Do recent U.S. college grads see big career opportunities with big companies?

This savvy group is practical, job-ready and looking for work.

72% of them have already completed an internship, apprenticeship or co-op.

82% considered job availability before selecting a major.

15% however, only 15% say they want to work for a large company.

So what can large employers do to attract the best and brightest?

1. Get small. Offer challenging work and a culture of growth and advancement.
2. Get digital. Increase investment in digital and social channels to appeal to this networked generation.
3. Engage earlier. If you don’t have an internship program, it’s time to start one.
4. Show your social consciousness. Highlight your company’s environmental and social activities.
5. Differentiate on talent development. Provide ongoing learning for new workers hungry for experience.