

EXHIBIT 1
Recruiting Activities Reported by Firms
(63 responses)

Employee referrals	43	68.3%
Internships	34	54.0%
Firm website	32	50.8%
Personal relationship with college faculty	29	46.0%
Increased starting salary	23	36.5%
Participation in "meet-the-firms" event at university	21	33.3%
Internet recruiting site	20	31.7%
On-campus recruiting	17	27.0%
Increased benefits for new staff	15	23.8%
Signing bonus	9	14.3%
Staffing agency	6	9.5%
Newspaper ads	6	9.5%
Referral from business colleague	4	6.3%
Other activities	3	4.8%
<p>"Other activities" include hosting a country club social (1), attending a consortium with many universities (1), and networking at professional organization meetings (1).</p>		