EXECUTIVE SUMMARY
SELECTED HIGHLIGHTS

- College recruiting is overwhelmingly conducted in the United States for American operations—more than 72% of all respondents reported this scope of recruiting.

- Responding organizations were asked to report the number of entry-level professional hires in 2021 and the number of these who were new college graduates. The median number of entry-level professionals hired was 466, while the median number of new college graduates was 75 or 16.1% of entry-level professional hires.

- Increased budgets were widespread. Fifty percent of respondents reported increased budgets for 2022 with more than 21% reporting an increase that exceeded 10%.

- Respondents reported using three dominant channels for their recruiting efforts—1) job listings on company websites (93%); 2) direct on-campus efforts (85%); and 3) job listings on campus websites (77%).

- The amount of time from getting an interview to receiving an offer has increased significantly in the past several years. It has gone from an average of just under 20 days in the 2015 survey to nearly 26 days in this year’s report, an increase of 28.6%.

- Respondents reported the average time from offer to acceptance was 12 days.

- Reflecting the status of today’s labor market, the percent of interviews resulting in a job offer has climbed to its highest level of the past five years (47.5%), but the acceptance rate fell from last year to 69.3%.

- Retention rates have declined for the early years of employment (first through the third year).

- Respondents were asked to rate the career competencies that were most important for a recruit to succeed at their companies: All competencies were seen as at least somewhat important, but the three deemed most important were communication, teamwork, and critical thinking.

- Just over 85% of this year’s respondents reported having formal diversity recruiting goals.

- Employers that feature a diversity program tend to heavily recruit at specific institutions: More than 85% of these employers used such a strategy.

GET THE FULL REPORT + INTERACTIVE DASHBOARD

Get key benchmarks for college recruiting operations—including department structure, operating budget, offer and acceptance rates, retention and renege rates, recruiting methods and channels, diversity hiring, and more.

The report is paired with an interactive dashboard to pinpoint benchmarks by region, size of company, industry, and more.

ALSO AVAILABLE: 2022 Recruiting Benchmarks Compensation Report
Covers core college recruiting positions: director - manager - recruiter - coordinator
APPENDIX

ABOUT THE SURVEY
The 2022 Recruiting Benchmarks 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. The 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 May 9, 2022, until June 17, 2022, and was distributed to 816 organizations holding NACE membership as well as nonmembers. There were 183 NACE member respondents, representing 22.4% of eligible member respondents. An additional 27 responses were received from nonmember companies. Those employers that chose to be listed as survey respondents appear below.

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.

PARTICIPATING ORGANIZATIONS
Below are the organizations that took part and agreed to be listed.

A. Duie Pyle
Abbott
AbbVie
AECOM
Alight Solutions
Alliance Laundry Systems
American Axle & Manufacturing, Inc.
American Tower Corporation
Amkor Technology
Appian
Argonne National Laboratory
Arkansas Department of Transportation
Arrive Logistics
Ascend Performance Materials
ATA Engineering
Avery Dennison
Ball Aerospace
Barnhart Crane & Rigging
BASF Corporation
BioCryst Pharmaceuticals
Black & Veatch
BOK Financial
Bozzuto
Burns & McDonnell
CarePlus NJ
Cargill
CDM Smith
Centene
CGB Enterprises, Inc.
Chevron
Chubb
Cohen & Company
Consumers Credit Union
Crestron Electronics
Crown Holdings, Inc.
Cummins
Dell Technologies
DHL Express
Dot Foods
Eaton
Ecolab
Edwards Lifesciences
Electrolux
Expedia Group
Faurecia
Franklin International
Frederick County Public Schools
Freese and Nichols
Gap Inc.
GDIT
GE Appliances, a Haier company
GE Aviation
General Dynamics Mission Systems
Ghafari Associates LLC
APPENDIX

PARTICIPATING ORGANIZATIONS cont.

Ginkgo Bioworks
Goosehead Insurance
HCSS
Hendrick Automotive Group
Hologic
Hormel
IBM
Illumina
INEOS Olefins & Polymers USA
Infoverity
Ingevity
J.B. Hunt
Kimberly-Clark Corporation
Kohl’s
KPMG, LLP
Liberty Mutual Insurance
Lincoln Financial Group
Link-Belt Cranes
LPL Financial
Marathon Oil Corporation
Markforged
Marvell Technology
Medtronic
MMC Corp
NAN YA PLASTICS CORPORATION, AMERICA
National Futures Association
NC Office of State Human Resources
Netsmart Technologies
New Story
Northwestern Mutual
NTT DATA
Olive AI
ONEOK
Pariveda Solutions
Pendo
PenFed Credit Union
Pentair
PetSmart
Phillips Edison & Company
Raymond James & Associates
Royal Caribbean Group

Shaw Industries
Shawmut Design and Construction
Shure Inc
Signet Jewelers
Smith+Nephew
Southwestern Advantage
Spectrum
Splunk
SRS Distribution
STMicroelectronics, Inc
Stryker
Swagelok
T-Mobile
T. Rowe Price
TE Connectivity
Terracon
Textron
The Aerospace Corporation
The Hartford
The Kroger Company
The Walsh Group
The Walsh Group
Thermo Fisher Scientific
Toast, Inc.
Toll Brothers
Transverse Insurance Group
U.S. Bank
U.S. Government Accountability Office
Uber
Uline
Unitedhealth Group
UScellular
Utility Concierge
Verisk
Walmart
West Monroe
Williams
Willis Towers Watson
Workhorse Group
Zendesk