



EXECUTIVE SUMMARY

# Recruiting Benchmarks Survey Report

Key Measures for College Recruiting

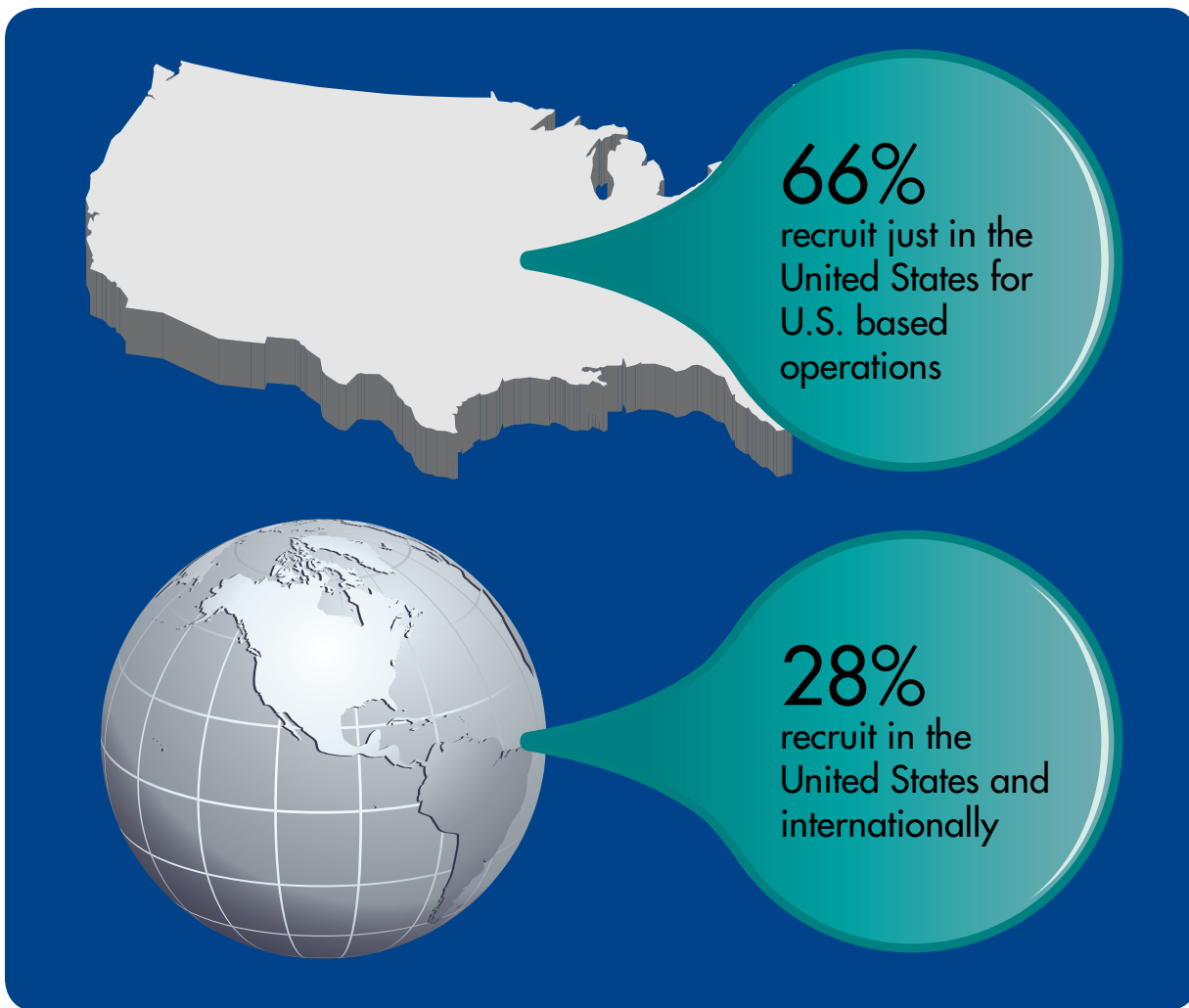
2 | 2013





## SCOPE

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The 2012 *Recruiting Benchmarks Survey* was conducted June 15, 2012, through August 15, 2012, among NACE employer-member organizations. A total of 242 organizations, or 25 percent, took part. (A list of participating organizations appears at the end.)

## THE NEW COLLEGE GRAD



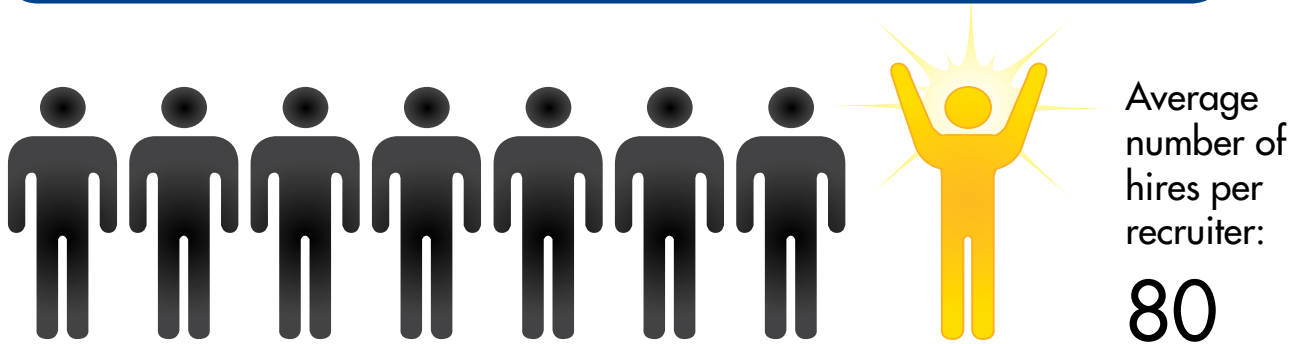
**New college grads accounted for more than half of all entry-level hires in 2011-12—up from 45 percent in 2010-11.**

**More new college hires now come with an advanced degree (23% in 2012 versus 17% in 2011).**

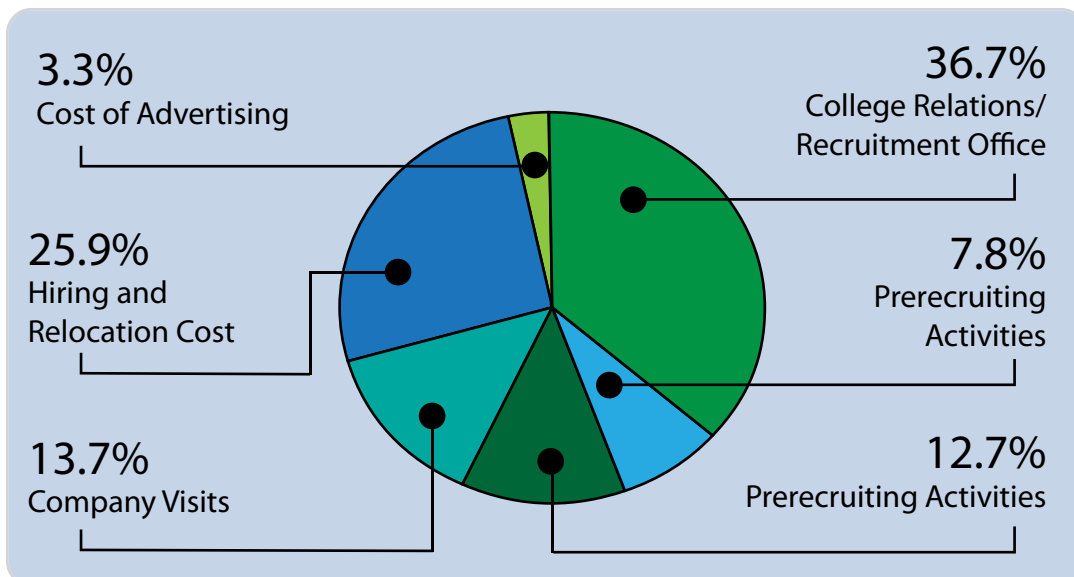


## THE COLLEGE RECRUITING DEPARTMENT

### Average number of recruiting staff



### How recruiting dollars are spent



## WHAT MATTERS MOST: BRANDING

# #1

Branding is the most important aspect of college recruiting.

### *Which techniques are most effective*



Relationships with faculty



Career fairs



Supporting student organizations

## TARGET SCHOOL SELECTION

*Most employers pick their schools based on...*



Quality of programs



Majors offered



Recruiting experience at school

*Recruiting success, however, correlates to...*



Helpfulness of career center staff



Salary expectations of students



# THE HIRING PROCESS

Average number of days from interview to offer:



24.2

Average number of days allowed from offer to acceptance:

14.1

39.8% of interviews received offers



74.8% of offers were accepted

## THE NEW HIRE

### Retention and the new college hire



1 Year: still with the organization – **90%**



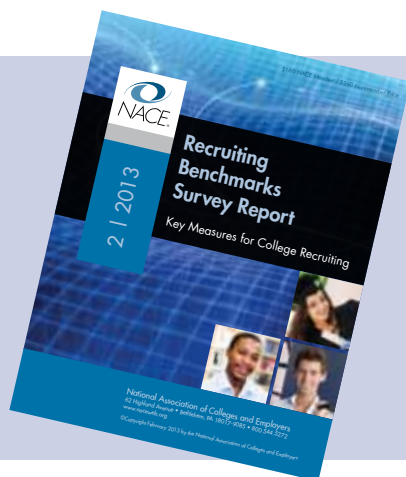
5 Year: still with the organization – **68.9%**

Onboarding:

**41%**  
of organizations  
have a  
rotational  
program



Get the  
Full  
Report



See [www.nacweb.org/research/recruiting-benchmarks-survey.aspx](http://www.nacweb.org/research/recruiting-benchmarks-survey.aspx) for details about how to order.



## PARTICIPATING FIRMS

ACCO Brands Corporation  
 Acquity Group  
 ADP  
 Advanced Micro Devices, Inc.  
 Aetna Inc.  
 Aflac  
 Agilent Technologies, Inc.  
 Air Products & Chemicals Inc.  
 Alcatel-Lucent  
 Allscripts  
 American Airlines Inc.  
 American Eagle Outfitters  
 Amgen Inc.  
 ARAMARK  
 ARCADIS US Inc.  
 Arup  
 Aspen Technology Inc.  
 ATI Allegheny Ludlum Corporation  
 Avant Energy Services  
 Bankers Life & Casualty Co.  
 Bell Helicopter Textron Inc.  
 Black & Veatch Corporation  
 Boy Scouts of America  
 Brocade Communications Systems, Inc.  
 C&S Wholesale Grocers, Inc.  
 Capital One  
 Celanese International  
 CenterPoint Energy, Inc.  
 CGI Federal  
 CH2M HILL  
 Champion Technologies  
 Charles River Associates  
 Chevron Corporation  
 Chevron Phillips Chemical Company LP  
 Citrix Systems, Inc.  
 Cliffs Natural Resources  
 CNA  
 CNA Insurance  
 Cognizant Technology Solutions  
 Compass Group North America  
 ConAgra Foods, Inc.  
 Consolidated Graphics  
 Continental AG  
 Costar Group, Inc.  
 Country Insurance & Financial Services  
 Covance Inc.

Crestron Electronics  
 Crossmark  
 Daymon Worldwide  
 Deere & Company  
 Dell, Inc.  
 Delphi Automotive Systems, LLC  
 Devon Energy Corporation  
 Dewberry  
 Discover Financial Services  
 Dow Corning Corporation  
 DRS RSTA - Texas (Infrared Technologies)  
 Duff & Phelps LLC  
 dunnhumbyUSA  
 DuPont  
 Eaton Corporation  
 eBay Inc.  
 Ernst & Young LLP  
 Exel  
 Federal Energy Regulatory Commission  
 FirstEnergy Corporation  
 FirstEnergy Corporation  
 FMC Technologies, Inc.  
 Freddie Mac  
 Fujitsu Network Communications Inc.  
 GAF Corporation  
 General Mills Inc.  
 Genworth Financial  
 Georgia Tech Research Institute  
 Goodrich - Aerostructures Group  
 Goodrich Corporation  
 Great Lakes Dredge & Dock Company  
 H.J. Heinz Company  
 Hajoca Corporation  
 Hallmark Cards  
 Harris Corporation  
 Hazen and Sawyer P.C.  
 Hitachi Consulting  
 HNTB Companies  
 Honda R&D Americas, Inc.  
 Horne LLP  
 Huntington Ingalls Industries  
 Huron Consulting Group  
 INEOS  
 Ingersoll-Rand Company  
 International Game Technology  
 Kearney & Company

Kennedy & Coe LLC  
 KPMG LLP  
 Kronos  
 Langan Engineering & Environmental Services  
 Liberty Mutual Insurance Company  
 Life Technologies Inc.  
 Longview Fibre Paper and Packaging, Inc.  
 L'Oreal USA  
 Lowe's Companies, Inc.  
 Lutron Electronics Co. Inc.  
 Macy's, Inc.  
 Magellan Midstream Partners, L.P.  
 Maximus  
 Mercer  
 Merck & Co., Inc.  
 Merck & Co., Inc.  
 Meritor Inc.  
 Messer Construction Co.  
 Michelin North America  
 Micron Technology, Inc.  
 Milliken & Company  
 N.E.W.  
 National Instruments  
 Naval Acquisition Career Center  
 Navistar, Inc.  
 Newfield Exploration Company  
 Norfolk Southern Corp.  
 Northrop Grumman Corporation  
 OCC  
 Olsson Associates  
 Olympus Corporation of the Americas  
 Owens Corning  
 Owens-Illinois Inc.  
 Pacific Gas and Electric Company  
 Pariveda Solutions Inc.  
 Phillips Plastics Corporation  
 Polaris Industries, Inc.  
 PrimeSource Building Products, Inc.  
 Principal Financial Group  
 Procter & Gamble Co.  
 Progressive Insurance  
 Protiviti Inc.

PSEG  
 Ralcorp Holdings, Inc.  
 Reznick Group, P.C.  
 Rio Tinto  
 Rolls-Royce Corporation  
 Ross Stores Inc.  
 Roux Associates, Inc.  
 SABIC Innovative Plastics  
 SanDisk  
 Savannah River Nuclear Solutions  
 Save-A-Lot  
 Schlumberger Oilfield Services  
 Schneider Electric  
 Shawmut Design and Construction  
 Southwestern Company  
 Suffolk Construction Company, Inc.  
 SWIFT  
 Tennessee Valley Authority  
 Teradata Corporation  
 Textron Inc.  
 Thales Communications Inc.  
 The Bank of New York Mellon Corporation  
 The Dow Chemical Company  
 The Hershey Company  
 The Kroger Co.  
 The MathWorks Inc.  
 The Northern Trust Company  
 The Rehmann Group  
 The Schwan Food Company  
 The Timken Company  
 The Vanguard Group  
 TIC-The Industrial Company  
 Tindall Corporation  
 Towers Watson  
 Turner Construction Company  
 U.S. Comptroller of the Currency  
 U.S. Nuclear Regulatory Commission  
 Underwriters Laboratories Inc.  
 Valero Energy Corporation  
 Warner Robins Air Logistics Ctr.  
 WellPoint, Inc.  
 WESCO International, Inc.  
 Woolpert LLP  
 Zachry  
 ZS Associates



62 HIGHLAND AVENUE • BETHLEHEM, PA 18017-9085  
610.868.1421 • 800.544.5272  
[www.naceweb.org](http://www.naceweb.org)