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

**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

**CONTINUED ON PAGE 34**
CONTINUED FROM PAGE 33

2016 ‘NSBE 50’ FOR UNDERCLASSMEN  (Freshmen and Sophomores)

3. The Boeing Company  20. General Motors  37. Accenture
5. GE  22. The Dow Chemical Company  39. Toyota
7. Exxon Mobil Corporation  24. Ford Motor Company  40. AT&T
12. Amazon  29. 3M  45. Medtronic
15. BP  32. Central Intelligence Agency  48. HP Inc.
17. Shell  34. Delta Air Lines  50. DuPont

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
10. IBM Corporation  27. Procter & Gamble  44. Federal Bureau of Investigation
15. BP  32. United Technologies Corporation  49. Medtronic
17. Northrop Grumman Corporation

2016 ‘NSBE 50’ FOR GRADUATE STUDENTS

10. BP  27. Johnson & Johnson  44. Honda
13. NASA  30. AT&T  47. Ford Motor Company
15. Microsoft Corporation  32. Texas Instruments Incorporated  49. HP Inc.
17. CH2M  34. Abbott
PERCEIVED EFFECTIVENESS OF
JOB SEARCH AND RÉSUMÉ SERVICES

<table>
<thead>
<tr>
<th></th>
<th>Very/Somewhat Effective</th>
<th>Neither Effective nor Ineffective</th>
<th>Very/Somewhat Effective</th>
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<tbody>
<tr>
<td>LinkedIn</td>
<td>10%</td>
<td>13%</td>
<td>77%</td>
</tr>
<tr>
<td>NSBE Career Center</td>
<td>11%</td>
<td>23%</td>
<td>66%</td>
</tr>
<tr>
<td>CareerBuilder</td>
<td>18%</td>
<td>36%</td>
<td>46%</td>
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<tr>
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<td>35%</td>
<td>46%</td>
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<td>EngineerJobs</td>
<td>15%</td>
<td>41%</td>
<td>44%</td>
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<tr>
<td>HBUCT</td>
<td>18%</td>
<td>51%</td>
<td>32%</td>
</tr>
<tr>
<td>DiversityWorking</td>
<td>16%</td>
<td>52%</td>
<td>30%</td>
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<tr>
<td>Facebook</td>
<td>38%</td>
<td>32%</td>
<td>30%</td>
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<tr>
<td>IMDiversity</td>
<td>19%</td>
<td>55%</td>
<td>26%</td>
</tr>
<tr>
<td>Twitter</td>
<td>36%</td>
<td>38%</td>
<td>26%</td>
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</tbody>
</table>

USE OF SPECIFIC MEDIA IN RECRUITING
How much do you use each media source for information about employers?

LinkedIn: 2016 51%, 2015 43%, 2014 39%
Glassdoor: 2016 38%, 2015 32%, 2014 10%
Facebook: 2016 38%, 2015 32%, 2014 10%
Blogs: 2016 18%, 2015 22%, 2014 27%
Television: 2016 18%, 2015 17%, 2014 18%
Twitter: 2016 16%, 2015 18%, 2014 18%
Magazines: 2016 13%, 2015 15%, 2014 16%
Newspapers: 2016 13%, 2015 14%, 2014 16%
Radio: 2016 11%, 2015 12%, 2014 10%

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