NACE 2019-20
CAREER SERVICES BENCHMARKS SURVEY REPORT
EXECUTIVE SUMMARY
ABOUT THE SURVEY

The 2019-20 Career Services Benchmark Survey Report for Colleges and Universities is a comprehensive report that provides quantitative data and analysis on the range of college and university career center operations. NACE provides the results to all questions asked in figures throughout the report, while highlighting and discussing important relationships, trends, and insights. Some discussion of statistical significance is included where appropriate. Statistical significance refers to the idea that the differences or relationships uncovered in these analyses are actual and true in the population, and not just due to chance or "random sampling variation."

It is important to consider the timing of the survey. Data were collected from November 4, 2019, to March 5, 2020. Therefore, responses were submitted before the coronavirus situation escalated into a pandemic and do not reflect the changes career services offices made to their operations to account for the shift to virtual instruction and support, travel bans, social distancing, economic fallout, and other factors that affected operations. Still, NACE is reporting the data pre-pandemic to illustrate where college career services operations were and to eventually assess how the pandemic impacted our field.

For its 2019-20 Career Services Benchmark Survey Report for Colleges and Universities, NACE surveyed its member institutions, resulting in 497 respondents, which translates to a 25.6 percent response rate. The participating schools that chose to be listed as respondents can be found in the appendix at the end of the report.

A few notes about the data in this report:

· Overall statistics were calculated based on the number of respondents for that question, as every question was optional.

· The sum of percentage breakdowns may not equal 100 due to rounding or, in cases where the sum substantially exceeds 100, because respondents were asked to select all options that apply.

· In general, the results included in this report reflect data based on the 2018-19 academic year. Figures that include data from the current academic year will be noted clearly.

· In figures that show data broken down by "Overall" and "Carnegie Classification," the number of respondents by Carnegie Classification may not equal the total number of overall respondents for two reasons. First, although all Carnegie Classification responses are incorporated into the overall results, the report does not break out all Carnegie Classifications due to low response counts in certain categories. Second, overall results include schools without Carnegie Classifications, for example international institutions as well as domestic institutions that are not yet included in the classifications.

· In these data, a few large schools usually pull the mean upward; thus, the median is generally a better reflection of the data.

· Responses to questions with low response rates should be interpreted with caution.

This report relies on the classification system for Title IV-eligible, degree-granting colleges and universities in the United States, which was revised in 2018 by the National Center for Education Statistics. The categories in this report and their respective abbreviations are shown in Figure 1.
Note: Compensation data for career center positions are reported separately in NACE's 2019-20 Career Services Compensation Report. The report includes base salary, formal salary range, change in salary from previous year, years of tenure, bonus information, and selected benefits.

**FIGURE 1: CARNEGIE CLASSIFICATION KEY**

<table>
<thead>
<tr>
<th>GROUP</th>
<th>CLASSIFICATION</th>
<th>ABBREVIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOCTORAL UNIVERSITIES</td>
<td>Very High Research Activity</td>
<td>Research 1 (R1)</td>
</tr>
<tr>
<td></td>
<td>High Research Activity</td>
<td>Research 2 (R2)</td>
</tr>
<tr>
<td></td>
<td>Doctoral/Professional</td>
<td>D/P</td>
</tr>
<tr>
<td>MASTER'S COLLEGES &amp; UNIVERSITIES</td>
<td>Larger Programs</td>
<td>Master's 1 (M1)</td>
</tr>
<tr>
<td></td>
<td>Medium Programs</td>
<td>Master's 2 (M2)</td>
</tr>
<tr>
<td></td>
<td>Small Programs</td>
<td>Master's 3 (M3)</td>
</tr>
<tr>
<td>BACCALAUREATE COLLEGES</td>
<td>Arts &amp; Sciences Fields</td>
<td>Arts &amp; Sciences (A &amp; S)</td>
</tr>
<tr>
<td></td>
<td>Diverse Fields</td>
<td>Diverse (D)</td>
</tr>
<tr>
<td>ASSOCIATE'S COLLEGES</td>
<td>All</td>
<td>Associate's</td>
</tr>
<tr>
<td>SPECIAL FOCUS</td>
<td>All</td>
<td>Special Focus</td>
</tr>
</tbody>
</table>

Note: The Carnegie Classification's 2018 update includes more categories than the ones listed above. However, due to a low number of respondents within the individual categories, results were combined to form larger, broader categories. For the purposes of this report, all "Associate's Colleges" are combined into one "Associate's" category, which also includes "Baccalaureate/Associate's" schools because of a small sample size in those categories; lastly, all "Special Focus" categories are combined into one "Special Focus" category.

**NACE RESEARCH STAFF**

Edwin W. Koc, Director of Research, Public Policy, and Legislative Affairs
Joshua Kahn, Assistant Director of Research and Public Policy
Andrea J. Koncz, Research Manager
Angelena Galbraith, Research Associate
Anna Longenberger, Research Assistant

©2020 National Association of Colleges and Employers. All rights reserved.
KEY INSIGHTS

- Although the majority of offices (68.4 percent) were centralized, a growing number of offices reflected a hybrid structure.

- Continuing the trend since the Great Recession, career centers were decreasingly being located in the division of student affairs. Instead, they were being housed in academic affairs, their own division, directly in the office of the president, or even with institutional advancement or enrollment management.

- As would be expected, and reflecting a continuation of the trends, Research 1 and Research 2 institutions had the biggest offices and most rooms for interviewing.

- Though “career services” maintained its position as the most common name, it is becoming less popular. Names that include the phrases “student success” or “professional development” are being used more and more.

- Career fairs climbed to the third most offered service, as workshops fell to fourth.

- The total number of appointments increased. For example, during the 2017-18 academic year, the median number of in-person appointments was 827.5; for 2018-19, that figure was up to 1,055.5, an increase of 27.5 percent.

- Coaching was more prevalent than counseling, in-person appointments were more prevalent than group sessions, and in-person was much more widely used than virtual.

- The number of offices that work with academic departments to help students obtain internships climbed to 89 percent, indicating that one of the main reasons career centers and academic departments collaborate relates to students obtaining meaningful internships.

- Career fairs were among the most frequently provided services by career centers across the country, with 92.4 percent of offices hosting at least one career fair during the 2018-19 academic year; this figure has remained in the 90 to 95 percent range since 2006.

- The median number of students who were interviewed on-campus increased 47 percent, from 126 to 186.

- The overall median number of workshops delivered by schools remained constant at 30.

- Only about 36 percent of career centers offered for-credit career courses, which was down from 38 percent the previous year.

- Assessing students’ career attitudes, strengths, and weaknesses is a hallmark of career development programs, which is reflected in this service being offered by about 90 percent of offices.

- The three previous years showed an increasing number of career centers that have hired staff primarily to counsel/coach/advise international students, nearly doubling from 8.6 percent of offices in the 2016-17 academic year to 15.4 percent in 2018-19.

- There is a growing contingent of career services leaders being given elevated titles like “executive director” or “associate vice president.” During the 2017-18 academic year, approximately 12 percent of these leaders had an elevated title above “director.” In 2019-20, that percentage more than doubled over the past three academic years, to 25.3 percent.
• The percent of schools conducting first-destination surveys has bounced around the mid-to-upper 80s the last three academic years. In 2019-20, the overall average was 88.7 percent.

• The number of staff members in offices has remained steady, with a couple of notable changes. The median total office FTE increased from 7.0 in the 2017-18 academic year to 7.5 in 2018-19, with the mean increasing from 9.9 to 10.9. The mean for total professional staff per office also increased from 5.8 to 6.6.

• Generally speaking, 55 percent of staff time is spent student facing, and the rest is split between employer-facing and internally facing functions.

• Career centers spend 80 to 85 percent of their budget on personnel costs.

• Approximately four in 10 career services offices said they discuss career readiness competencies, incorporating experiential learning, and/or integrating general career development into curricula with faculty members at least once a month.

• The percentage of respondents that said they had either set up a badge or passport program, were exploring it, or were setting it up for the following year grew to 22 percent from 15 percent the previous year.

• Nearly 15 percent of career centers also provided academic advising, remaining flat from last year.

• Nearly all responding career centers (97 percent) have policies that employers must adhere to when rescinding a job offer to a student. The penalties for not adhering to this policy generally included suspension from future career center activities.
A total of 497 schools participated in the 2019-20 Career Services Benchmark Survey; those that chose to be listed as respondents appear here:

Adams State University  California Lutheran University
Adelphi University  California State University-Dominguez Hills
Albright College  California State University-Fullerton
Alfred University  California State University-Long Beach
Appalachian State University  California State University-Monterey Bay
Aquinas College  California State University-Northridge
Arizona State University-Tempe  California State University-Stanislaus
Arkansas Tech University  Campbell University
Art Center College of Design  Capilano University
Assumption College  Capital University
Auburn University  Cardinal Stritch University
Augsburg University  Carroll College
Augusta University  Carroll University
Augustana College  Cedarville University
Azusa Pacific University  Central Penn College
Baldwin Wallace University  Central Washington University
Ball State University  Chapman University
Bard College  Chatham University
Barry University  Cheyney University of Pennsylvania
Bay Path University  Christian Brothers University
Belmont University  Citadel Military College of South Carolina
Bennington College  Clark University
Bethany College  Clayton State University
Bethel College-North Newton  Coastal Carolina University
Binghamton University  Colby College
Bloomsburg University of Pennsylvania  College of Coastal Georgia
Bob Jones University  College of Southern Idaho
Boise State University  College of Southern Maryland
Brandeis University  College of the Holy Cross
Bridgewater College  College of William and Mary
Brigham Young University-Provo  Colorado Mountain College
Bryn Athyn College of the New Church  Colorado School of Mines
Bryn Mawr College  Colorado State University-Fort Collins
Butler University  Colorado State University-Pueblo
Columbia Southern University
Columbus State Community College
County College of Morris
CUNY Bernard M Baruch College
CUNY Graduate School and University Center
CUNY Hostos Community College
CUNY LaGuardia Community College
CUNY Queens College
Curry College
Daemen College
Davenport University
Defiance College
DeSales University
Dordt College
Drake University
Duke Kunshan University (China)
Dunwoody College of Technology
Earlham College
East Central University
East Stroudsburg University of Pennsylvania
East Tennessee State University
Eastern Illinois University
Eastern University
El Centro College
Elgin Community College
Elmira College
Elon University
Emory University
Fairmont State University
Ferris State University
Finger Lakes Community College
Flathead Valley Community College
Florida State University
Fordham University
Franciscan University of Steubenville
Franklin College
Fresno Pacific University
Frostburg State University
Furman University
George Fox University
George Mason University
Georgia Gwinnett College
Georgia State University
Golden Gate University-San Francisco
Gonzaga University
Goucher College
Governors State University
Grace College and Theological Seminary
Greensboro College
Grove City College
H Councill Trenholm State Community College
Hamline University
Hampden-Sydney College
Hilbert College
Hofstra University
Holy Cross College
Houghton College
Husson University
Idaho State University
Indiana Institute of Technology
Indiana State University
Indiana Wesleyan University-Marion
James Madison University
John Brown University
Johns Hopkins University
Kalamazoo College
Kansas State University
Kennesaw State University
King University
Kutztown University of Pennsylvania
La Roche University
Lawrence Technological University
Le Moyne College
Le Moyne-Owen College
Lethbridge College
Lewis & Clark College
Life University
Linfield College-McMinnville Campus
Lipscomb University
Long Island Business Institute
Louisiana State University and Agricultural & Mechanical College
Loyola University New Orleans
MacMurray College
Mansfield University of Pennsylvania
Marquette University
Mars Hill University
Massachusetts Institute of Technology
McGill University
Medical College of Wisconsin
Mercy College
Meredith College
Metropolitan State University
Miami University-Oxford
Middle Tennessee State University
Middlebury Institute of International Studies at Monterey
Milligan College
Mills College
Milwaukee Institute of Art & Design
Milwaukee School of Engineering
Minnesota State University-Mankato
Mississippi State University
Mississippi Valley State University
Missouri State University-Springfield
Montana Technological University
Moravian College
Morehead State University
Mount Holyoke College
Mount Marty College
Mount Saint Mary’s University
Mount St. Mary’s University
Murray State University
Nazareth College
Nevada State College
New College of Florida
New Mexico Highlands University
New Mexico State University-Main Campus
Newman University
Newschool of Architecture and Design
Niagara University
Nichols College
North Carolina A & T State University
North Dakota State University-Main Campus
North Idaho College
North Park University
Northeastern Illinois University
Northeastern State University
Northern Illinois University
Northern Kentucky University
Northern Michigan University
Northwest Missouri State University
Northwestern College
Oakland University
Oglethorpe University
Ohio State University-Main Campus
Ohio University-Main Campus
Oklahoma Baptist University
Oklahoma Christian University
Oklahoma State University-Main Campus
Olivet Nazarene University
Pacific Lutheran University
Passaic County Community College
Pellissippi State Community College
Pennsylvania College of Technology
Portland Community College
Purdue University Fort Wayne
Purdue University Global-Davenport
Purdue University-Main Campus
Qatar University
Randolph College
Rhode Island College
Rhodes College
Ringling College of Art and Design
Ripon College
Roanoke College
Robert Morris University
Roberts Wesleyan College
Rochester Institute of Technology
Rockhurst University
Roger Williams University
Rollins College
Rose-Hulman Institute of Technology
Rowan University
Rutgers University-New Brunswick
Rutgers University-Newark
Sacred Heart University
Saint Ambrose University
Saint Anselm College
Saint Joseph's College of Maine
Saint Joseph's University
Saint Louis Community College
Saint Mary's College of California
Saint Michael's College
Saint Norbert College
Sam Houston State University
San Diego Mesa College
San Diego State University
San Jose State University
School of Visual Arts
Scripps College
Seattle University
Seton Hall University
Seton Hill University
Snow College
South Dakota School of Mines and Technology
Southern Connecticut State University
Southern Utah University
Southwestern University
Spalding University
St Catherine University
St Charles Community College
St. Andrews University
St. Mary's College of Maryland
State University of New York at New Paltz
Stephens College
Stetson University
Stockton University
SUNY at Fredonia
SUNY at Purchase College
SUNY Buffalo State
SUNY College at Geneseo
SUNY College at Plattsburgh
SUNY Cortland
Susquehanna University
Tarrant County College District
Tecnologico de Monterrey
Tennessee Technological University
Terra State Community College
Texas A & M University-Kingsville
Texas Christian University
Texas Lutheran University
Texas State University
Texas Wesleyan University
Texas Woman's University
The Atlanta University Center Consortium, Inc.
The College of New Jersey
The University of British Columbia - Centre for Student Involvem
The University of Montana
The University of New South Wales
The University of Tampa
The University of Tennessee-Knoxville
The University of Texas at Austin
The University of Texas at San Antonio
The University of the South
The University of West Florida
Towson University
Tri-County Technical College
Ursinus College
Valparaiso University
Vanguard University of Southern California
Villanova University
Virginia Military Institute
Virginia Polytechnic Institute and State University
Wake Technical Community College
Walsh College
Washburn University
Washington & Jefferson College
Washington University in St Louis
Weber State University
Webster University
Wellesley College
Wesleyan College
West Chester University of Pennsylvania
West Virginia University
West Virginia University Institute of Technology
Western Governors University
Western Kentucky University
Western State Colorado University
Westminster College
Wharton County Junior College
Wheaton College
Widener University
Wilfrid Laurier University
Wingate University
Worcester Polytechnic Institute
Yale University
Yeshiva University
York College of Pennsylvania