2023 NACE Recruiting Benchmarks Survey

GENERAL INFORMATION

Please enter your Contact ID Number, which can be found in your invitation email.

- Response to this question is required.

Please enter your name and title.

- Response to this question is required.

Name

Title

Email address

Please enter your Company Name

- Response to this question is required.

As part of the survey, NACE will provide a list of survey respondents. Please indicate your preference below.

- Note: this will not affect the confidentiality of your data.

◯ Yes, please list my organization as a survey respondent.

◯ No, please DO NOT list my organization as a survey respondent.

Which of the following best describes the scope of your firm's college recruiting?

○ Recruit strictly in the U.S. for American-based operations

○ Recruit strictly in the U.S. for both American-based and international operations

○ Recruit both in the U.S. and internationally for American-based operations

○ Recruit both in the U.S. and internationally for both American-based and international operations

For which of the following are you replying?

○ I'm replying for my business unit/division/department operating in the U.S.

○ I'm replying for my business unit operating outside of the U.S.

○ I'm replying for our entire U.S. operations.

○ I'm replying for our entire Global operations.

How many people are employed in the business unit or entire organization for which you're replying?

○ 500 or fewer

○ 501 - 1,000

○ 1,001 - 2,500

○ 2,501 - 5,000

○ 5,001 - 10,000

○ 10,001 - 20,000

○ 21,000 - 50,000

○ More than 50,000

RECENT HIRING ACTIVITY

In 2022, what were the total number of entry-level, professional hires in the following two categories?

- New college graduates are defined as receiving their degree within 12 months of hire.
- Box A should be greater than or equal to Box B.

A. Total Number of hires overall for your organization (or unit)

B. Total number of new college graduate hires at your organization (or unit)

[   ]

What percentage of your 2022 annual college hiring for full-time positions came from the following degree categories?

- You may skip this question, but if you choose to answer it, your responses must total 100.

Associate   [0] %

Bachelors   [0] %

Masters (excluding MBA)   [0] %

MBA   [0] %

Doctorate (e.g., Ph.D., Ed.D., Psy.D, etc.)   [0] %

Total   [0] %

Through what channels did you recruit class of 2022 graduates for full-time entry-level professional positions?
(Please select all that apply.)

☐ Direct on-campus recruiting (career fairs, on-campus interviews, etc.)
☐ Responses to job listings on your company website
☐ Responses to job listings in traditional media (newspapers, magazines, etc.)
☐ Responses to job listings on campus websites at schools where you did not participate in direct on-campus recruiting
☐ Contacting potential candidates through social media
☐ Direct graduate referral program
☐ [   ] Other

ENTRY-LEVEL REQUIREMENTS

What percent of your entry-level positions require a bachelor's degree?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

How has the percent of entry-level positions that require a bachelor's degree changed in the last 3 years?

○ Increased

○ Stayed relatively the same

○ Decreased

Have there been discussions and/or policy changes at your organization to remove the college degree as a key requirement for entry-level positions within the last 18 months?

○ Yes

○ No

○ Not sure

If yes, what are the reasons guiding these discussions and/or policy changes?
(Please select all that apply.)

☐ Talent shortage

☐ Lack of confidence in the degree

☐ Focus on skills instead of the degree

☐ Equity in recruiting/removing barriers/meeting diversity goals

☐ Changes as a result of Covid

☐ Increased focus on certifications/non-degree credentials

☐ [_____]Other (Please specify:)

CERTIFICATES AND HIRING

Are you currently actively seeking candidates with particular certificates?

○ [_____]Yes (please specify what certificates:)

○ No

What percent of entry-level hires in 2022 held certificates?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

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If you have two candidates with equal qualifications, but one candidate has a competency-based certificate in their field (e.g., Critical Thinking Competency Badge); will that certificate be a deciding factor in hiring that individual?
(Please select all that apply.)

	It is not a factor	It would be a deciding factor at the **undergraduate** level	It would be a deciding factor at the **graduate** level
Equity & Inclusion	☐	☐	☐
Professionalism	☐	☐	☐
Critical Thinking	☐	☐	☐
Leadership	☐	☐	☐
Communication	☐	☐	☐
Teamwork	☐	☐	☐
Technology	☐	☐	☐
Career and Self-Development	☐	☐	☐

How do you perceive the quality of the following certificate providers?

	Very poor quality	Poor quality	Adequate quality	High quality	Very high quality
College or University	○	○	○	○	○
Industry (e.g., Association for Supply Chain Management)	○	○	○	○	○
Company (e.g., Dupont Workplace Safety, Google Analytics, Shopify)	○	○	○	○	○
Online providers (e.g., EdX, Coursera, LinkedIn)	○	○	○	○	○

OFFERS, ACCEPTANCES, AND RETENTION

Does your organization/business unit typically participate in formally scheduled on-campus interviews?

- Please consider virtual interviews as "on-campus" interviews if they were still set up or facilitated by the college or university.

○ Yes

○ No

What percentage of your new full-time entry-level college hires typically come from interviews initially conducted on-campus (or virtually, if still connected through the institution)?

- Enter whole numbers only without decimals or percent signs.

[   ]

During which part of the school year does your firm conduct its on-campus interviews?

	Fall	Spring	Both Fall & Spring
New College Graduates for Full-time Offers	○	○	○
Students for Internship or Co-op Positions	○	○	○

Which of the following does your organization (or unit) use in the initial screening of new graduate recruits?
(Please select all that apply.)

☐ Telephone interview

☐ Video interview

☐ In-person interview at company location

☐ In-person interview at neutral site

☐ Interview conducted through a social media platform

☐ [   ]Other (please specify)

Does your organization (or unit) use the following AI based interviewing software to conduct interviews and, if so, how effective was each?

Categories were sourced from [Harvard Business Review](#)

	Did not use	Used - Not at all effective	Used - Not very effective	Used - Somewhat effective	Used - Very effective	Used - Extremely effective
Automated Video Interview (AVI): Interviewer/interviewee are neither co-present nor in the same location. The technology facilitates a recording.	○	○	○	○	○	○
AVI, AI-assisted: Interviewer/interviewee are neither co-present nor in the same location. Technology can be used to make recommendations based on its interpretation of various features (e.g., facial expressions, gestures, tone of voice, key words). The recommendations are often produced as a report to view.	○	○	○	○	○	○
AVI, AI-led: Interviewer/interviewee are neither co-present nor in the same location. Technologies are used to make the hiring decision without human revision (i.e., to pass or deny candidate entry to the next phase of the recruitment process).	○	○	○	○	○	○

On average, what was the cycle time (in days) this past year between the first interview of a college graduate for a position and making an offer (or notifying them that they will not

be considered for a position)?

# of days: [   ]

On average, how many days did you give a college graduate this past year to accept an offer once it was made?

# of days: [   ]

What percent of new graduate offers were made (will be made) during the following points during the year?

- You may skip this question, but if you choose to answer it, your responses must total 100.

Fall	[0]	%
Winter	[0]	%
Spring	[0]	%
Summer	[0]	%
Total	[0]	%

What percentage of recent college graduates interviewed this past year received job offers?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

[   ]

What percentage of the job offers you extended to new college graduates this past year were accepted?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

[   ]

What percentage of the job offers that were accepted by new college graduates this past year were reneged upon?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

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What percentage of the internship offers that were accepted by college students this past year were reneged upon?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

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What percentage of your internship offers are made to students over 12 months in advance of the start date?

- For example, a 2nd year student might receive an offer for an internship that would take place *after* their 3rd year - over a year in advance.
- Enter whole numbers between 0 and 100, without decimals or percent signs.

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Of the new college graduates your firm hired as full-time employees in the following years, what percent are still employed with your company?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

2022	
2021	
2020	
2019	
2018	

Which of the following employee benefits do you offer entry-level hires?
(Please select all that apply.)

- ☐ Company-matched 401(k) retirement program
- ☐ Guaranteed annual salary increases
- ☐ Life insurance

- [ ] Casual dress policy
- [ ] Relocation/Housing assistance
- [ ] Family-friendly benefits (e.g. adoption leave, elder care, family leave, etc.)
- [ ] Ability to work from home
- [ ] Tuition reimbursement for advanced education
- [ ] Frequent performance reviews
- [ ] 100% employer-paid medical insurance
- [ ] Flextime policy
- [ ] Dental insurance
- [ ] Employee assistance (counseling) program
- [ ] Bonus plan
- [ ] More than 2 weeks vacation/paid time off in the FIRST year of work
- [ ] On-site day care facilities

DIVERSITY

Do you have a diversity recruiting effort that is part of your overall college recruiting program?

- ( ) Yes
- ( ) No

How are your diversity recruiting efforts distributed among the recruiters in your office?

- ( ) We have a dedicated role (or roles) for diversity recruitment efforts.
- ( ) Diversity recruitment efforts are shared by all recruiters on our team.
- ( ) [_____] Other

Which of the following groups are a current priority in your diversity recruiting effort? (Please select all that apply.)

- [ ] Women
- [ ] Black
- [ ] Hispanic
- [ ] Asian

☐ Native American

☐ Hawaiian or OPI

☐ Multi-racial

☐ Individuals with Disabilities

☐ Military Veterans

☐ LGBTQ+

☐ [   ] Other (please specify:)

In your diversity recruiting efforts, do you focus on specific schools/organizations?

○ Yes

○ No

Which of the following are part of your diversity recruiting efforts?
(Please select all that apply.)

☐ HBCUs (Historically Black Colleges and Universities)

☐ HSIs (Hispanic-Serving Institutions)

☐ Tribal Colleges

☐ INROADS

☐ Women only Colleges

☐ [   ] Other (please specify):

In 2022, what was the goal and actual percentage of college recruits you sought to hire and actually hired from each of the following groups?

	GOAL Percentage	ACTUAL Percentage
Women		
Black		
Asian		
Hawaiian or OPI		
Hispanic		
Native American		

	GOAL Percentage	ACTUAL Percentage
Multi-racial	☐	☐
Individuals with Disabilities	☐	☐
Military Veterans	☐	☐
LGBTQ+	☐	☐

BUDGET & STAFFING

What is the amount of your overall college recruiting budget for 2023?

☐

How did your 2023 recruiting budget compare with the 2022 budget?

○ Increased by more than 10%
○ Increased 5.1% - 10.0%
○ Increased 0.1% - 5.0%
○ No change
○ Decreased 0.1% - 5.0%
○ Decreased 5.1% - 10.0%
○ Decreased by more than 10%

In your recruiting department, how many people are employed in each of the following positions on a full-time basis?

Number of Directors employed full-time:	☐
Number of Managers employed full-time:	☐
Number of Recruiters employed full-time:	☐
Number of Coordinators employed full-time:	☐
Number of Contract employees	☐
Other (please specify **number** of "other" employed fulltime:)	☐

DEPARTMENT STRUCTURE

Are your company's recruiting activities based out of a stand-alone recruiting department,

or are they a component of your human resources department?

○ Stand-alone recruiting department

○ Component of human resources department

Which of the following best describes the execution of your recruitment activities?

○ Centralized (stand-alone or human resources staff members)

○ Decentralized (representatives from operational divisions within company)

○ Hybrid (coordinated acquisition efforts between a dedicated college relations staff and representatives from operational divisions)

THANK YOU

You will be redirected to www.naceweb.org after you click SUBMIT to finalize your survey response. We look forward to releasing the results of this survey; the report and dashboard should be ready Summer 2023. Thank you for participating in the 2023 NACE Recruiting Benchmarks Survey!

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