EXECUTIVE SUMMARY

NACE 2021-22

CAREER SERVICES BENCHMARKS SURVEY REPORT
OFFICE STRUCTURE
• Centralized vs. hybrid: Nearly three-quarters of career centers reported being centralized; the percentage of those reporting a hybrid structure dipped for the second time in five years.

SERVICES:
• Virtual vs. in-person delivery: There is a significant increase in the delivery of career services virtually, and a corresponding decrease in in-person services. For example, virtual career counseling/coaching by appointment has nearly doubled from last year, while in-person appointments have decreased by 35%. These data continue to highlight the significant impact of the COVID-19 pandemic on modalities in career services.

SERVICE MODALITY:
• One-on-one vs. group sessions: One-on-one appointments were more prevalent than group sessions, and since the shift to virtual operations, virtual was more widely used for one-on-one and group formats compared to in-person.

INTERNSHIPS:
• Assisting students: The overall average number of students who career centers assisted with finding an internship fell from 446.4 last year to 291.8 this year, while the median fell by about 20 students.

CAREER FAIRS:
• Virtual vs. in-person: The average number of virtual career fairs per organization was 4.8 and the average number of in-person career fairs was 2.9.

STUDENT DATA:
• Demographics: NACE found that more than three-quarters of career centers do not report the demographics of students who are using career services to their supervisors. This data gap is a barrier to assessing the equity of career services across student populations.

• First-destination surveys: The overall average percent of schools that conducted first-destination surveys was 81.1%.

• Collecting outcomes: Nearly 30% of respondents used a third-party provider to collect student outcomes information.

STAFFING:
• Total office professional and administrative support positions: The mean total office professional and administrative support positions (FTE) was 9.6, while the median was 6.3. The mean for total professional staff per office was 6.2, with a median of 4.0. The mean for administrative support staff was 1.6.

• Student-to-professional-staff ratio: There was a decrease in student-to-professional-staff ratio, from a mean of 3,114 to 2,263. This figure is also dependent on the total enrollments of individual college respondents year to year. As enrollments have dropped due to the pandemic, so has this metric.

• Employer-, student-, and internally facing operations: In general, 60% of staff time was spent student-facing, and the rest was split between employer- and internally facing functions.

• Staffing levels by primary responsibility: Based on average number of staff, career information specialists, employer relations coordinators, and experiential education coordinators are the most common responsibilities across offices.
BUDGET:
• Personnel and non-personnel budgets: It appears personnel budgets are increasing, while non-personnel budgets are decreasing slightly. Overall, 32% of career centers reported an increase in their personnel budgets, while 17% reported cuts. In addition, slightly more than one-third of respondents reported decreases in their non-personnel budgets.

CAREER INTEGRATION:
• In-class presentations: Career center staff provide presentations about career development to academic classes as a means of interacting with faculty and students. However, the overall numbers fell from a mean of 68.9 presentations last year to 46.2 this year.

• Institution-wide programming: This year, 17.5% of respondents said they had set up a badge or passport program, were exploring that or another option, or were setting up such a program in the following year.
ABOUT THE SURVEY
The 2021-22 Career Services Benchmark Survey Report is a comprehensive report that provides quantitative data and analysis on the range of college and university career center operations. This year’s survey was refined to highlight only the key questions in an effort to ease the burden on our career center members. NACE provides the results in figures throughout the report, while discussing important relationships, yearly trends, and insights.

It is important to consider the timing of the survey. Data were collected from October 28, 2021, to January 14, 2022. The responses were submitted as the coronavirus pandemic continued and the Omicron variant was prevalent. The data continue to reflect many of the changes career services offices made to their operations. Colleges and universities have experienced shifts to virtual instruction and support, travel bans, social distancing, economic fallout, and other factors that affected operations. NACE is reporting the data during the pandemic to assess how the pandemic impacted the field.

For its 2021-22 Career Services Benchmark Survey Report, NACE surveyed its member institutions, resulting in 587 respondents, which translates to a 31.5% response rate. The participating schools that chose to be listed as respondents can be found in the appendix at the end of the report.

A few notes about the data in this report:

• Overall statistics were calculated based on the number of respondents for that question, as every question was optional.

• The sum of percentage breakdowns may not equal 100 due to rounding or, in cases where the sum substantially exceeds 100, because respondents were asked to select all options that apply.

• In general, the results included in this report reflect data based on the 2021-22 academic year. The exception to this is the data related to services, which is for 2020-21.

• In figures that show data broken down by “Overall” and “Carnegie Classification,” the number of respondents by Carnegie Classification may not equal the total number of overall respondents for two reasons. First, although all Carnegie Classification responses are incorporated into the overall results, the report does not break out all Carnegie Classifications due to low response counts in certain categories. Second, overall results include schools without Carnegie Classifications, for example, international institutions as well as domestic institutions that are not yet included in the classifications.

• In these data, a few large schools usually pull the mean upward; thus, the median is generally a better reflection of the data.

• Responses to questions with low response rates should be interpreted with caution.

Note: Compensation data for career center positions are reported separately in NACE’s 2020-22 Career Services Compensation Report, which includes base salary, formal salary range, change in salary from previous year, years of tenure, bonus information, and selected benefits.
PARTICIPATING INSTITUTIONS
A total of 587 career services offices participated in the 2021-22 Career Services Benchmark Survey; those that chose to be listed as respondents appear here.

Abilene Christian University
Adelphi University
Alabama State University
Albion College
Albright College
Alcorn State University
Alfred University
Allegheny College
Alverno College
Amarillo College
American College of Greece
American International University – Kuwait
American Public University System
American University - Kogod School of Business
Appalachian State University
Aquinas College
Arcadia University
Arkansas State University - Mid-South
Assumption University
Auburn University
Augusta University
Augustana College
Austin Community College
Baker University
Barnard College
Bay Path University
Bellevue University
Belmont University
Beloit College
Bemidji State University
Benedictine University
Bermuda College
Bethel College-North Newton
Binghamton University - SUNY
Biola University
Blackhawk Technical College
Bob Jones University
Boise State University
Borough of Manhattan Community College - Internships
Borough of Manhattan Community College – Continuing Education
Boston University - Questrom School of Business - Undergraduate
Boston University
Bradley University
Brandeis University
Bridgewater College
Bryn Mawr College
Buffalo State College - SUNY
Bunker Hill Community College
Butler University
California Lutheran University
California State University - Bakersfield
California State University - Chico
California State University - Dominguez Hills
California State University - Fresno
California State University - Fullerton - Mihaylo College of Business and Economics
California State University - Stanislaus
California University of Pennsylvania
Cambridge College
Cameron University
Capilano University
Capital University
Cardinal Stritch University
Carlow University
Carnegie Mellon University
Carroll College
Carroll Community College
Carson-Newman University
Carthage College
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APPENDIX

Louisiana Tech University - College of Education
Loyola University New Orleans
Lynchburg College
Lynn University
Manchester Community College - NH
Manhattanville College
Mansfield University of Pennsylvania
Marian University - IN
Marquette University
Marshall University
Marymount University
Marywood University
Massachusetts Institute of Technology
McGill University
McPherson College
Medical College of Wisconsin
Mercyhurst University
Michigan State University
Michigan Technological University
Mid-Plains Community College
Middle Tennessee State University
Millersville University
Milwaukee Institute of Art & Design
Mineral Area College
Minerva University
Minnesota State University - Mankato
Mississippi State University
Mississippi University for Women
Missouri State University - Springfield Campus
Missouri University of Science & Technology
Mohawk Valley Community College
Monmouth College
Montana Tech
Montgomery County Community College
Moraine Valley Community College
Moravian University
Morehead State University
Morgan State University
Morton College
Mount Aloysius College
Mount Holyoke College
Mount Saint Mary College
Mount Saint Mary’s University
Mount St. Joseph University
Muhlenberg College
Nazareth College
Nevada State College
New College of Florida
New Jersey City University
New York University
New York University - Tisch School of the Arts
NewSchool of Architecture & Design
Niagara University
Nichols College
North Carolina Central University
North Carolina Central University - School of Business
North Central College
North Idaho College
Northeastern Illinois University
Northeastern State University
Northern Arizona University - W. A. Franke College of Business
Northern Kentucky University
Northern Michigan University
Northern State University
Northern Virginia Community College - NOVA Workforce
Northland Pioneer College
Northwest Missouri State University
Northwest Nazarene University
Notre Dame of Maryland University
Oakland University
Oakland University - School of Engineering & Computer Science
Oberlin College
Occidental College
Ocean County College
Oglethorpe University
APPENDIX

Oklahoma Christian University
Olivet Nazarene University
Otis College of Art & Design
Our Lady of the Lake University
Pace University - Westchester Campuses, Pleasantville
Pacific Lutheran University
Pacific University
Paine College
Palm Beach Atlantic University
Passaic County Community College
Peirce College
Pellissippi State Community College
Pennsylvania College of Technology
Pennsylvania State University
Pima Community College
Point Loma Nazarene University
Portland State University
Presbyterian College
Providence College
Purchase College - SUNY
Purdue University Fort Wayne
Purdue University Global
Queen’s University
Ramapo College of New Jersey
Rhode Island College
Rice University
Rider University
Ringling College of Art & Design
Roberts Wesleyan College
Rochester Institute of Technology
Rockhurst University
Rocky Mountain College
Roger Williams University
Rollins College
Roosevelt University
Rose-Hulman Institute of Technology
Rust College
Rutgers University - Camden
Rutgers University - New Brunswick
Rutgers University - Newark
Sacred Heart University
Saint Anselm College
Saint Joseph's University
Saint Louis University
Saint Louis University - Richard A. Chaifetz School of Business
Saint Martin’s University
Saint Mary’s University of Minnesota
Saint Michael’s College
Saint Paul College
Salisbury University
Sam Houston State University
Samford University
San Diego State University - Fowler College of Business
San Jacinto College
San Jose State University
Savannah State University
School of the Art Institute of Chicago
School of Visual Arts
Schwarzman Scholars
Seattle University
Seminole State College of Florida
Seton Hill University
Siena Heights University
Simmons University
Simon Fraser University - Burnaby Mountain Campus
Simpson College
Skidmore College
Smith College
Snow College
Soka University of America
Sonoma State University
South Central College - North Mankato Campus
South Dakota School of Mines & Technology
South Dakota State University
South University
Southeast Community College
Southern Arkansas University
Southern Illinois University - Carbondale
Southern Methodist University
Southern University at New Orleans
Southern Utah University
Southern Wesleyan University
Southwest Baptist University
Southwest Tennessee Community College
Spelman College
Spokane Community College
St. Ambrose University
St. Charles Community College
St. Cloud State University
St. Edward’s University
St. John Fisher College
St. Lawrence University
St. Mary’s University
St. Norbert College
St. Olaf College
Stella and Charles Guttman Community College
Stephens College
Stockton University
Stonehill College
Stony Brook University - SUNY
SUNY Broome Community College
SUNY College at Brockport
SUNY Cortland
SUNY Geneseo
SUNY Morrisville
Susquehanna University
Sweet Briar College
Syracuse University
Tarleton State University
Tecnologico de Monterrey
Tennessee State University
Tennessee Technological University
Texas A&M University - Corpus Christi
Texas A&M University - Kingsville
Texas A&M University - San Antonio
Texas Christian University
Texas Southmost College
Texas State University
The Citadel
The City University of New York - School of Professional Studies
The College of St. Scholastica
The King’s College
The Ohio State University
The Ohio State University - College of Engineering
The Ohio State University - College of Food, Agricultural, & Environmental Sciences
The Ohio State University
The University of Alabama
The University of Alabama at Birmingham - Collat School of Business
The University of Arizona
The University of Baltimore
The University of British Columbia
The University of Chicago - Booth School of Business
The University of Chicago - MA Program in the Social Sciences
The University of Kansas - School of Business
The University of Louisiana at Monroe
The University of North Carolina at Asheville
The University of North Carolina at Greensboro
The University of Oklahoma
The University of Southern Mississippi
The University of Tennessee
The University of Tennessee - Haslam College of Business
The University of Tennessee at Chattanooga
The University of Tennessee at Martin
The University of Texas at Austin - College of Education
The University of Texas at Austin
The University of Texas Permian Basin
The University of Texas Southwestern Medical Center
The University of the Arts
The University of Utah
The University of Vermont
APPENDIX

Thomas Jefferson University
Tiffin University
Trine University
Trinity University
Trinity Washington University
Union College
United Tribes Technical College
Universidad del Sagrado Corazon
University at Buffalo, The State University of New York
University of Arkansas - Fayetteville
University of Arkansas - Fort Smith
University of Arkansas Community College at Batesville
University of California - Haskayne School of Business
University of California - Berkeley
University of California - Irvine
University of California - Irvine - The Paul Merage School of Business
University of California - Los Angeles - Luskin School of Public Affairs
University of California - Merced
University of California - San Diego - Jacobs School of Engineering
University of California - Santa Barbara
University of California - Santa Cruz
University of Central Missouri
University of Central Oklahoma
University of Cincinnati - Lindner College of Business
University of Colorado at Boulder - Leeds School of Business
University of Colorado Colorado Springs
University of Colorado Denver
University of Connecticut - School of Business
University of Delaware
University of Denver
University of Denver - Graduate School of Social Work
University of Florida - Warrington College of Business Administration
University of Guelph-Humber
University of Health Sciences and Pharmacy in St. Louis
University of Houston - C.T. Bauer College of Business
University of Houston - Clear Lake
University of Houston - Downtown
University of Houston - Downtown Campus - Marilyn Davies College of Business
University of Idaho
University of Illinois at Chicago - College of Engineering
University of Illinois Springfield
University of Indianapolis
University of Iowa
University of Kentucky - James W. Stuckert
University of La Verne
University of Mary
University of Mary Hardin - Baylor
University of Maryland - Baltimore County
University of Massachusetts - Boston
University of Massachusetts Global
University of Miami
University of Michigan - Dearborn
University of Michigan - School of Information
University of Michigan - School of Kinesiology
University of Minnesota - Twin Cities
University of Minnesota - Twin Cities - College of Science and Engineering
University of Minnesota - Twin Cities - Intercollegiate Athletics
University of Mississippi
University of Missouri - St. Louis
University of Mount Union
University of Nebraska at Kearney - College of Business & Technology
University of Nevada - Reno
University of Nevada, Las Vegas
University of New Haven
University of New Mexico - Valencia
University of North Alabama
University of North Georgia
University of North Georgia - Mike Cottrell College of Business
University of Pikeville
University of Portland
University of Redlands
University of Richmond - Alumni & Career Services
APPENDIX

University of Saint Francis
University of Saint Joseph
University of San Francisco
University of Science & Arts of Oklahoma
University of Scranton
University of South Carolina - Columbia
University of Southern Maine
University of St. Thomas - St. Paul Campus
University of St. Thomas Texas
University of Tampa
University of the District of Columbia - David A Clarke School of Law
University of the Fraser Valley
University of the Ozarks
University of the South
University of the Virgin Islands, Albert A. Sheen Campus, St. Croix
University of Toronto - School of Continuing Studies
University of Toronto at Mississauga
University of Washington - Bothell
University of Washington
University of Waterloo
University of West Florida
University of Wisconsin - Green Bay
University of Wisconsin - Parkside
University of Wisconsin - River Falls
University of Wisconsin - Stout
University of Wyoming
Utah State University
Utica College
Valparaiso University
Vance-Granville Community College
Vanguard University
Villanova University
Vincennes University
Virginia Commonwealth University
Virginia Commonwealth University - School of Business
Virginia Military Institute
Virginia Wesleyan University
Wabash College
Wake Technical Community College
Waldorf University
Walsh College - Troy Campus
Wartburg College
Washburn University
Wayne State University
Webster University
Wesleyan College
West Chester University of Pennsylvania
West Texas A&M University
West Virginia University - Institute of Technology
Western Carolina University
Western Colorado University
Western Illinois University
Western Michigan University
Western Oregon University
Western Technical College
Wheaton College - Illinois
Wheaton College - Massachusetts
Widener University
William & Mary
William & Mary - Mason School of Business
William Paterson University
Wilson College
Wittenberg University
Worcester Polytechnic Institute
Yale University
Young Harris College