Boeing Ranked No. 1 by Engineering, Science Students

In the season of graduations, a new study has identified Boeing [NYSE: BA] as the No. 1 employer by engineering and science college students.

The 2002 Universum Undergraduate Survey, produced annually since 1999, polled more than 6,000 undergraduate students at 56 leading universities from November 2001 through January. Engineering and science students identified Boeing as their ideal employer -- an increase from No. 5 last year -- and information technology students ranked the company in the top 25.

"We are delighted that Boeing is viewed as an employer of choice by students in the technical fields," said Rose Mary Farenden, Boeing Shared Services Group director of Global Staffing. "Students look for variety and, as the world's leading aerospace company, Boeing is committed to providing a work environment of innovation and exploring new frontiers."

Following Boeing, the "ideal employer" top 10 list for engineering and science students includes BMW, Pfizer, DuPont, IBM, Merck, Johnson & Johnson, 3M, General Electric, Abbott Laboratories and Dow Chemical, which tied for No. 10. Students in aeronautics, mathematics and mechanical engineering ranked Boeing No. 1 while those majoring in civil and environmental engineering gave it the No. 2 spot. In terms of image, students associated Boeing most for its "exciting products," followed by financial strength, market success, attractive locations, recruiting only the best students and "having a good reputation at my school."

According to Universum's CEO Claudia Tattanelli-Skeini, students this year tended to choose companies, such as Boeing, that have an array of core businesses as well as new product and service offerings. She said such diversity is viewed as providing career growth, promotion potential and attractive relocation opportunities.

"Boeing has been in the top 10 ideal employers since 2000 and this year it went straight to the top," Tattanelli-Skeini said. "It's a very stable company that offers great references, career training and is known for hiring the best students. It's also a firm that has always been faithful to students and is one of the companies associated with the best recruitment activities on campus."

Farenden noted that Boeing is working hard to further enhance its recruiting efforts, especially by improving relationships at college and university campuses.

"We have some great initiatives under way, including developing and implementing consistent standards and tools across campus teams, having robust college and intern Web pages, and standardizing performance measures throughout the hiring process," she said.

Boeing achieved its highest rankings from students at the California Institute of Technology, University of Minnesota (Twin Cities), Carnegie Mellon University, Massachusetts Institute of Technology, Georgia Institute of Technology and Virginia Tech.

About Universum

Universum Communications, www.universum.se, is the leading international research and management consulting company focusing on the career expectations of today's students and young professionals. Universum's three main areas of activity are research, advisory services and media. During the past 14 years, the Philadelphia-based company's research department has closely monitored international human resource trends relating to attracting, recruiting and retaining top talent, and conducted student surveys at more than 300 leading universities worldwide.

About Boeing

The Boeing Company, with headquarters in Chicago, is the largest aerospace company in the world and the United States' leading exporter. It is the world's largest manufacturer of commercial jetliners and military aircraft, and the largest NASA contractor. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, launch vehicles, and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries and manufacturing operations throughout the United States, Canada and Australia. Boeing and its subsidiaries employ approximately 173,000 people. Total company revenues for 2001 were $58 billion. Information for interns and graduates is available at http://www.boeing.com/employment/.

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