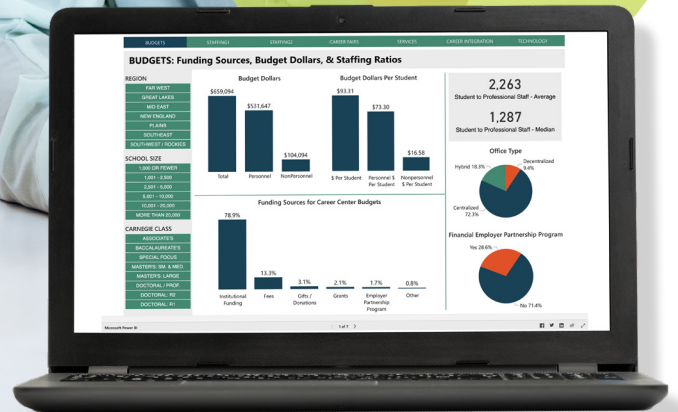




NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

MAY 2022



EXECUTIVE SUMMARY

NACE 2021-22

CAREER SERVICES BENCHMARKS SURVEY REPORT

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NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS
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EXECUTIVE SUMMARY

OFFICE STRUCTURE

- **Centralized vs. hybrid:** Nearly three-quarters of career centers reported being centralized; the percentage of those reporting a hybrid structure dipped for the second time in five years.

SERVICES:

- **Virtual vs. in-person delivery:** There is a significant increase in the delivery of career services virtually, and a corresponding decrease in in-person services. For example, virtual career counseling/coaching by appointment has nearly doubled from last year, while in-person appointments have decreased by 35%. These data continue to highlight the significant impact of the COVID-19 pandemic on modalities in career services.

SERVICE MODALITY:

- **One-on-one vs. group sessions:** One-on-one appointments were more prevalent than group sessions, and since the shift to virtual operations, virtual was more widely used for one-on-one and group formats compared to in-person.

INTERNSHIPS:

- **Assisting students:** The overall average number of students who career centers assisted with finding an internship fell from 446.4 last year to 291.8 this year, while the median fell by about 20 students.

CAREER FAIRS:

- **Virtual vs. in-person:** The average number of virtual career fairs per organization was 4.8 and the average number of in-person career fairs was 2.9.

STUDENT DATA:

- **Demographics:** NACE found that more than three-quarters of career centers do not report the demographics of students who are using career services to their supervisors. This data gap is a barrier to assessing the equity of career services across student populations.
- **First-destination surveys:** The overall average percent of schools that conducted first-destination surveys was 81.1%.
- **Collecting outcomes:** Nearly 30% of respondents used a third-party provider to collect student outcomes information.

STAFFING:

- **Total office professional and administrative support positions:** The mean total office professional and administrative support positions (FTE) was 9.6, while the median was 6.3. The mean for total professional staff per office was 6.2, with a median of 4.0. The mean for administrative support staff was 1.6.
- **Student-to-professional-staff ratio:** There was a decrease in student-to-professional-staff ratio, from a mean of 3,114 to 2,263. This figure is also dependent on the total enrollments of individual college respondents year to year. As enrollments have dropped due to the pandemic, so has this metric.
- **Employer-, student-, and internally facing operations:** In general, 60% of staff time was spent student-facing, and the rest was split between employer- and internally facing functions.
- **Staffing levels by primary responsibility:** Based on average number of staff, career information specialists, employer relations coordinators, and experiential education coordinators are the most common responsibilities across offices.

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY EXECUTIVE SUMMARY

BUDGET:

- **Personnel and non-personnel budgets:** It appears personnel budgets are increasing, while non-personnel budgets are decreasing slightly. Overall, 32% of career centers reported an increase in their personnel budgets, while 17% reported cuts. In addition, slightly more than one-third of respondents reported decreases in their non-personnel budgets.

CAREER INTEGRATION:

- **In-class presentations:** Career center staff provide presentations about career development to academic classes as a means of interacting with faculty and students. However, the overall numbers fell from a mean of 68.9 presentations last year to 46.2 this year.
- **Institution-wide programming:** This year, 17.5% of respondents said they had set up a badge or passport program, were exploring that or another option, or were setting up such a program in the following year.

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ADDITIONAL RESEARCH INTO CAREER SERVICES

Get the Complete Benchmarks Report:

The NACE 2021-22 Career Services Benchmarks Survey is available for purchase.

NACE 2021-22 Career Services Compensation Report: Get base salary, bonus compensation, and benefits data for key professional positions, including:

Vice Presidents/Associate Vice President/
Executive Director

Director

Associate Director

Assistant Director

Career Counselor

Career Coach

Career Adviser

Internship Coordinator

Employer Relations Coordinator

Career Information Coordinator

Marketing Coordinator

Information Technology Coordinator

Data Analyst

LEARN MORE

*Survey participants get a complimentary copy of the report:
Contact NACE Research to learn more about how your institution can participate.*

BUY THE BENCHMARKS REPORT AND COMPENSATION REPORT AND SAVE!

APPENDIX

ABOUT THE SURVEY

The *2021-22 Career Services Benchmark Survey Report* is a comprehensive report that provides quantitative data and analysis on the range of college and university career center operations. This year's survey was refined to highlight only the key questions in an effort to ease the burden on our career center members. NACE provides the results in figures throughout the report, while discussing important relationships, yearly trends, and insights.

It is important to consider the timing of the survey. Data were collected from October 28, 2021, to January 14, 2022. The responses were submitted as the coronavirus pandemic continued and the Omicron variant was prevalent. The data continue to reflect many of the changes career services offices made to their operations. Colleges and universities have experienced shifts to virtual instruction and support, travel bans, social distancing, economic fallout, and other factors that affected operations. NACE is reporting the data during the pandemic to assess how the pandemic impacted the field.

For its *2021-22 Career Services Benchmark Survey Report*, NACE surveyed its member institutions, resulting in 587 respondents, which translates to a 31.5% response rate. The participating schools that chose to be listed as respondents can be found in the appendix at the end of the report.

A few notes about the data in this report:

- Overall statistics were calculated based on the number of respondents for that question, as every question was optional.
- 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 options that apply.
- In general, the results included in this report reflect data based on the 2021-22 academic year. The exception to this is the data related to services, which is for 2020-21.
- In figures that show data broken down by "Overall" and "Carnegie Classification," the number of respondents by Carnegie Classification may not equal the total number of overall respondents for two reasons. First, although all Carnegie Classification responses are incorporated into the overall results, the report does not break out all Carnegie Classifications due to low response counts in certain categories. Second, overall results include schools without Carnegie Classifications, for example, international institutions as well as domestic institutions that are not yet included in the classifications.
- In these data, a few large schools usually pull the mean upward; thus, the median is generally a better reflection of the data.
- Responses to questions with low response rates should be interpreted with caution.

Note: Compensation data for career center positions are reported separately in NACE's *2020-22 Career Services Compensation Report*, which includes base salary, formal salary range, change in salary from previous year, years of tenure, bonus information, and selected benefits.

APPENDIX

PARTICIPATING INSTITUTIONS

A total of 587 career services offices participated in the 2021-22 Career Services Benchmark Survey; those that chose to be listed as respondents appear here.

Abilene Christian University	Blackhawk Technical College
Adelphi University	Bob Jones University
Alabama State University	Boise State University
Albion College	Borough of Manhattan Community College - Internships
Albright College	Borough of Manhattan Community College - Continuing Education
Alcorn State University	Boston University - Questrom School of Business - Undergraduate
Alfred University	Boston University
Allegheny College	Bradley University
Alverno College	Brandeis University
Amarillo College	Bridgewater College
American College of Greece	Bryn Mawr College
American International University - Kuwait	Buffalo State College - SUNY
American Public University System	Bunker Hill Community College
American University - Kogod School of Business	Butler University
Appalachian State University	California Lutheran University
Aquinas College	California State University - Bakersfield
Arcadia University	California State University - Chico
Arkansas State University - Mid-South	California State University - Dominguez Hills
Assumption University	California State University - Fresno
Auburn University	California State University - Fullerton - Mihaylo College of Business and Economics
Augusta University	California State University - Stanislaus
Augustana College	California University of Pennsylvania
Austin Community College	Cambridge College
Baker University	Cameron University
Barnard College	Capilano University
Bay Path University	Capital University
Bellevue University	Cardinal Stritch University
Belmont University	Carlow University
Beloit College	Carnegie Mellon University
Bemidji State University	Carroll College
Benedictine University	Carroll Community College
Bermuda College	Carson-Newman University
Bethel College-North Newton	Carthage College
Binghamton University - SUNY	
Biola University	

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY
EXECUTIVE SUMMARY

APPENDIX

Cedar Crest College
Cedarville University
Central Michigan University
Central Oregon Community College
Central Penn College
Central Piedmont Community College
Central Virginia Community College
Central Washington University - Ellensburg
Centre College
Cerritos College
CEU GmbH –CEU Central European
University Private University
Chicago State University
Christian Brothers University
Claremont McKenna College
Clarion University of Pennsylvania
Clark State Community College
Clark University
Clarkson University
Clayton State University
Cloud County Community College
Colby-Sawyer College
College of Charleston
College of Coastal Georgia
College of the Holy Cross
Colorado College
Colorado Mountain College
Colorado School of Mines
Colorado State University - Pueblo
Colorado State University - Fort Collins
Columbia College California
Columbia Southern University
Columbia University - Mailman School of Public Health
Columbia University - School of Social Work
Concordia College at Moorhead
Concordia University - Irvine
Connecticut College
Converse University
County College of Morris
Covenant College
Dartmouth College
Davenport University
Davis & Elkins College
Defiance College
Delaware State University
Delaware Valley University
Denison University
DeSales University
Dominican College of Blauvelt
Dominican University
Dordt University
Drake University
Drexel University
Drury University
Duke Kunshan University
Dunwoody College of Technology
Earlham College
East Central University
East Tennessee State University
Eastern Illinois University
Eastern Michigan University
Eastern Nazarene College
Eastern University
Eastern Washington University
Edgewood College
Elgin Community College
Elmira College
Elon University
Emerson College
Emmanuel College
Emory & Henry College
Evangel University
Excelsior College
Fairleigh Dickinson University
Fayetteville State University
Ferris State University
Flagler College-St Augustine

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY
EXECUTIVE SUMMARY

APPENDIX

Florida Southern College
Framingham State University
Franklin College
Fresno Pacific University
Front Range Community College
Full Sail University
Furman University
Gannon University
George Fox University
Georgia Gwinnett College
Georgia Institute of Technology -
School of Aerospace Engineering
Georgia Southern University
Georgia State University -
J. Mack Robinson College of Business
Georgia State University
Glendale Community College
Golden Gate University
Goldey-Beacom College
Gonzaga University
Goodwin University
Goucher College
Green River College
Greenfield Community College
Grove City College
Gwinnett Technical College
Hamline University
Hampden-Sydney College
Hanover College
Harrisburg University of Science and Technology
Harvard T.H. Chan School of Public Health
Harvey Mudd College
Hastings College
Highland Community College
Hofstra University
Holy Cross College
Hong Kong University of Science and Technology
Hostos Community College
Huntingdon College
Husson University
Idaho State University
Illinois Wesleyan University
Indiana Institute of Technology
Indiana State University
Indiana University - Bloomington -
Kelley School of Business - Undergraduate
Indiana University - South Bend
Indiana University-Purdue University Indianapolis
Indiana Wesleyan University
Iona College
Jackson State University
Jacksonville University
James Madison University
John Brown University
John Jay College of Criminal Justice - MA Program
Kalamazoo College
Kansas State University
Keiser University - Graduate School
Keiser University Flagship Campus
Kennesaw State University
Keuka College
King University
King's College
Kingsborough Community College
Kutztown University of Pennsylvania
La Roche University
Laguna College of Art & Design
Lakeshore Technical College
Langston University
Lawrence Technological University
Lee University
Lehigh University
Lewis & Clark College
Lincoln University
Lipscomb University
Longwood University
Lorain County Community College
Louisiana State University

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY
EXECUTIVE SUMMARY

APPENDIX

Louisiana Tech University - College of Education	Morton College
Loyola University New Orleans	Mount Aloysius College
Lynchburg College	Mount Holyoke College
Lynn University	Mount Saint Mary College
Manchester Community College - NH	Mount Saint Mary's University
Manhattanville College	Mount St. Joseph University
Mansfield University of Pennsylvania	Muhlenberg College
Marian University- IN	Nazareth College
Marquette University	Nevada State College
Marshall University	New College of Florida
Marymount University	New Jersey City University
Marywood University	New York University
Massachusetts Institute of Technology	New York University - Tisch School of the Arts
McGill University	NewSchool of Architecture & Design
McPherson College	Niagara University
Medical College of Wisconsin	Nichols College
Mercyhurst University	North Carolina Central University
Michigan State University	North Carolina Central University - School of Business
Michigan Technological University	North Central College
Mid-Plains Community College	North Idaho College
Middle Tennessee State University	Northeastern Illinois University
Millersville University	Northeastern State University
Milwaukee Institute of Art & Design	Northern Arizona University - W. A. Franke College of Business
Mineral Area College	Northern Kentucky University
Minerva University	Northern Michigan University
Minnesota State University - Mankato	Northern State University
Mississippi State University	Northern Virginia Community College - NOVA Workforce
Mississippi University for Women	Northland Pioneer College
Missouri State University - Springfield Campus	Northwest Missouri State University
Missouri University of Science & Technology	Northwest Nazarene University
Mohawk Valley Community College	Notre Dame of Maryland University
Monmouth College	Oakland University
Montana Tech	Oakland University - School of Engineering & Computer Science
Montgomery County Community College	Oberlin College
Moraine Valley Community College	Occidental College
Moravian University	Ocean County College
Morehead State University	Oglethorpe University
Morgan State University	

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY
EXECUTIVE SUMMARY

APPENDIX

Oklahoma Christian University	Rutgers University - New Brunswick
Olivet Nazarene University	Rutgers University - Newark
Otis College of Art & Design	Sacred Heart University
Our Lady of the Lake University	Saint Anselm College
Pace University - Westchester Campuses, Pleasantville	Saint Joseph's University
Pacific Lutheran University	Saint Louis University
Pacific University	Saint Louis University - Richard A. Chaifetz School of Business
Paine College	Saint Martin's University
Palm Beach Atlantic University	Saint Mary's University of Minnesota
Passaic County Community College	Saint Michael's College
Peirce College	Saint Paul College
Pellissippi State Community College	Salisbury University
Pennsylvania College of Technology	Sam Houston State University
Pennsylvania State University	Samford University
Pima Community College	San Diego State University - Fowler College of Business
Point Loma Nazarene University	San Jacinto College
Portland State University	San Jose State University
Presbyterian College	Savannah State University
Providence College	School of the Art Institute of Chicago
Purchase College - SUNY	School of Visual Arts
Purdue University Fort Wayne	Schwarzman Scholars
Purdue University Global	Seattle University
Queen's University	Seminole State College of Florida
Ramapo College of New Jersey	Seton Hill University
Rhode Island College	Siena Heights University
Rice University	Simmons University
Rider University	Simon Fraser University - Burnaby Mountain Campus
Ringling College of Art & Design	Simpson College
Roberts Wesleyan College	Skidmore College
Rochester Institute of Technology	Smith College
Rockhurst University	Snow College
Rocky Mountain College	Soka University of America
Roger Williams University	Sonoma State University
Rollins College	South Central College - North Mankato Campus
Roosevelt University	South Dakota School of Mines & Technology
Rose-Hulman Institute of Technology	South Dakota State University
Rust College	South University
Rutgers University - Camden	Southeast Community College

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY
EXECUTIVE SUMMARY

APPENDIX

Southern Arkansas University	Texas A&M University - San Antonio
Southern Illinois University - Carbondale	Texas Christian University
Southern Methodist University	Texas Southmost College
Southern University at New Orleans	Texas State University
Southern Utah University	The Citadel
Southern Wesleyan University	The City University of New York - School of Professional Studies
Southwest Baptist University	The College of St. Scholastica
Southwest Tennessee Community College	The King's College
Spelman College	The Ohio State University
Spokane Community College	The Ohio State University - College of Engineering
St. Ambrose University	The Ohio State University - College of Food, Agricultural, & Environmental Sciences
St. Charles Community College	The Ohio State University
St. Cloud State University	The University of Alabama
St. Edward's University	The University of Alabama at Birmingham - Collat School of Business
St. John Fisher College	The University of Arizona
St. Lawrence University	The University of Baltimore
St. Mary's University	The University of British Columbia
St. Norbert College	The University of Chicago - Booth School of Business
St. Olaf College	The University of Chicago - MA Program in the Social Sciences
Stella and Charles Guttman Community College	The University of Kansas - School of Business
Stephens College	The University of Louisiana at Monroe
Stockton University	The University of North Carolina at Asheville
Stonehill College	The University of North Carolina at Greensboro
Stony Brook University - SUNY	The University of Oklahoma
SUNY Broome Community College	The University of Southern Mississippi
SUNY College at Brockport	The University of Tennessee
SUNY Cortland	The University of Tennessee - Haslam College of Business
SUNY Geneseo	The University of Tennessee at Chattanooga
SUNY Morrisville	The University of Tennessee at Martin
Susquehanna University	The University of Texas at Austin - College of Education
Sweet Briar College	The University of Texas at Austin
Syracuse University	The University of Texas Permian Basin
Tarleton State University	The University of Texas Southwestern Medical Center
Tecnologico de Monterrey	The University of the Arts
Tennessee State University	The University of Utah
Tennessee Technological University	The University of Vermont
Texas A&M University - Corpus Christi	
Texas A&M University - Kingsville	

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY
EXECUTIVE SUMMARY

APPENDIX

Thomas Jefferson University	University of Houston - Downtown
Tiffin University	University of Houston - Downtown Campus - Marilyn Davies College of Business
Trine University	University of Idaho
Trinity University	University of Illinois at Chicago - College of Engineering
Trinity Washington University	University of Illinois Springfield
Union College	University of Indianapolis
United Tribes Technical College	University of Iowa
Universidad del Sagrado Corazon	University of Kentucky - James W. Stuckert
University at Buffalo, The State University of New York	University of La Verne
University of Arkansas - Fayetteville	University of Mary
University of Arkansas - Fort Smith	University of Mary Hardin - Baylor
University of Arkansas Community College at Batesville	University of Maryland - Baltimore County
University of Calgary - Haskayne School of Business	University of Massachusetts - Boston
University of California - Berkeley	University of Massachusetts Global
University of California - Irvine	University of Miami
University of California - Irvine - The Paul Merage School of Business	University of Michigan - Dearborn
University of California - Los Angeles - Luskin School of Public Affairs	University of Michigan - School of Information
University of California - Merced	University of Michigan - School of Kinesiology
University of California - San Diego - Jacobs School of Engineering	University of Minnesota - Twin Cities
University of California - Santa Barbara	University of Minnesota - Twin Cities - College of Science and Engineering
University of California - Santa Cruz	University of Minnesota - Twin Cities - Intercollegiate Athletics
University of Central Missouri	University of Mississippi
University of Central Oklahoma	University of Missouri - St. Louis
University of Cincinnati - Lindner College of Business	University of Mount Union
University of Colorado at Boulder - Leeds School of Business	University of Nebraska at Kearney - College of Business & Technology
University of Colorado Colorado Springs	University of Nevada - Reno
University of Colorado Denver	University of Nevada, Las Vegas
University of Connecticut - School of Business	University of New Haven
University of Delaware	University of New Mexico - Valencia
University of Denver	University of North Alabama
University of Denver - Graduate School of Social Work	University of North Georgia
University of Florida - Warrington College of Business Administration	University of North Georgia - Mike Cottrell College of Business
University of Guelph-Humber	University of Pikeville
University of Health Sciences and Pharmacy in St. Louis	University of Portland
University of Houston - C.T. Bauer College of Business	University of Redlands
University of Houston - Clear Lake	University of Richmond - Alumni & Career Services

NACE 2021-22 CAREER SERVICES BENCHMARKS SURVEY
EXECUTIVE SUMMARY

APPENDIX

University of Saint Francis
University of Saint Joseph
University of San Francisco
University of Science & Arts of Oklahoma
University of Scranton
University of South Carolina - Columbia
University of Southern Maine
University of St. Thomas - St. Paul Campus
University of St. Thomas Texas
University of Tampa
University of the District of Columbia -
David A Clarke School of Law
University of the Fraser Valley
University of the Ozarks
University of the South
University of the Virgin Islands,
Albert A. Sheen Campus, St. Croix
University of Toronto - School of Continuing Studies
University of Toronto at Mississauga
University of Washington - Bothell
University of Washington
University of Waterloo
University of West Florida
University of Wisconsin - Green Bay
University of Wisconsin - Parkside
University of Wisconsin - River Falls
University of Wisconsin - Stout
University of Wyoming
Utah State University
Utica College
Valparaiso University
Vance-Granville Community College
Vanguard University
Villanova University
Vincennes University
Virginia Commonwealth University
Virginia Commonwealth University - School of Business
Virginia Military Institute
Virginia Wesleyan University
Wabash College
Wake Technical Community College
Waldorf University
Walsh College - Troy Campus
Wartburg College
Washburn University
Wayne State University
Webster University
Wesleyan College
West Chester University of Pennsylvania
West Texas A&M University
West Virginia University - Institute of Technology
Western Carolina University
Western Colorado University
Western Illinois University
Western Michigan University
Western Oregon University
Western Technical College
Wheaton College - Illinois
Wheaton College - Massachusetts
Widener University
William & Mary
William & Mary - Mason School of Business
William Paterson University
Wilson College
Wittenberg University
Worcester Polytechnic Institute
Yale University
Young Harris College

