

Career Services Benchmark Survey 2015-2016

General Information

1. Please provide your NACE ContactID number. *

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

(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.

3. For this question, use the following two definitions.

Primarily Centralized: A school having only one career services office or a campus with more than one career services office, with most offices/functions reporting to one main career services office.

Primarily Decentralized: A school having more than one career services office, with most offices reporting to different individuals.

Is your office:

- Primarily Centralized
- Primarily Decentralized

Office Specifics

4. Which of the following do you include in the official name of your office?
(Choose all that apply.)

- Career Center
- Career Development
- Career Services
- Placement
- Other (please specify)

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5. In which if the following organizational divisions is career services located?

- Academic Affairs
- Enrollment Management
- Institutional Advancement/Development
- Student Affairs
- Individual school within university (e.g. school of business, college of engineering, etc.)
- Other (please specify)

*

6. Please indicate the square footage of the career center office(s).

7. How many rooms do you use for interviewing?

8. Of those, how many are use solely for interviewing?

Services

9. "Drop-in" career counseling/advising:

Did you offer "drop-in" career counseling/advising?

- Yes
- No

How many students used this service during the 2014-2015 academic year?

10. Career counseling/advising by appointment:

Did your office(s) offer career counseling/advising by appointment?

- Yes
- No

How many appointments did you have during the 2014-2015 academic year?

(Do not include appointments that were cancelled.)

11. Online counseling/advising by appointment:

Did your office(s) offer online career counseling/advising?

- Yes
- No

How many students used this service during the 2014-2015 academic year?

What methods were used to provide online career counseling/advising?

(Check all that apply.)

- E-mail
- Chat rooms/forums
- Instant messenger
- Webinar
- Video conference (e.g. Skype)
- Other (please specify)

*

12. Did your office(s) offer academic counseling/advising?

- Yes
- No

13. Credit career classes

Did your office(s) offer credit career classes?

- Yes
- No

How many classes were offered during the 2014-2015 academic year?

What was the total number of students attended these classes during the 2014-2015 academic year?

14. Did your college/university offer academic internships? (e.g. internships performed within the college/university for which the student receives academic credit.)

- Yes
- No

15. Internship assistance:

Did your office offer assistance to students who wanted to participate in internships? (assistance with the application process, finding positions, resume preparation, etc.)

- Yes, for internships within our college/university
- Yes, for internships/co-ops/externships with employers
- Yes, for internships BOTH within our college/university and with employers
- No

How many students did you assist with internships within your college/university during the 2014-2015 academic year?

How many students did you assist with internships with employers during the 2014-2015 academic year?

Did your office work jointly with any academic department (or departments) on campus to offer assistance to students who wanted to participate in academic or employer-offered internships?

- Yes, we worked jointly to assist students that wanted to participate in academic internships being offered by our college/university
- Yes, we worked jointly to assist students that wanted to participate in employer-offered internships
- Yes, we worked jointly to assist students that wanted to participate in BOTH academic internships being offered by our college/university and employer-offered internships
- No

16. Career fairs:

Did your office (or the offices you're reporting for) sponsor career fairs? (include consortium-sponsored career fairs.)

- Yes
- No

How many career fairs did you sponsor during the 2014-2015 academic year?

How many organizations attended your career fair(s) during the 2014-2015 academic year?

(Two or more divisions of the same organization should be counted separately, but each organization/division should be counted only once even if they attended more than one career fair.)

What percentage of your graduating seniors attended your career fair(s) during the 2014-2015 academic year?

(Do not enter a "%.")

Did your office (or the offices you're reporting for) sponsor specialized a specialized career fair(s), such as an "Exploring Majors" fair, or a "Liberal Arts" fair, etc. (Include consortium-sponsored career fairs.)

- Yes
- No

Please list the specialized career fair(s) that you offered.

17. On-Campus Interviewing:

Did your office (or the office you're reporting for) offer a formal on-campus interviewing program?

- Yes
- No

What percentage of your senior class participated in on-campus interviewing during the 2014-2015 academic year?

(Do not enter a "%.")

How many organizations participated in on-campus interviewing during the 2014-2015 academic year?

(Two or more divisions of the same organization should be counted separately, but each organization/division should be counted only once even if they attended more than one career fair.)

What was the total number of interviews conducted through this program during the 2014-2015 academic year?

18. Career workshops

Did your office (or the offices you're reporting for) offer career workshops?
(e.g. one-time events, on- or off-site, covering topics such as resume writing, interviewing skills, etc.)

- Yes
- No

How many workshops were offered during the 2014-2015 academic year?

What was the total number of students that attended the workshops during the 2014-2015 academic year?

19. Does your college/university offer a work-study program for students?

- Yes, and the program is coordinated through my office
- Yes, but the program is NOT coordinated through my office
- No

20. Student-employment

Did your office (or the offices you're reporting for) offer student employment?
(e.g. part-time/seasonal jobs on- or off-campus.)

Yes

No

How many students applied for student employment during the 2014-2015 academic year?

Of those who applied, how many were hired for student employment during the 2014-2015 academic year?

(Be sure that this number is equal to or less than number of students that applied.)

21. Career assessment tools

Did your office (or the offices you're reporting for) have career assessment tools available for students?

- Yes, via computer
- Yes, via paper/pencil
- Yes, via BOTH computer and paper/pencil
- No

What career assessment tools were available?

(Check all that apply.)

- Discover
- Focus2
- MBTI

- PAR Self-Directed Search
- SIGI
- Strong Interest Inventory
- TypeFocus
- StrengthsQuest
- StrengthFinder
- MyPlan
- Kuder
- CareerLeader
- O*NET
- Holland Codes
- Career Cruising
- Other (please specify)

*

22. Credential file service

Did your office(s) offer a credential file service during the 2014-2015 academic year?

- Yes
- No

How was this credential file service managed?

- Managed by career services
- Managed by the student
- Managed by BOTH career services and the student
- Other (please specify)

*

Were students charged a fee to use this credential file service?

- Yes
- No

What was the average fee charged to students to use the credential file service?

(Do not enter a "\$.")

23. Career resource library:

Did you offer a career resource library?

- Yes, only in print format
- Yes, only in electronic format
- Yes, in BOTH print and electronic formats
- No

Which of the following were provided through your career resource library?

(Check all that apply.)

- Information provided by individual employers
- Links to job search skills information websites
- Wetfeet guides
- Information from the U.S. Department of Labor
- Links to private sector career information websites
- The Occupational Outlook Handbook
- Vault industry guides
- Job Postings Magazine
- Information from State workforce services
- Quint Careers
- Black Collegian
- Other (please specify)

*

24. Did your office (or the offices you're reporting for) provide special outreach services to alumni, particularly dislocated alumni, during the 2014-2015 academic year?

- Yes
- No

First Destination Surveys

25. Does your college/university conduct a First Destination Survey?

- Yes
- No

26. Who is responsible for developing the questionnaire(s) for this/these survey(s)?

(Check all that apply.)

- Career Services
- Institutional Research
- President/Provost's Office
- Academic Deans
- Other (please specify)

*

27. Who is responsible for distributing this/these survey(s)?
(Check all that apply.)

- Career Services
- Institutional Research
- President/Provost's Office
- Academic Deans
- Other (please specify)

*

28. Who is responsible for analyzing the survey results?
(Check all that apply.)

- Career Services
- Institutional Research
- President/Provost's Office
- Academic Deans
- Other (please specify)

*

Staffing

29. Please indicate the number of staff members each in the following positions.

(* If the position calls for fewer than 35 hours per week, indicate PART-TIME status.)

	Full-Time	Part-Time
Director		
Associate Director		
Assistant Director		
Career Counselor		
Career Information or Library Specialist		
Experiential Education/Internship Coordinator		
Marketing Coordinator/Specialist		
Recruiting/Employer Relations Coordinator		
Technical Coordinator		
Clerical/Support Staff		
Graduate Assistant/Intern*		
Student Worker*		

30. Other professional staff:

Title

Full-Time

Part-Time

31. How many of the career counselors in your office are certified?

32. Please indicate the highest degree held and academic major of that degree for the following career services staff.

Highest degree held

Academic major of highest degree

Director

Associate Director

Assistant Director

33. Please indicate the years of experience and annual salaries (excluding benefits) of your professional staff members using full-time equivalent figures (If you have more than one person in a position, provide the average experience and salary data for that position.)

	Average years of experience in field	Average current base salary (excluding benefits)
Director	<input type="text"/>	<input type="text"/>
Associate Director	<input type="text"/>	<input type="text"/>
Assistant Director	<input type="text"/>	<input type="text"/>
Career Counselor	<input type="text"/>	<input type="text"/>
Career Information/Library Specialist	<input type="text"/>	<input type="text"/>
Experiential Education/Internship Coordinator	<input type="text"/>	<input type="text"/>
Marketing Coordinator/Specialist	<input type="text"/>	<input type="text"/>
Recruiting/Employer Relations Coordinator	<input type="text"/>	<input type="text"/>
Technical Coordinator	<input type="text"/>	<input type="text"/>

Budget & Finance

34. What is your total non-personnel operating budget for the 2015-2016 academic year?

(Exclude staff salaries and benefits.)

(Do not enter a "\$.")

35. Of the total career services budget (including BOTH personnel and non-personnel costs), what percent comes from each of the following categories? (If you receive \$0 from a particular category, write in a "0".) (Do not enter a %.)

Institutional funding

Fee generated (e.g. student fees, career fair fees, etc.)

Partnership program

Grants

Gifts and donations

Other

0 out of 100 Total

36. How does the non-personnel operating budget for 2015-2016 compare with the non-personnel operating budget for 2014-2015?

No Change

Decreased by less than 5%

Decreased between 5% and 9.9%

Decreased between 10% and 14.9%

Decreased between 15% and 20%

Decreased by more than 20%

Increased by less than 5%

Increased between 5% and 9.9%

Increased between 10% and 14.9%

Increased between 15% and 20%

Increased by more than 20%

37. How does the TOTAL operating budget (including BOTH personnel and non-personnel costs) for 2015-2016 compare with the TOTAL operating budget for 2014-2015?

- No Change
- Decreased by less than 5%
- Decreased between 5% and 9.9%
- Decreased between 10% and 14.9%
- Decreased between 15% and 20%
- Decreased by more than 20%
- Increased by less than 5%
- Increased between 5% and 9.9%
- Increased between 10% and 14.9%
- Increased between 15% and 20%
- Increased by more than 20%

38. Do you have a partnership program through which employers make financial contributions to the career services office (or offices)?

- Yes
- No

Fees

Services for STUDENTS:

39. One-time general registration fee:

Do you charge students a one-time general registration fee (that covers all services offered by the career center, including counseling, testing, workshops, etc.)

- Yes
- No

What is the amount?

(Do not enter a "\$.")

40. Job listings:

Do you provide students with access to job listings?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

41. Career counseling:

Do you provide students with access to career counseling?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

42. Resume referral:

Do you provide students with access to resume referral?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

43. Testing services:

Do you provide students with access to testing services?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

44. Career workshops:

Do you provide students with access to career workshops?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

Services for ALUMNI:

45. One-time general registration fee:

Do you charge alumni a one-time general registration fee (that covers all services offered by the career center, including counseling, testing, workshops, etc.)

Yes

No

What is the amount?

(Do not enter a "\$.")

46. Job listings:

Do you provide alumni with access to job listings?

Yes, and we charge a fee

Yes, but we DO NOT charge a fee

No

What is the amount?

(Do not enter a "\$.")

47. Career counseling:

Do you provide alumni with access to career counseling?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

48. Resume referral:

Do you provide alumni with access to resume referral?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

49. Testing services:

Do you provide alumni with access to testing services?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

50. Career workshops:

Do you provide alumni with access to career workshops?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a "\$.")

Services for EMPLOYERS:

51. Advertising/Banner Ads:

Do you allow advertising or banner ads from employers?

- Yes
- No

What is the amount?

(Do not enter a "\$.")

52. Private sector firms and career fairs:

Do you charge private sector firms to participate in your career fair(s)?

- Yes
- No

What is the amount?

(Do not enter a "\$.")

53. Government agencies and career fairs:

Do you charge government agencies to participate in your career fair(s)?

- Yes
- No

What is the amount?

(Do not enter a "\$.")

54. Nonprofit organizations and career fairs:

Do you charge nonprofit organizations to participate in your career fair(s)?

- Yes
- No

What is the amount?

(Do not enter a "\$.")

55. On-campus recruiting/interview services:

Do you charge employers for on-campus recruiting/interviewing services?

- Yes
- No

What is the amount?

(Do not enter a "\$.")

56. Job postings on campus website:

Do you charge employers to post job on the campus web site?

- Yes
- No

What is the amount?

(Do not enter a "\$.")

57. Resume books:

Do you provide employers/recruiters with resume books (any format)?

- Yes, and we charge a fee
- Yes, but we DO NOT charge a fee
- No

What is the amount?

(Do not enter a ".")

Assessment

58. Within the past five years, have you conducted an internal or external review/assessment of your career services operation(s)?

- Yes, and the review/assessment was required
- Yes, but the review/assessment was NOT required
- No

59. Which of the following tools/benchmarks did you use to conduct the review/assessment?
(Check all that apply.)

- Consulting assistance from a regional association
- Student exit surveys
- Consulting assistance from a private consultant
- NACE Benchmarking Surveys
- Accreditation Standards from a recognized accrediting body (e.g., Middle States)
- NACE Professional Standards
- Internal university benchmarking
- CAS Standards for Career Services
- Focus group feedback
- Other (please specify)

*

60. Do you plan to conduct an internal or external review/assessment of your career services operation(s) within the next five years?

- Yes, and this review/assessment is required
- Yes, but this review/assessment is NOT required
- No

Technology

61. Which of the following organizations/systems did you use in support of your student resume database, job listings service, and/or recruitment scheduling system?

(Check all that apply.)

(If you developed your own system, please check "On-site system.")

- Optimal Resume
- CSO Research
- Experience
- MonsterTrak
- NACElink
- On-site system
- Symplicity
- CareerShift
- Careerbeam
- College Central Network
- Other (please specify)

*

62. Please indicate whether you use any of the following technology applications, and if so, rate their effectiveness.

Career center website

- Do not use
- Use - Not at all effective
- Use - Not very effective
- Use - Somewhat effective
- Use - Very effective
- Use - Extremely effective

Electronic portfolio

- Do not use
- Use - Not at all effective
- Use - Not very effective
- Use - Somewhat effective
- Use - Very effective

Use - very effective
Use - Extremely effective

Online career counseling

Do not use
Use - Not at all effective
Use - Not very effective
Use - Somewhat effective
Use - Very effective
Use - Extremely effective

Online interview scheduling

Do not use
Use - Not at all effective
Use - Not very effective
Use - Somewhat effective
Use - Very effective
Use - Extremely effective

Online job posting system

Do not use
Use - Not at all effective
Use - Not very effective
Use - Somewhat effective
Use - Very effective
Use - Extremely effective

Online tutorials (e.g. resume and cover letter development, etc.)

Do not use
Use - Not at all effective
Use - Not very effective
Use - Somewhat effective
Use - Very effective
Use - Extremely effective

Video interviewing

Do not use
Use - Not at all effective
Use - Not very effective
Use - Somewhat effective
Use - Very effective
Use - Extremely effective

Virtual career fairs

Do not use
Use - Not at all effective
Use - Not very effective
Use - Somewhat effective
Use - Very effective
Use - Extremely effective

63. Are any career services professional staff supplied with a smartphone?

- Yes
- No

64. Which of the following career services professional staff are provided with a smartphone?

(Check all that apply.)

- Director
- Assistant and/or Associate Directors
- Counselors
- Coordinators

Policy

The following questions deal with the career readiness attributes of your graduates. Please refer to the following definitions when responding to these questions.

Critical Thinking/Problem Solving - Exercise sound reasoning and analytical thinking; obtain, interpret, and use knowledge, facts, and data to analyze situation, make decisions and solve workplace problems. Demonstrate originality and inventiveness in work.

Oral/Written Communications - Articulate thoughts, ideas clearly and effectively with persons inside and outside of organization; demonstrate public speaking skills; communicate new ideas to others; write/edit memos, letters and complex technical reports clearly and effectively.

Teamwork/Collaboration - Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, gender, religions, lifestyles, and viewpoints; be able to work within team structure, and to negotiate and manage conflicts.

Information Technology Application - Select and use appropriate technology to accomplish a given task, apply computing skills to problem solving.

Leadership - Leverage the strengths of others to achieve common goals; use interpersonal skills to coach and develop others; Ability to assess and manage one's own emotions and those of others, using empathetic skills to guide and motivate; organize, prioritize and delegate work.

Professionalism/Work Ethic - Demonstrate personal accountability, effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand impact of non-verbal communication on professional work image; demonstrate integrity and ethical behavior; act responsibly with the interests of the larger community in mind; able to learn from one's mistakes

Career Management - Identify and articulate one's skills, strengths, knowledge, and experiences relevant to position desired and career goals; identify areas necessary for professional growth; able to navigate exploring job options and how to take the steps necessary for pursuing opportunities; understand how to self-advocate for opportunities in the workplace.

65. Please rate the following attributes/abilities of their importance in securing employment after graduation.

Critical Thinking/Problem Solving

Not at all important
Not very important
Somewhat important
Very important
Extremely important



Oral/Written Communication

Not at all important
Not very important
Somewhat important
Very important
Extremely important



Teamwork/Collaboration

Not at all important
Not very important
Somewhat important
Very important
Extremely important



Information Technology Application

Not at all important
Not very important
Somewhat important
Very important
Extremely important



Leadership

Not at all important
Not very important
Somewhat important
Very important
Extremely important



Professionalism/Work Ethic

Not at all important
Not very important
Somewhat important
Very important
Extremely important



Career Management

Not at all important
Not very important
Somewhat important
Very important
Extremely important



66. Please rate your graduates on the degree to which they possess the following attributes/abilities on a scale of 1 to 5, where 1 = "Graduates completely lack this attribute/ability" and 5 = "Graduates possess this attribute/ability at the highest level."

	1	2	3	4	5
Critical Thinking/Problem Solving	<input type="radio"/>				
Oral/Written Communication	<input type="radio"/>				
Teamwork/Collaboration	<input type="radio"/>				
Information Technology Application	<input type="radio"/>				
Leadership	<input type="radio"/>				
Professionalism/Work Ethic	<input type="radio"/>				
Career Management	<input type="radio"/>				

Thank You!

Thank you for taking our survey. Your response is very important to us.