DECEMBER 2017

2017 RECRUITING COMPENSATION BENCHMARKS REPORT

EXECUTIVE SUMMARY

NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS
62 Highland Avenue Bethlehem, PA 18017-9085 • 610.868.1421
www.naceweb.org

EXECUTIVE SUMMARY

The *2017 Recruiting Compensation Benchmarks Report* details the compensation of the core positions involved in college recruiting at employer organizations, including tenure, salary information (base salary, formal salary range, and past year's salary increase), and bonus information (eligibility, performance measures, and amount paid). In addition, this report covers employee benefits, including insurance coverage, paid time off, 401(k) plans, and tuition reimbursement.

For person-specific information (such as tenure or base salary), statistics are reported in terms of weighted average of responses, which is based on the reported number of individuals (or "incumbents") employed in each position at each responding firm. For company-wide information (such as formal salary range or bonus eligibility), statistics are not weighted. In addition, where possible, the data are broken out by firm size (i.e., the total number of employees), industry, and geographic region. A firm demographic is displayed only if there were at least 10 responding firms and, where applicable, at least 10 reported incumbents.

Key Findings

- For directors of college recruiting, college recruiting managers, and college recruiters, the median tenure was three years. For college recruiting coordinators, the median was two years.
- The director, manager, and recruiter positions were exempt at about nine out of 10 firms. The coordinator position was exempt at only half of firms.
- The median annual base salary for a director was $101,000; for a manager, it was $89,076; for a recruiter, it was $66,100; and, for a coordinator, it was $50,000.
- On average, the formal salary range for a director ranged from $90,000 to $128,000; for a manager, it ranged from $76,000 to $100,000; for a recruiter, it ranged from $58,000 to $81,200; and for a coordinator, it ranged from $43,000 to $56,000.
- For directors, managers, and recruiters, the most recent annual salary increases typically ranged from 3 to 5 percent. For coordinators, the typical range was 2 to 4 percent.
- Directors, managers, and recruiters were eligible for bonus compensation at two-thirds to three-fourths of firms. Coordinators were eligible at only half of firms. For all four positions, the bonus was determined primarily by company-wide and individual performance measures, and minimally by departmental measures.
- Comprehensive insurance coverage was nearly universal. Dental insurance was offered by 100 percent of firms, life insurance by 99.2 percent, medical insurance by 100 percent, and vision insurance by 96.8 percent.
- A company-matched 401(k) retirement program was offered by nearly all firms, among which the median match was 5 percent of an employee's salary.
- Tuition reimbursement for employees seeking an advanced degree or a professional license or certificate was offered by the vast majority of firms, most of which covered 100 percent of costs.

NACE Research Staff
Edwin W. Koc, Director of Research, Public Policy, and Legislative Affairs
Andrea J. Koncz, Research Manager
Kenneth C. Tsang, Research Associate
Louisa Eismann, Research Associate
Anna Longenberger, Research Assistant

PURCHASE THE FULL RECRUITING BENCHMARKS COMPENSATION REPORT

Featuring compensation data for directors, managers, recruiters, and coordinators.

- **SALARY:** Mean, median, and ranges
- **BONUSES:** Mean, media, and ranges, plus details about how bonuses are determined.
- **BENEFITS:** Paid holidays; paid time off; medical, dental, and vision insurance, plus deductibles and dependent contributions; tuition reimbursement and criteria; and 401(k) and matches.

Visit the NACE Store at
www.naceweb.org/store/2017/recruiter-compensation-report-2017/

Purchase the **Compensation Report** *with the* **Recruiting Benchmarks Report** *and save:*
www.naceweb.org/store/2017/recruiting-benchmarks-compensation-combo-2017/

©2017 National Association of Colleges and Employers. All rights reserved.

APPENDIX

Data Sample

Data collection took place from July 19, 2017, to August 1, 2017; the survey was distributed to employer organizations that hold NACE membership; 142 firms participated for a response rate of 13.4 percent.

Participating Firms

AECOM
Aetna Inc.
Anheuser-Busch Companies, Inc.
ARAMARK
Berry Plastics Corporation
Blackbaud, Inc.
Bolton & Menk, Inc.
California State Auditor
Campbell Soup Company
CH2M HILL
CIGNA Corporation
CNH Industrial
Compass Group North America
Continental AG
CoreLogic
CSRA
Daikin Industries/Goodman Manufacturing
Danone North America
DHL Supply Chain
Dominion Questar Corporation
Duke Energy Corporation
DuPont
Dyson
E. & J. Gallo Winery
E*TRADE Financial
EthosEnergy
EY
Fifth Third Bank
FirstBank Holding Co.
FirstEnergy Corporation
GE Appliances, a Haier company
Hughes Network Systems
ICF International
Illumina, Inc.
Inteva Products
Irvine Company
ITC Holdings, Inc.
Jensen Hughes
JLL
kCura
Kiewit Energy Group
Kimberly-Clark Corporation
KPMG LLP
Lee County Electric Cooperative
Liberty Mutual Insurance Company
Lincoln Electric
Linde Engineering North America Inc.
Macy's, Inc.
MAVERICK Technologies
Medidata Solutions
MGM Resorts International
Moss Adams LLP
Nationwide Insurance
Newell Brands
OMNOVA Solutions Inc.
Orlando Utilities Commission
Oshkosh Corporation
Owens Corning
P.F. Chang's Restaurant Support Office
Pariveda Solutions Inc.
Polaris Industries, Inc.
PVH
Regal Beloit Corp.
Rockwell Collins
RTI International
Save-A-Lot
Seagate Technology
Skyworks Solutions
Southern Company
Southwestern Advantage
State Street Corporation
Stryker Corporation
Teradata Corporation
Texas Department of Transportation
The Haskell Company
The Lane Construction Corporation
The Schwan Food Company
The Walsh Group
TimkenSteel Corporation
Union Pacific Railroad Company
United Launch Alliance
VillageMD
W. L. Gore & Associates, Inc.
Wawa Inc.
WESCO International, Inc.
Yelp
Zynga, Inc.

62 HIGHLAND AVENUE
BETHLEHEM, PA 18017-9085
610.868.1421 | www.naceweb.org