About the Survey

The 2018 Student Survey Report, the 12th in this series of reports first published in 2007, details the attitudes, behaviors, and outcomes of college students. This report differs from those of previous years as it delves into the comparisons across academic levels to compare views of bachelor’s degree students, rather than focusing only on graduating seniors as previous reports had done. Key areas of focus include the students’ perceptions of career readiness; preferences and expectations for a job; career center use and job search; and experiences with study abroad, internships, and co-ops, and how students perceive that these experiences impact their career readiness.

This study also aims to answer the question of whether college makes an impact on the types of jobs students seek, the job preferences they hold, and their perceptions of their career readiness proficiencies. In particular, does participation in internships/co-ops or study abroad influence student attitudes and preferences? (Please note: To frame the information presented in this report, it is important to stress that the data are limited given that they represent a “snapshot” of the 2017-18 academic year and not a progression of individual students’ college careers.)

The survey was conducted through 504 NACE-member colleges and universities. (See the Appendix for a list of participating institutions.) In this report, “respondents” refers to the 22,109 bachelor’s degree students who provided viable data for the 2017-18 academic year (July 1, 2017, through June 30, 2018). By class, 4,336 freshmen, 4,174 sophomores, 5,709 juniors, and 7,890 seniors responded. Data collection took place from February 14, 2018, to April 30, 2018.

Note: Percents may not equal 100 due to rounding.
Key Findings

• Students’ plans after graduation are often based on the major they are studying and the industry they are pursuing. Among all respondents, 57.3 percent planned to enter the work force and 38.1 percent planned to continue their education.

• Pursuing private, for-profit work (48.9 percent) was the most popular path among respondents, while 30.4 percent anticipated working at a nonprofit organization or teaching, and 15.4 percent planned to work for the government.

• Students rated professionalism/work ethic, critical thinking/problem solving, and oral/written communications as the most important career readiness competencies and view themselves as most proficient in professionalism/work ethic and teamwork/collaboration.

• Responding students reported that a high starting salary would be the top deciding factor between two otherwise identical jobs. Other key deciding factors were job security and good insurance/benefits.

• Among those who took part in internships/co-ops, the majority reported working in a paid position.

• Among respondents, 8.1 percent said they spent one semester or more at an institution outside of the United States.

• Overall, the same resources that were used the most in the job search were also considered the most useful to all students. Employer websites, family, friends, relatives, and career fairs were considered the most used and most useful resources for responding students.

• Social media is considered one of the least popular resources for searching for job openings and for researching employers. Only 40 percent of students reported using social media in this way.
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Participating Schools

A total of 504 colleges and universities took part in the survey.

A&M University – NTCC
Adams State University
Adelphi University
Alamance Community College
Alfred State College
Allan Hancock Community College
Alliant International University, California
School of Forensic Studies
American River Community College
Angelo State University
Aquinas College
Arcadia University
Arizona State University
Arkansas State University
Arkansas State University, Jonesboro
Arkansas Tech University
Atlanta Metropolitan State College
Augusta University, Summerville
Augusta University, Athens
Augusta University, Dental College of Georgia
Augusta University, Health Sciences
Augusta University, Medical College of Georgia
Aurora University
Austin Peay State University
Azusa Pacific University
Babson College
Bakersfield College
Barton College
Baruch College
Bay de Noc Community College
Baylor University
Bellevue College
Beloit College
Benedict College
Berry College
Bethel College
Binghamton University – School of Management
Bloomsburg University
Boğaziçi University, Istanbul
Borough Manhattan Community College
Boston University
Brandman University, Santa Maria
Bridgewater College
Bridgewater State University
Brigham Young University
Bronx Community College
Brookhaven College
Brooklyn College – CUNY
Broward College
Bryant & Stratton College
Bucknell University
Butler University
California Polytechnic University - Pomona
California State University, Dominguez Hills
California State University, Fresno
California State University, Fullerton
California State University, Long Beach
California State University, Los Angeles
California State University, Sacramento
California State University, Stanislaus
CalStateTEACH
Capital University
Capitol Technology University
Cardinal Stritch University
Caroline College and Pastoral Institute
Cascadia College, Bothell
Cazenovia College
Cedarville University
Central College
Central Michigan University
Central Missouri State University
Central New Mexico Community College
Central Penn College, Summerdale
Central Texas College
Cerritos College
Chabot College
| Chamberlain College of Nursing                  | El Paso Community College                |
| Chaminade University of Honolulu               | Elon University                           |
| Charter College, Wasilla                       | Emory University                           |
| Chemeketa Community College                    | Empire College                             |
| Claflin University                             | Emporia State University                  |
| Clarion University                             | Eon University                             |
| Clayton State University                       | Everest College                            |
| Clemson University                             | Excelsior College                          |
| Clovis Community College                       | Fairmont State University                 |
| Colby Sawyer College                           | Farmingdale State College                  |
| College of Coastal Georgia                     | Feirstein Graduate School of Cinema        |
| College of Southern Maryland, Leonardtown      | Foothill College                           |
| College of the Desert                          | Fordham University                         |
| College of the Ozarks                          | Forsyth Tech Community College             |
| College of the Sequoias                        | Fox Valley Technical College               |
| Colorado School of Mines                       | Franklin College                           |
| Colorado Springs Pikes Peak                    | Fresno City College                       |
| Community College                              | Fresno Pacific University                  |
| Colorado State University                      | Fresno Pacific University, Bakersfield     |
| Columbia University                            | Fresno Pacific University, Merced          |
| Concordia College                              | Fresno Pacific University, North Fresno    |
| Converse College                               | Fresno Pacific University, Visalia         |
| Cornell College                                | Fuller Theological Seminary                |
| Cornell University                             | Gannon University                          |
| Cosumnes River College                         | Genesee Community College                  |
| Courtauld Institute of Art, England            | Geneseo State University                   |
| Crafton Hills College                          | Geneva College                             |
| Cuesta College                                 | George Washington University               |
| Cypress College                                | Georgetown College                        |
| De Anza College                                | Georgetown University                      |
| DePaul University                              | Georgia College                            |
| DeSales University                             | Georgia Gwinnett College                   |
| DeVry University                               | Georgia Military College of Augusta        |
| Diablo Valley College                          | Georgia Perimeter College                  |
| Dillard University                             | Georgia Southern University                |
| Drexel University                              | Georgia State University                   |
| East Central Community College                 | GITAM University                           |
| East Mississippi Community College             | Golden Gate University                     |
| East Stroudsburg University                    | Grace College and Theological Seminary     |
| Edinburgh Napier University                    | Grand Valley State University             |
| El Camino College                              | Grinnell College                           |
| El Colegio de Michoacán, Mexico                | Grove City College                         |
Millsaps College
Milwaukee School of Engineering
MiraCosta Community College
Mississippi College
Mississippi State University
Mississippi State University, Meridian
Missouri State University
Missouri University of Science and Technology
Molloy College
Montclair State University
Montgomery County Community College
Moorpark College
Moreno Valley College
Morgan State University
Mount Saint Mary's University
Mount San Antonio College
Nash Community College
Nassau Community College
New Mexico Highlands University
New Mexico State University
New Mexico's Flagship University
New York City College of Technology
New York University
Newman University
North Carolina University of Greensboro
North Central Texas College
North Lake College
Northeast Texas Community College
Northeast Wisconsin Technical College
Northeastern University
Northern Michigan University
Northland College
Northwest Vista College
Northwestern College
Northwestern University
Obafemi Awolowo University, Nigeria
Ohio Wesleyan University
Olive-Harvey College
Orange Coast College
Oregon Institute of Technology
Oregon Institute of Technology, Portland-Metro
Oregon Institute of Technology, Salem
Oregon Institute of Technology, Wilsonville
Oshwal College, Kenya
Osmania University, India
Ozarks Technical Community College
Ozarks Technical Community College, Lebanon
Ozarks Technical Community College, Richwood Valley
Ozarks Technical Community College, Table Rock
Ozarks Technical Community College, Waynesville
Paola College
Pasadena City College
Patrick Henry College
Pennsylvania State University
Pennsylvania State University, Behrend
Pennsylvania State University, Berks
Pierpont Community and Technical College
Pittsburgh Technical College
Portland Community College
Prairie View A&M University
Providence College
Purchase College
Purdue University
Purdue University, Fort Wayne
Queensborough Community College – CUNY
Quinnipiac University
Ramapo College
Raritan Valley Community College
Reed College
Reedley College
Richmond Community College
Riverside City College
Rochester Institute of Technology
Roger Williams University
Roosevelt University
Ross University School of Medicine, Dominica
Russell Sage College
Rust College
Rutgers University
Sabanci University, Turkey
Sacramento City Community College
Sacred Heart University
Saginaw Valley State University
Saint Vincent College
Saints Cyril and Methodius University of Skopje, Republic of Macedonia
Salisbury University
Sam Houston State University
San Antonio College
San Diego Mesa College
San Diego State University
San Francisco State University
San Joaquin Delta College
San Jose State University
Santa Barbara City College
Santa Monica College
Santa Rosa Junior College
Scripps College
Seton Hall University
Seton Hill University
Shawnee State University
Sinclair Community College
Solano Community College
South Texas College - Pecan Campus
Southeastern Baptist Theological Seminary
Southern Careers Institute
Southern Illinois University
Southern New Hampshire University
Southwest Baptist University
Southwest Tennessee Community College
Southwestern Assemblies of God University
Southwestern Michigan College
Spelman College
Springfield College
Sreenidhi Institute of Science & Technology, India
Sri Guru Nanak Girls PG College, India
SRM Institute of Science and Technology, India
St John's University
St Joseph's University
St. Augustine's College
St. David's School of Nursing: Texas State University
St. Francis College
St. Norbert College
State Fair Community College
Stockton University
Stonehill College
Suffolk County Community College
Sul Ross State University
Sullivan University
SUNY, Binghamton University
SUNY, Canton
SUNY, Cortland
SUNY, Geneseo
SUNY, New Paltz
SUNY, Old Westbury
SUNY, Oneonta
SUNY, Oswego
SUNY, Plattsburgh
SUNY, Stony Brook University
SUNY, University at Buffalo
Syracuse University
Tarleton State University
Texas A&M Texarkana
Texas A&M University
Texas A&M University, Corpus Christi
Texas A&M University, Kingsville
Texas A&M University, San Antonio
Texas Southmost College
Texas State Technical College
Texas State University
Texas State University, Round Rock
The Catholic University of America
The College of Saint Rose
The Medical College of Wisconsin
The Ohio State University
The Our Lady of the Lake University
The University of Auckland
The University of Central Missouri
The University of Iowa
The University of Kansas
The University of Kentucky
The University of Memphis
The University of New Mexico
The University of New Mexico, Gallup
The University of Pittsburgh
The University of Rhode Island
The University of Saint Francis
The University of Texas at San Antonio
The University of Washington
The University of West Alabama
The Virginia State University
Tohoku University, Seiryō
Tougaloo College
Touro College
Tsinghua University, China
Tulane University
University of Alaska
University of Alaska Fairbanks
University of Alaska, Anchorage
University of Arkansas
University of Bologna, Italy
University of Cape Coast, Ghana
University of Central Missouri
University of Chicago
University of Cincinnati
University of Cincinnati - DAAP
University of Cincinnati, Blue Ash
University of Cincinnati, Clermont
University of Dayton
University of Detroit Mercy
University of Florida
University of Fort Smith
University of Georgia
University of Guam
University of Hawaii
University of Houston
University of Idaho
University of Illinois at Chicago
University of Illinois at Springfield
University of Illinois at Urbana-Champaign
University of Kentucky
University of La Verne
University of Louisville
University of Maryland
University of Michigan
University of Minnesota
University of Missouri, Kansas City
University of Nebraska-Lincoln
University of Nevada, Las Vegas
University of North Carolina at Greensboro
University of North Florida
University of North Georgia
University of Northern Colorado
University of Northern Iowa
University of Notre Dame
University of Oregon
University of Pennsylvania
University of Peradeniya, Sri Lanka
University of Phoenix
University of San Diego
University of Sindh, Pakistan
University of South Carolina
University of South Carolina, Beaufort
University of South Florida
University of Southern California
University of Texas at San Antonio
University of Washington, Bothell
University of West Alabama
University of Wisconsin, Madison
University of Wisconsin, Oshkosh
University of Wisconsin, Parkside
Utah State University
Valdosta State University
Vanderbilt University
Vincennes University
Virginia Commonwealth University
Virginia State University
Virginia Tech
Volunteer State Community College
Voorhees College
Wake Forest University
Wake Technical Community College
Walden University
Westmont College
Westmoreland County Community College
Wichita Newman University
William Paterson University
Winston-Salem State University
Wisconsin Lutheran College
Young Harris College
Youngstown State University