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## EXECUTIVE SUMMARY

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# 2012 Internship & Co-op Survey

The 2012 *Internship & Co-op Survey* reinforces the fact that internships are a vital component of employers' college recruiting programs.

This year's survey finds that employers expect to increase internship hiring by almost 9 percent and co-op hiring by about 8 percent. Of their total 2011-12 expected new college hires, more than 40 percent will come from employers' own internship and co-op programs. These results are similar to those of last year's survey, illustrating the importance of these programs within the context of the overall college recruiting process.

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## ABOUT THE SURVEY

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NACE's 2012 *Internship & Co-op Survey* was conducted from November 11, 2011, to January 13, 2012.

The survey was sent to 952 NACE employer members; 280 organizations, or 29.4 percent, took part. Just over 20 industries are represented. By region, 22.5 percent are from the Northeast, 27.5 percent are from the Southeast, 33.6 percent are from the Midwest, and 16.4 percent are from the West.

Participating NACE members receive a complimentary copy of the survey report. Customized results of the survey are also available; participants receive a 50 percent discount on custom reports. For more information, contact Andrea Koncz, NACE Employment Information Manager, 800/544-5272, ext. 121; [akoncz@naceweb.org](mailto:akoncz@naceweb.org).

## NACE RESEARCH

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Additional key findings of the survey are shown below.

### Hiring

- The number of internships is expected to increase by 8.5 percent in 2012.
  - Increases are projected in all four geographic regions.
  - Just one industry—utilities—registers a decrease in the number of intern hires. Overall, employers in this industry expect to decrease their interns by 2.3 percent.
- Co-op hiring is expected to increase in 2012 by 7.5 percent.
  - Increases in co-op hiring are also seen across all geographic regions.
  - Some industries expect to main their co-op hiring at last year's level, and two—utilities (-9.4 percent) and motor vehicle manufacturers (-8.5 percent) plan to cut back on co-ops.

### Recruiting

- “High-touch” recruiting methods continue to be the preferred and most-effective methods for recruiting intern and/or co-op hires.
  - The top three activities that comprise employers' recruiting budgets for interns/co-ops are career fairs, on-campus recruiting, and on-campus information sessions.
  - The same activities were also ranked highest in effectiveness for the recruiting of new intern and/or co-op hires.
    - Career fairs and on-campus recruiting were the highest-rated activities in terms of effectiveness for both internships and co-ops.
    - On-campus information sessions were number three in effectiveness for recruiting interns, whereas cultivating contacts with key faculty was ranked the third most-effective method in recruiting co-ops.
- Just 1 percent of recruiting budgets are allocated to online networking for recruiting both interns and co-ops. In terms of effectiveness, online networking was rated one of the lowest on the scale.
- The three primary reasons for choosing target schools for recruiting interns and co-ops are: 1) the academic majors offered at the institution; 2) the employer's recruiting experience at the school; and 3) the perceived quality of the programs from which the recruiter will obtain new interns or co-ops.



## Compensation

- The average wage rate for interns at the bachelor's degree level is \$16.21. This represents a 2.8 percent decrease from last year's average of \$16.68.
- The average wage rate for interns at the master's level is \$21.93, a decrease of 9.4 percent compared with 2011.
- Wage rates for interns are clearly connected to the student's class year and with the academic major.
  - Intern wage rates for bachelor's degree candidates ranged from \$13.91 for freshmen to \$17.57 for seniors.
  - Among senior-level interns, the highest average rate went to engineering majors at \$20.79.
- The compensation rates for co-op students follow the same tendencies as the rates for interns. The average co-op wage rate at the bachelor's level is \$16.38, and at the master's level it is \$22.44.
- The percentage of employers offering specific benefits is slightly higher this year, with more than 80 percent of respondents reporting that they will offer some sort of benefits to their interns and co-ops.
- The most popular benefits are planned social activities, paid holidays, and recognition for work service time. These have consistently been cited as the most popular benefits over the past several surveys.
- Approximately 59 percent of respondents report they will provide relocation assistance to interns, and just over 46 percent will provide it to their co-op hires.
  - The most popular forms of relocation assistance for interns are to provide moving assistance (45 percent) or a housing stipend (40 percent).
  - The median dollar value of the relocation assistance has remained the same at \$1,500 for both interns and co-ops.

## Conversion and Retention

- Overall conversion rate for turning interns into full-time hires has hit an all-time high—58.6 percent—besting the previous high recorded in the 2011 survey (57.7 percent).
- While the rate at which employers made full-time offers to their interns dipped slightly to 61.2 percent, down from the rate reported in the 2011 survey of 66.7 percent, the high acceptance rate for these full-time positions of 86.5 percent helped to contribute to the overall increase in the conversion rate.



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- The conversion rate for co-ops dropped significantly from last year's rate of 55.5 percent to 35.9 percent for 2012.
- As seen in last year's survey findings, the rate at which employers made offers to co-ops for full-time positions is to blame.
  - The offer rate for co-ops hit an all-time low this year at just 38.8 percent. In addition, 2012 marks the fifth consecutive year that the offer rate has decreased.
- The retention rates of full-time hires who originated from an organization's own internship/co-op program are markedly greater than the rates of hires without such experience.
  - After one year on the job, hires who were fed from the organization's own internship/co-op program were retained at a rate of 75.7 percent. On the other hand, just 66.5 percent of hires that had no internship/co-op experience of any kind were still with the organization after one year.
  - After five years, the difference is even more evident, as 62.4 percent of hires coming from an employer's program were still with the company, compared to just 48.1 percent of hires who came with no internship/co-op experience whatsoever. 

## Get the Full Report

featuring key benchmarks for internship and co-op programs, including conversion rates, most effective recruiting methods, retention rates, and more.

[www.naceweb.org/research/intern-co-op/2012-survey/](http://www.naceweb.org/research/intern-co-op/2012-survey/)

### Also available: Salary data for interns and co-ops

2012 Guide to Compensation for Interns & Co-ops

[www.naceweb.org/research/intern-wages-compensation/2012-survey/](http://www.naceweb.org/research/intern-wages-compensation/2012-survey/)



## LIST OF RESPONDENTS

Of the 280 participants in the survey, 218 agreed to be identified. The following is a listing of those participants.

ABB	City of Fort Worth - Department of Engineering	Global Tax Management, Inc.
AEGON USA, LLC	Cliffs Natural Resources	Goodrich Corporation
Aetna Inc.	CNA	Hajoca Corporation
Aflac	Compass Group North America	Hazen and Sawyer P.C.
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Alcatel-Lucent	Croda Inc.	HNTB Companies
American Axle & Manufacturing Holdings, Inc.	Crowe Horwath LLP	Honda R&D Americas, Inc.
American Electric Power	De Nora Tech, Inc.	Honeywell International Inc.
Ameriprise Financial	Deere & Company	Hughes Network Systems, LLC
Analog Devices, Inc.	Det Norske Veritas	Idaho National Laboratory
Andersen Corporation	Devon Energy Corporation	IGT
ANH Refractories Company	Dick's Sporting Goods	INEOS
Anheuser-Busch Companies, Inc.	DISH Network Corporation	Infinera
ARAMARK	Disney Worldwide Services	Integrus Energy Group, Inc.
ArcelorMittal USA	Doeren Mayhew Foundation	International Paper Company
Athenahealth, Inc.	Dow Corning Corporation	Ivy Planning Group
BBVA Compass Bank	Duff & Phelps LLC	JCPenney Company, Inc.
Bechtel Plant Machinery Inc.	Duke Energy Corporation	Johnson Controls, Inc.
Bell Helicopter Textron Inc.	DuPont	Kearney & Company
Black & Veatch Corporation	Eaton Corporation	Kennedy & Coe LLC
Blue Cross Blue Shield of Minnesota	Ecolab Inc.	KPMG LLP
BP America	Edward Jones	L-3 Communications Integrated Systems
Brady Corp.	Edwards Lifesciences	L'Oreal USA
Broadcom Corporation	Emerson Climate Technologies	LA County MTA
Burns & McDonnell Engineering Co. Inc.	Emerson Process Management - Fisher Controls Division	Lafarge North America
Calpine Corporation	Energy Services, Inc.	Lattice Semiconductor Corporation
Campbell Soup Company	Ericsson Inc.	Lend Lease Inc.
Cardinal Health	Ernst & Young LLP	Lennox International Inc.
Carpenter Technology Corporation	Exel	Levi Strauss & Co.
Caterpillar Inc.	Federal Energy Regulatory Commission	Liberty Mutual Insurance Company
CDM	Federal-Mogul Corporation	Longview Fibre Paper and Packaging, Inc.
CenterPoint Energy, Inc.	FirstEnergy Corporation	Lowe's Companies, Inc.
CGI Federal	Forum One Communications	Lutron Electronics Co. Inc.
Chesapeake Energy Corporation	Foster Wheeler AG	Macy's, Inc.
Chevron Corporation	Freddie Mac	Marathon Oil Corporation
Chevron Phillips Chemical Company LP	GAF Corporation	Maximus
Chrysler Group LLC	GAP Inc.	McKesson Corporation
Cisco Systems, Inc.	General Dynamics C4 Systems	Meijer, Inc.
Citrix Systems, Inc.	General Electric Company	Mercer
	Georgia Tech Research Institute	Merck & Co., Inc.
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## Executive Summary

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Moss Adams LLP	Raytheon Company	The Timken Company
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Niagara Bottling, LLC	Sabre Holdings	Toys "R" Us, Inc.
Northrop Grumman Corporation	Sandia National Laboratories	Triage Consulting Group
Novellus Systems, Inc.	Sanofi-Aventis	Trinity Consultants Inc.
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Prudential	Textron Inc.	Wells Fargo & Company
PSEG	The Dow Chemical Company	Wipro Technologies
Qlogic Corporation	The Field Museum	Wiss, Janney, Elstner Associates, Inc.
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## About NACE

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