



2016 ANNUAL REPORT

National Association of Colleges and Employers

LIMITLESS POSSIBILITIES

CELEBRATING
60 years
WITH
NACE

LIMITLESS POSSIBILITIES | LOOKING TO THE FUTURE

In Fiscal Year 2016 (FY16), NACE celebrated 60 years of service to the profession. Building on a long history of strong member involvement, rich content, and analytic insight, NACE continues to position the association and members for a strong future. This year, several long-term initiatives were launched to support and anticipate evolving member needs. These initiatives included:

Acquiring Professional Knowledge and Competencies

NACE continues to expand professional development offerings to strengthen the knowledge, competencies, and skills of all members. New initiatives include coaching certification programs, competencies for university relations and recruiting, and a new Recruiter Leadership Institute.

Leveraging Big Data to Inform Strategy

NACE continues to evaluate research platforms to deliver best-in-class, quantitative research needed to make informed decisions and set long-term strategy.

Strengthening Access to Content and Connections

NACEWeb.org will be transformed into a destination website with curated editorial content; deeper analytic insight; and an exclusive, member-only, online community to allow members to share expertise, drive new content development, and engage with their peers.

Positioning the Profession in the National Landscape

The NACE Center for Career Development and Talent Acquisition will serve as a platform for elevating issues to the larger national landscape. Research will be a central focus and relate specifically to career and employment issues affecting new college graduates. Launch is expected in FY17.

As always, we would like to thank you, our members, for continuing to get involved. Your collective voice—more than 10,000 strong—helps NACE articulate member needs and advocate for the profession. Thanks to your continued engagement and support, the future looks exciting for us all!



DAWN CARTER
NACE 2015–16 President



MARILYN MACKES
NACE Executive Director





MEMBERS LEADING THE PROFESSION

In FY16, 122 NACE members volunteered through eight teams, six strategic priority committees, and three standing committees to advance the association and the profession through a variety of initiatives.

Some committee members focused on tangible deliverables, such as developing career readiness resources and revising professional standards and competencies. Others developed free resources to introduce the profession to college and employer members new to the field. Still others helped drive member engagement, supported continuing diversity initiatives, and planned 60th Anniversary celebrations.

Standing Committees

- Executive Committee
- Finance and Audit Committee
- Sourcing and Nomination Committee

Strategic Priority Committees

- 2016 NACE Conference Committee
- Advocacy Advisory Committee
- Ambassador Program Committee
- Honors and Awards Committee
- Leadership Advancement Program Committee
- Principles for Professional Practice Committee

Teams

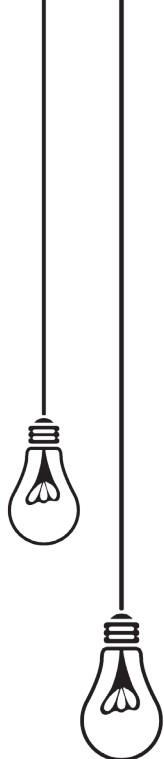
- Career Readiness Toolkit Tiger Team
- College and University Professional Standards Review Team
- Intro to the Profession Webinar Series Tiger Team
- NACE 2016 Board Retreat Team
- NACE 60th Anniversary Innovation Challenge Tiger Team
- NACE Communities of Practice Tiger Team
- NACE Membership Diversity Tiger Team
- Principles for Professional Practice Review



2015–16 NACE BOARD OF DIRECTORS

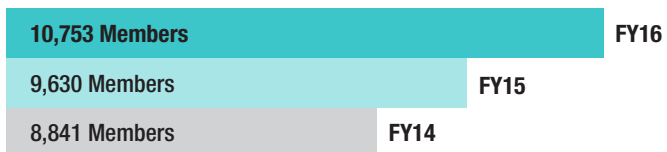
Front Row: Margaret Paulin, Employer Director; Jennifer Lasater, College Director; Norma Guerra Gaier, College Vice President; Catherine Neiner, College Director; Marilyn Mackes, NACE Executive Director; Dawn Carter, President; Kathleen Powell, President-Elect; Stephanie Pallante, Employer Director; O. Ray Angle, College Director.

Back Row: Christian Garcia, College Director; Adrienne Alberts, Employer Director; David Ong, Employer Vice-President; R. Samuel Ratcliffe, Past President; Pamela Webster, Employer Director.

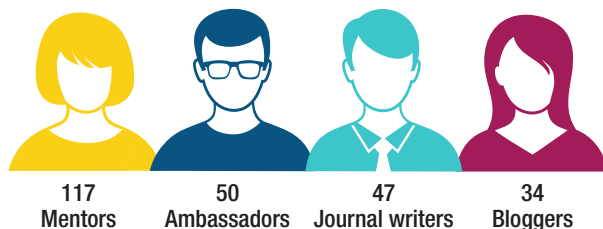


MEMBER ENGAGEMENT

MEMBERSHIP



CALL FOR VOLUNTEERS



RESEARCH



52
Custom
research
projects



11
Survey
reports

Professional Development

Hosted 66 events with 9,876 participants.

University Relations and Recruiting: Recruiter Leadership Institute

In FY16, NACE developed the two-day Recruiter Leadership Institute (RLI), designed to provide recruiters who are new or aspiring to leadership roles with the skills, tools, and insights needed to build a stronger university relations and recruiting (URR) team for organizational success. Led by seasoned recruiters, the first RLI was held in June 2016 in Philadelphia.

Career Services:

60-Hour Coaching Certification Program

In FY16, NACE received approval from the International Coaching Federation to offer the NACE 60-Hour Coaching Certification Program for Continuing Coach Education clock hours, expanding its current 30-Hour Coaching Certification Program. With instructional design provided by subject matter experts, this important credentialing opportunity launches in FY17.



NACE SPECIAL INITIATIVES

Competencies for University Relations and Recruiting Professionals

- Released at NACE16, these span 11 topic areas related to performance capabilities and assessment and align with the *NACE Professional Standards for University Relations and Recruiting*.

First-Destination Survey for the Class of 2015

- In its second year, this national survey represents the outcomes for nearly 470,000 graduates, with data reported for bachelor's, associate's, master's, and PhD degrees.
- The Class of 2015 bachelor's degree graduates outpaced their 2014 counterparts in term of positive outcomes for employment, continuing education, and salaries.

Career Readiness

- NACE college and employer members produced new resources, best practices, and assessments to support the growing focus and demand on career readiness of college graduates.

#NACE2021: Future Focus

- Members shared their insights for the future on the profession in 2021 and identified megatrends related to graduate outcome reporting, career readiness, and recruitment practices for a NACE16 general session featuring Millennial guru Lindsey Pollak.





Conference & Expo
June 7–10, 2016 • Chicago

NACE16 LIMITLESS POSSIBILITIES

New at NACE16

- 60th Anniversary Gala at The Field Museum
- 60th Anniversary Mega Trends Closing Session
- 60th Anniversary Innovation Challenge

General Session Speakers



Dustin Garis



Leland Melvin



Lindsey Pollak



Reshma Saujani

Highlights from NACE16 in Chicago, IL



2,491
ATTENDEES

84
CONCURRENT
SESSIONS

1,215
FIRST-TIME
ATTENDEES



1956–2016

CELEBRATING 60 YEARS OF SERVICE

In 2016, NACE celebrated its 60th Anniversary with special member-only communications, future-focused perspectives, and special events, like the 60th Anniversary Gala and 60th Anniversary Innovation Challenge.



60th Anniversary Innovation Challenge

More than 70 NACE16 attendees used their experience, creativity, and strategic thinking during this interactive event based on three primary themes: STEAM; Students with Disabilities; and Leveraging the Liberal Arts degree.



**Leveraging the Liberal Arts Degree
Category Winners – Translation Station**
Left to Right: Lorri Hrebicek, Rocky Campbell,
Linda Sloan, Jennifer Neef, Kathleen Brunet



**STEAM Category
Winners – Team Disconnect**
Left to Right: Ben Onukwube, Amy Fruehling,
Francine Blume, Chris Miciek, Jim Bondi



**Students with Disabilities
Category Winners – PRISM**
Left to Right: Ailina Heim, Diane Spizzirro,
Cathy Schwabauer, Pam Webster



**60th Anniversary Gala
at The Field Museum**

ADVOCATING FOR THE PROFESSION

In FY16, NACE moved forward on the national stage, engaging public policy makers, legislators, and organizations and leaders in higher education and industry around a range of topics. These ranged from career readiness to graduate outcomes to Optional Practical Training Extension for STEM Students (STEM OPT), the COMPETES Act, and the American Innovation Imperative.

The association reaffirmed its commitment to promoting diversity and inclusion with a position statement addressing diversity and anti-discrimination. Throughout the year, NACE tracked key legislation, including the overtime pay rule and STEM OPT, and provided its members with regular updates.

Advocacy-Related Activity

[NACE Position Statement: Diversity and Anti-Discrimination](#)

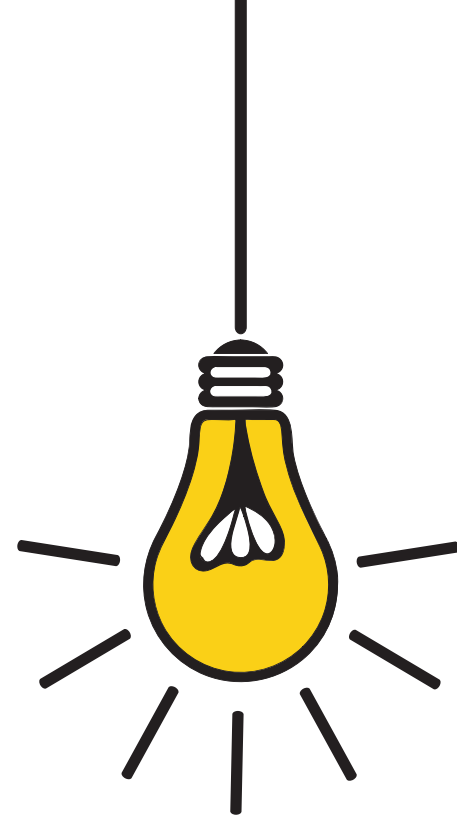
[NACE Discusses Career Readiness With Higher Education Association Leaders](#)

[NACE Briefs Hill Staff on Career Readiness, First Destination](#)

[NACE Supports Proposed Rules: STEM OPT](#)

[NACE Provides Comments on Reauthorization of America COMPETES Act](#)

[NACE Joins American Innovation Imperative](#)



FINANCIALS

Statement of Financial Position

Assets

Cash & Short-Term Investments	\$5,528,229
Accounts Receivable	124,406
Property & Equipment, net	614,015
Long-Term Investments	7,535,864
Other Assets	147,925
Total Assets	<u>\$13,950,439</u>

Liabilities & Net Assets

Accounts Payable	\$993,247
Accrued Expenses	299,069
Deferred Revenue	1,209,272
Total Liabilities	<u>2,501,588</u>

Net Assets

Unrestricted	11,197,455
Board Designated	251,396
Total Net Assets	<u>11,448,851</u>

Total Liabilities & Net Assets **\$13,950,439**

Statement of Activities

Revenues

Publications	\$176,256
Membership	1,698,077
Conference and Education	3,433,398
Web-Related	727,320
Other Revenues	28,720
Total Revenues	<u>6,063,771</u>

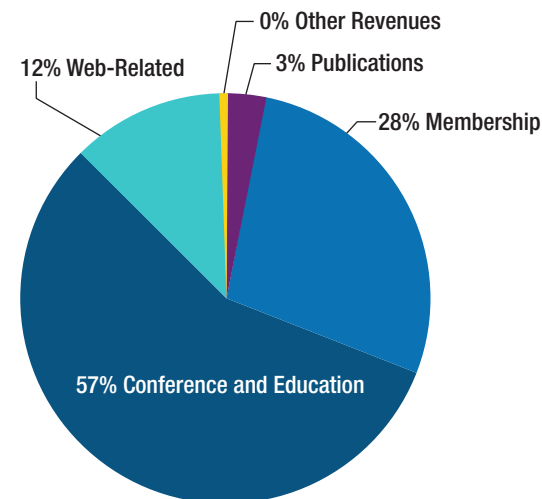
Expenses

Publications	\$367,747
Conference and Education	3,489,272
Web-Related	366,909
Administrative Services	1,849,510
Other	174,716
Total Expenses	<u>6,248,154</u>

Results of Operations **\$ (184,383)**

Investment Loss **\$ (107,545)**

Program Revenues



Note: This financial statement for fiscal year July 1, 2015 – June 30, 2016 reflects the audited report prepared by Campbell, Rappold & Yurasits LLP, Certified Public Accountants.