



2016 RECRUITING BENCHMARKS SURVEY

EXECUTIVE SUMMARY



NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS
62 Highland Avenue Bethlehem, PA 18017-9085 • 610.868.1421 • www.nacweb.org

ABOUT THE SURVEY

The *2016 Recruiting Benchmarks Survey* extensively explores key aspects of college recruiting, including how efforts are organized, staffed, focused, and executed, as well as outcome-oriented benchmarks and metrics. It also provides insight into trends by comparing current results to past surveys.

The survey was conducted from May 24, 2016, to August 31, 2016, among NACE employer members; 233, or 24.6 percent, responded.

Note: Totals in this report may not equal 100 percent due to rounding.

NACE Research Staff

Edwin W. Koc, Director of Research, Public Policy, and Legislative Affairs

Andrea J. Koncz, Research Manager

Kenneth C. Tsang, Research Associate

Louisa Eismann, Research Associate

Anna Longenberger, Research Assistant

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University Relations and Recruiting Departments

- More than two-thirds of employer respondents (69.5 percent) concentrated their university recruiting efforts on U.S. students for positions located within the United States.
- Slightly less than one-half of responding employers' new hires for full-time, entry-level positions (48.3 percent) were recent college graduates.
- Almost two-thirds of university relations and recruiting (URR) functions were housed within a human resources department; nearly 70 percent identified their structure as centralized.
- The overall average number of full-time staff was 11. However, organizations with a centralized structure within a larger human resources department reported having an average of 15 full-time staff.
- The average total annual recruiting budget for a URR operation was \$562,642.

University Recruiting Program: What Matters Most

- Employers report that branding continues to be the most important part of their university recruiting programs.
- The most highly used and rated branding techniques were career/job fairs, employers' own corporate websites, campus information sessions, and relationships built with key faculty members.
- Nearly 70 percent of respondents reported using social media in their college recruiting efforts. The most popular social media platform continues to be LinkedIn, which is used by 94.5 percent of respondents.

Recruiting: Operational Details

- Nearly 98 percent of respondents reported that they recruited Class of 2016 graduates by using on-campus activities.
- Respondents selected their target schools for recruiting based mainly upon the school's majors offered, quality of programs, accreditation, and the employer's past experience at the school. The school's location continues to become less important to employers as this factor's importance rating has dropped for the third consecutive year.
- Almost all respondents (97.6 percent) relied on career centers as their main on-campus recruiting resource.
- Since 2012, periodic evaluations of on-campus resources have risen from 45.9 percent of respondents conducting them in 2012 to 57.4 percent this year.
- Employers reported that they attended an average of 36 career fairs during 2016.
- Job postings on campus and company websites continue to be the most widely used and highly effective technical applications.
- Almost three-quarters of respondents conducted on-campus interviews, with an average of 59 percent of their new graduate hires taking part in them.
- The use of video interviewing has increased tremendously since 2008, spiking 23.7 percent from last year. This year, 55.3 percent of employers reported using video interviewing.

Career Readiness Competencies

- Employers rated critical thinking/problem solving as the most important of the seven career readiness competencies.
- When rating new graduates in terms of the competencies, teamwork/collaboration topped the list, with critical thinking/problem solving receiving the second-highest rating.

The Hiring Process

- More than 70 percent of employers identified the amount of time from job posting to interview to be three weeks or more.
- The majority of respondents said the time from interview to offer takes approximately two weeks.
- Forty percent of employers identified two weeks as the norm for the offer-to-acceptance cycle, which has been the standard in recent years.
- The average offer rate for 2016 was 45.5 percent, while the average acceptance rate was 71.8 percent.
- More than 90 percent of respondents offered life insurance, dental insurance, and company-matched 401(k) retirement plans. These are among the employee benefits students said are most important to them.

Diversity Recruiting

- Only 56.3 percent of this year's respondents reported having a formal diversity recruiting effort.
- Among those with a formal effort, women, African-Americans, and Hispanic-Americans were the highest priorities.
- African-Americans were sought by 91.7 percent of respondents hiring business majors. However, women were the main focus for employers seeking engineering (100 percent) and computer science (95.5 percent) majors.
- For employers that had formalized diversity recruiting efforts, women (38.1 percent) were the most represented diversity hires among all of their college recruits.

The New Hire: Rotational Programs and Retention

- Among this year's respondents, 43.8 percent reported having rotational programs.
- The majority of these rotational programs were one to two years in length with segment durations lasting three to six months.
- After one year, employers having a rotational program reported a 91.1 percent retention rate; after five years, they reported a retention rate of more than 70 percent.

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