



NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS



EXECUTIVE SUMMARY

2021

RECRUITING BENCHMARKS SURVEY REPORT

FEBRUARY 2022
NACEWEB.ORG



ABOUT THE SURVEY

The *2021 Recruiting Benchmarks Survey Report* explores key aspects of university recruiting, such as the structure, staffing, focus, and execution of the efforts, and provides outcome-oriented benchmarks and metrics. This report also compares current results to those of previous years to offer insight into trends in recruiting.

The survey on which this report is based was conducted from June 7, 2021, until August 6, 2021, and was distributed to organizations holding NACE membership as well as nonmembers. There were 186 NACE member respondents, representing 22.3% of eligible member respondents. An additional 27 responses were received from nonmember companies. Those employers that chose to be listed as survey respondents appear in the appendix.

Note: The sum of displayed breakdowns of percentages may not equal 100 due to rounding or, in cases where the sum substantially exceeds 100, because respondents were permitted to provide multiple responses. Also, NACE did not conduct the Recruiting Benchmarks Survey in 2020.

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KEY INSIGHTS

- On average, the overall number of entry-level professional hires for an organization was 1,729 and, of those, 326 were new graduate hires.
- The channels employers used the most to recruit from the Class of 2020 were job listings on corporate websites [87.4%] and on-campus recruiting methods [78.0%].
- The percentage of employers that use on-campus interviews [69.4%] and the percentage of hires that result from on-campus interviews [51.7%] have both increased since the last report in 2019.
- Employers continue to report that the majority of career readiness competencies are highly important, with teamwork and communication being the most important.
- Not surprisingly, employer perceptions of the proficiency of candidates in the competencies is not as favorable as the students' ratings of their own skills. Employer perceptions range from 77.3% for technology skills to a low of 28.5% for leadership. On the other hand, NACE's 2021 Student Survey found graduating seniors generally rated themselves more proficient in the competencies, ranging from 86.9% for teamwork to 61.6% for career and self-development. For direct comparison with the employer marks, at 64.7%, students perceived their own proficiency in technology to be lower than the employer perception, while students believed their proficiency in leadership was higher at 66.8%.
- Diversity recruiting has reached the highest percent level to date as 88.4% of responding employers indicated they have formal diversity recruiting efforts in place. This continues the growth—and recovery—we have seen in this area over the last decade. More specifically, since 2016, when the percentage of employers with formal diversity recruiting efforts dropped sharply to just 56.3%, it has climbed by 32.1%. It is evident that—fueled by greater awareness of and focus on addressing racial injustice—employers have made stronger, more meaningful commitments to diversity, equity, and inclusion. In fact, [NACE's NACE September 2021 Quick Poll: Racial Injustice Follow Up](#) found that, over the year prior to the poll, 67% of URR functions allocated more funds and resources to recruit specifically under-recruited/historically marginalized candidates. In addition, employers reported significant efforts to diversify their workforces, specifically noting gains in sourcing [with 49% of respondents indicating making a lot of or extreme changes], recruiting [45% making a lot of or extreme changes], and hiring [32% making a lot of or extreme changes].
- Among the underrepresented groups employers made intentional efforts to recruit, Asian-Americans were recruited at the highest percentage [4.8%] above the intended goal. Multi-racial American [2.9% above] and LGBTQ+ [1.7% above] groups slightly exceeded the recruiting goals employers set, while the outcome of women hired [0.9% below] nearly met the goal.
- Employers had set a hiring goal of 20% for African-American new college hires, but fell short at 11.7%. This disparity has been reported over the last several years, and may be partly explained by the smaller percentage of African-American students overall. [The most recent data from the National Center of Education Statistics](#) found that, of the degrees conferred to U.S. citizens and permanent residents in 2018-19, 10.3% were to Black graduates, a percentage that has ranged between 9.8% and 10.8% since 2004-05. Meanwhile, the employer hiring goal for African-American college recruits reported by NACE has increased over time. Other explanations for the disparity between the goal and the actual hiring percentage likely include the complex challenges of recruiting for diversity, which NACE is currently investigating with a mixed methods approach. NACE looks forward to sharing the results of the study when they are ready.

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- Employers extended an average of 47.3% of job offers to new college graduates, who accepted 73.6% of those offers. Both figures have increased since 2019.
 - Until this year's report, the offer and acceptance rates have been in an overall downward trend over the last five years. In the past, a downward trend of acceptance meant that new graduates were being highly selective about the job offers they accepted. However, during the 2020-21 recruiting year, more offers are being extended and more of those offers are being accepted. It remains unclear if there will continue to be an upward trend in the coming years or if this was merely the impact of the COVID-19 pandemic on the job market.
 - The retention rates from one year to five years of employment for new college hires show a steady decline—from 87.2% at the one-year mark to 54.4% after five years. These results are similar to those reported in 2019.
 - On average, there were 8.5 full-time recruiters per recruiting department within an organization; each recruiter was responsible for an average of 187.9 candidates and made 53.4 offers to eligible candidates, of which, 38.2 were accepted.
 - When it comes to recruiting budget, 44.1% of respondents reported their budgets were unchanged from the 2020 to the 2021 recruiting year. While 28.8% of employers reported some form of increase to their budget overall, 27.0% of respondents reported a decrease to their budgets, essentially negating any gains in this area.

PARTICIPATING ORGANIZATIONS

A. Duie Pyle	Cummins Inc.
Ahern	CVS Health
Altria Client Services LLC	Dell Technologies
American Family Insurance	DHL Express
Ancestry	Dick's Sporting Goods
Arizona Public Service	Dot Foods
Armanino McKenna LLP	Duke Energy Corporation
ASML	DuPont
ATA Engineering, Inc.	Enterprise
Athletico Physical Therapy	Equifax
Aurora Innovation	Expedia Group
Avery Dennison Corporation	Ford Motor Company
Ball Aerospace	GAP Inc.
Barnes Group Inc.	GE Appliances, a Haier company
Barnhart Crane & Rigging, Co.	General Mills Inc.
Barry-Wehmiller Design Group	GlaxoSmithKline
BASF Corporation	Hanson Professional Services, Inc.
Bechtel Global Corporation	Hewlett Packard Enterprise
Becton Dickinson & Company	Hormel Foods Corporation
Belden, Inc.	Hubbell Incorporated
Burns & McDonnell Engineering Co. Inc.	INEOS
Cambridge Associates LLC	Ingredion
Camden Property Trust	Insight2Profit
Campbell Soup Company	J.B. Hunt Transport Inc.
Cargill, Inc.	Kellogg Company
Carrier	Kiewit Corporation
CBIZ	KPMG LLP
CDK Global	Kroll
CDM Smith	Land O'Lakes Inc.
Centene Corporation	Liberty Mutual Insurance Company
Centurylink, Inc.	Lincoln Electric
Cerner Corporation	Link-Belt Construction Equipment Co.
Chevron Corporation	LPL Financial
CIGNA Corporation	Lyft
Cisco	M&T Tech
Citizens Financial Group, Inc	ManTech
ClarkDietrich Building Systems	Markel Corporation
Cleveland-Cliffs Inc.	MasterCard
CohnReznick	Medtronic, Inc.
Con Edison	Meijer, Inc.
ConocoPhillips Company	MetLife
Crown Cork & Seal Company USA, Inc.	Milwaukee Electric Tool Corporation



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Moog Inc.
Motorola Solutions, Inc.
MSA, The Safety Company
NC Department of Public Safety
NCR Corporation
Oshkosh Corporation
OSIsoft, LLC
Pariveda Solutions Inc.
Parsons Corporation
Paylocity
Phillips 66
Phillips-Medisize Corporation
PolyOne Corporation
PPL Corporation
Precision Castparts Corp.
Progressive Insurance
Protiviti Inc.
Quantlab
ResMed
Rockwell Automation
RoviSys
Seagate Technology
Selden Fox LTD
Sierra Nevada Corporation
Sound Transit
Southern Company
Speedway LLC

SRS Distribution Inc.
STERIS Corporation
Stryker Corporation
T. Rowe Price Associates
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Textron Inc.
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