NACE®

SEPTEMBER 2024

EXECUTIVE SUMMARY

FOUR-YEAR SCHOOLS

THE 2024 STUDENT SURVEY REPORT

Attitudes, preferences, and outcomes of bachelor's degree students at four-year schools

GET THE
FULL REPORT,
INCLUDING THE
**INTERACTIVE
DASHBOARD**

HIGHLIGHTS

HIGHER EDUCATION MAKES A DIFFERENCE: GRADUATES BELIEVE THEIR INSTITUTIONS HAVE PREPARED THEM FOR THE NEXT STEP IN THEIR CAREER.

- In fact, 57% of graduating seniors said their institution prepared them *very* or *extremely well* to enter the workforce or to pursue additional education—up from 51% of 2022 graduates, which was the first group NACE asked. **(See Figure 1.)**

- The increase could reflect an increase in institutions' focus on career outcomes. A 2024 study conducted among faculty by NACE, AAC&U, and SEE found that 80% integrate career readiness and career information into their classes. In addition, NACE's 2023 Career Services Benchmarks study found than nearly three-quarters of colleges have implemented career readiness competencies on their campus.

FIGURE 1:
Institution prepared me very/extremely well for next step in career (graduating seniors)
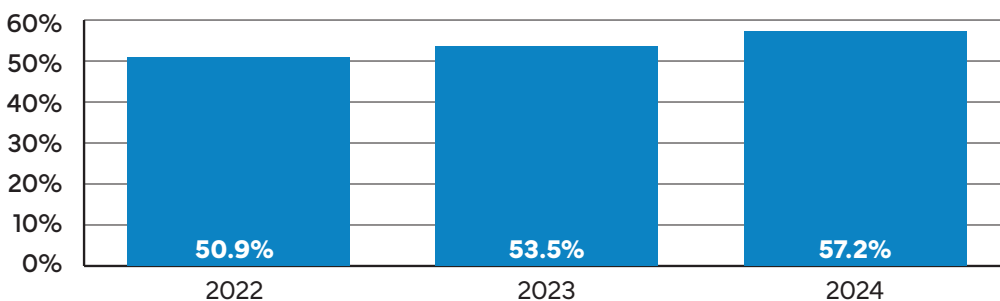
Year	Percentage
2022	50.9%
2023	53.5%
2024	57.2%

HIGHLIGHTS

THE CLASS OF 2024 FACED A TOUGHER JOB MARKET THAN THEIR RECENT PREDECESSORS.

• Class of 2024 graduates saw less demand from employers than their 2022 and 2023 counterparts, who experienced robust post-pandemic hiring. The fall off in demand, projected in NACE's Job Outlook 2024 Spring Update survey, can be seen in shifts in job applications as well as job offers.

• Overall, Class of 2024 graduates submitted more job offers on average than their recent predecessors but garnered fewer job offers before graduating. **(See Figure 2.)**

FIGURE 2:
Average number of job offers (graduating seniors)
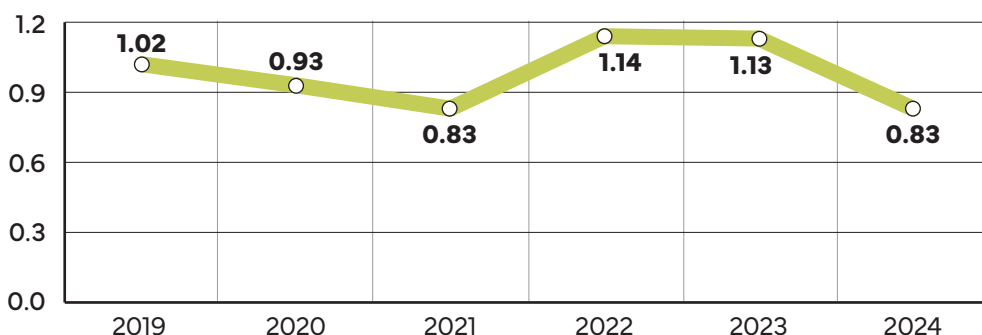
About the National Association of Colleges and Employers

Established in 1956, the National Association of Colleges and Employers (NACE) is the only professional association in the United States that connects more than 13,000 college career services professionals, more than 3,800 early career talent acquisition professionals, and more than 400 business solution providers that serve this community. NACE is the premier source of market research on career readiness, the employment of recent college graduates, and the college-to-career transition. NACE forecasts hiring and trends in the job market; tracks salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks.

HIGHLIGHTS

IN THE JOB SEARCH, PAID INTERNS OUTPERFORMED GRADUATES WHO UNDERTOOK UNPAID INTERNSHIPS OR HAD NO INTERNSHIP.

- As has consistently been the case over the last several years, on average, paid interns had more job offers pregraduation than unpaid and non-interns. They also enjoyed a higher average starting salary.

AVERAGE NUMBER OF JOB OFFERS / STARTING SALARY
N=1,137 / 480

1.01 / $68,041	0.66 / $53,125	0.74 / $55,924
PAID INTERNS	UNPAID INTERNS	NON-INTERNS

NON-INTERNS DID BETTER THAN UNPAID INTERNS? WHY? MOST LIKELY, THE DRIVER IS MAJOR: APPROXIMATELY ONE-THIRD OF THOSE WHO SELF-IDENTIFIED AS UNPAID INTERNS WERE PUBLIC SERVICE MAJORS, WHICH IS AMONG THE LOWEST-PAID MAJORS.

ADDITIONAL HIGHLIGHTS

- Students recognize the value of internships: The percent of graduating seniors who participated in an internship is the highest that NACE has recorded in the past six years, with more than two-thirds reporting they engaged in an internship experience during their college career.

- Although internships were the most popular type of experiential education, 2024 graduates reported engaging in a wide range of experiences. Overall, 84.5% of the class took part in some form of experiential learning—a big jump from the 71% who reported this in 2021.

- Graduates seek security in their job and employer: More than three-quarters of 2024 graduates cited job security as the key attribute of a job and employer. Nearly as many identified a "healthy workplace culture" as important.

- Cost of living is the key driver in graduates' willingness to relocate: More than 84% of graduates identified cost of living as the factor determining their willingness to relocate for a job. This aligns with their quest for security.

APPENDIX

ABOUT THE 2024 STUDENT SURVEY REPORT

Each year, the National Association of Colleges and Employers (NACE) surveys college students across the country about their experiences, behaviors, attitudes, and preferences as they relate to career development, the job search, and employment. Data for the *2024 Student Survey Report* were collected from March 13, 2024, through May 15, 2024.

In all, 20,955 students responded from 253 colleges and universities. Of those, 2,281 were Class of 2024 graduating seniors at the bachelor's degree level.

Please note:
• Most of the data provided in the report reflect responses from graduating seniors, but there are instances in which the data reflect the responses of all undergraduate responses. The relevant respondent pool is noted.

• Percentages are calculated on the number of responses to the specific question.

FIGURE 3:
Demographics of survey sample

| GENDER	
Female	63.5%
Male	31.3%
Nonbinary	2.3%
Prefer not to respond	2.9%
RACE/ETHNICITY	
White	56.5%
Hispanic or Latinx	8.9%
Asian	11.5%
Black	9.3%
International Students	3.8%
Multiracial	4.7%
Hawaiian or other Pacific Islanders	0.3%
Native American	0.3%
Prefer not to respond	4.7%
ADDITIONAL DEMOGRAPHICS	
First-generation student	25.5%
Student with disability	14.1%
Student identifies as LGBTQ+	18.4%
Veteran	2.8%
English is not the primary language in the home	19.2%
Student caregiver	10.9%

APPENDIX

Median age of respondents

MEAN 23.6

MEDIAN 21
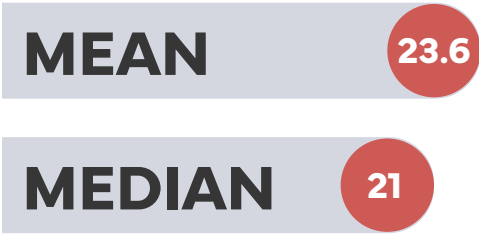
FIGURE 5:

Sample demographics by class

	PERCENT OF RESPONDENTS	NUMBER OF RESPONDENTS
Bachelor's-1st year	13.8%	2,320
Bachelor's- 2nd year	15.7%	2,639
Bachelor's- 3rd year	20.9%	3,521
Bachelor's- 4th year	21.1%	3,550
Bachelor's- 5th year or beyond	2.5%	425
Master's	14.4%	2,423
Doctoral	5.0%	843
Associate's - 1st Year	3.2%	540
Associate's - 2nd Year	3.5%	584
Total Respondents	**100.0%**	**16,845**

Majors (by broad category)

STEM	41.7%
Liberal Arts	23.3%
Business	21.0%
Public Service	14.0%
Total respondents	**16,623**

MAJORS IN BROAD CATEGORIES

BUSINESS
Accounting and Related Services
Architecture
Business
Business Administration, Management and Operations
Communication & Journalism
Communications Technology
Construction Management
Finance and Financial Management Services
Human Resources Management and Services
Management Information Systems and Services
Marketing

LIBERAL ARTS
Area Studies
Creative and Performing Arts
English
Foreign Languages, Literatures, and Linguistics
History
Liberal Arts
Multidisciplinary Studies
Philosophy
Psychology
Social Sciences
Work and Family Studies

PUBLIC SERVICE
Education
Funeral Service and Mortuary Science
High School Programs
Interpersonal and Social Skills
Law and Legal Studies
Leisure and Recreational Activities
Library Sciences
Military Branches and Sciences
Parks and Recreation
Protective Services
(e.g., Criminal Justice, Homeland Security)
Religion and Theology
Social Work and Public Administration

STEM
Agriculture
Biology
Computer and Information Sciences
Construction Trades
Engineering
Engineering Technology
Health Services (e.g., Dentistry, Nursing, Veterinary, etc.)
Health-related Knowledge and Skills
Math
Mechanics and Repairers
Military Applied Sciences
Natural Resources & Conservation
Physical Sciences
Precision Production Trades
Science Technologies

PARTICIPATING INSTITUTIONS

Academy for Nursing and Health Occupations

Alexandria Technical & Community College

Altierus Career College-Norcross

American International College

Arcadia University

Arizona State University Campus Immersion

Arkansas State University

Augusta University

Bakersfield College

Barton College

Bethel University (Minnesota)

Binghamton University

Black Hawk College

Bloomsburg University of Pennsylvania

Bradley University

Brenau University

Bucks County Community College

California Institute of Advanced Management

California Polytechnic State University-San Luis Obispo

California State University-Los Angeles

California State University-Northridge

California University of Pennsylvania

Carleton College

Cedar Crest College

Cedarville University

Central Penn College

Chippewa Valley Technical College

Cincinnati State Technical and Community College

Clarion University of Pennsylvania

Clayton State University

Clemson University

Colby-Sawyer College

Colgate University

College of Health Care Professions

College of Saint Benedict

College of Saint Mary

College of Southern Nevada

College of the Desert

Collin County Community College District

Colorado School of Mines

Columbia Basin College

Columbia College (Missouri)

Columbia University in the City of New York

Concordia University-Wisconsin

CUNY Bernard M Baruch College

CUNY Brooklyn College

CUNY Kingsborough Community College

CUNY New York City College of Technology

Dakota State University

Dallas Baptist University

Dallas Theological Seminary

Del Mar College

DeSales University

DeVry College of New York

Duke University

Eastern Washington University

Eastern West Virginia Community and Technical College

Edgewood College

Edinboro University of Pennsylvania

Elmhurst University

Embry-Riddle Aeronautical University-Prescott

Embry-Riddle Aeronautical University-Worldwide

Florida International University

Florida State University

PARTICIPATING INSTITUTIONS

Folsom Lake College

Fox College

Franklin College

Franklin W Olin College of Engineering

Fulton-Montgomery Community College

Gannon University

Georgetown University

Georgia Institute of Technology-Main Campus

Georgia Military College

Georgia State University

Grove City College

Hackensack Meridian School of Medicine

Harrisburg Area Community College

Harrisburg University of Science and Technology

Illinois Wesleyan University

Indiana State University

Ivy Tech Community College

Johns Hopkins University

Johnson County Community College

Kansas State University

Keene State College

Lafayette College

Lake Forest College

Laurel Ridge Community College

Lee University

Lipscomb University

Lone Star College System

Los Angeles Valley College

Louisiana College

Louisiana State University and Agricultural & Mechanical College

Louisiana State University Health Sciences Center-Shreveport

Louisiana State University-Alexandria

Louisiana State University-Shreveport

Loyola Marymount University

Madonna University

Manhattan School of Computer Technology

Manhattan School of Music

Medical College of Wisconsin

Medical University of South Carolina

Mercer University

Miami Regional University

Miami University-Hamilton

Miami University-Middletown

Miami University-Oxford

Middle Tennessee State University

Middlebury College

Millersville University of Pennsylvania

Milligan University

Milwaukee Area Technical College

Mississippi Gulf Coast Community College

Montgomery County Community College

Morgan Community College

Morgan State University

Mount Aloysius College

Mount Saint Mary College

Nashville State Community College

National University of Health Sciences

New York Institute of Technology

Newberry College

North Central College

Northwestern State University of Louisiana

Notre Dame of Maryland University

Oakland University

PARTICIPATING INSTITUTIONS

Ocean County College	Santa Clara University
Peninsula College	Seton Hill University
Penn Commercial Business/Technical School	Shepherd University
Pennsylvania Academy of the Fine Arts	Sierra College
Pennsylvania College of Art and Design	Sinclair Community College
Pennsylvania College of Health Sciences	Skagit Valley College
Pennsylvania College of Technology	South Carolina State University
Pennsylvania Highlands Community College	Southside Virginia Community College
Pennsylvania Institute of Technology	Spring Hill College
Pensacola State College	St. Mary's University
Philadelphia College of Osteopathic Medicine	State University of New York at New Paltz
Piedmont Virginia Community College	SUNY College at Geneseo
Pillar College	SUNY College at Potsdam
Pittsburg State University	SUNY College of Environmental Science and Forestry
Polytechnic University of Puerto Rico-Orlando	Temple College
Raritan Valley Community College	Temple University
Reading Hospital School of Health Sciences	Texas A & M University-Kingsville
Red Rocks Community College	Texas A&M University-Central Texas
Rhode Island College	Texas A&M University-San Antonio
Richard Bland College	Thaddeus Stevens College of Technology
Roanoke College	The Pennsylvania State University
Rollins College	The University of Alabama
Rutgers University-Camden	The University of Texas at Arlington
Rutgers University-New Brunswick	The University of Texas at Austin
Rutgers University-Newark	The University of Texas Permian Basin
Sacred Heart University	Thomas Jefferson University
Saint Johns University	Trevecca Nazarene University
Saint Joseph's University	Trident Technical College
Saint Mary's University of Minnesota	Tulsa Community College
Saint Vincent College	Union University
San Diego State University	University at Buffalo
San Jose State University	University of California-Irvine

APPENDIX

PARTICIPATING INSTITUTIONS

University of Central Missouri

University of Dallas

University of Dayton

University of Florida

University of Florida-Online

University of Houston-Clear Lake

University of Idaho

University of Illinois Springfield

University of Kansas

University of La Verne

University of Louisiana at Monroe

University of Louisville

University of Maryland Global Campus

University of Maryland, Baltimore

University of Mississippi

University of Missouri-Columbia

University of Missouri-St Louis

University of Nevada-Las Vegas

University of Nevada-Reno

University of New Hampshire-Main Campus

University of New Haven

University of New Mexico-Main Campus

University of New Mexico-Valencia County Campus

University of North Georgia

University of Northern Colorado

University of Pennsylvania

University of Portland

University of Saint Mary

University of South Carolina Aiken

University of South Carolina-Columbia

University of South Carolina-Lancaster

University of South Florida

University of Southern Mississippi

University of Wisconsin-Eau Claire

University of Wisconsin-Madison

University of Wisconsin-Milwaukee

University of Wisconsin-Oshkosh

University of Wisconsin-Stout

Urshan College

Ursuline College

Valdosta State University

Vanguard University of Southern California

Virginia Peninsula Community College

Virginia Wesleyan University

Voorhees College

Walden University

Washington State Community College

Washington State University

Washington University in St Louis

Wentworth Institute of Technology

West Chester University of Pennsylvania

West Texas A & M University

West Virginia University Institute of Technology

Western Governors University

Western Nevada College

Western New England University

William & Mary

William Penn University

Wilmington College

York County Community College

York Technical College

YTI Career Institute-Altoona