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The Class of 2011 Student Survey Report

EXECUTIVE SUMMARY

The National Association of Colleges and Employers brings together HR/staffing professionals who recruit new college graduates, and career services professionals. NACE provides members with research, benchmarks, trends, articles, seminars, and conferences.

NACE's *Student Survey*, conducted annually since 2007, covers student expectations, plans, and activities as they relate to employment. Although underclassmen participate, results provided through the survey report focus on responses from seniors. Highlights from the 2011 *Student Survey* report follow.



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Plans After Graduation

- From 2010 to 2011, there was no change in the percent of the class planning to enter the job market immediately following graduation.
- The Class of 2011 has the largest percentage of graduates aiming to avoid the work force *and* to avoid graduate/professional school than any class in recent memory.
- Of the 19 majors covered in the survey, seven have more than 25 percent of their seniors approaching graduation with little or no idea of what they plan to do after they receive their degrees.

Target Industries

- Two of the top three industries targeted are outside of the private sector.
- Interest in the education sector as a career objective goes well beyond simply those who chose to major in education.
- There is a strong relationship between academic major and targeted industries.

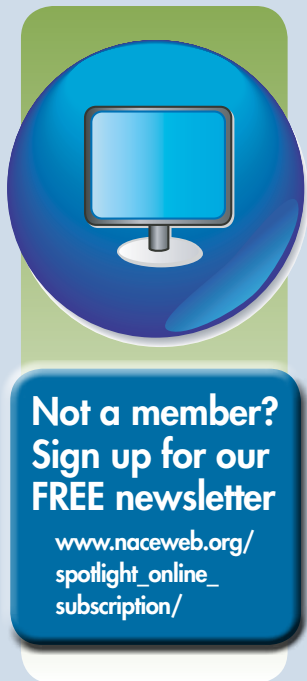
Preferences and Expectations

What Students Want in a Job, in an Employer

- There are some significant changes in the attributes graduates want to see in an employer/job. Opportunity for personal growth and development has supplanted opportunity for advancement as the top attribute.
- Demographics seem to make relatively little difference in determining preferences in employers/jobs.
- The type of internship undertaken does correlate to preferences in a job and employer: Students may internalize the values they experience during their internship.

Salary Expectations

- Career-oriented majors have the highest salary expectations.
- Men expect to earn more than women.
- Salary expectations increased among African-American respondents, but fell among Asian-Americans.



Benefit Preferences

- Like their peers in earlier surveys, Class of 2011 graduates place the most emphasis on medical insurance and core financial benefits.
- Unlike their peers, they place more emphasis on benefits that support inwardly directed concerns—an extension, perhaps, of their shift in focus on what they seek in an employer.
- Neither gender nor race/ethnicity plays a significant role in determining which benefits are most important; the type of internship undertaken, however, does.

Commitment Expectations

- Results reflect an improving market, with a greater percentage of 2011 graduates willing to work long hours than was the case in 2010.
- Also a sign of a better job market: A slight drop in the percent who expect to stay with their first employer for more than two years.

The Job Search

- The company website is the most widely used resource among job-seeking seniors.
- Results show the Class of 2011 was more involved in the job search than was the Class of 2010.
- The activities seniors engaged in most are generally rated as most useful.

Networking Contacts

- Compared to their 2010 peers, 2011 graduates ramped up their use of networking contacts.
- Friends, faculty, and parents are the dominant contacts.
- Despite the increase in use, there is less satisfaction with the help offered by contacts.

Social Networks and the Job Search

- Nearly all students are on social networks, but most don't use them as part of the job search.
- The majority of students are resistant to employers using social networks in the recruiting process.



**View the
Infographic**

[www.nacweb.org/
infographics/2011_
Student_Survey_
Infographic.aspx](http://www.nacweb.org/infographics/2011_Student_Survey_Infographic.aspx)

The Use of Career Services

- More than one-third of job-seeking seniors reported multiple trips to the career center, but nearly as many said they didn't visit the career center at all during their senior year.
- Seniors were most likely to use the career center for resume help.
- Practice interviewing—one of the least used services—was among the most helpful. Students who used this service tended to do better in the job market.

Success in the Job Search

- Class of 2011 graduates were much more actively engaged in the job search than were their 2009 and 2010 peers.
- Major was a significant factor in determining who did—and didn't—engage in a job search.
- Overall, 18 percent of the Class of 2011 had at least one job offer at the time of the survey, compared to 10 percent of those graduating in 2009 and 2010.


Major Determines Offer Rate

- Preprofessional majors fared better than liberal arts and sciences majors.
- Majors that boast technical skills earned the highest offer rates.

Salary Offers

- Overall, the average salary offer to the Class of 2011 was nearly 8 percent higher than the average offer to the Class of 2010.
- The highest starting salary offers went to the preprofessional majors.
- Overall, the average salary offer for women was 18 percent lower than the average offer to men.

Internships and the Job Market

- More than half of responding seniors had an internship or co-op experience.
- Nearly half of internships were unpaid.
- Students who did paid internships fared better in the job market than those who did unpaid internships or no internship at all.
- The unpaid internship offers no advantage to the job-seeking student. 

Methodology

The survey was conducted mid-February through April 30, 2011. More than 50,000 students from 559 colleges and universities in all 50 states, plus the District of Columbia, took part. (For a list of participating institutions, see page 6.)

Nearly 20,000 of the participants were seniors. Results reported here are for seniors only. Customized results, including data for underclassmen, are available through NACE Research. For more information and pricing, contact NACE, 800.544.5272, research@nacweb.org.

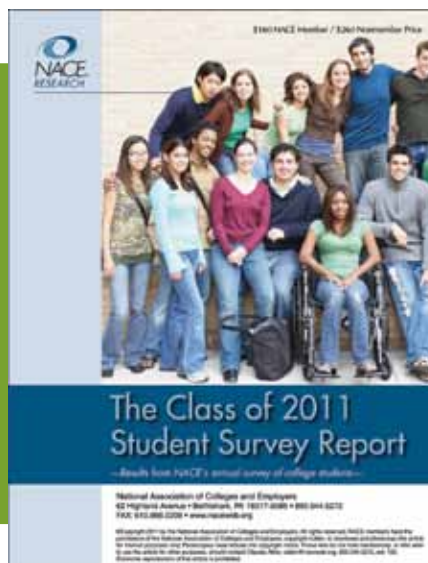
GET THE FULL REPORT

Featuring 50 pages of data and insight to build your brand with today's college students:

- What they want in a job and employer
- How they search for jobs
- Salary expectations
- Benefits preferences

And more!

www.nacweb.org/2011_student_survey/



PARTICIPATING ORGANIZATIONS

Note: There were 266 responding organizations; 198 agreed to be identified.

Abilene Christian University	Brigham Young University - Utah	Chemeketa Community College
Albion College	Brooklyn College	Christian Brothers University
Albright College	Brown University	Cincinnati Christian University
Alfred State College - SUNY	Bryn Mawr College	The City College of New York
Alfred University	Buffalo State College - SUNY	Claffin University
Alliant International University	Butler University	Claremont McKenna College
Alma College	California Baptist University	Clark College
Alpena Community College	California State University - Long Beach	Clayton State University
American University in Bulgaria	California State University - Los Angeles	Clermont College
Anderson University - Indiana	California State University - Northridge	Cleveland State University
Angelo State University	California State University - San Marcos	Coe College
Anna Maria College	California State University - Stanislaus	Colgate University
Antelope Valley College	California University of Pennsylvania	College of Coastal Georgia
Arizona State University	Canisius College	College of Idaho
Arizona State University - College of Law	Cape Fear Community College	College of Mount St. Joseph
Arizona State University - Ira A. Fulton Schools of Engineering	Capella University	College of Notre Dame of Maryland
Arizona State University - Polytechnic Campus	Capital University	College of Southern Nevada - Charleston Campus
Arizona State University - W.P. Carey School of Business - Undergraduate	Cardinal Stritch University	College of St. Joseph
Arizona State University - West	Carnegie Mellon University - Tepper School of Business	College of the Canyons
Ashford University	Carnegie Mellon University in Qatar	College of the Ozarks
Athens Technical College	Carnegie Mellon University Silicon Valley	College of the Sequoias
Augusta State University	Carnegie Mellon University - H. John Heinz III School of Public Policy & Management	College of William and Mary
Babson College	Carnegie Mellon University - Australia	Colorado State University
Baker College	Carroll Community College	Columbia University
Baker University	Carson-Newman College	Columbus State University
Ball State University	Cazenovia College	Concordia University Texas
Barry University	Centenary College of Louisiana	Connors State College
Baruch College	Center for Workers Education CCNY	Cornell College
Bates College	Central Connecticut State University	John Jay College Criminal Justice
Bay de Noc Community College	Central Methodist University	The City University of New York - School of Professional Studies
Becker College	Central Pennsylvania College	Cuyahoga Community College - Western Campus
Becton College of Arts and Sciences	Central Washington University	Cypress College
Beloit College	Chaffey College	Dakota College at Bottineau and Valley City State University
Benedictine College	Chaminade University of Honolulu	Dakota State University
Biola University	Champlain College	Danville Area Community College
Blinn College	Chapman University	Defiance College
Bloomsburg University	Chattahoochee Technical College	Delta College
Bob Jones University	Chattanooga State Community College	DePaul University
Boise State University		DeVry University - Metro DC
Borough of Manhattan Community College		Devry University- Illinois
Boston College		Dominican University
Boston University		Dominican University of California
Bowling Green State University		Drew University
Brandeis University		Drexel University
Bridgewater College		East Carolina University
		East Tennessee State University

Executive Summary

Eastern Connecticut State University
 Eastern Illinois University
 Eastern Michigan University
 Eastern Oklahoma State College
 Edison Community College
 Ellis College- New York Institute
 Technology
 Ellis University
 Embry Riddle Aeronautical
 University - Prescott
 Embry-Riddle Aeronautical
 University - Daytona Beach
 Eureka College
 Fairleigh Dickinson University
 Fairleigh Dickinson University -
 College at Florham
 Fairleigh Dickinson University - Metro-
 politan Campus
 Fashion Institute of Technology - SUNY
 Felician College
 Ferris State University
 Finger Lakes Community College
 Florida A&M University
 Florida Atlantic University
 Florida Gulf Coast University
 Florida Institute of Technology
 Florida State University
 Fordham University - Rose Hill
 Campus
 Fort Hays State University
 Francis Marion University
 Franklin College
 Franklin W. Olin College of
 Engineering
 Fullerton College
 Gannon University
 George Washington University
 Georgetown University
 Georgia College & State
 University
 Gonzaga University
 Governors State University
 Grand Canyon University
 Grand Rapids Community College
 Grand Valley State University
 Greenville College
 Gustavus Adolphus College
 Hardin-Simmons University
 Harrison College
 Harvey Mudd College
 Haverford College
 Hendrix College
 Henry Ford Community College
 Herberger College
 Holmes Community College
 Hope College
 Houston Community College
 Howard University
 Humboldt State University
 Hunter College
 Huston-Tillotson University
 Idaho State University
 Illinois Central College
 Imperial Valley College
 Indiana State University
 Indiana Tech
 Indiana University School of Law-
 Indianapolis
 Indiana University-Purdue University
 Fort Wayne
 Ithaca College
 Ivy Tech Community College
 Ivy Tech Community College -
 Fort Wayne
 Jacksonville University
 Jefferson State Community College -
 Jefferson Campus
 John Carroll University
 Johns Hopkins University
 Johnson C. Smith University
 Joliet Junior College
 Jones International University
 Kalamazoo College
 Kansas Wesleyan University
 Kaplan University
 Kaskaskia College
 Keck Graduate Institute
 Keiser University
 Keller Graduate School of
 Management
 Kendall College of Art & Design
 Kennesaw State University
 Kent State University
 Kent State University - Stark Campus
 Kentucky Wesleyan College
 King's College
 Kutztown University
 Lafayette College
 Lake Michigan College
 Lakeland College
 Lake-Sumter Community College
 Lansing Community College
 Lawrence Technological University
 Lee College
 Lehigh University
 Lewis-Clark State College
 Life University
 Linn Benton Community College
 Lock Haven University of
 Pennsylvania
 Long Beach City College
 Long Island University
 Los Angeles Pierce College
 Los Angeles Valley College
 Loyola University Chicago
 Luzerne County Community College
 Lyon College
 Macomb Community College
 Malone University
 Manchester College
 Marian University
 Marietta College
 Marist College
 Marquette University
 Mars Hill College
 Marylhurst University
 Maryville College
 Maryville University of St. Louis
 Marywood University
 Mayville State University
 McMurry University
 Medina County University Center
 Mercy College
 Mesa Community College
 Metro State College of Denver
 Miami Dade College
 Miami University- Ohio
 Michigan State University
 Michigan Technological University
 Mid Michigan Community College
 Middle Tennessee State University
 Midlands Technical College
 Millsaps College
 Misericordia University
 Mississippi University for Women
 Mississippi State University
 Missouri Baptist University
 Missouri Southern State University
 Monroe Community College
 Montana State University -
 Northern
 Montcalm Community College
 Montclair State University
 Moraine Park Technical College
 Moravian College
 Morehead State University
 Mott Community College
 Mount Olive College
 Mount Saint Mary College
 Mount St. Mary's College - CA
 Mt. San Jacinto College
 Murray State University
 Muskegon Community College
 New Mexico Highlands University
 New York Institute of Technology
 New York Institute of Technology - Old
 Westbury
 New York University
 Newman University
 Niagara County Community
 College
 Niagara University
 Nichols College
 Normandale Community College

North Carolina Central University
 North Carolina State University
 North Central Michigan College
 North Georgia College & State University
 Northampton Community College
 Northeastern Ohio Universities Colleges of Medicine and Pharmacy
 Northeastern State University
 Northeastern State University - Broken Arrow
 Northeastern State University Tahlequah Campus
 Northeastern University
 Northern Arizona University
 Northern Michigan University
 Northern Oklahoma College
 Northwest State Community College
 Northwestern Michigan College
 Northwood University - Texas Campus
 Norwich University
 Nova Southeastern University
 Oakland Community College
 Oakland University
 Oakwood University
 Ohio Dominican University
 The Ohio State University
 The Ohio State University - Newark
 The Ohio State University - Marion Campus
 Ohio University's College of Osteopathic Medicine
 Ohio Wesleyan University
 Oklahoma State University
 Oklahoma State University - Tulsa
 Oklahoma State University - Stillwater
 Olin College
 Olivet College
 Olivet Nazarene University
 Oral Roberts University
 Orange Coast College
 Oregon State University
 Pace University
 Palm Beach Atlantic University
 Palm Beach State College
 Peirce College
 Pennsylvania State University
 Pennsylvania State University - Smeal College of Business
 Pepperdine University
 Pepperdine University: Seaver College
 Pittsburg State University
 Plymouth State University
 Pomona College
 Portland Community College
 Portland State University
 Prairie View A&M University
 Presbyterian College
 Purdue University
 Purdue University- Calumet
 Purdue University Main Campus
 West Lafayette
 Queens College
 Quinebaug Valley Community College
 University of California - San Diego - Rady School of Management
 Ravenscroft Beauty College
 Regis College
 Regis University
 Rensselaer Polytechnic Institute
 Rhodes College
 Richard Stockton College of New Jersey
 Richland Community College
 Roanoke College
 Roberts Wesleyan College
 Roger Williams University
 Rutgers University
 Rutgers University - Camden
 Rutgers University - New Brunswick
 Sacramento City College
 Sacred Heart University
 Saint Clair County Community College
 Saint Edward's University
 Saint Francis University
 Saint Joseph's University
 Saint Martin's University
 Saint Mary's College of California
 Saint Xavier University
 San Diego City College
 San Diego State University
 San Joaquin Delta Community College
 Shippensburg University
 Silberman College Of Business:
 Fairleigh Dickinson University
 Southeast Missouri State University
 South Plains College - Levelland Campus
 South Puget Sound Community College
 South University
 Southeast Technical College
 Southeastern Oklahoma State University
 Southeastern University
 Southern Illinois University - Edwardsville
 Southern Methodist University
 Southern Polytechnic State University
 Southern Vermont College
 Southwest Minnesota State University
 Southwestern Assemblies of God University
 Southwestern Michigan College
 Southwestern University
 Spelman College
 Spring Hill College
 St. Andrews Presbyterian College
 St. Clair County Community College
 St. Martin's University
 St. Mary's University
 St. Peter's College
 St. Thomas Aquinas College
 Stark State College of Technology
 Stony Brook University
 Strayer University - Florida
 Suffolk University
 Sullivan University - Lexington Campus
 Summit college
 SUNY at Potsdam
 SUNY College at Brockport
 SUNY Delhi
 SUNY Fredonia
 SUNY New Paltz
 Tarrant County College
 Temple University
 Tennessee Technological University
 Texas A&M University
 Texas A&M University - Commerce
 Texas A&M University - Corpus Christi
 Texas Christian University
 Texas Southern University
 Texas State University
 Texas State University - San Marcos
 Texas Tech University
 Texas Wesleyan University
 The Chicago School of Professional Psychology
 The City University of New York
 The Cooper Union for the Advancement of Science & Art
 The New School
 The Ohio State University at Marion
 The University Of Akron
 The University of Akron Wayne College
 The University of Kansas
 The University of Montana - Helena College of Technology
 The University of North Carolina at Wilmington
 The University of Oklahoma
 The University of Tennessee
 The University of Texas at Arlington
 The University of Texas at Austin
 The University of Texas at Tyler
 The University of the Arts
 The University of Toledo
 The University of West Alabama
 Transylvania University

Executive Summary

Trinity University
 Tufts University
 Tulane University
 Tuskegee University
 Tyler Junior College
 United Tribes Technical College
 Universidad Cooperativa de
 Colombia (Bogota, Colombia S.A.)
 University at Buffalo
 University of Arkansas - Pine Bluff
 University of California
 University of California - Berkeley
 University of California - Irvine
 University of California -
 Los Angeles
 University of California - San Diego
 University of Central Oklahoma
 University of Cincinnati
 University of Connecticut
 University of Dayton
 University of Florida
 University of Hartford
 University of Hawaii
 University of Houston - Clear Lake
 University of Idaho
 University of Illinois at Chicago
 University of Illinois at Springfield
 University of Illinois at Urbana-
 Champaign
 University of Illinois at Urbana-
 Champaign - College of Business
 University of Kentucky
 University of Louisville
 University of Maryland University
 College
 University of Massachusetts - Lowell
 University of Miami
 University of Michigan
 University of Michigan - College of
 Engineering
 University of Minnesota
 University of Minnesota - Duluth
 University of Minnesota - Twin Cities
 University of Missouri - Columbia
 University of Missouri - Columbia
 - College of Agriculture, Food &
 Natural Resources
 University of Missouri - Kansas City
 University of Missouri - St. Louis
 University of Nebraska - Lincoln
 University of Nebraska at Omaha
 University of Nevada - Reno -
 College of Business
 Administration
 University of Nevada, Las Vegas
 University of New England
 University of New Mexico
 University of North Carolina
 Wilmington
 University of North Florida
 University of North Texas
 University of Northern Virginia
 University of Notre Dame
 University of Puerto Rico at
 Bayamon
 University of Puget Sound
 University of Redlands
 University of Rhode Island
 University of Rio Grande
 University of Rochester
 University of Saint Francis
 University of San Diego
 University of San Francisco
 University of South Alabama
 University of South Carolina
 University of South Carolina -
 Aiken
 University of South Carolina -
 Columbia
 University of South Carolina Upstate
 University of South Florida -
 Sarasota/Manatee
 University of South Florida - Tampa
 University of St. Francis
 The University of Tennessee at Martin
 University of the Ozarks
 University of the Pacific
 University of the Sciences in
 Philadelphia
 University of Washington
 University of Washington - Bothell
 University of West Georgia
 University of Wisconsin - Eau Claire
 University of Wisconsin - Green Bay
 University of Wisconsin - Madison
 University of Wisconsin - Oshkosh
 Ursinus College
 University of Wisconsin Rock County
 University of Wisconsin
 Waukesha
 Valley City State University
 Virginia Tech
 Wake Forest University
 Wake Technical Community
 College
 Washington State University -
 Vancouver
 Washington State University
 Washington State University -
 Pullman
 Washington State University - Spokane
 Washington State University
 College of Nursing
 Washington State University-
 Tri Cities
 Washington University in St. Louis
 Washtenaw Community College
 Wayne State College
 Wayne State University
 Weatherford College
 Webster University
 West Shore Community College
 West Texas A & M University
 West Virginia University
 Western Illinois University
 Western Michigan University
 Western Oregon University
 Western University of Health
 Sciences
 Western Washington University
 Westminster College- Missouri
 West Shore Community College
 Wheaton College- IL
 Whitworth University
 Widener University
 Wilkes University
 Wilmington College
 Wilmington University
 Wingate University
 Winona State University
 Winthrop University
 Wisconsin Indianhead Technical
 College
 Wittenberg University
 Worcester Polytechnic Institute
 Yeshiva University
 York Technical College

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