

2023 CSEA CAREER SERVICES BENCHMARKING SURVEY REPORT RELEASED

The Career Services & Employer Alliance (CSEA) has released the results of its biennial benchmarking survey of its school members. 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 *2023 CSEA Career Services Benchmarking Survey* is one of the many value-added member benefits provided by CSEA that contributes to the ongoing success of its members which include business school career services professionals and employers.

ABOUT THE SURVEY

The *2023 CSEA Career Services Benchmarking Survey*, published by the Career Services & Employer Alliance, presents key information about the services, programming and operations of career services offices across the globe that primarily support business masters populations. The report is based on confidential surveys completed November 2023 through February 2024 by 84 Career Services & Employer Alliance (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 *2023 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. An abridged version of the report is available for purchase for non-participating CSEA member schools. What follows is a summary of key findings and observations.

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 continues to shed light on how post-pandemic trends are impacting career services in the business masters space, with some areas slowly returning to pre-pandemic trends and others continuing to evolve and adjust.

The growth of Specialty Masters programs was a strong trend in the 2019 and 2021 surveys, and this year is no different. Enrollment increases were seen across all of the most common programs, with the exception of Masters in Accounting which showed a slight decrease. Similar to the 2021 survey, schools also continued to see a decrease in enrollment for full-time MBA programs. Part-time and Executive MBA programs also saw a decrease for the first time. There was a smaller increase in enrollment for online and distance MBA programs compared to 2021.

With regards to career services office structures, members indicated they were more likely to utilize volunteers to assist with their program delivery than in 2021 or 2019. Career coaches were most likely to work in a hybrid work environment in this year's survey. The largest increase in the number of students served per Career Center staff can be seen in Bachelors in Business and other undergraduate student programs. This continues a trend seen over the past two surveys.

Overall, schools continue to innovate and evolve to ensure they are adjusting to market trends to serve students and employers in the most effective ways.

School Information

- Over half 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 17% of the respondents that were ranked in the top 20.
- The 2023 survey had a good representation of public institutions (69%).
- While all the respondents support MBA students, most Career Services offices provide services for multiple graduate business programs and for alumni. Nearly three quarters of responding career services offices supported Full-Time MBA, Two-year students. Nearly two thirds of respondents reported supporting MBA Alumni and students from Specialized Masters - Business Analytics programs.

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Career Services Office Structure

- The Career Services offices are primarily staffed by full-time employees which are supplemented by mostly graduate or undergraduate students and some part-time employees.
- The programs offered by Career Services offices are often cited by students as one of their most valuable resources. In-person programming delivered by in-house staff and in-person events with outside vendors both increased compared to the 2021 Benchmarking Survey.

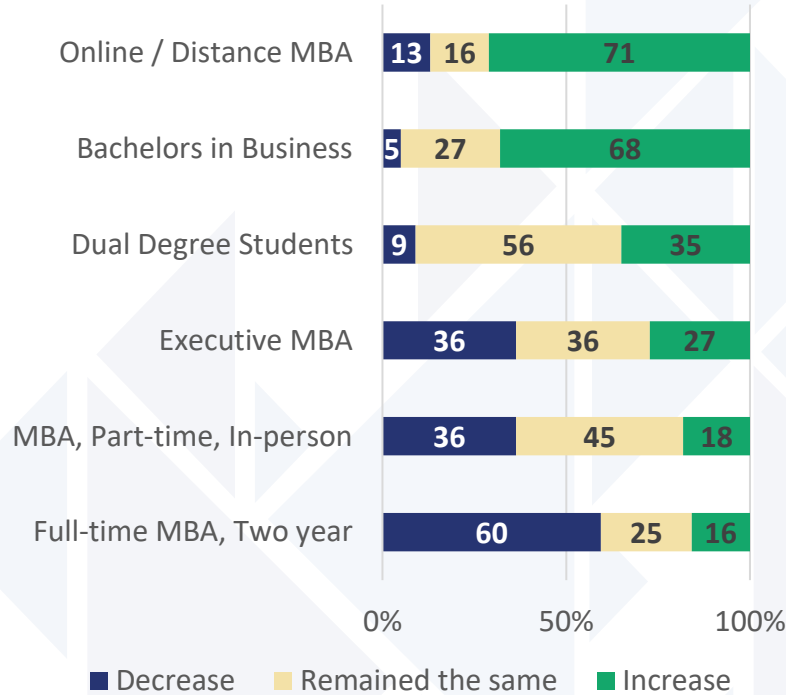
Services for Alumni and Employers

- A strong majority of the Career Services offices support alumni. The most common ways they support their alumni's career service needs is by providing coaching services and access to the main student job board.
- There are two things that almost every school provides as a service to employers: posting jobs and scheduling rooms for presentations. Additionally, more than three-fourths of schools indicated that they track attendance for presentations.
- As was the case in 2021, few schools have restrictions when it comes to employers interacting with students. Less than a quarter of Career Services offices reported having restrictions on how soon a company can interact with students targeting internships and only reported restrictions for full-time opportunities.

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. An abridged version can be purchased by CSEA member schools that didn't participate in the survey. Contact CSEA for more details.

2023 CSEA CAREER SERVICES BENCHMARKING SURVEY EXECUTIVE SUMMARY

Student Population Increases vs. Decreases



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



- Career Management (i.e. Career Coaches, Counselors or Advisors)** 50%
- Business Development/ Employer Relations** 25%
- Administrative/Operations** 19%
- Other** 5%

What services do you provide for employers?

