



# NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

APRIL 2023



## NACE 2022-23 CAREER SERVICES BENCHMARKS REPORT EXECUTIVE SUMMARY



# INTRODUCTION

The *2022-23 Career Services Benchmarks Report* is a comprehensive report that provides quantitative data and analysis on the range of college and university career center operations. This year's survey was refined to highlight only the key questions to ease the burden on our career center members. NACE provides the results in figures throughout the full report, while discussing important relationships, yearly trends, and insights.

## EXECUTIVE SUMMARY

### OFFICE & REPORTING STRUCTURE

- Over the past 10 years, there has been a clear shift away from housing the career center in student affairs. Career centers have moved to academic affairs as well as other reporting lines, such as the office of enrollment management and the office of the president.
- Interestingly, 20% of respondents indicated there was a change in their reporting in just the last year.

### BUDGETS

- Budgets appear to have stabilized post-2020, and have even increased since then by some metrics, with most of those increases going to personnel costs. The median personnel budget has grown to \$353,000. Moreover, personnel costs have climbed to 88% of career centers' total budget.
- In-person career fair fees have rebounded after a steep dip due to the pandemic shutting down most career fairs in 2020, although they have not quite returned to the pre-pandemic levels of 2018-19. Virtual career fair figures appear to be stable since beginning in earnest in 2020.

### STAFFING

- Over time, there has been a tendency toward conferring elevated titles on the chief executive of the career center. The biggest increases are in the prevalence of the title "executive director" and "assistant/associate vice president."
- Prior to the pandemic, FTE levels were increasing in the career center. Since the pandemic, FTE levels have stabilized with a small increase in the mean, but a slight decrease in the median.
- Slightly more than 62% of career centers are offering staff the ability to work from home in 2022-23. This figure has nearly doubled since 2018-19, when only 34% of career centers offered this employee benefit.

### SERVICES AND APPOINTMENTS

- The percentage of career centers offering in-person career fairs has not yet returned to pre-pandemic levels: Most career centers offered them in 2015-16, while about two-thirds offered them in 2021-22. On the other hand, the data clearly show that virtual career fairs have increased substantially since pre-pandemic times: Less than one in 10 offered them in 2017-18 compared to nearly two-thirds that offered them in 2021-22.
- When combining the numbers of virtual and in-person appointments, the total number of appointments far exceeds the pre-pandemic numbers. This indicates that career center staff have increased their productivity in this regard, given that staffing levels have largely remained the same since 2018-19. Of course, these appointments are now split between in person and virtual, unlike pre-pandemic.

## CAREER FAIRS

- The number of organizations in attendance at in-person career fairs has not yet returned to pre-pandemic levels. However, the total, i.e., when combining in-person and virtual organizations, has far exceeded pre-pandemic times, with most of these gains coming from the growth of virtual career fairs.
- The number of students in attendance has followed a similar pattern. We have not seen a return to pre-pandemic levels for in-person career fairs, but when adding in the number of virtual attendees, attendance levels have returned to or surpassed the levels of 2017-18.

## ON-CAMPUS INTERVIEWS

- On-campus interviewing has significantly decreased since the pandemic. Even when combining virtual and in-person on-campus interviews, the median number of interviews is still about half of what it was before the pandemic.
- In lockstep with the number of interviews, the number of organizations participating in on-campus interviews has decreased significantly.

## DATA USAGE

- More than four out of 10 career centers collect the demographic data of those using career center services.
- The main reasons given for collecting these data are to identify underserved students and to refine programming.

## NACE RESEARCH STAFF

**MARY GATTA, PH.D.**, Director of Research and Public Policy

**JOSHUA KAHN, PH.D.**, Associate Director of Research and Public Policy

**ANDREA J. KONCZ**, Senior Research Manager

**ANGELENA GALBRAITH**, Researcher

**ANNA LONGENBERGER**, Research Coordinator

# APPENDIX

## ABOUT THE SURVEY

NACE collected data for its *2022-23 Career Services Benchmarks Report* from November 2, 2022, to December 15, 2022. NACE surveyed its member institutions, resulting in 561 respondents, which translates to a 30.1% response rate based on NACE's membership at the time of the survey window. The participating schools that chose to be listed as respondents can be found below.

In previous reports, we have broken out many results by Carnegie Classification. Because we provide these data in the dashboard that accompanies this report, NACE believes it would be more useful to provide more of a longitudinal view of trends where possible.

A few notes about the data in this report:

- Overall statistics were calculated based on the number of respondents for that question, as every question was optional.
- The sum of percentage breakdowns may not equal 100 due to rounding or, in cases where the sum substantially exceeds 100, because respondents were asked to select all options that apply.
- In general, the results included in this report reflect data based on the 2022-23 academic year. The exception to this is the data related to services, which is for 2021-22.
- In these data, a few large schools usually pull the mean upward; thus, the median is generally a better reflection of the data.
- Responses to questions with low response rates should be interpreted with caution.

Note: Compensation data for career center positions are reported separately in NACE's *2021-22 Career Services Compensation Report*, which includes base salary, formal salary range, change in salary from previous year, years of tenure, bonus information, and selected benefits.

## PARTICIPATING INSTITUTIONS

A total of 561 career services offices participated in the 2022-23 Career Services Benchmarks Survey; those that chose to be listed as respondents appear here:

Abilene Christian University  
Adelphi University  
Agnes Scott College  
Aims Community College  
Albright College  
Allegheny College  
Alverno College  
Amarillo College  
American International College  
Ana G Mendez University  
Anderson University-SC  
Arapahoe Community College  
Arcadia University  
Arizona State University -  
Career & Professional Development Svcs  
Augsburg University  
Augusta University - Career Services  
Augustana College  
Austin Peay State University  
Averett University  
Azusa Pacific University  
Ball State University - Career Center  
Baruch College  
Bates College  
Bay Path University  
Baylor University - Career Center  
Beacon College  
Bellarmine University  
Bellevue University  
Beloit College  
Bethany Lutheran College  
Bethel College-North Newton  
Binghamton University - SUNY  
Biola University  
Blackhawk Technical College  
Bob Jones University  
Boise State University  
Boston College - Career Center  
Boston University – Center for Career Development  
Brandeis University  
Bridgewater College  
Brigham Young University - Careers & Experiential Learning  
Bryant University  
Buffalo State College - SUNY  
Butler University  
Cabrini University  
Caldwell University  
California Lutheran University  
California Polytechnic State University - San Luis Obispo  
California State University - Dominguez Hills  
California State University - Monterey Bay  
California State University - Stanislaus  
Calvin University  
Camden County College  
Cameron University  
Campbell University  
Capilano University  
Capital University  
Carnegie Mellon University -  
Career and Professional Development Center  
Carnegie Mellon University - ETC  
Case Western Reserve University - Case Career Center  
Cedarville University  
Centenary College of Louisiana  
Central Michigan University  
Central Penn College  
Central Piedmont Community College  
Centre College

Cerritos College  
Christian Brothers University  
Clackamas Community College  
Clarkson University  
Cleveland State University  
Cloud County Community College  
Colby-Sawyer College  
College of Southern Maryland  
College of the Holy Cross  
Colorado College  
Colorado School of Mines  
Colorado State University - Pueblo  
Columbia College South Carolina  
Columbia Southern University  
Columbia University - Mailman School of Public Health  
Concord University  
Concordia College at Moorhead  
Concordia University - Ann Arbor  
Concordia University - Irvine  
Connecticut College  
Converse University  
Creighton University  
Crown College  
Davenport University  
Davidson College  
Davis & Elkins College  
Delaware Valley University  
DeSales University  
Dominican University - New York  
Dordt University  
Douglas College  
Drake University  
Drury University  
East Central University  
East Tennessee State University  
Eastern Illinois University  
Eastern Kentucky University  
Eastern Nazarene College

Eastern University  
Embry-Riddle Aeronautical University - Daytona Beach Campus  
Emory & Henry College  
Emory University  
Endicott College  
Florida Institute of Technology  
Florida International University - Honors College  
Florida Memorial University  
Florida Southern College  
Florida State University  
Franklin College  
Franklin W. Olin College of Engineering  
Fresno Pacific University  
Friends University  
Furman University  
Gateway Technical College  
Geisinger Commonwealth School of Medicine - Graduate Program  
George Mason University - School of Business  
Georgia Gwinnett College  
Georgia Southern University  
Georgia State University - J. Mack Robinson College of Business  
Georgia State University - University Career Services  
Georgian Court University  
Germana Community College - Locust Grove Campus  
Golden Gate University  
Gonzaga University  
Goucher College  
Grand View University  
Gwynedd Mercy University  
Hamline University  
Hampshire College  
Hanover College  
Hastings College  
Herzing University  
Hilbert College  
Hofstra University



2022-23 CAREER SERVICES BENCHMARKS REPORT  
EXECUTIVE SUMMARY

Hollins University	Marian University - WI
Holy Cross College	Marietta College
Hope College	Marquette University
Idaho State University	Marshall University
Indiana State University - Career Center	Marymount University
Indiana University - Bloomington - Kelley School of Business - Career Services	Maryville College
Indiana University - Kokomo	Massachusetts College of Art & Design
Indiana University - South Bend	Massachusetts Institute of Technology - Career Advising and Professional Development
Iona University	McPherson College
James Madison University	Medical College of Wisconsin
Johnson & Wales University - Providence Campus	Meredith College
Kalamazoo College	Merrimack College - O'Brien Center for Career Development
Kansas State University	Messiah University
Kettering University	Miami University - Center for Career Exploration & Success
Keuka College	Midland University
King's College	Millersville University
King's College London	Millsaps College
Kutztown University of Pennsylvania	Milwaukee Institute of Art & Design
Laguna College of Art & Design	Minnesota State University - Mankato
Lakeland University	Missouri State University - Springfield Campus
Laredo College	Missouri Western State University
Lawson State Community College	Mitchell College
Lehman College	Monmouth University
Lindenwood University	Montana Tech
Linfield University	Morehead State University
Lipscomb University	Morgan State University
Logan University	Mount Holyoke College
Los Angeles Pacific University	Mount Saint Mary College
Louisiana State University - LSU Olinde Career Center	Mt. San Antonio College
Louisiana Tech University	Nazareth College
Loyola Marymount University	Nevada State College
Loyola University New Orleans - Career Development Center	New York University - Robert F. Wagner Graduate School of Public Service
Luther College	New York University - The Wasserman Center for Career Development
Lynn University	Newberry College
Lyon College	Nichols College
Madonna University	Norfolk State University
Mansfield University of Pennsylvania	

2022-23 CAREER SERVICES BENCHMARKS REPORT  
EXECUTIVE SUMMARY

North Carolina Central University  
North Central College  
North Idaho College  
Northeastern University - Office of Employer Engagement & Career Design  
Northern Arizona University  
Northern Essex Community College  
Northern Kentucky University  
Northern Michigan University  
Northwest Missouri State University  
Notre Dame of Maryland University  
Oakland University  
Oakland University - School of Business  
Oberlin College  
Occidental College  
Ocean County College  
Oglethorpe University  
Ohio Dominican University  
Ohio Wesleyan University  
Old Dominion University  
Olivet College  
Oregon Institute of Technology  
Otis College of Art & Design  
Ottawa University  
Ozarks Technical Community College  
Pacific Lutheran University  
Pacific University  
Pennsylvania College of Technology  
Pennsylvania State University - Career Services  
PennWest University  
Peru State College  
Pittsburg State University  
Plattsburgh State - SUNY  
Portland State University  
Post University  
Prairie State College  
Presbyterian College  
Prince George's Community College  
Providence College  
Purdue University - Krannert School of Management - Graduate  
Purdue University Fort Wayne  
Purdue University Global  
Ramapo College of New Jersey  
Raritan Valley Community College  
Rhode Island College  
Rice University - Center for Career Development  
Richland Community College  
Ripon College  
Roberts Wesleyan College  
Rockhurst University  
Rollins College  
Rose-Hulman Institute of Technology  
Rutgers University - Camden  
Rutgers University - New Brunswick - Career Exploration & Success  
Rutgers University - Newark - Career Development Center  
Sacred Heart University - Office of Career Development  
Saginaw Valley State University  
Saint Joseph's University  
Saint Martin's University  
Saint Mary's University of Minnesota  
Saint Michael's College  
Saint Paul College  
Saint Vincent College  
Salve Regina University  
Sam Houston State University  
Samford University  
San Diego State University  
San Jose State University  
SANS Technology Institute  
Savannah State University  
School of Visual Arts  
Scripps College  
Seattle Pacific University  
Seattle University



2022-23 CAREER SERVICES BENCHMARKS REPORT  
EXECUTIVE SUMMARY

Seton Hall University  
Seton Hill University  
Simpson College  
Slippery Rock University of Pennsylvania  
Smith College - Lazarus Center for Career Development  
Snow College  
South Dakota School of Mines & Technology  
South Dakota State University  
Southern Adventist University  
Southern Illinois University - Carbondale -  
College of Business & Analytics  
Southern Oregon University  
Southern Utah University  
Southern Wesleyan University  
Southwest Minnesota State University  
Southwestern Michigan College  
Spokane Community College  
St. Charles Community College  
St. Cloud State University  
St. Francis College  
St. John Fisher University  
St. Mary's University  
St. Philip's College  
Stephen F. Austin State University  
Stetson University  
Stonehill College - Career Services  
Stony Brook University - SUNY  
SUNY at Potsdam  
SUNY Cortland  
SUNY Fredonia  
SUNY Geneseo  
SUNY New Paltz  
Susquehanna University  
Syracuse University - Central Career Services  
Tarleton State University  
Tennessee State University  
Texas A&M University - Central Texas  
Texas A&M University - Corpus Christi  
Texas A&M University - Kingsville  
Texas Christian University -Center for Career & Professional  
Development  
Texas State University  
Texas Tech University - Rawls College of Business  
The City University of New York -  
School of Professional Studies  
The Evergreen State College  
The George Washington University - Center for Career  
Services  
The King's College  
The Ohio State University - College of Engineering  
The Ohio State University - College of Food, Agricultural, &  
Environmental Sciences  
The University of Kansas - School of Engineering  
The University of Melbourne  
The University of Montana - Missoula  
The University of North Carolina at Asheville  
The University of North Carolina at Chapel Hill -  
University Career Services  
The University of Oklahoma  
The University of South Dakota  
The University of Southern Mississippi  
The University of Tennessee - Center for Career Development  
The University of Tennessee at Martin  
The University of Texas at Austin - Texas Career Engagement  
The University of Texas Permian Basin  
The University of the Arts  
The University of Toledo  
The University of Utah - Career Services  
The University of Vermont  
Thomas Jefferson University  
Tiffin University  
Toronto Metropolitan University  
Towson University  
Trevecca Nazarene University  
Trinity University  
Triumph Higher Education  
Tulsa Community College  
United Tribes Technical College

2022-23 CAREER SERVICES BENCHMARKS REPORT  
EXECUTIVE SUMMARY

Universidad del Sagrado Corazon	University of Mississippi
University at Buffalo, The State University of New York – Career Design Center	University of Missouri - Bloch Career Center
University of Arkansas - Fayetteville	University of Missouri - St. Louis
University of California - Berkeley	University of Mount Union
University of California - Irvine - Division of Career Pathways	University of Nebraska at Kearney
University of California - Los Angeles - Luskin School of Public Affairs	University of Nebraska at Omaha – Academic & Career Development Center
University of California - Santa Cruz	University of Nevada - Reno - Career Studio
University of Central Missouri	University of Nevada, Las Vegas
University of Cincinnati - Clermont College	University of New Hampshire
University of Cincinnati - Lindner College of Business	University of New Mexico
University of Colorado Colorado Springs	University of New Mexico - Valencia
University of Connecticut – School of Business – Business Analytics & Project Management	University of North Georgia
University of Dayton	University of North Texas
University of Denver - Career Center	University of Northern Colorado-Center for Human Enrichment
University of Denver - Graduate School of Social Work	University of Notre Dame - Meruelo Family Center for Career Development
University of Denver - Josef Korbel School	University of Pikeville
University of Detroit Mercy	University of Pittsburgh - Career Center
University of Evansville	University of Pittsburgh - College of Business Administration
University of Exeter	University of Portland
University of Houston - C.T. Bauer College of Business	University of Redlands
University of Idaho	University of Rhode Island - College of Business Administration
University of Illinois at Chicago - College of Engineering	University of Richmond - Alumni & Career Services
University of Illinois at Urbana-Champaign - The Career Center	University of Rochester - The Gwen M. Greene Center for Career Education and Connections
University of Illinois Springfield	University of Saint Francis
University of Indianapolis	University of San Francisco
University of Kentucky - James W. Stuckert Career Center	University of Scranton
University of Louisville	University of South Carolina - Columbia
University of Maryland - College Park - A. James Clark School of Engineering	University of South Florida - Tampa - Career Center
University of Maryland Eastern Shore	University of St. Thomas - St. Paul Campus
University of Massachusetts - Boston	University of St. Thomas Texas
University of Massachusetts - Dartmouth	University of Tampa
University of Massachusetts - Lowell	University of the Cumberlands
University of Massachusetts Global	University of the Fraser Valley
University of Michigan - College of Engineering	University of the South
University of Minnesota - Twin Cities - College of Science and Engineering Career Center	University of Virginia - Career Center
	University of Washington - Bothell

University of Washington - Career Center  
University of Washington - Tacoma  
University of Waterloo  
University of West Florida  
University of Wisconsin - Green Bay  
University of Wisconsin - Madison -  
Office of Undergraduate Advising  
University of Wisconsin - River Falls  
University of Wisconsin - Stout  
Utah State University  
Valley City State University  
Vassar College  
Ventura College  
Villanova University  
Vincennes University  
Virginia Commonwealth University  
Virginia Military Institute  
Virginia Wesleyan University  
Viterbo University  
Wake Technical Community College  
Waldorf University  
Washburn University

Washington and Lee University  
Washington State University - Pullman  
Wayne State University - College of Engineering  
Wayne State University - Career Services  
West Chester University of Pennsylvania  
West Virginia University  
Western Carolina University  
Western Colorado University  
Western Illinois University  
Western Kentucky University  
Western Michigan University  
Western Washington University  
Westminster College - Utah  
Wheaton College - Illinois  
Widener University  
William & Mary  
William Paterson University  
Wilson College  
Worcester Polytechnic Institute  
Xavier University - Career Development Office  
Young Harris College