Executive Summary

This report is the third in an annual series of reports detailing the compensation of the core positions involved in college recruiting at employer organizations. For many years, NACE has inquired of its employer member organizations about the average base salary for individuals working in corporate college recruiting. However, beginning in 2016, we sought to provide a more comprehensive picture of the compensation package connected with these positions, including not just the base salary but also bonus compensation and an array of benefits offered that are likely to be available.

This iteration of the survey was conducted among NACE employer members during the summer of 2018. The survey was open from June 5, 2018, until September 4, 2018. It was sent to 930 employer organizations, and responses were received from 229 member companies—a 24.6 percent response rate.

Data were collected by individual position for the following elements:
• Tenure in the position;
• Base salary;
• Formal salary range for the position;
• Past year’s salary change;
• Bonus eligibility; and
• Bonus paid.

For the most part, the information reported for these elements was based on the weighted average responses. Weighting for each response was based on the number of individuals (incumbents) occupying the position at the respondent organization. In those cases where the data are company-wide in nature, such as bonus eligibility, the information is based on the simple averages of the responding organizations.
Data were also collected on:
• Insurance provided (medical, dental, vision, and life);
• Paid time off (holidays and vacation);
• The 401(k) plan; and
• Tuition reimbursement.

Since benefits are assumed to be company-wide in nature, all the reporting on benefits is based on the simple averages of the responding organizations.

Data for all elements (individual compensation and company-wide benefits) are presented for the responding group as a whole and then broken out by company size and region. The only instances where this is not the case are those situations, such as the provision of medical insurance benefits, where the response is nearly universal in nature (virtually every responding company provides the benefit) there is no need to differentiate by size or region.

For purposes of this survey, regions are defined as follows:

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Key Findings

• **The average tenure of recruiters appears to be increasing.** Whereas the tenure of recruiter was no more than two years in NACE’s 2016 survey, it is now between four and five years. Tenure for coordinators is still very short. The average incumbent in the coordinator position has no more than two years of experience.

• **Average salaries** by position are as follows:
  - Director – $118,194
  - Manager – $91,522
  - Recruiter – $69,010
  - Coordinator – $57,654

• **Salaries in college recruiting have increased across the board since 2016, with the greatest increases appearing in those positions with the greatest volatility.** The average salaries for the recruiter and coordinator positions have increased significantly more than those for director and manager. The increases since 2016 are as follows:
  - Director – 3.5 percent
  - Manager – 0.9 percent
  - Recruiter – 7.3 percent
  - Coordinator – 10.9 percent

• **Virtually all of the incumbents in these recruiting positions received an increase in base compensation in 2018.** However, the average compensation increase did differ by position; managers tended to receive the largest increases (4.4 percent on average) and coordinators the smallest (2.4 percent).

• The apparent contradiction between the large increase in the average salary of coordinators and the relatively low annual increase in compensation for this position may be explained by the volatility in the position. Apparently, **it costs a company considerably more to replace an incumbent coordinator than it does to keep one.**
• In addition to base salary, positions other than coordinator were eligible to receive a bonus. The **average bonus compensation was**:
  - Director – $16,283
  - Manager – $6,883
  - Recruiter – $4,588

• The median amount of paid time off (PTO) based on holidays, vacation time after three years of service, and other PTO is **28 days** – 10 holidays, 15 vacation days, and three miscellaneous days.

• The amount of **PTO is fairly consistent** across company types and regions; those in smaller firms received somewhat more time off compared to those in the largest corporations.

• The whole range of insurance coverage is all but universally available at all organizations responding to this survey. Virtually **100 percent of respondents reported providing medical, dental, vision, and life insurance to their employees**.

• The **median employer contribution for the medical insurance** premium for the employee's coverage is 75 percent; for the employee's dependents, it is 73 percent.

• The **deductible connected with medical insurance** for which the employee is responsible averages around $2,000 for the employee and $2,800 for the employee's dependents.

• Both in terms of the premium covered by the employer and the deductible for which the employee is responsible, **medical coverage is somewhat less generous among smaller employers**.

• The vast majority (94 percent) of firms in the survey offer a **company-matched 401(k) retirement plan**.

• **The median company match for the 401(k)** is up to 6 percent of an employee's salary.

• **It is commonplace for NACE member firms to offer tuition reimbursement** for an advanced degree (92 percent do so) and to cover the tuition costs associated with achieving a professional certificate (75 percent offer this benefit).
Appendix

Participating Firms

Aerojet Rocketdyne
AK Steel Corporation
Alcoa
A-LIGN
Altria Client Services LLC
Amtrak
Anheuser-Busch Companies, Inc.
ANSYS, Inc
Aon Corporation
Austin Commercial
Avery Dennison Corporation
Axon
Baird
Baker Hughes, a GE company
Battelle Memorial Institute
Baxter Healthcare Corporation
Bemis Company, Inc.
Berry Global
Blackbaud, Inc.
BlueLine Rental LLC
BOK Financial Corporation
Briggs & Stratton Corporation
CH2M HILL
Cognex Corporation
Continental AG
CSL Behring
Daikin Industries/Goodman Manufacturing
Datto
Dick’s Sporting Goods
Dot Foods
DST Systems Inc.
DTE Energy
Duff & Phelps LLC
DuPont
E. & J. Gallo Winery
Echo Global Logistics
Ecolab Inc.
Edward Jones
Electrolux
Eli Lilly & Company
Emerson
Entergy Services, Inc.
EthosEnergy
Express
Faurecia
FDM Group Inc.
Fifth Third Bank
First Midwest Bank
First Solar
Foresters Financial Services, Inc.
GAF Corporation
Gartner, Inc.
GE Appliances, a Haier company
General Dynamics Electric Boat
Genworth Financial
Graybar Electric Company, Inc.
Hallmark Cards
Harley-Davidson Inc.
Henkels & McCoy, Inc.
Highmark Health
HNTB Companies
Hormel Foods Corporation
Hughes Network Systems
ICF International
Info Tech
Ingredion
Insight2Profit
Intuit Inc.
ITW
Kellogg Company
Kenan Advantage Group
Kiewit Corporation
Kimberly-Clark Corporation
KPMG LLP
Liberty Mutual Insurance Company
Link-Belt Construction Equipment Co.
M&T Bank Corporation
Macy’s, Inc.
Marathon Oil Corporation
Maximus
McAfee, Inc.
Medical Mutual
Meijer, Inc.
MGM Resorts International
Moen Incorporated
Molex, LLC
Morningstar, Inc.
Moss Adams LLP
National Instruments
Nationwide Insurance
NBCUniversal
NetApp
New York City Transit
Newell Brands
ONE Gas
Owens Corning
Panduit Corp.
Parsons Corporation
Philips Lighting
Polaris Industries, Inc.
PPL Corporation
Proserv
Protiviti Inc.
Raymond James Financial Services, Inc.
Samsung Electronics America
Savannah River Nuclear Solutions
Seagate Technology
Sealed Air Corporation
Selden Fox LTD
Shutterfly Inc.
Sierra Nevada Corporation
Simpson Gumpertz & Heger Inc.
Skyworks Solutions
Smith & Nephew Inc.
Sonepar USA
Sonoco Products Company
Sound Transit
Southern Company
Southwest Research Institute
Southwestern Advantage
Speedway LLC
State of Georgia - Department of Administrative Services
Stryker Corporation
Swagelok
Textron Inc.
The Heico Companies, LLC
The Hershey Company
The MITRE Corporation
Thermo Fisher Scientific Inc.
Thrivent Financial
T-Mobile USA, Inc.
Transamerica Life Insurance Company
TTX Company
U.S. Comptroller of the Currency
United Launch Alliance
US Foods, Inc.
Verso Corp.
ViaSat, Inc.
Wawa Inc.
Wells Fargo
ZF