NACE’s seventh annual Student Survey was conducted February 15, 2013, through April 30, 2013. A total of 37,874 students at 646 NACE-member institutions took part, including 9,715 seniors earning bachelor’s degrees. Data reported here reflect responses from those seniors.
STUDENT EXPECTATIONS AND PREFERENCES

Top two reasons for choosing a major:

01
MAJOR LEADS TO A SPECIFIC CAREER

02
APPEAL OF SUBJECT MATTER

Graduates say they would most like to work in:

Government
Human Services
Professional Services
Consulting
Social Services
Education

When considering a job new grads look for:

Casual atmosphere
Clearly defined assignments
Diversity of the work force
Friendly co-workers
Good benefits

When weighing a job offer, new grads look for:

Opportunity for personal growth
Friendly co-workers
Job security
Good benefits package
Recognition for good performance

Which benefits matter most:

Annual salary increase
401(k) company match
Tuition reimbursement

What about medical insurance?

Prior to 2012, employer-paid medical insurance was the overwhelming top choice as a benefit graduates sought from an employer. With the passage of the Affordable Care Act (ACA), that is no longer the case. Graduates still value employer-paid medical insurance, but its crucial position has diminished with the continuing access many will have to their parents’ health insurance until age 26.
THE JOB SEARCH

When seeking information about an employer, Class of 2013 grads were most likely to use:
- Employer websites
- Friends
- Parent/relatives
- Career/job fairs
- Faculty

Who influenced them in their job search?
- Friends
- Parents
- Faculty

How many used their career services office?
- 79% use career services during their senior year

What services did they want?
- Resume writing/reviewing
- Job listings

Which services are most helpful?
- Resume writing/reviewing
- Job listings
- Practice interviews
Social Media in the Job Search

Which social networking sites did graduating students use in the job search?

- 87.3% FACEBOOK
- 82.9% LINKEDIN
- 54.1% TWITTER

New grads entering the work force:

- 43.1% Believe it is okay for employers to review candidates’ social profiles
- 74.2% Expect employers to review candidates’ social media profiles
- 95.1% Have a social media profile

69.6% LINKEDIN Site they believe is most effective
63% graduating seniors held internship or co-op positions

47.8% of those with an internship were unpaid

67% of paid interns at for-profit organizations were offered full-time jobs
Majors most likely to get job offers

69% Computer science majors
62% Economics majors
61% Accounting majors

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