



## 2024 NACE Recruiting Compensation Survey

### Organizational Characteristics

Please enter your NACE Contact ID.

- It is the number in the email inviting you to participate in the survey.

Please enter your name and title.

- Response to this question is required.

Name

Title

Email address

Please enter your Company Name.

- Response to this question is required.

As part of the survey, NACE will provide a list of survey respondents. Please indicate your preference below (Note: this will not affect the confidentiality of your data.)

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

Which of the following best describes the scope of your firm's college recruiting?

- Recruit strictly in the U.S. for American-based operations.
- Recruit strictly in the U.S. for both American-based and international operations.

- Recruit both in the U.S. and internationally for American-based operations.
- Recruit both in the U.S. and internationally for both American-based and international operations.

How many people are employed in the business unit or entire organization for which you're replying?

- 500 or fewer
- 501 - 1,000
- 1,001 - 2,500
- 2,501 - 5,000
- 5,001 - 10,000
- 10,001 - 20,000
- 20,001 - 50,000
- More than 50,000

## **Position Compensation**

**For the following job descriptions, please provide the requested compensation information for the individual(s) whose job responsibilities most closely match the functions identified for each job title.**

### **Director of College Recruiting**

Plans, develops, and directs strategic recruitment and employment programs related to new graduate hires. Works with management and operations to understand current and future workforce needs and develop improvements to the sourcing and selection of new graduate hires. Leads and directs the work of the organization's college recruiting team. Generally, reports to top management.

Is there someone in your office that performs the above function?

- Yes
- No

### **Director of College Recruiting**

Number of Incumbents

Average Tenure

Is this position exempt or non-exempt?

- Exempt
- Non-exempt

What is the following salary information for the Director(s) of College Recruiting?

Please note:

- Enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please enter salary information in US Dollars.
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

Annual base salary

Low end of formal salary range

High end of formal salary range

Average percent increase in base salary in the past year:

- Please DO NOT enter a percent sign (%).

Apart from employees' annual base salaries, does your organization offer any bonus compensation for the Director(s) of College Recruiting?

- Yes
- No

**Director of College Recruiting**

Overall average bonus compensation (in US Dollars):

- Please enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

What percent of bonus compensation is based on each of the following?

Please note:

- You may skip this question, but if you choose to answer it, your responses must total 100.

Individual performance measures	<input type="text" value="0"/> %
Departmental performance measures	<input type="text" value="0"/> %
Company-wide performance	<input type="text" value="0"/> %
Total	<input type="text" value="0"/> %

### **Talent Manager / Leadership Development Program Manager**

Plays a pivotal role in aligning the organization's human resources with strategic objectives. They promote a constructive, diverse, and inclusive work environment while actively contributing to onboarding, professional development, and retention. The Talent Manager oversees the entire employment journey, including acquisition, onboarding, training, and development of new hires. They also facilitate mentorships, build connections between employees and internal resources, foster high employee engagement, and assess job satisfaction, along with identifying, piloting and coordinating approaches to implement a consistent leadership development framework and approach across the organization. Typically, they report to the Chief Human Resources Officer (CHRO) or HR Director.

Is there someone in your office that performs the above function?

- Yes
- No

## The Talent Manager / Leadership Development Program Manager

Number of Incumbents

Average Tenure

Is this position exempt or non-exempt?

- Exempt  
 Non-exempt

What is the following salary information for the Director(s) of College Recruiting?

Please note:

- Enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please enter salary information in US Dollars.
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

Annual base salary

Low end of formal salary range

High end of formal salary range

Average percent increase in base salary in the past year:

- Please DO NOT enter a percent sign (%).

Apart from employees' annual base salaries, does your organization offer any bonus compensation for the Director(s) of College Recruiting?

- Yes  
 No

## Talent Manager / Leadership Development Program Manager

Overall average bonus compensation (in US Dollars):

- Please enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

What percent of bonus compensation is based on each of the following?

Please note:

- You may skip this question, but if you choose to answer it, your responses must total 100.

Individual performance measures	<input type="text" value="0"/> %
Departmental performance measures	<input type="text" value="0"/> %
Company-wide performance	<input type="text" value="0"/> %
Total	<input type="text" value="0"/> %

## College Recruiting Manager

Serves as a liaison between the college recruiting team and operational business units. Partners with business units to ensure talent acquisition demand planning is done on a timely basis. Coordinates the strategies employed by the organization's college recruiting teams. Develops reports on the talent acquisition process related to new graduate hires for management and operational business units. Oversees the recruitment of campus representatives and the development of campus events, such as career fairs. Reports to the Director of College Recruiting or Director of Human Resources.

Is there someone in your office that performs the above function?

- Yes
- No

## College Recruiting Manager

Number of Incumbents

Average Tenure

Is this position exempt or non-exempt?

- Exempt  
 Non-exempt

What is the following salary information for the Director(s) of College Recruiting?

Please note:

- Enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please enter salary information in US Dollars.
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

Annual base salary

Low end of formal salary range

High end of formal salary range

Average percent increase in base salary in the past year:

- Please DO NOT enter a percent sign (%).

Apart from employees' annual base salaries, does your organization offer any bonus compensation for the College Recruiting Manager(s)?

- Yes  
 No

## College Recruiting Manager

Overall average bonus compensation (in US Dollars):

- Please enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

What percent of bonus compensation is based on each of the following?

Please note:

- You may skip this question, but if you choose to answer it, your responses must total 100.

Individual performance measures	<input type="text" value="0"/> %
Departmental performance measures	<input type="text" value="0"/> %
Company-wide performance	<input type="text" value="0"/> %
Total	<input type="text" value="0"/> %

## College Recruiter

Responsible for the implementation of the organization's recruiting strategy through the sourcing and attraction of new graduate candidates. Screens candidate resumes and conducts interviews to assess applicants' relevant knowledge, skills, soft skills, experience and aptitude. May assist with the onboarding of new graduate hires. Reports to the college recruiting manager.

Is there someone in your office that performs the above function?

- Yes
- No

## College Recruiter



Number of Incumbents

Average Tenure

Is this position exempt or non-exempt?

- Exempt
- Non-exempt

What is the following salary information for the Director(s) of College Recruiting?

Please note:

- Enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please enter salary information in US Dollars.
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

Annual base salary

Low end of formal salary range

High end of formal salary range

Average percent increase in base salary in the past year:

- Please DO NOT enter a percent sign (%).

Apart from employees' annual base salaries, does your organization offer any bonus compensation for the College Recruiter(s)?

- Yes
- No

**College Recruiter**

Overall average bonus compensation (in US Dollars):

- Please enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

What percent of bonus compensation is based on each of the following?

Please note:

- You may skip this question, but if you choose to answer it, your responses must total 100.

Individual performance measures	<input type="text" value="0"/> %
Departmental performance measures	<input type="text" value="0"/> %
Company-wide performance	<input type="text" value="0"/> %
Total	<input type="text" value="0"/> %

### College Recruiting Coordinator

Responsible for the administration of the college recruiting function by coordinating and scheduling campus recruiting events; scheduling interviews; organizing travel arrangements; sending event communications; and providing campus event details to the college recruiting team. Posts employment openings to job boards and/or college websites. May be responsible for the entry, maintenance, and integrity of data in the organization's applicant tracking system. Reports to the college recruiting manager.

Is there someone in your office that performs the above function?

- Yes
- No

### College Recruiting Coordinator

Number of Incumbents

Average Tenure

Is this position exempt or non-exempt?

- Exempt
- Non-exempt

What is the following salary information for the Director(s) of College Recruiting?

Please note:

- Enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please enter salary information in US Dollars.
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

Annual base salary

Low end of formal salary range

High end of formal salary range

Average percent increase in base salary in the past year:

- Please DO NOT enter a percent sign (%).

Apart from employees' annual base salaries, does your organization offer any bonus compensation for the College Recruiting Coordinator(s)?

- Yes
- No

**College Recruiting Coordinator**

Overall average bonus compensation (in US Dollars):

- Please enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

What percent of bonus compensation is based on each of the following?

Please note:

- You may skip this question, but if you choose to answer it, your responses must total 100.

Individual performance measures	<input type="text" value="0"/> %
Departmental performance measures	<input type="text" value="0"/> %
Company-wide performance	<input type="text" value="0"/> %
Total	<input type="text" value="0"/> %

## Benefits

Does your organization offer unlimited paid time off to its employees?

- Yes
- No

Number of paid holidays on your organization's current fiscal year calendar:

Number of days of paid vacation earned each year, based on tenure: Please enter a whole number.

1 year of tenure	<input type="text"/>
3 years of tenure	<input type="text"/>
5 years of tenure	<input type="text"/>
10+ years of tenure	<input type="text"/>

Number of days of "other time off" allotted per year:

Does your organization offer dental insurance to its employees?

- Yes
- No

Does your organization offer vision insurance to its employees?

- Yes
- No

Does your organization offer life insurance to its employees?

- Yes
- No

Does your organization offer a company-matched 401(k) retirement program?

- Yes
- No

## **Medical Insurance**

Does your organization offer medical insurance to its employees?

- Yes
- No

**If your organization offers multiple medical insurance plans, please answer based on the plan selected by the majority of your employees.**

What is the percent of the insurance premium paid by your organization for the:

- Please DO NOT enter a percent sign (%).

Employee

Dependents

What is the annual deductible that employees pay on:

- Please enter a whole number without a dollar sign (\$), comma (,), or decimal (.).
- Please DO NOT abbreviate dollar amounts, such as entering "45000" as "45K."

Their own medical insurance

Their dependent's medical insurance

### **Tuition Reimbursement - Advanced Degree**

Does your organization offer tuition reimbursement or assistance for employees seeking an advanced degree?

- Yes
- No

For an advanced degree program, what percent of the tuition/fees does your organization pay?

- Please DO NOT enter a percent sign (%).

Upon completion of his/her program, is the employee required to stay with the organization for a certain period of time?

- Yes
- No

For how long are they required to stay?

- Please enter as number of months.

### **Tuition Reimbursement - Professional License**

Does your organization offer tuition reimbursement or assistance for employees seeking a professional license or certificate?

- Yes
- No

For a professional license or certificate, what percent of the tuition/fees does your organization pay?

- Please DO NOT enter a percent sign (%).

Upon completion of his/her program, is the employee required to stay with the organization for a certain period of time?

- Yes
- No

For how long are they required to stay?

- Please enter in number of months.

### **RECENT HIRING ACTIVITY RB**

#### **Recruiting Benchmarks Information**

The following questions ask you to provide recruiting benchmarking information for 2023. Collecting these data will enable us to continue analyzing and reporting industry trends in the absence of a full Recruiting Benchmarks Report this year.

In 2023, what are the total numbers of entry-level, professional hires in the following two categories?

- New college graduates are defined as receiving their degree within 12 months of hire.
- Box A should be greater than or equal to Box B.

A. Total Number of hires overall for your organization (or unit)

B. Total number of new college graduate hires at your organization (or unit)

What percentage of your 2023 annual college hiring for full-time positions came from the following degree categories?

- You may skip this question, but if you choose to answer it, your responses must total 100.

Associate

 %

Bachelors

 %

Masters (excluding MBA)

 %

MBA

 %

Doctorate (e.g., Ph.D., Ed.D., Psy.D, etc.)

 %

Total

 %

## OFFERS, ACCEPTANCES, AND RETENTION RB

On average, what was the cycle time (in days) this past year between the first interview of a college graduate for a position and making an offer (or notifying them that they will not be considered for a position)?

# of days:

On average, how many days did you give a college graduate this past year to accept an offer once it was made?

# of days:



What percent of new graduate offers were made (will be made) during the following points during the year?

- You may skip this question, but if you choose to answer it, your responses must total 100.

Fall	<input type="text" value="0"/> %
Winter	<input type="text" value="0"/> %
Spring	<input type="text" value="0"/> %
Summer	<input type="text" value="0"/> %
Total	<input type="text" value="0"/> %

What percentage of recent college graduates interviewed this past year received job offers?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

What percentage of the job offers you extended to new college graduates this past year were accepted?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

What percentage of the job offers that were accepted by new college graduates this past year were reneged upon?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

What percentage of the internship offers that were accepted by college students this past year were reneged upon?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

What percentage of your internship offers are made to students over 12 months in advance of the start date?

- For example, a 2nd year student might receive an offer for an internship that would take place **after** their 3rd year - over a year in advance.
- Enter whole numbers between 0 and 100, without decimals or percent signs.

Of the new college graduates your firm hired as full-time employees in the following years, what percent are still employed with your company?

- Enter whole numbers between 0 and 100, without decimals or percent signs.

2023

2022

2021

2020

2019

## BUDGET & STAFFING RB

What is the amount of your overall college recruiting budget for 2024?

How does your 2024 recruiting budget compare with the 2023 budget?

- Increased by more than 10%
- Increased 5.1% - 10.0%
- Increased 0.1% - 5.0%
- No change
- Decreased 0.1% - 5.0%
- Decreased 5.1% - 10.0%

Decreased by more than 10%

Powered by Qualtrics



