



NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

APRIL 2023



NACE 2022-23 CAREER SERVICES BENCHMARKS REPORT EXECUTIVE SUMMARY



INTRODUCTION

The *2022-23 Career Services Benchmarks 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 to ease the burden on our career center members. NACE provides the results in figures throughout the full report, while discussing important relationships, yearly trends, and insights.

EXECUTIVE SUMMARY

OFFICE & REPORTING STRUCTURE

- Over the past 10 years, there has been a clear shift away from housing the career center in student affairs. Career centers have moved to academic affairs as well as other reporting lines, such as the office of enrollment management and the office of the president.
- Interestingly, 20% of respondents indicated there was a change in their reporting in just the last year.

BUDGETS

- Budgets appear to have stabilized post-2020, and have even increased since then by some metrics, with most of those increases going to personnel costs. The median personnel budget has grown to \$353,000. Moreover, personnel costs have climbed to 88% of career centers' total budget.
- In-person career fair fees have rebounded after a steep dip due to the pandemic shutting down most career fairs in 2020, although they have not quite returned to the pre-pandemic levels of 2018-19. Virtual career fair figures appear to be stable since beginning in earnest in 2020.

STAFFING

- Over time, there has been a tendency toward conferring elevated titles on the chief executive of the career center. The biggest increases are in the prevalence of the title "executive director" and "assistant/associate vice president."
- Prior to the pandemic, FTE levels were increasing in the career center. Since the pandemic, FTE levels have stabilized with a small increase in the mean, but a slight decrease in the median.
- Slightly more than 62% of career centers are offering staff the ability to work from home in 2022-23. This figure has nearly doubled since 2018-19, when only 34% of career centers offered this employee benefit.

SERVICES AND APPOINTMENTS

- The percentage of career centers offering in-person career fairs has not yet returned to pre-pandemic levels: Most career centers offered them in 2015-16, while about two-thirds offered them in 2021-22. On the other hand, the data clearly show that virtual career fairs have increased substantially since pre-pandemic times: Less than one in 10 offered them in 2017-18 compared to nearly two-thirds that offered them in 2021-22.
- When combining the numbers of virtual and in-person appointments, the total number of appointments far exceeds the pre-pandemic numbers. This indicates that career center staff have increased their productivity in this regard, given that staffing levels have largely remained the same since 2018-19. Of course, these appointments are now split between in person and virtual, unlike pre-pandemic.

CAREER FAIRS

- The number of organizations in attendance at in-person career fairs has not yet returned to pre-pandemic levels. However, the total, i.e., when combining in-person and virtual organizations, has far exceeded pre-pandemic times, with most of these gains coming from the growth of virtual career fairs.
- The number of students in attendance has followed a similar pattern. We have not seen a return to pre-pandemic levels for in-person career fairs, but when adding in the number of virtual attendees, attendance levels have returned to or surpassed the levels of 2017-18.

ON-CAMPUS INTERVIEWS

- On-campus interviewing has significantly decreased since the pandemic. Even when combining virtual and in-person on-campus interviews, the median number of interviews is still about half of what it was before the pandemic.
- In lockstep with the number of interviews, the number of organizations participating in on-campus interviews has decreased significantly.

DATA USAGE

- More than four out of 10 career centers collect the demographic data of those using career center services.
- The main reasons given for collecting these data are to identify underserved students and to refine programming.

NACE RESEARCH STAFF

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APPENDIX

ABOUT THE SURVEY

NACE collected data for its *2022-23 Career Services Benchmarks Report* from November 2, 2022, to December 15, 2022. NACE surveyed its member institutions, resulting in 561 respondents, which translates to a 30.1% response rate based on NACE's membership at the time of the survey window. The participating schools that chose to be listed as respondents can be found below.

In previous reports, we have broken out many results by Carnegie Classification. Because we provide these data in the dashboard that accompanies this report, NACE believes it would be more useful to provide more of a longitudinal view of trends where possible.

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 2022-23 academic year. The exception to this is the data related to services, which is for 2021-22.
- 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 *2021-22 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 561 career services offices participated in the 2022-23 Career Services Benchmarks Survey; those that chose to be listed as respondents appear here:

Abilene Christian University
Adelphi University
Agnes Scott College
Aims Community College
Albright College
Allegheny College
Alverno College
Amarillo College
American International College
Ana G Mendez University
Anderson University-SC
Arapahoe Community College
Arcadia University
Arizona State University -
Career & Professional Development Svcs
Augsburg University
Augusta University - Career Services
Augustana College
Austin Peay State University
Averett University
Azusa Pacific University
Ball State University - Career Center
Baruch College
Bates College
Bay Path University
Baylor University - Career Center
Beacon College
Bellarmine University
Bellevue University
Beloit College
Bethany Lutheran College
Bethel College-North Newton
Binghamton University - SUNY
Biola University
Blackhawk Technical College
Bob Jones University
Boise State University
Boston College - Career Center
Boston University – Center for Career Development
Brandeis University
Bridgewater College
Brigham Young University - Careers & Experiential Learning
Bryant University
Buffalo State College - SUNY
Butler University
Cabrini University
Caldwell University
California Lutheran University
California Polytechnic State University - San Luis Obispo
California State University - Dominguez Hills
California State University - Monterey Bay
California State University - Stanislaus
Calvin University
Camden County College
Cameron University
Campbell University
Capilano University
Capital University
Carnegie Mellon University -
Career and Professional Development Center
Carnegie Mellon University - ETC
Case Western Reserve University - Case Career Center
Cedarville University
Centenary College of Louisiana
Central Michigan University
Central Penn College
Central Piedmont Community College
Centre College

Cerritos College
Christian Brothers University
Clackamas Community College
Clarkson University
Cleveland State University
Cloud County Community College
Colby-Sawyer College
College of Southern Maryland
College of the Holy Cross
Colorado College
Colorado School of Mines
Colorado State University - Pueblo
Columbia College South Carolina
Columbia Southern University
Columbia University - Mailman School of Public Health
Concord University
Concordia College at Moorhead
Concordia University - Ann Arbor
Concordia University - Irvine
Connecticut College
Converse University
Creighton University
Crown College
Davenport University
Davidson College
Davis & Elkins College
Delaware Valley University
DeSales University
Dominican University - New York
Dordt University
Douglas College
Drake University
Drury University
East Central University
East Tennessee State University
Eastern Illinois University
Eastern Kentucky University
Eastern Nazarene College

Eastern University
Embry-Riddle Aeronautical University - Daytona Beach Campus
Emory & Henry College
Emory University
Endicott College
Florida Institute of Technology
Florida International University - Honors College
Florida Memorial University
Florida Southern College
Florida State University
Franklin College
Franklin W. Olin College of Engineering
Fresno Pacific University
Friends University
Furman University
Gateway Technical College
Geisinger Commonwealth School of Medicine - Graduate Program
George Mason University - School of Business
Georgia Gwinnett College
Georgia Southern University
Georgia State University - J. Mack Robinson College of Business
Georgia State University - University Career Services
Georgian Court University
Germana Community College - Locust Grove Campus
Golden Gate University
Gonzaga University
Goucher College
Grand View University
Gwynedd Mercy University
Hamline University
Hampshire College
Hanover College
Hastings College
Herzing University
Hilbert College
Hofstra University

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Hollins University
Holy Cross College
Hope College
Idaho State University
Indiana State University - Career Center
Indiana University - Bloomington - Kelley School of Business - Career Services
Indiana University - Kokomo
Indiana University - South Bend
Iona University
James Madison University
Johnson & Wales University - Providence Campus
Kalamazoo College
Kansas State University
Kettering University
Keuka College
King's College
King's College London
Kutztown University of Pennsylvania
Laguna College of Art & Design
Lakeland University
Laredo College
Lawson State Community College
Lehman College
Lindenwood University
Linfield University
Lipscomb University
Logan University
Los Angeles Pacific University
Louisiana State University – LSU Olinde Career Center
Louisiana Tech University
Loyola Marymount University
Loyola University New Orleans - Career Development Center
Luther College
Lynn University
Lyon College
Madonna University
Mansfield University of Pennsylvania
Marian University - WI
Marietta College
Marquette University
Marshall University
Marymount University
Maryville College
Massachusetts College of Art & Design
Massachusetts Institute of Technology - Career Advising and Professional Development
McPherson College
Medical College of Wisconsin
Meredith College
Merrimack College - O'Brien Center for Career Development
Messiah University
Miami University - Center for Career Exploration & Success
Midland University
Millersville University
Millsaps College
Milwaukee Institute of Art & Design
Minnesota State University - Mankato
Missouri State University - Springfield Campus
Missouri Western State University
Mitchell College
Monmouth University
Montana Tech
Morehead State University
Morgan State University
Mount Holyoke College
Mount Saint Mary College
Mt. San Antonio College
Nazareth College
Nevada State College
New York University - Robert F. Wagner Graduate School of Public Service
New York University - The Wasserman Center for Career Development
Newberry College
Nichols College
Norfolk State University

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North Carolina Central University
North Central College
North Idaho College
Northeastern University - Office of Employer Engagement & Career Design
Northern Arizona University
Northern Essex Community College
Northern Kentucky University
Northern Michigan University
Northwest Missouri State University
Notre Dame of Maryland University
Oakland University
Oakland University - School of Business
Oberlin College
Occidental College
Ocean County College
Oglethorpe University
Ohio Dominican University
Ohio Wesleyan University
Old Dominion University
Olivet College
Oregon Institute of Technology
Otis College of Art & Design
Ottawa University
Ozarks Technical Community College
Pacific Lutheran University
Pacific University
Pennsylvania College of Technology
Pennsylvania State University - Career Services
PennWest University
Peru State College
Pittsburg State University
Plattsburgh State - SUNY
Portland State University
Post University
Prairie State College
Presbyterian College
Prince George's Community College
Providence College
Purdue University - Krannert School of Management - Graduate
Purdue University Fort Wayne
Purdue University Global
Ramapo College of New Jersey
Raritan Valley Community College
Rhode Island College
Rice University - Center for Career Development
Richland Community College
Ripon College
Roberts Wesleyan College
Rockhurst University
Rollins College
Rose-Hulman Institute of Technology
Rutgers University - Camden
Rutgers University - New Brunswick - Career Exploration & Success
Rutgers University - Newark - Career Development Center
Sacred Heart University - Office of Career Development
Saginaw Valley State University
Saint Joseph's University
Saint Martin's University
Saint Mary's University of Minnesota
Saint Michael's College
Saint Paul College
Saint Vincent College
Salve Regina University
Sam Houston State University
Samford University
San Diego State University
San Jose State University
SANS Technology Institute
Savannah State University
School of Visual Arts
Scripps College
Seattle Pacific University
Seattle University

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Seton Hall University
Seton Hill University
Simpson College
Slippery Rock University of Pennsylvania
Smith College - Lazarus Center for Career Development
Snow College
South Dakota School of Mines & Technology
South Dakota State University
Southern Adventist University
Southern Illinois University - Carbondale -
College of Business & Analytics
Southern Oregon University
Southern Utah University
Southern Wesleyan University
Southwest Minnesota State University
Southwestern Michigan College
Spokane Community College
St. Charles Community College
St. Cloud State University
St. Francis College
St. John Fisher University
St. Mary's University
St. Philip's College
Stephen F. Austin State University
Stetson University
Stonehill College - Career Services
Stony Brook University - SUNY
SUNY at Potsdam
SUNY Cortland
SUNY Fredonia
SUNY Geneseo
SUNY New Paltz
Susquehanna University
Syracuse University - Central Career Services
Tarleton State University
Tennessee State University
Texas A&M University - Central Texas
Texas A&M University - Corpus Christi
Texas A&M University - Kingsville
Texas Christian University -Center for Career & Professional
Development
Texas State University
Texas Tech University - Rawls College of Business
The City University of New York -
School of Professional Studies
The Evergreen State College
The George Washington University - Center for Career
Services
The King's College
The Ohio State University - College of Engineering
The Ohio State University - College of Food, Agricultural, &
Environmental Sciences
The University of Kansas - School of Engineering
The University of Melbourne
The University of Montana - Missoula
The University of North Carolina at Asheville
The University of North Carolina at Chapel Hill -
University Career Services
The University of Oklahoma
The University of South Dakota
The University of Southern Mississippi
The University of Tennessee - Center for Career Development
The University of Tennessee at Martin
The University of Texas at Austin - Texas Career Engagement
The University of Texas Permian Basin
The University of the Arts
The University of Toledo
The University of Utah - Career Services
The University of Vermont
Thomas Jefferson University
Tiffin University
Toronto Metropolitan University
Towson University
Trevecca Nazarene University
Trinity University
Triumph Higher Education
Tulsa Community College
United Tribes Technical College

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EXECUTIVE SUMMARY

Universidad del Sagrado Corazon	University of Mississippi
University at Buffalo, The State University of New York – Career Design Center	University of Missouri - Bloch Career Center
University of Arkansas - Fayetteville	University of Missouri - St. Louis
University of California - Berkeley	University of Mount Union
University of California - Irvine - Division of Career Pathways	University of Nebraska at Kearney
University of California - Los Angeles - Luskin School of Public Affairs	University of Nebraska at Omaha – Academic & Career Development Center
University of California - Santa Cruz	University of Nevada - Reno - Career Studio
University of Central Missouri	University of Nevada, Las Vegas
University of Cincinnati - Clermont College	University of New Hampshire
University of Cincinnati - Lindner College of Business	University of New Mexico
University of Colorado Colorado Springs	University of New Mexico - Valencia
University of Connecticut – School of Business – Business Analytics & Project Management	University of North Georgia
University of Dayton	University of North Texas
University of Denver - Career Center	University of Northern Colorado-Center for Human Enrichment
University of Denver - Graduate School of Social Work	University of Notre Dame - Meruelo Family Center for Career Development
University of Denver - Josef Korbel School	University of Pikeville
University of Detroit Mercy	University of Pittsburgh - Career Center
University of Evansville	University of Pittsburgh - College of Business Administration
University of Exeter	University of Portland
University of Houston - C.T. Bauer College of Business	University of Redlands
University of Idaho	University of Rhode Island - College of Business Administration
University of Illinois at Chicago - College of Engineering	University of Richmond - Alumni & Career Services
University of Illinois at Urbana-Champaign - The Career Center	University of Rochester - The Gwen M. Greene Center for Career Education and Connections
University of Illinois Springfield	University of Saint Francis
University of Indianapolis	University of San Francisco
University of Kentucky - James W. Stuckert Career Center	University of Scranton
University of Louisville	University of South Carolina - Columbia
University of Maryland - College Park - A. James Clark School of Engineering	University of South Florida - Tampa - Career Center
University of Maryland Eastern Shore	University of St. Thomas - St. Paul Campus
University of Massachusetts - Boston	University of St. Thomas Texas
University of Massachusetts - Dartmouth	University of Tampa
University of Massachusetts - Lowell	University of the Cumberlands
University of Massachusetts Global	University of the Fraser Valley
University of Michigan - College of Engineering	University of the South
University of Minnesota - Twin Cities - College of Science and Engineering Career Center	University of Virginia - Career Center
	University of Washington - Bothell

University of Washington - Career Center
University of Washington - Tacoma
University of Waterloo
University of West Florida
University of Wisconsin - Green Bay
University of Wisconsin - Madison -
Office of Undergraduate Advising
University of Wisconsin - River Falls
University of Wisconsin - Stout
Utah State University
Valley City State University
Vassar College
Ventura College
Villanova University
Vincennes University
Virginia Commonwealth University
Virginia Military Institute
Virginia Wesleyan University
Viterbo University
Wake Technical Community College
Waldorf University
Washburn University

Washington and Lee University
Washington State University - Pullman
Wayne State University - College of Engineering
Wayne State University - Career Services
West Chester University of Pennsylvania
West Virginia University
Western Carolina University
Western Colorado University
Western Illinois University
Western Kentucky University
Western Michigan University
Western Washington University
Westminster College - Utah
Wheaton College - Illinois
Widener University
William & Mary
William Paterson University
Wilson College
Worcester Polytechnic Institute
Xavier University - Career Development Office
Young Harris College