

National Association of Colleges and Employers (NACE) Update

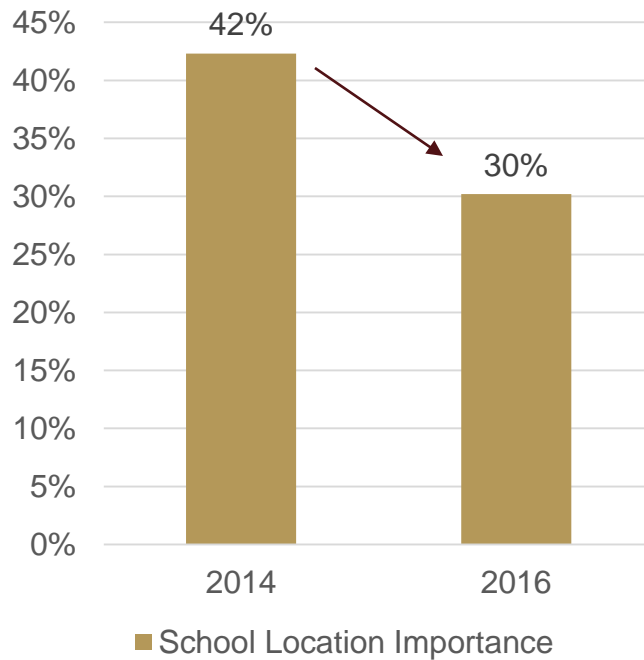
Norma Guerra Gaier
2017-2018 NACE President Elect

NACE Research Highlights

- ❖ Recruiting Practices
- ❖ Student Preferences
- ❖ Career Readiness

Decreased Importance of Location in College Recruiting

Employers Rating School Location as “Extremely Important” Decreased

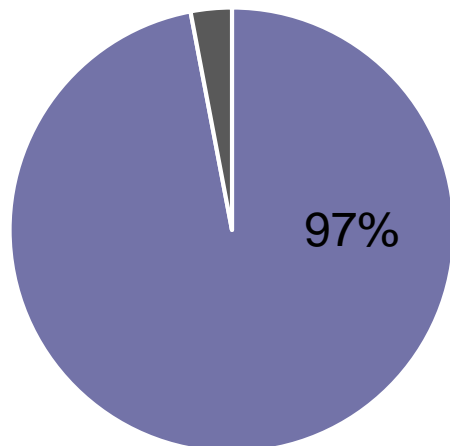


Employers Place Emphasis on Other Factors:

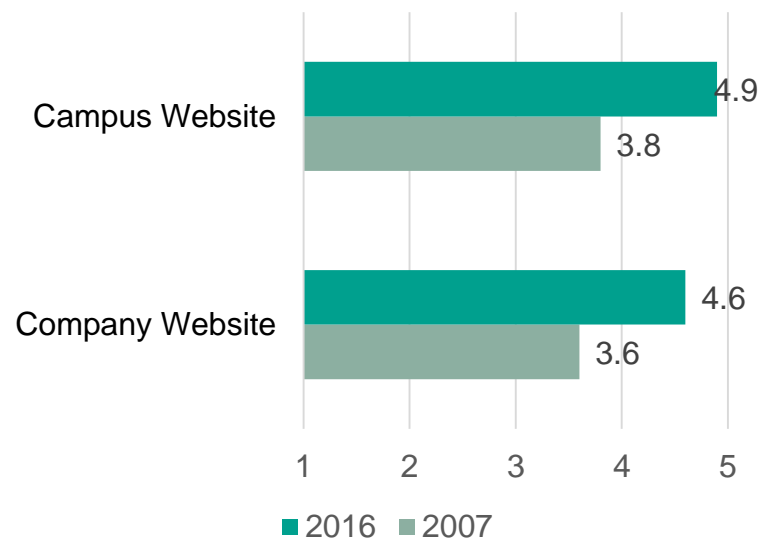
- ❖ Majors offered
- ❖ Quality of programs
- ❖ Recruiting experience at school
- ❖ Diversity of student body

Increased Effectiveness of Online Job Postings

Nearly All Employers Post on Campus & Company Websites

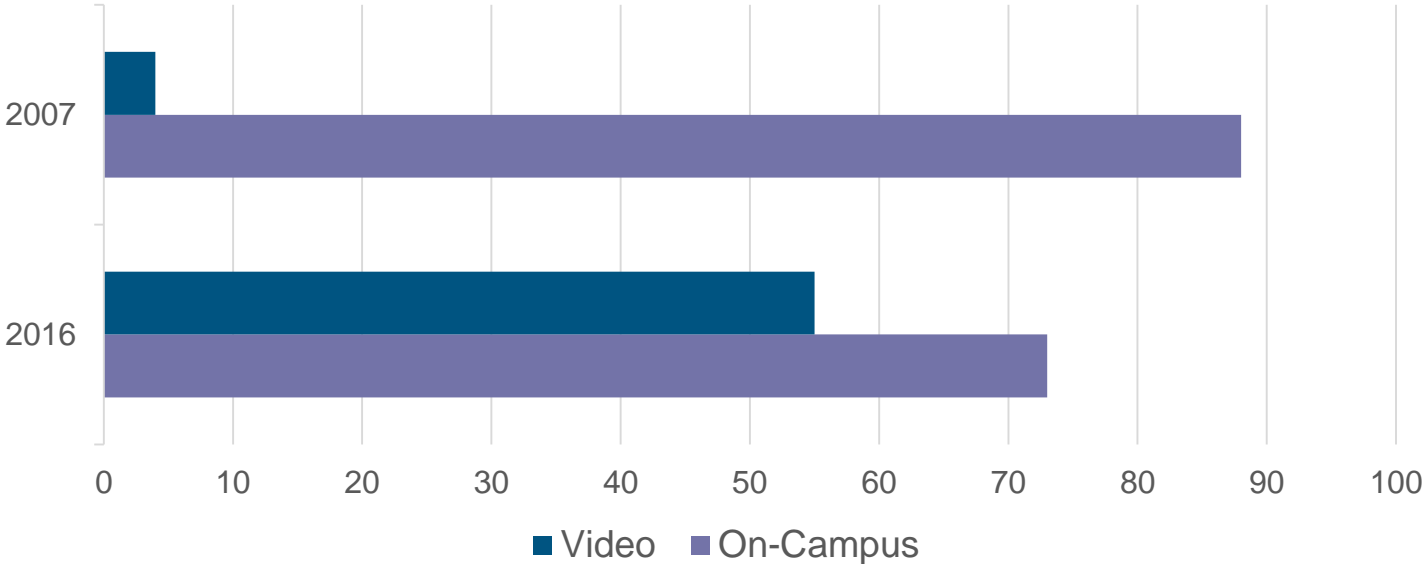


Campus & Company Websites Most Effective for Recruiting



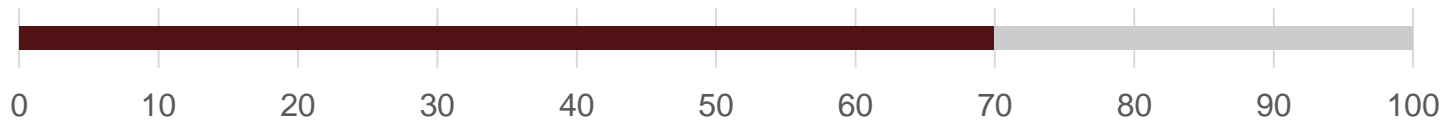
Rise in Video Interviewing

On-Campus Interviewing Decreases, while Video Interviewing Increases



Social Media Now a Recruiting Tool

70% of Employers Use Social Media in Recruiting



Preferred Platforms



- Post & share jobs
- Identify & contact candidates
- Review candidates profile

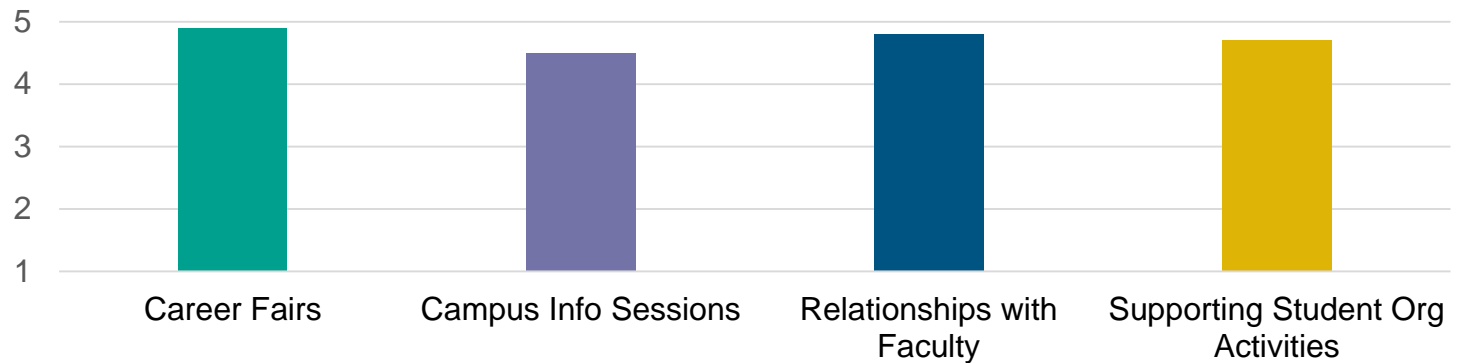


- Share company info
- Share jobs

50%
of employers say
social media
changed their
recruiting results

High-Touch Recruiting Still Important

Highest-Rated Recruiting Activities



Internships = Successful “High-Touch” Recruiting

73%

- Interns were offered a full-time job by internship site

85%

- Interns accepted the job

62%

- Overall conversion rate to full-time employees

Source: NACE 2016 Recruiting Benchmarks Survey &
NACE 2016 Internship & Co-op Survey

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Student Preferences

Students' Top Preferences for Job/Employer

- 1.) Opportunity for personal growth
- 2.) Friendly co-workers
- 3.) Job security
- 4.) Good benefits package
- 5.) Ability to improve community

First Generation Students' Top Preferences for Job/Employer

- 1.) Opportunity for personal growth
- 2.) Job security
- 3.) Good insurance/benefits package
- 4.) Friendly co-workers
- 5.) Ability to improve community

**Place greater emphasis on diversity of organization and job location than their peers.*

Students' Preferred Benefits

Company-matched 401(k) retirement plan	Tuition reimbursement for advanced education
Dental insurance	100% employer-paid medical insurance
Guaranteed annual salary increases	Life insurance

Source: Class of 2016 Student Survey &

First-Generation Students: Influences, Outcomes, and Implications for Job-Search Success

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Are Graduates Career Ready?

Employer Perspective

FIGURE 29: IMPORTANCE OF COMPETENCIES IDENTIFIED BY EMPLOYERS, COMPETENCY RATINGS FOR CURRENT NEW HIRES

Importance		Current Rating	
Competencies	Average Rating	Competencies	Average Rating
Critical Thinking/Problem Solving	4.6	Teamwork/Collaboration	4.4
Teamwork/Collaboration	4.6	Critical Thinking/Problem Solving	4.3
Professionalism	4.6	IT Application	4.1
Oral/Written Communications	4.4	Professionalism	4.0
Leadership	3.9	Oral/Written Communications	4.0
IT Application	3.8	Leadership	3.8
Career Management	3.4	Career Management	3.6

Are Graduates Career Ready?

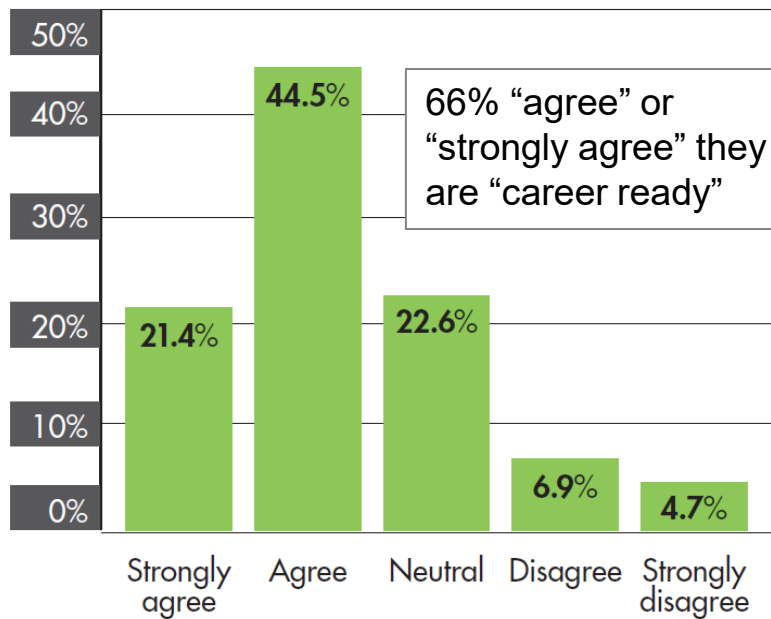
Career Services Perspective

Top Competencies for Job Success	Top Competencies Most Graduates Lack
1. Oral/Written Communications	1. Oral/Written Communications
2. Critical Thinking/Problem Solving	2. Critical Thinking/Problem Solving
3. Professionalism/Work Ethic	3. Professionalism/Work Ethic

Are Graduates Career Ready?

Student Perspective

FIGURE 12 PERCEPTION OF OVERALL CAREER READINESS



View Themselves as Proficient

Professionalism/Work Ethic	90.3%
Teamwork/Collaboration	86.6%
Critical Thinking/ Problem Solving	86.0%
Oral/Written Communications	79.5%