

2025

Recruiting Benchmarks Report



Selected Highlights

NACE's **2025 Recruiting Benchmarks Report** provides organizations invested in early talent recruiting with outcome-oriented benchmarks and metrics for key aspects of college recruiting, including sourcing channels, screening and selection processes, cycle time, AI use, budgets, and departmental structure. New to the 2025 report: The report also looks at the impact of relationships that support early talent recruiting, including the role of career services and the role of workforce intermediaries.

The report offers a number of takeaways that organizations can use to inform their strategy and tactics. Two comprise overarching themes and can be viewed through a variety of responses:

- + Uncertainty about the economy pervades much of this report, with responding employers signaling their uneasiness in the timing of their offers, in how many offers were extended, and in how quickly—and in how many of—those offers were accepted.
- + The data confirm the enduring value of higher education as a source of early talent and the fundamental importance of strong relationships to recruiting—things that don't shift with the economy.

Among the report's highlights:

- + **Organizations value the college degree and higher education.** Respondents reported that 79% of their entry-level jobs require a bachelor's degree.
- + **Recruiting early talent is up close and personal.** More than nine out of 10 respondents said they use direct on-campus recruiting to woo entry-level college talent.

NACE Research Staff

Director of Research and Public Policy: Mary Gatta, Ph.D.

Associate Director of Research and Public Policy:
Joshua Kahn, Ph.D.

Senior Research Manager: Andrea Koncz

Researcher: Angelena Galbraith

Researcher: Sasha Patil

Research Coordinator: Anna Longenberger

- + **90+% of employers see career services as important to their success.** They look to career services to assist them with branding their organization on campus, building relationships with campus departments and faculty, and engaging in campus events.
- + **AI use is not prevalent in recruiting:** Just 22% of respondents said they are using AI in their recruiting efforts.
- + **The latest benchmarks show that employers continue to recruit in the fall but have made significant adjustments to the timing of their offers.** Respondents said they delayed more than one-third of their offers to the Class of 2024 to spring and summer.
- + **Employers took longer to make decisions about extending offers:** Lag time between the student's first interview and getting an offer rose by two days compared to results of our 2023 survey.
- + **Students were quicker to accept offers.** On average, students took 9 days to make a decision, compared to the 11 days reported in our 2023 survey.

About the Survey

The **2025 Recruiting Benchmarks Report** is an analysis of the data acquired through the 2025 NACE Recruiting Benchmarks Survey, conducted April 21 through May 23, 2025, and distributed to 790 organizations holding NACE membership; 197 NACE members participated, a 24.9% response rate. In addition, 15 nonmember companies responded to the survey. A list of participating organizations appears at the end of this executive summary.

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→ **GET THE FULL REPORT + DASHBOARD**

Get the latest benchmarks—including offer, acceptance, and renege rates; favored recruiting methods; operating budgets and staff; and more.

The report is paired with an interactive dashboard to filter data by region and size of organization.



Responding Organizations

A total of 226 organizations took part in the survey on which this report is based; the following 138 agreed to be listed.

Abbott Laboratories	Brunswick Corporation
AbbVie Inc.	Cardinal Health
Advanced Cooling Technologies, Inc.	CBIZ
Allegion	Cencora
Allstate Insurance Company	Chamberlain Group
American Heart Association	Charles River Associates
Amkor Technology	Charles River Laboratories
Armstrong World Industries	Charter Manufacturing Company, Inc.
Arup	Chevron Corporation
Associated Bank	Chubb
Astronautics Corporation of America	Church & Dwight Company, Inc.
ATA Engineering, Inc.	Claremore Economic Development
AtkinsRéalis	Clarkston Consulting
Avery Dennison Corporation	Cleveland-Cliffs Inc.
Ayres Associates	CohnReznick
Baird	Comcast Corporation
Balfour Beatty Construction	Comerica Bank
BASF Corporation	Constellation Energy
Battelle Memorial Institute	Consumers Energy Co.
Beazley	Cornerstone Controls Inc
Belden, Inc.	Cox Enterprises

Daimler Trucks North America	INEOS
Dell Technologies	Infoverity, Inc.
DiamondBack Covers	Ingevity Corporation
DMA – DuCharme, McMillen & Associates, Inc.	Ingredion
DN Tanks, LLC	Innophos, Inc.
Eagle Materials	JE Dunn Construction
Echo Global Logistics	Johnson Controls, Inc.
EquipmentShare	Kiewit Corporation
Exelon Corporation	Kohl's Department Stores
Ferguson	KPMG LLP
Fifth Third Bank	LB Foster
Ford Motor Company	Libbey Glass, LLC
Formlabs	Liberty Mutual Insurance Company
Freeman	Lincoln Electric
Freese and Nichols	Lithko Contracting
GE Aerospace	Mars, Incorporated
GHD	Medtronic, Inc.
Greenheck Fan Corporation	MicroVention-Terumo
Hajoca Corporation	Mitsubishi Heavy Industries America, Inc.
Hormel Foods Corporation	Mowery & Schoenfeld LLC
HP Inc.	Mr. Cooper
Huhtamaki, Inc.	New Mexico State Personnel Office
Husco International	New York Life Insurance Company
IGS Energy	nVent

Olympus Corporation of the Americas	State Street Corporation
Orsted	STERIS Corporation
Orthopedic Associates of Lancaster	Synchrony
Owens Corning	Synovus Financial Corporation
Phillips Edison & Company	T-Mobile USA, Inc.
Plastipak	TEKsystems
Polaris Industries, Inc.	Tennessee Valley Authority
Raymond James Financial Services, Inc.	Textron Inc.
Regeneron Pharmaceuticals, Inc.	The Bozzuto Group
RF-SMART	The Foth Companies
Robinson Fans, Inc.	The Hershey Company
Rochester Regional Health	The Schwan Food Company
RoviSys	The Sherwin-Williams Company
RS&H	The Walsh Group
SALAS O'BRIEN ENGINEERS, INC.	Third Bridge
SCS Engineers	Trinity Consultants
Seagate Technology	Uber
Sendero	Uline
Shaw Industries, Inc.	Verisk
Smith & Nephew Inc.	Verizon
Solidigm Technology	Vermeer Corporation
Southern Company	Watts Water
Southwest Airlines	Weyerhaeuser
Stanley Black & Decker, Inc	World Wide Technology



About NACE

Established in 1956, the National Association of Colleges and Employers (NACE) connects more than 17,600 career services and early talent recruiting professionals, as well as the business solution providers that serve this community.

NACE believes in a world that is unifying in approach and where equal opportunity and access exist for all.

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