



## 2019 MBA CSEA CAREER SERVICES BENCHMARKING SURVEY REPORT RELEASED

The MBA Career Services & Employer Alliance (MBA CSEA) has released the results of its biennial benchmarking survey of its career services office members. MBA CSEA is the global leader in delivering the tools, developing the relationships and providing the supportive information and services that produce ongoing success for graduate business career services offices and employers. The 2019 MBA CSEA Career Services Benchmarking Survey is one of the many value-added member benefits provided by MBA CSEA that contributes to the ongoing success of its members.

### ABOUT THE SURVEY

The *2019 MBA CSEA Career Services Benchmarking Survey*, published by the MBA Career Services & Employer Alliance, presents key information about the services, programming and operations of career services offices across the globe that primarily support graduate business populations. The report is based on confidential surveys completed October through December 2019 by 109 MBA Career Services & Employer Alliance (MBA CSEA) member schools.

The *2019 MBA CSEA Career Services Benchmarking Survey* was compiled, tabulated and analyzed by Industry Insights ([www.industryinsights.com](http://www.industryinsights.com)), an independent, professional research and analytics firm that specializes in conducting customized research for associations.

The survey is designed to provide information that will assist participants with institutional, strategic, and planning decisions, including key benchmarks regarding team/staff structure, pay structure/salaries, operating budget, program offerings, external vendors utilized and other institutional metrics.

All survey participants received a copy of the *2019 MBA CSEA Career Services Benchmarking Survey Report*. The report includes analysis of key findings along with detailed data aggregated by all respondents, MBA program rank, and university type. Additionally, participants receive access to interactive, online reporting tools that allow more specific information than the report could reasonably provide. Users can filter the results by their own criteria to create benchmarks based on aggregate data from institutions that most closely match their institution's structure. In order to ensure confidentiality of the respondents, minimum data points are required for any data set to be published.

MBA CSEA looks forward to continuing to provide our members with relevant, useful and insightful data to support their institutions. If you are interested in benchmarking your school to similar schools, we encourage you to participate in future *MBA CSEA Career Services Benchmarking Surveys*.





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## OVERVIEW OF SURVEY RESULTS

### General Observations

- The chief takeaway from this year's *MBA CSEA Career Services Benchmarking Survey* is the proliferation of one year masters and online MBA programs. In a response to declining enrollments in Full-time MBA programs, schools continue to launch one year masters and MBA programs designed for working professionals (online and residential). As these programs grow, the students within these programs will demand more career support, including coaching, career programming and recruiting services designed with their needs in mind. Dual degree offerings are also increasing, students' time in school and providing an additional layer of complexity to career teams supporting these students (i.e., off-cycle graduations).
- Overall, 64% of schools surveyed reported an increase in students. However, only 50% reported an increase in employee headcount within the last two years. Moreover, higher ranked schools were more likely to hire additional staff. Schools ranked 21-50 and 51-100 were more likely to see an increase in student population from online programs (zero for schools ranked 1-20). Some schools may risk staff overload if additional resources are not provided to accommodate the increase in programs and students.

### School Information

- Almost half (47%) of the respondents were ranked as one of the top 50 MBA programs in one of the most recent national/international rankings (Business Week, US News & World Report, Financial Times, Economist, Forbes, etc.). This includes 20% of the respondents that were ranked in the top 20.
- 54% of the respondents were from public institutions vs. 46% from private institutions. This was very consistent with the samples of previous Benchmarking Surveys.
- While all of the respondents support MBA students, most Career Services offices provide services for multiple graduate business programs and for alumni. Sixty-six percent support part-time MBA students and 75% support Specialized Masters program students. This year's study saw a higher percentage of respondents supporting online/distance MBA students (34% in 2019 vs. 31% in 2017).

### Career Services Office Structure

- The median staff size of respondents was 9 full-time equivalent employees (FTEs). The Career Services offices are primarily staffed by full-time employees (72%) who are supplemented by part-time employees (9%) and graduate or undergraduate students (16%).
- To "normalize" the comparisons, we calculated the number of students supported divided by the number of FTEs in the Career Services office that support that population. Please note that the metric does not include volunteers. The typical Career Services staff FTE supported 40 full-time MBA students. The student to staff FTE ratio for part-time MBAs was 140, executive MBAs was 91, and online/distance MBA students was 300 students per FTE. Specialized Master's programs reported a student to staff FTE ratio of 126.
- The programs offered by Career Services offices are often cited by students as one of their most valuable resources. Career Services offices reported that 72% of their programming is delivered in person by in-house staff; 21% is delivered in person by outside speakers or vendors; and 6% is delivered online, through webinars, or podcasts.





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## Services for Alumni and Employers

- The overwhelming majority (95%) of Career Services departments do not charge a fee for alumni career services. Over 85% of the Career Services offices support alumni. The most common methods of support are allowing access to the main student job board (70%) and providing coaching services (66%).
- The most common employer relations services Career Services offices provided for employers included scheduling rooms for presentations (98%) and posting jobs (96%). Additionally, 78% indicated they create targeted resume books and they track attendance for presentations for employers.
- 24% of Career Services offices have restrictions on how soon a company can conduct on-campus interviews for internships, and 17% have restrictions regarding on-campus interviews for full-time opportunities.
- In measuring the success of the career advising process and/or staff, the majority of offices (83.5%) measure the number of student appointments. In measuring the success of the employer relations, the majority (82%) monitor the number of job and/or internship postings. Fifty-seven percent of Career Services offices indicated they utilize the results of a recruiting visit experience survey. Jobs by graduation/3 months post-grad continues to be the most commonly utilized measurement for the office as a whole.

## Career Tools and Data Collection

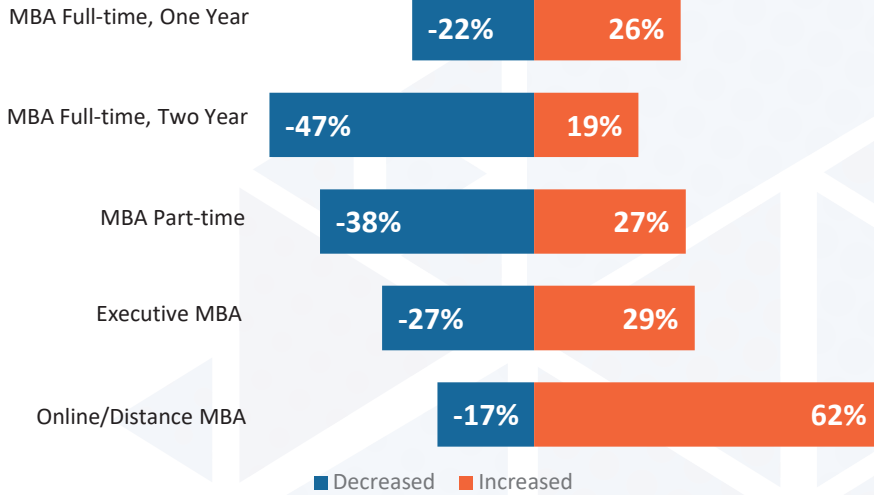
- Just over half of the respondents only post jobs sent directly to the career center from employers, while 49% post jobs sent directly to the career center and post jobs from other electronic sources.
- A diverse number of technology platforms are utilized by Career Services offices to collect employment/recruiting data. In-house systems were utilized by the highest percentage of offices at 36%.
- In addition to student employment surveys, 78% of respondents report they survey students on Career Services satisfaction. Nearly 76% survey their students on incoming career goals. About two-thirds (65%) survey their students on offers/accept information.

*Please Note: The report also includes budget related information for MBA Career Services offices and Specialized Masters Career Services offices, including expenditure details as well as data regarding funding sources. Additionally, salary benchmarks are reported for the 12 key positions commonly found in career services offices. The operating budgets and compensation related benchmarking information are of utmost importance to institutions. To ensure a continued strong sample for establishing these benchmarks, the budgets and compensation related results are only provided to those institutions that contributed information for these survey sections.*

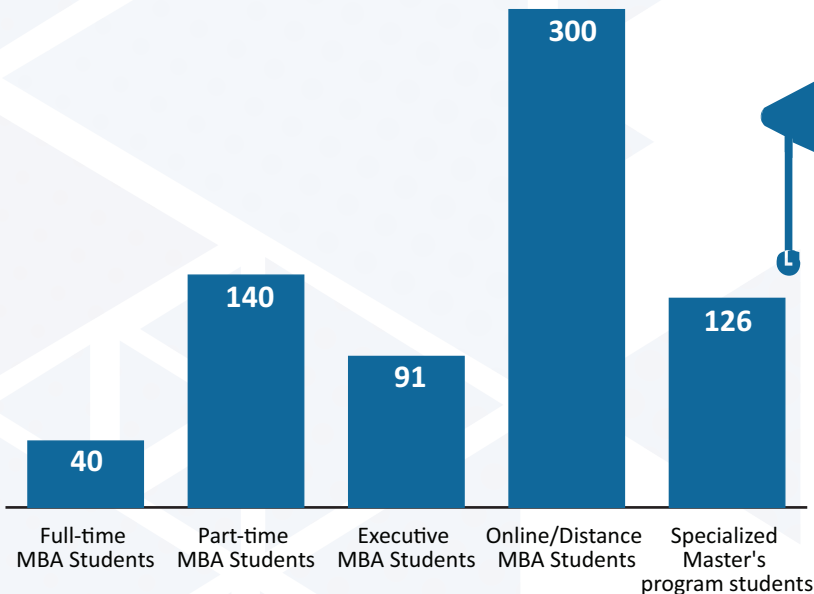




## Student Population Increases vs. Decreases\*



## Number of students per Career Services staff FTE supporting the following populations:



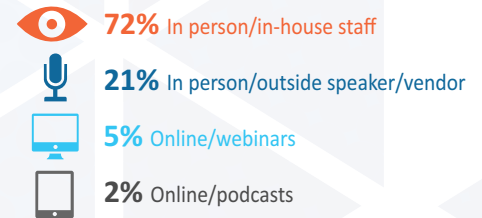
**8.8**  
All Respondents

**8.9**  
Public

**8.5**  
Private

## Full-Time Equivalents career services staff

## Percentage of your programming delivered by...



## Student populations supported by your Career Services office



MBA students



Non-MBA students  
(includes Bachelors, Specialized Masters, etc.)

## What services do you provide for employers?

