NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

EXECUTIVE SUMMARY

THE 2021 STUDENT SURVEY REPORT

ATTITUDES, PREFERENCES, AND OUTCOMES OF BACHELOR'S DEGREE STUDENTS AT FOUR-YEAR SCHOOLS

THE 2021 NACE STUDENT SURVEY PRODUCT SUITE

Explore student attitudes, preferences, and behaviors around virtual recruiting, employers and employment, career readiness, internships, and more.

- 2021 NACE Student Survey Interactive Dashboard: View data by gender and ethnicity

- 2021 NACE Student Survey Report: Access tables/figures

- NACE Brief: Virtual Recruiting: Dive into how employers can use virtual recruiting to recruit and hire historically marginalized students.

- NACE Brief: Inequity in Internships: Examine who gets internships and how employers can align their diversity efforts with their internship programs.

www.naceweb.org/studentsurvey/

EXECUTIVE SUMMARY

Data for the *2021 Student Survey Report* on were collected from February 17, 2021, through May 14, 2021.

In all, 15,351 bachelor's degree students responded from 165 NACE-member four-year colleges and universities. Of these, 2,339 were Class of 2021 graduating seniors. (See the Appendix for a list of participating institutions.)

A few notes about the data in and content in this report:

- Statistics were calculated based on the number of respondents for each question.

- The sum of percentage breakdowns may not equal 100 due to rounding or, in cases where the sum substantially exceeds 100, because respondents were asked to select all responses that applied to them.

- Some sections of the report provide responses from all undergraduate participants; others reflect responses only from graduating seniors. The status of the respondents is indicated at the beginning of each section.

- NACE began tracking a wider range of experiential learning opportunities with this report—adding apprenticeships, externships, and other types of experiences to the standard internship and cooperative education options provided in the past.

- This report also features an expanded number of questions regarding virtual recruiting activities, experiences, and events, e.g., virtual internships, virtual career fairs.

KEY INSIGHTS

- The overall average number of visits to the career center among all undergraduates pursuing a bachelor's degree was down this year, from 1.55 in 2019-20 to 1.19 in 2020-21, likely due to the pandemic.

- NACE revised its career readiness competencies in 2021, updating definitions and, in some cases, altering the titles of the competencies. Using the revised competencies, graduating seniors were asked to rate the importance of each competency as well as their level of proficiency. The revision had an impact: The students rated the career and self-development competency—which had undergone significant revision—as third most-important, up from seventh place among 2020 graduating seniors.

- Class of 2021 graduating seniors reported receiving an average of 0.83 job offers, down from 0.93 for the Class of 2020.

- Does salary matter? No. And, yes. Although a high starting salary was cited as the eighth most important attribute of a job by graduating seniors—far behind the opportunity to develop specific skills and job security—more than 20% of responding seniors cited a high starting salary as the tie breaker when it came to considering one job offer over another.

APPENDIX

LIST OF PARTICIPATING SCHOOLS

Abilene Christian University

Adams State University

Alfred University

American Military University

Aquinas College

Arkansas Tech University

Auburn University

Augsburg College

Augusta University

Berkeley College - Paramus

Bethune-Cookman University

Boston College

Boston University

Brandman University

Brenau University

Bridgewater College

California State University - Long Beach

California State University - Stanislaus

California University of Pennsylvania

Capella University

Capital University

Cedarville University

Central New Mexico Community College

Central Penn College

Chowan University

Cisco College

Clarion University of Pennsylvania

Colby-Sawyer College

College of Southern Maryland

Colorado Mesa University

Colorado School of Mines

Columbia University

Coppin State University

Cottey College

CUNY Graduate School of Public Health

Davenport University

Delgado Community College

Earlham College

East Carolina University

East Tennessee State University

Eastern Nazarene College

Eastern New Mexico University

Florida State University

Franklin College

Fresno Pacific University

Grove City College

Henderson State University

Hofstra University

Hostos Community College

Hunter College

Illinois State University

Indiana Institute of Technology

Indiana University - Forty Wayne

Ivy Tech Community College

John Brown University

Kansas State University

Keene State College

Kettering University

Liberty University

Lipscomb University

Louisiana State University

Manhattanville College

Maryville University of St. Louis

Medgar Evers College

Mercyhurst University

Methodist Theological School in Ohio

Metropolitan State University

Miami University

Millsaps College

Minnesota State University - Mankato

Mississippi State University

Missouri State University - Springfield Campus

Montana Tech

Morehead State University

Mott Community College

New Mexico State University

New School of Architecture and Design

New York City College of Technology

New York University

Normandale Community College

Northern Michigan University

Nova Southeastern University

Oglethorpe University

Pacific Lutheran University

Pennsylvania State University

Purdue University

Purdue University - Northwest

Purdue University Fort Wayne

Queensborough Community College

Rhode Island College

Roane State Community College

Rose-Hulman Institute of Technology

Rowan College at Burlington County

Sacred Heart University

Saint Anselm College

Saint Elizabeth University

Saint Louis University

Sam Houston State University

San Diego State University

Santa Clara University

Sinclair Community College

South Dakota School of Mines & Technology

Southern New Hampshire University

Southern University at New Orleans

Southwest Minnesota State University

Springfield College

St. Ambrose University

St. Catherine University

St. Cloud State University

St. Norbert College

SUNY Polytechnic Institute

Sweet Briar College

Syracuse University

Texas Wesleyan University

The City College of New York

The City University of New York - School of Profes

The Ohio State University

The University of North Carolina at Greensboro

The University of Utah

Tiffin University

Tougaloo College

Tusculum University

Universidad de Puerto Rico

Universidad del Sagrado Corazon

University of Arkansas - Fayetteville

University of Central Florida

University of Central Missouri

University of Cincinnati

University of Colorado Denver

University of Dayton

University of Evansville

University of Florida

University of Houston - Downtown

University of Illinois Springfield

University of Louisville

University of Maine at Fort Kent

University of Mississippi

University of Missouri - St. Louis

University of New Mexico

University of North Dakota

University of Northern Iowa

University of Rhode Island

University of South Florida - Sarasota/Manatee

University of South Florida - St. Petersburg

University of South Florida - Tampa

University of St. Augustine

University of the Ozarks

University of Washington

University of Washington - Bothell

University of Washington - Tacoma

University of Wisconsin - Green Bay

University of Wisconsin - Stout

University of Wisconsin - Whitewater

Virginia Commonwealth University

Walden University

Washington University in St. Louis

Webster University

Wesleyan College

Western Colorado University

Western Governors University

William & Mary

Winona State University

Xavier University

York College

MAJORS

For the purpose of conducting meaningful analyses on students' majors, majors were divided into four categories:

BUSINESS

Accounting

Architecture

Business

Economics

Fashion

Finance

Hospitality

Human Resources

Journalism/Communication

Leadership

Marketing

Sports Management

Supply Chain Management

LIBERAL ARTS

Anthropology

Arts

Cultural Studies

English

Film

Foreign Languages

Geography

Graphic Design

History

Performing Arts

Philosophy

Political Science

Psychology

Social Sciences

Sociology

Visual Arts

Writing

PUBLIC SERVICE

Criminal Justice

Counseling

Education

Family Studies

Government

Homeland Security

Law

Library Sciences

Parks & Recreation

Social Work

Theology

STEM

Agriculture

Biology

Chemistry

Communication Sciences

Communications Technology

Computer Science

Construction

Data Analytics

Engineering

Engineering Technology

Environmental Science

Exercise Science

Forensic Science

Geology

Health Professions

Health Sciences

Health Technology

Kinesiology

Management Info Systems

Marine Sciences

Math

Military Technology

Nutrition

Occupational Health

Physics

Precision Engineering

Transportation

Veterinary Sciences