NACE Job Outlook 2024

General Information

Please enter your Contact ID number. This number was provided to you in the e-mail that contained the link for the survey.

- Response to this question is required.

Contact ID:

Please enter your Company Name.

- Response to this question is required.

Company Name:

Please tell us about your organization:

○ For profit - private
○ For profit - publicly held
○ Non profit
○ Government agency

In the United States only, how many employees are in the department/business unit for which you recruit: (If you recruit for a number of different departments/business units, add the number of employees in each department/business unit and select the total.)

○ 500 or less
○ 501 - 1,000
○ 1,001 - 2,500
○ 2,501 - 5,000
○ 5,001 - 10,000

○ 10,001 - 20,000
○ More than 20,000

Do you recruit new college graduates for positions outside of the United States?

○ Yes
○ No

Projections for the class of 2024

In your opinion, what will the job market be like for 2023-24 college graduates?

○ Poor
○ Fair
○ Good
○ Very Good
○ Excellent

In your opinion, what will the job market specific to your industry be like for 2023-24 college graduates?

○ Poor
○ Fair
○ Good
○ Very Good
○ Excellent

Are you planning for a recession during the 2023-24 recruiting cycle?

○ Yes
○ No

How is a potential recession impacting your recruiting plans?

For the 2023-24 academic year, my organization plans to (please select one):

- ○ INCREASE the number of entry-level college hires.
- ○ MAINTAIN the number of entry-level college hires.
- ○ DECREASE the number of entry-level college hires.

Please describe the key factors that have contributed to your organization's decision to increase your number of entry-level college hires. (Please check all that apply.)

- ☐ Increased demand for our products and services
- ☐ Company growth
- ☐ Anticipated increase in the number of retirements
- ☐ Commitment to succession planning/Importance of talent pipeline
- ☐ Other (Please explain):

Please describe the key factors that have contributed to your organization's decision to decrease your number of entry-level college hires. (Please check all that apply.)

- ○ Budget cuts
- ○ Inflation
- ○ Uncertain economy
- ○ Reduction in business needs/projects

○ Other (please explain):

How many new college graduates does your organization plan to hire for full-time, entry-level positions in 2023-24?

How many new college graduates did your organization hire for full-time, entry-level positions in 2022-23?

In what type of work environment (fully remote, fully in-person, or hybrid, e.g. partially in-person and partially remote) are your **overall** job positions currently performed?

% Fully Remote:

% Fully Hybrid:

% Fully In-person:

In what type of work environment (fully remote, fully in-person, or hybrid, e.g. partially in-person and partially remote) are your full-time, **entry-level** job positions currently performed?

% Fully Remote:

% Fully Hybrid:

% Fully In-person:

Will your organization hire 2-year, associate degree students from the class of 2023-24 for full-time, entry-level positions?

○ Yes
○ No

Does your organization hire new college graduates who have received an online degree?

- ⃝ Yes
- ⃝ No
- ⃝ Unsure, we do not capture this data.

Does your organization pay new college graduate hires who received an online degree differently than new college graduate hires who received an in-person degree?

- ⃝ No, they are paid the same.
- ⃝ Yes, they are paid LESS than new hires with an in-person degree.
- ⃝ Yes, they are paid MORE than new hires with an in-person degree.

What percentage of your college hiring in 2023-24 will be conducted during Fall 2023?

Full-time, entry-level	
Intern/co-op	

What percentage of your college hiring in 2023-24 will be conducted during Spring 2024?

Full-time, entry-level	
Intern/co-op	

Have there been discussions and/or policy changes at your organization to remove the college degree as a key requirement for entry-level positions within the last 18 months?

- ⃝ Yes
- ⃝ No
- ⃝ Not sure

Do you anticipate the percent of entry-level positions that require a bachelor's degree to change in the next 2 years?

- ⃝ We anticipate INCREASING the percent of entry-level positions that require a bachelor's degree.
- ⃝ We anticipate DECREASING the percent of entry-level positions that require a bachelor's degree.
- ⃝ We do not anticipate any change in the percent of entry-level positions that require a bachelor's degree.

○ Other (Please explain):

[text box]

Since you anticipate an increase in the percent of entry-level positions that require a bachelor's degree, what are the reasons guiding these discussions and/or policy changes?
(Please select all that apply.)

☐ Changes as a result of Covid
☐ Increased confidence in the college degree
☐ Importance of the college degree as an employment filter
☐ Decreased confidence in non-bachelor's degree credentials
☐ Increased partnerships with colleges/universities
☐ Being more selective among applicant pool
☐ Skill requirements of entry-level jobs have increased (up-skilling)
☐ Other (Please specify:)

[text box]

Since you anticipate a decrease in the percent of entry-level positions that require a bachelor's degree, what are the reasons guiding these discussions and/or policy changes?
(Please select all that apply.)

☐ Talent shortage
☐ Lack of confidence in the degree
☐ Focus on skills instead of the degree
☐ Equity in recruiting/removing barriers/meeting diversity goals
☐ Changes as a result of Covid
☐ Increased focus on certifications/non-degree credentials

☐ Other (Please specify:)

[text box]

Signing Bonuses

Did you offer signing bonuses to any of the college students you hired from the class of 2022-23 for full-time, entry-level positions?

○ Yes

○ No

Do you plan to offer signing bonuses to any of the students you will hire from the class of 2023-24 for full-time, entry-level positions?

○ Yes

○ No

Which of the following best describes your signing bonus plans for 2023-24 college graduates? (Select only one response.)

○ We will offer signing bonuses to ALL of our full-time, entry-level college hires from the class of 2023-24.

○ We will offer signing bonuses only to SELECTED full-time, entry-level college hires from the class of 2023-24.

What is the average signing bonus you plan to offer all new entry-level college hires from the class of 2023-24? (Note: If the bonus will vary, please provide an average estimate or a range.)

[text box]

Please list below the majors, the degree levels, and the corresponding signing bonuses you plan to offer students from the class of 2023-24. (Note: If the bonus will vary, please provide an average estimate or a range.)

Major 1	
Degree Level	
Signing Bonus	
Major 2	
Degree Level	
Signing Bonus	
Major 3	
Degree Level	
Signing Bonus	
Major 4	
Degree Level	
Signing Bonus	

Are you making any changes to the benefits, e.g. medical/dental, 401k, paid vacation, etc. you are offering to new college graduate hires?

○ Yes

○ No

Please indicate the manner in which you are changing your benefits package to new college graduate hires.

○ We are INCREASING our benefits.

○ We are DECREASING our benefits.

○ Other - please explain.

Salary Increases

Compared with 2022-23, what is your organization's plan for starting salaries to 2023-24 **bachelor's** degree graduates?

- ○ We plan to INCREASE bachelor's degree starting salaries.
- ○ We plan to DECREASE bachelor's degree starting salaries.
- ○ We plan NO CHANGE to bachelor's degree starting salaries.

Please indicate the average percentage increase planned to **bachelor's** degree starting salaries.

☐

Please indicate the average percentage decrease planned to **bachelor's** degree starting salaries.

☐

Compared with 2022-23, what is your organization's plan for starting salaries to 2023-24 **master's** degree graduates?

- ○ We plan to INCREASE master's degree starting salaries.
- ○ We plan to DECREASE master's degree starting salaries.
- ○ We plan NO CHANGE to master's degree starting salaries.

Please indicate the average percentage increase planned to **master's** degree starting salaries.

☐

Please indicate the average percentage decrease planned to **master's** degree starting salaries.

☐

Recruiting Considerations

The following questions ask you about important skills and abilities in the workplace. Please use these definitions for the terms:

Career & Self-development
Proactively develop oneself and one's career through continual personal and professional

learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

Communication

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.

Critical Thinking

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

Equity & Inclusion

Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.

Leadership

Recognize and capitalize on personal and team strengths to achieve organizational goals.

Professionalism

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

Teamwork

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

Technology

Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

To succeed with your company, how **important** is it for your new college graduates hired (within 1 year) for full-time, entry-level professional positions to have each of the following competencies?

	Not at all important	Not very important	Somewhat important	Very important	Extremely important
Critical Thinking	○	○	○	○	○
Communication	○	○	○	○	○
Teamwork	○	○	○	○	○
Technology	○	○	○	○	○
Leadership	○	○	○	○	○
Professionalism	○	○	○	○	○
Career & Self-development	○	○	○	○	○
Equity & Inclusion	○	○	○	○	○

How **proficient** are college graduates who were hired (within the last year) for full-time, entry-level professional positions in each of the following competencies?

	Not at all proficient	Not very proficient	Somewhat proficient	Very proficient	Extremely proficient
Critical Thinking	○	○	○	○	○
Communication	○	○	○	○	○
Teamwork	○	○	○	○	○
Technology	○	○	○	○	○
Leadership	○	○	○	○	○
Professionalism	○	○	○	○	○
Career & Self-development	○	○	○	○	○
Equity & Inclusion	○	○	○	○	○

Which of the following attributes do you look for on a new graduate candidate's resume? (Please check all that apply.)

- ☐ Analytical/quantitative skills
- ☐ Communication skills (verbal)
- ☐ Communication skills (written)
- ☐ Computer skills
- ☐ Creativity
- ☐ Detail-oriented
- ☐ Entrepreneurial skills/risk-taker
- ☐ Flexibility/adaptability

- [ ] Fluency in a foreign language
- [ ] Friendly/outgoing personality
- [ ] Initiative
- [ ] Interpersonal skills (relates well to others)
- [ ] Leadership
- [ ] Organizational ability
- [ ] Problem-solving skills
- [ ] Strategic planning skills
- [ ] Strong work ethic
- [ ] Tactfulness
- [ ] Ability to work in a team
- [ ] Technical skills
- [ ] [_____] Other

Do you screen candidates by GPA?

- ( ) Yes
- ( ) No

Since you do not screen candidates by GPA, which of the following factors do you consider when hiring new college graduates for full-time, entry-level positions? (Please check all that apply.)

- [ ] Academic Major
- [ ] School's reputation
- [ ] Industry experience
- [ ] Has demonstrated proficiency in competencies
- [ ] Has completed an internship with your organization
- [ ] Has completed an internship within your industry
- [ ] Has been involved in extracurricular activities
- [ ] Has done volunteer work
- [ ] Has held a leadership position

☐ Other (please specify):

[text box]

In addition to screening candidates by GPA, which of the following factors do you also consider when hiring new college graduates for full-time, entry-level positions? (Please check all that apply.)

☐ Academic Major
☐ School's reputation
☐ Industry experience
☐ Has demonstrated proficiency in competencies
☐ Has completed an internship with your organization
☐ Has completed an internship within your industry
☐ Has been involved in extracurricular activities
☐ Has done volunteer work
☐ Has held a leadership position
☐ Other (please specify):

[text box]

What is the cut-off (the minimum GPA) you use to determine who is eligible to be considered for a position with your organization? (For example, if you indicate your cut-off is a 3.0 GPA this will be interpreted to mean that you will only consider candidates with a GPA of 3.0 or higher.)

GPA Cutoff: [text box]

If you have two candidates that are equally qualified for a position, how much would each of the following influence your decision to hire one candidate over the other?

	No influence at all	Not much influence	Somewhat of an influence	Very much influence	Extreme influence
School attended	○	○	○	○	○
Major	○	○	○	○	○
High GPA (3.0 or above)	○	○	○	○	○
Has held leadership position	○	○	○	○	○
Has studied abroad	○	○	○	○	○
Has been involved in extracurricular activities (e.g. clubs/sports/student government, etc.)	○	○	○	○	○
Has completed an internship with your organization	○	○	○	○	○
Has internship experience in your industry	○	○	○	○	○
Has general work experience	○	○	○	○	○
Has no work experience	○	○	○	○	○
Is fluent in a foreign language	○	○	○	○	○
Has done volunteer work	○	○	○	○	○
Other [ ]	○	○	○	○	○

Survey Respondents

In the survey report NACE will provide a list of respondents. Please indicate your preference regarding appearing on the list of respondents.

○ Yes, please list my organization as a survey respondent.

○ No, please DO NOT list my organization as a survey respondent.