



NACE Job Outlook 2025

General Information

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

- Response to this question is required.

Contact ID:

Please enter your Company Name.

- Response to this question is required.

Company Name:

Please tell us about your organization:

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

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

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

- 10,001 - 20,000
- More than 20,000

Projections for the class of 2025

In your opinion, what will the job market be like for 2024-25 college graduates?

- Poor
- Fair
- Good
- Very Good
- Excellent

In your opinion, what will the job market specific to your industry be like for 2024-25 college graduates?

- Poor
- Fair
- Good
- Very Good
- Excellent

For the 2024-25 academic year, my organization plans to (please select one):

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

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

- Increased demand for our products and services
- Company growth
- Anticipated increase in the number of retirements
- Commitment to succession planning/Importance of talent pipeline

Other (Please explain):

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

Budget cuts

Inflation

Uncertain economy

Reduction in business needs/projects

Other (please explain):

How many new college graduates does your organization plan to hire for full-time, entry-level positions in 2024-25?

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

Please provide the following information regarding the open entry-level positions that you have for new college graduates.

(Note: The total of the four percentages do not need to equal 100%.)

% of positions posted publicly, e.g. LinkedIn, Job boards, etc.:

% of positions posted internally, then posted publicly:

% of positions posted internally within your organization ONLY:

% of positions filled without being posted:

In what type of work environment (fully remote, fully in-person, or hybrid, e.g. partially in-person and partially remote) are your **overall** job positions currently performed? (The total of the three percentages should equal 100%.)

% Fully Remote:

% Fully Hybrid:

% Fully In-person:

In what type of work environment (fully remote, fully in-person, or hybrid, e.g. partially in-person and partially remote) are your full-time, **entry-level** job positions currently performed? (The total of the three percentages should equal 100%.)

% Fully Remote:

% Fully Hybrid:

% Fully In-person:

Will your organization hire 2-year, associate degree students from the class of 2024-25 for full-time, entry-level positions?

- Yes
- No

What percentage of your college hiring in 2024-25 will be conducted during Fall 2024?

Full-time, entry-level

Intern/co-op

What percentage of your college hiring in 2024-25 will be conducted during Spring 2025?

Full-time, entry-level

Skills-Based Hiring

The questions that follow ask about skills-based hiring. Please use the following definition for this term: Skills-based hiring is the practice of employers setting specific skill requirements for a certain job positions and assessing whether a candidate possesses the skills necessary for the job, prioritizing what an applicant can do rather than the education obtained.

Does your company use skills-based hiring practices when interviewing and evaluating candidates for positions at your company?

- Yes
- No

How often does your organization use skills-based hiring practices?

- Never
- Sometimes
- About half the time
- Most of the time
- Always

At which stages in your hiring process, does your organization use skills-based hiring practices? (Please select all that apply.)

- Sourcing
- Screening
- Interviewing
- Post-hire placement/matching
- Incumbent worker promotions or movement into new roles or areas
- Other (please specify):

Which of the following skills-based hiring practices are you using in your hiring processes?
(Please select all that apply.)

- Competency-based job descriptions
- Interview rubrics
- External recruiting agency
- Internally-created assessment tool
- Externally-created assessment tool
- Game-based assessments
- Digital badges/Micro-credentials
- Other (please specify):

Can you share which externally-created assessment tools you are currently using?

How challenging has it been to implement skills-based hiring practices?

- Not challenging at all
- Slightly challenging
- Moderately challenging
- Very challenging
- Extremely challenging

What roadblocks does your organization face when implementing skills-based hiring?
(Select all that apply.)

- Lack of assessment tools
- Lack of department time/resources to implement new hiring practices
- Regulatory hurdles
- Cultural hurdles within organization
- Buy-in from hiring managers
- Other (please specify):

Signing Bonuses

Did you offer signing bonuses to any of the college students you hired from the class of 2023-24 for full-time, entry-level positions?

- Yes
- No

Do you plan to offer signing bonuses to any of the students you will hire from the class of 2024-25 for full-time, entry-level positions?

- Yes
- No

Which of the following best describes your signing bonus plans for 2024-25 college graduates? (Select only one response.)

- We will offer signing bonuses to ALL of our full-time, entry-level college hires from the class of 2024-25.
- We will offer signing bonuses only to SELECTED full-time, entry-level college hires from the class of 2024-25.

What is the average signing bonus you plan to offer all new entry-level college hires from the class of 2024-25? (Note: If the bonus will vary, please provide an average estimate or

a range.)

Please list below the majors, the degree levels, and the corresponding signing bonuses you plan to offer students from the class of 2024-25. (Note: If the bonus will vary, please provide an average estimate or a range.)

Major 1	<div style="border: 1px solid black; height: 27px;"></div>
Degree Level	<div style="border: 1px solid black; height: 27px;"></div>
Signing Bonus	<div style="border: 1px solid black; height: 27px;"></div>
Major 2	<div style="border: 1px solid black; height: 27px;"></div>
Degree Level	<div style="border: 1px solid black; height: 27px;"></div>
Signing Bonus	<div style="border: 1px solid black; height: 27px;"></div>
Major 3	<div style="border: 1px solid black; height: 27px;"></div>
Degree Level	<div style="border: 1px solid black; height: 27px;"></div>
Signing Bonus	<div style="border: 1px solid black; height: 27px;"></div>
Major 4	<div style="border: 1px solid black; height: 27px;"></div>
Degree Level	<div style="border: 1px solid black; height: 27px;"></div>
Signing Bonus	<div style="border: 1px solid black; height: 27px;"></div>

Salary Increases

Compared with 2023-24, what is your organization's plan for starting salaries to 2024-25 **bachelor's** degree graduates?

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

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

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

Compared with 2023-24, what is your organization's plan for starting salaries to 2024-25 **master's** degree graduates?

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

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

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

Recruiting Considerations

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

Career & Self-development

Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

Communication

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

Critical Thinking

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

Equity & Inclusion

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

Leadership

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

Professionalism

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

Teamwork

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

Technology

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

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

	Not at all important	Not very important	Somewhat important	Very important	Extremely important
Critical Thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teamwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career & Self-development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equity & Inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Not at all proficient	Not very proficient	Somewhat proficient	Very proficient	Extremely proficient
Critical Thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teamwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career & Self-development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equity & Inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you know that NACE has a validated Competency Assessment tool that you can use with intern and early career talent? (It will be free to NACE members and released sometime in August.)

- Yes
- No

Do you plan on incorporating NACE's Competency Assessment tool into your professional development plan for your new hires?

- Yes, for both full-time hires and interns
- Yes, for full-time hires only
- Yes, for interns only
- No

Would you like more information on NACE's Competency Assessment tool?

- Yes
- No

Which of the following attributes do you look for on a new graduate candidate's resume?

(Please check all that apply.)

- Analytical/quantitative skills
- Communication skills (verbal)
- Communication skills (written)
- Computer skills
- Creativity
- Detail-oriented
- Entrepreneurial skills/risk-taker
- Flexibility/adaptability
- Fluency in a foreign language
- Friendly/outgoing personality
- Initiative
- Interpersonal skills (relates well to others)
- Leadership
- Organizational ability
- Problem-solving skills
- Strategic planning skills
- Strong work ethic
- Tactfulness
- Ability to work in a team
- Technical skills
- Other

Do you screen candidates by GPA?

- Yes
- No

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

- Academic Major

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

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

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

What is the cut-off (the minimum GPA) you use to determine who is eligible to be considered for a position with your organization? (For example, if you indicate your cut-off

is a 3.0 GPA this will be interpreted to mean that you will only consider candidates with a GPA of 3.0 or higher.)

GPA Cutoff:

Which of the following best describes the academic majors that you hire?

- We hire majors that are only exclusive to our industry, e.g. accounting majors hired at an accounting services firm.
- We hire majors that are exclusive to our industry AND other majors that fall outside the realm of our industry, e.g. engineering majors AND English majors hired at an engineering firm.
- We hire ANY majors regardless of whether they relate to our specific industry.
- Other (please specify):

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

	No influence at all	Not much influence	Somewhat of an influence	Very much influence	Extreme influence
School attended	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High GPA (3.0 or above)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has held leadership position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has studied abroad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has been involved in extracurricular activities (e.g. clubs/sports/student government, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has completed an internship with your organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has internship experience in your industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has general work experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has no work experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	No influence at all	Not much influence	Somewhat of an influence	Very much influence	Extreme influence
Is fluent in a foreign language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has done volunteer work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey Respondents

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

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

Thank you for completing the Job Outlook 2025 Survey. Your response will be recorded after you click the right arrow.

