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Year~2012

# 2011-12 Career Services Benchmark Survey for Four-Year Colleges and Universities

NATIONAL ASSOCIATION OF COLLEGES AND  $\operatorname{EMPLOYERS}$ 

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# **EXECUTIVE SUMMARY**

2011-12 Career Services
Benchmark Survey for Four-Year
Colleges and Universities

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# **Key Findings**

#### **OFFICE SPECIFICS**

- Most responding career centers (84.2 percent) are centralized in structure; however, there has been small movement toward decentralization. Currently, 15.8 percent of respondents report a decentralized structure, up from 12.5 percent in 2010 and 13.5 percent reported in last year's survey.
- Just under half of offices report their office title is "career services." The next most popular option is "career center," with 15.3 percent of respondents.
- Just under 60 percent of respondents reported that their office falls under the division of student affairs.
- Overall, the career services office has an average of 2,349 square feet; however, the median is only 1,200 square feet.
- On average, there are two rooms available for interviewing, but none are exclusively used for that purpose.

#### **SERVICES OFFERED**

- More than 90 percent of respondents provide career counseling by appointment; career fairs; workshops; assistance to students pursuing employer-offered internship, co-op, or externship opportunities; and availability of career resources and assessments.
- Results show some decline in services, driven largely by larger schools: For example, the average number of workshops delivered fell from 73 to 61.
- In 2010-11, an average of 344 students were assisted with employer-based internships, down from an average of 426 in 2009-10. As with workshops, that decline is concentrated among respondents from large schools.
- A majority of respondents also provide drop-in career counseling, online career counseling, assistance with academic internships, specialized career fairs; on-campus recruiting, and outreach to alumni.
- Fewer than half of respondents provide academic counseling, career classes for credit, or a credential file service.



#### **GRADUATING STUDENT ACTIVITY**

- Overall, 42.4 percent of the Class of 2010 had a job at the time of graduation; this is close to the figure reported for the Class of 2009 (43.5 percent).
- By the time of the follow-up study (conducted six to seven months after graduation), 63.6 percent had jobs. That matches the experience of the Class of 2009, but is down significantly from results for the Class of 2007 (75 percent of the class had a job at the time of the follow-up survey).
- Approximately 22 percent of the Class of 2010 went on to graduate school.
   This is essentially the same average as was reported for the Class of 2009.

#### **STAFFING**

- The average number of FTE professional staff is 5.1, virtually the same number reported in the past two surveys.
- Overall, the average number of students to professional staff is 1,645 to 1.
   That ratio is highly correlated to the size of the school. For example, at schools with 20,000 or more students, there is one professional staff member for 5,876 students. At schools with fewer than 1,000 students, there is one professional staff member for 366 students.
- On average, respondents have 4.4 FTE clerical staff in the career services
  office. This number is approximately the same as was reported last year. In
  fact, there has been almost no change in the average number of clerical staff
  over the past four years.

#### **SALARIES**

- Overall, average salaries for career services staff tended to decrease marginally over the past year.
- Directors commanded the highest salaries: Their average salary was \$67,282, down less than 1 percent from \$67,325 recorded in last year's survey.
- Career counselors, however, saw their average salary rise 6.8 percent too \$43,622.
- Most other professional staff positions saw decreases in their average salaries, but a few positions—experiential education coordinator and employer relations coordinator—earned higher salaries.





#### **BUDGETS**

- For the 2011-12 academic year, career centers reported an average operating budget of \$63,086, down 15.5 percent from the average budget of \$74,711 reported for the 2010-11 academic year.
- The median operating budget is considerably smaller-\$31,000. This is also a decline from a year ago.
- The great majority of career services offices are dependent on their institutions for their operating budgets. On average, career offices get 82 percent of their operating budget from the institution. However, nearly half of all respondents receive all their operating revenue from the institution.
- Approximately 21 percent of respondents have "partnership" programs as a means of generating revenues. These programs are far more prevalent among larger schools than among their smaller counterparts.

#### **FEES**

- In general, fees are highly concentrated among the largest of the institutions.
- There is little fee generation through either student or alumni services. Instead, career services offices generally seek to generate fees from employers.
- Among those that do charge students, testing is the service most likely to career a charge.
- Charges to alumni are more than common than those to students, but are not prevalent: Less than 10 percent of respondents that provide services to alumni charge for those services. Again, testing is the most common service carrying a charge.
- Overall, charging employers for career fair participation in the most prevalent source of fee-based revenue. There does not seem to be a connection between size of school and propensity to charge, although the average amount of the fee varies by size of school and employer sector (private sector, government agencies, nonprofit organizations).

#### **TECHNOLOGY**

 The technologies used by career centers are nearly identical to what was reported in last year's survey.



- The most commonly used technologies are the career center website and online job postings.
- In terms of effectiveness, online interview scheduling earned the highest rating, followed by online job postings. On the other end were electronic portfolios and virtual career fairs.
- For the first time, respondents were asked about smartphones: Are these devices being supplied to career services staff? Overall, less than 17 percent reported a supplied smartphone. Size of institution does not appear to have much of an effect: In fact, 15 percent of respondents at schools with fewer than 1,000 students were supplied with these devices while just 16 percent of their counterparts at schools with 20,000 or more students reported the same.
- When smartphones are provided, they are most likely given to the director.
- Nearly 81 percent of responding career centers have established a Facebook "fan" page. That's a significant increase over the 59 percent who reported this in 2010.
- Schools in the Twitterverse are a more exclusive group: Just under half of respondents reported having a Twitter profile. Still, that's sizeable increase over the 36 percent who reported using Twitter last year.

### Methodology

NACE's 2011-12 Career Services Benchmark Survey for Four-Year Colleges and Universities was conducted September through December 2011. Data were collected from 866 career services professionals holding NACE organizational membership, a response rate of 62.3 percent. (See List of Respondents.)

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#### LIST OF RESPONDENTS

A total of 866 career services offices participated in the survey; 789 agreed to be listed.

Adelphi University Adrian College Agnes Scott College AIB College of Business Alabama A&M University Albertus Magnus College Albion College Albright College Alfred State College - SUNY Alfred University Alma College Alverno College American College of Greece American University in Bulgaria Anderson University Anderson University Appalachian State University Aguinas College Arcadia University Arizona State University - Career Arizona State University - W.P. Carey School of Business-Undergraduate Armstrong Atlantic State University Asbury University Ashford University Ashland University Assumption College Athens State University Auburn University - Career Development Services Auburn University - Montgomery Augusta State University Augustana College Azusa Pacific University Babson College Baker College of Flint Baker University Baldwin-Wallace College Ball State University - Career Center Baptist Bible College & Seminary Bard College **Barry University** Baruch College - Starr Career **Development Center Bates College Baylor University** Becker College

Bethel College Binghamton University - SUNY Biola University Black Hills State University Bloomfield College Bloomsburg University of Pennsylvania Bluefield State College **Bob Jones University Boise State University** Boston College - Career Center Boston University - School of Management Bowling Green State University Bradley University - Smith Career Center **Brandeis University** Brenau University Bridgepoint Education, Inc. Bridgewater College Bridgewater State University Brigham Young University - Hawaii Brooklyn College Bryant University Bryn Athyn College Buena Vista University Buffalo State College - SUNY **Butler University** Caldwell College California Baptist University California Institute of Technology California Maritime Academy California Polytechnic State University California State Polytechnic University California State University - Chico California State University - East Bay California State University -Long Beach California State University -Los Angeles California State University -Northridge California State University -San Bernardino California University of Pennsylvania Calumet College of St. Joseph Cameron University Campbell University Canisius College Capilano University - School of Business Capital University Capitol College

Cardinal Stritch University Carleton College Carroll College Carroll College Carroll University Carson-Newman College Carthage College Cazenovia College Cedar Crest College Centenary College of Louisiana Central Connecticut State University Central Michigan University Central Pennsylvania College Centre College Chaminade University of Honolulu Champlain College Chancellor University Christian Brothers University Christopher Newport University Claremont McKenna College Clarion University of Pennsylvania Clark University Clarke University Clarkson University Clayton State University Clemson University Coastal Carolina University Coe College Coker College College of Coastal Georgia College of Mount St. Joseph College of Saint Benedict College of Saint Elizabeth College of St. Joseph College of the Holy Cross Colorado Christian University Colorado School of Mines Colorado State University -The Career Center Colorado Technical University Colorado Technical University -Denver Columbia College Columbia University - Center for Career Education Columbus State University Concordia College Concordia University - Irvine Concordia University - Nebraska Concordia University - Texas Concordia University - Wisconsin Connecticut College Cornerstone University

Bellarmine University

Berea College

Berry College

Bethany College

Bennett College for Women

Covenant College



#### **Executive Summary**

Daemen College Dakota State University Dalhousie University Dartmouth College Davenport University - Lansing

Davidson College Dean College

Defiance College Denison University DePaul University DeSales University

DeVry University - Houston DeVry University - Philadelphia DeVry University - Seattle Dominican College of Blauvelt

Dominican University Dordt College Drew University

Drexel University - Steinbright Career

Development Drury University

Duke University - Career Center

Duquesne University D'Youville College East Carolina University

East Carolina University - College of

Business

East Central University
Eastern Illinois University
Eastern Kentucky University
Eastern Mennonite University
Eastern Oregon University

Eckerd College Elmhurst College Elmira College Elms College Elon University

Embry-Riddle Aeronautical University -Daytona Beach Campus

Embry-Riddle Aeronautical University -Prescott Campus

Emmanuel College Emory & Henry College Emory University - Career Center

Eureka College Everest University - North Orlando

Campus

Everalades University - Boca Raton

Everglades University - Boca Raton Campus

Excelsior College

Fairleigh Dickinson University -College at Florham

Fairleigh Dickinson University -Metropolitan Camp Faulkner University Ferris State University

Florida A&M University

Florida Atlantic University - Boca Raton Campus

Florida Institute of Technology

Florida International University -College of Business Florida Southern College

Florida State College at Jacksonville -

Kent Campus

Florida State College at Jacksonville -

North Campus Florida State University Fontbonne University Fort Hays State University Fort Lewis College

Franciscan University of Steubenville

Franklin & Marshall College

Franklin College
Fresno Pacific University
Friends University
Frostburg State University
Furman University
Gannon University
George Mason University

George Mason University - University Career Services

Georgetown College Georgia College & State University

Georgia Southern University

Georgia Southwestern State University Georgia State University - Andrew Young School

Georgia State University - J. Mack Robinson College

Georgia State University - University

Career Services
Golden Gate University
Gonzaga University
Goucher College
Grantham University

Green Mountain College Greenville College Guilford College

Gwynedd-Mercy College

Hamilton College Hamilton Technical College Hampden-Sydney College Hampshire College

Hanover College Hardin-Simmons University

Harrison College Harris-Stowe State University

Harvard University - Faculty of Arts & Sciences

Harvey Mudd College Hawaii Pacific University

HEC Montreal
Heidelberg University
Henderson State University

Hendrix College Herzing University - Toledo Campus

High Point University Houston Baptist University Hult International Business School Huntington University
Husson University
Huston-Tillotson University
Illinois State University

Indiana State University

Indiana University - Bloomington - College of Arts & Sciences

Indiana University - Bloomington - Kelley School of Business - Undergraduate Indiana University - Bloomington - School

of Informatics Indiana University - Kokomo Indiana University - South Bend Indiana University - Southeast

Indiana University-Purdue University Fort
Wayne

Indiana University-Purdue University Indianapolis

Indiana University-Purdue University Indianapolis

Iona College

Iowa State University - College of Liberal Arts & Sciences

Ithaca College

James Cook University - Townsville Campus

John Brown University
John Carroll University

John Jay College of Criminal Justice Johns Hopkins School of Public Health

Johnson C. Smith University

Juniata College Kansas State University Kansas Wesleyan University

Keiser University - Fort Lauderdale Campus

Kendall College Kennesaw State University

Kennesaw State University Kentucky Wesleyan College

King's College Knox College Koc University

Kutztown University of Pennsylvania

La Salle University Lafayette College LaGrange College

Laguna College of Art & Design

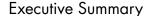
Lake Forest College Lake Superior State University

Lakeland College Lamar University Langston University

Lawrence Technological University

Lawrence University
Le Moyne College
Lee University
Lehman College
Lesley University
Lewis-Clark State College
Lindsey Wilson College
Lipscomb University

Long Island University - C.W. Post Campus





Louisiana State University - Career Services Louisiana State University in

Shreveport

Loyola Marymount University Loyola University Chicago

Loyola University New Orleans -

Career Development

Lynn University Lyon College

Manchester College

Manhattan College

Manhattanville College Marian University

Marian University

Marietta College

Marist College

Marshall University

Mary Baldwin College

Marymount University

Maryville University of St. Louis Massachusetts Institute of Technology -

Careers Offfice

Mayville State University

McDaniel College McKendree University

McPherson College

Medaille College

Menlo College

Mercy College - Dobbs Ferry

Meredith College

Merrimack College

Messiah College

Metropolitan State University -

St. Paul Campus

Miami University

Michigan State University - College of

Engineering

Michigan Technological University

Middlebury College

Midland University

Midwestern State University

Miles College

Millikin University

Millsaps College

Milwaukee Institute of Art & Design Milwaukee School of Engineering

Minneapolis College of Art & Design

Minnesota State University - Mankato

Misericordia University

Mississippi College

Missouri Southern State University

Missouri State University - Springfield

Campus

Missouri University of Science &

Technology

Mitchell College

Molloy College Monmouth College

Monmouth University

Monroe College - Bronx Campus Monroe College - New Rochelle

Campus

Montana State University - Billings Montana State University - Northern

Montana Tech of The University of

Montana

Montclair State University

Moravian College

Morehead State University

Morris College

Mount Aloysius College

Mount Olive College

Mount Royal University

Mount Saint Mary College

Mount St. Mary's University

Mount Vernon Nazarene University

Murray State University

National-Louis University - Chicago

Campus

Neumont University

New College of Florida

New England College

New Jersey Institute of Technology

New Mexico Highlands University

New York Institute of Technology -Old Westbury

New York University - Robert F.

Wagner Graduate School

Niagara University

Nichols College

North Central College

North Dakota State University

North Georgia College & State

University

Northeastern State University

Northeastern University - Department

of Career Services

Northern Arizona University

Northern Kentucky University Northern Michigan University

Northern State University

Northland College

Northwest Missouri State University

Northwood University - Michigan

Campus

Norwich University

Notre Dame of Maryland

University

Oberlin College

Ohio Dominican University

Ohio University - Career Services

Ohio Wesleyan University

Oklahoma State University - Career

Services

Olivet Nazarene University Oral Roberts University Oregon Institute of Technology

Ottawa University

Otterbein University

Our Lady of the Lake University Pace University - New York City Campus

Palm Beach State College - Palm Beach

Gardens Camp

Pennsylvania College of Technology

Pennsylvania State University - Abington

Pennsylvania State University - Berks Pennsylvania State University -

Harrisburg

Pennsylvania State University - Shenango

Pennsylvania State University - York

Pepperdine University - Graduate School of Education

Pepperdine University - Seaver College

Career Center

Philadelphia University

Pitzer College

Point Loma Nazarene University

Point Park University

Pomona College

Prairie View A&M University

**Pratt Institute** 

Presbyterian College

Principia College Providence College

Purdue University - Center for Career

Opportunities 5 Purdue University - College of Liberal Arts

Purdue University - Krannert School of

Management

Purdue University - North Central

Reed College Regis University

Rensselaer Polytechnic Institute

Rhode Island College

Rhodes College

Rice University Ringling College of Art & Design

Roanoke College

Robert Morris University

Roberts Wesleyan College

Rochester Institute of Technology

Rockford College

Rockhurst University

Rocky Mountain College

Roger Williams University Rogers State University

Rollins College

Roosevelt University

Rose-Hulman Institute of Technology

Rutgers University - Camden Rutgers University - New Brunswick

Sabanci University

Saginaw Valley State University

Saint Francis University

Saint John's University

Saint Joseph's College of Maine Saint Joseph's University

Saint Leo University

Saint Louis University - Career Services



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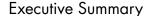
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Springfield College

St. Augustine College

St. Bonaventure University





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University of Connecticut - Department

of Career Services

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Springs

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#### **About NACE**

The National Association of Colleges and Employers (NACE) is the leading source of information about the employment of the college educated. NACE connects more than 5,200 college career services professionals at nearly 2,000 colleges and universities nationwide, and more than 3,000 HR/staffing professionals focused on college relations and recruiting. The professional association forecasts trends in the job market; conducts research into salaries, professional benchmarks, and best practices related to college recruiting and career services; and provides members with professional development opportunities. For more information, see www.naceweb. org/membership\_information/.

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