



## 2010 Student Survey

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### KEY FINDINGS

The National Association of Colleges and Employers (NACE) conducts an annual survey of college students to identify:

1. how students approach the job market as they near graduation;
2. how responsive the market is to the graduating students;
3. the resources students use to seek their first full-time job after getting their degree; and
4. the preferences students have regarding job and/or employer attributes that may impact their decision for whom to work or not to work.

Each year, the survey contains a particular focus. This year, the focus is on how the Class of 2010 adjusted to the experiences of its predecessor group, the Class of 2009, in dealing with a poor hiring environment.

Throughout this report, comparisons will be drawn with the Class of 2009 and also with the attitudes and behaviors of graduates from 2007 and 2008, who faced job markets that were radically different in the opportunities they presented to new graduates.

The survey on which this report is based was conducted from February 9, 2010, to April 30, 2010. The survey questionnaire was made available to potential student respondents electronically. Access to these potential respondents was provided by cooperating college career centers, which distributed the link to the survey to their student populations. This year, 437 college campuses participated in the survey. The list of participating campuses is provided in the appendix. Through the cooperation of these campus career centers, NACE received a total of 31,583 responses to the questionnaire of which 12,933 came from graduating senior bachelor's degree candidates. This report is based on the responses of these graduating bachelor's degree students.


The following are some of the major findings from the survey:

- The depressed job market in 2010 had a clear impact on the plans of graduating seniors. A larger proportion of seniors chose to bypass direct entry into the job market by either attending graduate or professional schools or taking off the year after graduation than any previous class surveyed. The percent planning on continuing their education directly after receiving their bachelor's degree exceeds 27 percent for the Class of 2010. This compares with the approximate 20 percent from the Class of 2007 when the market for new college graduates was robust.
- Seniors from the Class of 2010 who did plan on entering the job market were more inclined to pursue possible opportunities in teaching and the nonprofit sector than previous classes, even the Class of 2009. The percent of graduates planning on looking for employment in these sectors rose from 17 percent in 2009 to just over 21 percent in 2010. As a result, the percentage of senior candidates for the core private, for-profit business sector declined to just 36 percent. This is a decrease from the 39 percent planning on entering the private, for-profit sector work force last year and the 45 percent who professed such plans in previous surveys.
- Besides their plans after graduation, the Class of 2010 exhibited that they learned from the experiences of the Class of 2009 in their reaction to the job offers they received. While the number of offers available to the Class of 2010 did not increase from 2009, the percent of seniors seeking jobs that had jobs to go to after graduation did increase significantly. The reason was that this year's graduating seniors were more willing to accept the offers they received than was any previous class.
  - Only 38 percent of students who applied for jobs received at least one offer. This compares with 40 percent in 2009 and 66 percent in 2007.
  - Just over 24 percent (24.4 percent) of applicants had a job secured for after graduation. In 2009, only 19.7 percent had a job in hand, while in 2007 more than 50 percent of senior applicants had secured a job to go to after graduation.
  - Of those receiving a job offer, more than 59 percent had accepted an offer. By contrast, only 45 percent of those who received offers in 2009 accepted an offer.

- Although the percentage accepting offers rose dramatically in 2010, a significant 40 percent continued to reject offers during a very difficult job market. Several items suggest themselves as reasons for why students resisted accepting a job offer despite this difficult market.
  - Compensation: There was a clear and sizable difference in the starting salaries between those who accepted offers and those who turned them down. The median starting salary for accepted offers was \$42,500; the median starting salary for rejected offers was \$34,853.
  - Job location: A large percentage of students who rejected offers (16 percent) reported that a make-or-break item for accepting or rejecting a job was the location of the job close to their families.
  - Recognized employer: Another sizable group (12 percent) reported that lack of name recognition would force them to reject an offer.
- Academic major had a significant impact on the relative success candidates had in securing an offer and in the compensation related to the offer.
  - The top five majors in terms of the percent of applicants who received at least one offer were:
    - Accounting: 46.9%
    - Business Administration: 45.4%
    - Computer Science: 44.1%
    - Engineering: 41.0%
    - Social Sciences: 40.5%
  - The same general majors also commanded the highest median salary offers. The top five in this category were:
    - Engineering: \$59,666
    - Computer Science: \$55,000
    - Mathematics: \$50,351
    - Accounting: \$46,124
    - Business Administration: \$39,525
- Other than academic major, two other general factors could be identified that had a significant impact on either getting an offer or the salary associated with the offer. These factors were having internship experience prior to graduation and the gender of the student.

- Internship had an impact on both getting an offer and the salary connected with the offer.
  - Candidates with internship experience were considerably more likely to receive a job offer than their counterparts who did not have any experiential education in their background. Approximately 42 percent of graduates with internships who applied for a job received an offer compared with only 30 percent for students who had no internship experience.
  - Graduates with internships also tended to receive a significantly higher starting salary offer. Applicants with internship who received an offer had a median starting salary of \$41,580 attached to the offer compared with a median salary position of \$34,601 for students without internships on their resumes.
- Gender's impact was statistically significant only for salary. In these cases, female candidates were significantly disadvantaged relative to their male counterparts.
  - The median salary offer for women was \$36,451 compared with \$44,159 for men.
  - The male-female difference in salary existed regardless of academic major. Male candidates received higher offers than females for every major except engineering and general liberal arts and humanities.
- Job-search strategies for the Class of 2010 did not change very much from the strategies employed by their predecessors.
  - The dominant search activities reported by student applicants in this year's survey were visiting company web sites (93 percent); checking job postings on company web sites (87 percent); networking with friends or relatives (86 percent); attending career fairs (81 percent); and checking job postings on the college career center web site (80 percent). While these are similar to the activities used in previous years, it appears that a smaller percentage of those who identified themselves as job seekers employed any of these activities this year.
- The acceptance of social networking sites, such as Facebook and LinkedIn, did increase this year, but the majority of students seeking jobs do not use these technologies as job-search tools.
  - 91 percent of seniors report having an account on Facebook, MySpace, or LinkedIn. This represents a continued increase in the use of social networks by students—86 percent reported accounts in 2009 and 83 percent in 2008.
  - 67 percent of seniors expect employers to view their social networking profiles as part of the recruitment process; again, this is higher than last year (57 percent).
  - However, only 29 percent feel employers should view a student's profile on a social networking site; this is somewhat higher than in 2009, when 27 percent said employers should view a profile.
  - Only 37 percent have used a social network to contact friends or associates, or research potential employers as part of their pursuit of a full-time job in 2010. While still a minority, this is a significant increase over 2009 when only 16 percent used the social network in this manner.

- The vast majority of seniors who are interested in finding a job (70 percent) report visiting their college career center at least once during their senior year. However, the percentage using the career center in a more intensive fashion is relatively small. Only 36 percent of seniors interested in entering the work force report making multiple visits per semester to the career center.
  - Most students employ the career center to either search for job listings or to spruce up their resumes.
    - 66 percent of seniors looking for a job report using the career center to search job listings.
    - 70 percent of seniors looking for a job report using the career center to develop their resumes.
  - Use of the career center for more intensive activities, such as preparing for a job interview, falls off dramatically. However, the use of these more intensive activities is considerably higher this year than it was for the Class of 2009.
    - 51 percent of senior job seekers have used the career center for career counseling.
    - Only 48 percent have used the career center's resources to research potential employers.
    - Only 40 percent have used the career center to assist them with job interview preparation.
  - Student perspectives on the "helpfulness" of career services are directly tied to their use of career center services. As the use of these services increase, the perceived "helpfulness" in the job search increases.
    - Just under 40 percent of all seniors searching for job saw the career center as helpful.
    - However, 72 percent of students who visited the career center multiple times during their senior year found the career center to be helpful in the job search.
- The negative economic climate has had some impact on student attitudes toward the job/employer.
  - The willingness to work long hours on the job was down for the second year in a row as the level of financial rewards associated with potential jobs decreased.
    - Results show that 83 percent of seniors from the Class of 2010 expressed the willingness to put in more than 40 hours per week on the job, the same as in 2009. In comparison, 87 percent of previous classes had expressed the willingness to work extended hours.
  - Student preferences in regard to the job/employer were even more focused on the financial security the employer could provide.
    - The four most important job/employer attributes as ranked by this year's graduates were: the opportunity to advance; the company's location; job security; and a high starting salary.

- Job location was a particular concern with this year's graduates. They clearly wanted to find a job close to their families.
  - 52 percent stated they would look for a job close to home compared with only 29 percent interested in searching nationally and 10 percent who would venture abroad to locate employment if it were available.
  - When asked to identify the one reason beyond salary that would make or break a job offer, job location close to home was chosen by more respondents than any other reason except for an employer's offer of 100 percent paid medical insurance.
  - Finally, nearly 46 percent of students looking for a job expected to rely on their parents' financial support in their first year after college. 

Complete results from NACE's *2010 Student Survey* are available in "Moving On 2010: Student Approaches and Attitudes Toward the Job Market for the College Class of 2010"; for details, see [www.nacweb.org/products/2010\\_student\\_survey.aspx](http://www.nacweb.org/products/2010_student_survey.aspx).

## PARTICIPATING SCHOOLS

A total of 840 colleges and universities took part in the 2010 *Student Survey*, and usable/identifiable data was collected from students at 750 of those schools; however, only 710 institutions are listed here, as the remaining asked not to be cited.

Abilene Christian University	California State Polytechnic University	DeVry University
Alfred University	California State University -	Dominican University
Alma College	Channel Islands	Drew University
Alvin Community College	California State University -	Drexel University
Anderson University	Dominiguez Hills	East Carolina University
Angelo State University	California State University -	Eastern Connecticut State University
Anna Maria College	Long Beach	Eastern Illinois University
Arizona State University	California State University -	Eastern Mennonite University
Arizona State University -	Los Angeles	Eastern Washington University
Downtown Phoenix	California State University -	El Camino Community College
Arizona State University - Ira A.	Sacramento	Elizabeth City State University
Fulton School of Engineering	California State University -	Embry-Riddle Aeronautical
Arizona State University -	San Bernardino	University - Daytona Beach
Polytechnic Campus	California State University -	Campus
Arizona State University - Sandra	San Marcos	Embry-Riddle Aeronautical
Day O'Connor College of Law	California University of Pennsylvania	University - Prescott Campus
Arizona State University - Tempe	Campbell University	Flagler College
Arizona State University - W.P. Carey	Canisius College	Florida A&M University
School of Business	Cape Fear Community College	Florida Atlantic University - Boca
Arizona State University - W.P. Carey	Capital University	Raton Campus
School of Business - Undergraduate	Cazenovia College	Florida Atlantic University - Harriet L.
Arizona State University - West	Central College	Wilkes Honors College -
Arizona Western College	Central Methodist University	Jupiter Campus
Ashford University	Central Pennsylvania College	Florida Atlantic University- Broward
Augusta State University	Central Piedmont Community	Florida International University -
Augusta Technical College -	College - Central Campus	College of Business Administration
Augusta Campus	Cerritos College	Fontbonne University
Austin Community College	Champlain College	Fort Hays State University
Averett University	Chattahoochee Technical College	Framingham State College
Babson College	Christian Life School of Theology	Franciscan University of Steubenville
Baker College	Claffin University	Franklin College
Baker University	Clark Atlanta University	Fresno Pacific University
Baylor University	Clayton State University	Furman University
Beloit College	Clemson University	Gannon University
Benedictine College	Cleveland State University	George Mason University
Bethune-Cookman College - School	Coe College	Georgia Southwestern State University
of Business	Coker College	Germanna Community College -
Binghamton University - SUNY	College of Mount St. Joseph	Fredericksburg Campus
Bloomfield College	College of Southern Nevada -	Germanna Community College -
Bloomsburg University of Pennsylvania	Charleston Campus	Locust Grove Campus
Blue Ridge Community and	College of Southern Nevada -	Grand Valley State University
Technical College	Henderson Campus	Greenville Technical College -
Bluffton University	College of the Canyons	Culinary Institute of the Carolinas
Boston University	Community College of Allegheny	Greenville Technical College -
Bowie State University	County - South Campus	Northwest Campus
Bradley University	Concordia University - Texas	Greenville Technical College -
Brandeis University	Concordia University - Wisconsin	Barton Campus
Brigham Young University	Connecticut College	Greenville Technical College -
Brigham Young University - Hawaii	Cuyahoga Community College -	Brashier Campus
Bucknell University	Western Campus	Gustavus Adolphus College
Buffalo State College - SUNY	Dakota College at Bottineau	Hampton University
Butler University	Defiance College	Hardin-Simmons University
Caisius College	DePaul University	Hartwick College

Harvey Mudd College  
Hawaii Pacific University  
Heidelberg College  
Hendrix College  
Herguan University  
Herzing University - Atlanta Campus  
Herzing University - Madison Campus  
Houston Baptist University  
Huston-Tillotson University  
Idaho State University  
Illinois Wesleyan University  
Indiana Institute of Technology  
Indiana University - Bloomington -  
Kelley School of Business -  
Undergraduate  
Indiana University - Northwest  
Iona College  
Ivy Tech Community College -  
Indianapolis  
Jacksonville State University  
John Carroll University  
Kansas State University  
Kansas Wesleyan University  
Kaplan University - Fort Lauderdale  
Kennesaw State University  
Kent State University  
King College  
Knox College  
LA College International  
Lafayette College  
LaGrange College  
Laguna College of Art & Design  
Lakeland College  
Lakeview College of Nursing  
Lamar University  
Lebanon Valley College  
Lehigh Carbon Community College  
Lock Haven University of Pennsylvania  
Lone Star College- Kingwood  
Los Angeles City College  
Loyola University Chicago  
Loyola University Chicago -  
Graduate School of Business  
Luther College  
Luzerne County Community College  
Lyon College  
Macomb Community College - South  
Campus  
Manhattan College  
Marian University  
Marian University of Indianapolis  
Marietta College  
Marshall University  
Marygrove College  
Maryville College  
Maryville University of St. Louis  
Massachusetts Institute of Technology  
Messiah College  
Michigan State University  
Middle Tennessee State University  
Midlands Technical College  
Millikin University  
Millsaps College  
Minneapolis College of Art & Design  
Minnesota State University Moorhead  
Mississippi University for Women  
Mitchell College  
Monroe Community College -  
Brighton Campus  
Montana Tech of The University of  
Montana  
Montclair State University  
Monterey Institute of International  
Studies  
Moravian College  
Morgan State University  
Morton College  
Mt. Hood Community College  
Mt. San Antonio College  
Murray State University  
Neumont University  
New York University  
New York University - Robert F.  
Wagner Graduate School of Public  
Service  
Newman University  
Nichols College  
North Georgia College & State  
University  
Northeastern State University -  
Tahlequah  
Northern Arizona University  
Northern Arizona University - Yuma  
Northern Michigan University  
Northland Pioneer College  
Northland Pioneer College - Hopi  
Center  
Northland Pioneer College - Silver  
Creek Campus  
Northland Pioneer College - White  
Mountain Campus  
Northwest Arkansas Community  
College - Bentonville  
Northwood University - Michigan  
Campus  
Northwood University - Texas Campus  
Notre Dame College  
Oakland University  
Oakton Community College  
Ohio Dominican University  
Ohio Northern University  
Ohio University  
Ohio Wesleyan University  
Olivet College  
Olivet Nazarene University  
Oregon Institute of Technology  
Our Lady of the Lake University  
Pace University - New York City  
Campus  
Palm Beach State College  
Palomar College  
Pasadena City College  
Pennsylvania State University -  
Greater Allegheny  
Pennsylvania State University - Smeal  
College of Business  
Pennsylvania State University -  
University Park  
Pepperdine University  
Piedmont Virginia Community College  
Pierce College  
Polytechnic Institute of NYU  
Prairie View A&M University  
Purdue University - Calumet  
Purdue University - North Central  
Queens University of Charlotte  
Regis University  
Rensselaer Polytechnic Institute  
Rhode Island College  
Rhodes College  
Rio Salado College  
Roanoke College  
Roosevelt University - Albert A. Robin  
Campus  
Rutgers University - New Brunswick  
Rutgers University - New Brunswick -  
Rutgers Business School  
Sacred Heart University  
Saddleback College  
Saginaw Valley State University  
Saint John's University  
Saint Joseph's College  
Saint Leo University  
Saint Louis University  
Samford University  
San Diego State University  
San Jacinto College - North Campus  
San Jacinto College - South Campus  
San Jose State University  
Santa Clara University  
Saybrook University  
Seattle University  
Shenandoah University  
SIFE  
Simpson College  
Skidmore College  
South Carolina State University  
South China Mormal University  
Southeast Missouri State University  
Southeastern Oklahoma State  
University  
Southern Arkansas University  
Southern Illinois University -  
Carbondale  
Southern Methodist University  
Southern New Hampshire University  
Southern Oregon University  
Southern Vermont College  
Southside Virginia Community College  
Southwest Virginia Community  
College  
Southwestern Oklahoma State  
University



- Spring Arbor University
- St. Andrews Presbyterian College
- St. Cloud State University
- St. Norbert College
- Stony Brook University
- Strayer University
- Suffolk County Community College  
- Ammerman Campus
- Sullivan University - Lexington Campus
- SUNY at Potsdam
- SUNY College at Oneonta
- SUNY Purchase College
- Susquehanna University
- Syracuse University
- Tarrant County College
- Temple University
- Texas A&M University - Commerce
- Texas A&M University - San Antonio
- Texas Christian University - Career Services
- Texas Southern University
- Texas State University - San Marcos
- The City College of New York
- The City University of New York - CUNY LEADS Project
- The College of Idaho
- The Cooper Union for the Advancement of Science & Art
- The Culinary Institute of America
- The George Washington University
- The King's College
- The New School - Parsons School of Design
- The Ohio State University
- The Ohio State University - Max M. Fisher College of Business
- The University of Akron
- The University of Chicago
- The University of Kansas
- The University of Louisiana at Monroe
- The University of Montana - Helena College of Technology
- The University of North Carolina at Chapel Hill
- The University of Oklahoma
- The University of Texas at Arlington
- The University of Texas at Austin
- The University of Texas at Austin - College of Liberal Arts
- The University of Texas at Dallas
- The University of Texas at El Paso
- The University of Texas at San Antonio
- The University of Texas at Tyler
- The University of Utah
- The University of West Alabama
- Trinity University
- Tulane University
- Tulane University - A.B. Freeman School of Business
- Union College
- United Tribes Technical College
- University at Albany - SUNY
- University of California - Davis
- University of California - Irvine
- University of California - Los Angeles
- University of California - San Diego
- University of California - San Diego - Rady School of Management
- University of California - Santa Barbara
- University of Central Florida
- University of Dallas
- University of Denver
- University of Hawaii - Manoa
- University of Houston - Clear Lake
- University of Houston - Victoria
- University of Idaho
- University of Illinois
- University of Illinois at Springfield
- University of Illinois at Urbana-Champaign
- University of Illinois at Urbana-Champaign - College of Business
- University of Illinois Global Campus
- University of Louisville
- University of Maine
- University of Maine at Augusta
- University of Maine at Fort Kent
- University of Maine at Machias
- University of Maine Presque Isle
- University of Maryland - Baltimore County
- University of Massachusetts - Lowell
- University of Miami
- University of Michigan
- University of Michigan - College of Engineering
- University of Michigan- Ann Arbor
- University of Minnesota - Crookston
- University of Mississippi
- University of Missouri
- University of Missouri - Columbia
- University of Missouri - St. Louis
- University of Nebraska - Lincoln
- University of New Mexico
- University of New Orleans
- University of North Carolina - Wilmington
- University of North Florida
- University of North Texas
- University of North Texas - Dallas
- University of Northwestern Ohio
- University of Notre Dame
- University of Phoenix
- University of Phoenix - North Valley
- University of Puerto Rico - Bayamon
- University of Redlands
- University of Rhode Island
- University of Saint Mary
- University of San Francisco
- University of Scranton
- University of South Alabama
- University of South Carolina - Aiken
- University of South Florida
- University of South Florida - Sarasota/Manatee
- University of Southern California
- University of Southern Maine
- University of St. Francis
- University of the Ozarks
- University of Washington
- University of Washington - Bothell
- University of Wisconsin - Eau Claire
- University of Wisconsin - Green Bay
- University of Wisconsin - Madison
- University of Wisconsin - Madison - School of Business
- University of Wisconsin - Milwaukee
- University of Wisconsin - Parkside
- Ursinus College
- Ursuline College
- Utah State University
- Valley City State University
- Virginia College in Greenville
- Wake Technical Community College
- Walden University
- Walsh College - Troy Campus
- Walsh University
- Washington State University - College of Nursing
- Washington State University - College of Veterinary Medicine
- Washington State University - Pullman
- Washington State University - Richland Campus
- Washington State University - Spokane
- Washington State University - Tri-cities
- Washington State University - Vancouver
- Washington State University - College of Veterinary Medicine
- Wayne State College
- Wayne State University - School of Business Administration
- Webster University
- West Texas A&M University
- West Virginia State University
- Westchester Community College
- Western Illinois University
- Western New England College
- Western Oregon University
- Western Washington University
- Westminster College- MO
- Widener University
- Wilmington College
- Winona State University
- Winthrop University
- Worcester Polytechnic Institute
- Xavier University
- Xavier University of Louisiana
- Yeshiva University



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