TOPICS

- Employment & Education Landscape
- Internships
- Hiring Trends
- Outlook
- Early Talent Experience
- Matters to Monitor

NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS



EMPLOYMENT & EDUCATION LANDSCAPE

CURRENT EMPLOYMENT LANDSCAPE

5 Generations @ Work

The Silent Generation

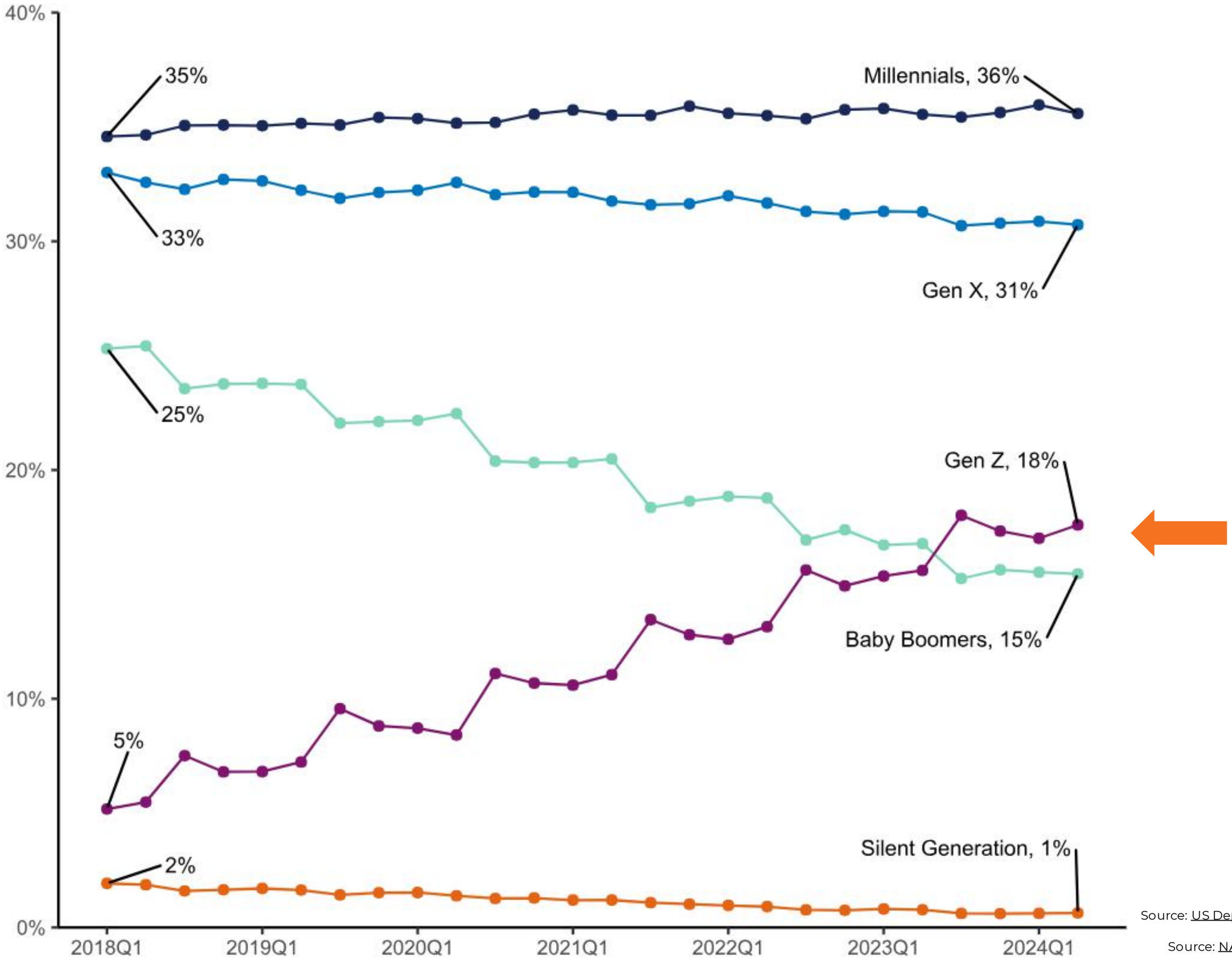
Baby Boomers

Gen X

Millennials

Gen Z

Generational share of the labor force



Source: US Dept of Labor

Source: NACE Article

THE VERY REAL CLIFF

New Students Enrolled in College



15%

Projected Decline Next 5-10 years

National Student Clearinghouse and other sources

The Educated Workforce

4.21M
College Grads
in 2023

Degree Mix

24% associate
50% bachelor's
26% graduate

Projected Job Openings Requiring Degrees

2M assoc./post-secondary
3.3M bachelor's
.5M graduate

*BLS annual avg projections by education level 2022-2032

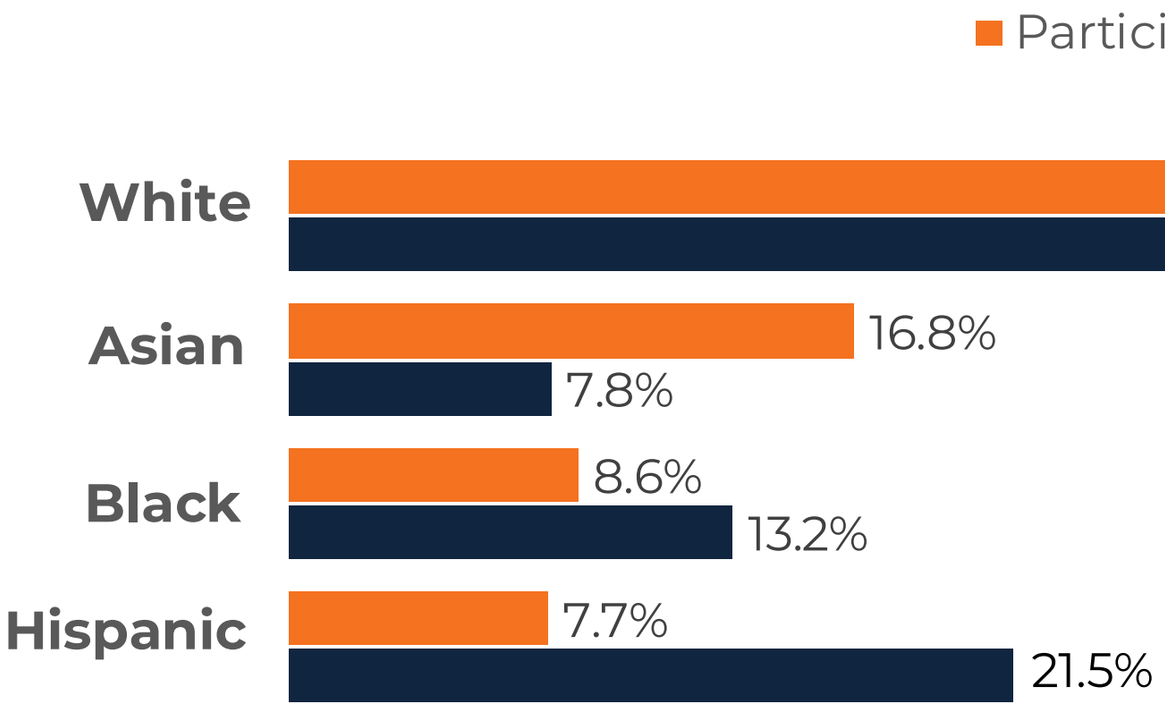
Source: educationdata.org/college-enrollment-statistics
Source: U.S. Bureau of Labor Statistics

NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS



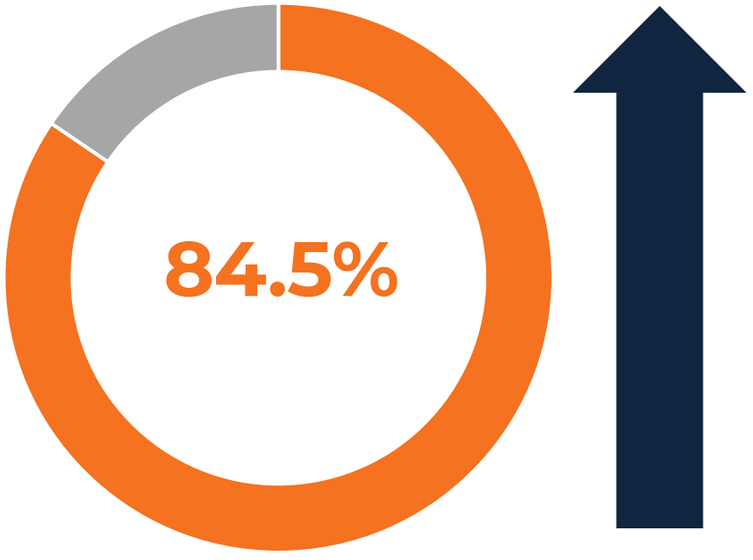
INTERNSHIPS

INTERNSHIP PARTICIPATION



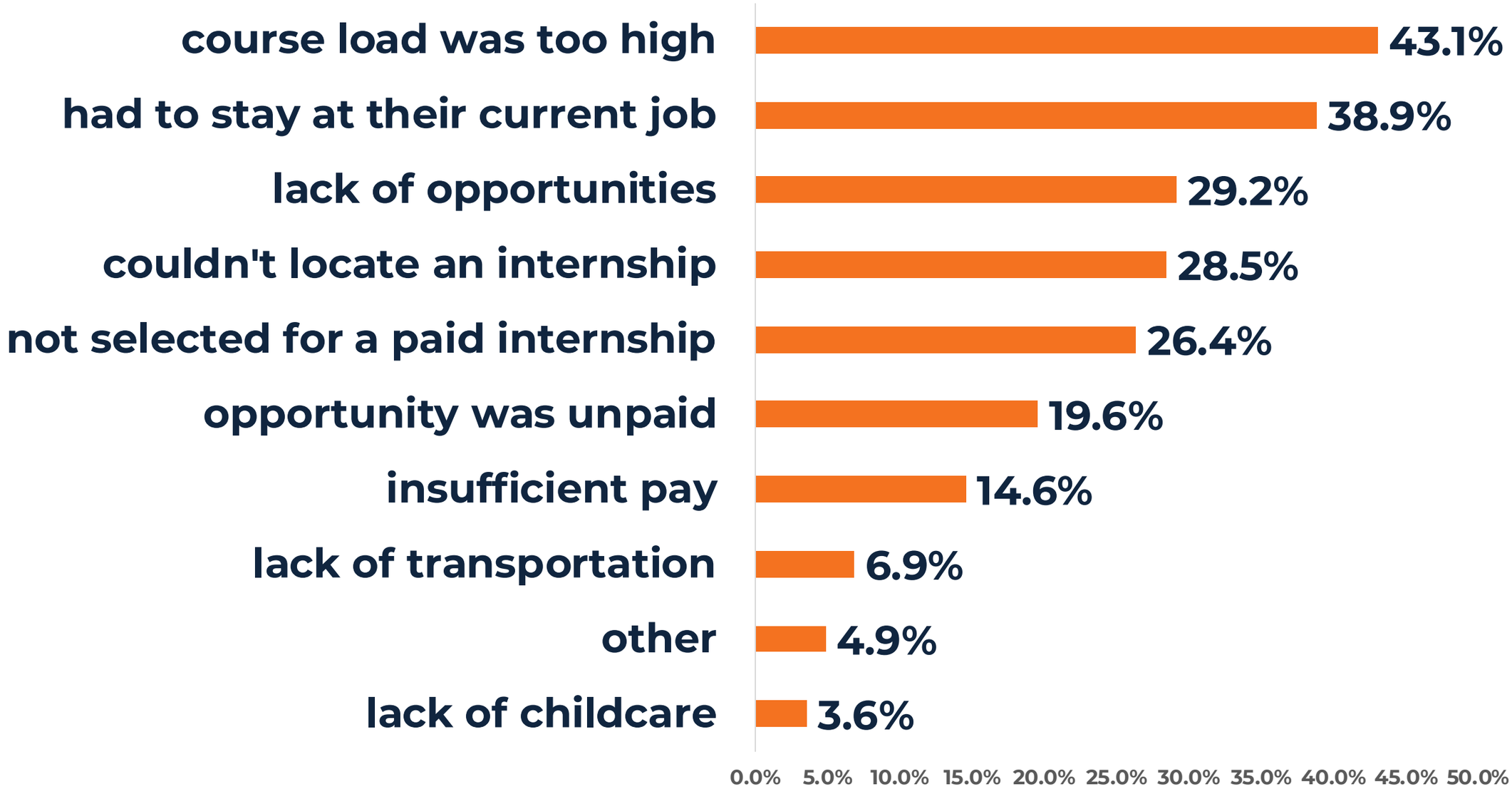
Overall Experiential Education Participation

2024



Source: 2024 NACE Student Survey Report 4 Years
NACE 2024 Internship and Coop Report

OBSTACLES TO INTERNSHIP PARTICIPATION



Source: 2024 NACE Student Survey Report 4 Year

INTERNSHIP PROGRAM ROI

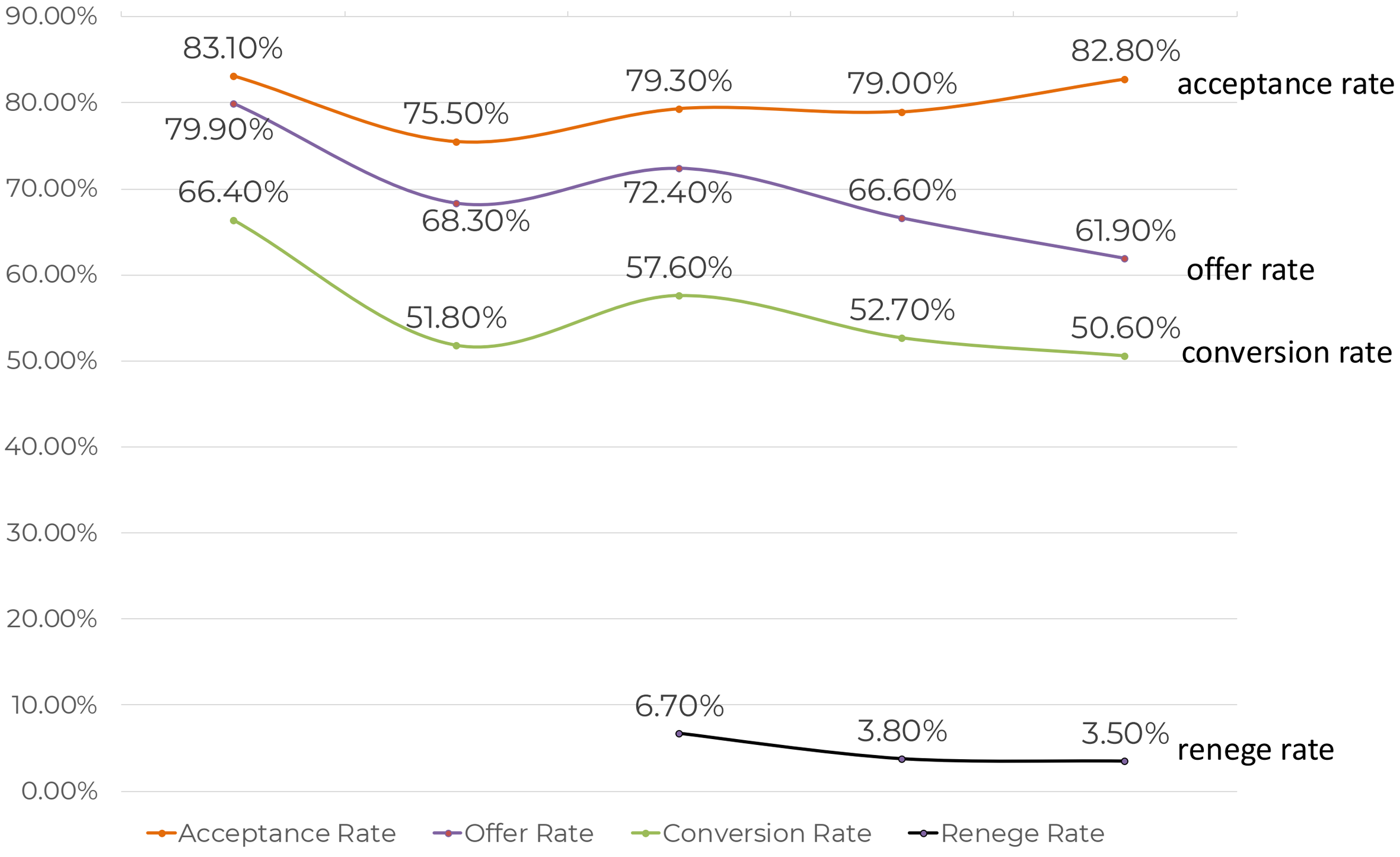
Internships consistently rated the most effective recruiting tool

80%

Of employers say internships provide the best ROI

AND Internship experience cited as deciding factor between candidates

Overall Offer, Conversion, and Acceptance Rates



Source: NACE 2024-25 Internship and Co-op Programs

Interns and ROI

1 Year Retention



70.2%

Employee who participated in an internship with the organization



49.2%

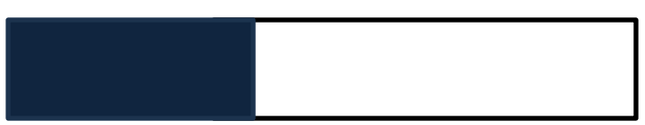
Employee with no internship experience

5 Year Retention



41.7%

Employee who participated in an internship with the organization



37.6%

Employee with no internship experience

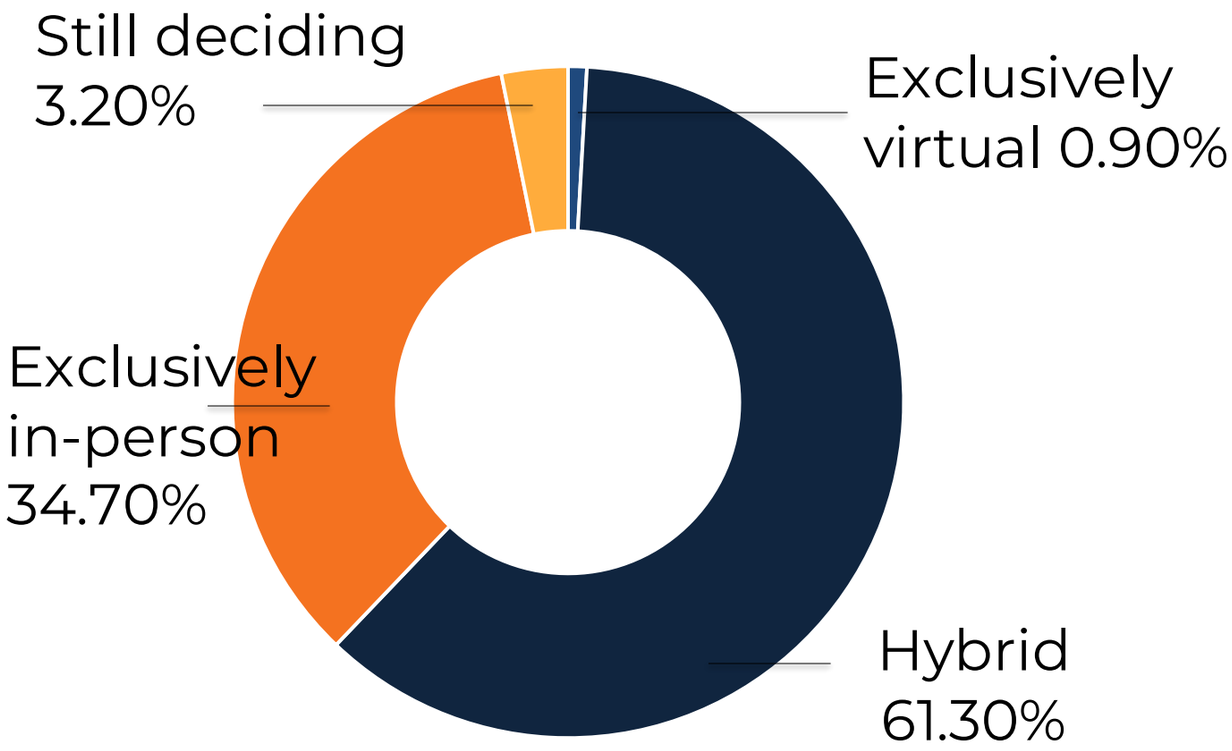
Source: NACE 2024-25 Internship and Co-op Programs

The Data: Work Modality

Hybrid favored by employers

but...

In-person gets results



The Modality Effect		
	Offer Rate	Conversion Rate
Hybrid internship	56.2%	46.0%
In-person Internship	**71.9%**	**58.5%**

Source: NACE 2024-25 Internship and Co-op Programs

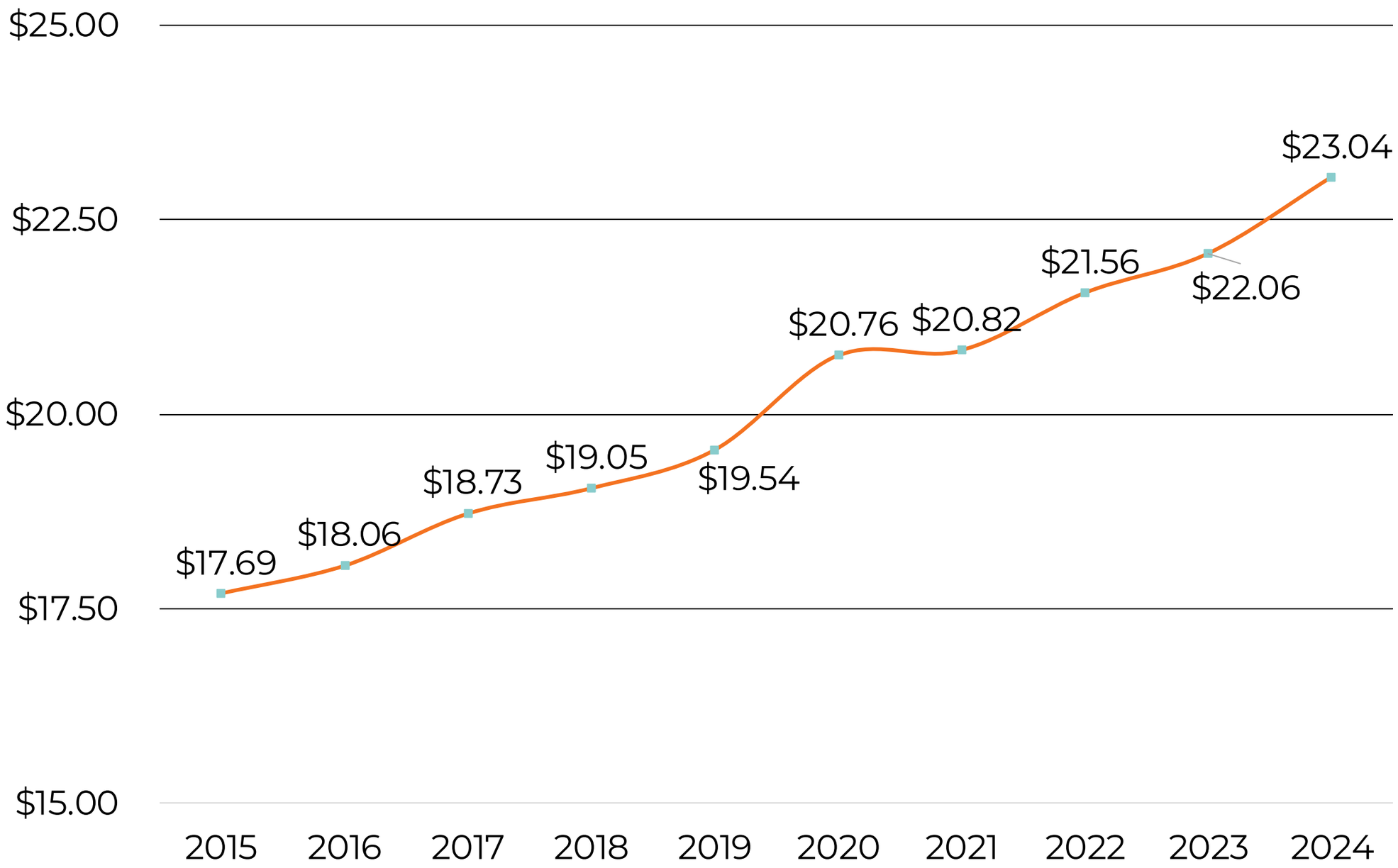
Most effective recruiting techniques

- ✓ Job listings on the company website
- ✓ In-person career fairs
- ✓ On-campus recruiting

In-person recruiting is widely used & effective

Source: NACE 2024-25 Internship and Co-op Programs

Intern Wages



-1.1%

When adjusted for inflation

Source: NACE 2024-25 Internship and Co-op Programs

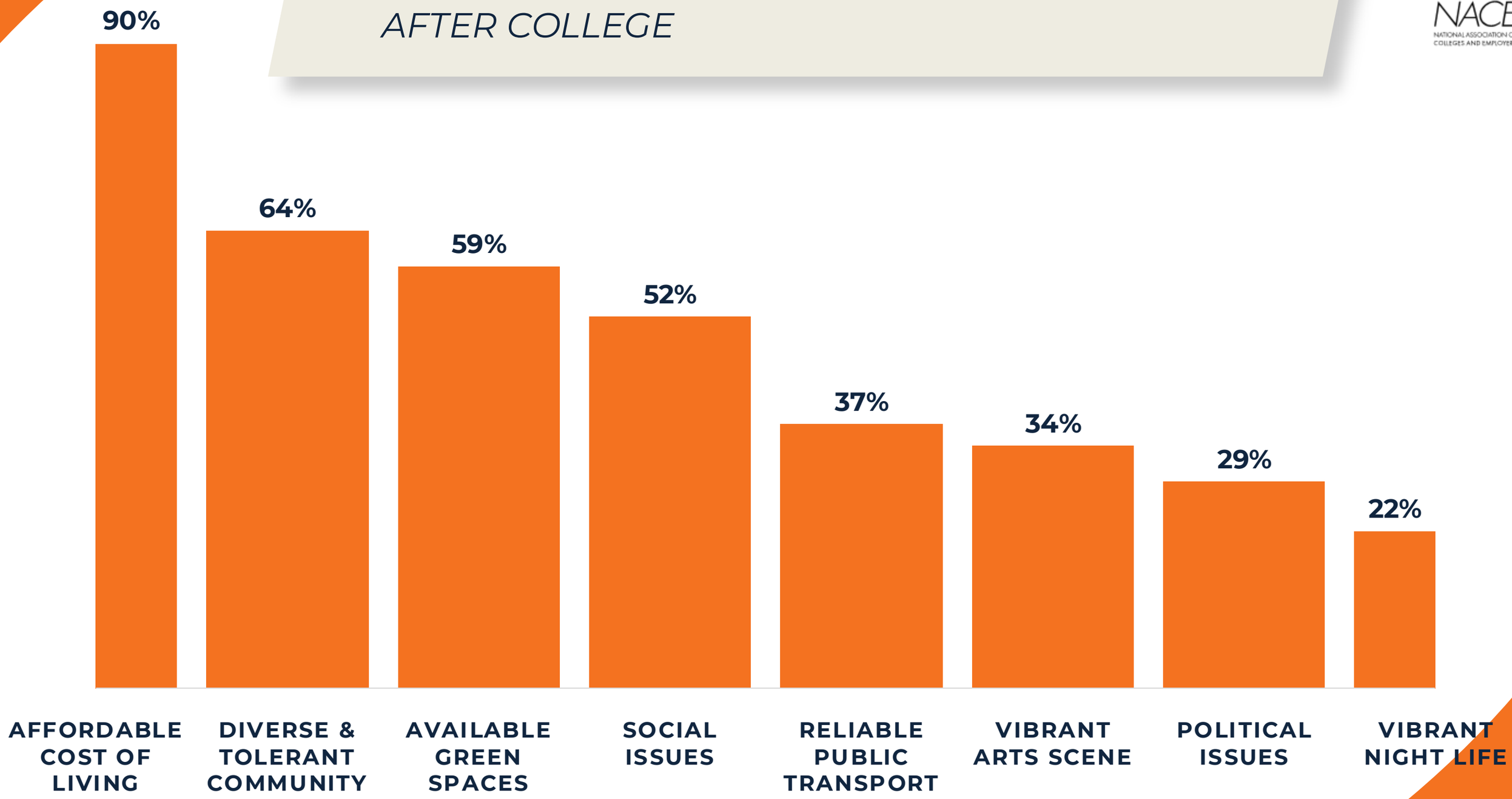
The Data: Relocation Assistance

- ✓ Most employers offer relocation and usually a lump sum
- ✓ Decreases barriers for students
- ✓ Increases cohort diversity
- ✓ Allows company to be more competitive
- ✓ Increases candidate quality



Source: NACE 2024-25 Internship and Co-op Programs

IMPORTANT RELOCATION FACTORS WHEN DECIDING WHERE TO RELOCATE FOR WORK AFTER COLLEGE



Source: 2024 NACE Student Survey

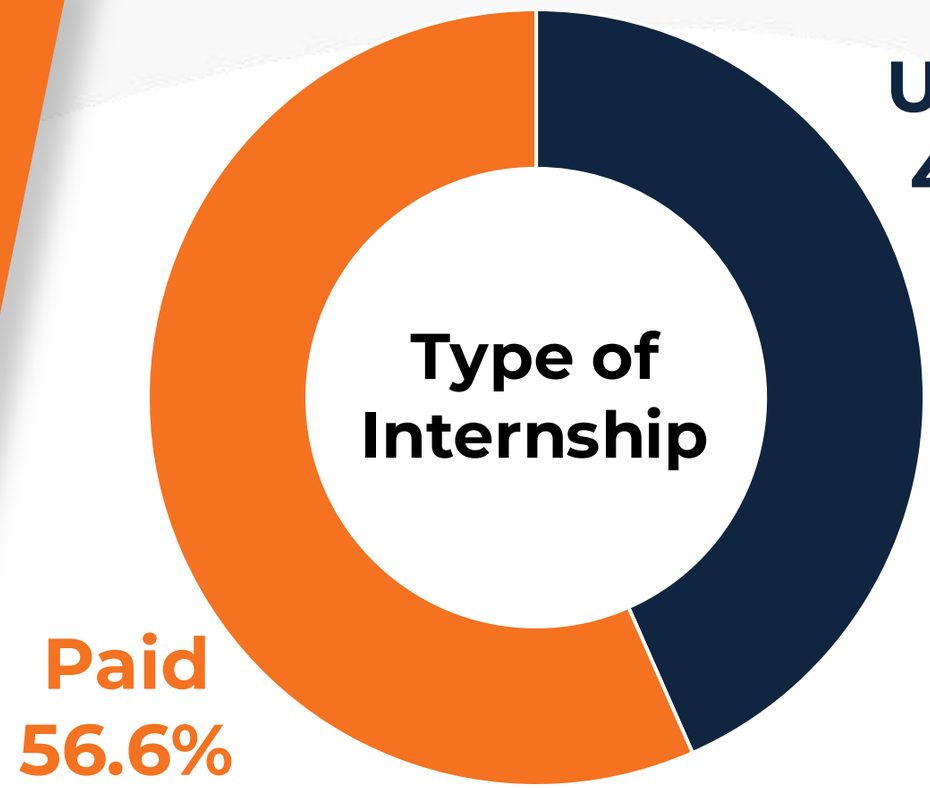
Perils of Unpaid Internships



Source: Job Outlook 2025 update

INTERNSHIP PAY

#UnpaidIsUnfair



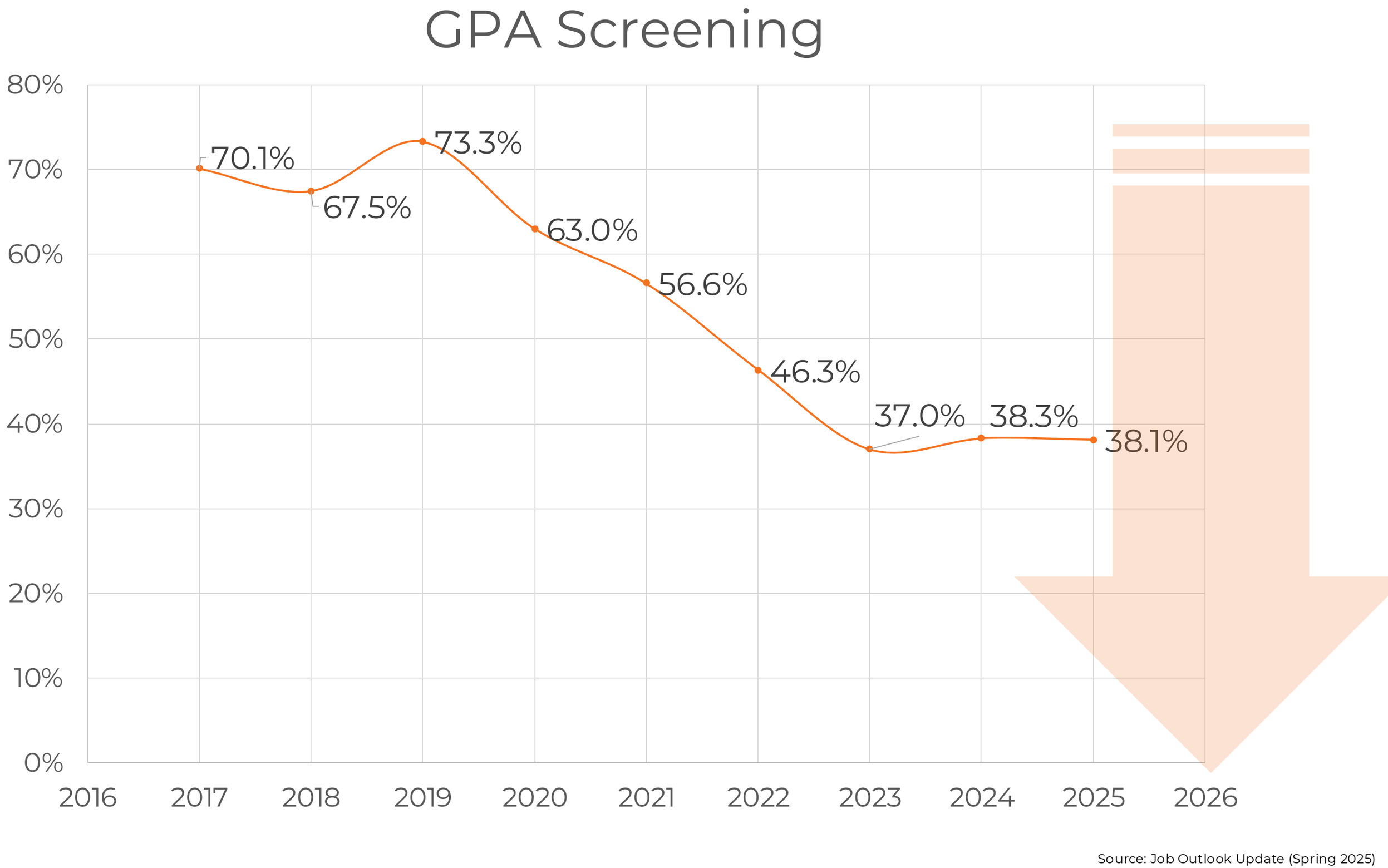
Source: *2024 NACE Student Survey Report 4 Year*

NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS



HIRING TRENDS

Employers Screening Candidates by GPA



Source: Job Outlook Update (Spring 2025)

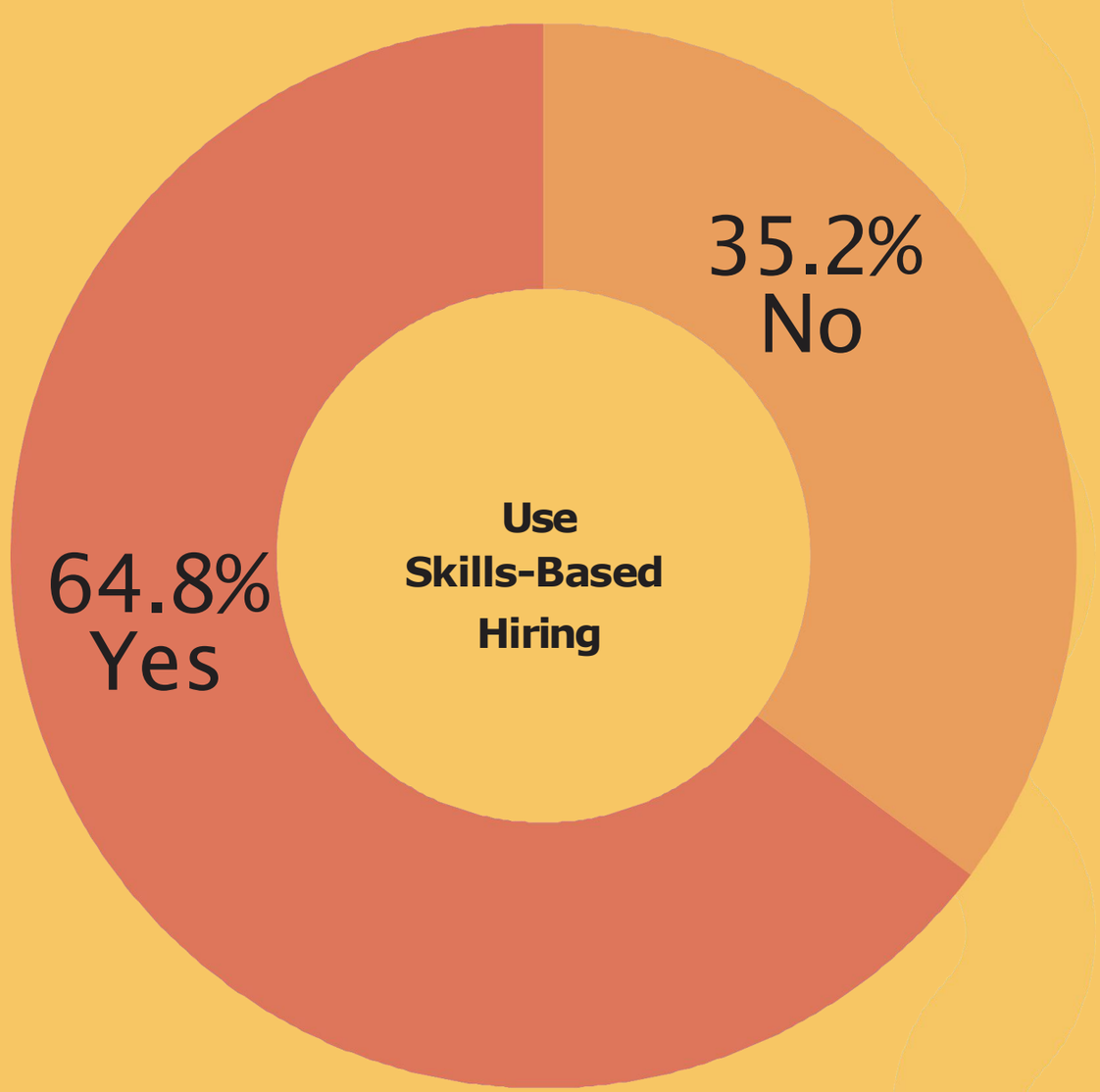
A Student's Major, Industry, and Internship Experience Are Crucial, Whether or Not Employers Screen by GPA

Additional Factors Considered by Respondents That Do Screen by GPA*

Factor	Number of Respondents (Total N=64)	Percent of Respondents*
Academic major	59	92.2%
Has completed an internship within your industry	54	84.4%
Industry experience	51	79.7%
Has completed an internship with your organization	47	73.4%
Has demonstrated proficiency in competencies	46	71.9%
Has held a leadership position	43	67.2%
Has been involved in extracurricular activities	42	65.6%
School's reputation	26	40.6%
Has done volunteer work	22	34.4%
Other	6	9.4%

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

Most Employers Use Skills-Based Hiring Practices

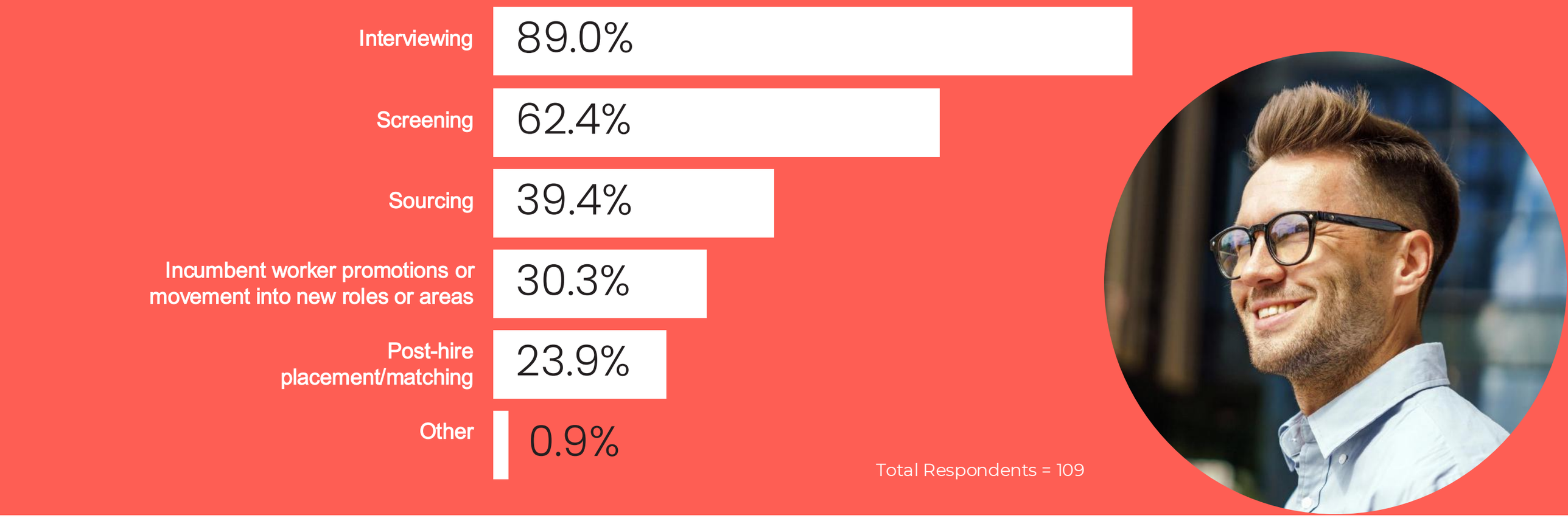


Total Respondents = 193

Source: Job Outlook Update (Fall 2024)

Employers Use Skills-Based Hiring Most When Interviewing, Screening Candidates

Stages at Which Skills-Based Hiring Is Used



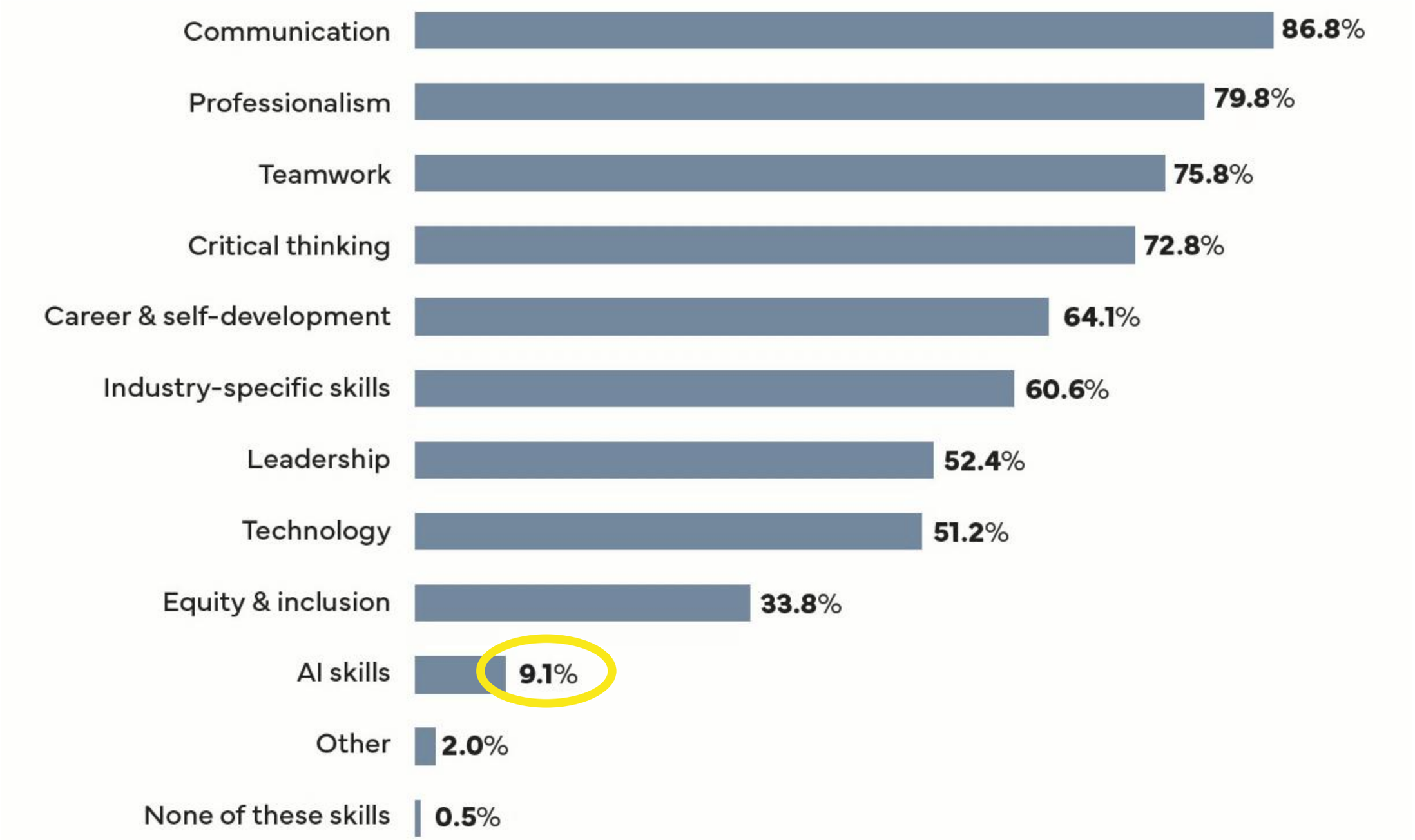
Total Respondents = 109

ATTRIBUTES EMPLOYERS ARE SEEKING

Attribute	% of Respondents	Attribute	% of Respondents
Problem-solving Skills	**88.3%**	Interpersonal Skills	**63.1%**
Ability To Work In A Team	**81.0%**	Computer Skills	**55.9%**
Communication Skills (Written)	**77.1%**	Leadership	**52.5%**
Initiative	**73.7%**	Organizational Ability	**45.3%**
Strong work ethic	**73.2%**	Strategic Planning Skills	**33.0%**
Technical Skills	**73.2%**	Tactfulness	**29.6%**
Communication Skills (Verbal)	**69.3%**	Friendly/outgoing personality	**25.7%**
Flexibility	**67.0%**	Entrepreneurial Skills/Risk-taker	**21.8%**
Analytical/qualitative skills	**67.0%**	Creativity	**19.0%**
Detail-oriented	**65.9%**	Fluency In A Foreign Language	**5.0%**

COMPETENCIES GAINED THROUGH EXPERIENTIAL LEARNING

AI SKILLS AMONG THE LOWEST



NACE 2024 Student Survey

COMPETENCIES FOR A CAREER-READY WORKFORCE DEFINITIONS

NACE
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

Career & Self Development

Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

Communication

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.

Critical Thinking

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

Equity & Inclusion

Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-oppressive practices that actively challenge the systems, structures, and policies of racism and inequity.

Leadership

Recognize and capitalize on personal and team strengths to achieve organizational goals.

Professionalism

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

Teamwork

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

Technology

Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

naceweb.org/career-readiness-competencies

EMPLOYER

TOP 3 CAREER READINESS COMPETENCIES

1. Communication

2. Critical thinking

3. Teamwork

Source: 2025 NACE Job Outlook

STUDENTS

TOP 3 CAREER READINESS COMPETENCIES

Students Want To Develop/Learn:

1. Communication

2. Critical thinking

3. Teamwork

Source: 2024 NACE Student Survey Report

NACE®
NATIONAL ASSOCIATION OF
COLLEGES AND EMPLOYERS

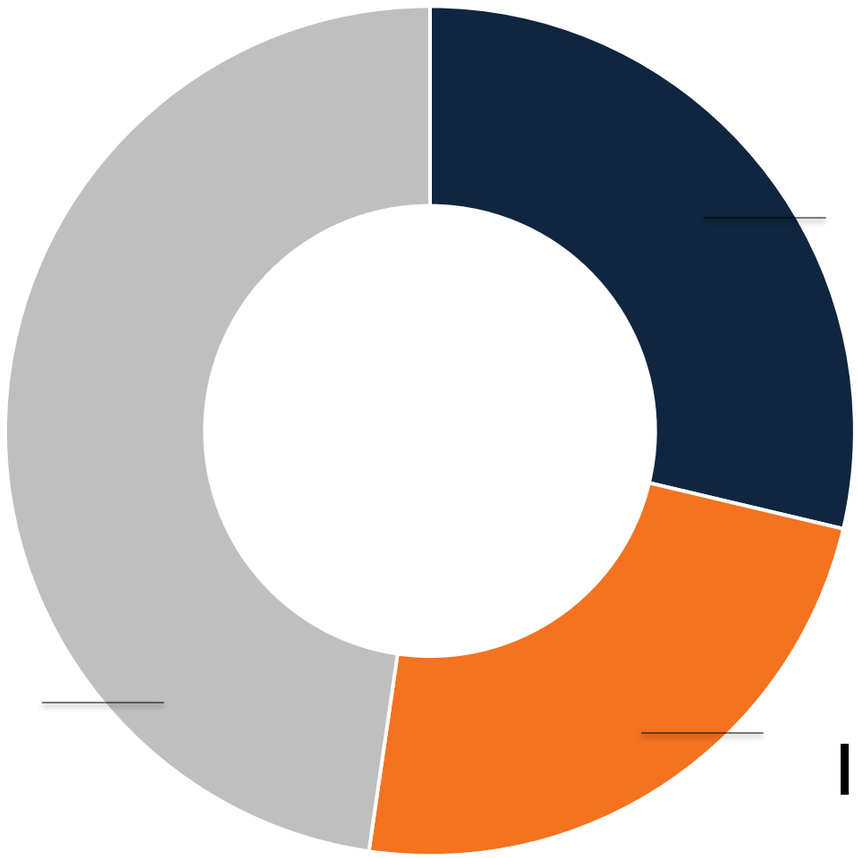


OUTLOOK

The Topline Data

Employer Intern Hiring Projections

3.1%
Dip
Expected



28.7%
Decrease

23.6%
Increase

47.7%
Maintain

Source: NACE 2024-25 Internship and Co-op Programs

Industries **decreasing** hiring interns for 24-25

Industry	% decrease in hiring projection
Social Services	-40.9%
Retail Trade	-26.2%
Food & Beverage Manufacturing	-21.5%
Computer & Electronics	-5.3%
Finance, Insurance, & Real Estate	-2.6%

Source: NACE 2024-25 Internship and Co-op Programs

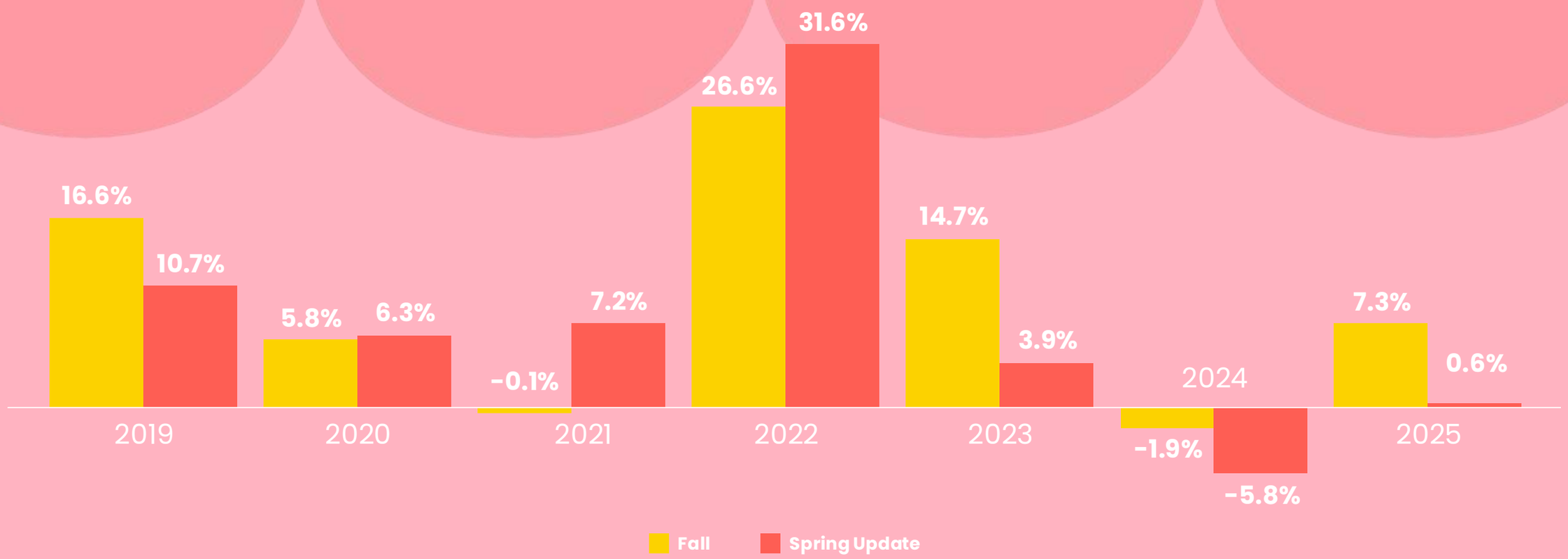
Industries **increasing** hiring interns for 24-25

Industry	% planning to increase hires
Utilities	7.2%
Chemical (Pharmaceutical) Mfg.	6.8%
Engineering Services	5.3%
Miscellaneous Mfg.	3.5%
Wholesale Trade	2.3%

Source: NACE 2024-25 Internship and Co-op Programs

Hiring for 2024-25 New College Graduates Levels Off

Job Outlook Hiring Projections, 2019-2025



NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS



EARLY TALENT EXPERIENCE

IMPORTANCE OF JOB ATTRIBUTES



Source: 2024 NACE Student Survey Report & Dashboard – 4 Year

STUDENTS DESIRED

JOB BENEFITS

annual salary increases

401K plan

100% medical insurance paid

dental insurance

counseling

Source: 2024 NACE Student Survey Report

Early Talent:
Improved Outcomes for Experiential Learners

Compared to non-experiential peers, more experiential learners had...

8.7%+
Career satisfaction

17.4%+
Mentors

14.5%+
Networks

NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

Early Talent: Varied Outcomes

Compared to non-experiential peers, more experiential learners felt...

16%+
Degree Relevant to Career

21%
Prepared for Career

13%
Able to Repay Student Loans

$15k or 25%
MORE
overall salaries

NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

Class of 2025 Starting Salaries

Broad Category/Discipline	2025 Salary Projection*
Engineering	$78,731
Computer Sciences	$76,251
Math and Sciences	$69,709
Social Sciences	$67,316
Business	$65,276

Source: NACE 2025 Salary Survey

NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS



MATTERS TO MONITOR

LATEST FEDERAL UPDATE



Do you offer your interns competitive wages + benefits?
FIND OUT NOW

Federal Changes Abound

Department of Education

Immigration

Department of Labor

MATTERS TO MONITOR

1. Importance of and focus on career services
2. Novel strategies for fostering access and hiring for ALL students
3. Population crisis (H1 visas, immigration, retirements, enrollment cliff)
4. Skills. Skills. Skills.: competencies, skills-based, and skills-first hiring
5. Shifts toward non-degree credentials
6. Post-Secondary Education Affordability
7. Experiential learning shifts
8. All things AI: demand for skills, integration into CS & recruiting processes

NACE®
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS



QUESTIONS?

NACE
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

LIKE. SHARE. SUBSCRIBE. ENGAGE.

NACEweb.org

Join Us

Data & Research