



DECEMBER 2019



2019

**RECRUITING
BENCHMARKS
SURVEY
REPORT**

EXECUTIVE SUMMARY



ABOUT THE REPORT

The *2019 Recruiting Benchmarks Survey Report* explores key aspects of university recruiting, such as the structure, staffing, focus, and execution of the efforts, and provides outcome-oriented benchmarks and metrics. This report also compares current results to those of previous years to offer insight on trends in recruiting.

The survey on which this report is based was conducted from June 24, 2019, until September 16, 2019, and was distributed to organizations holding NACE membership. There were 232 total respondents representing 25.6 percent of all eligible respondents; 167 of the respondents chose to be listed in the appendix.

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

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- Responding employers' main focus was to recruit within the United States for U.S.-based operations only (71.6 percent).
- Slightly more than half of all full-time, entry-level hires (58.0 percent) were recent college graduates.
- Most university relations and recruiting departments were reported as components of their organization's human resources department (65.5 percent) and most operate with a hybrid structure (54.8 percent).
- Career fairs, corporate websites, and campus information sessions were the top-used branding techniques by employers. Meanwhile, respondents deemed career fairs, campus information sessions, and building relationships with key faculty the most effective techniques.
- Social media use among employers (74.1 percent) has dropped by 6.0 percentage points since 2018.
- Almost all employers (98.9 percent) recruit from traditional four-year public/nonprofit universities.
- When selecting target schools at which to recruit, employers emphasize their past recruiting experience at a school, the majors offered, the diversity of the student body, and the quality of individual academic programs.
- Employers attended an average of 48 career fairs and plan to participate in 47 for the next recruiting year. These figures have increased since last year's report.
- Eighty-two percent of employers had diversity efforts within their recruiting programs, which was down from last year.
- Consistent with the 2016 results, women (94.3 percent) were the top targeted group this year, followed by African-Americans (93.6 percent) and Hispanic-Americans (86.4 percent).
- The use of pre-employment assessments and predictive analytics remains uncommon among employers.
- Most employers used formal on-campus interviewing as a hiring process, and 49.3 percent of full-time college hires result from this method.
- On average, the time from an interview to an offer was 23.5 days, and the average cycle from making an offer to acceptance was 14.3 days.
- Among employers that used rotational programs, the retention rate of college graduate hires after one year was 93.6 percent. Furthermore, it was 73.3 percent after three years and 62.9 percent after five years.

APPENDIX

PARTICIPATING ORGANIZATIONS

Aetna Inc.
Ahern
Alcon
ALKU
Allscripts
Altria Group, Inc.
Amkor Technology
Aon Corporation
Aptiv
ArcelorMittal USA
Arizona Public Service
Arup
Ascend Performance Materials
Ascension Information Services
Ascensus
Avery Dennison Corporation
Badger Meter
Baird
Ball Aerospace
Barry-Wehmiller Design Group
Baxter Healthcare Corporation
Bayer US, Monsanto Company
Bemis Company, Inc.
Best Buy
Blue Cross Blue Shield of NC
BMO Financial Group
BOK Financial Corporation
BTD Manufacturing
Burlington Stores
Centene Corporation
Centurylink, Inc.
Chevron Phillips Chemical Company LP
ClarkDietrich
CohnReznick
Con Edison
ConocoPhillips Company
Consigli Construction
Crestron Electronics Inc.
Crown Cork & Seal Company USA, Inc.
Danaher Corporation
Dell Technologies
Dick's Sporting Goods
Diebold Nixdorf
Dot Foods
DST Systems Inc.
Duff & Phelps LLC
DuPont
Eaton Corporation
Echo Global Logistics
Edward Jones
ellucian
Emerson Climate Technologies
Enterprise
EOG Resources, Inc.
ERM
EthosEnergy
EY
FDM Group Inc.
First Solar
FM Global
GAF Corporation
GE Appliances, a Haier company
General Dynamics Electric Boat
General Electric
General Motors Corporation
Georgia Tech Research Institute
Ghafari Associates LLC
Great Lakes Dredge & Dock Company
Heidrick & Struggles
Highmark Health
Hologic, Inc.
Honeywell International Inc.
Hormel Foods Corporation
Hubbell Incorporated
Hughes Network Systems
INEOS
Ingredion
Intuit Inc.
ITW
Jacobs
Kerry Inc.
Kimberly-Clark Corporation

Kohler Company
KPMG LLP
Land O'Lakes Inc.
Liberty Mutual Insurance Company
Lincoln Electric
Macy's, Inc.
Mars, Incorporated
Maser Consulting
MAVERICK Technologies
Medtronic
Meijer, Inc.
Merck & Co., Inc.
Micron Technology, Inc.
Moen Incorporated
Molex, LLC
Moss Adams, LLP
Motorola Solutions, Inc.
ms consultants, inc.
National Instruments
Nestle USA
NETGEAR Inc.
Northeast Indiana Regional Partnership
Old Republic International
ONEOK, Inc.
Owens Corning
Pacific Life
Parsons Corporation
Paylocity
PEG LLC
Phillips Edison & Co.
Phillips-Medisize Corporation
Polaris Industries, Inc.
PPL Corporation
Presidio Trust
Principal Financial Group
Protiviti Inc.
PTC
QVC Inc.
Raytheon Company
Rust-Oleum
Sanderson Farms, Inc.
Sanofi
Seagate Technology
Sealed Air Corporation
SEEL LLC

Selden Fox LTD
Shaw Industries, Inc.
Siemens
Sierra Nevada Corporation
Sonoco Products Company
Southwest Airlines Co.
Speedway LLC
SPX Flow
STAPLES Inc.
Steelcase Inc.
Stryker Corporation
Summit Materials
Swagelok
Symantec Corporation
T-Mobile USA, Inc.
Teradata Corporation
Texas Tissue Converting LLC
Textron Inc.
The Aerospace Corporation
The Children's Museum of Indianapolis
The Hartford Financial Services Group, Inc.
The Johns Hopkins University - Applied Physics Laboratory
The MITRE Corporation
The Travelers Companies, Inc.
The Vanguard Group
The Walsh Group
TimkenSteel Corporation
Travelport
Tucson Unified School District
Turner Construction Company
U.S. Cellular Corporation
U.S. Comptroller of the Currency
UFCU
Uline
Underwriters Laboratories Inc.
United Technologies Corporation
Vera French Community Mental Health Center
Verisk
Viasat, Inc.
Wabash National Corporation





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