In Fiscal Year 2017 (FY17), NACE successfully achieved many of its multi-year, strategic objectives:

✔ **NACE COMMUNITY**
Using state-of-the-art technology, NACE members share information, facilitate conversations, vocalize diverse viewpoints, and expand access to content and resources.

✔ **NACE CENTER FOR CAREER DEVELOPMENT AND TALENT ACQUISITION**
The NACE Center provides data-driven insights and analysis to demonstrate the value of higher education, impact strategic thinking around college talent and the labor market, and translate analysis into actions for members, public policymakers, leaders in industry and higher education, and the public at large. Partnerships with leaders in content and research will be a driving force in the years ahead.

✔ **PRINCIPLES FOR ETHICAL PROFESSIONAL PRACTICE**
The Principles were revised by the Principles for Ethical Professional Practice Committee and feedback from the field to serve as a foundation for professional and ethical conduct within the field.

✔ **FIRST-DESTINATION – CLASS OF 2016**
The First-Destinations for the Class of 2016 survey reported a significant increase in the number of participating schools (31% increase) and the number of graduate outcomes reported (39% increase).

✔ **CAREER READINESS INITIATIVE**
NACE advanced the objectives of the Career Readiness Initiative by introducing new content, events, and partnerships within the United States and Canada.

✔ **NACE STRATEGIC PLAN**
NACE’s strategic plan was written to reflect evolving member needs and the association’s goals and vision for the next three years.

As a member organization, we continue to rely on our members’ willingness to provide insight and leadership. Thank you for your personal contributions and for continuing to support NACE!
Members Leading the Profession

In FY17, 129 NACE members served on three standing committees and 11 strategic priority committees to advance the association and the profession through a variety of NACE initiatives.

Standing Committees
- Executive Committee
- Finance and Audit Committee
- Sourcing and Nomination Committee

Strategic Priority Committees
- 2017 Conference Program Committee
- Advocacy Advisory Committee
- Conference First Timer Task Force
- Graduate Student Membership Task Force
- Honors and Awards Committee
- Inclusion Awareness Committee
- Leadership Advancement Program Committee
- Membership Ambassador Program Committee
- Member Engagement Task Force
- Principles for Professional Practice Committee
- Revised Principles Launch Task Force

2016-17 NACE Board of Directors

Front Row (left to right): Christopher Carlson, Vice President-Employer; Norma Guerra Gaier, Vice President-College; Glen Fowler, President-Elect; Kathleen Powell, President; Dawn Carter, Past President; Marilyn Mackes, NACE Executive Director

Back Row (left to right): Margaret Paulin, Employer Director; Susan Brennan, College Director; Tim Harding, College Director; Jennifer Lasater, College Director; Pamela Webster, Employer Director; Carlena Harris, Employer Director; O. Ray Angle, College Director; Caroline Cunningham, Employer Director
MEMBERSHIP

- **11,647 Members** FY17
- **10,753 Members** FY16
- **9,630 Members** FY15

CALL FOR VOLUNTEERS

- **163** Mentors
- **48** Journal Writers
- **35** Bloggers

RESEARCH

- **4,140** Survey Participants
- **13** Survey Reports

PROFESSIONAL DEVELOPMENT

- **76** Events
- **4,991** Unique Registrants
- **309** On-Demand Webinars

Expanded Programs

- *Personal Development Series* webinars were offered free to NACE members and provided skill-based training to 2,278 unique registrants.
- *NACE Viewpoint* webinars created personalized experiences for webinar presenters and registrants using camera-enabled technology.

Newly Launched Programs

- Employers benefitted from *Assessing the University Relations and Recruiting* on-site training.
- *Career Readiness Roundtables* increased the knowledge and use of NACE Career Readiness competencies and resources.
2017 NACE ANNUAL REPORT

SPECIAL INITIATIVES

FIRST-DESTINATION SURVEY FOR THE CLASS OF 2016

NACE has significantly expanded its reach on campuses nationwide reporting outcomes on more than 650,000 graduates from 358 schools. NACE also partnered with the Association for Institutional Research (AIR) on a Collaborating on Graduate Outcomes panel at the NACE Public Policy Forum.

BENCHMARK COMPENSATION REPORTS

Two new annual compensation reports provide an expanded view of core positions, including detailed information on tenure, salary, bonus, and employee benefits.

NACE PRINCIPLES FOR ETHICAL PROFESSIONAL PRACTICE

NACE unveiled the revised—and renamed—Principles for Ethical Professional Practice at NACE17 with a practitioner-led concurrent session that featured Q&A. Members not in attendance had the opportunity to learn more about the revised Principles through a special webinar held in July 2017.

CAREER READINESS

NACE advanced its career readiness goals through:

- New Career Readiness Resources
- Career Readiness Roundtables
- NACE17 Innovation Challenge: Career Readiness
- NACE Center’s partnership at the Competency Symposium 2017 in Clemson, South Carolina
- Career Readiness and Employability keynote address at the Better Together Conference in Vancouver, British Columbia, Canada
VIVA LAS VEGAS

KEYNOTE SPEAKERS

Sarah Lewis  Mike Walsh  Dr. Tracey Wilen  Richard Montañez

#NACE17 THE POWER OF WE
Launched in February 2017, the NACE Community achieved record-breaking member engagement numbers.

**MEMBER LOGINS**

- **40%** MEMBER LOGINS within 3 months

  *Industry Average: 20% member logins within 3 months*

**MEMBER POSTS**

- **138 POSTS** within the first week

  *Industry Average: 115-170 posts within the first month*

- **1,833 POSTS** (February – June 2017)

- **4,613 UNIQUE LOGINS** (February – June 2017)
NACE advanced its advocacy efforts by meeting with nationally recognized, public policymakers, legislators, and leaders in associations, industry, and higher education, including:

- American Association for Employment in Education (AAEE)
- American Council on Education (ACE)
- American Society for Engineering Education (ASEE)
- Association for Institutional Research (AIR)
- Association of American Colleges & Universities (AAC&U)
- Association of Public and Land Grant Universities (APLU)
- Business and Higher Education Forum (BHEF)
- Council of Graduate Schools (CGS)
- NAFSA: Association of International Educators
- United States Chamber of Commerce
- United States Department of Education
- White House Office of Science and Technology

POSITION STATEMENTS

NACE Position Statement: Executive Order – Protecting the Nation from Foreign Terrorist Entry Into the United States

NACE Signs Position Statement from the Association of Geographers Regarding Office of Science and Technology Policy (OSTP) Appointments
## Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Short-Term Investments</td>
<td>$5,591,465</td>
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<tr>
<td>Accounts Receivable</td>
<td>38,362</td>
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<tr>
<td>Property &amp; Equipment, net</td>
<td>611,409</td>
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<tr>
<td>Long-Term Investments</td>
<td>8,348,941</td>
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<tr>
<td>Other Assets</td>
<td>170,564</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$14,760,741</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Liabilities &amp; Net Assets</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$1,204,413</td>
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<tr>
<td>Accrued Expenses</td>
<td>330,700</td>
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<tr>
<td>Deferred Revenue</td>
<td>1,248,445</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>2,783,558</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
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<tr>
<td>Unrestricted</td>
<td>11,977,183</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>11,977,183</strong></td>
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</tbody>
</table>

| Total Liabilities & Net Assets              | **$14,760,741**  |

## Statement of Activities

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications</td>
<td>$164,344</td>
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<tr>
<td>Membership</td>
<td>1,792,681</td>
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<tr>
<td>Conference and Education</td>
<td>3,534,825</td>
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<tr>
<td>Web-Related</td>
<td>563,079</td>
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<td>Other Revenues</td>
<td>25,976</td>
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<td><strong>Total Revenues</strong></td>
<td><strong>6,080,905</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications</td>
<td>$317,166</td>
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<tr>
<td>Conference and Education</td>
<td>3,963,437</td>
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<td>Web-Related</td>
<td>455,102</td>
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<tr>
<td>Administrative Services</td>
<td>1,569,796</td>
</tr>
<tr>
<td>Other</td>
<td>170,407</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>6,475,908</strong></td>
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</tbody>
</table>

**Results of Operations**                     **$ (395,003)**

**Investment Gain**                            **$ 923,333**

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**Note:** This financial statement for fiscal year July 1, 2016 – June 30, 2017 reflects the audited report prepared by Campbell, Rappold & Yurasits LLP, Certified Public Accountants.