NACE’s sixth annual Student Survey was conducted February 15, 2012, through April 30, 2012. A total of 59,063 students at 826 NACE-member institutions took part, including 15,715 seniors earning bachelor’s degrees. Data reported here reflect responses from those seniors.
STUDENT EXPECTATIONS AND PREFERENCES

Students say they’d most like to work in:
1. Government
2. Human Services
3. Education

When considering a job, they first look at:
1. Nature of work
2. Compensation
3. Co-workers

But when actually weighing a job offer, they look for:
1. Opportunity for personal growth
2. Job Security
3. Friendly co-workers

Which benefits matter most?
1. Annual salary increases
2. 401(k) company match
3. Tuition reimbursement

84% In exchange, they expect to stay more than two years...
87% And work more than 40 hours per week

What about medical insurance?

Before the 2012 survey, medical insurance was always the most-sought benefit among survey respondents. Currently, it falls fourth on the list. Why the change?

One possibility: changes in federal healthcare provisions that allow students to remain on their parents’ health insurance plans until age 26.
THE JOB SEARCH

When seeking a job, Class of 2012 grads were most likely to use
1. Employer websites
2. Friends
3. Parent/relatives

Who influenced them in their job search?
1. Friends
2. Parents
3. Faculty

Who was the most helpful?
1. Parents
2. Friends
3. Faculty

How do they use career services?
73% use career services during their senior year
36% are frequent users

They turn to career services for
1. Resume assistance
2. Job postings
3. General help with the job search

Which services are most helpful?
1. Resume assistance
2. Job postings
3. Workshops
Social Media in the Job Search

- 19% use it to discuss job openings
- 26% use it to research employers
- 26% use it to network
- 54.5% don’t use it in their job search

Social Media Mashup
1.31 - 2.1.13 · Philadelphia, PA
Hyatt Penn’s Landing

- featuring the latest, greatest thinking on social media for college recruiters
www.naceweb.org/events/social-media-mashup.aspx
INTERNSHIPS

55% have internship and/or co-op experience

51% of interns were offered a job

Paid interns fared better:

63% of paid interns got at least one job offer

41% of unpaid interns got at least one job offer
JOB-SEARCH SUCCESS

Majors most likely to get job offers

1. Accounting
2. Engineering
3. Computer Science

See www.naceweb.org/2012-student-survey.aspx for details about how to order.