Start of Block: Participant Information

Q1

Please Note:
Feel free to skip questions for which you do not have the data. However, this survey uses logic to show you only the most relevant questions. We request you answer two questions on which much of the logic relies. Your responses are saved every time you go to the next page. You can leave and return to the survey where you left off as long as you use the same computer or device.

Q2 Please enter your Contact ID Number, which can be found in your invitation email. Response to this question is required.

Q3 As part of the survey results, NACE will provide a list of survey respondents. Please indicate your preference below. Please note: This will not affect the confidentiality of your data.

☐ Yes, please list my school as a survey respondent.

☐ No, please DO NOT list my school as a survey respondent.

End of Block: Participant Information

Start of Block: Office Specifics

Page 1 of 29
Q4 For what office are you responding?

- Satellite Office
- Central Office only
- Central Office reporting for central and satellite offices combined

Q5
FOR THE REST OF THE SURVEY, please continue to respond from that same office's perspective - with data from the 2019-20 Academic Year (AY) - unless clearly stated otherwise.

For example, if you are responding with data that combines central and satellite offices, please ALWAYS respond with the data that reflects the combined efforts of the offices to the extent that is feasible.

Q6 Which of the following best describes the structure of career services operations at your institution?

- Centralized (Campus has one career services office that performs the full range of career services operations.)

- Decentralized (Campus has multiple career offices; each is usually connected with a particular school -- e.g. business; each office performs the full range of career services operations independently.)

- Hybrid (Campus has a central office that manages the overall career services operation along with school-based offices - business school, engineering school, college of liberal arts, etc. - that deliver services to students enrolled in that specific college/school)
Q7 To whom did the chief executive of Career Services report during 2018-19 AY?

- Office of the President
- Office of the Provost
- VP of Institutional Advancement/Development
- VP of Enrollment Management
- VP of Academic Affairs
- VP of Student Affairs/Student Life
- VP of Joint Division of Student and Academic Affairs
- VP or Dean of the Individual school within the institution (e.g., Dean of Business School, Dean of Engineering School, etc.)

- Other (please specify): ________________________________________________

End of Block: Office Specifics

Start of Block: Services

Q8 For the services you provide, does your office tend to track: We request your response to this question.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of times service is provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique headcount of students using the service</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q9 Did your office (or the offices you’re reporting for) offer career coaching / counseling / advising BY APPOINTMENT for the 2019-20 AY?  Online appointments are defined as formal, interactive meetings with scheduled times.  Please do NOT count unscheduled emails with clients.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q10 What is the total number of APPOINTMENTS for the 2019-20 AY?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td></td>
</tr>
<tr>
<td>Virtual</td>
<td></td>
</tr>
</tbody>
</table>

Q11 What is the unique headcount of students using counseling / coaching / advising BY APPOINTMENT for the 2019-20 AY?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Person</td>
<td></td>
</tr>
<tr>
<td>Virtual</td>
<td></td>
</tr>
</tbody>
</table>

Q12 Did your office (or the offices you're reporting for) offer DROP-IN career coaching/ counseling/ advising for the 2019-20 AY??

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q13 What is the total number of DROP-INs for the 2019-20 AY?

- In-person ________________________________________________
- Virtual ________________________________________________

Q14 What is the unique headcount of students using DROP-IN services for the 2019-20 AY?

- In-Person ________________________________________________
- Virtual ________________________________________________

Q15 Does your office (or the offices you are reporting for) provide services to GRADUATE students?

- Yes
- No

Q16 What is the total number of appointments conducted with GRADUATE students during the 2019-20 AY?

__________________________________________________________________

Q17 What is the unique headcount of GRADUATE students who were served by your office (or the offices you are reporting for) during the 2019-20 AY?

__________________________________________________________________
Q18 In which of the following formats does your office provide counseling / coaching / advising services? Please select all that apply.

☐ ☐ ☐ ☐ ☐ We do not provide Career Counseling / Coaching / Advising

☐ In-person 1:1

☐ In-person Group

☐ Virtual 1:1

☐ Virtual Group
Q19 Do you know the percentage breakdown of these different service formats?

- Yes
- No

Q20 What is the percentage breakdown of your counseling / coaching / advising sessions into the following categories? Your entries should add up to 100. If your office does not offer a service listed below, please enter 0 for that service.

- In-person 1:1: _______
- In-person Group: _______
- Virtual 1:1: _______
- Virtual Group: _______
- Total: _______

Page Break
Q21 **Internship / Co-op / Externship Programs**

Did your office (or the offices you're reporting for) offer assistance during the 2019-20 AY to students who want to participate in an employer-offered internship, co-op, or externship programs? For example, assistance locating opportunities, applying for internships, preparing resumes, etc..

- [ ] Yes
- [ ] No

Q22 **How many students did you assist with the internship process during the 2019-20 AY?**

________________________________________________________________

Q23 **Career Fairs**

Did your office (or the offices you're reporting for) hold career fairs during the 2019-20 AY? We request your response to this question. Please include consortium-sponsored career fairs.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusively in-person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusively virtual</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hybrid</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q24 How many career fairs did you hold during the 2019-20 AY? Please include consortium-sponsored career fairs.

<table>
<thead>
<tr>
<th># of Fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Exclusively in-person</td>
</tr>
<tr>
<td>Exclusively virtual</td>
</tr>
<tr>
<td>Hybrid</td>
</tr>
</tbody>
</table>

Q25 How many unique organizations attended your career fair(s) during the 2019-20 AY? Each organization/division should be counted only once if they attended more than one career fair. Two or more divisions of the same organization should also be counted separately. If an organization attended in-person AND virtually, count them once in both categories.

<table>
<thead>
<tr>
<th># of Unique Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>In-person</td>
</tr>
<tr>
<td>Virtual</td>
</tr>
</tbody>
</table>
Q26 How many students attended your career fair(s) during the 2019-20 AY? For consortium event(s), include students from your institution only.

<table>
<thead>
<tr>
<th>Total Number of Students in Attendance</th>
<th>In-person</th>
<th>Virtual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Unique Students in Attendance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q27 Is your office (or the offices you're reporting for) planning to hold career fairs during the CURRENT 2020-21 AY? Please include consortium-sponsored career fairs.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusively in-person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusively virtual</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hybrid</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q28 **On-campus Interviewing**

Did your office (or the offices you're reporting for) offer a formal "on-campus" interviewing program during the 2019-20 AY?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Virtual</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Q29 How many students participated in your "on-campus" interviewing program during the 2019-20 AY?

<table>
<thead>
<tr>
<th></th>
<th>In-person</th>
<th>Virtual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Number of Interviews</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number of Unique Students Interviewed</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q30 How many unique organizations came "on-campus" to interview during the 2018-19 AY? Each organization/division should be counted only once if they attended more than one interviewing session. Two or more divisions of the same organization should be counted separately.

<table>
<thead>
<tr>
<th># of Unique Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
</tr>
<tr>
<td>Virtual</td>
</tr>
</tbody>
</table>

End of Block: Services

Start of Block: First Destinations

Q31 Did your school conduct a First Destination Survey for the class of 2020? The class of 2020 includes any student graduating between July 1, 2019 - June 30, 2020.

- Yes
- No

Q32 Did you use a third-party provider to collect student outcomes information for the class of 2020?

- Yes
- No
Q33 Which of the following providers did you use to collect student outcomes information for the class of 2019? Please select all that apply.

☐ CampusLabs
☐ GradLeaders
☐ Symplicity
☐ 12Twenty
☐ Handshake
☐ Orbis
☐ HEP data
☐ Higher Education Data Sharing Consortium
☐ Purple Briefcase
☐ Other (please specify):

End of Block: First Destinations

Start of Block: Staffing
Q34
Full-time Employment (FTE)

For the CURRENT 2020-21 AY, please indicate the total number of staff in each of the following categories:  **This question is intended to capture the total number of staff (FTE) in your office.** If position calls for fewer than 35 hours per week, please indicate part-time status. Please either leave the box blank or enter NA if the staff type is not present in your office.

<table>
<thead>
<tr>
<th></th>
<th>Full-time</th>
<th>Part-time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Support Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate Assistant/Intern</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undergraduate/Student Worker/Career Peer Advisor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q35
Career Counselors, Coaches, & Advisors
For the CURRENT 2020-21 AY, please indicate the number of professional staff who provide career counseling, coaching, or advising:

Your response will be used to calculate FTE invested in each role. Please either leave the box blank or enter NA if this position is not present in your office. If a staff member works less than 35 hours per week as a career counselor, coach, or adviser, please count them as part-time.

<table>
<thead>
<tr>
<th></th>
<th>Full-time</th>
<th>Part-time</th>
<th>Number Certified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Counselor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Coach</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Advisor</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q36 Primary Responsibilities

For the CURRENT 2020-21 AY, please indicate the number of professional staff that have the following primary responsibilities as a part of their job descriptions: Please note:

Your response will be used to calculate FTE invested in each role / function. If a single staff member performs multiple functions listed here, please count that staff member under each function. If that staff member works less than 35 hours per week on that function, count them as part-time. Please either leave the box blank or enter NA if the role is not present in your office.

<table>
<thead>
<tr>
<th>Full-time</th>
<th>Part-time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Position</td>
<td>Answer</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Employer Relations Coordinator</td>
<td></td>
</tr>
<tr>
<td>Internship / Co-op / Experiential Education Coordinator</td>
<td></td>
</tr>
<tr>
<td>Assessment Specialist</td>
<td></td>
</tr>
<tr>
<td>Career Information Specialist</td>
<td></td>
</tr>
<tr>
<td>Marketing Specialist / Coordinator</td>
<td></td>
</tr>
<tr>
<td>IT Specialist / Coordinator</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Q37 Do you know what percent of staff time is employer-facing, student-facing, or internally-facing?

- [ ] Yes
- [ ] No
Q38 For the CURRENT 2020-21 AY, what percent of staff time is attributed to employer-facing, student-facing, or internal operations. The total of your responses should equal 100.

Employer-facing: ______
Student-facing: ______
Internally-facing: ______
Total: ______

Q39 For the CURRENT 2020-21 AY, what is the position title for the lead/chief executive of the Career Services Center?

- Vice President
- Assistant / Associate Vice President
- Vice Provost
- Assistant / Associate Vice Provost
- Dean
- Assistant / Associate Dean
- Executive Director
- Director
- Associate Director
- Assistant Director
- Coordinator
- Manager
- Other (please specify): ____________________________

End of Block: Staffing

Start of Block: Budget
Q40 For the CURRENT 2020-21 AY, what is your non-personnel and personnel budget amounts. Please enter a whole number - no dollar signs, commas, or decimals. Please skip any fields for which you do not have the requested data.

<table>
<thead>
<tr>
<th>Non-personnel</th>
<th>Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2020-21 Budget</strong></td>
<td></td>
</tr>
</tbody>
</table>

---

Q41 Do you know what percent of your office’s budget comes from the institution, fees, partnerships, grants, gifts/donations, and other?

- [ ] Yes
- [ ] No

---

Q42 For the CURRENT 20-21 AY, Of your career center budget, what percent comes from each category listed below? If you receive $0 from a particular category, please write in 0. Your entries should add up to 100.

- Institutional Funding: _______
- Fees Generated (from students, employers, career fairs, etc.): _______
- Partnership Program: _______
- Grants: _______
- Gifts and Donations: _______
- Other: _______
- Total: _______
Q43 How does the non-personnel operating budget for 2020-21 AY compare with the non-personnel operating budget for 2019-20 AY?

- Not sure; we don't have access to non-personnel operating budget
- Decrease by more than 20%
- Decrease between 10% and 20%
- Decrease between 0% and 10%
- No Change
- Increase between 0% and 10%
- Increase between 10% and 20%
- Increase by more than 20%

Q44 How does the personnel operating budget for 2020-21 AY compare with the personnel operating budget for 2019-20 AY?

- Not sure; we don't have access to personnel operating budget
- Decrease by more than 20%
- Decrease between 10% and 20%
- Decrease between 0% and 10%
- No Change
- Increase between 0% and 10%
- Increase between 10% and 20%
- Increase by more than 20%

End of Block: Budget

Start of Block: Fees
Q45 How much did you charge for Career Fairs during the 2019-20 AY? Please skip any fields for which you do not have the pricing data. Please enter a whole number without a dollar ($)$ sign.

<table>
<thead>
<tr>
<th>In-person</th>
<th>Virtual</th>
<th>Hybrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019-20 AY</td>
<td>2019-20 AY</td>
<td>2019-20 AY</td>
</tr>
</tbody>
</table>

Private sector employers

Non-profit employers

Gov't agency employers

Q46 How much are you charging for Career Fairs during the CURRENT 2020-21 AY? Please skip any fields for which you do not have the pricing data. Please enter a whole number without a dollar ($)$ sign.

<table>
<thead>
<tr>
<th>In-person</th>
<th>Virtual</th>
<th>Hybrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-21 AY</td>
<td>2020-21 AY</td>
<td>2020-21 AY</td>
</tr>
<tr>
<td>Private sector employers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>Non-profit employers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gov't agency employers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

End of Block: Fees

Start of Block: Technology
Q47 What main Career Services Management platform do you currently use?

- None; we do not use a CSM platform
- Symplicity
- Handshake
- Salesforce
- GradLeaders
- College Central Network
- Purple Briefcase
- 12Twenty
- Orbis
- In-house system
- Other (please specify): ____________________________________________
Q48 Which other technology service providers does your office use? Please select all that apply.

- GoinGlobal
- Graduway
- Vault
- VMock
- Big Interview
- Career Spots
- People Grove
- Candid Career
- Interview Stream
- CareerShift
- Optimal Resume
- Quinncia
- Focus2
- MBTI
- PAR
- Strong Interest Inventory
- CliftonStrengths (formerly StrengthsQuest or StrengthFinder)
☐ MyPlan
☐ Kuder
☐ CareerCruising
☐ Holland Codes
☐ SIGI
☐ Other (please specify):

____________________________________________________________________________________

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Q49 What platform are you using to hold virtual career fairs? Please select all that apply.

- Zoom
- Handshake
- Career Fair Plus
- CareerEco
- Symplicity
- vFairs
- Brazen
- Easy Virtual Fairs
- Campus Connect
- Premier Virtual
- InternX
- Paradox
- GR8 People

Other (please specify):

________________________________________________

End of Block: Technology

Start of Block: Career Services Integration Within Institution

Q50 During the 2019-20 AY, how many presentations on career development topics have members of your office made in faculty academic classes? Please enter a whole
Q51 During the 2019-20 AY, did your institution track students' progress in their career development with a badge/passport or a similar type of program? Badging and Passport systems are defined as programs in which students are encouraged or incentivized to engage in career development activities throughout their college career.

- Yes
- No
- Currently setting this up for next year
- Other (please specify): ____________________________

Q52 During the 2019-20 AY, did your institution offer students a stipend if they are engaged in an unpaid or low-paid internship?

- No
- Yes, any and all students in an unpaid or low-paid internship
- Yes, but limited to students who meet certain criteria
- Yes, but students must apply for a competitive grant/scholarship
- Other (please specify): ____________________________
Q53 Were there any concerns or difficulties you encountered while responding to the questions in this survey?

- Difficulty/Concern 1 ________________________________________________
- Difficulty/Concern 2 ________________________________________________
- Difficulty/Concern 3 ________________________________________________

End of Block: Respondent Feedback

Start of Block: Thank you

Q54
Be sure to click the arrow below in order to finalize your survey response.
We look forward to releasing the results of this survey; the report should be ready Spring 2021.
Thank you for participating in the 2019-20 Career Services Benchmark Survey!

End of Block: Thank you