PLANS AFTER GRADUATION

- Post-graduate plans support the idea that the job market for new college graduates is improving: A larger percentage of the Class of 2015 (60.8 percent) planned to enter the work force than was the case with those graduation from 2012 through 2014.
- At the same time, a slightly smaller portion of the class planned to enroll immediately into another degree program (22.7 percent versus 23.4 percent in 2013 and 2014).
- Graduates majoring in computer science, education, and finance were most likely to expect to enter the work force immediately.
- Biology, history, philosophy, the physical sciences, psychology, and theology majors were most likely to plan to continue their education immediately following graduation.
- Least sure of what to do following graduation were English, interdisciplinary studies, parks/recreation, sociology, and visual/performing arts majors.
- By gender, men were more likely than women to plan to enter the work force.
- Students with a high GPA (3.5 to 4.0) were most likely to plan to further their education immediately.
- More than three-quarters of those who planned to continue their education had already applied to a program.
- Most of those applying to an advanced degree program received one offer (55.6 percent).
- Overall, women pursuing advanced education fared better than their male counterparts in receiving and accepting an offer to attend an advanced program (57.7 percent versus 52 percent).

The Class of 2015 Student Survey— the ninth iteration of this survey—extensively explores what students planned to do after graduation, what characteristics they were looking for in a job, how much they expected to earn (and what they were offered), what resources they used in the job search, their internship experience, and, ultimately, how successful they were in the job search.

Through NACE’s college members, the survey was administered from February 11, 2015, through April 30, 2015, to 39,950 students at the associate, bachelor’s, master’s, and doctoral degree levels.

The focus of this report is the 9,184 bachelor’s degree students who indicated that they would be graduating—or already had graduated—during the 2014-2015 academic school year (July 1, 2014, through June 30, 2015), and were thus members of the Class of 2015.
SUCCESS IN THE JOB SEARCH

- Overall, the Class of 2015 saw the highest offer rate—50.6 percent—of any graduating class since the recession.
- Most students who applied for jobs received one or two offers (one: 62.6 percent; two: 27 percent).
- The Class of 2015 had the lowest acceptance rate since the Class of 2012 (58 percent versus 62.5 percent).
- More than one-fourth of all students who had applied to jobs prior to graduation had accepted an offer (29.3 percent).
- Asian-American women, African-American men, and white men were far most likely to have accepted an offer.
- By field of study, among those who had applied for a job, those earning degrees in accounting, computer science, engineering, and finance were most likely to have landed a job.

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THE JOB SEARCH

• Nearly all job-seeking students (98.2 percent) said they use employer websites in their job search, and employer websites were rated as the most effective resource, with 80.4 percent of students rating them as very or extremely effective.

• Career fairs are also popular among job-seeking students; 88.4 percent said they attended career/job fairs, and 62.1 percent rated them as either very or extremely effective.

• Company representatives also earned high ratings in terms of effectiveness: Two-thirds of students rated them as very or extremely effective resources.

• Students have become increasingly disposed toward seeking help from alumni, with more than 69 percent identifying alumni as a resource, and more than 59 percent identifying alumni as a very or extremely effective resource.

• The largest groups of students identified LinkedIn (60.6 percent), Indeed (49.1 percent), individual company websites (41.9 percent), and career center websites (40.8 percent) as sources for information on employers.

• In terms of the types of information they seek through job-search sites, current job openings and salary/compensation information top their list.

• In general, job-seeking students were lukewarm about social networking as part of the job search. Although more than three-quarters of job-seeking students used social networking, less than half rated it as a very or extremely effective resource. Privacy issues related to social networking remain a concern among students.

• However, when asked about specific social networking sites, 87.4 percent of students said they used LinkedIn in their job search and nearly 70 percent found it very or extremely effective.

• More than half of job-seeking students make multiple visits to their career center during a single semester. In fact nearly 22 percent of job-seeking students made four or more visits per semester, and 29.3 percent visited two or three times a semester.

• Visiting students were most likely to seek job listings, resume writing/reviewing, and job-search assistance from their career center. Job listings and resume reviews earned high marks in terms of their helpfulness.
INTERNSHIPS

• Nearly two-thirds of responding students (65.4 percent) said they participated in an internship, co-op, or both.

• Internships were more common than co-op experiences.

• More than half (58.8 percent) of those taking part in an internship or co-op did so with a private, for-profit company.

• More than half of interns were paid (60.8 percent).

• Unpaid internships were most common in the social services industry.

• Three-quarters of students who participated in an internship or co-op said they were very or extremely satisfied with their experience.

• Just 6.2 percent of those serving an internship/co-op said they were dissatisfied, and most cited lack of focus on their personal development and lack of meaningful work duties as drivers of their dissatisfaction.

• Not surprisingly, their level of satisfaction played a key role in determining whether an intern/co-op would be likely to accept an offer of full-time employment for the employer. Nearly 60 percent of those who said they were extremely satisfied said they were also extremely likely to accept a job offer from their employer.

• Those serving internships/co-ops enjoy a distinct advantage in the job market over those who lack such experience. Overall, 56.5 percent of students who performed an internship/co-op received at least one job offer, while those only 36.5 percent of those with no internship/co-op experience received at least one job offer.

• Paid interns/co-ops with private, for-profit companies enjoyed the highest offer rate (72.2 percent).

• Offer rates for students in unpaid positions ranged from 33.8 percent to 50.0 percent, depending on whether the position was with a private, for-profit organization, state/local government, or federal agency.

• Paid interns/co-ops at private, for-profit companies also enjoyed higher starting salary offers; their median offer was $53,521.
STUDENT EXPECTATIONS AND PREFERENCES

- Students expressed a near universal preference for jobs/employers that offered them personal growth opportunities (93.2 percent), and strong preferences for job security (86.2 percent) and a good benefits package (79.9 percent).

- Women (72.7 percent) were more like than men (58.1 percent) to prefer a job that enabled them to improve their community.

- Women (67.0 percent) also expressed more interest than men (50.8 percent) in working for a diversity-oriented employer. Such an employer was profoundly important to African-American students (91.6 percent).

- In terms of benefits, overall students expressed a preference for 1) more than two weeks of vacation, 2) tuition reimbursement for advanced education, 3) a company-matched 401(k) program, 4) 100 percent employer-paid medical insurance, and 5) guaranteed annual salary increases.

- Education and healthcare stood out as the most popular industries among job-seeking students.

- In terms of salary expectations, student who planned to enter the work force anticipated an overall median starting salary of $40,547.

- Computer science ($57,273), engineering ($61,001), and engineering technology ($56,563) majors had the highest starting salary expectations.

- The likelihood a student would accept a job offer was directly tied to salary expectations. Overall, students who had accepted an offer had a median starting salary expectation of $49,759—and their actual median starting salary was 1 percent higher at $50,240.

- Conversely, those who refused offers had a median starting salary expectation of $41,251, but their actual median starting salary offer fell almost 10 percent shy of that mark at $37,412.

- Students’ starting salary expectations match cost-of-living increases. In fact, in comparing the median salary expectation in 2010 ($37,304) to the current median reveals slightly lower expectations. The current overall median expectation—$40,547—translates into $37,050 in 2010 dollars.

Interested?

Order the full report at www.naceweb.org/surveys/student.aspx
APPENDIX: PARTICIPATING SCHOOLS

ABC Beauty Academy
Abilene Christian University
Abraham Baldwin Agricultural College
Abraham Lincoln University
Academy for Five Element Acupuncture
Academy of Chinese Culture and Health Sciences
Academy of Cosmetology and Esthetics NYC
Academy of Couture Art
Academy of Esthetics and Cosmetology
Academy of Salon and Spa
Access Careers
Acupuncture and Massage College
Advance Science Institute
Adventist University of Health Sciences
Air Force Institute of Technology – Graduate School of Engineering
Alabama Southern Community College
Alabama State University
Alamo Community College District Central Office
Alaska Christian College
Alaska Pacific University
Albany State University
Albright College
Alfred University
Allegheny College
Alma College
American Commercial College – Abilene
American Indian College of the Assemblies of God Inc
American Institute of Interior Design
American Institute of Medical Sciences & Education
American Sentinel University
Anderson University
Andrew College
Andrews University
Angelo State University
Anthem College – Phoenix
Appalachian State University
Aquinas College
Argosy University – Los Angeles
Argosy University – Phoenix
Argosy University – Phoenix Online Division
Arizona Automotive Institute
Arizona State University – Downtown Phoenix
Arizona State University – Polytechnic
Arizona State University – Tempe
Arizona State University – West
Arizona Western College
Arkansas Beauty College
Arkansas College of Barbering and Hair Design
Arkansas State University – Beebe
Arkansas State University – Main Campus
Arkansas Tech University
Ashland University
Athens State University
Atlantic Cape Community College
Auburn University
Aurora University
Aveda Institute – Denver
Averett University
AVTEC – Alaska’s Institute of Technology
Azusa Pacific University
Babson College
Baker College Center for Graduate Studies
Baker College of Flint
Baker College of Muskegon
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Chandler-Gilbert Community College
Chapman University
Chicago State University
Chisholm Trail Technology Center
Christian Brothers University
Cincinnati State Technical and Community College
City Colleges of Chicago-Olive-Harvey College
City University of Seattle
Claremont Graduate University
Clarion University of Pennsylvania
Clayton State University
Clemson University
Coastal Carolina University
Coker College
College of Coastal Georgia
College of Saint Benedict
College of the Desert
College of William and Mary
Colorado College
Columbia College
Columbia College of Nursing
Columbus State Community College
Community College of Denver
Community College of Rhode Island
Concordia University – Irvine
Concordia University – Nebraska
Concordia University – Wisconsin
Cornell College
Cornerstone University
Creighton University
CUNY Borough of Manhattan Community College
CUNY Brooklyn College
CUNY City College
CUNY Graduate School and University Center
CUNY Hostos Community College
CUNY Hunter College
CUNY Queens College
CUNY Queensborough Community College
Curry College
Dalton State College
Dartmouth College
Darton State College
Davenport University
Daymar College – Louisville
Defiance College
Delta College
DePaul University
DeSales University
 DeVry University’s Keller Graduate School of Management – California
Diablo Valley College
Dominican College of Blauvelt
Donnelly College
Drake University
Drexel University
Drury University
Durham Technical Community College
East Central University
East Los Angeles College
Eastern Gateway Community College
Eastern Illinois University
Eastern Kentucky University
Eastern Maine Community College
Eastern Michigan University
Eastern University
Eastern Washington University
Eckerd College
El Paso Community College
Elmhurst College
Elon University
Embry-Riddle Aeronautical University – Daytona Beach
Embry-Riddle Aeronautical University – Worldwide
Emory University
Emporia State University
Essex County College
Evangel University
Everest Institute – Gahanna
Fairmont State University
Fayetteville State University
Kean University
Kennesaw State University
Kent State University
at Ashtabula
Kent State University
at East Liverpool
Kent State University at Geauga
Kent State University at Kent
Kent State University at Salem
Kent State University at Stark
Kent State University at Trumbull
Kent State University at Tuscarawas
Kentucky State University
Kentucky Wesleyan College
Kirtland Community College
La Salle University
La Sierra University
Lafayette College
Laguna College of Art and Design
Lake Superior State University
Lakeland College
Lakeview College of Nursing
Lander University
Lansing Community College
LeTourneau University
Lewis & Clark College
Lewis University
Liberty University
Lincoln Memorial University
Lincoln University of Pennsylvania
Lindenwood University
Lindsey Institute of Cosmetology
LIU Brooklyn
Lorain County Community College
Los Angeles Harbor College
Louisiana State University and Agricultural & Mechanical College
Louisiana State University Health Sciences Center – New Orleans
Louisiana State University – Alexandria
Louisiana State University – Eunice
Louisiana State University – Shreveport
Louisiana State University – System Office
Louisiana Tech University
Loyola University Chicago
Loyola University New Orleans
Luzerne County Community College
Macomb Community College
Madisonville Community College
Malone University
Manchester University
Manhattan College
Marian University
Marist College
Marquette University
Mars Hill University
Marshall University
Martin University
Marymount University
Maryville College
Mayville State University
McMurry University
Medaille College
Medical College of Wisconsin
Mercy College
Mercy College of Ohio
Mesa Community College
Miami University – Oxford
Michigan State University
Mid Michigan Community College
MidAmerica Nazarene University
Middlesex County College
Midlands Technical College
Millsaps College
Milwaukee School of Engineering
Mississippi State University
Missouri Baptist University
Missouri College
Missouri State University – Springfield
Missouri University of Science and Technology
Missouri Valley College
Missouri Western State University
Monmouth University
Montana State University
Point Park University
Prairie View A & M University
Principia College
Providence College
Purdue University – Calumet Campus
Purdue University – Main Campus
Quincy University
Ramapo College of New Jersey
Raritan Valley Community College
Regent University
Remington College – Tampa Campus
Rhode Island College
Rhode Island School of Design
Rider University
Ripon College
Roberts Wesleyan College
Rock Valley College
Rockhurst University
Rocky Mountain College
Rowan University
Rutgers University – Camden
Rutgers University – New Brunswick
Sacred Heart University
Saginaw Valley State University
Saint Ambrose University
Saint Francis University
Saint Johns University
Saint Joseph’s College – New York
Saint Joseph’s University
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San Diego City College
San Diego Mesa College
San Diego State University
San Francisco State University
San Joaquin Valley College – Ontario
Sanford-Brown Institute – Pittsburgh
Santa Clara University
Savannah State University
Schreiner University
Seattle University
Seton Hall University
Seton Hill University
Seward County Community College and Area Technical School
Shawnee State University
Shorter University
Signature Healthcare Brockton Hospital School of Nursing
Simpson College
Southeast Community College Area
Southeastern Oklahoma State University
Southeastern University
Southern Adventist University
Southern Arkansas University Main Campus
Southern California University of Health Sciences
Southern Maine Community College
Southern Methodist University
Southern Nazarene University
Southern New Hampshire University
Southern University at New Orleans
Southwest Baptist University
Southwest Minnesota State University
Southwest University at El Paso
Southwestern Adventist University
Southwestern Assemblies of God University
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Southwestern Michigan College
Southwestern Oklahoma State University
Southwestern University
Spelman College
Spring Arbor University
Springfield College
Springfield College – School of Human Services
Stetson University
University of Central Florida
University of Central Missouri
University of Colorado Boulder
University of Colorado Springs
University of Colorado Denver
University of Dallas
University of Delaware
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University of Evansville
University of Florida
University of Hartford
University of Houston
University of Houston – Clear Lake
University of Houston – Downtown
University of Idaho
University of Illinois at Urbana – Champaign
University of Indianapolis
University of Iowa
University of Kansas
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University of La Verne
University of Louisville
University of Maine
University of Maine at Augusta
University of Maine at Fort Kent
University of Maine at Machias
University of Massachusetts – Boston
University of Massachusetts – Dartmouth
University of Medicine and Dentistry of New Jersey
University of Miami
University of Michigan – Ann Arbor
University of Mississippi
University of Missouri – Columbia
University of Missouri – Kansas City
University of Missouri – St Louis
University of Nebraska at Kearney
University of Nebraska at Omaha
University of Nebraska – Lincoln
University of Nevada – Reno
University of New Haven
University of New Mexico – Gallup Campus
University of New Mexico – Main Campus
University of North Carolina at Chapel Hill
University of North Carolina at Charlotte
University of North Carolina at Greensboro
University of North Carolina System Office
University of North Florida
University of North Georgia
University of North Texas
University of North Texas Health Science Center
University of North Texas System
University of Northern Colorado
University of Oklahoma – Norman Campus
University of Oregon
University of Pennsylvania
University of Phoenix – Central Florida Campus
University of Phoenix – Chicago Campus
University of Phoenix – Madison Campus
University of Phoenix – San Antonio Campus
University of Phoenix – South Florida Campus
University of Pittsburgh – Pittsburgh Campus
University of Puerto Rico – Bayamon
University of Redlands
University of Rio Grande
University of South Carolina – Aiken
University of South Carolina – Columbia
University of South Carolina – Upstate
University of South Florida – Main Campus
University of South Florida – St Petersburg
University of Southern California
University of Southern Maine
University of Southern Mississippi
University of St Augustine for Health Sciences
University of St Francis
University of St Thomas
University of Texas Southwestern Medical Center
University of the Cumberlands
University of the Ozarks
University of the Pacific
University of the Southwest
University of Toledo
University of Virginia – Main Campus
University of Washington – Bothell Campus
University of Washington – Seattle Campus
University of West Alabama
University of Wisconsin Colleges
University of Wisconsin – Eau Claire
University of Wisconsin – Green Bay
University of Wisconsin – Madison
Upper Iowa University
Utah Valley University
Utica College
Valdosta State University
Valencia College
Valparaiso University
Vanderbilt University
Vassar College
Virginia Military Institute
Wabash College
Wake College
Wake Forest University
Wake Technical Community College
Walden University
Waldorf College
Walsh University
Warner Pacific College
Washington Adventist University
Washington and Lee University
Washington College
Washington State University
Washington University in St Louis
Wayland Baptist University
Wayne County Community College District
Wayne State University
Wenatchee Valley College
West Kentucky Community and Technical College
West Los Angeles College
West Texas A & M University
West Virginia Junior College – Morgantown
West Virginia State University
West Virginia University
Westchester School of Beauty Culture
Western Iowa Tech Community College
Western Kentucky University
Western New England University
Western Technical College
Western Washington University
Westminster College
Wheaton College
Whittier College
Wiley College
Wilkes University
William Paterson University
University of New Jersey
Wilmington University
Wingate University
Winston-Salem State University
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Xavier University
Yale University
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