



**NATIONAL ASSOCIATION OF
COLLEGES AND EMPLOYERS**



RECRUITING BENCHMARKS REPORT

20
22

EXECUTIVE SUMMARY

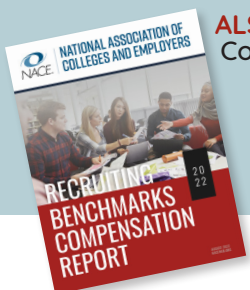
SELECTED HIGHLIGHTS

- College recruiting is overwhelmingly conducted in the United States for American operations—more than 72% of all respondents reported this scope of recruiting.
- Responding organizations were asked to report the number of entry-level professional hires in 2021 and the number of these who were new college graduates. The median number of entry-level professionals hired was 466, while the median number of new college graduates was 75 or 16.1% of entry-level professional hires.
- Increased budgets were widespread. Fifty percent of respondents reported increased budgets for 2022 with more than 21% reporting an increase that exceeded 10%.
- Respondents reported using three dominant channels for their recruiting efforts—1) job listings on company websites (93%); 2) direct on-campus efforts (85%); and 3) job listings on campus websites (77%).
- The amount of time from getting an interview to receiving an offer has increased significantly in the past several years. It has gone from an average of just under 20 days in the 2015 survey to nearly 26 days in this year's report, an increase of 28.6%.
- Respondents reported the average time from offer to acceptance was 12 days.
- Reflecting the status of today's labor market, the percent of interviews resulting in a job offer has climbed to its highest level of the past five years (47.5%), but the acceptance rate fell from last year to 69.3%.
- Retention rates have declined for the early years of employment (first through the third year).
- Respondents were asked to rate the career competencies that were most important for a recruit to succeed at their companies: All competencies were seen as at least somewhat important, but the three deemed most important were communication, teamwork, and critical thinking.
- Just over 85% of this year's respondents reported having formal diversity recruiting goals.
- Employers that feature a diversity program tend to heavily recruit at specific institutions: More than 85% of these employers used such a strategy.

GET THE FULL REPORT + INTERACTIVE DASHBOARD

Get key benchmarks for college recruiting operations—including department structure, operating budget, offer and acceptance rates, retention and renege rates, recruiting methods and channels, diversity hiring, and more.

The report is paired with an interactive dashboard to pinpoint benchmarks by region, size of company, industry, and more.



ALSO AVAILABLE: 2022 Recruiting Benchmarks Compensation Report
Covers core college recruiting positions: director - manager - recruiter - coordinator

APPENDIX

ABOUT THE SURVEY

The *2022 Recruiting Benchmarks Report* explores key aspects of university recruiting, such as the structure, staffing, focus, and execution of the efforts, and provides outcome-oriented benchmarks and metrics. The report also compares current results to those of previous years to offer insight into trends in recruiting.

The survey on which this report is based was conducted from May 9, 2022, until June 17, 2022, and was distributed to 816 organizations holding NACE membership as well as nonmembers. There were 183 NACE member respondents, representing 22.4% of eligible member respondents. An additional 27 responses were received from nonmember companies. Those employers that chose to be listed as survey respondents appear below.

Note: The sum of displayed breakdowns of percentages may not equal 100 due to rounding or, in cases where the sum substantially exceeds 100, because respondents were permitted to provide multiple responses.

PARTICIPATING ORGANIZATIONS

Below are the organizations that took part and agreed to be listed.

A. Duie Pyle	Centene
Abbott	CGB Enterprises, Inc.
AbbVie	Chevron
AECOM	Chubb
Alight Solutions	Cohen & Company
Alliance Laundry Systems	Consumers Credit Union
American Axle & Manufacturing, Inc.	Crestron Electronics
American Tower Corporation	Crown Holdings, Inc.
Amkor Technology	Cummins
Appian	Dell Technologies
Argonne National Laboratory	DHL Express
Arkansas Department of Transportation	Dot Foods
Arrive Logistics	Eaton
Ascend Performance Materials	Ecolab
ATA Engineering	Edwards Lifesciences
Avery Dennison	Electrolux
Ball Aerospace	Expedia Group
Barnhart Crane & Rigging	Faurecia
BASF Corporation	Franklin International
BioCryst Pharmaceuticals	Frederick County Public Schools
Black & Veatch	Freese and Nichols
BOK Financial	Gap Inc.
Bozzuto	GDIT
Burns & McDonnell	GE Appliances, a Haier company
CarePlus NJ	GE Aviation
Cargill	General Dynamics Mission Systems
CDM Smith	Ghafari Associates LLC

APPENDIX

PARTICIPATING ORGANIZATIONS cont.

Ginkgo Bioworks	Shaw Industries
Goosehead Insurance	Shawmut Design and Construction
HCSS	Shure Inc
Hendrick Automotive Group	Signet Jewelers
Hologic	Smith+Nephew
Hormel	Southwestern Advantage
IBM	Spectrum
Illumina	Splunk
INEOS Olefins & Polymers USA	SRS Distribution
Infoverity	STMicroelectronics, Inc
Ingevity	Stryker
J.B. Hunt	Swagelok
Kimberly-Clark Corporation	T-Mobile
Kohl's	T. Rowe Price
KPMG, LLP	TE Connectivity
Liberty Mutual Insurance	Terracon
Lincoln Financial Group	Textron
Link-Belt Cranes	The Aerospace Corporation
LPL Financial	The Hartford
Marathon Oil Corporation	The Kroger Company
Markforged	The Walsh Group
Marvell Technology	The Walsh Group
Medtronic	Thermo Fisher Scientific
MMC Corp	Toast, Inc.
NAN YA PLASTICS COPORATION, AMERICA	Toll Brothers
National Futures Association	Transverse Insurance Group
NC Office of State Human Resources	U.S. Bank
Netsmart Technologies	U.S. Government Accountability Office
New Story	Uber
Northwestern Mutual	Uline
NTT DATA	Unitedhealth Group
Olive AI	UScellular
ONEOK	Utility Concierge
Pariveda Solutions	Verisk
Pendo	Walmart
PenFed Credit Union	West Monroe
Pentair	Williams
PetSmart	Willis Towers Watson
Phillips Edison & Company	Workhorse Group
Raymond James & Associates	Zendesk
Royal Caribbean Group	