



JOB OUTLOOK 2024

NOVEMBER 2023

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COLLEGES AND EMPLOYERS



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ABOUT THE JOB OUTLOOK SURVEY

The Job Outlook survey is a forecast of hiring intentions of employers as they relate to new college graduates. Each year, the National Association of Colleges and Employers (NACE) surveys its employer members about their hiring plans and other employment-related issues to project the market for new college graduates from the current class and to assess a variety of conditions that may influence that market.

Data for the Job Outlook 2024 survey were collected from August 2, 2023, through September 18, 2023. Of the 255 total respondents, 180 were NACE employer members, representing 20.3% of eligible member respondents. The Job Outlook 2024 survey was also distributed to nonmember companies, from which an additional 75 responses were received.

Of the total that responded, 7.5% are from New England, 17.6% are from the Mideast, 16.5% are from the Southwest, 8.2% are from the Plains, 12.2% are from the Southeast, 12.5% are from the Rocky Mountain/Far West, and 25.5% are from the Great Lakes. For additional information about the respondents, see the Appendix.



Data are calculated based on the number of respondents to each specific question. Totals may not equal 100% due to rounding.

NACE expects to provide a formal job market update during the 2023-24 academic year. Based on data collected in February and March, the *Job Outlook 2024 Spring Update* report will give NACE members a final update on hiring for 2023-24 graduates. The report will be available in early April.

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2024 KEY INSIGHTS

Small Dip in Overall Hiring Projections Follows Record Job Growth

The Job Outlook 2024 survey results show overall hiring is projected to dip by 1.9%. However, it is important to note that this is down from the last two years, when the college job market experienced brisk growth that, in 2022, reached record levels. (See Figure 1.)

To be sure, if the projections hold, members of the Class of 2024 are still entering a strong job market, although they may need to be flexible to attain the position they want. While some industries cite budget cuts or an uncertain economy as catalysts for slowing or decreasing hiring, others—such as social services, engineering services, and construction—remain committed to increasing hiring. These employers highlight the importance of keeping their talent pipelines full, company growth, and increased demand for their products and services as the primary drivers for their planned increase in hiring from the Class of 2024. (See Figures 2 and 3.)



Employers View the Job Market Positively

Also boding well for the Class of 2024: More than three-quarters of responding employers rate the job market for the Class of 2024 from “good” to “excellent,” underscoring employer perception of the current market’s strength. (See Figure 5.)

Hybrid Is Here to Stay

The workplace modality changes that were swiftly implemented during COVID lockdowns have become baked into our workplace cultures. Despite calls to “return to the office” from employers and the prevailing media narrative, hybrid appears here to stay as this modality makes up 45% of all new overall hires and 48% of new entry-level hires. (See Figure 9.) Interestingly, these findings align with the desires of college students: 42% of students in NACE’s 2023 *Student Survey Report* indicated that they prefer hybrid working conditions as opposed to working fully in person or fully virtual.

Associate Degree Hiring Continues to Rise

The steady increase we have been seeing in associate degree hiring since 2017 continues for the Class of 2024. This rise is driven, in part, by the strong hiring of associate degree graduates by employers in the social services, transportation, management consulting, and miscellaneous support services industries. (See Figure 17.)

Employers See Online Degrees as Comparable to In-person Degrees

For the first time, NACE asked a series of questions about online degrees and the findings are great news in terms of equity and access to education. Among employers that capture their new hires’ degree modality, 87.4% hired new college graduates with an online degree. Moreover, there is no difference in starting salary as 100% of these employers reported that they pay new hires who earned online degrees the same as those with in-person degrees. (See Figure 18.)

Starting Salaries Are Stable

Slightly more than 43% of respondents plan to increase starting salaries to Class of 2024 bachelor’s degree graduates, and nearly all remaining employers anticipate keeping salaries at last year’s levels. For Class of 2024 master’s degree graduates, 27.7% of responding employers have plans to increase salaries and 71.8% plan to keep them the same as last year. These findings are relatively positive as the starting salaries for the Class of 2024 were set last year when there was a continued surge in hiring and elevated competition for talent. (See Figure 19.)

There Is Little Change in Those Offering Signing Bonuses to New Graduates

Nearly half of employer respondents will offer signing bonuses to Class of 2024 graduates. However, among the respondents that will offer bonuses, 73% will only pay them to selected majors. (See Figure 22.)

Screening Candidates by GPA Remains a Thing of the Past

Less than 40% of employers reported that they are screening candidates by GPA this year. (See Figure 25.) Other factors, such as academic major, internship experience in the industry and/or organization, and proficiency in the career readiness competencies, play a large role in whether employers screen by GPA. This shift away from GPA as a screening tool shows the importance of skills-based hiring and work-based learning programs. (See Figures 26 and 27.)

Skills, Competencies, and Attributes Matter to Employers

The shift away from GPA as a screening tool indicates the weight employers now place on candidates' skills and competencies. As a whole, employers are seeking candidates who both have work experience and demonstrate certain skills. The top-rated career readiness competencies continue to be communication, teamwork, and critical thinking skills. (See Figure 28.) Additionally, problem-solving skills, the ability to work in a team, written communication skills, and a strong work ethic are the top attributes employers seek on candidate resumes. (See Figure 31.)

The Intern Gets the Job

When employers are deciding between candidates who are otherwise equally qualified for the same position, having an internship is the top deciding factor. Regardless of whether the candidate has interned with the hiring organization or within the industry, this factor makes or breaks the hiring choice. (See Figure 32.)

JOB OUTLOOK 2024

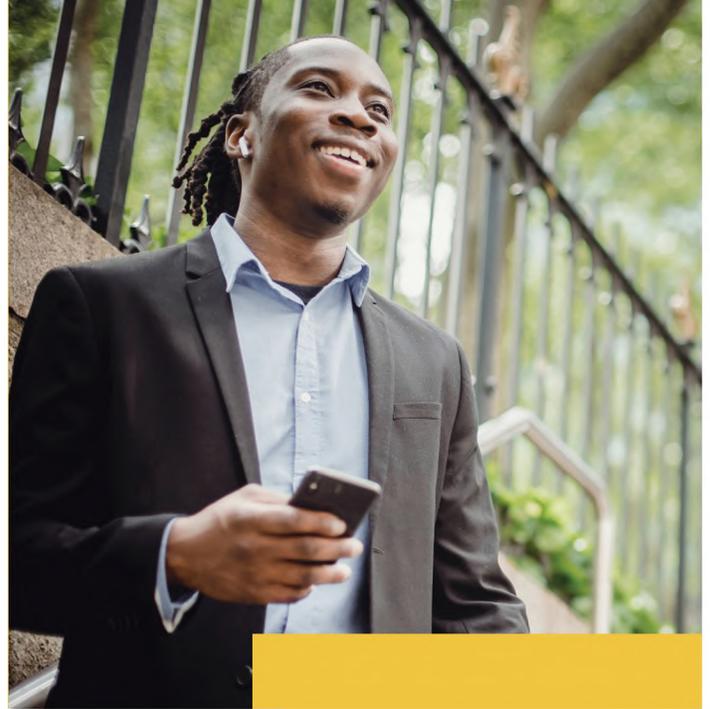
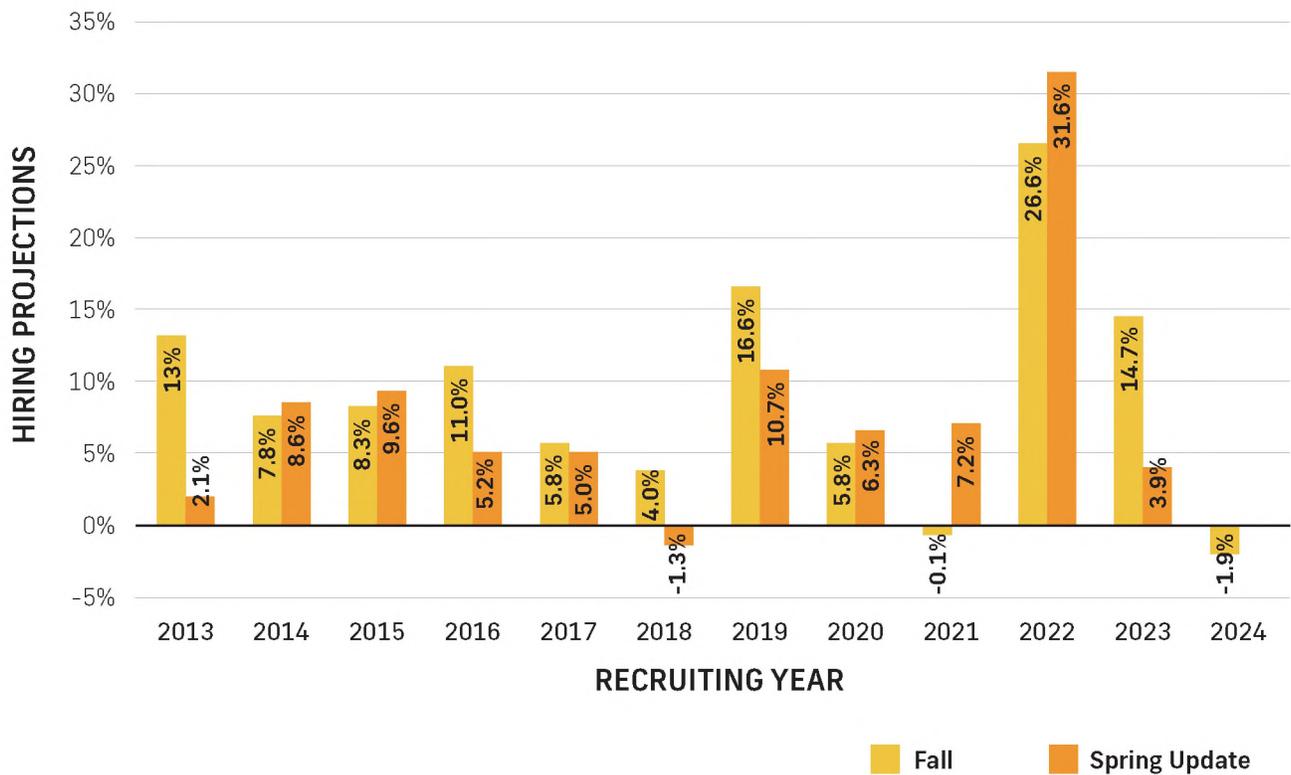


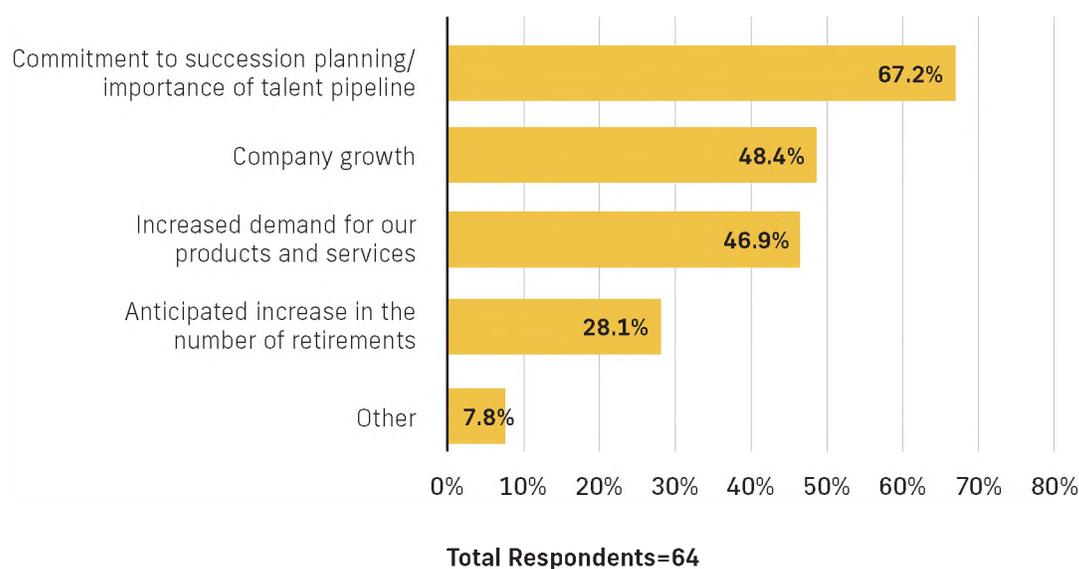
FIGURE 1:
JOB OUTLOOK HIRING PROJECTIONS, 2013 - 2024



**FIGURE 2:
EMPLOYERS' HIRING EXPECTATIONS, BY PERCENT OF RESPONDENTS**

| Job Outlook | Percent Increasing Hires | Percent Maintaining Hires | Percent Decreasing Hires | Total Number of Respondents |
|-------------------------------------|--------------------------|---------------------------|--------------------------|-----------------------------|
| <i>Job Outlook 2024 (Fall 2023)</i> | 27.8% | 51.0% | 21.2% | 241 |
| <i>Spring Update 2023</i> | 35.5% | 52.2% | 12.3% | 211 |
| <i>Job Outlook 2023 (Fall 2022)</i> | 50.5% | 43.6% | 5.9% | 204 |
| <i>Spring Update 2022</i> | 55.8% | 40.5% | 3.7% | 190 |
| <i>Job Outlook 2022 (Fall 2021)</i> | 59.9% | 36.6% | 3.5% | 142 |
| <i>Spring Update 2021</i> | 29.0% | 63.0% | 8.0% | 200 |
| <i>Job Outlook 2021 (Fall 2020)</i> | 16.5% | 52.5% | 31.0% | 227 |
| <i>Spring Update 2020</i> | 35.0% | 54.8% | 10.2% | 196 |
| <i>Job Outlook 2020 (Fall 2019)</i> | 45.5% | 48.2% | 6.3% | 150 |
| <i>Spring Update 2019</i> | 40.1% | 52.6% | 7.2% | 152 |
| <i>Job Outlook 2019 (Fall 2018)</i> | 38.6% | 57.4% | 4.0% | 172 |
| <i>Spring Update 2018</i> | 42.6% | 50.7% | 6.8% | 148 |
| <i>Job Outlook 2018 (Fall 2017)</i> | 43.7% | 46.7% | 9.6% | 135 |
| <i>Spring Update 2017</i> | 37.3% | 54.0% | 8.7% | 150 |

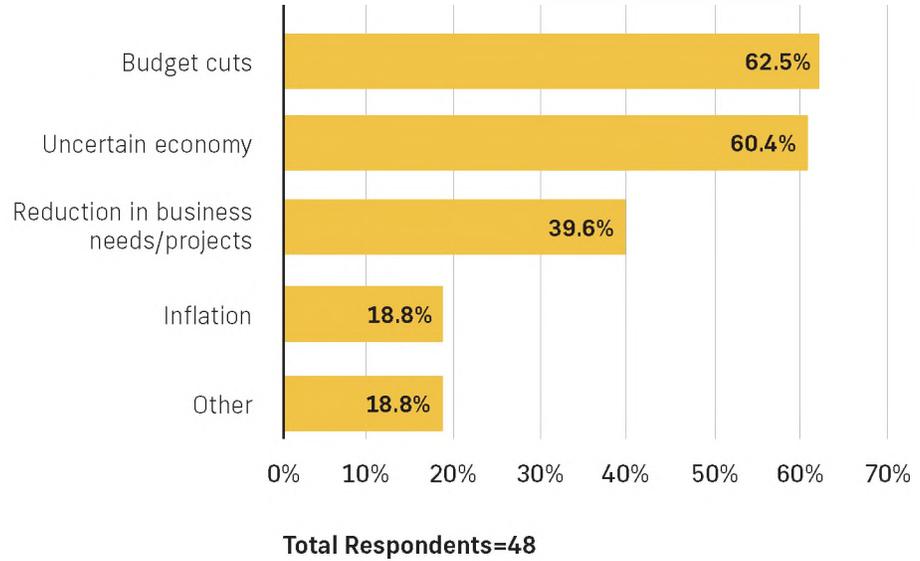
**FIGURE 3:
KEY FACTORS FOR INCREASING HIRES, BY PERCENT OF RESPONDENTS***



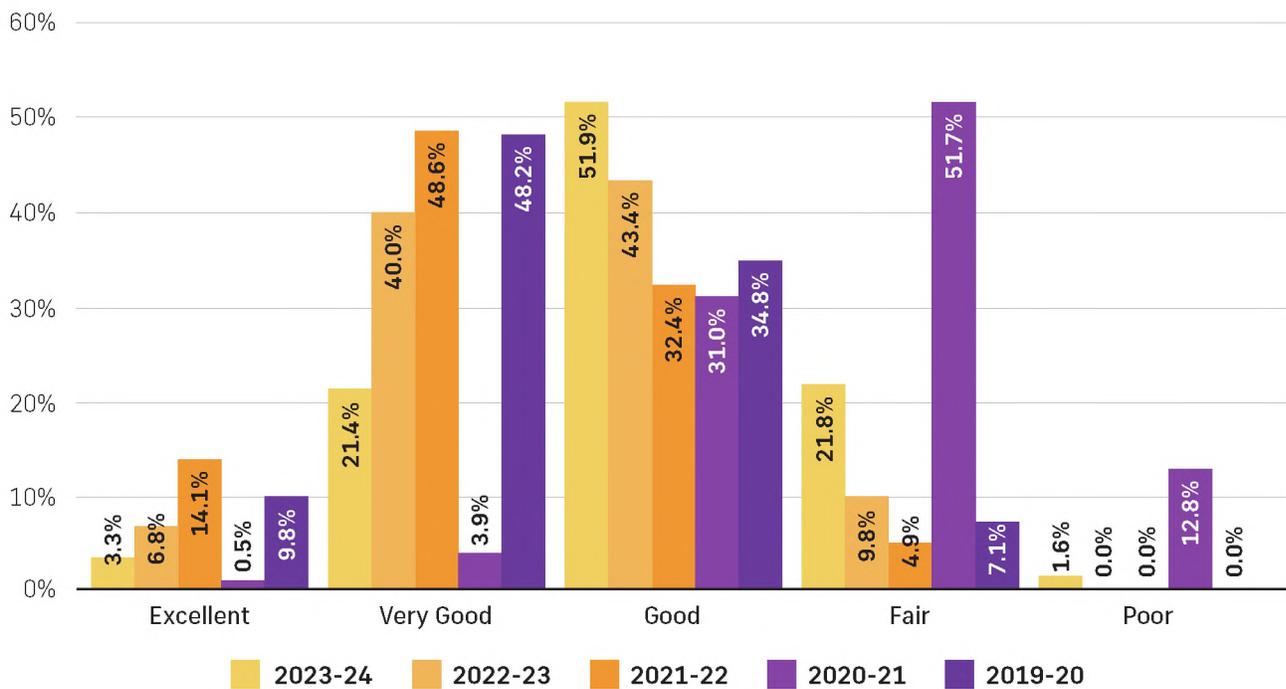
*Percentages do not equal 100, as respondents were able to select all factors that applied.

**FIGURE 4:
KEY FACTORS FOR
DECREASING HIRES,
BY PERCENT OF
RESPONDENTS***

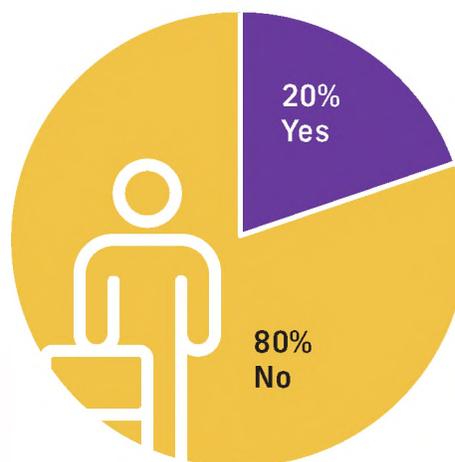
*Percentages do not equal 100, as respondents were able to select all factors that applied.



**FIGURE 5:
EMPLOYERS RATE THE JOB MARKET FOR 2023-24 GRADUATES**



**FIGURE 6:
EMPLOYERS PLANNING FOR
A RECESSION DURING THE
2023-24 RECRUITING YEAR**



**FIGURE 7:
EMPLOYERS PLANNING FOR A RECESSION DURING THE 2023-24
RECRUITING YEAR, BY INDUSTRY**

| Industry | % of Respondents Planning for a Recession | Total Number of Respondents |
|-----------------------------------|---|-----------------------------|
| Information | 66.7% | 10 |
| Finance, Insurance, & Real Estate | 57.1% | 33 |
| Transportation | 50.0% | 9 |
| Computer & Electronics Mfg. | 47.1% | 25 |
| Misc. Prof. Services | 36.4% | 15 |
| Accounting Services | 33.3% | 8 |
| Management Consulting | 33.3% | 8 |
| Retail Trade | 28.6% | 9 |
| Chemical (Pharmaceutical) Mfg. | 21.4% | 17 |
| Motor Vehicle Mfg. | 16.7% | 7 |
| Wholesale Trade | 15.4% | 15 |
| Utilities | 14.3% | 8 |
| Misc. Support Services | 12.5% | 9 |
| Engineering Services | 11.1% | 10 |
| Misc. Mfg. | 10.0% | 22 |
| Oil & Gas Extraction | 0.0% | 5 |
| Construction | 0.0% | 11 |
| Food & Beverage Mfg. | 0.0% | 5 |
| Social Services | 0.0% | 6 |
| Overall | 20.2% | 242* |

*Only industries with five or more respondents are reported here, so total does not include all industries.

**FIGURE 8:
PERCENTAGE OF COLLEGE RECRUITING CONDUCTED IN FALL VS. SPRING,
2017-2024**

| <i>Job Outlook Survey Year</i> | Fall Full-time Hires | Spring Full-time Hires | Fall Intern Hires | Spring Intern Hires |
|--------------------------------|----------------------|------------------------|-------------------|---------------------|
| 2024 | 63% | 37% | 68% | 32% |
| 2023 | 67% | 33% | 70% | 30% |
| 2022 | 66% | 34% | 67% | 33% |
| 2021 | 64% | 36% | 64% | 36% |
| 2020 | 68% | 32% | --- | --- |
| 2019 | 71% | 29% | --- | --- |
| 2018 | 70% | 30% | --- | --- |
| 2017 | 72% | 28% | --- | --- |

**FIGURE 9:
MODALITY OF WORK, OVERALL AND ENTRY-LEVEL POSITIONS**

| <i>Modality of Job Positions (Job Outlook 2024)</i> | Overall | Entry Level |
|---|---------|-------------|
| Average % Fully Remote | 14% | 9% |
| Average % Fully Hybrid | 45% | 48% |
| Average % Fully In Person | 41% | 43% |
| <i>Modality of Job Positions (Job Outlook 2023 Spring Update)</i> | Overall | Entry Level |
| Average % Fully Remote | 13% | 10% |
| Average % Fully Hybrid | 48% | 48% |
| Average % Fully In Person | 39% | 42% |
| <i>Modality of Job Positions (Job Outlook 2023)</i> | Overall | Entry Level |
| Average % Fully Remote | 15% | 12% |
| Average % Fully Hybrid | 49% | 50% |
| Average % Fully In Person | 36% | 38% |
| <i>Modality of Job Positions (Job Outlook 2022 Spring Update)</i> | Overall | Entry Level |
| Average % Fully Remote | 20% | 18% |
| Average % Fully Hybrid | 41% | 40% |
| Average % Fully In Person | 39% | 42% |

**FIGURE 10:
MODALITY OF WORK – OVERALL POSITIONS, BY INDUSTRY**

| Industry | Average % Fully Remote | Average % Fully Hybrid | Average % Fully In Person | Number of Respondents |
|-----------------------------------|------------------------|------------------------|---------------------------|-----------------------|
| Finance, Insurance, & Real Estate | 23.7% | 55.8% | 20.5% | 28 |
| Computer & Electronics Mfg. | 12.4% | 49.9% | 37.7% | 20 |
| Chemical (Pharmaceutical) Mfg. | 5.7% | 44.5% | 49.8% | 16 |
| Misc. Mfg. | 8.6% | 51.2% | 40.2% | 16 |
| Construction | 2.7% | 15.0% | 82.3% | 11 |
| Engineering Services | 15.1% | 52.3% | 32.6% | 10 |
| Misc. Prof. Services | 42.1% | 20.0% | 37.9% | 10 |
| Wholesale Trade | 8.3% | 20.6% | 71.1% | 9 |
| Information | 31.0% | 44.6% | 24.4% | 8 |
| Accounting Services | 9.4% | 82.5% | 8.1% | 8 |
| Management Consulting | 35.6% | 39.4% | 25.0% | 8 |
| Utilities | 9.3% | 43.4% | 47.3% | 7 |
| Retail Trade | 12.9% | 55.0% | 32.1% | 7 |
| Misc. Support Services | 1.4% | 50.0% | 48.6% | 7 |
| Transportation | 0.7% | 33.3% | 66.0% | 6 |
| Oil & Gas Extraction | 0.0% | 40.0% | 60.0% | 5 |
| Motor Vehicle Mfg. | 3.4% | 32.6% | 64.0% | 5 |
| Social Services | 1.4% | 56.4% | 42.2% | 5 |
| Overall | 14.0% | 45.0% | 41.0% | 194* |

*Only industries with five or more respondents are reported here, so total does not include all industries.

**FIGURE 11:
MODALITY OF WORK – ENTRY-LEVEL POSITIONS, BY INDUSTRY**

| Industry | Average % Fully Remote | Average % Fully Hybrid | Average % Fully In Person | Number of Respondents |
|-----------------------------------|------------------------|------------------------|---------------------------|-----------------------|
| Finance, Insurance, & Real Estate | 10.2% | 64.7% | 25.1% | 29 |
| Computer & Electronics Mfg. | 10.2% | 51.9% | 38.0% | 21 |
| Misc. Mfg. | 8.0% | 52.1% | 39.9% | 16 |
| Chemical (Pharmaceutical) Mfg. | 1.3% | 45.3% | 53.3% | 15 |
| Construction | 0.9% | 8.2% | 90.9% | 11 |
| Wholesale Trade | 9.1% | 29.5% | 61.4% | 11 |
| Misc. Prof. Services | 32.0% | 18.6% | 49.4% | 11 |
| Engineering Services | 3.0% | 48.9% | 48.1% | 10 |
| Information | 17.4% | 57.8% | 24.8% | 9 |
| Accounting Services | 3.5% | 71.8% | 24.8% | 8 |
| Management Consulting | 33.8% | 39.4% | 26.9% | 8 |
| Retail Trade | 12.1% | 63.6% | 24.3% | 7 |
| Misc. Support Services | 0.7% | 49.3% | 50.0% | 7 |
| Utilities | 11.7% | 43.5% | 44.8% | 6 |
| Motor Vehicle Mfg. | 2.8% | 38.8% | 58.3% | 6 |
| Oil & Gas Extraction | 0.0% | 40.0% | 60.0% | 5 |
| Transportation | 0.4% | 47.0% | 52.6% | 5 |
| Overall | 9.0% | 48.0% | 43.0% | 198* |

*Only industries with five or more respondents are reported here, so total does not include all industries.

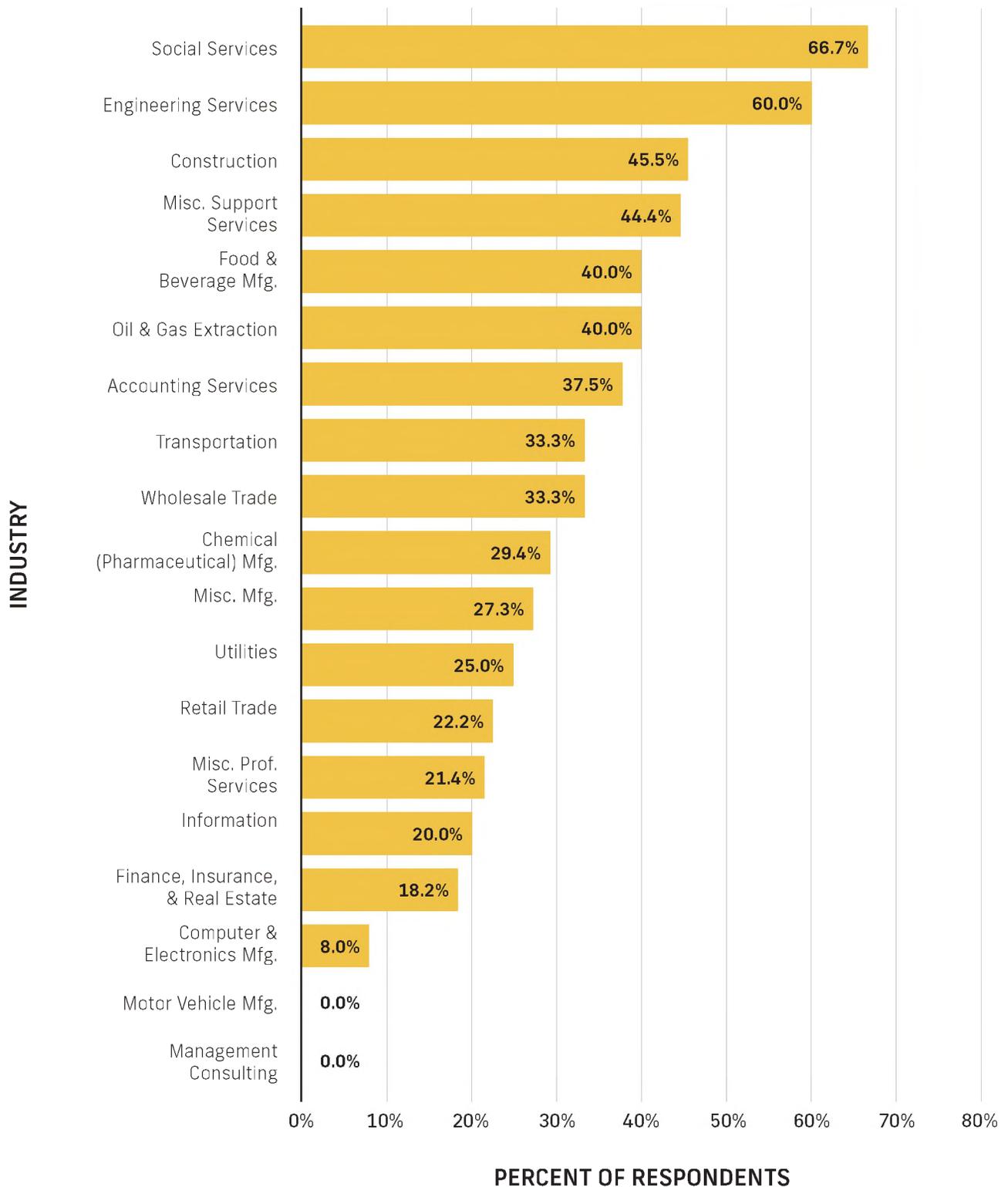


HIRING BY INDUSTRY

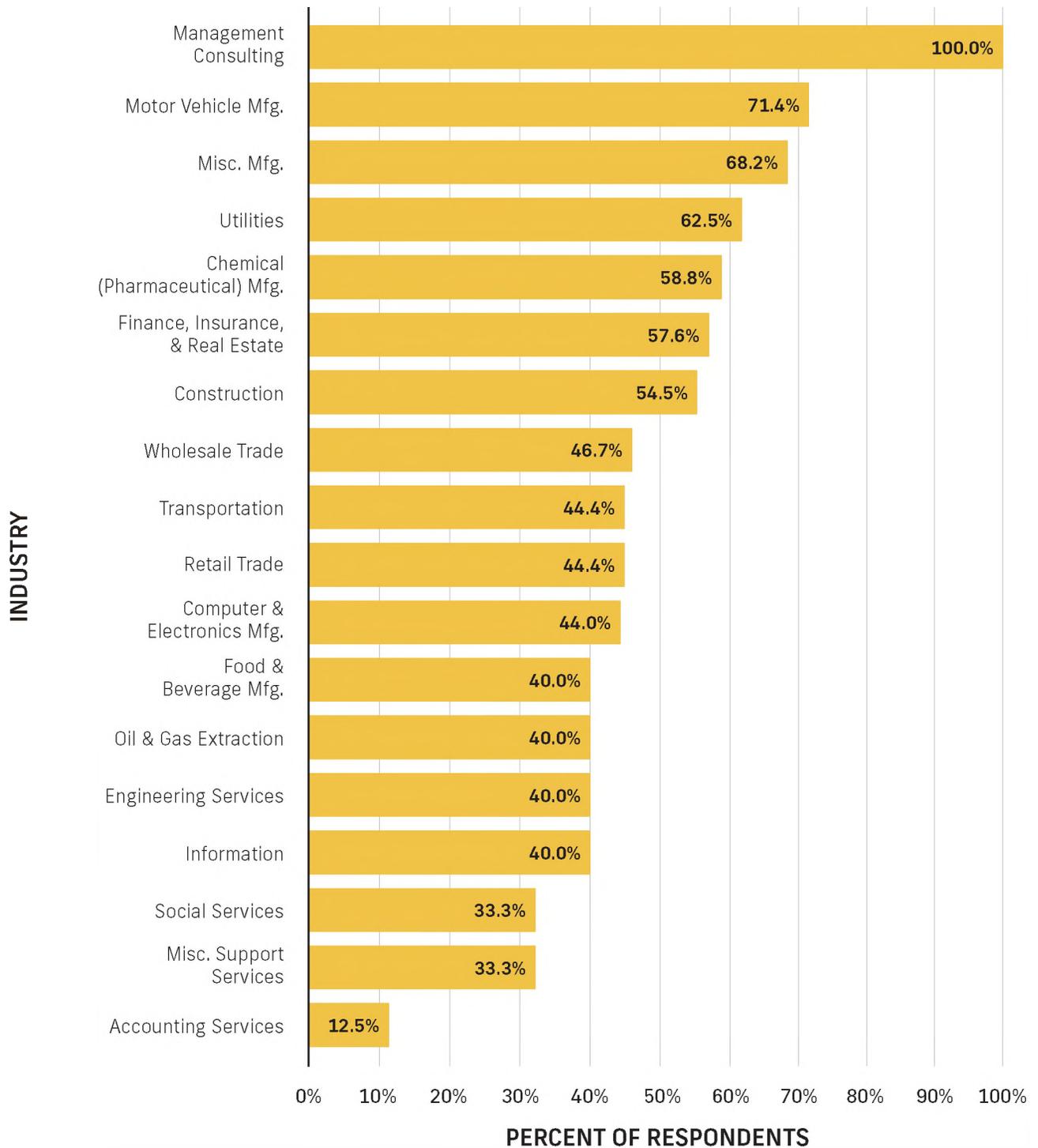
FIGURE 12:
TOTAL CHANGE IN HIRING, BY INDUSTRY

| Industry | # of 2024 Projected Hires | # of 2023 Actual Hires | Percent Change | # of Respondents |
|-----------------------------------|---------------------------|------------------------|----------------|------------------|
| Oil & Gas Extraction | 248 | 203 | 22.2% | 5 |
| Construction | 2,739 | 2,601 | 5.3% | 11 |
| Chemical (Pharmaceutical) Mfg. | 2,606 | 2,355 | 10.7% | 15 |
| Computer & Electronics Mfg. | 2,352 | 2,607 | -9.8% | 19 |
| Misc. Mfg. | 643 | 528 | 21.8% | 14 |
| Wholesale Trade | 278 | 324 | -14.2% | 9 |
| Retail Trade | 605 | 651 | -7.1% | 6 |
| Transportation | 150 | 371 | -59.6% | 5 |
| Information | 1,410 | 1,443 | -2.3% | 7 |
| Finance, Insurance, & Real Estate | 2,344 | 2,414 | -2.9% | 23 |
| Accounting Services | 3,952 | 4,710 | -16.1% | 7 |
| Engineering Services | 764 | 535 | 42.8% | 10 |
| Management Consulting | 1,898 | 1,935 | -1.9% | 7 |
| Misc. Prof. Services | 745 | 746 | -0.1% | 9 |

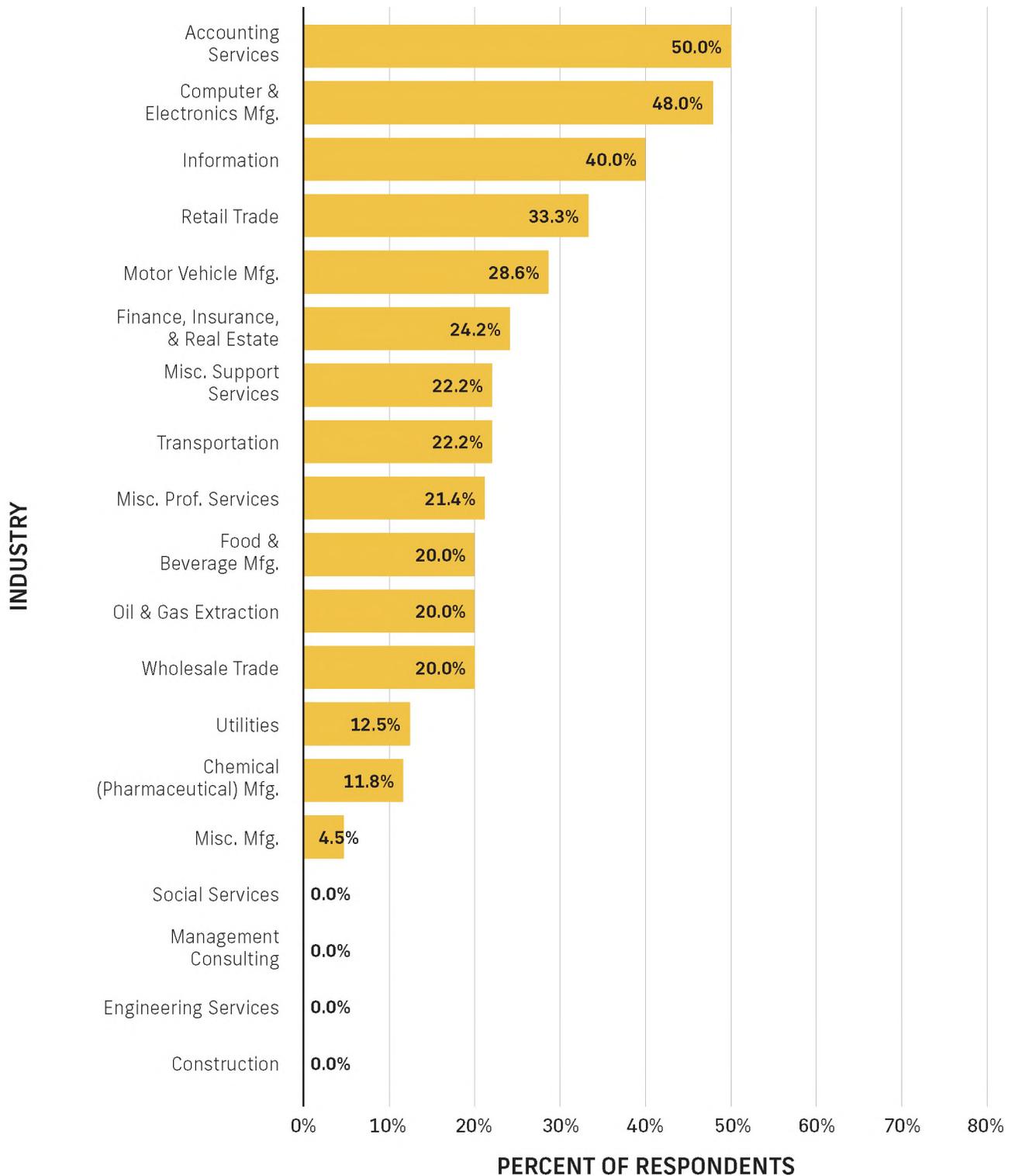
**FIGURE 13:
EMPLOYERS PLANNING TO INCREASE HIRES FOR THE 2023-24
ACADEMIC YEAR, BY INDUSTRY**



**FIGURE 14:
EMPLOYERS PLANNING TO MAINTAIN HIRES FOR THE 2023-24
ACADEMIC YEAR, BY INDUSTRY**



**FIGURE 15:
EMPLOYERS PLANNING TO DECREASE HIRES FOR THE 2023-24
ACADEMIC YEAR, BY INDUSTRY**



**FIGURE 16:
JOB MARKET RATINGS,
BY INDUSTRY***

*5-point scale, where
1=Poor, 2=Fair, 3=Good,
4=Very Good, and 5=Excellent.

| Industry | Average Rating | Number of Respondents |
|-----------------------------------|----------------|-----------------------|
| Food & Beverage Mfg. | 3.80 | 5 |
| Construction | 3.73 | 11 |
| Social Services | 3.67 | 6 |
| Engineering Services | 3.60 | 10 |
| Oil & Gas Extraction | 3.40 | 5 |
| Wholesale Trade | 3.40 | 15 |
| Misc. Support Services | 3.22 | 9 |
| Utilities | 3.13 | 8 |
| Accounting Services | 3.13 | 8 |
| Misc. Mfg. | 3.09 | 22 |
| Transportation | 3.00 | 9 |
| Motor Vehicle Mfg. | 3.00 | 7 |
| Management Consulting | 3.00 | 8 |
| Retail Trade | 2.89 | 9 |
| Computer & Electronics Mfg. | 2.84 | 25 |
| Chemical (Pharmaceutical) Mfg. | 2.82 | 17 |
| Misc. Prof. Services | 2.80 | 15 |
| Information | 2.70 | 10 |
| Finance, Insurance, & Real Estate | 2.70 | 33 |

ASSOCIATE DEGREE HIRING

FIGURE 17:
ASSOCIATE DEGREE HIRING, 2017-2024

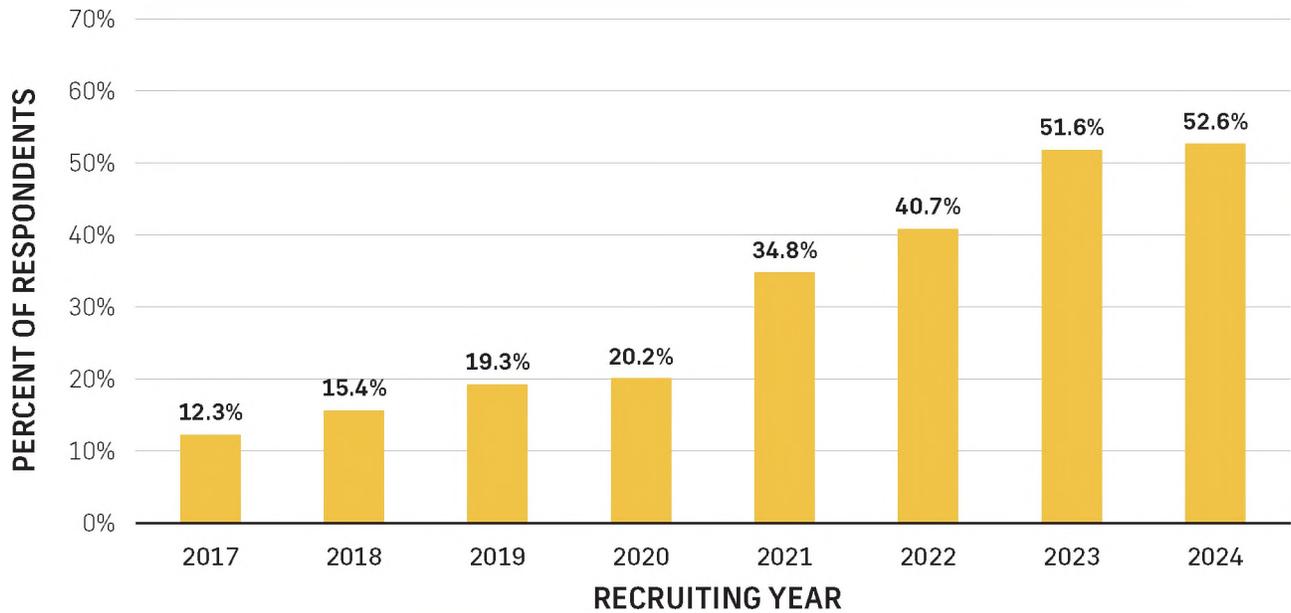
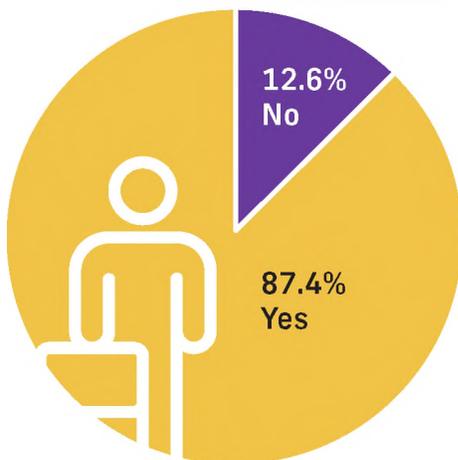


FIGURE 18:
HIRE NEW COLLEGE GRADUATES
WITH ONLINE DEGREES,
BY PERCENT OF RESPONDENTS

Total Respondents=127



100%
OF RESPONDENTS WHO HIRE
GRADUATES WITH ONLINE
DEGREES PAY THEM THE
SAME AS GRADUATES WITH
IN-PERSON DEGREES.

COMPENSATION, BENEFITS, AND SIGNING BONUSES

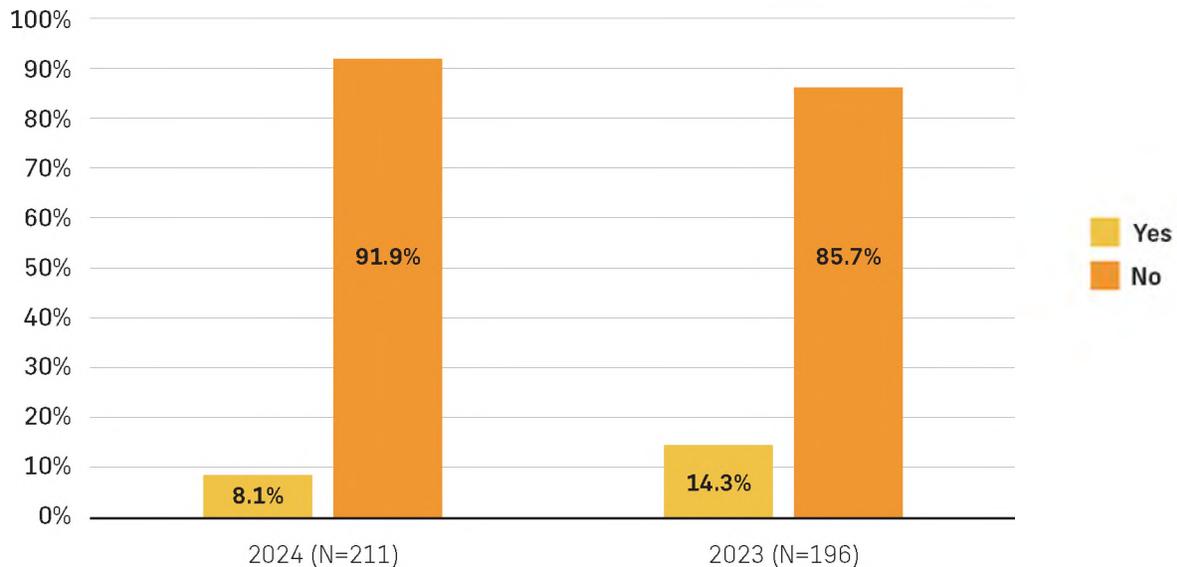
Starting Salaries

FIGURE 19:
**EMPLOYERS' PLANS FOR STARTING SALARIES TO BACHELOR'S AND MASTER'S
DEGREE GRADUATES**

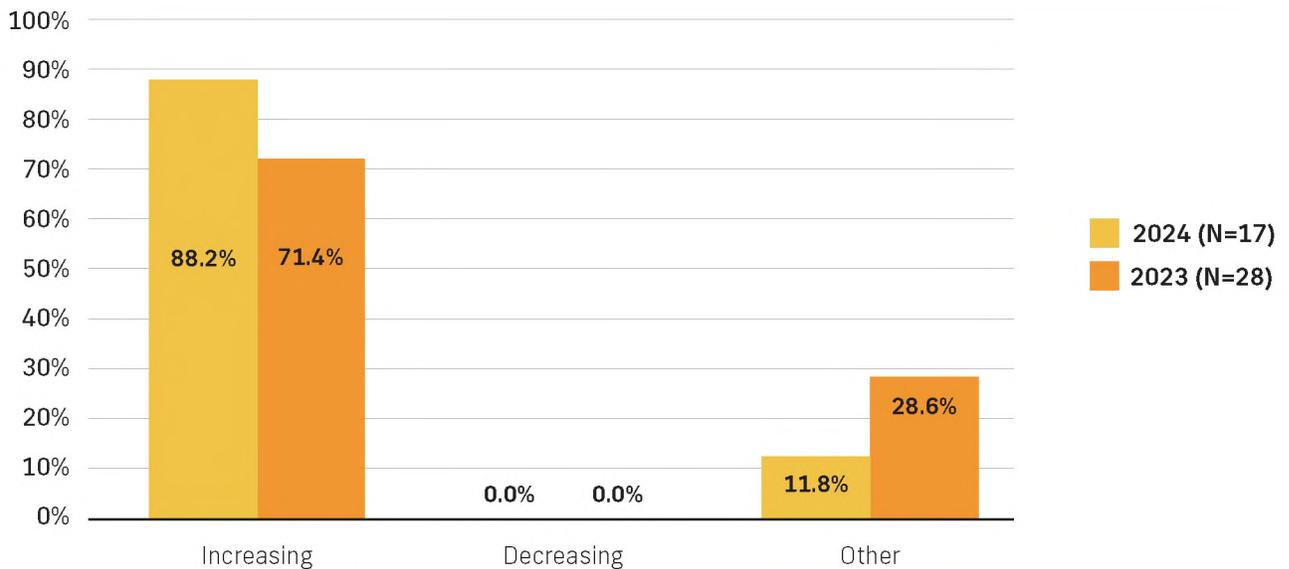
| Degree Level | Increase Salaries | Decrease Salaries | No Change to Salaries | Total Number of Respondents |
|--------------|-------------------|-------------------|-----------------------|-----------------------------|
| Bachelor's | 43.3% | 0.5% | 56.3% | 208 |
| Master's | 27.7% | 0.5% | 71.8% | 206 |

Changes to Benefits

FIGURE 20:
CHANGING BENEFITS, BY PERCENT OF RESPONDENTS

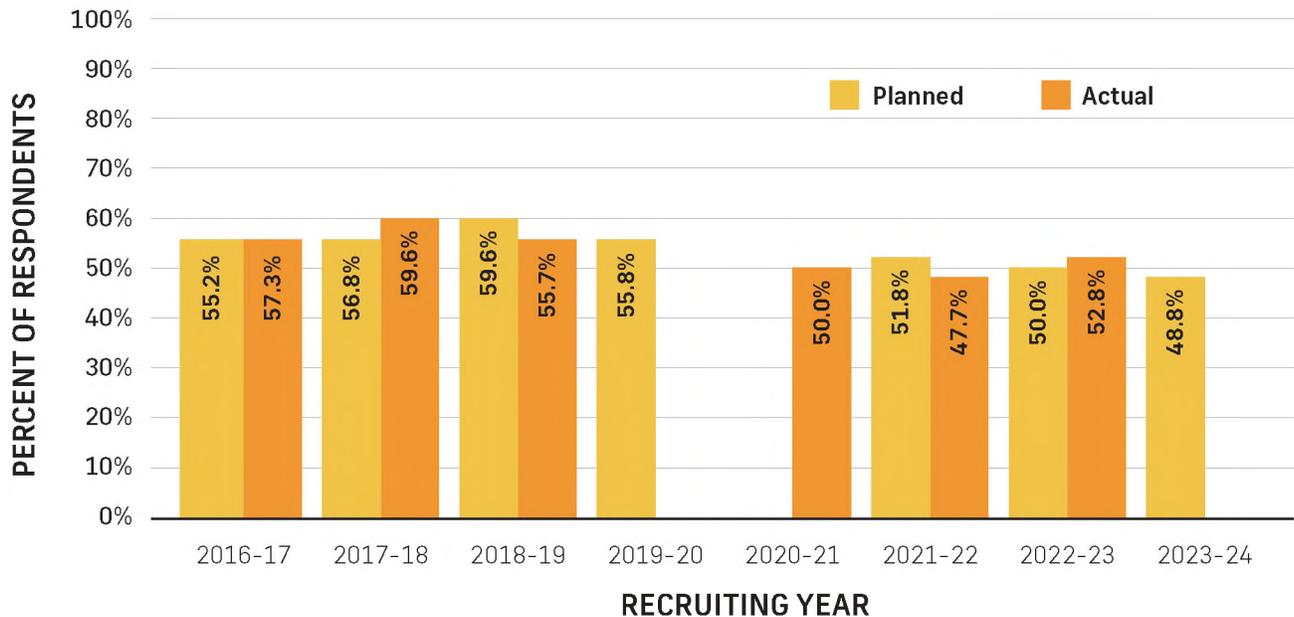


**FIGURE 21:
MANNER IN WHICH EMPLOYERS WILL CHANGE BENEFITS**



Signing Bonuses

**FIGURE 22:
EMPLOYERS OFFERING SIGNING BONUSES***



*Employers were not surveyed on their bonus plans in the Job Outlook 2021 survey, therefore, the percentage of respondents that actually offered signing bonuses to 2019-20 graduates and the percentage of respondents that planned to offer signing bonuses to 2020-21 graduates are not available.

**FIGURE 23:
AVERAGE SIGNING
BONUS, BY MAJOR
(BACHELOR'S
DEGREES)***

| Major | 2023-24 Average Bonus (Projected) | # of Respondents 2023-24 |
|-----------------------------|-----------------------------------|--------------------------|
| Business | \$4,500 | 4 |
| Computer Science | \$5,417 | 6 |
| Data Science | \$6,900 | 4 |
| Engineering (not specified) | \$4,864 | 11 |
| Finance | \$4,275 | 10 |

*Where 4 or more data points were provided.

**FIGURE 24:
AVERAGE SIGNING
BONUS, BY MAJOR
(MASTER'S DEGREES)***

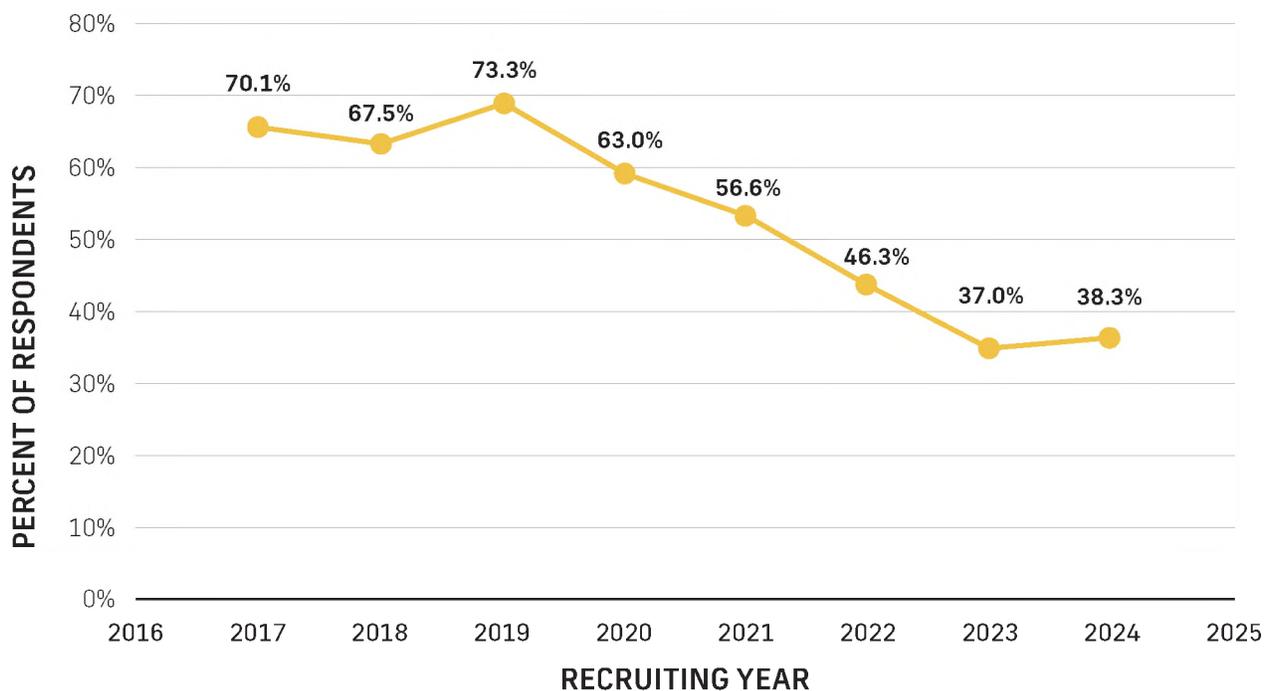
| Major | 2023-24 Average Bonus (Projected) | # of Respondents 2023-24 |
|--------|-----------------------------------|--------------------------|
| M.B.A. | \$26,000 | 9 |

*Where 4 or more data points were provided.

EMPLOYERS' VIEW OF CANDIDATES

GPA Screening

**FIGURE 25:
SCREEN CANDIDATES BY GPA, BY PERCENT OF RESPONDENTS**



**FIGURE 26:
ADDITIONAL FACTORS
CONSIDERED BY
RESPONDENTS WHO
DO SCREEN BY GPA***

*Percentages total more than 100%, as respondents selected more than one factor.

| Factor | Number of Respondents | Percent of Respondents |
|--|-----------------------|------------------------|
| Academic Major | 70 | 94.6% |
| Has Completed an Internship within your Industry | 63 | 85.1% |
| Industry Experience | 60 | 81.1% |
| Has Completed an Internship With your Organization | 57 | 77.0% |
| Has held a Leadership Position | 47 | 63.5% |
| Has Demonstrated Proficiency in Competencies | 46 | 62.2% |
| Has Been Involved in Extracurricular Activities | 45 | 60.8% |
| Has Done Volunteer Work | 31 | 41.9% |
| School's Reputation | 26 | 35.1% |
| Other | 2 | 2.7% |

**FIGURE 27:
ADDITIONAL
FACTORS CONSIDERED
BY RESPONDENTS
WHO DO NOT SCREEN
BY GPA***

*Percentages total more than 100%, as respondents selected more than one factor.

| Factor | Number of Respondents | Percent of Respondents |
|--|-----------------------|------------------------|
| Academic Major | 115 | 93.5% |
| Has Completed an Internship within your Industry | 98 | 79.7% |
| Has Demonstrated Proficiency in Competencies | 96 | 78.0% |
| Industry Experience | 96 | 78.0% |
| Has Completed an Internship With your Organization | 85 | 69.1% |
| Has Been Involved in Extracurricular Activities | 76 | 61.8% |
| Has held a Leadership Position | 62 | 50.4% |
| Has Done Volunteer Work | 35 | 28.5% |
| School's Reputation | 24 | 19.5% |
| Other | 5 | 4.1% |

CAREER READINESS COMPETENCIES

**FIGURE 28:
EMPLOYERS RATE THE
IMPORTANCE OF THE
CAREER READINESS
COMPETENCIES**

*5-point scale, where
1=Not at all important,
2=Not very important,
3=Somewhat important,
4=Very important, and
5=Extremely important

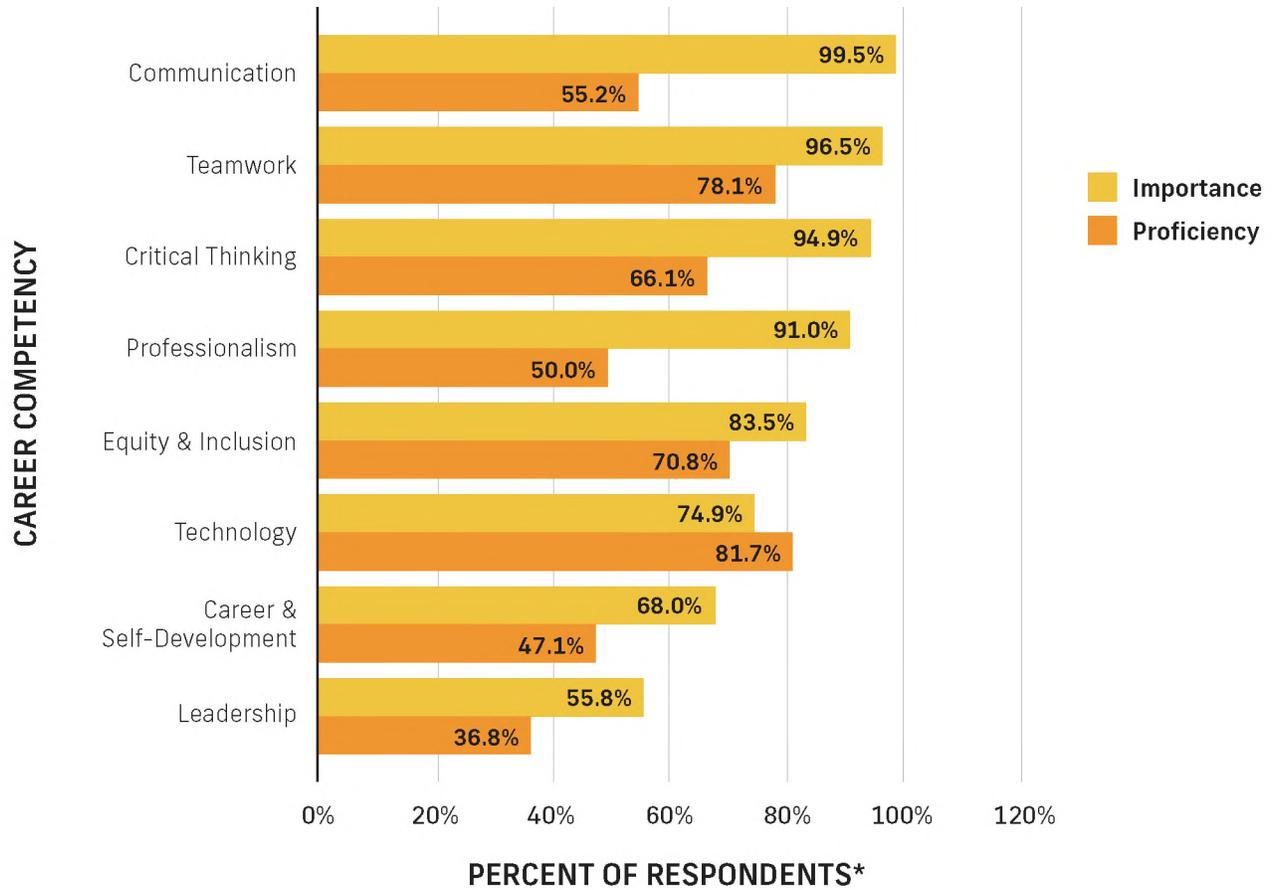
| Competencies | Weighted Average Rating |
|---------------------------|-------------------------|
| Communication | 4.55 |
| Teamwork | 4.49 |
| Critical Thinking | 4.48 |
| Professionalism | 4.25 |
| Equity & Inclusion | 4.22 |
| Technology | 3.98 |
| Career & Self-Development | 3.83 |
| Leadership | 3.60 |

**FIGURE 29:
EMPLOYERS RATE
RECENT GRADUATES
ON THE EIGHT
CAREER READINESS
COMPETENCIES**

*5-point scale, where
1=Not at all proficient,
2=Not very proficient,
3=Somewhat proficient,
4=Very proficient, and
5=Extremely proficient

| Competencies | Weighted Average Rating |
|---------------------------|-------------------------|
| Technology | 3.95 |
| Teamwork | 3.90 |
| Equity & Inclusion | 3.85 |
| Critical Thinking | 3.77 |
| Communication | 3.62 |
| Professionalism | 3.53 |
| Career & Self-Development | 3.43 |
| Leadership | 3.30 |

**FIGURE 30:
IMPORTANCE VS. PROFICIENCY ON CAREER READINESS COMPETENCIES,
BY PERCENT OF RESPONDENTS**



*The percentages corresponding to "importance" represent, among all responding employers, the percentage that, on a five-point scale, indicated that the respective competency was either "very important" (4) or "extremely important" (5) for college graduates to have to enter their work force. The percentages corresponding to "proficiency" represent, among all responding employers, the percentage that, on a five-point scale, rated recent graduates either "very proficient" (4) or "extremely proficient" (5) in the respective competency.

RESUME ATTRIBUTES

**FIGURE 31:
ATTRIBUTES
EMPLOYERS SEEK
ON A CANDIDATE'S
RESUME**

| Attribute | % of Respondents |
|---|------------------|
| Problem-solving skills | 88.7% |
| Ability to work in a team | 78.9% |
| Communication skills (written) | 72.7% |
| Strong work ethic | 71.6% |
| Flexibility/adaptability | 70.1% |
| Communication skills (verbal) | 67.5% |
| Technical skills | 67.0% |
| Analytical/quantitative skills | 66.0% |
| Initiative | 65.5% |
| Detail-oriented | 61.3% |
| Interpersonal skills (relates well to others) | 58.2% |
| Computer skills | 54.6% |
| Leadership | 52.1% |
| Organizational ability | 44.8% |
| Strategic planning skills | 34.5% |
| Friendly/outgoing personality | 25.8% |
| Creativity | 21.6% |
| Tactfulness | 21.1% |
| Entrepreneurial skills/risk-taker | 18.6% |
| Fluency in a foreign language | 5.2% |

CHOOSING BETWEEN EQUALLY QUALIFIED CANDIDATES

**FIGURE 32:
INFLUENCE OF ATTRIBUTES**

| Attribute | 2024 Average Influence Rating* | 2023 Average Influence Rating* | 2022 Average Influence Rating* |
|---|--------------------------------|--------------------------------|--------------------------------|
| Has completed an internship with your organization | 4.4 | 4.5 | 4.4 |
| Has internship experience in your industry | 4.3 | 4.3 | 4.3 |
| Major | 3.9 | 3.7 | 3.8 |
| Has general work experience | 3.7 | 3.7 | 3.7 |
| Has held leadership position | 3.4 | 3.5 | 3.6 |
| Has been involved in extracurricular activities (clubs, sports, student government, etc.) | 3.2 | 3.3 | 3.5 |
| Has no work experience | 3.2 | 3.2 | 3.3 |
| High GPA (3.0 or above) | 3.0 | 2.9 | 3.1 |
| Has done volunteer work | 2.5 | 2.7 | 2.7 |
| School attended | 2.5 | 2.3 | 2.6 |
| Is fluent in a foreign language | 2.1 | 2.1 | 2.1 |
| Has studied abroad | 1.8 | 1.8 | 2.0 |

*5-point scale, where 1=No influence at all, 2=Not much influence, 3=Somewhat of an influence, 4=Very much influence, and 5=Extreme influence.

APPENDIX

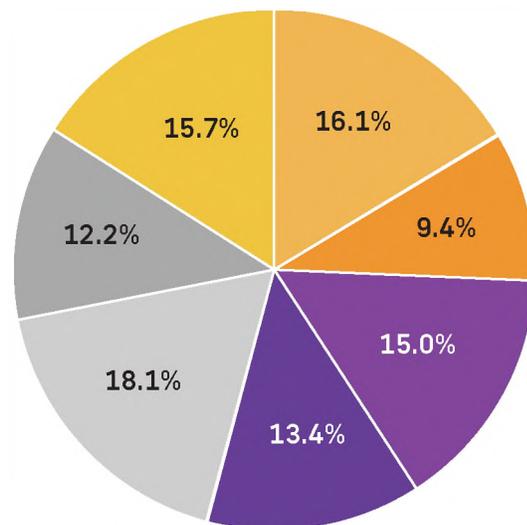


FIGURE 33:
**RESPONDENTS BY TYPE
OF ORGANIZATION**

| Organization Type | Percent of Respondents |
|---------------------------|------------------------|
| For Profit, Publicly Held | 49.8% |
| For Profit, Private | 39.1% |
| Nonprofit | 7.1% |
| Government Agency | 4.0% |

FIGURE 34:
**RESPONDENTS BY NUMBER
OF EMPLOYEES**

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



**FIGURE 35:
RESPONDENTS BY INDUSTRY**

| Industry | Number of Respondents | Percent of Respondents |
|---|-----------------------|------------------------|
| Agriculture | 2 | 0.8% |
| Oil & Gas Extraction | 5 | 2.0% |
| Utilities | 9 | 3.5% |
| Construction | 11 | 4.3% |
| Food & Beverage Manufacturing | 7 | 2.7% |
| Chemical (Pharmaceutical) Manufacturing | 18 | 7.1% |
| Computer & Electronics Manufacturing | 27 | 10.6% |
| Motor Vehicle Manufacturing | 7 | 2.7% |
| Misc. Manufacturing | 22 | 8.6% |
| Wholesale Trade | 15 | 5.9% |
| Retail Trade | 10 | 3.9% |
| Transportation | 10 | 3.9% |
| Messaging & Warehouse | 2 | 0.8% |
| Information | 11 | 4.3% |
| Finance, Insurance, & Real Estate | 33 | 12.9% |
| Accounting Services | 8 | 3.1% |
| Engineering Services | 10 | 3.9% |
| Management Consulting | 8 | 3.1% |
| Misc. Prof. Services | 16 | 6.3% |
| Social Services | 7 | 2.7% |
| Recreation & Hospitality | 2 | 0.8% |
| Misc. Support Services | 11 | 4.3% |
| Government | 4 | 1.6% |
| Total | 255 | 100.0% |

Survey Respondents

The following organizations took part in the NACE Job Outlook 2024 survey.

(Note: Although 255 organizations responded, the list below includes 130, as 125 organizations preferred not to be listed.)

| | |
|-------------------------------------|-------------------------------------|
| ABB | ConocoPhillips Company |
| ACS | Crestron Electronics Inc. |
| Airbus | Crown Cork & Seal Company USA, Inc. |
| Akamai Technologies | Cummins Inc. |
| Amica Mutual Insurance Company | CVS Health |
| Amkor Technology | Danaher Corporation |
| Aptiv | Dell Technologies |
| Armstrong Transport Group | DHL Express |
| Armstrong World Industries | DuPont |
| Ascend Performance Materials | Eagle Materials |
| Associated Wholesale Grocers | EDF Renewables North America |
| Astronautics Corporation of America | Elliott Davis |
| ATA Engineering, Inc. | ENERCON Services, Inc. |
| Avient Corporation | EnLink Midstream |
| Badger Meter | Fifth Third Bank |
| Ball Aerospace | Franklin International |
| Barry-Wehmiller Design Group | Freeman |
| BASF Corporation | Freese and Nichols |
| Bayer US, Monsanto Company | GE Appliances, a Haier company |
| Beazley | General Dynamics Electric Boat |
| BPM LLC | Grange Insurance |
| CareFirst BlueCross BlueShield | Hajoca Corporation |
| Carr, Riggs & Ingram | HNTB Companies |
| Casey's General Stores | Holder Construction Company |
| Cengage | Huhtamaki, Inc. |
| CGI Federal Inc. | Humana, Inc. |
| Cheniere Energy | Hyatt Hotels Corporation |
| Chevron Corporation | INEOS |
| Cleveland-Cliffs Inc. | Info Tech. Inc |
| CliftonLarsonAllen LLP | Ingredion |
| Cohen & Company | ISO New England |
| Comfort Systems USA | JE Dunn Construction |

Johnson Lambert LLP
Justrite Safety Group
Kiewit Corporation
Kimberly-Clark Corporation
Koch Industries, Inc.
Kohl's Department Stores
KPMG LLP
Lakeside Chautauqua
Land O'Lakes Inc.
Legacy Ventures
Liberty Mutual Insurance Company
Lincoln Financial Group
Magellan Midstream Partners, L.P.
MedPro Group
Medtronic, Inc.
Metro Transit Authority
MKS Instruments
Moffatt & Nichol
MTU Aero Engines North America Inc.
Newell Brands
NFI Industries
Olin Corporation
Olympus Corporation of the Americas
Paylocity
Pepper Construction
Phillips Edison & Company
Precision Castparts Corp.
Progressive Insurance
Protiviti Inc.
QBE
Rite-Hite Corporation
Ryan, LLC
Shermco

SmithBucklin Corporation
Southwest Airlines
Speedway LLC
SRI International
SS&C Technologies
Starbucks
Steelcase Inc.
STMicroelectronics, Inc.
Stryker Corporation
SunPower Corp.
Synchrony
Synovus Financial Corporation
T-Mobile USA, Inc.
TEKsystems
Terracon
Textron Inc.
The Aerospace Corporation
The Bozzuto Group
The Bradford Group
The Hanover Insurance Group
The J.M. Smucker Company
The Lubrizol Corporation
The Schwan Food Company
The Walsh Group
The Williams Companies
Turner Construction Company
Uline
United Launch Alliance
US Foods, Inc.
UScellular
Verisk
Virginia Housing Development Authority
Walbridge



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