

Career Services: Student Use and Perceived Helpfulness

Spotlight for Career Services Professionals

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It is evident that students are responding to better job prospects in the post-recession period by increasing use—in particular, *frequent* use—of the career center, according to results of NACE's *Class of 2015 Student Survey*.

In the past few years, job-seeking students have become increasingly likely to make multiple visits to their university's career center during a single semester (51.2 percent), and at the same time, they have become less likely to visit the career center only once per semester (17.4 percent), or even once per academic year (12.7 percent). (See Figure 1.)

Job-seeking and career center-using students were asked which of nine distinct services they used and how helpful they considered them to be. Not surprisingly, the most commonly used services were those of the most immediacy to the job search: resume writing/reviewing (85.8 percent), job listings (78.5 percent), and job-search assistance (75.4 percent). (See Figure 2.)

While resume writing/reviewing (53.3 percent) and job listings (44 percent) were also the two most highly regarded services, job-search assistance (34.3 percent) ranked second to last in terms of helpfulness.

The *Class of 2015 Student Survey* was administered to 39,950 students at the associate's, bachelor's, master's, and doctoral degree levels through NACE's college members from February 11, 2015, to April 30, 2015. The focus of the survey report is the 9,184 bachelor's degree students who indicated that they would be graduating—or already had graduated—during the 2014-2015 academic school year (July 1 to June 30), and were thus members of the Class of 2015. The *Class of 2015 Student Survey* was sponsored by Enterprise. The *Class of 2015 Student Survey* report will be available this fall.

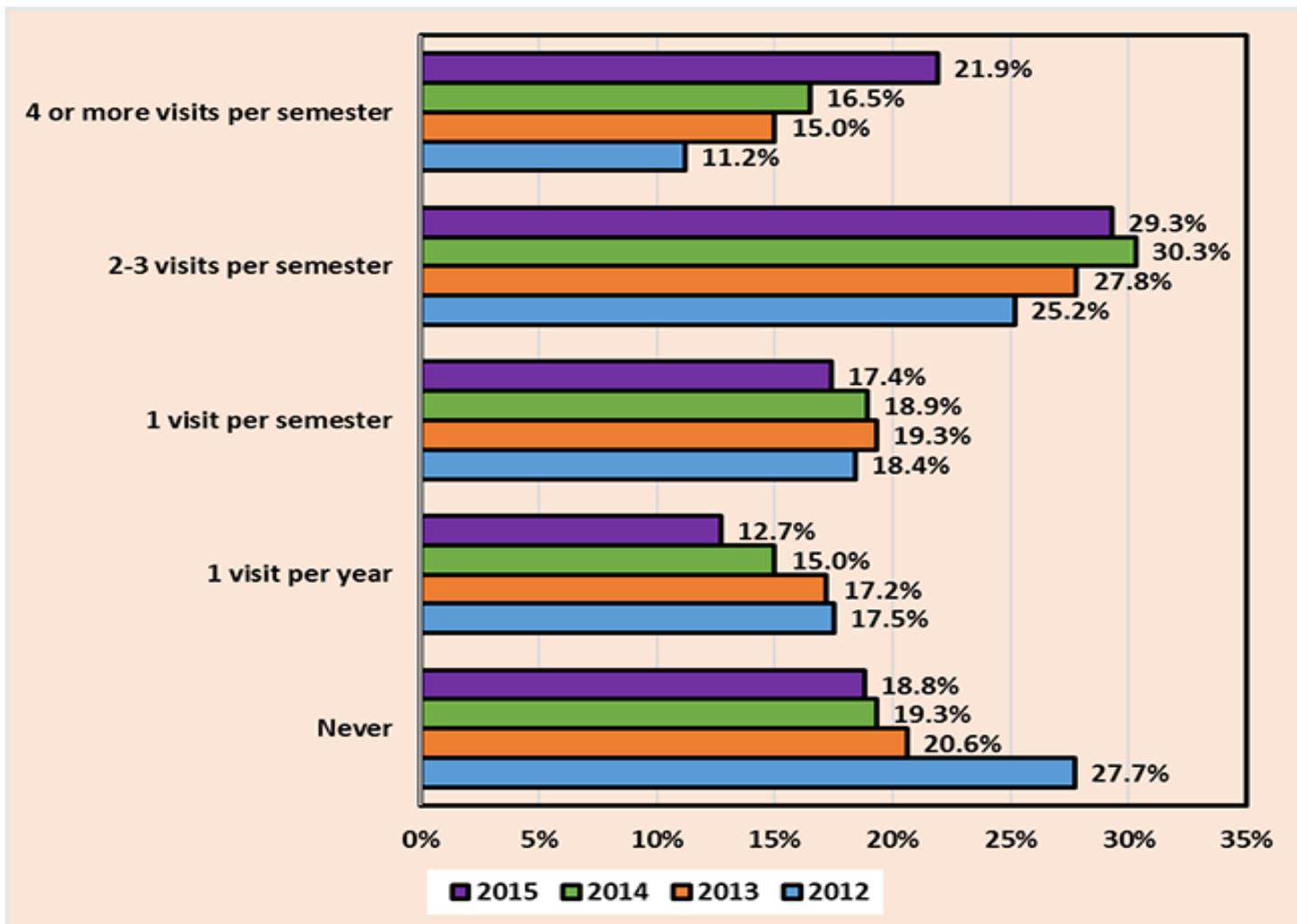


Figure 2: Career center resources: use and helpfulness

	Used	Rated “very helpful”
	% of respondents	
Resume writing/reviewing	85.8%	53.3%
Career center job listings	78.5%	44.0%
Job-search assistance	75.4%	34.3%
Internship/co-op search assistance	65.5%	37.3%
Individual career counseling	65.1%	39.6%
Researching a potential employer	59.7%	39.1%
Career workshops	57.7%	35.7%
Career skills testing	53.0%	29.6%
Practice interviewing	52.0%	43.2%

Source: Class of 2015 Student Survey, National Association of Colleges and Employers