The 2012 Recruiting Benchmarks Survey was conducted June 15, 2012, through August 15, 2012, among NACE employer-member organizations. A total of 242 organizations, or 25 percent, took part. (A list of participating organizations appears at the end.)
New college grads accounted for more than half of all entry-level hires in 2011-12—up from 45 percent in 2010-11.

More new college hires now come with an advanced degree (23% in 2012 versus 17% in 2011).
THE COLLEGE RECRUITING DEPARTMENT

Average number of recruiting staff

- <=1,000 employees: 3 staff
- >1,000 employees: 5 - 12 staff

How recruiting dollars are spent

- 3.3% Cost of Advertising
- 25.9% Hiring and Relocation Cost
- 13.7% Company Visits
- 36.7% College Relations/Recruitment Office
- 7.8% Prerecruiting Activities
- 12.7% Prerecruiting Activities

Average number of hires per recruiter: 80
Branding is the most important aspect of college recruiting.

Which techniques are most effective

- Relationships with faculty
- Career fairs
- Supporting student organizations
TARGET SCHOOL SELECTION

Most employers pick their schools based on...

- Quality of programs
- Majors offered
- Recruiting experience at school

Recruiting success, however, correlates to...

- Helpfulness of career center staff
- Salary expectations of students
The Hiring Process

Average number of days from interview to offer: 24.2

Average number of days allowed from offer to acceptance: 14.1

39.8% of interviews received offers

74.8% of offers were accepted
THE NEW HIRE

Retention and the new college hire

1 Year: still with the organization – 90%

5 Year: still with the organization – 68.9%

Onboarding: 41% of organizations have a rotational program

See www.naceweb.org/research/recruiting-benchmarks-survey.aspx for details about how to order.