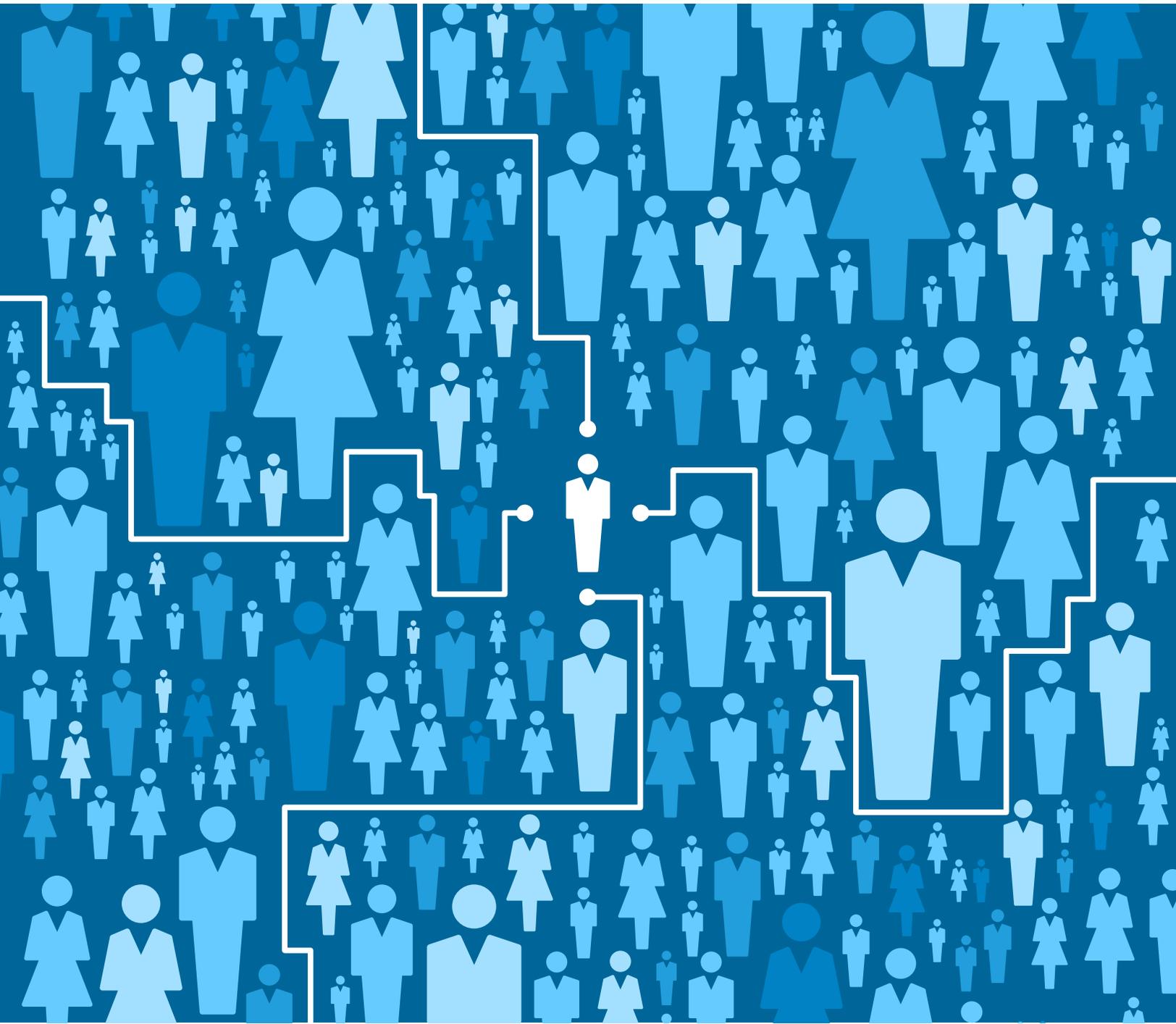


Dice®

# ***Dice Hiring Survey: Mid Year 2014***

No End In Sight In Heated Competition for Talent



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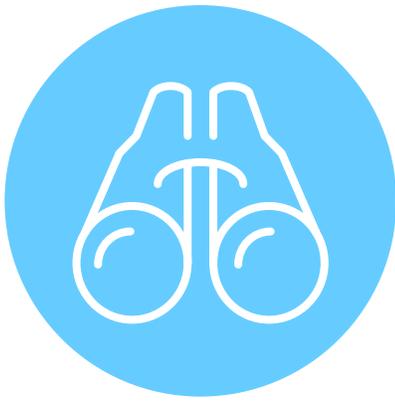
## Executive Summary

As summer heats up across the United States, so will the pace of hiring for technology professionals. This increase in technology recruiting is occurring at a time when technology professionals are getting pickier about the offers they will accept, according to Dice's semi-annual survey of more than 700 recruiters and HR pros who deal primarily with tech professionals.

The majority (70%) of surveyed hiring managers intend to hire more technology professionals in the next six months, as compared to the first half of the year. That's a slight dip from year-end, when 73 percent anticipated more hiring in the first half of the year, as compared to the number of hires to finish off 2013. A tight labor market combined with robust hiring plans suggest competition for top talent will remain heated for the foreseeable future.

Technology pros can afford to be patient in this environment, and often are holding out for exactly the right position. While one-third of corporate hiring managers said more technology professionals were leaving their current positions this year, that's down from 42 percent who experienced increased turnover in 2013. In addition, 32 percent of hiring managers and recruiters said more tech candidates are rejecting offers as compared to six months ago.

As the pressure to hire mounts, so will the need to find and engage with tech talent. But with so much competition out there, how can any one organization beat out its rivals in sourcing the best possible talent? The answer is social recruiting—with tools that allow companies to surface all the online information they need to make an informed hiring decision.



BY THE NUMBERS

# Hiring Outlook

Has the *current economic environment* caused you or your clients to change hiring plans for the next six months?

	MAY 14	NOV 13
• Yes, substantially increased hiring plans	6%	7%
• Yes, slightly increased hiring plans	27%	25%
• No change	38%	38%
• Yes, slightly decreased hiring plans	16%	19%
• Yes, substantially decreased hiring plans	4%	4%
• I'm not sure	9%	7%

Do you anticipate you or your clients *hiring more professionals* in the next six months?

	MAY 14	NOV 13
• Yes, substantially more hiring	16%	24%
• Yes, slightly more hiring	54%	49%
• No	30%	27%

How many *more professionals* do you intend to hire in the second half of 2014 vs. the first half of 2014?

	MAY 14	NOV 13
• 1–10% more	32%	34%
• 11–20% more	34%	32%
• 21–30% more	19%	21%
• 31–40% more	7%	7%
• 41–50% more	3%	3%
• More than 50%	5%	2%



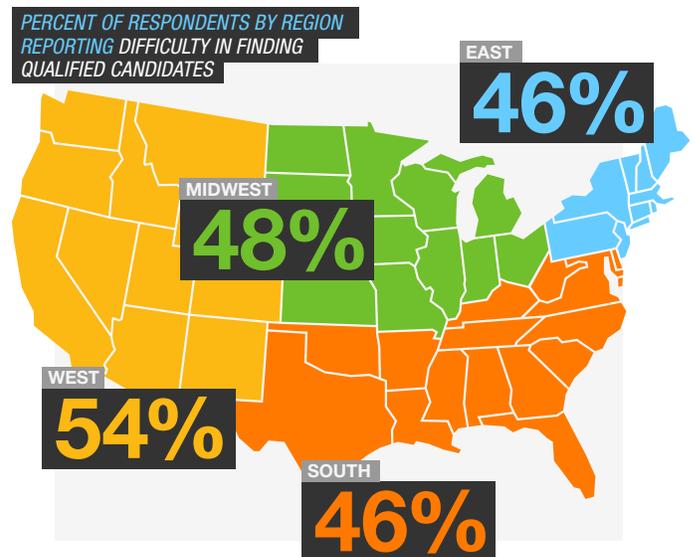
# Rising tech employment tide lifts hiring levels in all U.S. regions

What does a national increase in tech employment mean for recruiters and hiring managers in different regions across the United States? Mostly, that no matter where you're located, hiring will be on the rise, and competition for tech talent will continue to be fierce, for the balance of 2014.

Recruiters are experiencing the effects of this heated competition when they look at their analytics dashboards and view their "time to hire" trends over time. 44 percent of respondents suggested that the time to fill open positions has lengthened over the last year, compared to 21 percent who were able to shorten the time between posting and hiring. Across all regions, a difficulty in finding qualified candidates was the most frequent reason given for the elongated hiring cycle. However, the West was the only region where a majority (54 percent) of recruiters pointed to this issue as the cause of the problem, with 48 percent of respondents in the Midwest and 46 percent in the South and East complaining of the same difficulty finding talent.

The thermonuclear-hot startup scenes in Northern California might have much to do with Western recruiters' difficulties on the hiring front. In a bid to draw

talent, some young tech firms around San Francisco have expressed a willingness to [shell out substantial sums as referral bonuses](#), among other incentives.



Of those recruiters who reported that the time needed to fill open positions was actually shrinking, some 32 percent in the West said it was due to an ease in finding qualified candidates, ahead of the Midwest

(22 percent), Northeast/East (8 percent), and South (4 percent). How can the West lead in both recruiters reporting difficulties in finding qualified recruits, and those saying that finding suitable hires is easy?

A hot market attracts professionals, filling a talent pool from which companies can draw, provided the latter is willing to pay enough to bring in those top candidates. The West also leads in recruiters reporting “slightly increased hiring plans” (35 percent) and either at the top or near the top in companies willing to pay some degree of higher salary for new hires. (The West heads the list of regions in wanting candidates with 6 years of professional experience and up, which could partially explain that higher-salary trend.) It’s possible that Western companies with excellent reputations and compensation packages can pull in the best of the best from the local pool without needing to engage in extensive searches, even as other companies in the same region struggle to fulfill their own talent requirements.

In a heartening sign, 70 percent of corporate participants across all regions felt that layoffs weren’t likely within the next six months; roughly 72 percent also reported that the number of voluntary departures hadn’t increased since 2013, hinting at employee happiness. The majority of salaries for new hires will reportedly stay level or slightly increase in the near future, with recruiters in the Midwest leading (slightly) on the latter with 48 percent.

In the years following the [Great Recession](#), every quarter has seemingly offered its share of bad news: unemployment is up, or not going down fast enough; economic growth is anemic, or predicted to fall; market segments struggle to recover, or disappear entirely. While the economic situation could always shift again—after all, the collapse that precipitated the Great Recession came as a surprise to many—this latest data suggests some cause for (dare we say it) optimism.



BY THE NUMBERS

# What professionals are **expecting** from offers

*What trend do you see in salaries for new hires?*

- They are significantly higher than last year
- They are slightly higher than last year
- They are the same as last year
- They are slightly less than last year
- They are significantly less than last year
- Not applicable, salaries are set by contract/regulation

	MAY 14	NOV 13
● They are significantly higher than last year	9%	10%
● They are slightly higher than last year	40%	41%
● They are the same as last year	36%	35%
● They are slightly less than last year	8%	8%
● They are significantly less than last year	1%	2%
● Not applicable, salaries are set by contract/regulation	6%	5%



BY THE NUMBERS

# What professionals are **expecting** from offers

## What trend do you see in salaries for *existing staff*?

	MAY 14	NOV 13
• They are significantly higher than last year	5%	6%
• They are slightly higher than last year	44%	43%
• They are the same as last year	41%	42%
• They are slightly less than last year	4%	4%
• They are significantly less than last year	1%	1%
• Not applicable, salaries are set by contract/regulation	5%	5%

## On average, are candidates *asking for more money*, compared to six months ago?

	MAY 14	NOV 13
• Yes	61%	59%
• No	26%	25%
• No opinion	11%	14%
• Not applicable	2%	2%

## How has the number of candidates *accepting/rejecting offers* changed, as compared to six months ago?

	MAY 14	NOV 13
• Substantially more candidates accepting offers	2%	4%
• Slightly more candidates accepting offers	12%	13%
• No change in the number of candidates accepting or rejecting offers	40%	39%
• Slightly more candidates rejecting offers	27%	28%
• Substantially more candidates rejecting offers	5%	6%
• Not applicable	6%	3%
• No opinion	8%	7%



# Amid fierce hiring competition, smarter candidate searches stand out as key

With virtually every business today relying on rising levels of digital expertise – from true tech heavyweights like Google and Yahoo to the General Motors and Home Depots of the world – it has never been more challenging to find the right fit for an open technology position.

Qualified app developers, software engineers and virtualization specialists begin each morning with an inbox full of job come-ons and flirtatious inquiries. Cutting through that noise is mission critical. So, too, is avoiding unresponsive job candidates and finding more effective ways to locate passives.

For tech recruiters, the challenge is twofold: not only finding candidates, but also engaging with them in meaningful ways—what you might call the multi-faceted portrait of a candidate. Social recruiting tools help identify the bits and bytes from across the Web that illuminate candidates' interests, passions and day-to-day experiences. These nuggets of insights provide a foundation for turning potentially transactional discussions into more meaningful connections.

Dice's Open Web platform focuses on the 130 sources that matter in tech, including pervasive social networks

such as Twitter and Facebook, as well as tech specific sites such as GitHub and Dribbble. It offers layers of information that can easily be combined with data from a candidate's resume, including phone and email contact information.

For example, Open Web might surface information about a job candidate's interest in gamification. A recruiter could use that information as an authentic way to engage a candidate beyond sending an impersonal note. Given the rapid need for technology professionals



COMBINING SOCIAL DATA WITH RESUME DATA IN A MEANINGFUL WAY IS THE KEY TO SMARTER CANDIDATE SEARCHES



across a myriad of industries, and the pressing need to hire qualified talent, it's an added bonus that Open Web can surface a candidate's skills, interests, activities, Tweets, blogs and resumes in relatively little time.

Social recruiting does not come without risks, of course: Every profile of a tech professional only as valuable as the accuracy of its data points. For Open Web, it was important to focus on making sure John Q. Engineer's Github posts correspond to his Twitter feed and his email address. This effort is aimed at ensuring the quality of Open Web's data, its relevance, and fine-tuning the tool's algorithms to account for new frontiers in the world of social media.

Melissa Cardiff, a technical recruiter at Harvey Nash, used [social recruiting techniques](#) and Open Web to increase

her candidate pipeline by 50 percent. The key to success, according to Melissa and other recruiters, lies in utilizing nuance to your advantage. If a recruiter sees that a candidate is very active on Twitter, they can use Twitter to engage. While social channels have become a more prevalent option for recruiting, they're still underutilized, which means progressive recruiters can still stand out amidst all the noise out there.

Add it all up, and deeper connections based on more probing insight can mean the difference between reducing the time it takes you to attract and hire your target candidates and losing those candidates to competitors who are actively taking a pulse of the market.

For more information on social recruiting, visit [dice.com/openweb](http://dice.com/openweb).



BY THE NUMBERS

## Appendix

*If you or your clients have positions to fill, has the **time to fill open positions** changed relative to last year?*

	MAY 14	NOV 13
● Yes, it has substantially lengthened	14%	15%
● Yes, it has slightly lengthened	30%	32%
● No	35%	33%
● Yes, it has slightly shortened	17%	17%
● Yes, it has substantially shortened	4%	3%

*What best describes the reason for **time to fill lengthening**?*

	MAY 14	NOV 13
● There is no urgency to fill open positions	8%	9%
● Caution related to the economy	6%	9%
● Inability to find qualified professionals to fill open positions	48%	44%
● Hiring managers are more discerning and waiting for the perfect match	35%	36%
● I don't know	3%	2%



BY THE NUMBERS

# Appendix

*What best describes the reason for **time to fill** shortening?*

	MAY 14	NOV 13
• Companies are back filling open positions	11%	16%
• Companies are recruiting for new positions	37%	32%
• Companies are relaxing stringent requirements for candidates	10%	9%
• Companies are making offers after seeing very few candidates	19%	17%
• Easier to find qualified professionals	15%	16%
• I don't know	8%	9%

*If you are planning to hire for your company or clients, **at what level** do you envision hiring? Select all that apply.*

	MAY 14	NOV 13
• For entry-level positions	20%	17%
• For positions requiring 2 to 5 years experience	59%	55%
• For positions requiring 6 to 10 years experience	71%	69%
• For positions requiring more than 10 years experience	37%	32%
• I don't know	5%	4%

*Are you seeing an increase in the number of **candidates applying** for positions as compared to six months ago?*

	MAY 14	NOV 13
• Yes, significantly	12%	11%
• Yes, but slightly	31%	34%
• No	57%	55%