



EXECUTIVE SUMMARY

2013 Internship & Co-op Survey



Courtesy of the National Association of Colleges and Employers



ABOUT THE SURVEY

NACE's 2013 *Internship & Co-op Survey* was conducted from November 15, 2012, to February 1, 2013.

The survey was sent to 1,060 NACE employer members: 306 organizations, or 28.9 percent, took part. More than 20 industries are represented. By region, 28.3 percent are from the Northeast, 29.3 percent are from the Southeast, 27.6 percent are from the Midwest, and 14.8 percent are from the West. Where possible, selected data are presented by region and industry.

Participating NACE members receive a complimentary copy of the survey report. Customized results of the survey are also available. Participants receive a 50 percent discount on custom reports. For more information, contact Andrea Koncz, NACE Employment Information Manager, 800/544-5272, ext. 121; akoncz@naceweb.org.

NACE RESEARCH

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ABOUT NACE

The National Association of Colleges and Employers (NACE) is the leading source of information about the employment of the college educated. NACE connects more than 5,200 college career services professionals at nearly 2,000 colleges and universities nationwide, and more than 3,000 HR/staffing professionals focused on college relations and recruiting. The professional association forecasts trends in the job market; conducts research into salaries, professional benchmarks, and best practices related to college recruiting and career services; and provides members with professional development opportunities. For more information, see www.naceweb.org/membership_information/.



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Employers responding to the 2013 *Internship & Co-op Survey* once again reinforce the fact that internships and co-operative education programs are an essential component of their college recruiting programs.

Respondents plan to hire more interns and co-ops. Intern hiring will increase by 2.7 percent and co-op hiring will increase by 5.8 percent. More than one-third of respondents' total 2012-13 expected new college hires will come from that organization's internship and co-op programs. Although last year's survey showed that more than 40 percent of respondents' total new graduate hires came from the employers' own internship and co-op programs, this year's figures still represent a significant portion of new recruits originating from these programs.

Additional key findings of the survey:

HIRING

- The number of internships is expected to increase by 2.7 percent in 2013.
 - Increases are projected in just two of the four geographic regions.
 - Just over one quarter of industry types reporting have plans to increase the number of intern hires. The remaining three-quarters have plans to cut their intern hires, with some decreasing their numbers by less than 1 percent and others cutting the number of intern hires in half.
- Co-op hiring is expected to increase by 5.8 percent in 2013.
 - Only the Midwestern region will decrease their number of co-op hires.
 - Given the number of limited respondents in several areas, co-op hiring projections by industry should be read with caution. For the most part, however, those industries reporting increases slightly offset those who are reporting decreases.

RECRUITING

- Employers continue to prefer "high-touch" recruiting methods for recruiting interns and co-ops.
 - Career fairs and on-campus recruiting comprise more than half of employers' recruiting budgets for both interns and co-op students.
 - Career fairs and on-campus recruiting are rated highest in terms of effectiveness for recruiting interns and co-op students.
 - Job listings on career services' websites place third in effectiveness for recruiting both interns and co-op students. Referrals from current or former interns was deemed fourth most effective for recruiting interns, however, cultivating key faculty contacts falls fourth on the list for co-op students.
 - Online networking is on the low end of recruiting budgets and effectiveness ratings. For intern and co-op recruiting, only 1 percent of budgets are allocated to this activity, and it is rated lowest on the effectiveness scales in both cases.

- School selection for recruiting interns and co-op students is based on the top three reasons:
 - the academic majors offered at the institution;
 - the employers' past recruiting experiences at the school; and
 - the perceived quality of the programs from which the recruiter will obtain new interns and/or co-op students. (Note: The same three reasons were listed in the same order in last year's survey.)

COMPENSATION

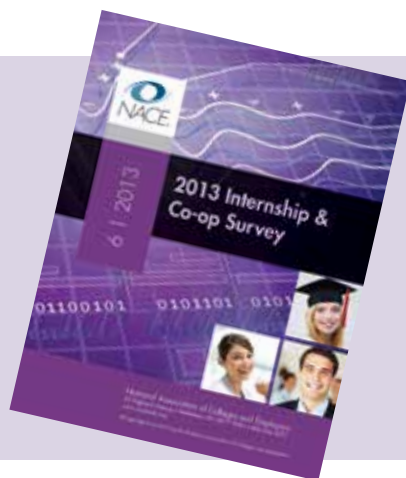
- The average hourly wage rate for interns at the bachelor's degree level is \$16.26, an increase of 0.3 percent over last year's wage rate of \$16.21.
- For interns at the master's degree level, the average hourly wage rate is \$21.90, down just 0.1 percent from \$21.93 reported last year.
- Class year and academic major show distinct differences in hourly wage rates for interns.
 - For interns in the freshman class, the hourly pay rate is \$14.53 compared to \$17.47 for interns who are seniors.
 - Among majors at the bachelor's degree senior level, the highest pay rates are for engineering students, who earn on average \$20.36 per hour.
- The pay rates for co-op students follow the same pattern as for interns. The average hourly wage for a bachelor's degree co-op is \$16.23, compared to the average hourly wage of \$20.58 for a co-op at the master's degree level.
- Just over 80 percent of respondents have plans to offer some type of benefits to their interns, with almost three-quarters having plans to offer benefits to co-ops.
- The most popular benefits continue to be the least expensive, with planned social activities, paid holidays, and recognition for work service time topping the lists.
- Relocation assistance is offered to interns by approximately 54 percent of respondents, and 47 percent of respondents offer relocation assistance to co-op students.
 - The most popular forms of relocation assistance for both interns and co-ops are housing stipends and moving allowances.
 - The median dollar value of the relocation assistance is slightly higher this year for interns at \$1,650, but it remains the same as 2012, at \$1,500, for co-ops.

CONVERSION AND RETENTION

- The conversion rate for interns dropped this year to 48.4 percent. The conversion rate in last year's survey was an all-time high of 58.6 percent.
- Contributing to the decline in the conversion rate is the fact that employers made full-time offers to 56.5 percent of their interns, compared to more than 60 percent last year. While fewer offers were made, the acceptance rate remained almost unchanged, going from 86.5 percent last year to 85.6 percent this year.
- The conversion rate for co-op students bumped up slightly from 35.9 percent in 2012 to 36.9 percent in 2013.

- The rate at which employers made full-time offers to their co-op students rose dramatically by 10 percent this year, increasing from 38.8 percent to 48.8 percent. And, even though co-op students accepted offers at a lower rate, 75.5 percent this year compared to 89.8 percent last year, the overall conversion rate increased accordingly.
- The retention rates of full-time hires who came from an employers' own internship/co-op program are higher than the rates of those hires that either completed an internship/co-op with another employer or completed no internship/co-op at all.
 - Respondents who hired interns/co-op students from their own programs retained 88.9 percent of these hires after one year. And, for those hires with no internship/co-op experience at all, slightly less than 80 percent were retained.
 - After five years, the retention rates are lower in both cases, with 72.9 percent of hires coming from an organization's own internship/co-op programs being retained, and 66.4 percent of hires retained with no internship/co-op experience.

Get the
Full
Report



See [www.nacweb.org/
intern-co-op-survey/](http://www.nacweb.org/intern-co-op-survey/) for
details about how to order.



APPENDIX

SURVEY RESPONDENTS

Of the 306 participants in the survey, 235 agreed to be identified. The following is a listing of those participants.

ADP	C.H. Robinson Worldwide, Inc.	Delphi Automotive Systems, LLC	General Electric Company
Advanced Micro Devices, Inc.	C&S Wholesale Grocers, Inc.	Dick's Sporting Goods	Genworth Financial
Agilent Technologies, Inc.	California ISO	Discover Financial Services	Georgia Tech Research Institute
Air Products & Chemicals Inc.	Campbell Soup Company	Dominion Enterprises	Grande Cheese Company
Akamai	Carpenter Technology Corporation	Duff & Phelps LLC	Great River Energy
Alcatel-Lucent	CGI Federal	Duke Energy Corporation	GROWMARK, Inc.
Ally Financial	CH2M HILL	dunnhumbyUSA	GuideStone Financial Resources
American Axle & Manufacturing Holdings, Inc.	Champion Technologies	DuPont	Hajoca Corporation
AmeriHealth Mercy Family of Companies	Chevron Corporation	Dynetics Inc.	Hazen and Sawyer P.C.
Amgen Inc.	Chevron Phillips Chemical Company LP	eBay Inc.	HCL America, Inc.
Applied Materials Inc.	Citrix Systems, Inc.	Ecolab Inc.	HITACHI Consulting
ARAMARK	City Furniture	Embassy of Australia	HNTB Companies
ArcelorMittal USA	Clever Devices	Emerson Process Management Llp	Honda R&D Americas, Inc.
Arup & Partners	Cliffs Natural Resources	Energy Services, Inc.	Huntington Bank
Ascend Performance Materials	CNA	Epsilon	Huntington Ingalls Industries
Bank of America	Comcast Corporation	Ernst & Young LLP	IBM Corporation
Bankers Life & Casualty Co.	ConAgra Foods, Inc.	Farmland Foods	ICF International
BASF Corporation	ConocoPhillips	Federal Energy Regulatory Commission	INEOS
Battelle Memorial Institute	Constellation Brands	Federal-Mogul Corporation	International Flavors & Fragrances, Inc.
Bayer Business & Technology Services	Consumers Energy Co.	FirstEnergy Corporation	Invensys Inc.
Bechtel Bettis, Inc.	Continental AG	FMC Corporation	Itron
Bell Helicopter Textron Inc.	Country Insurance & Financial Services	Foster Wheeler AG	JPMorgan Chase & Company
Blackbaud, Inc.	Crestron Electronics	Freddie Mac	Kearney & Company
Brocade Communications Systems, Inc.	Cummins Inc.	Fresh & Easy Neighborhood Market	Kennedy & Coe LLC
Burns & McDonnell Engineering Co. Inc.	Dallas Central Appraisal District	GAF Corporation	Koch Industries, Inc.
Bushnell Outdoor Products	Daymon Worldwide	GAP Inc.	KPMG LLP
	Dell, Inc.	General Dynamics C4 Systems	Lend Lease Inc.

Lennox International Inc.	Novo Nordisk Inc.	Sandia National Laboratories	The Schwan Food Company
Liberty Mutual Insurance Company	OCC	Sasol North America Inc.	The Shaw Group Inc.
Longview Fibre Paper and Packaging, Inc.	Olympus Corporation of the Americas	Savannah River Nuclear Solutions	The Vanguard Group
LyondellBasell Industries	Pacific Gas and Electric Company	Save-A-Lot	The Williams Companies
Macy's, Inc.	Panduit Corp.	SCA Americas	Thurgood Marshall College Fund
Marsh Inc.	Pariveda Solutions Inc.	Schaeffler Group USA Inc.	TIC-The Industrial Company
Mattress Firm	Parsons	Schlumberger Oilfield Services	Tindall Corporation
Maximus	Partnership for Public Service	Schneider Electric	Towers Watson
Mayo Clinic	Phillips 66	Seagate Technology	Toyota Motor Engineering & Manufacturing North America
McKesson Corporation	Plexus Corp.	Shawmut Design and Construction	Toys "R" Us, Inc.
Mercer	Polaris Industries, Inc.	Siemens Corporation	Transamerica
Merck & Co., Inc.	PPL Corporation	Southern California Edison Co.	TTX Company
Meritor Inc.	Praxair, Inc.	Southwest Airlines Co.	Turner Broadcasting System, Inc.
Michelin North America	Premier Inc.	Southwestern Company	Turner Construction Company
Micron Technology, Inc.	Printpack Inc.	Speedway LLC	U.S. Air Force
Milliken & Company	Procter & Gamble Co.	Sprint Nextel	U.S. Comptroller of the Currency
Modern Woodmen of America	Progressive Insurance	State Farm Insurance Cos.	U.S. Postal Service
Moen Incorporated	Protiviti Inc.	State Street Corporation	United Services Automobile Association
Murphy Oil USA, Inc.	Prudential	Stryker Corporation	United Water
Mylan, Inc.	Raytheon Company	SWIFT	Valero Energy Corporation
NASA - Johnson Space Center	Regeneron Pharmaceuticals, Inc.	Takata	Victaulic Company of America
Naval Surface Warfare Center - Dahlgren	Resurgent Capital Services	TASC	VistaPrint USA, Inc.
Nestle USA	Return Path, Inc.	Tenaris USA	W.W. Grainger, Inc.
NetApp	Rhodia Inc.	Tennessee Valley Authority	WellPoint, Inc.
NEW Customer Services Company	Robert Bosch LLC	Teradata Corporation	Westinghouse Electric Company
Newell Rubbermaid	Rockwell Collins	Texas Instruments Incorporated	Woolpert LLP
Newmont Mining Corporation	ROHM Semiconductor USA, LLC	The Boeing Company	WPX Energy
Nexen, Inc.	Rolls-Royce Corporation	The Conti Group	Zachry
NiSource	Rosetta	The Hanover Insurance Group	Zappos.com
Northern Tier Energy	Ross Stores Inc.	The Lubrizol Corporation	
Northrop Grumman Corporation	ru21	The MathWorks Inc.	
	San Diego Gas & Electric Co.	The Rehmann Group	



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