

MARCH 2021

NACE 2020-21

CAREER SERVICES BENCHMARK SURVEY REPORT

EXECUTIVE SUMMARY



NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS
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ABOUT THE SURVEY

The *2020-21 Career Services Benchmark Survey 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 in an effort to ease the burden on our career center members. NACE provides the results in figures throughout the report while discussing important relationships, yearly trends, and insights. Discussion of statistical significance is included where appropriate. Statistical significance refers to the idea that the differences or relationships uncovered in these analyses are actual and true in the population, and not just due to chance or "random sampling variation."

It is important to consider the timing of the survey. Data were collected from September 28, 2020, to December 11, 2020. The responses were submitted in the midst of the coronavirus pandemic and reflect many of the changes career services offices made to their operations. Colleges and universities have experienced shifts to virtual instruction and support, travel bans, social distancing, economic fallout, and other factors that affected operations. NACE is reporting the data during the pandemic to assess how the pandemic impacted the field.

For its *2020-21 Career Services Benchmark Survey Report*, NACE surveyed its member institutions, resulting in 538 respondents, which translates to a 27.4% response rate. The participating schools that chose to be listed as respondents can be found in the appendix at the end of the report.

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 2020-21 academic year. The exception to this is the data related to services, which is for 2019-20.
- In figures that show data broken down by "Overall" and "Carnegie Classification," the number of respondents by Carnegie Classification may not equal the total number of overall respondents for two reasons. First, although all Carnegie Classification responses are incorporated into the overall results, the report does not break out all Carnegie Classifications due to low response counts in certain categories. Second, overall results include schools without Carnegie Classifications, for example, international institutions as well as domestic institutions that are not yet included in the classifications.
- 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.
- This report relies on the classification system for Title IV-eligible, degree-granting colleges and universities in the United States, which was revised in 2018 by the National Center for Education Statistics. The categories in this report and their respective abbreviations are shown in Figure 1.

Note: Compensation data for career center positions are reported separately in NACE's 2020-21 Career Services Compensation Report. The report includes base salary, formal salary range, change in salary from previous year, years of tenure, bonus information, and selected benefits.

FIGURE 1: CARNEGIE CLASSIFICATION KEY

GROUP	CLASSIFICATION	ABBREVIATION
DOCTORAL UNIVERSITIES	Very High Research Activity	Research 1 (R1)
	High Research Activity	Research 2 (R2)
	Doctoral/Professional	D/P
MASTER'S COLLEGES & UNIVERSITIES	Large Programs	Master's 1 (M1)
	Medium Programs	Master's 2 (M2)
	Small Programs	Master's 3 (M3)
BACCALAUREATE COLLEGES	Arts & Sciences Fields	Arts & Sciences (A & S)
	Diverse Fields	Diverse (D)
ASSOCIATE'S COLLEGES	All	Associate's
SPECIAL FOCUS	All	Special Focus

NOTE: THE CARNEGIE CLASSIFICATION'S 2018 UPDATE INCLUDES MORE CATEGORIES THAN THE ONES LISTED ABOVE. HOWEVER, DUE TO A LOW NUMBER OF RESPONDENTS WITHIN THE INDIVIDUAL CATEGORIES, RESULTS WERE COMBINED TO FORM LARGER, BROADER CATEGORIES. FOR THE PURPOSES OF THIS REPORT, ALL "ASSOCIATE'S COLLEGES" ARE COMBINED INTO ONE "ASSOCIATE'S" CATEGORY, WHICH ALSO INCLUDES "BACCALAUREATE/ASSOCIATE'S" SCHOOLS BECAUSE OF A SMALL SAMPLE SIZE IN THOSE CATEGORIES; LASTLY, ALL "SPECIAL FOCUS" CATEGORIES ARE COMBINED INTO ONE "SPECIAL FOCUS" CATEGORY.

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KEY INSIGHTS

- The majority of offices (71.3%) were centralized, and there was a decline in the percentage of offices reporting a hybrid structure.
- The total number of in-person appointments decreased, due to switching the modality in which services are offered as a result of the pandemic. For example, during the 2018-19 academic year, the median number of in-person appointments was 1,055.5; for 2019-20, that figure is down to 880.0, a decrease of 16.6%.
- In-person appointments were more prevalent than group sessions, and virtual modality was much more widely used than in-person sessions.
- The overall average number of students that career centers assisted with finding an internship is up by 16% from the average reported in the 2019-29 survey, while the median remains the same.
- In-person career fairs were hosted by 77.3% of respondents; 36.9% hosted virtual fairs; 16.3% hosting hybrid fairs.
- The median number of students who were interviewed “on campus” increased 7.5%, from 186 to 200 (the median value of 200 is the totaled in-person and virtual interviews).
- The percent of schools conducting first-destination surveys fell: The overall average was 80.6%.
- Nearly 30% of respondents used a third-party provider to collect student outcome information. This figure has been increasing since the 2017-18 academic year.
- There were notable declines in staffing levels. The median total office full-time equivalent (FTE) decreased from 7.5 in the 2019-20 academic year to 6.3 in 2020-21. The mean for total professional staff per office decreased as well from 6.6 to 6.1, but the median (4.0) remained the same.
- Career information specialists, employer relations coordinators, and experiential education coordinators are the most common roles across offices.
- In general, 55% of staff time is spent student facing, and the rest is split between employer-facing and internal-facing functions.
- The mean and median staff levels for career coaches, counselors, and advisers have increased across the board for the 2020-21 academic year.
- Career center budgets took a hit: More than one-third saw decreases in their personnel budgets, and more than half experienced decreases in their non-personnel budgets.
- Comparing the average in-person career fair fees from the 2019-20 academic year to the virtual career fair fees levied in the 2020-21 academic year, the virtual fees were approximately \$100 less for private-sector employers and around \$50 less for nonprofit and government agency employers.
- Responding career centers were most likely to report using Handshake, followed by Zoom and Symplicity, to hold their virtual career fairs.
- The percentage of respondents that said they had either set up a badge or passport program, were exploring it, or expected to set it up for the next year dropped from 22% the previous year to 17%.

APPENDIX

LIST OF RESPONDENTS

A total of 538 career services offices participated in the *2020-21 Career Services Benchmark Survey*; those that chose to be listed as respondents appear here.

Adelphi University	Boston University - Questrom School of Business
Aims Community College	Bradley University - Smith Career Center
Alamo Colleges District	Brandeis University
Albert Einstein College of Medicine	Brenau University
Albion College	Bridgewater College
Albright College	Brigham Young University - Counseling & Career Center
Alfred State College - SUNY	Brookhaven College
Alfred University	Bryant University
Amarillo College	Buffalo State College - SUNY
Aquinas College	Butler University
Arcadia University	California State University - Bakersfield
Arizona State University - Career & Professional Development Services	California State University - Chico
Arizona State University - W.P. Carey School of Business	California State University - Dominguez Hills
Arkansas Tech University	California State University - Long Beach
Auburn University - Career Center	California State University - Northridge
Auburn University - Samuel Ginn College of Engineering	California University of Pennsylvania
Augusta University - Career Services	Cameron University
Augustana College	Campbell University
Austin College	Capital University
Austin Community College	Carthage College
Babson College	Cazenovia College
Bates College	Cedar Crest College
Bellevue University	Cedarville University
Belmont Abbey College	Central Michigan University
Beloit College	Central Penn College
Bennington College	Central State University
Berry College	Central Washington University - Ellensburg
Bethel College-North Newton	Centre College
Binghamton University - SUNY	Cerritos College
Biola University	Chestnut Hill College
Blackburn College	Christian Brothers University
Blue Ridge Community and Technical College	City College of San Francisco
Boise State University	Claremont Graduate University
Boston College - Career Center	Clark University
	Clarkson University

Clayton State University	Embry-Riddle Aeronautical University - Daytona Beach Campus
Cloud County Community College	Emory & Henry College
Coastal Carolina University	Ferris State University
College of Charleston	Flagler College-St Augustine
College of Coastal Georgia	Florida Institute of Technology
College of Saint Benedict	Florida Southern College
College of Staten Island - CUNY	Florida State University
College of the Sequoias	Fordham University
Colorado Mountain College	Franklin College
Colorado School of Mines	Fresno Pacific University
Colorado State University - Pueblo	Front Range Community College
Colorado State University -Fort Collins - The Career Center	Furman University
Colorado State University -Fort Collins- College of Business	George Fox University
Columbia College Missouri	Georgia College & State University
Columbia Southern University	Georgia Gwinnett College
Columbia University - Mailman School of Public Health	Georgia State University - J. Mack Robinson College of Business
Concordia College at Moorhead	Georgia State University - University Career Services
Concordia University - Texas	Goldey-Beacom College
Connecticut College	Gonzaga University
Converse College	Goodwin University
County College of Morris	Grove City College
CUNY School of Labor and Urban Studies	Gwinnett Technical College
Daemen College	Hamline University
Davenport University	Hampden-Sydney College
Davis & Elkins College	Hastings College
Defiance College	Hawaii Pacific University
Delaware State University	Herzing University
DeSales University	Hostos Community College
Dickinson College	Houston Community College
DigiPen Institute of Technology	Howard University
Dillard University	Husson University
Dominican University	Idaho State University
Drake University	Illinois College
Dunwoody College of Technology	Illinois State University
Earlham College - Careers and Graduate Outcomes	Independence Community College
East Tennessee State University	Indiana Institute of Technology
Eastern Illinois University	Indiana State University - Career Center
Eastern Washington University	Indiana University - Bloomington - Kelley School of Business - Undergraduate
Elmira College	
Elon University	

Indiana University - South Bend	Monmouth University
James Madison University	Montana Tech
John Brown University	Moravian College
Johnson & Wales University - Providence Campus	Morehead State University
Johnson County Community College	Morehouse College
Kalamazoo College	Morton College
Kansas State University	Mount Holyoke College
Kennesaw State University	Mount Saint Mary College
Kent State University at Kent	Mount Saint Mary's University
Kenyon College	Mount St. Mary's University
Kettering University	Mt. San Antonio College
King University	Murray State University
Kingsborough Community College	Nazareth College
Kutztown University of Pennsylvania	Nevada State College
Lakeland University	New College of Florida
Le Moyne College	New Mexico Highlands University
Lehigh Carbon Community College	New Mexico State University - Main Campus
Lipscomb University	New York University -
Loyola University New Orleans - Career Development Center	The Wasserman Center for Career Development
Luther College	New York University - Tisch School of the Arts
Manhattanville College	NewSchool of Architecture & Design
Mansfield University of Pennsylvania	Niagara University
Marian University- IN	Nichols College
Marquette University	North Arkansas College
Massachusetts Institute of Technology -	North Central State College
Career Advising and Professional Development	North Idaho College
McMurry University	North Shore Community College
Medical College of Wisconsin	Northern Arizona University -
Mercyhurst University	W. A. Franke College of Business
Metropolitan State University of Denver	Northern Kentucky University
Miami University - Farmer School of Business	Northern Michigan University
Michigan Technological University	Northern Pennsylvania Regional College
Middle Tennessee State University	Northwest Nazarene University
Millersville University	Norwich University
Millsaps College	Notre Dame of Maryland University
Milwaukee Institute of Art & Design	Nova Southeastern University
Minnesota State University - Mankato	Oakland University
Mississippi State University	Ocean County College
Mississippi Valley State University	Oglethorpe University
Missouri State University - Springfield Campus	Ohio University - Career Services
	Ohio University - Russ College of Engineering & Technology

Ohlone College	San Diego State University
Oklahoma Christian University	San Jose State University
Olivet Nazarene University	School of the Art Institute of Chicago
Ozarks Technical Community College	School of Visual Arts
Pace University - New York City Campus	Seattle University
Palo Alto College	Seton Hall University
Pasco-Hernando State College	Seton Hill University
Pennsylvania College of Technology	Siena Heights University
Pennsylvania Highlands Community College	Slippery Rock University of Pennsylvania
Pitt Community College	Snow College
Plattsburgh State - SUNY	Soka University of America
Point Loma Nazarene University	South Dakota School of Mines & Technology
Presbyterian College	South University
Purchase College - SUNY	Southeast Technical Institute
Purdue University - Center for Career Opportunities	Southern Illinois University - Carbondale
Purdue University - Krannert School of Management - Graduate	Southern University at New Orleans
Purdue University Fort Wayne	Southern Utah University
Purdue University Global	Spokane Community College
Ramapo College of New Jersey	St. Ambrose University
Randolph-Macon College	St. Charles Community College
Raritan Valley Community College	St. Cloud State University
Rhode Island College	St. Edward's University
Rhodes College	St. John Fisher College
Rice University - Center for Career Development	St. Mary's College of Maryland
Ripon College	St. Norbert College
Roberts Wesleyan College	St. Olaf College
Rockhurst University	St. Thomas Aquinas College
Rocky Mountain College	Stetson University
Rose-Hulman Institute of Technology	Stevenson University
Rowan University - Career Advisory Board	Stony Brook University - SUNY
Rutgers University - Camden	SUNY College at Brockport
Rutgers University - New Brunswick - Career Exploration & Success	SUNY College at Old Westbury
Sacred Heart University - Office of Career Development	SUNY Cortland
Saint Joseph's University	SUNY Fredonia
Saint Mary-of-the-Woods College	SUNY Geneseo
Saint Mary's University of Minnesota	SUNY Morrisville
Saint Michael's College	Susquehanna University
Sam Houston State University	Syracuse University - Central Career Services
Samford University	Syracuse University - School of Information Studies
	Tarleton State University

Tennessee State University	The University of Utah - David Eccles School of Business
Tennessee Technological University	The University of Vermont
Tennessee Wesleyan University	Tiffin University
Texas A&M University - Corpus Christi	Tougaloo College
Texas A&M University - San Antonio	Tri-County Technical College
Texas Christian University - Center for Career & Professional Development	Trinity University
Texas State Technical College - Waco	Trinity Washington University
Texas Wesleyan University	Tusculum University
Texas Woman's University	United Tribes Technical College
The Atlanta University Center Consortium, Inc.	University of Arkansas - Fayetteville
The Catholic University of America	University of Arkansas - Fort Smith
The Citadel	University of Bridgeport
The College of St. Scholastica	University of California - Berkeley
The King's College	University of California - Berkeley - School of Public Health
The Ohio State University - College of Engineering	University of California - Irvine - Division of Career Pathways
The Ohio State University - College of Food, Agricultural, & Environmental Sciences	University of California - Irvine - The Paul Merage School of Business
The University of Arizona	University of California - Riverside - Career Center
The University of Iowa - College of Engineering	University of California - Santa Barbara
The University of Kansas - School of Business	University of Central Florida - Career Services
The University of Kansas - School of Engineering	University of Central Missouri
The University of Louisiana at Monroe	University of Central Oklahoma
The University of Montana - Missoula	University of Cincinnati - Lindner College of Business
The University of North Carolina at Asheville	University of Colorado Springs
The University of North Carolina at Chapel Hill - University Career Services	University of Colorado Denver - Experiential Learning Center
The University of North Carolina at Chapel Hill- Kenan-Flagler Business School-Master of Accounting	University of Connecticut - School of Business
The University of Oklahoma	University of Connecticut - School of Business - Business Analytics & Project Management
The University of Southern Mississippi	University of Delaware - Career Center
The University of Tennessee - Center for Career Development	University of Denver - Career Center
The University of Texas at Austin - Texas Career Engagement	University of Florida - College of Liberal Arts and Sciences Academic Advising
The University of Texas at San Antonio - Career Services	University of Florida - Warrington College of Business Administration
The University of Texas at Tyler	University of Houston - C.T. Bauer College of Business
The University of Texas Permian Basin	University of Idaho
The University of Texas Southwestern Medical Center	University of Illinois Springfield
The University of the Arts	University of Illinois Springfield - Office of Engaged Learning
The University of Toledo - College of Business & Innovation	University of Iowa - Pomerantz Career Center
The University of Tulsa - CCDPE	University of Kentucky - James W. Stuckert Career Center
The University of Utah - Career Services	University of Maine

University of Mary Hardin - Baylor	Valparaiso University
University of Mary Washington	Vassar College
University of Maryland - Baltimore County	Villanova University
University of Massachusetts - Boston	Virginia Commonwealth University
University of Massachusetts - Lowell	Voorhees College
University of Minnesota - Twin Cities - College of Science and Engineering Career Center	Wake Forest University - Employer Relations
University of Mississippi	Wake Technical Community College
University of Missouri - St. Louis	Waldorf University
University of Mount Union	Walsh College - Troy Campus
University of Nebraska at Kearney - College of Business & Technology	Wartburg College
University of Nevada - Reno - Career Studio	Washburn University
University of New Hampshire	Washington & Jefferson College
University of New Haven	Washington University in St. Louis - The Career Center
University of North Alabama	Wayne State College
University of North Carolina Wilmington	Waynesburg University
University of North Georgia	Webster University - Career Planning & Development Center
University of North Texas at Dallas	Wesleyan College
University of Pittsburgh - Career Center	Wesleyan University
University of Portland	West Chester University of Pennsylvania
University of Rhode Island - College of Business Administration	West Virginia University - Institute of Technology
University of Richmond - Alumni & Career Services	West Virginia Wesleyan College
University of San Francisco	Western Carolina University
University of South Carolina - Columbia	Western Colorado University
University of South Carolina - Columbia - College of Hospitality, Retail & Sport Management	Western Connecticut State University
University of Southern California - Career Center	Western Kentucky University
University of St. Thomas - St. Paul Campus	Westfield State University
University of Tampa	Westminster College - Missouri
University of the District of Columbia	Wheaton College - Illinois
University of the South	Wheaton College - Massachusetts
University of Washington - Career Center	Widener University
University of West Florida	William & Mary
University of Wisconsin - Green Bay	Worcester Polytechnic Institute
University of Wisconsin - Madison	Xavier University - Career Development Office
University of Wisconsin - River Falls	York College of Pennsylvania
University of Wisconsin - Stout	Zane State College
University of Wyoming - College of Business	
Ursinus College	



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