



2017 NACE Recruiting Benchmarks Survey

SECTION I: GENERAL INFORMATION

* 1. Please enter your Contact ID Number (This field is required and can be found in the email you received.):

2. As part of the survey, 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 organization as a survey respondent.
- No, please DO NOT list my organization as a survey respondent.

3. Which of the following best describes the scope of your firm's college recruiting?

- Recruit strictly in the U.S. for American-based operations
- Recruit strictly in the U.S. for both American-based and international operations
- Recruit both in the U.S. and internationally for American-based operations
- Recruit both in the U.S. and internationally for both American-based and international operations

4. For which of the following are you replying?

- I'm replying for my business unit/division/department operating in the U.S.
- I'm replying for my business unit operating outside of the U.S.
- I'm replying for our entire U.S. operations.
- I'm replying for our entire Global operations.

5. How many people are employed in the business unit or entire organization for which you're replying?

- 500 or less
- 501 - 1,000
- 1,001 - 2,500
- 2,501 - 5,000
- 5,001 - 10,000
- 10,001 - 20,000
- More than 20,000

6. Please rate the following issues on their importance to your current college recruiting program. (1 = not at all important, 2 = not very important, 3 = somewhat important, 4 = very important, 5 = extremely important)

	1	2	3	4	5
Branding your organization to campuses, including student organizations, administrators, and faculty	<input type="radio"/>				
Branding your organization to career centers	<input type="radio"/>				
Identifying talent early through programs such as internships and co-ops	<input type="radio"/>				
Measuring the results of your college relations and recruitment program	<input type="radio"/>				
Focusing on diversity in recruitment and hiring activities	<input type="radio"/>				
Interacting with faculty to reach college recruiting goals	<input type="radio"/>				
Using social networks to recruit new college hires	<input type="radio"/>				
Accessing adequate training and skills to improve the effectiveness of college relations personnel	<input type="radio"/>				
Managing campus relations in concert with HR, line managers, third-party recruiters, etc.	<input type="radio"/>				
Demonstrating and validating the value of the college relations and recruitment function to your organization	<input type="radio"/>				



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Section II: Recent Hiring Activity

1. How many of the following did you hire during the past calendar year?

Graduates from the Class of 2016 for full-time positions in the United States

Graduates from the Class of 2016 for full-time positions outside of the United States

Current students for internship positions in the United States

Current students for internship positions outside of the United States

2. What percentage of your 2015-16 annual college hiring for full-time positions came from the following degree categories? Please enter whole numbers only without decimals or percent signs. Responses should total 100.

Associate

Bachelors

Masters (excluding MBA)

MBA

Ph.D.

3. During the past year, what percentage of your total full-time entry-level professional hires were college graduates from the class of 2016?

4. Through what channels did you recruit class of 2016 graduates for full-time entry-level professional positions? (choose all that apply)

- Direct on-campus recruiting (career fairs, on-campus interviews, etc.)
- Responses to job listings on your company website
- Responses to job listings in traditional media (newspapers, magazines, etc.)
- Responses to job listings on campus websites at schools where you did not participate in direct on-campus recruiting
- Contacting potential candidates through social media

5. During the past year, what percentage of your total full-time entry-level professional hires who were college graduates were recruited through on-campus recruiting activities?



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SECTION III: RECRUITING COMPONENTS

1. From which of the following did you recruit full-time hires during the 2015-16 academic year? (choose all that apply)

- Two-year colleges
- Traditional Four-year public and nonprofit colleges/universities
- Four-year for-profit institutions (e.g., University of Phoenix, Devry, etc.)
- Online colleges or universities (e.g., Baker College - Online, Kaplan University - Online, etc.)

2. At how many schools in each of the following categories did you recruit full-time hires during the 2015-16 academic year?

Two-year colleges

Traditional Four-year public and nonprofit colleges/universities

Four-year for-profit institutions (e.g., University of Phoenix, Devry, etc.)

Online colleges or universities (e.g., Baker College - Online, Kaplan University - Online, etc.)

3. From the list below, please identify the elements used in selecting a school at which to recruit, and rate the element's importance in selecting a school.

	Not very important	Somewhat important	Very important	Extremely important	Do not use
Accreditation of school	<input type="radio"/>				
Diversity of student body	<input type="radio"/>				
Executives are alumni of school	<input type="radio"/>				
Helpfulness of career services staff	<input type="radio"/>				
Interest of school's graduates in your organization	<input type="radio"/>				
Location of school	<input type="radio"/>				
Majors offered	<input type="radio"/>				
National rankings	<input type="radio"/>				
Past recruiting experience at school	<input type="radio"/>				
Quality of individual academic programs	<input type="radio"/>				
Reputation of school	<input type="radio"/>				
Retention history with school's alumni	<input type="radio"/>				
Salary expectations of students	<input type="radio"/>				
Success of school's alumni in your organization	<input type="radio"/>				

Other (please specify)

4. What resources do you use to evaluate the quality of individual academic programs? (choose all that apply)

- U.S. News & World Report, Businessweek, etc.
- Princeton Review
- Recruiters' knowledge of individual faculty members and departments
- University Published Fact Books
- Other (please specify)

5. How many career/job fairs did the firm participate in during this past recruiting year?

2016-17 Career Fairs

6. How many career/job fairs does the firm plan to participate in during the upcoming recruiting year?

2017-18 Career Fairs

7. What campus groups do you work with as part of your college recruiting effort? (Check all that apply.)

- Campus clubs
- College career center
- Department chairpersons
- Fraternities & sororities
- Individual faculty members
- Other (please specify):

8. Do you conduct a periodic evaluation of the working relationships you have with your campus connections?

- Yes
- No

9. How often do you conduct the evaluation?

- After each semester's recruiting period
- Once a year
- Once every three years
- Once every five years
- Other (please specify):

10. Which of the following methods do you use to conduct the evaluation? (check all that apply)

- Feedback survey with the relevant campus group
- Focus group responses with selected campus members
- Informal dialogue with selected campus members
- Informal dialogue with the firm's campus representatives
- Other (please specify):



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Section IV: Candidate Evaluation

1. Please rank the following competencies from 1 to 8 in terms of the importance placed on each when evaluating a college candidate as a potential full-time hire.

	1	2	3	4	5	6	7	8
Critical Thinking/Problem Solving	<input type="radio"/>							
Oral/Written Communication Skills	<input type="radio"/>							
Teamwork/Collaboration	<input type="radio"/>							
Digital Technology Skills	<input type="radio"/>							
Leadership	<input type="radio"/>							
Work Ethic/Professionalism	<input type="radio"/>							
Career Management	<input type="radio"/>							
Global/Cultural Fluency	<input type="radio"/>							

2. Do you use pre-employment assessment tests in your college recruiting process?

- Yes
- No

3. Overall, how would you rate the effectiveness of pre-employment assessment tests?

- Not at all effective
- Not very effective
- Neither effective nor ineffective
- Very effective
- Extremely effective

4. Please list each pre-employment assessment test that you use:

5. Has your firm employed "big data" analysis/predictive analytics as part of its college recruitment strategy?

- Yes
- No
- No, but will employ it in the near future

Comments:

6. How long has your firm used predictive analytics as part of its recruiting process

- One Year
- Two to Three Years
- More than Three Years

Other (please specify)

7. In what manner is predictive analytics used in your college recruiting operations? (Choose all that apply)

- To identify target schools for recruiting
- To identify specific academic majors for recruiting
- To select individual candidates as potential hires (by screening resumes, video interviewing, etc.)
- To determine which candidates will be offered a position
- To customize the content of your job postings
- To project your talent acquisition needs for the future

Other (please specify)

8. If your firm is using predictive analytics to select candidates as potential hires, in which of the following situations are the analytics being used?

- Only for applicants from schools where on-campus interviews are conducted
- Only for applicants from school where on-campus interviews are not conducted
- For all college applicants

9. Are you using analytics software from a company specializing in this product to conduct your data analysis?

- Yes
- No

10. If yes, which product(s) are you using?



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SECTION V: OFFERS, ACCEPTANCES, AND RETENTION

1. Does your organization/business unit typically participate in formally scheduled on-campus interviews?

Yes

No

If yes, what percentage of your new full-time entry-level college hires typically come from interviews initially conducted on-campus?
(Please enter a whole number between 0 and 100 using no percent sign or decimals)

2. During which part of the school year does your firm conduct its on-campus interviews?

Fall

Spring

Both Fall and Spring

3. If your organization does not conduct on-campus interviews, which of the following does it employ in its initial screening of new graduate recruits?

Telephone interview

Video interview

In-person interview at company location

In-person interview at neutral site

Interview conducted through a social media platform

Other (please specify)

4. On average, what was the cycle time (in days) this past year between when a job was posted for a position to be filled by a new college graduate and the beginning of interviews for that position?

of days:

5. On average, what was the cycle time (in days) this past year between interviewing an inexperienced college graduate for a position and making an offer or notifying them that they will not be considered for a position?

of days:

6. How many days, on average, did you give an inexperienced college graduate this past year to accept an offer once it was made?

of days:

7. What percent of new graduate offers were made (will be made) during the following points during the year?

Fall

Winter

Spring

Summer

8. What percentage of new inexperienced college graduates interviewed this past year received job offers? (Please enter a whole number between 0 and 100 using no percent sign or decimals)

9. What percentage of the job offers you extended to new inexperienced college graduates this past year were accepted? (Please enter a whole number between 0 and 100 using no percent sign or decimals)

10. Of the new college graduates your firm hired as full-time employees in the following years, what percent are still employed with your company? (Please enter whole numbers between 0 and 100)

2016

2015

2014

2013

2012



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Section VI: USE OF SOCIAL MEDIA

1. Does your firm use social media (Facebook, LinkedIn, Twitter, etc.) in its college recruiting process?

Yes

No

2. If yes, how long have you used social media as part of the college recruiting process?

Less than 1 year

1 - 2 years

2 - 3 years

More than 3 years

3. Please identify your use of the following social networking sites in college recruiting.

	Currently use	Used in the past, but no longer use	Considering use in future	Have not and will not use
Mashable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meetup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
StumbleUpon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brazen Careerist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Linkedin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zumeo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other sites:

4. Please rate the effectiveness of the following social networking sites as tools/resources in your college recruiting process.

	Not at all effective	Not very effective	Neither effective nor ineffective	Very effective	Extremely effective
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Linkedin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brazen Careerist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SumbleUpon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zumeo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mashable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meetup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. In which ways do you use social media in the college recruiting process? (choose all that apply)

- We have social network pages that provide information that would be helpful to potential recruits
- We have searched social media to identify potential candidates
- We have contacted potential candidates through social media
- We do a general review of publicly shared information on a candidate's social media profile(s)
- We post ads on social media to market (brand) our company to potential recruits

Other (please specify):

6. Which of the following best describes how your use of social media in college recruiting has changed in the past year.

- Significantly increased the use of social media
- Increased the use of social media
- No change in our use of social media during the past year
- Decreased the use of social media
- Dropped the use of social media in college recruiting

7. Which of the following would you identify as changes in your college recruiting resulting from the use of social media? (choose all that apply)

- Our new college hires come from a greater variety of schools than in the past
- Branding through social media has reduced our advertising costs
- Identifying "quality" recruits is easier (faster) through social media
- Reference checking is easier/more effective through social media
- We have reduced the number of on-campus activities we attend each year
- There has been no substantial change to our college recruiting as a result of using social media

Other (please specify):



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SECTION VII: DIVERSITY

1. Do you have a diversity recruiting effort that is part of your overall college recruiting program?

- Yes
 No

2. Which of the following groups are a current priority in your diversity recruiting effort? (Check all that apply.)

- Women
 African-Americans
 Hispanic-Americans
 Asian-Americans
 Native Americans
 Students with Disabilities
 Military Veterans
 LGBT

3. In your diversity recruiting efforts do you focus on specific schools/organizations?

- Yes
 No

4. If you answered yes to question 3, which of the following are part of your diversity recruiting targets?

- HBCUs (Historically Black Colleges and Universities)
- HSIs (Hispanic-Serving Institutions)
- Tribal Colleges
- INROADS
- Women only Colleges

Other (please specify):

5. What percentage of your college recruits from the class of 2015-16 did you "target" for each of the following?

Women

African-Americans

Hispanic-Americans

Asian-Americans

Native Americans

Students with Disabilities

Military Veterans

LGBT

6. What percentage of your college recruits from the class of 2015-16 were represented by each of the following?

Women

African-Americans

Hispanic-Americans

Asian-Americans

Native Americans

Students with Disabilities

Military Veterans

LGBT



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SECTION VIII: BRANDING

1. Please indicate whether or not you use each of the following to develop your image/brand on campus (choose all that apply)

- Internet Advertising other than your own web sites
- Campus information sessions
- Campus radio stations
- Campus TV stations
- Campus web site
- Career/job fairs
- DVDs
- Advertising in job publications aimed at students
- Advertising in general print publications
- Your corporate web site
- Supporting activities/events of student organizations
- Building relationships with key faculty
- Search engine optimization
- Social media

2. Please RANK the Top Three (3) branding techniques in terms of their effectiveness at improving and developing your company's brand on campus (Please note: only one item can be ranked as 1; only one item can be ranked as 2; etc.)

	First Place	Second Place	Third Place
Internet Advertising other than your own web sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus information sessions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus radio stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus TV stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career/job fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVDs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising in job publications aimed at students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising in general print publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your corporate web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting activities/events of student organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building relationships with key faculty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search engine optimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What criteria do you employ to to evaluate the effectiveness of a branding technique? (choose all that apply)

- Number of applications to job postings
- Student attendance at career fairs
- Inquiries on social media
- Inquiries on company websites
- Other (please specify):

4. What other branding activities, if any, do you engage in as part of your college relations effort?

5. Which of the following is the most important reason for choosing a branding platform?

- Cost of branding activities
- Number of students contacted
- Responses to job postings



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SECTION IX: ROTATIONAL PROGRAMS

1. Does your organization have a rotational program as part of its on-boarding program for new college hires?

- Yes
 No

2. The rotations feature "trial" periods in which of the following. (check all that apply)

- Departments within the organization
 Different job positions
 Alternative locations within the U.S.
 Alternative locations both within and outside of the U.S.

3. What percent of your new college hires go through the rotation program? (Please enter a whole number between 0 and 100 using no percent sign or decimals)

4. How long does the new graduate hire spend in the entire rotational program?

- 3 Months or Less
 3 to 6 Months
 6 Months to 1 Year
 1 to 2 Years

Other (please specify):

5. How long does the new hire spend in each segment of the program?

3 Weeks or less

3 to 6 Weeks

6 Weeks to 3 Months

3 to 6 Months

Other (please specify):



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SECTION X: EMPLOYEE BENEFITS

1. Please indicate which of the following employee benefits you provide. (choose all that apply)

- Tuition reimbursement for advanced education
- Life Insurance
- On-site day care facilities
- 100% employer-paid medical insurance
- Flextime policy
- Guaranteed annual salary increases
- Bonus/commission plan
- Casual dress policy
- On-site fitness center
- Provides dental insurance
- More than 2 weeks vacation in the first year of work
- Frequent performance reviews (more than once per year)
- Company match for 401(k) retirement plan
- Employee assistance (counseling) program
- Family-friendly benefits (e.g. adoption leave, elder care, family leave, etc.)
- Telecommuting option (i.e. working remotely/working from home)



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SECTION XI: DEPARTMENT STRUCTURE

1. Are your company's recruiting activities based out of a stand-alone recruiting department, or are they a component of your human resources department?

- Stand-alone recruiting department
- Component of human resources department

2. Which of the following best describes the execution of your recruitment activities?

- Centralized (stand-alone or human resources staff members)
- Decentralized (representatives from operational divisions within company)
- Hybrid (coordinated acquisition efforts between a dedicated college relations staff and representatives from operational divisions)

3. In the department, how many people are employed in each of the following positions on a full-time basis? (Please enter a whole number between 0 and 100)

Number of Directors employed full-time:

Number of Managers employed full-time:

Number of Recruiters employed full-time:

Number of Coordinators employed full-time:

Other (Please specify number employed and title.):



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SECTION XII: BUDGET

1. What was the total dollar amount budgeted for college recruiting in the 2015-16 recruiting year? (Please enter a positive number. No dollar signs, commas, or decimals.)

College recruiting budget

2. Does the preceding budget number include personnel costs?

Yes

No

3. What percent of your 2015-16 college recruiting budget was represented by each of the following functional categories?

-Please enter a whole number for each category (do not include the % sign or decimals), and make sure that the entered numbers sum to 100.

Cost for college relations/recruitment office (This category includes the total cost of office overhead; salaries and benefits of recruiters—prorated if their time is divided among other HR functions; expenses associated with recruiter training and professional development, e.g. membership fees, conference/workshop fees.)

Cost of pre-recruiting activities (Total cost of activities such as resume books, information sessions, related activities, programs for faculty/career services staff.)

Cost for recruiting trips (Expenses associated with on-campus recruitment, e.g. recruiter travel and accommodations expenses, cost of equipment rentals, career fair fees)

Cost for company visits (Expenses for bringing candidates to the organization, including candidates' travel, lodging, and meal expenses; and the time of line managers, recruiters, and other staff involved in the visit.)

Cost of the internship/co-op program (Expenses associated with recruiting and employing interns or co-ops)

Hiring and relocation cost (Expenses for new hires visiting work city to locate housing, temporary lodging costs, moving expenses.)

Cost of advertising (Expenses associated with recruitment advertising and recruitment literature.)

4. How did your costs compare with the previous recruiting year?

	Increase 10%+	Increase 5-10%	Increase 5%	No Change	Decrease 5%	Decrease 5-10%	Decrease 10%+
Office overhead	<input type="radio"/>						
Pre-recruiting activities	<input type="radio"/>						
Recruiting trips	<input type="radio"/>						
Company visits	<input type="radio"/>						
Hiring/Relocation	<input type="radio"/>						
Advertising	<input type="radio"/>						
Total cost	<input type="radio"/>						

5. What is or what do you expect to be the budget for the coming recruiting year?

	Increase 10%+	Increase 5- 10%	Increase 5%	No Change	Decrease 5%	Decrease 5- 10%	Decrease 10%+
Office overhead	<input type="radio"/>						
Pre-recruiting activities	<input type="radio"/>						
Recruiting trips	<input type="radio"/>						
Company visits	<input type="radio"/>						
Hiring/Relocation	<input type="radio"/>						
Advertising	<input type="radio"/>						
Total cost	<input type="radio"/>						