Executive Summary

Higher education employment growth continued to follow historical trends during the fourth quarter of 2010, virtually unaffected by the national economic recovery or the recession that preceded it. Higher education employment grew 3.2 percent during Q4 and was up 3.1 percent for the year, both record highs since at least 2005. Advertisements for job openings in higher education surged in Q4 2010 as well as for the year, according to data from HigherEdJobs. The growth in higher education job postings appears to be consistent with increases in the number of jobs for the industry, though the way in which academe creates and staffs new positions appears to be shifting. From a geographic perspective, there continues to be a wide disparity in demand for higher education professionals by region.

As of the fourth quarter of 2010, analyses of Bureau of Labor Statistics (BLS) data on higher education employment as well as job posting trends with HigherEdJobs reveal:

- Growth in the number of jobs in higher education accelerated in 2010 compared to previous years and is significantly outpacing the U.S. economy as a whole.
- Advertised job openings in higher education, which were negatively affected by the recession, experienced significant growth throughout 2010.
- Colleges and universities continued to focus on recruiting administrators and executives over faculty now that the recession is declared over. However, in absolute numbers, recruiting for all position types (including faculty) is up.
- Both hiring and employment at community colleges continued to be strong in Q4 2010 and throughout 2010, according to data from HigherEdJobs and the U.S. Bureau of Labor Statistics.
- The ratio of part-time to full-time postings in higher education, which grew during the recession and continued to moderate throughout most of 2010, began to decline as the year drew to an end.
- Higher education job postings increased in all regions of the country, with the greatest growth observed in the Mountain and New England regions, and weakest in the West South Central area.
- SPECIAL SUPPLEMENT ON STUDENT AFFAIRS JOBS: Postings for jobs in student affairs began to recover when the recession ended and improved dramatically throughout 2010.

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About HigherEdJobs

HigherEdJobs is the leading source for jobs and career information in academia. The company’s website, www.higheredjobs.com, is visited over two million times a month by 900,000 unique visitors. During 2010, more than 4,200 colleges and universities posted over 79,000 faculty, administrative and executive job postings to HigherEdJobs.

Founded in 1996, HigherEdJobs’ mission is to help higher education candidates and employers connect with one another to find their dream job, or employee, as quickly as possible with the least amount of effort.

HigherEdJobs is published by Internet Employment Linkage, Inc. (IEL). IEL is headquartered in State College, PA, and has an accounting and operations office in Oak Park, IL.

About this Quarterly Report

The HigherEdJobs Higher Education Employment Report, published quarterly, provides summary information about employment within the higher education community. The goal of the report is to help academic leaders and policy makers better appreciate the trends we are experiencing with employment in real-time. Those seeking jobs should also appreciate these same data.

As background to some of the statistics we are reporting here, we define Higher Education Employment to include all types of employment at four-year colleges and universities, as well as two-year community colleges and technical schools.

The findings in this report are based on data from the U.S. Department of Labor/Bureau of Labor Statistics (BLS). Except where indicated otherwise, findings on advertised job postings in higher education are based on posting data from U.S. colleges and universities that have been continually subscribed to the HigherEdJobs unlimited posting plan for four years or more, a cohort of roughly 700 institutions. Each institution included in this report has paid a flat fee for unlimited advertising and, consequently, has no financial deterrent to discourage it from posting any job opening on HigherEdJobs.

The Higher Education Employment Report is produced by HigherEdJobs with critical analysis and expertise provided by Bruce Steinberg (www.brucesteinberg.net), an independent employment researcher.
Finding: Growth in the number of jobs in higher education accelerated in 2010 compared to previous years and is significantly outpacing the U.S. economy as a whole.

Employment in higher education continues to grow and follow historical patterns regardless of the national economic recession or its recovery. The number of jobs in higher education not only grew on a year-over-year basis, but is accelerating.

According to data from the Bureau of Labor Statistics (BLS), the number of jobs in higher education in Q4 2010 was 3.2 percent higher than in Q4 2009, translating to an increase of approximately 56,600 jobs for the sector. On an annual basis, the number of higher education jobs rose 3.1 percent compared to 2009. Both measurements, quarterly and annual, are the largest measured increases since at least 2005.

In comparison, the total number of jobs in the U.S. was up only 0.5 percent compared to the same quarter one year ago. While positive, total U.S. job growth appears to be much weaker than job growth in higher education. And, this follows consecutive annual job losses during Q4 of 2009 and 2008 of 4.2 and 2.0 percent respectively.

In addition, the "market share" of jobs in higher education, that is the ratio of higher education jobs compared to overall U.S. jobs, continues to increase steadily. In 2010, 1.23 percent of all jobs in the U.S. were in higher education. In 2009, the ratio was 1.19 percent; 1.11 percent in 2008, 1.08 percent in 2007, 1.06 in 2006, and 1.04 percent in 2005.

Year-over-year percent change in higher education jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Q4</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3.2</td>
<td>3.1</td>
</tr>
<tr>
<td>2009</td>
<td>2.4</td>
<td>2.7</td>
</tr>
<tr>
<td>2008</td>
<td>2.0</td>
<td>2.7</td>
</tr>
<tr>
<td>2007</td>
<td>1.4</td>
<td>1.5</td>
</tr>
<tr>
<td>2006</td>
<td>2.8</td>
<td>2.7</td>
</tr>
<tr>
<td>2005</td>
<td>1.4</td>
<td>2.1</td>
</tr>
</tbody>
</table>


The federal government does not measure "higher education employment" per se. The term as used in this report is the combination of two NAICS (North American Industry Classification System, the program that tracks jobs by sector) sectors: Junior Colleges (NAICS 611200), and Colleges and Universities (NAICS 611300). The data are reported by the Bureau of Labor Statistics (BLS) of the U.S. Department of Labor.

Special note: The federal government’s 2010 Census significantly ramped-up throughout most of the first half of 2010 to hire approximately 600,000 temporary workers, but started discharging them in June until September, when only a relatively small number of those temporary hires remained.
**Finding:** Advertised job openings in higher education, which were negatively affected by the recession, experienced significant growth throughout 2010.

Advertising for open positions in higher education recovered dramatically throughout 2010, while the total number of jobs in higher education held to historical growth trends before, during, and after the recession.

Job postings in academia – as manifested by the total number of postings from colleges and universities continually subscribed to HigherEdJobs’ unlimited posting plan for four years or more (a cohort of roughly 700 institutions) – dropped off at the end of 2008 and remained low throughout most of 2009. By the end of 2009, however, the number of open positions in academia began to recover.

The number of job postings submitted to HigherEdJobs from the 700+ group of institutions included in this study grew 44.4 percent in Q4 2010 compared to the same period the previous year. This is in sharp contrast to Q4 2009 when the number of job postings fell 27.2 percent compared to Q4 2008. On an annual basis, the number of job postings was 40.9 percent higher in 2010 than 2009, which was 4.2 percent lower than in 2008. In comparison, actual employment in higher education, as measured by the number of jobs reported by the U.S. Bureau of Labor Statistics (BLS), was relatively unaffected by the recession.

Although the number of higher education jobs was unaffected by the recession and corresponding fall-off in overall non-farm jobs, the number of advertised jobs postings in higher education was impacted by the recession and seems to correlate with changes to total overall U.S. jobs. In brief, during periods when total overall jobs increased, so did the number of job postings to HigherEdJobs. Conversely, as overall U.S. non-farm jobs declined, so did advertised job postings on HigherEdJobs, indicating academic institutions held back on creating new positions during the recession and/or did not need outside recruiting assistance. [Note: The 4.2 percent drop in both overall U.S. jobs and HigherEdJobs job postings during Q4 2009 is purely coincidental.]

The blue bars (December data highlighted in yellow for ease of year-over-year comparisons) in the chart above signify monthly job openings posted to HigherEdJobs by U.S. colleges and universities that have continuously subscribed to the company’s unlimited posting plan since at least January 1, 2006 (roughly equating to the retail sector’s reporting of annual changes of “same-store sales”).
Finding: Colleges and universities continued to focus on recruiting administrators and executives over faculty now that the recession is declared over. However, in absolute numbers, recruiting for all position types (including faculty) is up.

While faculty postings account for about 40 percent of all job openings at colleges and universities during a typical 12-month period, the ratio generally peaks in the fall semester as departments firm up their hiring plans for the subsequent fall semester. Then, the percentage of faculty postings tends to drop off dramatically at the beginning of the calendar year until the fall when the cycle repeats itself.

This general pattern occurred every year from 2006 to the present time. During the recession, however, institutions shifted their hiring emphasis slightly toward faculty hires and away from administrative and executive positions as seen in the subtle upward slope of the trend line in the percent of postings for faculty positions from early 2008 to mid-2009. Since the official end of the recession, however, schools appear to be concentrating more on administrative and executive hires (note how the ratio of faculty postings declines from mid-2009 to mid-2010), perhaps filling positions they had allowed to remain vacant during the recession.

For the 700-plus colleges and universities included in this study, only 39.4 percent of their job postings were for faculty positions during Q4 2010, the lowest fourth quarter percentage for the five years covered in this report. Although the Q4 2010 ratio of faculty to administrative and executive job postings was 6.6 percentage points below Q4 2009, the actual number of faculty postings was up 20.3 percent, a dramatic increase from the previous year when the number of faculty postings was down 11.5 percent from Q4 2008. Taken together, it appears demand for all positions in higher education—faculty, administrative, and executive—is increasing, though the demand for administrators and executives is growing faster than the demand for faculty.

That said, the trend line for the ratio of faculty postings showed a sharp increase during Q4 2010. This is likely because the ratio of faculty postings for the previous quarter, 29.9 percent in Q3 2010, was so low that even the historically low 39.4 ratio for Q4 2010 was a noticeable improvement.

Note: No distinction has been made between tenure track and non-tenure track faculty positions. Administrative and executive positions cover a wide variety of jobs, including academic VPs, provosts, deans, IT managers, network administrators, fundraisers, administrative assistants, counselors, comptrollers, etc.
Finding: Both hiring and employment at community colleges continued to be strong in Q4 2010 and throughout 2010, according to data from HigherEdJobs and the U.S. Bureau of Labor Statistics.

Both job postings and employment at community colleges continued to grow in Q4 2010 and for the entire year, according to data from HigherEdJobs and the U.S. Bureau of Labor Statistics.

The number of community college job postings from HigherEdJobs’ continuing unlimited posting subscribers grew 32.5 percent during Q4 2010 compared to Q4 2009. This is in strong contrast to the year before when community college job postings decreased 12.0 percent from Q4 2008.

The trend in community college job postings is comparable in direction, but not necessarily magnitude, with actual employment at junior colleges as measured by the BLS, for the past two years. According to the BLS, the number of jobs at junior colleges grew 21.9 percent in 2010 from 2009, after declining 8.7 percent in 2009 from the year before.

Growth in the total number of jobs at junior colleges as measured by the BLS has been strong and steady since mid-2009 compared to the immediate preceding period of late 2007 to mid-2009 when it only grew moderately. Postings for community college jobs started to decline in late 2007 until mid-2009, a period when BLS junior college job growth was only modest. The number of postings on HigherEdJobs began to increase in mid-2009, when BLS junior college job growth picked up strength, and continues to the present time.

<table>
<thead>
<tr>
<th>Year</th>
<th>HigherEdJobs Community College Job Postings Q4</th>
<th>BLS Junior College Jobs Q4</th>
<th>HigherEdJobs Community College Job Postings Annual</th>
<th>BLS Junior College Jobs Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>32.5</td>
<td>21.9</td>
<td>24.3</td>
<td>21.4</td>
</tr>
<tr>
<td>2009</td>
<td>-12.0</td>
<td>8.7</td>
<td>-26.8</td>
<td>3.2</td>
</tr>
<tr>
<td>2008</td>
<td>-16.0</td>
<td>5.7</td>
<td>1.8</td>
<td>9.0</td>
</tr>
<tr>
<td>2007</td>
<td>17.7</td>
<td>-4.7</td>
<td>5.1</td>
<td>-15.5</td>
</tr>
</tbody>
</table>


Note: The red line in the chart above indicates jobs at Junior Colleges as categorized by the U.S. Bureau of Labor Statistics, despite most two-year institutions having changed their name to include their designation as a Community College. The yellow markers indicate December data and are presented for ease of year-over-year comparisons.
Finding: The ratio of part-time to full-time postings in higher education, which grew during the recession and continued to moderate throughout most of 2010, began to decline as the year drew to an end.

The ratio of part-time to full-time job postings in higher education began to increase in mid-2007 leading into the recession and hit a high point in mid-2009 when the recession was officially declared over. From that time, the ratio of part-time job postings only moderately grew until mid-2010 when it started to decline.

During Q4 2010, the ratio of part-time to full-time postings in higher education declined 0.6 percentage points, from 14.0 to 13.4 percent, compared to the previous year. The ratio reached a quarterly zenith during Q2 2009 — the recession was declared over in June 2009 — when it was 15.8 percent. Not coincidentally, the ratio of part-time job postings reached a monthly all-time high of 17.6 percent that same month.

The ratio seems to be somewhat affected by the time of year, increasing during the middle of the calendar year, perhaps as part-time employees are brought in to fill-in temporarily for those who do not work during the summer semester and/or have nine-month contracts that do not include the summer months.

### Average percentage of part-time postings

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>9.7</td>
<td>9.5</td>
<td>11.5</td>
<td>14.3</td>
<td>14.1</td>
</tr>
<tr>
<td>Q4</td>
<td>8.5</td>
<td>9.6</td>
<td>12.6</td>
<td>14.0</td>
<td>13.4</td>
</tr>
</tbody>
</table>

Source: HigherEdJobs posting data from continuing unlimited posting subscribers.
**Finding:** Higher education job postings increased in all regions of the country, with the greatest growth observed in the Mountain and New England regions, and the weakest in the West South Central area.

![Change in Higher Education Job Postings by Census Division Q4 2009 to Q4 2010](image)

**Higher education job postings, although up in all regions of the country, varied greatly across the country with the Mountain and New England areas leading the way during Q4 2010.**

Nationally, the number of job postings from HigherEdJobs’ continuing unlimited posting subscribers for one year or longer grew 38.8 percent in Q4 2010 from Q4 2009. At a regional level, growth varied from a low of 12.3 percent in the Midwest/West South Central to a high of 83.8 percent in the West/Mountain area.

The wide range in job posting increases from region to region and even within a region may be partially due to differences between regional economies and/or state appropriations, but a slight pattern may be emerging.

The Northeast/New England area, which was the second highest in terms of increases in job postings for Q4 2010, was also the second highest in terms of postings growth in Q3 2010. In addition, the West South Central was the weakest area in terms of postings growth in Q4 2010 as well as in Q3 2010. [Note: HigherEdJobs only began publishing this data with the previous (Q3 2010) Higher Education Employment Report.]

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**Note:** The regions used for this analysis are consistent with the official U.S. Census regions and divisions. (http://www.census.gov/geo/www/us_regdiv.pdf).
Postings for jobs in student affairs began to recover when the recession ended and improved dramatically throughout 2010.

As the data show, the number of postings for jobs in student affairs generally peaks around June or July, as administrators begin to staff for the upcoming academic year. Then, postings steadily decline in number until the very end of the fall semester, in December.

Early in the recession, in the first half of 2008, job postings for student affairs positions only changed incrementally, declining just 5.0 percent from the first half of 2007. A year later, however, in the first half of 2009, postings for student affairs positions fell 35.5 percent from H1 2008. But, by the second half of 2009, the drop stabilized. And, by the first half of 2010, posting were up 28.4 percent from H1 2009, indicating strong growth. And, during the second half of 2010, student affairs job postings jumped an astonishing 70.3 percent from H2 2009.

Although the actual number of job postings for student affairs positions and the categories in which these jobs are posted within student affairs vary throughout the academic year and as the economy fluctuates, they have remained quite consistent over time. HigherEdJobs organizes job postings on its website into approximately 200 academic and administrative job categories, 12 of which are related to student affairs. The following table shows the ratio of jobs posted to each of the student affairs related categories during June and December from 2008 to 2010 by colleges and universities that have been continuously subscribed to the HigherEdJobs unlimited posting plan since 2006 (a cohort of approximately 700 schools).

(cont.)
*(cont.)* SPECIAL SUPPLEMENT ON STUDENT AFFAIRS JOBS*

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</tr>
</thead>
<tbody>
<tr>
<td>Academic Advising</td>
<td>14.3</td>
<td>12.1</td>
<td>14.5</td>
<td>11.3</td>
<td>14.6</td>
<td>14.9</td>
</tr>
<tr>
<td>Admissions and Enrollment</td>
<td>17.8</td>
<td>20.4</td>
<td>18.0</td>
<td>19.7</td>
<td>18.2</td>
<td>20.3</td>
</tr>
<tr>
<td>Career Counseling and Placement</td>
<td>7.3</td>
<td>8.2</td>
<td>6.8</td>
<td>5.3</td>
<td>6.3</td>
<td>6.6</td>
</tr>
<tr>
<td>Disability Services</td>
<td>4.0</td>
<td>2.7</td>
<td>2.6</td>
<td>5.0</td>
<td>3.8</td>
<td>3.0</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>7.1</td>
<td>6.7</td>
<td>10.9</td>
<td>8.2</td>
<td>11.1</td>
<td>9.6</td>
</tr>
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<td>Food Services</td>
<td>2.3</td>
<td>5.7</td>
<td>4.7</td>
<td>3.4</td>
<td>4.0</td>
<td>3.6</td>
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<td>International Programs</td>
<td>3.7</td>
<td>2.7</td>
<td>3.9</td>
<td>4.2</td>
<td>3.0</td>
<td>4.8</td>
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<tr>
<td>Multicultural Affairs and Affirmative Action</td>
<td>3.2</td>
<td>1.8</td>
<td>2.1</td>
<td>2.4</td>
<td>2.3</td>
<td>1.9</td>
</tr>
<tr>
<td>Registrars</td>
<td>4.3</td>
<td>4.4</td>
<td>5.2</td>
<td>6.1</td>
<td>7.1</td>
<td>4.8</td>
</tr>
<tr>
<td>Residence Life and Housing</td>
<td>8.9</td>
<td>10.1</td>
<td>8.0</td>
<td>6.8</td>
<td>8.1</td>
<td>6.9</td>
</tr>
<tr>
<td>Student Affairs and Services</td>
<td>25.5</td>
<td>24.2</td>
<td>21.5</td>
<td>26.8</td>
<td>20.7</td>
<td>22.3</td>
</tr>
<tr>
<td>Volunteer Programs</td>
<td>1.6</td>
<td>0.9</td>
<td>1.8</td>
<td>0.8</td>
<td>0.8</td>
<td>1.3</td>
</tr>
</tbody>
</table>


The data suggest there is little difference in the types of student affairs job postings based on time of year. Categories that contain the majority of postings in June typically contain the majority of postings in December. However, there were shifts in the mix of job postings for student affairs positions during the recession compared to post-recession.

Most notably, postings for Financial Aid positions grew from 6.7 percent of all student affairs postings in June 2009 (the last month of the recession) to 10.9 percent in June 2010 (a year after the recession ended), suggesting the past recession was still affecting students’ and families’ ability to pay for college. And, the ratio for postings of Disability Services jobs has continued to decline post-recession and not returned to the level it maintained at the onset of the economic decline.

This Special Focus on Student Affairs Jobs was prepared for The Placement Exchange 2011 ([www.theplacementexchange.org](http://www.theplacementexchange.org)), a partnership between HigherEdJobs, NASPA, ACUHO-I, NACA, NODA, ASCA, and AFA.