Google
2. GE
3. Apple
4. The Boeing Company
5. General Motors
6. NASA
7. 3M
8. Ford Motor Company
9. Exxon Mobil Corporation
10. Microsoft Corporation

#### REGION V (Mid-Southwest)

1. Exxon Mobil Corporation
2. Chevron Corporation
3. Shell
4. Google
5. The Boeing Company
6. Apple
7. GE
8. BP
9. The Dow Chemical Company
10. NASA

#### REGION VI (West)

1. Google
2. The Boeing Company
3. Apple
4. NASA
5. Chevron Corporation
6. Intel Corporation
7. Microsoft Corporation
8. Exxon Mobil Corporation
9. Northrop Grumman Corporation
10. Lockheed Martin Corporation

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**2016 'NSBE 50' FOR UNDERCLASSMEN (Freshmen and Sophomores)**

1. Google	18. Disney	35. Federal Bureau of Investigation
2. Apple	19. Intel Corporation	36. U.S. Department of Defense
3. The Boeing Company	20. General Motors	37. Accenture
4. NASA	21. Procter & Gamble	38. Goldman Sachs
5. GE	22. The Dow Chemical Company	39. Toyota
6. Lockheed Martin Corporation	23. National Institutes of Health	40. AT&T
7. Exxon Mobil Corporation	24. Ford Motor Company	41. Raytheon Company
8. Microsoft Corporation	25. Abbott	42. American Airlines
9. IBM Corporation	26. Northrop Grumman Corporation	43. Genentech, Inc.
10. Nike	27. Honda	44. Turner Construction Company
11. Johnson & Johnson	28. Dell Inc.	45. Medtronic
12. Amazon	29. 3M	46. Bechtel Corporation
13. Chevron Corporation	30. Boston Scientific	47. U.S. Navy
14. Sony	31. U.S. Air Force	48. HP Inc.
15. BP	32. Central Intelligence Agency	49. Cisco Systems, Inc.
16. Mercedes-Benz	33. EA Games	50. DuPont
17. Shell	34. Delta Air Lines	

**2016 'NSBE 50' FOR UPPERCLASSMEN (Juniors and Seniors)**

1. Google	18. General Motors	35. CH2M
2. The Boeing Company	19. The Dow Chemical Company	36. AT&T
3. GE	20. Amazon	37. Turner Construction Company
4. Apple	21. Nike	38. EA Games
5. Exxon Mobil Corporation	22. Delta Air Lines	39. Raytheon Company
6. Lockheed Martin Corporation	23. Honda	40. Abbott
7. NASA	24. Boston Scientific	41. Deloitte & Touche
8. Chevron Corporation	25. Ford Motor Company	42. Goldman Sachs
9. Shell	26. Disney	43. Dell Inc.
10. IBM Corporation	27. Procter & Gamble	44. Federal Bureau of Investigation
11. Microsoft Corporation	28. Sony	45. Genentech, Inc.
12. Johnson & Johnson	29. Toyota	46. Texas Instruments Incorporated
13. 3M	30. Cisco Systems, Inc.	47. Caterpillar Inc.
14. Accenture	31. Mercedes-Benz	48. U.S. Air Force
15. BP	32. United Technologies Corporation	49. Medtronic
16. Intel Corporation	33. Bechtel Corporation	50. Schlumberger
17. Northrup Grumman Corporation	34. DuPont	

**2016 'NSBE 50' FOR GRADUATE STUDENTS**

1. Exxon Mobil Corporation	18. Schlumberger	35. DuPont
2. Chevron Corporation	19. Northrop Grumman Corporation	36. United Technologies Corporation
3. Google	20. 3M	37. Caterpillar Inc.
4. GE	21. Goldman Sachs	38. National Institutes of Health
5. Intel Corporation	22. Baker Hughes	39. Medtronic
6. Apple	23. The Dow Chemical Company	40. ConocoPhillips Company
7. The Boeing Company	24. GM	41. Genentech, Inc.
8. Shell	25. Boston Scientific	42. Dell Inc.
9. IBM Corporation	26. Cisco Systems, Inc.	43. Raytheon Company
10. BP	27. Johnson & Johnson	44. Honda
11. Lockheed Martin Corporation	28. U.S. Department of Defense	45. Halliburton
12. Cummins, Inc.	29. Bechtel Corporation	45. Siemens
13. NASA	30. AT&T	47. Ford Motor Company
14. Amazon	31. Procter & Gamble	48. Turner Construction Company
15. Microsoft Corporation	32. Texas Instruments Incorporated	49. HP Inc.
16. Accenture	33. Deloitte & Touche	50. Central Intelligence Agency
17. CH2M	34. Abbott	



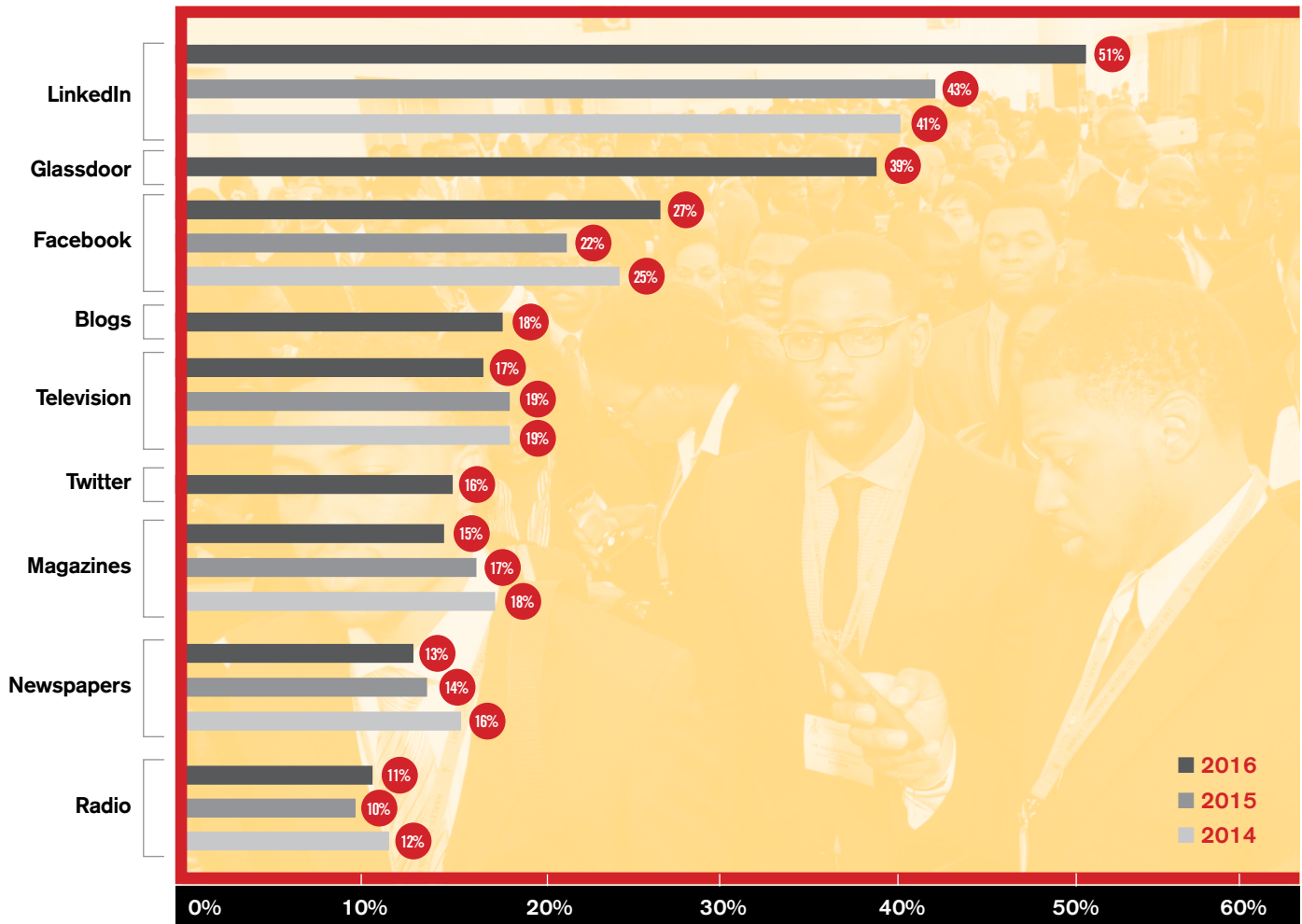
## PERCEIVED EFFECTIVENESS OF JOB SEARCH AND RÉSUMÉ SERVICES

	Very/Somewhat Ineffective	Neither Effective nor Ineffective	Very/Somewhat Effective
LinkedIn	10%	13%	77%
NSBE Career Center	11%	23%	66%
CareerBuilder	18%	36%	46%
Monster.com	19%	35%	46%
EngineerJobs	15%	41%	44%
HBUCT	18%	51%	32%
DiversityWorking	18%	52%	30%
Facebook	38%	32%	30%
IMDiversity	19%	55%	26%
Twitter	36%	38%	26%



## USE OF SPECIFIC MEDIA IN RECRUITING

How much do you use each media source for information about employers?



\*Responses = "often" or "all the time"