2011 Recruiting Benchmarks Survey

EXECUTIVE SUMMARY

College Relations and Recruiting Departments

- Approximately 72 percent of respondents recruit for U.S. operations only.

- Companies with more than 1,000 employees are more likely to recruit globally.

- On average, 45 percent of 2010-11 entry-level hires were new college graduates.

- Overall, more than 80 percent of new college hires were bachelor’s degree graduates.
Executive Summary

- Nearly three-quarters of respondents reported having a formal college relations and recruiting department within their organization.

- There is a correlation between the existence of a formal college recruiting program and the size of the company. In general, the larger the organization, the more likely it is to have a formal program.

- The average number of full-time staff increased slightly from 7.7 in the 2010 survey to 8.2 among respondents to the current survey.

- Director-level positions command the highest salaries—$118,640 on average—followed by managers (average salary: $96,010).

- The average director salary fell 7.7 percent compared to 2010 survey results, while manager salaries rose 6.9 percent. The average salary for recruiters also rose substantially, increasing by nearly 4 percent; the overall average for coordinators increased by 1.5 percent.

- There does not appear to be a relationship between salary levels and size, region, or industry of the organization.

- The average cost-per-hire for the 2010-11 recruiting season was $5,054, while the median cost was $2,906. The wide difference indicates a great deal of variability in the data.

- In general, there is a correlation between cost-per-hire and size of company: The larger the organization, the lower its cost-per-hire.

- Overall, there was a tendency to increase spending on college recruiting in FY2011, matching increased hiring.

- Respondents reported increased spending on recruiting trips for FY2012.

**College Recruiting Programs: What Matters Most**

- Branding is the focus of the typical college recruiting program: Nearly 90 percent of respondents rated on-campus branding as very or extremely important.
Executive Summary

- More than 90 percent of respondents use career fairs and the corporate website to brand their organizations to students.

- In terms of effectiveness, respondents rated attending career fairs and building relationships with key faculty at the top.

Recruiting: Operational Details

- Virtually all respondents recruit at traditional four-year institutions, while about 12 percent go beyond and include two-year and/or for-profit schools in their mix. However, less than 5 percent include online institutions as recruiting targets.

- When identifying schools to target, employers look at majors offered, quality of programs, recruiting experience, and school location.

- When asked, "which on-campus groups employers work with," respondents nearly universally indicated the college career center as a useful recruiting resource on campus.

- The career center, however, is not the sole campus resource: More than 70 percent respondents indicated that they work with faculty and student organizations as well.

- On average, respondents expect to attend 28.7 career fairs in the 2011-12 recruiting season.

- For the past several years, the percentage of employers going on campus to interview prospective employees has been decreasing. At the same time, however, the percentage of new hires emanating from on-campus interviews has generally increased.

- By industry, information and accounting services appear to be the most reliant on conducting their hiring interviews on campus; these sectors hired more than 90 percent of their 2010-11 recruits through on-campus interviews.

- Nearly 50 percent of respondents use social networking as a recruiting mechanism.

- Approximately 31 percent use preemployment testing in their recruiting.
Executive Summary

The Hiring Process

- The average amount of time from interview to offer is 22.5 days.

- During the 2010-11 recruiting season, on average employers extended job offers to 34.8 percent of students they interviewed—up from 33.9 percent in 2009-10.

- On average, 74.3 percent of students who received offers accepted them.

Diversity Recruiting

- Nearly 71 percent of respondents reported that diversity recruiting is a part of their college recruiting program.

- There is a near linear relationship between the size of the firm and the existence of diversity considerations in the college recruiting program; the smaller the firm; the less likely it is that the college recruitment program will have a defined diversity recruitment effort.

- More than 85 percent of employers undertaking diversity recruiting target African-Americans, Hispanic-Americans, and women.

- Having a defined effort yields results: On average, organizations with defined diversity recruiting efforts hired 10.5 percent of their 2011 class hires from African-American graduates; in comparison, firms without a diversity effort hired just 4.5 percent African-Americans.

Order the Survey Report

Order your copy of the 2011 Recruiting Benchmarks Survey Report.

www.naceweb.org/2011_recruiting_benchmarks_survey/
The New Hire

- Current results are consistent with those posted in the 2010 survey: On average, respondents reported retaining 92 percent of their new college grad hires after one year on the job.

- Larger firms tend to have more difficulty in hanging on to their new hires, although the relationship between retention and size is not perfectly linear.

- Currently, the five-year retention rate for new grad hires is 69.2 percent.

- Approximately 44 percent of respondents reported that they feature rotation as part of their onboarding process.

- Rotational programs are clearly associated with larger companies.

- Rotational programs also tend to be more common with manufacturing companies; such programs are relatively uncommon among organizations in the service sector and government sectors.

Methodology

The 2011 Recruiting Benchmarks Survey was conducted June 20 – August 20, 2011; 268 NACE employer member organizations, or 31 percent, took part. (See the list of participating organizations.)
PARTICIPATING ORGANIZATIONS

A total of 268 organizations took part in the survey; 156 agreed to be listed as participants.

Acquity Group
Advanced Micro Devices, Inc.
AEGON USA, LLC
Agilent Technologies, Inc.
Albemarle Corporation
Allscripts
American Airlines Inc.
American Electric Power
American Income Life Insurance Company
ANH Refractories Company
Anheuser-Busch Companies, Inc.
ARAMARK
ARCADIS US Inc.
ArcelorMittal USA
Arkansas Department of Human Services
Army & Air Force Exchange Service
ArvinMeritor Inc.
Avalonbay Communities, Inc.
Avenade Holdings LLC
Becton Dickinson & Company
Bell Helicopter Textron Inc.
Black & Veatch Corporation
Brady Corp.
Braskem America, Inc.
Burns & McDonnell Engineering Co. Inc.
CareFirst BlueCross BlueShield
CGI Federal
Charles Stark Draper Laboratory, Inc.
Chevron Corporation
Chevron Phillips Chemical Company LP
Cisco Systems, Inc.
City of Bethlehem - Bethlehem Police Department
CNA Insurance
Collective Brands (Payless ShoeSource)
Compass Group, The Americas Division
comScore, Inc.
ConAgra Foods, Inc.
ConocoPhillips
Consolidated Graphics
Country Insurance & Financial Services
CST of America
Daichii Sankyo, Inc.
Daymon Worldwide
Deere & Company
Det Norske Veritas
Devon Energy Corporation
Discover Financial Services
Dow Corning Corporation
Duff & Phelps LLC
DuPont
Eaton Corporation
Edward Jones
Emerson Process Management - Fisher Controls Division
Entergy Services, Inc.
Ernst & Young LLP
Exel
FDM Group Inc.
Federal Energy Regulatory Commission
Ferguson Enterprises, Inc. - a Wolseley Company
Fifth Third Bank
Freddie Mac
GAP Inc.
Gaylord Entertainment
GEICO
GlaxoSmithKline
Goodman Networks
Goodrich Corporation
Great Lakes Dredge & Dock Company
Hajoca Corporation
Hazen and Sawyer P.C.
Hitachi Consulting
HNTB Companies
Hormel Foods Corporation
Integrys Energy Group, Inc.
JCPenney Company, Inc.
Kennedy & Coe LLC
KeyBank
Kiewit Energy
Kinze Manufacturing, Inc.
L-3 Communications
Integrated Systems
Lennox International Inc.
Liberty Mutual Insurance Company
Life Technologies Inc.
Link-Belt Construction Equipment Co.
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Lowe’s Companies, Inc.
Lutron Electronics Co. Inc.
Lyondell Chemical Company
Macy’s, Inc.
Maxim Healthcare Services, Inc.
Maximus
McAfee, Inc.
McKesson Corporation
Medtronic, Inc.
Mercer
Michelin North America
Moss Adams LLP
NASA - Johnson Space Center
National Instruments
Newell Rubbermaid
Newmont Mining Corporation
Niagara Bottling, LLC
Norfolk Southern Corp.
Northern Tier Energy
Northrop Grumman Corporation
Ohio Auditor of State
Olympus Corporation of the Americas
Owens Corning
Owens-Illinois Inc.
ParenteBeard
Pariveda Solutions Inc.
Philips North America
Phillips Plastics Corporation
PPG Industries, Inc.
PrimeSource Building Products, Inc.
Procter & Gamble Co.
Protiviti Inc.
Prudential
PSEG
Questar Corporation
Raytheon Company
Robert Bosch LLC
Rogers Corporation
ROHM Semiconductor USA, LLC
Roux Associates, Inc.
Sapient Corporation
Savannah River Nuclear Solutions
SC Global Tubular Solutions LLC
Sears Holdings Corporation
Sensata Technologies
Southern Company
Southwestern Company
Speedway SuperAmerica LLC
Standard Microsystems Corp.
Stryker Corporation
Suffolk Construction Company, Inc.
SWIFT
Tennessee Valley Authority
Teradata Corporation
Textron Inc.
The Dow Chemical Company
The Mosaic Company
The New England Center for Children
The Northern Trust Company
The Schwan Food Company
The Timken Company
Tindall Corporation
Towers Watson
Traylor Bros., Inc.
TriTek Solutions, Inc.
TTX Company
Turner Construction Company
U.S. Comptroller of the Currency
VistaPrint USA, Inc.
W.W. Grainger, Inc.
ZS Associates

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