



NACE Worksheet

How to Calculate Offer/Acceptance Rate

To determine your acceptance rate:

Divide number of acceptances by number of offers; multiply by 100. This gives you the percentage of offers that are accepted. Example: $(175 \text{ acceptances} / 225 \text{ offers}) \times 100 = 77.7 \text{ percent acceptance rate}$.

1. Number of offers = _____

2. Number of acceptances = _____

3. (Number of acceptances) _____ / _____ (number of offers) = _____

4. Multiply your answer to #3 by 100: _____ x 100 = _____ percent acceptance rate

-OR-

You can determine the ratio of offers to acceptances by dividing the number of offers by the number of acceptances. This gives you the number of offers you must make to achieve one acceptance.

Example: $225 \text{ offers} / 175 \text{ acceptances} = 1.3 \text{ offers to } 1 \text{ acceptance}$.

1. Number of offers = _____

2. Number of acceptances = _____

3. (Number of offers) _____ / (Number of acceptances) _____ = _____ number of offers to achieve one acceptance

Using Your Offer/Acceptance Rate

You will want to compare your offer/acceptance rate with the rates of others; check NACE's latest employer benchmark survey for an overall rate, but also benchmark with similar organizations to determine what is the "norm" in your industry or geographic location. No measure exists in isolation, but your offer/acceptance rate can help you identify areas in your recruiting program that may need improvement as well as things that are going well. For example, if your offer/acceptance rate is lower than "average," you will want to look at why. Is the problem in what you're offering to candidates? Is your offer competitive? Are you trying to hire for locations many candidates consider unattractive? On the other hand, you can also look at which schools give you the best offer/acceptance rate to see where your efforts are getting the best return.