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.
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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.
Executive Summary

• 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
Aquinas College
Arcadia University
Arizona State University - Career Services
Arizona State University - W.P. Carey School of Business - Undergraduate
Armstrong Atlantic State University
Auburn 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
Bellearmine University
Bennett College for Women
Berea College
Berry College
Bethany College
Bethel College
Binghamton University - SUNY
Biola University
Black Hills State University
Bloomfield College
Bloomburg 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 Polytechnical 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 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
Covenant College
Executive Summary

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 - 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
Hamden-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
Kentucky Wesleyan College
King’s College
Knox College
Kuc 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

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
Emmanual College
Emory & Henry College
Emory University - Career Center
Eureka College
Everest University - North Orlando Campus
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
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
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Indiana University - Kokomo
Indiana University - South Bend
Indiana University - Southeast
Indiana University-Purdue University Fort Wayne
Indiana University-Purdue University Indianapolis
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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
Kentucky Wesleyan College
King’s College
Knox College
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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
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Lawrence Technological University
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Le Moyne College
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Long Island University - C.W. Post Campus
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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
Marist College
Marshall University
Mary Baldwin College
Marymount University
Maryville University of St. Louis
Massachusetts Institute of Technology - Careers Office
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
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Milwaukee Institute of Art & Design
Milwaukee School of Engineering
Minnesota College of Art & Design
Minnesota State University - Mankato
Missericordia 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
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
Neumann 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 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
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Oklahoma State University - Career Services
Olivet Nazarene University
Oral Roberts University
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Our Lady of the Lake University
Pace University - New York City Campus
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Point Loma Nazarene University
Point Park University
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Pratt Institute
Presbyterian College
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Providence College
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Young Harris College

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