

2021 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 *2021 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 *2021 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 December 2021 through January 2021 by 102 MBA Career Services & Employer Alliance (MBA CSEA) member schools.

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 *2021 MBA CSEA Career Services Benchmarking Survey Report*. The report includes highlights of some of the key findings. Full results were only provided to schools that participated in the survey.

MBA CSEA looks forward to continuing to provide our members with relevant, useful and insightful data to support their institutions.

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SURVEY HIGHLIGHTS

General Observations

- This year's benchmarking survey is particularly notable because of the pandemic's impact on business schools and career services offices – from enrollment, to staffing ratios, to programs offered. Overall, schools seem to be responding and adjusting to pandemic-related shifts in a myriad of ways.
- In the 2019 survey, the biggest observation was the proliferation of Specialty Masters programs. The 2021 survey is no different, with enrollment increases seen in all of the most common programs. A notable difference in the 2021 survey is the slight decline in overall enrollment for full-time, one-year MBA programs and the increase in full-time, two-year MBA programs.
- Not surprisingly, enrollment in online MBA and Specialty Masters programs soared this year compared to 2019, especially on the MBA front. There was also a notable reduction in in-person programming delivered by in-house staff and outside vendors, along with increases in online, video-based and hybrid program models. More schools also seem to be offering resume books to employers than in 2019.
- The typical number of students supported by Career Services staff increased for almost all student populations, with the most notable increase seen in the undergraduate business student population.

School Information

- Over half (61%) 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 28% of the respondents that were ranked in the top 20.
- The 2021 survey had a good representation of public (63%) institutions.
- While all the respondents support MBA students, most Career Services offices provide services for multiple graduate business programs and for alumni. Over half (51%) of responding career services offices supported part-time MBA/hybrid students. Nearly half (49%) of respondents reported supporting Online / Distance Specialized Masters program students, which is a marked increase from 2019 (27%) and 2017 (14%).

Career Services Office Structure

- The median staff size of respondents was 7 full-time equivalent employees (FTEs). The Career Services offices are primarily staffed by full-time employees (65%) which are supplemented by part-time employees (7%) and graduate or undergraduate students (21%).
- 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. The typical Career Services staff FTE supported 53 full-time MBA students, which is an increase from 40 students per staff reported in the 2019 Benchmarking Survey. The largest increase in this ratio was seen in the Bachelors in Business and undergraduate segment.
- The programs offered by Career Services offices are often cited by students as one of their most valuable resources. There were large reductions in in-person programming delivered by in-house staff (49% in 2021 vs. 72% in 2019) and outside vendors (13% in 2021 vs. 21% in 2019) compared to the 2019 Benchmarking Survey.

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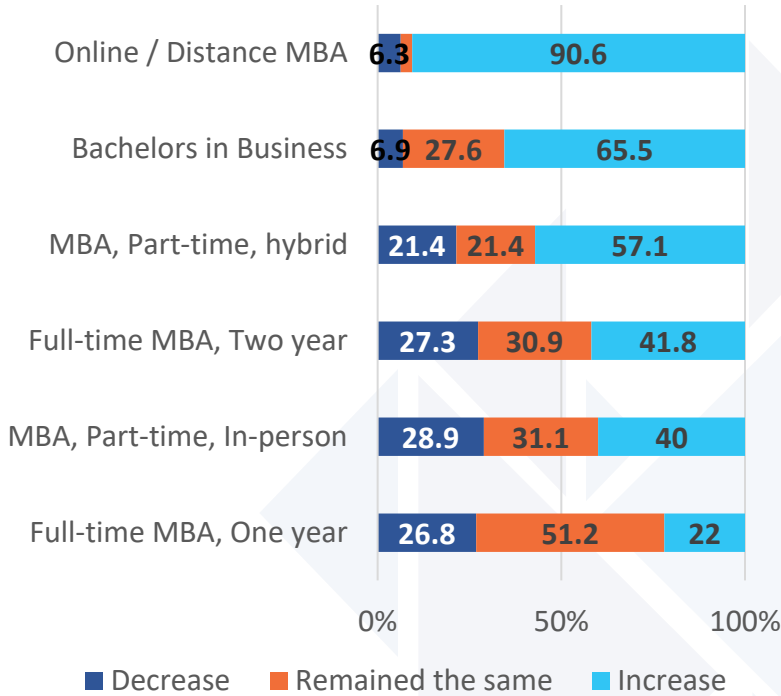
Services for Alumni and Employers

- None of the Career Services departments surveyed charge a fee for alumni career services. Over 89% of the Career Services offices support alumni. The most common way they support their alumni's career service needs is by providing coaching services (77%) and access to the main student job board (58%).
- There are two things that almost every school provides as a service to employers: posting jobs (98%) and scheduling rooms for presentations (95%). Additionally, more than three-fourths of schools indicated that they track attendance for presentations and create targeted resume books.
- Few schools have restrictions when it comes to employers interacting with students. Less than a quarter (19%) of Career Services offices reported having restrictions on how soon a company can interact with students targeting internships and only 14% reported restrictions for full-time opportunities.
- In measuring the success of the career advising process and/or staff, most offices measure the number of student appointments. In measuring employer relations, over three quarters monitor the number of job and/or internship postings. Nearly three quarters of Career services offices measure the total number of employers conducting school-specific recruiting events. Nearly two thirds of Career Services offices used a recruiting visit experience survey as a measure of success in their office. Almost all the offices use jobs by graduation/3 months post-graduation as a metric for measuring the success of the office.

Please Note: Specific data points and additional observations are included in the full survey report, which was provided to schools that participated in the survey.

2021 MBA CSEA CAREER SERVICES BENCHMARKING SURVEY EXECUTIVE SUMMARY

Student Population Increases vs. Decreases



7.0

All respondents



7.0

Public



9.5

Private

Full-Time Equivalents career services staff

Within your department, what percentage of overall time is dedicated to the following functions/roles?



Career Management (i.e. Career Coaches, Counselors or Advisors)	47.7%
Business Development/ Employer Relations	30.5%
Administrative/Operations	20.9%
Other	1.0%

What services do you provide for employers?

