



EXECUTIVE SUMMARY

# Recruiting Benchmarks Survey Report

Key Measures for University Recruiting

10 | 2014



## ABOUT THE SURVEY

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The *2014 Recruiting Benchmarks Survey* was conducted from May 19, 2014, to August 1, 2014, among NACE employer-members. There were a total of 274 survey participants, which represents 26.3 percent of all NACE employer members.

This annual survey examines key aspects of college recruiting, including how efforts are organized, staffed, focused, and executed. This survey also measures outcome-oriented benchmarks and metrics, and provides insight into trends by comparing current results to past reports. The current installment corresponds to the 2013-2014 recruiting year.

## THE SCOPE OF UNIVERSITY RECRUITING

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- College recruiting continued to be focused on domestic hiring, with three-quarters (78.7 percent) of respondents indicating that they actively recruited candidates within the United States only.
- 97.3 percent use on-campus recruiting channels such as career fairs and on-campus interviews.
- Small employers are more likely to use job listings; larger employers are more likely to use social media.

## THE NEW COLLEGE GRADUATE

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- New college graduates continued to account for just over half of all entry-level hires.
- Bachelor's degree holders continue to be the most heavily recruited candidates.

## UNIVERSITY RELATIONS AND RECRUITING DEPARTMENTS

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- All professional recruitment staff members saw increases in annual salaries. The average salary for directors is \$142,807; for recruiters the average salary is \$71,000.
- Overall, a director has an average 15 years of experience; a recruiter has six years of experience.

## UNIVERSITY RECRUITING PROGRAMS: WHAT MATTERS MOST

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- Branding continued to be considered the most important component of university recruiting programs, with 91.4 percent considering it either “very important” or “extremely important.”
- Social media use continued to increase, with 80.5 percent of employers reporting that they use social media in some capacity.
- Career centers, faculty members, campus information sessions, and student organizations were the most widely used on-campus recruiting resources.

## RECRUITING: OPERATIONAL DETAILS

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- Target school criteria considered “extremely important” by the largest percent of responding employers included types of majors offered, accreditation of the school, perceived quality of the school’s programs, and recruiting experiences at the school.
- The highest offer rates went to schools where executives were alumni of the school, the salary expectations of new grads were in sync with the recruiting organization, the school’s national rankings, and the helpfulness of the career center.
- On-campus interviewing has steadily declined among recruiting activities.
- Video interviewing continued to rapidly increase.

## THE HIRING PROCESS

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- The time between job listing posting and interview was 38.7 days.
- The offer-to-acceptance cycle time decreased slightly to 13.3 days.
- The average cost-per-hire is \$3,582.
- Most employers provided insurance, a company-matched 401(k) plan, and an employee assistance program.

## DIVERSITY RECRUITING

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- The percentage of employers with defined diversity recruitment efforts reached its highest point in seven years—77.4 percent.
- Employers encountered the greatest difficulties hiring women, racial/ethnic minorities, military veterans, and physically-challenged persons with degrees in computer science and engineering.

## THE NEW HIRE: ROTATIONS PROGRAMS AND RETENTION

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- Rotational programs continued to increase in popularity with almost half of employers indicating that they some type of rotationally on-boarding process.
- Employers reported that new hires who participated in rotational programs were more likely to be retained at one and five years.

# NACE Comparison Reports

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*Reports start at \$450 (NACE member price.)*

Contact **Ed Koc, NACE Research**, 610.625.1064, [ekoc@naceweb.org](mailto:ekoc@naceweb.org).



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