EXECUTIVE SUMMARY

2012 Internship & Co-op Survey

The 2012 Internship & Co-op Survey reinforces the fact that internships are a vital component of employers’ college recruiting programs.

This year’s survey finds that employers expect to increase internship hiring by almost 9 percent and co-op hiring by about 8 percent. Of their total 2011-12 expected new college hires, more than 40 percent will come from employers’ own internship and co-op programs. These results are similar to those of last year’s survey, illustrating the importance of these programs within the context of the overall college recruiting process.
ABOUT THE SURVEY

NACE’s 2012 Internship & Co-op Survey was conducted from November 11, 2011, to January 13, 2012.

The survey was sent to 952 NACE employer members; 280 organizations, or 29.4 percent, took part. Just over 20 industries are represented. By region, 22.5 percent are from the Northeast, 27.5 percent are from the Southeast, 33.6 percent are from the Midwest, and 16.4 percent are from the West.

Participating NACE members receive a complimentary copy of the survey report. Customized results of the survey are also available; participants receive a 50 percent discount on custom reports. For more information, contact Andrea Koncz, NACE Employment Information Manager, 800/544-5272, ext. 121; akoncz@naceweb.org.

NACE RESEARCH

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Executive Summary

Additional key findings of the survey are shown below.

**Hiring**

- The number of internships is expected to increase by 8.5 percent in 2012.
  - Increases are projected in all four geographic regions.
  - Just one industry—utilities—registers a decrease in the number of intern hires. Overall, employers in this industry expect to decrease their interns by 2.3 percent.
- Co-op hiring is expected to increase in 2012 by 7.5 percent.
  - Increases in co-op hiring are also seen across all geographic regions.
  - Some industries expect to maintain their co-op hiring at last year’s level, and two—utilities (-9.4 percent) and motor vehicle manufacturers (-8.5 percent) plan to cut back on co-ops.

**Recruiting**

- “High-touch” recruiting methods continue to be the preferred and most-effective methods for recruiting intern and/or co-op hires.
  - The top three activities that comprise employers’ recruiting budgets for interns/co-ops are career fairs, on-campus recruiting, and on-campus information sessions.
  - The same activities were also ranked highest in effectiveness for the recruiting of new intern and/or co-op hires.
    - Career fairs and on-campus recruiting were the highest-rated activities in terms of effectiveness for both internships and co-ops.
    - On-campus information sessions were number three in effectiveness for recruiting interns, whereas cultivating contacts with key faculty was ranked the third most-effective method in recruiting co-ops.
- Just 1 percent of recruiting budgets are allocated to online networking for recruiting both interns and co-ops. In terms of effectiveness, online networking was rated one of the lowest on the scale.
- The three primary reasons for choosing target schools for recruiting interns and co-ops are: 1) the academic majors offered at the institution; 2) the employer’s recruiting experience at the school; and 3) the perceived quality of the programs from which the recruiter will obtain new interns or co-ops.
Compensation

- The average wage rate for interns at the bachelor’s degree level is $16.21. This represents a 2.8 percent decrease from last year’s average of $16.68.

- The average wage rate for interns at the master’s level is $21.93, a decrease of 9.4 percent compared with 2011.

- Wage rates for interns are clearly connected to the student’s class year and with the academic major.
  - Intern wage rates for bachelor’s degree candidates ranged from $13.91 for freshmen to $17.57 for seniors.
  - Among senior-level interns, the highest average rate went to engineering majors at $20.79.

- The compensation rates for co-op students follow the same tendencies as the rates for interns. The average co-op wage rate at the bachelor’s level is $16.38, and at the master’s level it is $22.44.

- The percentage of employers offering specific benefits is slightly higher this year, with more than 80 percent of respondents reporting that they will offer some sort of benefits to their interns and co-ops.

- The most popular benefits are planned social activities, paid holidays, and recognition for work service time. These have consistently been cited as the most popular benefits over the past several surveys.

- Approximately 59 percent of respondents report they will provide relocation assistance to interns, and just over 46 percent will provide it to their co-op hires.
  - The most popular forms of relocation assistance for interns are to provide moving assistance (45 percent) or a housing stipend (40 percent).
  - The median dollar value of the relocation assistance has remained the same at $1,500 for both interns and co-ops.

Conversion and Retention

- Overall conversion rate for turning interns into full-time hires has hit an all-time high—58.6 percent—besting the previous high recorded in the 2011 survey (57.7 percent).

- While the rate at which employers made full-time offers to their interns dipped slightly to 61.2 percent, down from the rate reported in the 2011 survey of 66.7 percent, the high acceptance rate for these full-time positions of 86.5 percent helped to contribute to the overall increase in the conversion rate.
The conversion rate for co-ops dropped significantly from last year’s rate of 55.5 percent to 35.9 percent for 2012.

As seen in last year’s survey findings, the rate at which employers made offers to co-ops for full-time positions is to blame.

- The offer rate for co-ops hit an all-time low this year at just 38.8 percent. In addition, 2012 marks the fifth consecutive year that the offer rate has decreased.

The retention rates of full-time hires who originated from an organization’s own internship/co-op program are markedly greater than the rates of hires without such experience.

- After one year on the job, hires who were fed from the organization’s own internship/co-op program were retained at a rate of 75.7 percent. On the other hand, just 66.5 percent of hires that had no internship/co-op experience of any kind were still with the organization after one year.

- After five years, the difference is even more evident, as 62.4 percent of hires coming from an employer’s program were still with the company, compared to just 48.1 percent of hires who came with no internship/co-op experience whatsoever.

Get the Full Report

featuring key benchmarks for internship and co-op programs, including conversion rates, most effective recruiting methods, retention rates, and more.

www.naceweb.org/research/intern-co-op/2012-survey/

Also available: Salary data for interns and co-ops

2012 Guide to Compensation for Interns & Co-ops

www.naceweb.org/research/intern-wages-compensation/2012-survey/
LIST OF RESPONDENTS

Of the 280 participants in the survey, 218 agreed to be identified. The following is a listing of those participants.

ABB
AEGON USA, LLC
Aetna Inc.
Aflac
Agilent Technologies, Inc.
Air Products & Chemicals Inc.
Alcatel-Lucent
American Axle & Manufacturing Holdings, Inc.
American Electric Power
Ameriprise Financial
Analog Devices, Inc.
Andersen Corporation
ANH Refractories Company
Anheuser-Busch Companies, Inc.
ARAMARK
ArcelorMittal USA
Athenahealth, Inc.
BBVA Compass Bank
Bechtel Plant Machinery Inc.
Bell Helicopter Textron Inc.
Black & Veatch Corporation
Blue Cross Blue Shield of Minnesota
BP America
Brady Corp.
Broadcom Corporation
Burns & McDonnell Engineering Co., Inc.
Calpine Corporation
Campbell Soup Company
Cardinal Health
Carpenter Technology Corporation
Caterpillar Inc.
CDM
CenterPoint Energy, Inc.
CGI Federal
Chesapeake Energy Corporation
Chevron Corporation
Chevron Phillips Chemical Company LP
Chrysler Group LLC
Cisco Systems, Inc.
Citrix Systems, Inc.
City of Fort Worth - Department of Engineering
Cliffs Natural Resources
CNA
Compass Group North America
Con-Agra Foods, Inc.
Country Insurance & Financial Services
Crosa Inc.
Crowe Horwath LLP
De Nora Tech, Inc.
Deere & Company
Det Norske Veritas
Devon Energy Corporation
Dick’s Sporting Goods
DISH Network Corporation
Disney Worldwide Services
Doeren Mayhew Foundation
Dow Corning Corporation
Duff & Phelps LLC
Duke Energy Corporation
DuPont
Eaton Corporation
Ecolab Inc.
Edward Jones
Edwards Lifesciences
Emerson Climate Technologies
Emerson Process Management - Fisher Controls Division
Entergy Services, Inc.
Ericsson Inc.
Ernst & Young LLP
Exel
Federal Energy Regulatory Commission
Federal-Mogul Corporation
FirstEnergy Corporation
Forum One Communications
Foster Wheeler AG
Freddie Mac
GAF Corporation
GAP Inc.
General Dynamics C4 Systems
General Electric Company
Georgia Tech Research Institute
Giant Eagle, Inc.
Global Tax Management, Inc.
Goodrich Corporation
Hajoca Corporation
Hazen and Sawyer P.C.
Hess Corporation
Hitachi Consulting
HTNB Companies
Honda R&D Americas, Inc.
Honeywell International Inc.
Hughes Network Systems, LLC
Idaho National Laboratory
IGT
INEOS
Infinera
Integrys Energy Group, Inc.
International Paper Company
Ivy Planning Group
JCPenney Company, Inc.
Johnson Controls, Inc.
Kearney & Company
Kennedy & Coe LLC
KPMG LLP
L-3 Communications
Integrated Systems
L’Oreal USA
LA County MTA
Lafarge North America
Lattice Semiconductor Corporation
Lend Lease Inc.
Lennox International Inc.
Levi Strauss & Co.
Liberty Mutual Insurance Company
Longview Fibre Paper and Packaging, Inc.
Lowe’s Companies, Inc.
Lutron Electronics Co. Inc.
Macy’s, Inc.
Marathon Oil Corporation
Maximus
McKesson Corporation
Meijer, Inc.
Mercer
Merck & Co., Inc.
Messer Construction Co.
Michelin North America
Executive Summary

Milliken & Company
Modern Woodmen of America
Moss Adams LLP
National Instruments
Naval Air Systems Command (NAVAIR) - NAVAIR - Patuxent River
Nestle USA
NetApp
Newell Rubbermaid
Niagara Bottling, LLC
Northrop Grumman Corporation
Novellus Systems, Inc.
Office of Legislative Audits
Olin Chlor Alkali Products
Olympus Corporation of the Americas
Oregon Department of Transportation
Owens Corning
Owens-Illinois Inc.
Pariveda Solutions Inc.
Partnership for Public Service
PepsiCo
Philadelphia Insurance Companies
Phillips Plastics Corporation
PPL Corporation
PricewaterhouseCoopers LLP
Procter & Gamble Co.
Protiviti, Inc.
Prudential
PSEG
Qlogic Corporation
Questar Corporation
Ralcorp Holdings, Inc.
Raytheon Company
Rogers Corporation
ROHM Semiconductor USA, LLC
Rosetta
S&C Electric Co.
SABIC Innovative Plastics
Sabre Holdings
Sandia National Laboratories
Sanofi-Aventis
Savannah River Nuclear Solutions
Schlumberger Oilfield Services
Schneider Electric
Seagate Technology
Sears Holdings Corporation
Sigma-Aldrich Corporation
Simpson Gumpertz & Heger Inc.
Southeastern Cooperative Educational Programs (SECEP)
Southwestern Company
Speedway LLC
Stryker Corporation
Suffolk Construction Company, Inc.
SWIFT
Tennessee Valley Authority
Teradata Corporation
Textron Inc.
The Dow Chemical Company
The Field Museum
The J.M. Smucker Company
The Nielsen Company

About NACE

The National Association of Colleges and Employers (NACE) is the leading source of information about the employment of the college educated. NACE connects more than 5,200 college career services professionals at nearly 2,000 colleges and universities nationwide, and more than 3,000 HR/staffing professionals focused on college relations and recruiting. The professional association forecasts trends in the job market; conducts research into salaries, professional benchmarks, and best practices related to college recruiting and career services; and provides members with professional development opportunities. For more information, see www.naceweb.org/membership_information/.
The National Association of Colleges and Employers serves career services and HR university staffing/campus recruiting professionals.

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