



# NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

OCTOBER 2023  
NACEWEB.ORG



# 2023 RECRUITING BENCHMARKS REPORT EXECUTIVE SUMMARY

# SELECTED HIGHLIGHTS

- Following the pandemic, college recruiting has primarily shifted back to campus. More than 91% of respondents cited direct on-campus recruiting as a channel they used to recruit Class of 2022 entry-level talent.
- Budgets didn't change much over the last year for more than 80% of respondents, but there are fewer recruiters to handle the work: Respondents said they have 7.2 recruiters; that's down from 9.0 reported in the 2022 survey.
- Most respondents said they were not using automated video interview (AVI), AI-assisted AVI, or AI-led AVI to interview candidates.
- The average number of days between the candidate's first interview and getting a job offer (or being notified they were not being considered) was 25.1, down from 25.6 in last year's survey, but up from an average of 23.5 days cited in the 2019 survey.
- Employers extended offers to about 45% of their candidates and students accepted 69% of the offers. On average, students took about 11 days to accept an offer, down from 14 prior to the pandemic.
- Employers reported that students reneged on 8% of accepted job offers, down from 8.7% last year.
- More than four out of five respondents said their organization has formal diversity recruiting efforts.
- New survey questions this year on the value of higher education found that despite the national conversation questioning the value of higher education, responding organizations were firm in their belief in the college degree and the value of higher education institutions. In fact, three quarters of responding employers view college/university-based certificates as high quality.

## ABOUT THE SURVEY

The *2023 Recruiting Benchmarks Report* is an analysis of the data acquired through the 2023 NACE Recruiting Benchmarks Survey. This year's survey was conducted from April 12 through May 19, 2023, and distributed to 889 organizations holding NACE membership; 269 NACE member organizations participated for a 30% response rate. In addition, 65 nonmember organizations responded to the survey. A list of participating organizations appears in the Appendix.

## GET DETAILED DATA WITH THE INTERACTIVE DASHBOARD

Get key benchmarks for college recruiting operations—including department structure, operating budget, offer and acceptance rates, retention and renege rates, recruiting methods and channels, diversity hiring, and more. The report is paired with an interactive dashboard to pinpoint benchmarks by region, size of company, industry, and more.



## APPENDIX

### RESPONDING ORGANIZATIONS

Of the 334 organizations that participated in the 2023 NACE Recruiting Benchmarks Survey, 204 agreed to be listed.

Abbott	BlueCross BlueShield of TN
AbbVie	BNSF Railway
Accra	BOK Financial
ACS	Broad Institute of MIT & Harvard
AECOM	Burns & McDonnell
Airbus	Capital Metropolitan Transportation Authority
Alter Domus	Cardinal Health
Amica Mutual Insurance Company	CareFirst BlueCross BlueShield
Amkor Technology	Casey's
Arctic Wolf	CBIZ
Armstrong World Industries	Cemex
Arup	Chevron
Ascend Performance Materials	Church & Dwight, Co., Inc.
Associated Bank	ClarkDietrich
Associated Wholesale Grocers	CNO Financial Group
Astronautics Corporation of America	Cohen & Company
ATA Engineering	Company Name
Atkins - Member of the SNC Lavalin Group	ConocoPhillips
Avery Dennison	Corewell Health
AVEVA	Cox Engineering
Ayres Associates	CRB
Badger Meter	Crown Cork and Seal
Baker Newman Noyes	CRST The Transportation Solution, Inc.
Ball Aerospace	Cummins
Barry Wehmiller Design Group	CVS Health
BASF Services Americas	Dairy Farmers of America
Basin Electric Power Cooperative	Datadog
Bayer	Dell Technologies
Beazley	DICK'S Sporting Goods
Belden	DISH Network
Bendix CVS	Dot Foods
Berkadia	DuPont
Bluebeam, Inc.	

## APPENDIX

E. & J. Gallo Winery  
Eagle Materials, Inc.  
Edward Jones  
Edwards Lifesciences  
EFCU Financial  
ERM  
Experian  
Farmers Insurance  
Ferguson  
Fifth Third Bank  
First Solar Inc.  
FM Global  
Formlabs  
FORVIS  
Franklin International  
Freeport-McMoRan  
Freese and Nichols  
GE Aerospace  
General Dynamics Information Technology  
General Dynamics-Electric Boat  
Greystar Real Estate Partners  
GROWMARK  
Hajoca  
Henderson Engineers  
Hexaware  
HNI Corporation  
HNTB  
Holder Construction  
Hollister Inc  
Hormel Foods Corporation  
Howmet Aerospace, Inc.  
Hughes Network Systems  
Huhtamaki  
INEOS Olefins & Polymers USA  
Infoverity  
Ingevity  
Ingredion Incorporated  
Innophos  
Institute for Defense Analyses (IDA)  
ITC Holdings Corp.  
ITW  
Jackson National Life  
JE Dunn  
Johnson Lambert LLP  
Kellogg Company  
Keurig Dr Pepper  
Keysight Technologies  
Kiewit  
Koch  
Kohl's  
KPMG, LLP  
Kroll LLC  
Lakeside Chautauqua  
Land O'Lakes  
Liberty Mutual Insurance  
LPL Financial  
Lumentum Inc  
Markforged  
Mars, Inc.  
Menasha Corporation  
Metropolitan Transit Authority of Harris County, Tx  
MicroVention, Inc.  
Milwaukee Tool  
MiTek USA, Inc.  
MKS Instruments  
Morningstar, Inc.  
NAN YA PLASTICS CORPORATION, AMERICA  
National Futures Association  
NFI Industries  
NiSource  
Nokia

## APPENDIX

NorthStar Medical Radioisotopes  
Novelis  
NTT DATA  
NW Natural  
O-I Glass, Inc.  
Olin Corporation  
Olympus Corporation of the Americas  
Oshkosh Corporation  
Pacific Life  
Parsons Corporation  
Paylocity  
PepsiCo  
Perficient  
Personnel Board of Jefferson County  
Phillips 66  
Phillips Edison & Co.  
Phillips Medisize, a Molex company  
Principal  
Raymond James Financial  
Regeneron  
Renesas Electronics America (REA)  
Schwan's Company  
Securian Financial  
Selden Fox, Ltd.  
Shaw Industries  
Shermco Industries  
Shockwave Medical  
Smith+Nephew  
Sound Transit  
Southern Company Services  
Southwest Airlines  
Spectrum  
SRI International  
SS&C Technologies  
Stanley Black & Decker, Inc (New Britain, CT)  
Starbucks  
Steelcase  
Stephano Slack LLC  
STMicroelectronics, Inc.  
Synovus Financial  
TEKsystems  
Tennessee Valley Authority  
Terracon  
Textron  
The Aerospace Corp  
The Bozzuto Group  
The Church of Jesus Christ of Latter-day Saints  
The Cigna Group  
The Hershey Company  
Thermo Fisher Scientific  
T-Mobile  
TTI, Inc.  
Turner Construction  
Uber  
UKG  
Uline  
UnitedHealth Group  
US Transportation Command  
UScellular  
Ventech Solutions  
Veolia Water Technologies and Solutions  
Verisk  
Vistra Corp  
WestRock  
Williams  
Wipfli LLP  
Woodward  
Worley  
WTW

