



OCTOBER / 2009 • RESEARCH BRIEF NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

2009 Student Survey

KEY FINDINGS

The National Association of Colleges and Employers (NACE) conducted its *2009 Student Survey* to identify:

- how college students approached the job market as they neared graduation;
- how responsive the market was to the graduating students;
- the resources students used to obtain their first full-time employment; level hires at responding firms came from the ranks of new college graduates—a rate comparable with the record level set in the 2007-08 season.
- how students ranked attributes of the job and/or employer in making their decision for whom to work; and
- how the students perceived the market and their own place within the market in light of the economic downturn.



The survey was conducted February 19 through April 30, 2009. More than 35,000 students from more than 840 four-year and two-year colleges and universities nationwide—including more than 16,500 graduating seniors—participated. (Note: Data could be identified/validated for 750 schools; for a list, see "Participating Schools.")

Following are some of the major findings from the survey. Comparisons are drawn with similar surveys NACE conducted for the classes of 2007 and 2008.

- Despite the deteriorating job market, the vast majority (69 percent) of the graduating students indicated a desire for a full-time job after graduation.
- The plans of the college Class of 2009 are somewhat different than those of the classes of 2007 and 2008, but not radically so. The biggest difference is a shift away from finding employment in the for-profit, private sector marketplace. Only 39 percent of seniors chose this option as their primary goal after graduation compared with 45 percent of respondents from previous classes.
 - A larger percentage of graduating seniors are intent on going to graduate or professional school (26 percent in 2009 compared with 24 percent in 2008).
 - There was an even greater shift in plans to find work, but outside of the for-profit, private sector. Interest in working for nonprofits increased from 14 percent in 2008 to more than 17 percent in 2009, and a job in government was a target for slightly more than 10 percent of the 2009 graduating class compared with 8.9 percent of seniors graduating in 2008.
- The effects of the recession were clearly evident in the success rate of students who were active in the job market at the time of the survey. The percentage of seniors who applied for a job and received an offer or landed a position was down markedly in comparison with 2008 and especially 2007 (a better point of comparison as the 2009 and 2007 surveys were conducted in the same time frame).
 - Only 40 percent of students who applied for jobs received at least one offer. This compares with more than 50 percent in 2008 and 66 percent in 2007.
 - Less than 20 percent (19.7 percent) of applicants had a job secured for after graduation. In 2008, 26 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.
 - One of the most surprising findings in the report was that seniors receiving offers did not accept the offers to any greater degree than did the applicants of previous classes. Of those receiving a job offer, only 45 percent had accepted an offer. Several items suggest themselves as reasons for why students resisted accepting a job offer despite the dismal job market.
 - Compensation: Responses suggest that applicants who rejected offers were getting salary offers that were substantially lower than those offered to graduates who accepted jobs.



- Job location: A large percentage of students who rejected offers (17.5 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 (11 percent) reported that an employer's name recognition or lack of recognition would force them to reject an offer.
- Confidence: While applicants who rejected offers said they understood that the economy had turned negative, the majority apparently felt the poor job market would not affect them directly. Nearly 59 percent of respondents who rejected offers felt they would land a full-time job within three months of their graduation.
- The job-search strategies used by the Class of 2009 differed little from the strategies employed by their immediate predecessors.
 - The dominant search strategies reported by student applicants in the 2009 survey were visiting company web sites (96 percent); checking job postings on company web sites (91 percent); networking with friends or relatives (89 percent); attending career fairs (87 percent); and checking job postings on the college career center web site (85 percent). While these are similar to the techniques used in previous years, it does appear that 2009 graduates placed more of an emphasis on direct contacts through both increased networking and attendance at career fairs.
- Social networking sites as an avenue for recruiting college students appears to have significant potential but is still not employed effectively. A significant part of the problem to making such sites effective may be student resistance to their use as a vehicle for the job search.
 - 86 percent of seniors report having an account on Facebook, MySpace, or LinkedIn. This is slightly higher than reported in the Class of 2008 survey (83 percent).
 - 57 percent of seniors expect employers to view their social networking profiles as part of the recruitment process; again, that's higher than was the case in the Class of 2008 survey (53 percent).
 - Only 27 percent feel employers should view a student's profile on a social networking site.
 - 55 percent have noticed employer ads while on their social network—a significant increase over the 2008 survey figure of 44 percent, but only 12 percent (the same as in 2008) report ever having clicked on the ad to learn more about the employer.
 - 6 percent of seniors report that they have been contacted by an employer or an employer's representative about a job through their social networking site—no real change from the 2008 survey.
 - Only 16 percent have used the social network to contact friends, associates, or potential employers as part of their pursuit of a full-time job.



- Students employed a wide variety of contacts in their job search but most were perceived as not particularly helpful.
 - 80 percent or more of respondents reported that they used friends, faculty, parents, and the career center during their job search.
 - Less than 60 percent of respondents found any particular contact to be helpful during the job search. The most helpful connections reported were friends (55 percent), parents (51 percent), and faculty (51 percent).
 - Although 82 percent of seniors reported using career services only 42 percent reported career services as being "helpful" in their search for a job. (Note: As indicated below, this perception is erroneous.)
- The vast majority of seniors (84 percent), particularly seniors planning on a job after graduation, report familiarity with their college career center. However, the actual use of career center services differs significantly.
 - Most students employ the career center to either search for job listings or to spruce up their resume.
 - 68 percent of seniors looking for a job report using the career center to search job listings.
 - 67 percent of seniors looking for a job report using the career center to develop their resume.
 - Use of the career center for more intensive activities, such as preparing for a job interview, falls off dramatically.
 - 41 percent of senior job seekers have used the career center for career coaching.
 - Only 32 percent have used the career center's resources to research potential employers.
 - Only 31 percent have employed the career center to assist them with preparation for a job interview.
 - 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.
 - 42 percent of students who used career services minimally (for only one service) saw the career center as helpful in the job search.
 - 74 percent of students who used the career center for multiple services found the career center to be helpful in the job search.

Research Brief



- Students who used career center services extensively were significantly more successful in the job search than students who did not use the career center at all or those that used the services minimally.
 - 50 percent of students that used career services intensively received a least one job offer compared with 42 percent of students who did not use or used the career center minimally.
 - 26 percent of students who used the career center extensively had secured a job before graduation compared with only 17 percent of students who only searched job listings on the career center web site.
- The negative economic climate had an impact on student attitudes toward the job/employer but that impact was limited.
 - Students were concerned that the general economy might pose a problem in getting a job and beginning their careers.
 - 64 percent of seniors expressed worry about getting a job after graduation, and 41 percent expected to rely on parents' financial assistance after graduating from college.
 - However, in general, seniors were still confident about their individual ability to be successful in the job market.
 - 52 percent of all seniors expected to have a job within three months of their graduation, and 70 percent felt that their college education had prepared them well for employment in the work force.
 - Students adjusted their attitudes toward the job and preferences for an employer as a result of the new economic situation.
 - The willingness to work long hours on the job decreased this year, probably in relation to decreased expectations of high financial rewards.
- 83 percent of seniors from the Class of 2009 expressed the willingness to put in more than 40 hours per week on the job. Eighty-seven 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 employer/job attributes as ranked by 2009 graduates were job security; the opportunity to advance; a high starting salary; and the company's location.
- The top preferences for employer benefits also feature the current class's focus on financial security. They are employer-paid medical insurance, annual salary increases, a 401(k) plan, dental insurance, and life insurance. Interest in more than two weeks of vacation and family friendly benefits has declined with 2009 graduates.



- To get a better sense of what, beyond salary, would motivate 2009 graduates to accept an offer, students were asked to identify the one employer attribute or benefit outside of salary that would make or break their interest in an offer. The top three choices were:
 - Comprehensive employer-paid health insurance;
 - Job location close to family; and
 - Assistance with student loan repayments.
- Attributes traditionally identified with the Millennial generation (employer's community activism, employer's reputation as a "green" company, and ample free time in the form of more than two weeks of vacation) were choices of 3 percent or fewer of the respondents.

Complete results from NACE's 2009 Student Survey are available in Moving On 2009: Student Approaches and Attitudes Toward the Job Market for the College Class of 2009; for details, see www.naceweb.org/research.aspx.



PARTICIPATING SCHOOLS

A total of 840 colleges and universities took part in the 2009 *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.

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