



Class Acts

Jun. 02, 2009:

(QUALITY) J.P. Morgan scores high with grad and undergrad recruits; surpasses Goldman among undergrads.

Originally posted on IB Home

Whether in the U.S. or in the U.K., as undergrad and graduate students leave the campus to launch their professional careers, they're finding that J.P. Morgan's recruiting tagline rings true: "This is where you need to be."

According to newly released surveys of undergrad and MBA students in the U.S., J.P. Morgan has risen to the top of student wish lists for where they want to launch their careers. Based on a campus survey of 60,000 undergrads conducted by campus research firm Universum USA, J.P. Morgan is now the #1 financial services firm for college students seeking jobs, as reported in the new issue of BusinessWeek. (http://www.businessweek.com/managing/content/may2009/ca20090518_135713.htm)

In the U.K., The Independent newspaper reported that J.P. Morgan was the most popular firm among undergrad business students, ranking #1 as the "Ideal Employer" among 130 companies. In the survey conducted by Universum's European arm, J.P. Morgan moved up eight places in the last year. (<http://www.independent.co.uk/student/career-planning/getting-job/ignore-the-recession-financial->)

It's not just undergrads. Universum also researched 6,200 MBA students at 53 top U.S. business schools this past winter, with J.P. Morgan coming in at number nine overall, up one spot since last year, and placing second among the financial firms listed. The findings are reported in the current issue of Fortune. (<http://money.cnn.com/2009/05/20/news/companies/top.mba.employers.fortune/index.htm>)

Also demonstrating J.P. Morgan's strength in graduate recruiting, the firm ranked first in a TargetJobs National Graduate Recruitment Awards survey in the U.K. to determine the "Most Popular Graduate Recruiter in Investment Banking." This recognition is considered to be the largest graduate recruitment event in the world, drawing more than 700 attendees.

J.P. Morgan headed the ranking in the U.K. survey, based on 90,000 students voting during a recent four-month period. The firm's success in this survey reflects its growing profile in the U.K. and across EMEA, having placed ahead of Goldman Sachs and HSBC, respectively. The 'Give-it-Away' campaign also was nominated for the "Innovation on Campus" award.

Universum USA CEO Claudia Tattanelli told BusinessWeek that J.P. Morgan's overall commitment to the recruiting effort was responsible for its rise in the rankings. "J.P. Morgan has a very dedicated CEO who's been quite visible," she said. "They were probably on campus a little more and also more visible because of commercial banking, too."

In Universum's undergrad survey of the overall rankings of 100 companies, J.P. Morgan came in 19th, ahead of Goldman Sachs, which ranked 21st. That marks the first time in the survey's 14 years that J.P. Morgan surpassed Goldman.

Sheri Denmark, head of Global IB Talent Sourcing and Mobility, told the magazine that financial services remains competitive because of the opportunities the business offers. "It's challenging and (young people) have an ability to make an impact," she said.

She also cited the support the recruiting effort receives from senior management as a factor in propelling J.P. Morgan to the top in student rankings. "The fact that our senior managers visit campuses, target top students, and then maintain an informal dialogue with them about their prospective careers at J.P. Morgan is highly effective with the students we most want to attract," she said. "Their presence and willingness to speak candidly with the students show that J.P. Morgan is committed to providing them with a meaningful start to their careers."

As for graduate candidates, Deb Korb, head of Global Graduate Marketing, also spoke of the more challenging conditions today in recruiting. "It's great to see J.P. Morgan resonate so strongly with students on campus, particularly at a time when interest in our industry hasn't been as high as in years past," she said, making a point raised by several of the articles. "The efforts of our business and recruiters combined with innovative events on campus and outreach continue to help us attract top talent and build our brand."