

2024-25 NACE Career Services Benchmark Survey

• Response to this question is required.

Email Address

Participant Information

Please Note:

- Feel free to **skip** questions for which you do not have the data.
- This survey uses **logic** to show you only the most relevant questions. **We request** you answer two questions on which much of the logic relies.
- Your responses are **saved** every time you go to the next page.
- You can leave and **return** to the survey where you left off as long as you use the same computer or device.

Please enter your Contact ID Number, which can be found in your invitation email.

Response to this question is required.
As part of the survey results, NACE will provide a list of survey respondents. Please indicate your preference below.
Please note: This will not affect the confidentiality of your data.
Yes, please list my school as a survey respondent.No, please DO NOT list my school as a survey respondent.
Please enter your email address.

Please start typing the name of your school in the box below and select the option that best describes your school and/or campus.
What is the best description for your school type?
 Please select all that apply. Predominantly White Institution (PWI) Hispanic Serving Institution (HSI) Historically Black College or University (HBCU) Women's college Predominantly Black Institution (PBI) Minority Serving Institution (MSI) Men's college Tribal College
My institution does not have a designation Other (please specify:) Office Specifics
For what office are you responding? O Satellite Office O Central Office only O Central Office reporting for central and satellite offices combined

Please enter your college or university's name.

FOR THE REST OF THE SURVEY, please continue to respond from that same office's perspective.

For example, if you are responding with data that combines central and satellite offices, please ALWAYS respond with the data that reflects the combined efforts of the

offices to the extent that is feasible.

Which of the following institution?	best describes the structure of ca	reer services operations at your				
O Centralized (Campus has one coperations.)	areer services office that performs the	full range of career services				
	ole career offices; each is usually conn office performs the full range of caree	•				
with school-based of	Hybrid (Campus has a central office that manages the overall career services operation along with school-based offices - business school, engineering school, college of liberal arts, etc that deliver services to students enrolled in that specific college/school)					
Staffing						
Full-time Employmer	nt (FTE)					
Please note: This see	ction asks for data from the cur	rent academic year.				
For the CURRENT 20 following categories:	24-25 AY, please indicate the total	number of staff in each of the				
office.	intended to capture the total nursely fewer than 30 hours per week, p					
 Please leave the box blank if the staff type is not present in your office. 						
	Full-time	Part-time				
Professional Staff						
Administrative Support Staff						

Graduate

Worker

Assistant/Intern

Undergraduate/Student

	Full-	-time		Part-time	
Other					
Career Counselors, C	oaches, & Advi	isors			
For the CURRENT 202 provide career counsel	•		number of profe	essional staff who	
 Your response wil Please either leav If a staff member vadviser, please co 	e the box blank works less than	if this positior 30 hours per	n is not present		h, or
	Fu	ll-time	Part-time	Number Certif	ied
Career Counselor					
Career Coach					
Career Advisor					
For the CURRENT 202 the Career Services Ce		the position	title for the lead	der / chief executive	of
O Vice President					
Assistant / Associate	Vice President				
O Vice Provost					
Assistant / Associate	Vice Provost				
O Dean					
Assistant / Associate	Assistant / Associate Dean				
O Executive Director					
ODirector					
O Associate Director					
O Assistant Director					
O Coordinator					
Manager					

0	Other (please specify):
For	the CURRENT 2024-25 AY, to whom does the chief executive of Career Services
repo	
0	Office of the President
0	Office of the Provost
0	VP of Institutional Advancement/Development
0	VP of Enrollment Management
0	VP of Academic Affairs
0	VP of Student Affairs/Student Life
0	VP of Joint Division of Student and Academic Affairs
0	VP or Dean of the Individual school within the institution (e.g., Dean of Business School, Dean of Engineering School, etc.)
0	Other (please specify):
Has	this reporting relationship changed since the prior academic year?
0	Yes
0	No
\//b\	was this reporting change made?
vviiy	was this reporting change made:
•	Please select all that apply.
Ш	New leadership at the institution
	New leadership at the career center
	The state legislature is demanding accountability for career outcomes
	Career center has been restructured / reorganized within the institution
	Our college/university has recently completed a merger
	An institutional accreditation is in process
	There is an institution-wide focus on career outcomes
	The institution received a large gift from a donor
	Other (please specify:)

Staffing Trends

Which of these employment options do you offer to employees?					
 Please select all that apply. 					
 ☐ Ability to work remotely ☐ Flex-time scheduling ☐ Compressed work weeks ☐ Shortened Friday during summer / volume ☐ Financial support for obtaining profestoredentials ☐ Retreats 	Free Profe acations Appr	lunch prog	grams evelopme lys for sta	o in the comment of t	nunity
Budget					
For the CURRENT 2024-25 AY, what is your non-personnel and personnel budget amounts.					
 Please enter a whole number - no dollar signs, commas, or decimals. Please skip any fields for which you do not have the requested data. Non-personnel Personnel					
2024-25 Budget		$\overline{}$]

For the **CURRENT** 24-25 AY, of your career center budget, what percent comes from each category listed below?

 You may skip this question, but if you choose to answer it, your responses must total 100.

Fee	es Generated (from students, employers, career fairs, etc.)	0 %
Par	tnership Program	0 %
Gra	ants	0 %
Giff	ts and Donations	0 %
Oth	ner	0 %
Tot	al	0 %
	does the non-personnel operating budget for 2024-25 AY compare with connel operating budget for 2023-24 AY?	the non-
0 0	Not sure; we don't have access to non-personnel operating budget Decrease by more than 20%	
0	Decrease between 10% and 20% Decrease between 0% and 10%	
0	No Change	
0	Increase between 0% and 10%	
0	Increase between 10% and 20%	
0	Increase by more than 20%	
	v does the personnel operating budget for 2024-25 AY compare with the p	ersonnel
opei	rating budget for 2023-24 AY?	
O	Not sure; we don't have access to personnel operating budget	
0	Decrease by more than 20%	
0	Decrease between 10% and 20%	
0	Decrease between 0% and 10%	
0	No Change	
0	Increase between 0% and 10%	
0	Increase between 10% and 20%	
0	Increase by more than 20%	

Do you have a partnership program in which employers make financial contributions to the career center for the 2024-25 AY?

O Yes O No
Career Readiness Competency Implementation
During the CURRENT 2024-25 AY, are Career Readiness Competencies being implemented at your college or university? Please note:
 This may include none, some, or all of the 8 NACE Career Readiness Competencies. We are aiming to benchmark the implementation efforts not specific competencies.
O Yes O No
Which of the following best represents the scale of the competency implementation? O Institution-wide O Division-wide O Department-wide O Competency implementation?
Which of the following represents the leadership of the competency implementation initiative?
In other words, who is leading the initiative?Please select all that apply.
Career Services Director Provost/Dean/Academic Leader Faculty VP / Dean / Leader of Student Affairs (Life / Success / Engagement) Task Force / Committee Other (please specify:)

Vendor tools/products (please specify:)	
Other (please specify:)	
Did you know that NACE has a validated tool that you can use to access the	
Did you know that NACE has a validated tool that you can use to assess the competencies of your students? (It is free to NACE members.)	
O Yes	
○ No	
Have you or do you plan on incorporating the NACE Competency Assessment Tool int	0
your support of students for the 2024-25 academic year?	
O Yes	
O No	
O We are not sure	
O We are not sare	
In what ways do you or plan to incorporate the NACE Competency Assessment Tool?	
Please select all that apply.	
☐ Assessment of students	
☐ During individual coaching/counseling sessions	
☐ Integrate into internship programs	
☐ Integrate into the classroom	
☐ Integrate into curriculum	
On-campus employment/work study	
Other (please specify:)	
For what reasons are you not incorporating the NACE Competency Assessment Tool?	
Please select all that apply.	
☐ We use a different assessment	
☐ I don't have enough information about it	

☐ Too difficult to use the PDF				
☐ We do not integrate competencies at our institution				
☐ We have questions about the tool meeting the needs of our students				
We cannot afford using it via NACE partners (Career Launch and Suitable)				
	Other (please specify:)			
,				
		4 = 40		
Would you like more information	on the NACE Competer	ency Assessment Tool?		
O Yes				
O No				
Forward-looking Services ar	nd Operations			
s your office (or the offices you CURRENT 2024-25 AY?	u're reporting for) plannin	g to hold career fairs during the		
 Please include consortiun 	n-sponsored career fairs.			
	'			
	Yes	No		
In-person	0	0		
Virtual	0	0		
Hybrid (Simultaneously in-person & virtual)	0	0		
s your office (or the offices you during the CURRENT 2024-25		g to offer on-campus interviewing		
 Interviews held off-campu "on-campus" interviewing 		ıld still be considered as part of an		
	Yes	No		
In-person	0	0		
Virtual	Ö	Ō		
	-	•		

For the **CURRENT** 2024-25 AY, in which of the following formats does your office provide counseling / coaching / advising services?

	We do not provide Career Counseling / Coaching / Advising In-person 1:1 In-person Group		Virtual 1:1 Virtual Group
0	ou currently have any open staffing posi Yes No	tions	s?
0	ou have hiring plans to fill the open posit Yes No Still to be determined	tions	6?
	isn't your office filling the open positions Please select all that apply. Due to college or university policy (e.g., hiring) We are not filling because we determined we We are restructuring the position We cannot find qualified candidates Other (please sp	g free don	't need them filled

Services Provided in Prior Year

• Please select all that apply.

The remaining questions will ask you about the prior 2023-24 academic year (AY).

For the services you provide, does your office tend to track:

questions for the duration of	the survey.	
	Yes	No
Total number of times service is provided	0	0
Unique headcount of students using the service	0	0
Did your office (or the offices you advising BY APPOINTMENT duri		eer coaching / counseling /
Virtual appointments are def times.Please do NOT count unsch		-
	Voo	No
la nama	Yes	No
In-person	0	0
Virtual	O	O
What is the total number of APP	OINTMENTS for your offi	ce for the 2023-24 AY?
n-person		
· Virtual		
What is the unique headcount of APPOINTMENT during the 2023-	•	ng / coaching / advising BY
n-Person		
Virtual		
Did your office (or the offices you counseling/ advising during the 2		OP-IN career coaching/
	Yes	No
In-person	0	0
Virtual	0	0

• We request your response to this question, so you are only asked the relevant

What is the **total number** of DROP-INs for the 2023-24 AY?

In-person Group Virtual 1:1 0 %				In-person Virtual
Does your office (or the offices you are reporting for) provide services to GRADUATE students? Yes No What is the total number of appointments conducted with GRADUATE students during the 2023-24 AY? What is the unique headcount of GRADUATE students who were served by your office (or the offices you are reporting for) during the 2023-24 AY? For the 2023-24 AY, what is the percentage break down of your counseling / coaching / advising sessions into the following categories? You may skip this question, but if you choose to answer it, your responses must to 100. If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 In-person Group Virtual 1:1)23-24 AY?	sing DROP-IN services f	e unique headcount of students u	What is th
students? O Yes No What is the total number of appointments conducted with GRADUATE students during the 2023-24 AY? What is the unique headcount of GRADUATE students who were served by your office (or the offices you are reporting for) during the 2023-24 AY? For the 2023-24 AY, what is the percentage break down of your counseling / coaching / advising sessions into the following categories? • You may skip this question, but if you choose to answer it, your responses must to 100. • If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 O 9 Virtual 1:1				
what is the unique headcount of GRADUATE students who were served by your office (or the offices you are reporting for) during the 2023-24 AY? For the 2023-24 AY, what is the percentage break down of your counseling / coaching / advising sessions into the following categories? • You may skip this question, but if you choose to answer it, your responses must to 100. • If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 O 9 Virtual 1:1	DUATE	ing for) provide services	office (or the offices you are report	students? O Yes
(or the offices you are reporting for) during the 2023-24 AY? For the 2023-24 AY, what is the percentage break down of your counseling / coaching / advising sessions into the following categories? • You may skip this question, but if you choose to answer it, your responses must to 100. • If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 In-person Group Virtual 1:1	nts during	nducted with GRADUAT		
(or the offices you are reporting for) during the 2023-24 AY? For the 2023-24 AY, what is the percentage break down of your counseling / coaching / advising sessions into the following categories? • You may skip this question, but if you choose to answer it, your responses must to 100. • If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 In-person Group Virtual 1:1				
 You may skip this question, but if you choose to answer it, your responses must to 100. If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 In-person Group Virtual 1:1 	our office		•	
 You may skip this question, but if you choose to answer it, your responses must to 100. If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 In-person Group Virtual 1:1 				
100. • If your office does not offer a service listed below, please enter 0 for that service. In-person 1:1 In-person Group Virtual 1:1	paching /			
In-person 1:1 In-person Group Virtual 1:1		·		100.
In-person Group Virtual 1:1 0 %	JOI VIOC.			•
Virtual 1:1	301 1100.	71		
		, I	1:1	In-person
Virtual Craus	0 %			·
Virtual Group 0 9	0 %			In-person

0 %

Total

Internship / Co-op / Externship Programs

Virtual

Did your office (or the offices you're reporting for) offer assistance during the 2023-24 AY
to students who want to participate in an employer-offered internship, co-op, or externship
programs?

programs?		
 For example, assistance preparing resumes, etc 	locating opportunities, app	olying for internships,
O Yes O No		
How many students did you a	ssist with the internship pro	ocess during the 2023-24 AY?
Career Fairs		
Did your office (or the offices	you're reporting for) hold ca	areer fairs during the 2023-24 AY?
We request your responsPlease include consortiu	•	
	Yes	No
In-person	0	0
Virtual	0	0
Hybrid (simultaneously in-person & virtual)	0	0
How many career fairs did yo	u hold during the 2023-24	AY?
Please include consortiu	m-sponsored career fairs.	
	# o	f Fairs
In-person		

	# of Fairs	3
Hybrid (simultaneously in-person & virtual)		
How many unique organizations	attended your career fair(s)	during the 2023-24 AY?
one career fair.	should be counted only once e same organization should be in-person AND virtually, cour	pe counted separately.
categories.		
	# of Unique Orga	nizations
In-person Virtual		
How many students attended yo	our career fair(s) during the 20	023-24 AY?
 For consortium event(s), in 	clude students from your inst	itution only.
	In-person	Virtual
Total Number of Students in Attendance		
Number of Unique Students in Attendance		
On-campus Interviewing		
Did your office (or the offices your program during the 2023-24 AY	,	nal "on-campus" interviewing
 Interviews held off-campus "on-campus" interviewing p 		l be considered as part of ar
	Yes	No
In-person	0	0
Virtual	O	O

How many students participated in your "on-on-on-on-on-on-on-on-on-on-on-on-on-o	campus" interviewing program during the
Total Number of Interviews Number of Unique Students Interviewed	
How many unique organizations came "on-ca	ampus" to interview during the 2023-24 AY?
Each organization/division should be coone interviewing session.Two or more divisions of the same organization.	ounted only once if they attended more than nization should be counted separately.
	# of Unique Organizations
In-person Virtual	
Did your specific office (or the specific offices advising during 2023-24 AY? O Yes O No	s you're reporting for) provide academic
During the 2023-24 AY, did your office (or the workshops? (e.g. one-time events on- or off-sas resume writing, interviewing skills, etc.) O Yes O No	e offices you池e reporting for) offer site, virtual or in-person, covering topics such
How many workshops were offered during th	e 2023-24 AY?
Did you have career assessment tools availa O Yes O No	able for your students during the 2023-24 AY?

	ng the 2023-24 AY, did your office (or the offices you're reporting for) provide career ces for alumni ?
0	Yes
0	
Data	Tracking
Do y	ou collect data on who is using career center services by demographic groups?
0	Yes
0	No
demo	the senior leader of your office provide usage rates for career center services by ographic groups (e.g., gender, race/ethnicity) to their direct supervisor or leadership annual basis?
0	
0	
O	
	h of the following demographic variables are taken into consideration when loping (and / or refining) programming and services?
•	Please select all that apply.
	We do not consider demographic variables when developing / refining programming and services
	Caregiver status
	Age
	Race/ethnicity
	Gender
	Sexual orientation
	Veteran's status
	Disability

First generation status Other (please specify:)
For what purposes do you use these student usage demographic data?
Please select all that apply.
 □ To refine programming □ To identify underserved students □ To apply for targeted grants or other funding □ We do not use these types of demographic data □ □ Other (please specify:)
Virtual Reality
Have you used virtual reality programming in your career services? O Yes O No
Please tell us how you are using virtual reality programming.
First Destinations
Did your school conduct a First Destination Survey for the class of 2023?
• The class of 2023 includes any student graduated between July 1, 2022 - June 30, 2023.
O Yes O No O Not Sure

Did you use a third-party provider to collect s 2023?	tudent outcomes information for the class of
O Yes O No	
Which of the following providers did you use the class of 2023? • Please select all that apply.	to collect student outcomes information for
 □ CampusLabs □ Purple Briefcase □ Higher Education Data Sharing Consortium □ Symplicity □ Handshake 	☐ Orbis ☐ GradLeaders ☐ 12Twenty ☐ HEP data Other (please specify):
Fees	
How much are you charging for Career Fairs	during the CURRENT 2024-25 AY?
Please skip any fields for which you doPlease enter a whole number without a	
Private sector employers Non-profit employers Gov't agency employers	
Technology	
What main Career Services Management pla O None; we do not use a CSM platform O In-house system	atform do you currently use?

0	College Central Network				
0	Orbis				
0	12Twenty				
0	Salesforce				
0	GradLeaders				
0	Handshake				
0	Purple Briefcase				
0	Symplicity				
0		Other	(please specify):		
Whi	ch other technology servic	e pro	oviders does your office	use?	
•	Please select all that app	ly.			
		,			
	CliftonStrengths (formerly		CareerCruising		SIGI
	StrengthsQuest or StrengthFinder)				
	People Grove		CareerShift		Holland Codes
	GoinGlobal		Optimal Resume		MyPlan
	Vault		TypeFocus		Interview Stream
	Strong Interest Inventory		Graduway		What can I do with this major?
	Interstride		Kuder		Focus2
	Career Spots		Quinncia		MBTI
	VMock		Candid Career		Other (please specify):
Ш		Ш			
	PAR		Big Interview		
14/1					
vvna	at platform are you using to) noi	d virtual career fairs?		
•	Please select all that app	ly.			
	Easy Virtual Fairs		GR8 Peo	ple	
	Career Fair Plus		Paradox		
	CareerEco		Brazen		

Campus Co	nnect		InternXL
Symplicity			Premier Virtual
			Handshake
Zoom			Other (please specify):
AI			
SkillsFirst, Micro	estion based on the policies a	E 2, a	the use of AI (such as ChatGPT, and Bing AI) in career services. Please practices at your institution (and not
-	er center staff use AI as an as of their career services?	sist	ive tool when working with individual
O Yes			
O No			
O No, but we a	re planning to integrate AI tools v	vithir	n the year
_	s your career center staff use DALL-E 2, and Bing AI) with		I (such as ChatGPT, SkillsFirst, Microsoft ividual students?
Please sele	ect all that apply.		
☐ To help stude	ents create a cover letter		
☐ To help stude	ents create a resume		
To help stude	ents answer a question		
☐ To help stude	ents search for jobs		
☐ To help stude	ents prepare for interviews		
To help stude	ents gather labor market informat	iion	
	ents learn about available jobs ar	-	
☐ To help stude	ents assess their career compete		
	Other (please spe	ecify	:)

	hat ways are you anticipating your career center staff will use AI (such as ChatGPT, sFirst, Microsoft Copilot, Claude, DALL-E 2, and Bing AI) with individual students?
•	Please select all that apply
	To help students create a resume To help students answer a question To help students search for jobs To help students prepare for interviews To help students gather labor market information To help students learn about available jobs and job skills To help students assess their career competencies and skills We are unsure yet of any possible ways. Other (please specify:)
	It are the reasons why you do not use AI as an assistive tool when working with vidual students? Please select all that apply
	Concerned about ethical implications (copyright infringement, plagiarism, etc.) Lack of capacity among staff Concerned about AI collecting personal data on students Lack of staff expertise using AI Our college has banned the use of AI on campus Concerned about AI deskilling and/or deprofessionalizing career services Other (please specify:)
poss	your career center developed guidelines (for example, ethical guidance, education on sible copyright infringement, etc.) on the use of AI for staff in helping provide career ices to students? Yes

NoNo, but we are planning on developing them this year	
Has your career center developed guidelines (for example, ethical guidance, information on plagiarism, etc.) on the use of AI for students in their own job searches and preparation? O Yes	
NoNo, but we are planning on developing them this year	
Has your career center provided workshops for career center staff on how to use AI (such as ChatGPT, SkillsFirst, Microsoft Copilot, Claude, DALL-E 2, and Bing AI)? O Yes O No No, but we are planning to within the year	
Has your career center provided workshops for students on how to use AI (such as ChatGPT, SkillsFirst, Microsoft Copilot, Claude, DALL-E 2, and Bing AI)? O Yes O No No No, but we are planning to within the year	
Career Services Integration Within Institution	
During the 2023-24 AY, how many career development presentations (in-person and/or virtual) have members of your office made in faculty academic classes?	
Please enter a whole number.	
	-

During the 2023-24 AY, did your institution track students' progress in their career development with a badge/passport or a similar type of program?

• Badging and Passport systems are defined as programs in which students are

encouraged or incentivized to engage in career development activities throughout

	their college career.
0	Yes
0	No
0	Currently setting this up for next year
0	Other (please specify):
	ng the 2023-24 AY, did your institution offer students a stipend if they are engaged in inpaid or low-paid internship?
0	No
0	Yes, any and all students in an unpaid or low-paid internship
0	Yes, but limited to students who meet certain criteria
0	Yes, but students must apply for a competitive grant/scholarship
0	Other (please specify):
Whe	ere does the funding come from to support these stipends?
•	Please select all that apply.
	Institutional funding
	Donations / alumni
	Grant funds
	Other (please specify:)

How does your institution address the relationship between career and academic advising?

to graduate and/or complete their course of study in their major/minor.
O Institution treats them as entirely separate (i.e., separate budgets, staff, little if any coordination between the two)
O Institution sees them as related (i.e., separate budgets/staff, some coordination)
O Institution has fully integrated the two together (i.e., integrated budgets/staff, cross-training of staff)
Other (please specify):
Incentives For Research
We are assessing the ways we incentivize our research at NACE. Currently we offer a free Career Services report/dashboard to members who complete our Career Services Benchmark and Compensation surveys.
How much does the free report factor into your willingness to complete the survey? O It is not a reason we complete the survey O It is a small part of the reason we complete the survey O It is a significant part of reason we complete the survey O It is the ONLY reason we complete the survey
What are reasons you complete the Career Services Benchmark Survey?
Please select all that apply.
Service to the profession Want our data to be included so that we can purchase a custom report The free report/dashboard My college requires it Other (please specify:)

• Academic Advising is defined as advising students on what courses to take in order

Do you need an incentive to participate in NACE research?

O Yes
O No
Which of the following incentives would be sufficient for you to participate in NACE research?
Please select all that apply.
 □ Free report/dashboard □ Discounted custom report □ Raffle for an Amazon gift card □ Raffle for NACE Credit □ Discount code for a NACE webinar □ Other (please specify:)
Respondent Feedback
Were there any concerns or difficulties you encountered while responding to the questions n this survey?
Difficulty/Concern 1
Difficulty/Concern 2
Difficulty/Concern 3
Γhank you

After clicking SUBMIT below, you will be redirected to our website. We look forward to releasing the results of this survey in Spring 2025. Thank you for participating in the 2024-25 Career Services Benchmark Survey!

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