NACE 2024-25 CAREER SERVICES **BENCHMARKS REPORT**

EXECUTIVE SUMMARY

FEBRUARY 2025

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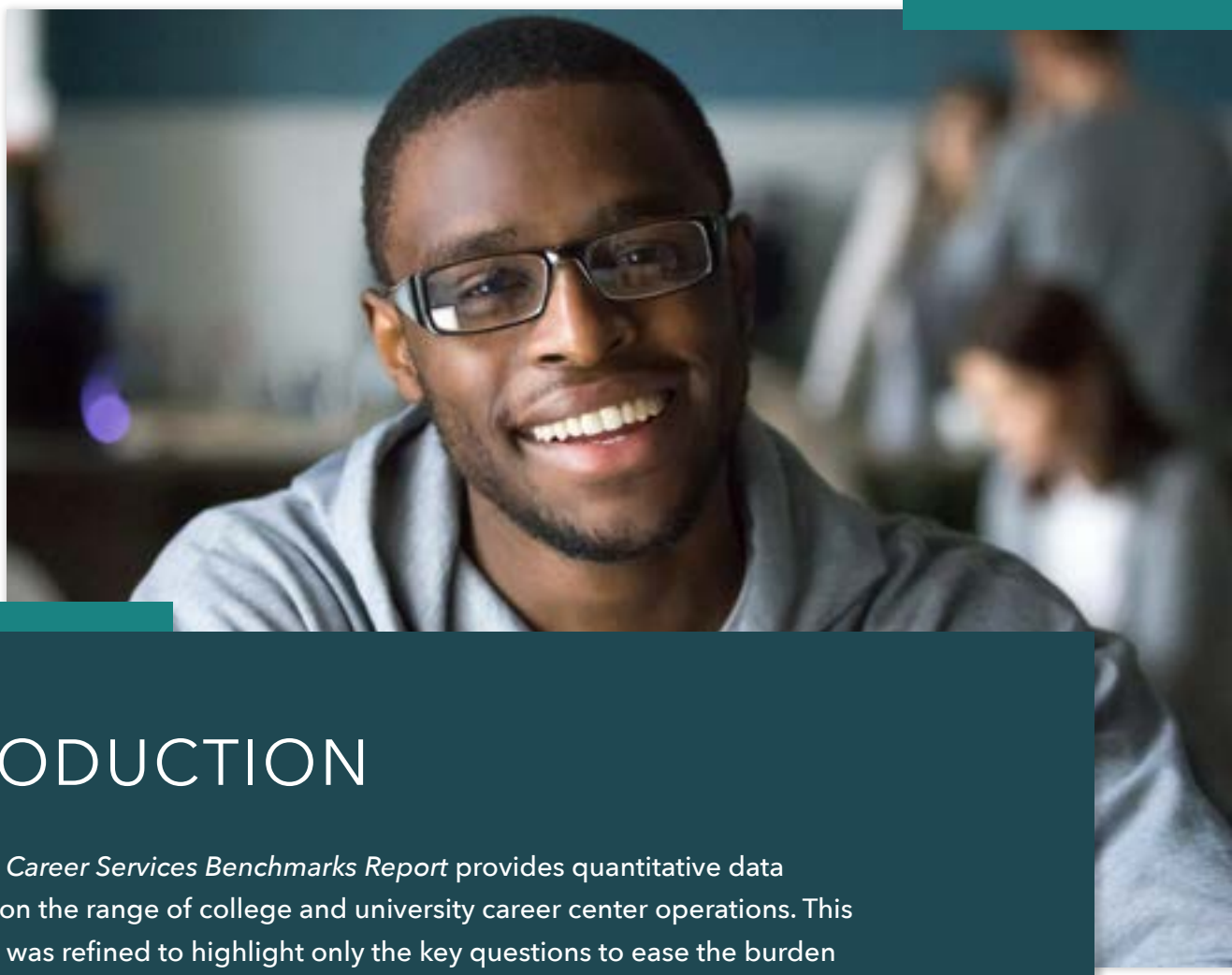

INTRODUCTION

The *2024-25 Career Services Benchmarks Report* provides quantitative data and analysis on the range of college and university career center operations. This year's survey was refined to highlight only the key questions to ease the burden on our career services members. NACE provides the results in figures throughout the report, while discussing important relationships, yearly trends, and insights.

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HIGHLIGHTS

OFFICE & REPORTING STRUCTURE

- Over the past five years, career centers have mainly been centralized operations that report to student affairs. Academic affairs joins student affairs as a top reporting line.

BUDGETS

- Budgets for the 2024-25 academic year have increased across the board since 2022-23. The median overall budget has increased by 21% in the last two years. Personnel costs remain around 87% of the total budget and non-personnel costs are 13%.
- Median in-person career fair fees for the 2024-25 academic year have resumed to pre-pandemic amounts for private-sector employers and are just shy of the amounts previously set for nonprofit and government employers.

STAFFING

- Total office FTE has increased to a median of 7.0 for the current academic year, as opposed to 6.5 in the last report.
- Nearly 70% of career centers are offering staff the ability to work from home in 2024-25. This figure has trended upward since the pandemic. Other benefits seeing slight increases from 2020-21 are staff retreats, shortened Fridays, and volunteer time off.

SERVICES AND APPOINTMENTS

- Since the pandemic, NACE has tracked virtual and in-person appointments. While in-person appointments have grown since 2021-22, they are still below 2019-20 levels. However, the median number of virtual appointments is higher than in 2019-20.
- The median number of students who career services assisted with finding an internship has increased to 156 from 124 students in 2021-22, although the mean has dipped again, continuing a downward trend since 2015-16. The median number of workshops provided has lost ground by a total of eight since 2021-22.

CAREER FAIRS

- During 2023-24, the mean number of in-person career fairs has increased by 1.2 fairs and the median by 1.0 fairs. The figures are now more consistent with what was seen prior to the pandemic. Meanwhile, the median number of virtual career fairs is consistent with 2021-22.
- The number of organizations in attendance at in-person career fairs has slowly been recovering to pre-pandemic levels. On the other hand, the median number of organizations that attended virtual career fairs has decreased by 37 since 2021-22.
- The number of students attending career fairs is following suit. The number of students attending in-person is climbing back, while the number of those attending virtually has decreased.
- For the 2024-25 academic year, 93.9% of respondents indicated they will hold career fairs in person, while 33.2% of respondents will hold a virtual career fair and 6.3% of respondents will hold a hybrid fair (simultaneously in person and virtual).

ON-CAMPUS INTERVIEWS

- Much like the decrease in attendance for virtual career fairs, virtual on-campus interviewing has decreased sharply since the last report.

DATA USAGE

- Similar to 2021-22, approximately 44% of career centers collect the demographic data of those using career center services.
- Approximately 28% of career center leaders provide these demographic usage rates data to their direct report.
- The main reasons given for collecting these data are to identify underserved students and to refine programming.

CAREER INTEGRATION

- Using a badging or passport type of program to incentivize career development is growing, albeit slowly, in higher education.
- Approximately 43% of institutions provided a stipend for underpaid or unpaid internships in 2023-24. The main source of these funds is donations or alumni, and one-third originates from institutional funding.

COMPETENCIES

- Nearly three-quarters of responding institutions indicated they were implementing career readiness competencies in their college, campus, or university.
- The primary efforts used to implement career readiness competencies are ways in which institutions reach students directly. These include classroom presentations (75.3%), collaboration with faculty (72.7%), and first-year student experiences (58.7%).
- Seventy-three percent of respondents reported they knew of NACE's validated Competency Assessment Tool. When asked if they have already or plan to implement the tool for the 2024-25 academic year, 29.3% reported they have done so or plan to.

TECHNOLOGY AND AI

- The use of AI as an assistive tool is expanding. Currently, 59.3% of career center staff use AI when providing students with career services.
- It is more common for career services to present workshops on how to use AI to staff than to students.

APPENDIX

ABOUT THE SURVEY

NACE collected data for its 2024-25 *Career Services Benchmarks Report* from October 9, 2024, to November 30, 2024. NACE surveyed its member institutions, resulting in 551 respondents, which translates to a 29.3% response rate. The participating schools that chose to be listed as respondents can be found below.

In previous reports, we have broken out many results by Carnegie Classification. Because we provide these data in the dashboard that accompanies this report, NACE believes it would be more useful to provide more of a longitudinal view of trends where possible.

A few notes about the data in this report:

- Overall statistics were calculated based on the number of respondents for that question, as every question was optional.
- The sum of percentage breakdowns may not equal 100 due to rounding or, in cases where the sum substantially exceeds 100, because respondents were asked to select all options that apply.
- In general, the results included in this report reflect data based on the 2024-25 academic year. The exception to this is the data related to services, which is for 2023-24.
- In these data, a few large schools usually pull the mean upward; thus, the median is generally a better reflection of the data.
- Responses to questions with low response rates should be interpreted with caution.

Note: Compensation data for career center positions are reported separately in NACE's *2023-24 Career Services Compensation Report,* which includes base salary, formal salary range, change in salary from previous year, years of tenure, bonus information, and selected benefits.

PARTICIPATING INSTITUTIONS

A total of 551 career services offices participated in the 2024-25 Career Services Benchmarks Survey; those that chose to be listed as respondents are:

Adelphi University
Agnes Scott College
Albany State University
Albright College
Alfred University
American International College
Andrews University
Assumption University
Augustana College
Auguste Escoffier School of Culinary Arts – Austin
Aurora University
Austin College
Austin Community College District
Austin Peay State University
Babson College
Baylor University
Beacon College
Bellevue University
Belmont University
Beloit College
Bennett College
Bethany Lutheran College
Binghamton University
Black Hills State University
Blackhawk Technical College
Boise State University
Boston University
Boston University – College of Communication
Bradley University
Brandeis University
Bucknell University
Butler University
California Lutheran University
California Polytechnic State University – San Luis Obispo
California State University – Dominguez Hills
California State University – Fresno
California State University – Fullerton
California State University – Northridge
California State University – Stanislaus
Cameron University
Capital University
Carnegie Mellon University
Cayuga County Community College
Cedar Crest College
Central Penn College
Central Piedmont Community College
Central State University
Central Washington University
Centre College
Charleston Southern University
Chatham University
Christian Brothers University
Claremont McKenna College
Clark University
Clemson University
Coe College
Colby College

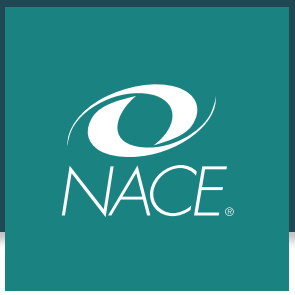
Colby-Sawyer College
College of Coastal Georgia
College of the Holy Cross
Colorado School of Mines
Colorado State University Global
Colorado State University – Fort Collins
Columbia College Chicago
Columbia Southern University
Community College of Aurora
Community College of Rhode Island
Concordia University-Irvine
Connecticut College
Contra Costa College
Converse University
CUNY Borough of Manhattan Community College
CUNY Hostos Community College
CUNY John Jay College of Criminal Justice
CUNY New York City College of Technology
CUNY Stella and Charles Guttman Community College
CUNY System Office
Dartmouth College
Davidson College
Delaware Valley University
DeSales University
Dillard University
Dominican University New York
Dordt University
Douglas College
Drake University
East Texas Baptist University
Eastern Illinois University
Eastern University
Elon University
Embry-Riddle Aeronautical University – Daytona Beach
Embry-Riddle Aeronautical University – Prescott
Emerson College
Emory University
Endicott College
Eureka College
Felician University
Ferris State University
Florida Agricultural and Mechanical University
Florida Atlantic University
Florida SouthWestern State College
Florida State University
Forsyth Technical Community College
Fort Lewis College
Framingham State University
Franklin W Olin College of Engineering
Furman University
Gallaudet University
George Mason University
Georgia College & State University
Georgia Gwinnett College
Georgia Southern University
Georgia State University
Gettysburg College
Golden Gate University
Gonzaga University
Grove City College
Hamline University
Harding University
Hartnell College

Hastings College
Haverford College
Henry Ford College
Herzing University – Madison
Highland Community College
Hinds Community College
Holy Family University
Houghton University
Howard Community College
Hudson County Community College
Indian River State College
Instituto Tecnológico Autónomo de México
Iona University
J Sargeant Reynolds Community College
Johnson & Wales University – Providence
Kansas City Kansas Community College
Kansas State University
Kent State University at Kent
King's College London
Kutztown University of Pennsylvania
Le Moyne College
Lebanon Valley College
LIM College
Linfield University
Lipscomb University
Logan University
Lorain County Community College
Louisiana State University and Agricultural & Mechanical College
Louisiana State University – Alexandria
Loyola University New Orleans
Luther College
Lyon College
Marian University
Marist College
Marquette University
Marshall University
Mary Baldwin University
Marymount University
Marywood University
Massachusetts Institute of Technology
Mercer University
Meredith College
Merrimack College
Metropolitan Community College Area
Metropolitan State University of Denver
Miami University – Oxford
Michigan Technological University
Middle Georgia State University
Middle Tennessee State University
Middlebury College
Middlesex Community College
Midland University
Millersville University of Pennsylvania
Milwaukee Institute of Art & Design
Minnesota State University – Mankato
Mississippi State University
Mississippi University for Women
Missouri State University-Springfield
Mitchell Technical College
Mohamed Bin Zayed University of Artificial Intelligence
Monmouth College
Monmouth University
Moravian University
Morehead State University

Mount Aloysius College
Mount Holyoke College
Mount Mercy University
Mount Saint Mary's University
Murray State University
National Park College
Nazareth University
Nevada State University
New Jersey Institute of Technology
New Mexico Highlands University
New York University – The Wasserman Center for Career Development
New York University – Tisch School of the Arts
Newberry College
Nichols College
Norfolk State University
North Carolina Central University
North Central College
Northern Arizona University
Northern Kentucky University
Northern Pennsylvania Regional College
Northern Virginia Community College
Northwest Missouri State University
Northwestern University
Oakland University
Oakton College
Occidental College
Oglethorpe University
Ohio Dominican University
Ohio State University-Main Campus
Ohio University-Main Campus
Ohio Wesleyan University
Old Dominion University
Orange Coast College
Oregon State University
Pacific Lutheran University
Palm Beach Atlantic University
Pennsylvania State University-Main Campus
Pennsylvania Western University
Pepperdine University
Point Loma Nazarene University
Portland State University
Prairie View A & M University
Pratt Institute-Main
Presbyterian College
Prince George's Community College
Purdue University Global
Qatar University
Queens University at Kingston, Canada
Ramapo College of New Jersey
Richland Community College
Rider University
Ridgewater College
Roanoke College
Roberts Wesleyan University
Rockhurst University
Rockland Community College
Rocky Mountain College
Rollins College
Rose-Hulman Institute of Technology
Sacramento City College
Saint Cloud State University
Saint Francis University
Saint Joseph's University
Saint Louis University

Saint Mary's University of Minnesota
Saint Michael's College
Saint Paul College
Saint Vincent College
San Jose State University
Santa Clara University
Savannah State University
Schreiner University
Siena College
Simmons University
Smith College
South Dakota State University
Southern Arkansas University Main Campus
Southern Illinois University – Carbondale
Southern Methodist University
Southern Oregon University
Southern Utah University
Southwestern University
St Charles Community College
St. John Fisher University
St. Mary's University
State University of New York at Cortland
Stonehill College
Stony Brook University
SUNY at Fredonia
SUNY at Purchase College
SUNY Buffalo State University
SUNY College at Plattsburgh
Susquehanna University
Sweet Briar College
Syracuse University
Temple University
Temple University – Japan Campus
Tennessee State University
Tennessee Technological University
Texas A & M University – College Station
Texas A & M University – Corpus Christi
Texas A&M University – Mays Business School
Texas A&M University – Central Texas
Texas A&M University – San Antonio
Texas State Technical College
Texas State University
The Chicago School at Chicago
The New School
The University of British Columbia
The University of Kansas – School of Business
The University of Montana
The University of the South
Thomas Jefferson University
Towson University
Trevecca Nazarene University
Trinity University
Tulane University of Louisiana
Tulsa Community College
United States University
Universidad de San Andrés
University at Buffalo
University of Alabama at Birmingham
University of Alaska Anchorage
University of Alaska Southeast
University of Arkansas – Fayetteville
University of California – Berkeley
University of California – Irvine
University of California – Riverside
University of Central Missouri
University of Colorado Colorado Springs

University of Dayton
University of Delaware
University of Denver
University of Detroit Mercy
University of Florida
University of Houston
University of Houston – Clear Lake
University of Houston – Victoria
University of Idaho
University of Illinois Springfield
University of Illinois Urbana – Champaign
University of Iowa
University of Kansas
University of Kansas – School of Engineering
University of Kentucky
University of Louisville
University of Louisville – J.B. Speed School of Engineering
University of Mary Hardin-Baylor
University of Maryland-College Park
University of Miami
University of Michigan – College of Engineering
University of Michigan – Ann Arbor
University of Minnesota – Twin Cities
University of Mississippi
University of Mississippi – School of Business Administration
University of Missouri – St Louis
University of Nebraska – Lincoln
University of Nevada – Las Vegas
University of Nevada – Reno
University of New Mexico – Main Campus
University of North Alabama
University of North Carolina Asheville
University of North Carolina at Chapel Hill
University of North Carolina at Greensboro
University of North Georgia
University of Northwestern – St Paul
University of Nottingham Malaysia
University of Oklahoma – Norman Campus
University of Pennsylvania
University of Portland
University of Puget Sound
University of Richmond
University of Saint Joseph
University of San Francisco
University of Saskatchewan – N. Murray Edwards School of Business
University of Scranton
University of South Carolina-Columbia
University of South Dakota
University of South Florida
University of Southern Mississippi
University of St Thomas
University of St. Thomas Texas
University of the Ozarks
University of Toledo
University of Tulsa
University of Vermont
University of Virginia's College at Wise
University of Washington – Seattle Campus
University of Washington – Tacoma Campus
University of West Florida
University of Wisconsin – Stout
Upper Iowa University

Ursinus College
Valley City State University
Vanguard University of Southern California
Ventura College
Vermont State University
Virginia Wesleyan University
Washburn University
Washington University in St Louis
Webster University
Wentworth Institute of Technology
Wesleyan College
West Chester University of Pennsylvania
West Virginia University
West Virginia University at Parkersburg
Western Connecticut State University
Western Dakota Technical College
Western Illinois University
Western Michigan University
Western Technical College
Whitworth University
Widener University
William & Mary
Winthrop University
Worcester Polytechnic Institute
Worcester State University
Wright State University-Main Campus
Yale University
York College of Pennsylvania
Young Harris College

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