

# 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.   |
| <ul><li>Yes, please list my school as a survey respondent.</li><li>No, please DO NOT list my school as a survey respondent.</li></ul> |
| 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?   |
| <ul> <li>Please select all that apply.</li> <li>Predominantly White Institution (PWI)</li> <li>Hispanic Serving Institution (HSI)</li> <li>Historically Black College or University (HBCU)</li> <li>Women's college</li> <li>Predominantly Black Institution (PBI)</li> <li>Minority Serving Institution (MSI)</li> <li>Men's college</li> <li>Tribal College</li> </ul> |
| 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<br>(Campus has one coperations.)  | areer services office that performs the  | full range of career services    |  |  |  |  |
|   | ole career offices; each is usually conn<br>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 <b>CURRENT</b> 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  |                                  |  |  |  |  |
| <ul> <li>Please leave the box blank if the staff type is not present in your office.</li> </ul> |  |                                  |  |  |  |  |
|   | 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 <b>CURRENT</b> 202 provide career counsel  | •                                  |   | number of profe    | essional staff who    |       |
| <ul> <li>Your response wil</li> <li>Please either leav</li> <li>If a staff member vadviser, please co</li> </ul> | e the box blank<br>works less than | if this positior<br><b>30</b> hours per | n is not present   |                       | h, or |
|  | Fu                                 | ll-time                                 | Part-time          | Number Certif         | ied   |
| Career Counselor   |                                    |   |                    |                       |       |
| Career Coach   |                                    |   |                    |                       |       |
| Career Advisor   |                                    |   |                    |                       |       |
| For the <b>CURRENT</b> 202<br>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 <b>CURRENT</b> 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?   |                          |               |                                  |  |        |
|--|--------------------------|---------------|----------------------------------|--|--------|
| <ul> <li>Please select all that apply.</li> </ul>  |                          |               |                                  |  |        |
| <ul> <li>☐ Ability to work remotely</li> <li>☐ Flex-time scheduling</li> <li>☐ Compressed work weeks</li> <li>☐ Shortened Friday during summer / volume</li> <li>☐ Financial support for obtaining profestoredentials</li> <li>☐ Retreats</li> </ul> | Free Profe acations Appr | lunch prog    | grams<br>evelopme<br>lys for sta | o in the comment of t | nunity |
| Budget   |                          |               |                                  |  |        |
| For the <b>CURRENT</b> 2024-25 AY, what is your non-personnel and personnel budget amounts.  |                          |               |                                  |  |        |
| <ul> <li>Please enter a whole number - no dollar signs, commas, or decimals.</li> <li>Please skip any fields for which you do not have the requested data.</li> </ul> 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 <b>non-personnel</b> 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 <b>personnel</b> 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:   |
| <ul> <li>This may include none, some, or all of the 8 NACE Career Readiness Competencies.</li> <li>We are aiming to benchmark the implementation efforts not specific competencies.</li> </ul> |
| 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?  |
| <ul><li>In other words, who is leading the initiative?</li><li>Please select all that apply.</li></ul>   |
| 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     |  |  |
| <ul> <li>Please include consortiun</li> </ul>                              | 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 <b>CURRENT</b> 2024-25        |                             | g to offer on-campus interviewing     |  |  |
| <ul> <li>Interviews held off-campu<br/>"on-campus" interviewing</li> </ul> |                             | 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<br>Yes<br>No  | tions         | s?                        |
| 0 | ou have hiring plans to fill the open posit<br>Yes<br>No<br>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<br>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 / |
| <ul><li>Virtual appointments are def<br/>times.</li><li>Please do NOT count unsch</li></ul> |                         | -                           |
|   | Voo                     | No                          |
| la nama   | Yes                     | No                          |
| In-person   | 0                       | 0                           |
| Virtual   | O                       | O                           |
| What is the <b>total number</b> of APP  | OINTMENTS for your offi | ce for the 2023-24 AY?      |
| n-person  |                         |                             |
| ·<br>Virtual  |                         |                             |
| What is the <b>unique headcount</b> 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<br>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 <b>total number</b> of appointments conducted with GRADUATE students during the 2023-24 AY?  What is the <b>unique headcount</b> 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  |            |                           |                                       |                      |
| <ul> <li>You may skip this question, but if you choose to answer it, your responses must to 100.</li> <li>If your office does not offer a service listed below, please enter 0 for that service.</li> <li>In-person 1:1</li> <li>In-person Group</li> <li>Virtual 1:1</li> </ul>   | our office |                           | •                                     |                      |
| <ul> <li>You may skip this question, but if you choose to answer it, your responses must to 100.</li> <li>If your office does not offer a service listed below, please enter 0 for that service.</li> <li>In-person 1:1</li> <li>In-person Group</li> <li>Virtual 1:1</li> </ul>   |            |                           |                                       |                      |
| 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?  |                               |                                    |
|--|-------------------------------|------------------------------------|
| <ul> <li>For example, assistance preparing resumes, etc</li> </ul>         | 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? |
| <ul><li>We request your respons</li><li>Please include consortiu</li></ul> | •                             |                                    |
|  | 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<br>Virtual   |   |                               |
| How many students attended yo  | our career fair(s) during the 20  | 023-24 AY?                    |
| <ul> <li>For consortium event(s), in</li> </ul>                                    | 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  |
| <ul> <li>Interviews held off-campus</li> <li>"on-campus" interviewing p</li> </ul> |   | 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?  |
| <ul><li>Each organization/division should be coone interviewing session.</li><li>Two or more divisions of the same organization.</li></ul>            | ounted only once if they attended more than nization should be counted separately.    |
|   | # of Unique Organizations   |
| In-person<br>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 <b>for alumni</b> ?   |
|------|---|
| 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 <b>provide usage rates</b> 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.  |
| <ul> <li>□ To refine programming</li> <li>□ To identify underserved students</li> <li>□ To apply for targeted grants or other funding</li> <li>□ We do not use these types of demographic data</li> <li>□ □ Other (please specify:)</li> </ul> |
| 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                         |
| <ul> <li>□ CampusLabs</li> <li>□ Purple Briefcase</li> <li>□ Higher Education Data Sharing Consortium</li> <li>□ Symplicity</li> <li>□ Handshake</li> </ul> | ☐ Orbis ☐ GradLeaders ☐ 12Twenty ☐ HEP data Other (please specify): |
| Fees  |   |
| How much are you charging for Career Fairs  | during the CURRENT 2024-25 AY?                                      |
| <ul><li>Please skip any fields for which you do</li><li>Please enter a whole number without a</li></ul>   |   |
| 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,<br>and Bing AI) in career services. Please<br>practices at your institution (and not |
| -                  | er center staff use AI as an as<br>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<br>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 <b>anticipating</b> 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 <b>staff</b> in helping provide career ices to students?  Yes  |

| <ul><li>No</li><li>No, but we are planning on developing them this year</li></ul>   |   |
|---|---|
| Has your career center developed guidelines (for example, ethical guidance, information on plagiarism, etc.) on the use of AI for <b>students</b> in their own job searches and preparation?  O Yes                         |   |
| <ul><li>No</li><li>No, but we are planning on developing them this year</li></ul>   |   |
| 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 <b>students</b> 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.  |
| <ul> <li>□ Free report/dashboard</li> <li>□ Discounted custom report</li> <li>□ Raffle for an Amazon gift card</li> <li>□ Raffle for NACE Credit</li> <li>□ Discount code for a NACE webinar</li> <li>□ Other (please specify:)</li> </ul> |
| 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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