NACE

2022-23 NACE Career Services Benchmark Survey

Participant Information

Q1.
Please Note:

- Feel free to **skip** questions for which you do not have the data.
- This survey uses **logic** to show you only the most relevant questions. **We request** you answer two questions on which much of the logic relies.
- Your responses are **saved** every time you go to the next page.
- You can leave and **return** to the survey where you left off as long as you use the same computer or device.

Q2. Please enter your Contact ID Number, which can be found in your invitation email.

- Response to this question is required.

Q3. As part of the survey results, NACE will provide a list of survey respondents. Please indicate your preference below.

- Please note: This will not affect the confidentiality of your data.

Yes, please list my school as a survey respondent.

No, please DO NOT list my school as a survey respondent.

Q4. Please enter your email address.

- Response to this question is required.

Email Address

Q5.

Please enter your college or university's name.

- Please start typing the name of your school in the box below and select the option that best describes your school and/or

campus.

- Response to this question is required.

[   ]

Q6. What is the best description for your school type?

- Please select all that apply.

Women's college

Hispanic Serving Institution (HSI)

Tribal College

Men's college

Predominantly White Institution (PWI)

Minority Serving Institution (MSI)

Historically Black College or University (HBCU)

Predominantly Black Institution (PBI)

My institution does not have a designation

Other (please specify:)

[   ]

Office Specifics

Q7. For what office are you responding?

Satellite Office

Central Office only

Central Office reporting for central and satellite offices combined

Q8.
FOR THE REST OF THE SURVEY, please continue to respond from that same office's perspective.

For example, if you are responding with data that combines central and satellite offices, please ALWAYS respond with the data that reflects the combined efforts of the offices to the extent that is feasible.

Q9. Which of the following best describes the structure of career services operations at your institution?

Centralized
(Campus has one career services office that performs the full range of career services operations.)

Decentralized
(Campus has multiple career offices; each is usually connected with a particular school -- e.g. business; each office performs the full range of career services operations independently.)

Hybrid
(Campus has a central office that manages the overall career services operation along with school-based offices - business school, engineering school, college of liberal arts, etc. - that deliver services to students enrolled in that specific college/school)

Staffing

Q10.
Full-time Employment (FTE)

Please note: This section asks for data from the current academic year.

For the **CURRENT** 2022-23 AY, please indicate the total number of staff in each of the following categories:

- **This question is intended to capture the total number of staff (FTE) in your office.**
- If position calls for fewer than **30** hours per week, please indicate part-time status. We formerly used 35 hours as the standard, but we are changing it this year to align with IRS and ACA healthcare regulations.
- Please leave the box blank if the staff type is not present in your office.

	Full-time	Part-time
Professional Staff		
Administrative Support Staff		
Graduate Assistant/Intern		
Undergraduate/Student Worker		
Other		

Q11.
Career Counselors, Coaches, & Advisors

For the **CURRENT** 2022-23 AY, please indicate the number of professional staff who provide career counseling, coaching, or advising:

- Your response will be used to calculate FTE invested in each role.
- Please either leave the box blank if this position is not present in your office.
- If a staff member works less than **30** hours per week as a career counselor, coach, or adviser, please count them as part-time.

	Full-time	Part-time	Number Certified
Career Counselor	☐	☐	☐
Career Coach	☐	☐	☐
Career Advisor	☐	☐	☐

Q12. For the **CURRENT** 2022-23 AY, what is the position title for the leader / chief executive of the Career Services Center?

Vice President

Assistant / Associate Vice President

Vice Provost

Assistant / Associate Vice Provost

Dean

Assistant / Associate Dean

Executive Director

Director

Associate Director

Assistant Director

Coordinator

Manager

Other (please specify):

[   ]

Q13. For the **CURRENT** 2022-23 AY, to whom does the chief executive of Career Services report?

Office of the President

Office of the Provost

VP of Institutional Advancement/Development

VP of Enrollment Management

VP of Academic Affairs

VP of Student Affairs/Student Life

VP of Joint Division of Student and Academic Affairs

VP or Dean of the Individual school within the institution (e.g., Dean of Business School, Dean of Engineering School, etc.)

Other (please specify):

[   ]

Q14. Has this reporting relationship changed since the prior academic year?

Yes

No

Q15. Why was this reporting change made?

- Please select all that apply.

New leadership at the institution

There is an institution-wide focus on career outcomes

New leadership at the career center

An institutional accreditation is in process

Our college/university has recently completed a merger

Career center has been restructured / reorganized within the institution

The institution received a large gift from a donor

The state legislature is demanding accountability for career outcomes

Other (please specify:)

Q16. **Staffing Trends**

Which of these employment options do you offer to employees?

- Please select all that apply.

- [ ] Retreats
- [ ] Financial support for obtaining professional credentials
- [ ] Ability to work remotely
- [ ] Flex-time scheduling
- [ ] Compressed work weeks
- [ ] Appreciation days for staff
- [ ] Free lunch programs
- [ ] Shortened Friday during summer / vacations
- [ ] Volunteer time off to help in the community
- [ ] None of the above
- [ ] Professional Development offerings
- [ ] Other (please specify):

Budget

Q17. For the **CURRENT** 2022-23 AY, what is your non-personnel and personnel budget amounts.

- Please enter a whole number - no dollar signs, commas, or decimals.

- Please skip any fields for which you do not have the requested data.

	Non-personnel	Personnel
2022-23 Budget	[ ]	[ ]

Q18. For the **CURRENT** 22-23 AY, of your career center budget, what percent comes from each category listed below?

- You may skip this question, but if you choose to answer it, your responses must total 100.

Institutional Funding	0	%
Fees Generated (from students, employers, career fairs, etc.)	0	%
Partnership Program	0	%
Grants	0	%
Gifts and Donations	0	%
Other	0	%
Total	0	%

Q19. How does the **non-personnel** operating budget for 2022-23 AY compare with the non-personnel operating budget for 2021-22

AY?

Not sure; we don't have access to non-personnel operating budget

Decrease by more than 20%

Decrease between 10% and 20%

Decrease between 0% and 10%

No Change

Increase between 0% and 10%

Increase between 10% and 20%

Increase by more than 20%

Q20. How does the **personnel** operating budget for 2022-23 AY compare with the personnel operating budget for 2021-22 AY?

Not sure; we don't have access to personnel operating budget

Decrease by more than 20%

Decrease between 10% and 20%

Decrease between 0% and 10%

No Change

Increase between 0% and 10%

Increase between 10% and 20%

Increase by more than 20%

Q21. Do you have a partnership program in which employers make financial contributions to the career center for the 2022-23 AY?

Yes

No

Career Readiness Competency Implementation

Q22. During the CURRENT 2022-23 AY, are Career Readiness Competencies being implemented at your college or university? Please note:

- This may include none, some, or all of the 8 NACE Career Readiness Competencies.
- We are aiming to benchmark the implementation efforts not specific competencies.

Yes

No

Q23. Which of the following best represents the scale of the competency implementation?

Institution-wide

Division-wide

Department-wide

Other (please specify:)

[ ]

Q24. Which of the following represents the leadership of the competency implementation initiative?

- Please select all that apply.

Career services Director

Provost/Dean/Academic Leader

Faculty

VP / Dean / Leader of Student Affairs (Life / Success / Engagement)

Task Force / Committee

Other (please specify:)

[   ]

Q25. Do your competency implementation efforts involve any of the following?

- Please select all that apply.

First year student experience

Classroom presentation

Collaboration with faculty

Integrated into on-campus jobs

Integrated into internship programs

A part of senior year capstone experiences

Other, (please specify:)

[ ]

Q26. What assessment practices do you employ to measure competency proficiency among students?

- Please select all that apply.

Partner with Institutional Research

Created an assessment independently

Badging / passport / certificate program

Use a vendor assessment product (if yes, please list vendor)

[ ]

Other (please specify:)

[ ]

Q27. What practices do you have in place to assist students with articulating their level of competency proficient with employers?

- Please select all that apply.

Workshops lead by career services staff

Student appointments

Employer partner workshops

Classroom presentations / workshops

Badging / passport / certificate program

Vendor tools/products (please specify:)

[   ]

Other (please specify:)

[   ]

Forward-looking services and operations

Q28. Is your office (or the offices you're reporting for) planning to hold career fairs during the **CURRENT** 2022-23 AY?

- Please include consortium-sponsored career fairs.

	Yes	No
In-person	○	○
Virtual	○	○
Hybrid (Simultaneously in-person & virtual)	○	○

Q29. Is your office (or the offices you're reporting for) planning to offer on-campus interviewing during the **CURRENT** 2022-23 AY?

- Interviews held off-campus due to covid-19 should still be considered as part of an "on-campus" interviewing program.

	Yes	No
In-person	○	○
Virtual	○	○

Q30. For the **CURRENT** 2022-23 AY, in which of the following formats does your office provide counseling / coaching / advising services?

- Please select all that apply.

☐
We do not provide Career Counseling /
Coaching / Advising
☐
Virtual 1:1
☐
In-person 1:1
☐
Virtual Group
☐
In-person Group

Q31. Do you currently have any open staffing positions?

Yes

No

Q32. Do you have hiring plans to fill the open positions?

Yes

No

Still to be determined

Q33. Why isn't your office filling the open positions?

- Please select all that apply.

Due to college or university policy (e.g., hiring freeze, budget cutbacks, etc.)

We are not filling because we determined we don't need them filled

We are restructuring the position

We cannot find qualified candidates

Other (please specify:)

Services provided in prior year

Q34. **The remaining questions will ask you about the prior 2021-22 academic year (AY).**

Q35. For the services you provide, does your office tend to track:

- We request your response to this question, so you are only asked the relevant questions for the duration of the survey.

	Yes	No
Total number of times service is provided	○	○
Unique headcount of students using the service	○	○

Q36. Did your office (or the offices you're reporting for) offer career coaching / counseling / advising BY APPOINTMENT during the 2021-22 AY?

- Virtual appointments are defined as formal, interactive meetings with scheduled times.
- Please do NOT count unscheduled emails with clients.

	Yes	No
In-person	○	○
Virtual	○	○

Q37. What is the **total number** of APPOINTMENTS for your office for the 2021-22 AY?

In-person

Virtual

Q38. What is the **unique headcount** of students using counseling / coaching / advising BY APPOINTMENT during the 2021-22 AY?

In-Person

Virtual

[blank text box]

Q39. Did your office (or the offices you're reporting for) offer DROP-IN career coaching/ counseling/ advising during the 2021-22 AY??

	Yes	No
In-person	○	○
Virtual	○	○

Q40. What is the **total number** of DROP-INs for the 2021-22 AY?

In-person

[blank text box]

Virtual

```
┌─────────────────────────────────────────────┐
│                                             │
│                                             │
│                                             │
└─────────────────────────────────────────────┘
```

Q41. What is the **unique headcount** of students using DROP-IN services for the 2021-22 AY?

In-Person

```
┌─────────────────────────────────────────────┐
│                                             │
│                                             │
└─────────────────────────────────────────────┘
```

Virtual

```
┌─────────────────────────────────────────────┐
│                                             │
│                                             │
└─────────────────────────────────────────────┘
```

Q42. Does your office (or the offices you are reporting for) provide services to GRADUATE students?

Yes

No

Q43. What is the **total number** of appointments conducted with GRADUATE students during the 2021-22 AY?

Q44. What is the **unique headcount** of GRADUATE students who were served by your office (or the offices you are reporting for) during the 2021-22 AY?

Q45. For the 2021-22 AY, what is the percentage break down of your counseling / coaching / advising sessions into the following categories?

- You may skip this question, but if you choose to answer it, your responses must total 100.
- If your office does not offer a service listed below, please enter 0 for that service.

In-person 1:1	0	%
In-person Group	0	%
Virtual 1:1	0	%
Virtual Group	0	%
Total	0	%

Q46.
Internship / Co-op / Externship Programs

Did your office (or the offices you're reporting for) offer assistance during the 2021-22 AY to students who want to participate in an employer-offered internship, co-op, or externship programs?

- For example, assistance locating opportunities, applying for internships, preparing resumes, etc..

Yes

No

Q47. How many students did you assist with the internship process during the 2021-22 AY?

Q48. **Career Fairs**

Did your office (or the offices you're reporting for) hold career fairs during the 2021-22 AY?

- We request your response to this question.
- Please include consortium-sponsored career fairs.

	Yes	No
In-person	○	○
Virtual	○	○
Hybrid (simultaneously in-person & virtual)	○	○

Q49. How many career fairs did you hold during the 2021-22 AY?

- Please include consortium-sponsored career fairs.

	# of Fairs
In-person	[ ]
Virtual	[ ]
Hybrid (simultaneously in-person & virtual)	[ ]

Q50. How many unique organizations attended your career fair(s) during the 2021-22 AY?

- Each organization/division should be counted only once if they attended more than one career fair.
- Two or more divisions of the same organization should be counted separately.
- If an organization attended in-person AND virtually, count them once in both categories.

	# of Unique Organizations
In-person	
Virtual	

Q51. How many students attended your career fair(s) during the 2021-22 AY?

- For consortium event(s), include students from your institution only.

	In-person	Virtual
Total Number of Students in Attendance		
Number of Unique Students in Attendance		

Q52. **On-campus Interviewing**

Did your office (or the offices you're reporting for) offer a formal "on-campus" interviewing program during the 2021-22 AY?

- Interviews held off-campus due to COVID-19 should still be considered as part of an "on-campus" interviewing program.

	Yes	No
In-person	○	○
Virtual	○	○

Q53. How many students participated in your "on-campus" interviewing program during the 2021-22 AY?

Total Number of Interviews

Number of Unique Students Interviewed

Q54. How many unique organizations came "on-campus" to interview during the 2021-22 AY?

- Each organization/division should be counted only once if they attended more than one interviewing session.
- Two or more divisions of the same organization should be counted separately.

# of Unique Organizations

In-person

	# of Unique Organizations
Virtual	

Q55. Did your specific office (or the specific offices you're reporting for) provide academic advising during 2021-22 AY?

Yes

No

Q56. During the 2021-22 AY, did your office (or the offices you池e reporting for) offer workshops? (e.g. one-time events on- or off-site, virtual or in-person, covering topics such as resume writing, interviewing skills, etc.)

Yes

No

Q57. How many workshops were offered during the 2021-22 AY?

Q58. Did you have career assessment tools available for your students during the 2021-22 AY?

Yes

No

Q59. During the 2020-21 AY, did your office (or the offices you're reporting for) provide career services **for alumni**?

Yes

No

Q60. **Data Tracking**

Do you collect data on who is using career center services by demographic groups?

Yes

No

Q61.
Does the senior leader of your office **provide usage rates** for career center services by demographic groups (e.g., gender, race/ethnicity) to their direct supervisor or leadership on an annual basis?

Yes

No

Q62. Which of the following demographic variables are taken into consideration when developing (and / or refining) programming and services?

- Please select all that apply.

We do not consider demographic variables when developing / refining programming and services

First generation status

Sexual orientation

Disability

Race/ethnicity

Caregiver status

Veteran's status

Gender

Age

Other (please specify:)

[text box]

Q63. For what purposes do you use these student usage demographic data?

- Please select all that apply.

To refine programming

To apply for targeted grants or other funding

To identify underserved students

We do not use these types of demographic data

Other (please specify:)

[ ]

Q64. **Virtual Reality**

Have you used virtual reality programming in your career services?

Yes

No

Q65. Please tell us how you are using virtual reality programming.

[ ]

First Destinations

Q66. Did your school conduct a First Destination Survey for the class of 2022?

- • The class of 2022 includes any student graduating between July 1, 2021 - June 30, 2022.

Yes

No

Q67. Did you use a third-party provider to collect student outcomes information for the class of 2022?

Yes

No

Q68. Which of the following providers did you use to collect student outcomes information for the class of 2022?

- • Please select all that apply.

☐ Handshake

☐ Higher Education Data Sharing Consortium

☐ Purple Briefcase

☐ GradLeaders

☐ 12Twenty

☐

☐
Symplicity

☐
Orbis

☐
CampusLabs

☐
HEP data

☐
Other (please specify):

[   ]

Fees

Q69. How much are you charging for Career Fairs during the CURRENT 2022-23 AY?

- Please skip any fields for which you do not have the pricing data.
- Please enter a whole number without a dollar ($) sign.

Private sector employers

Non-profit employers

Gov't agency employers

Technology

Q70. What main Career Services Management platform do you currently use?

None; we do not use a CSM platform

Handshake

In-house system

GradLeaders

12Twenty

College Central Network

Symplicity

Purple Briefcase

Salesforce

Orbis

Other (please specify):

Q71. Which other technology service providers does your office use?

- Please select all that apply.

☐
MBTI
☐
Kuder
☐
SIGI
☐
MyPlan
☐
Optimal Resume

- [ ] Focus2
- [ ] CareerShift
- [ ] Vault
- [ ] People Grove
- [ ] PAR
- [ ] Interstride
- [ ] VMock
- [ ] Interview Stream
- [ ] GoinGlobal
- [ ] TypeFocus
- [ ] Career Spots
- [ ] CliftonStrengths (formerly StrengthsQuest or StrengthFinder)
- [ ] Quinncia
- [ ] Graduway
- [ ] Big Interview
- [ ] Holland Codes
- [ ] Candid Career
- [ ] CareerCruising
- [ ] Other (please specify):

[   ]

- [ ] Strong Interest Inventory

Strong Interest Inventory

☐

What can I do with this major?

Q72. What platform are you using to hold virtual career fairs?

- Please select all that apply.

☐

Zoom

☐

GR8 People

☐

Paradox

☐

Handshake

☐

Premier Virtual

☐

Brazen

☐

vFairs

☐

Symplicity

☐

InternXL

☐

Easy Virtual Fairs

☐

Campus Connect

☐

CareerEco

☐

Career Fair Plus

☐

Other (please specify):

[   ]

[   ]

Career Services integration within institution

Q73. During the 2021-22 AY, how many career development presentations (in-person and/or virtual) have members of your office made in faculty academic classes?

- Please enter a whole number.

[   ]

Q74. During the 2021-22 AY, did your institution track students' progress in their career development with a badge/passport or a similar type of program?

- Badging and Passport systems are defined as programs in which students are encouraged or incentivized to engage in career development activities throughout their college career.

Yes

No

Currently setting this up for next year

Other (please specify):

[text box]

Q75. During the 2021-22 AY, did your institution offer students a stipend if they are engaged in an unpaid or low-paid internship?

No

Yes, any and all students in an unpaid or low-paid internship

Yes, but limited to students who meet certain criteria

Yes, but students must apply for a competitive grant/scholarship

Other (please specify):

[text box]

Q76. Where does the funding come from to support these stipends?

- Please select all that apply.

Institutional funding

Donations / alumni

Grant funds

Other (please specify:)

[text box]

Q77. How does your institution address the relationship between career and academic advising?

- Academic Advising is defined as advising students on what courses to take in order to graduate and/or complete their course of study in their major/minor.

Institution treats them as entirely separate
(i.e., separate budgets, staff, little if any coordination between the two)

Institution sees them as related
(i.e., separate budgets/staff, some coordination)

Institution has fully integrated the two together
(i.e., integrated budgets/staff, cross-training of staff)

Other (please specify):

Respondent Feedback

Q78. Were there any concerns or difficulties you encountered while responding to the questions in this survey?

Difficulty/Concern 1

Difficulty/Concern 2

Thank you

Q79.
After clicking SUBMIT below, you will be redirected to our website.
We look forward to releasing the results of this survey in Spring 2023.
Thank you for participating in the 2022-23 Career Services Benchmark Survey!