



APRIL / 2011 • RESEARCH BRIEF NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

2011 Internship & Co-op Survey

KEY FINDINGS

OVERVIEW

NACE's *2011 Internship & Co-op Survey* indicates that internships are an integral and ever-important part of the college recruiting scene.

The survey finds that employers expect to increase internship hiring by about 7 percent this year and co-op positions by nearly 9 percent. Furthermore, they will draw approximately 40 percent of their new college hires for 2011 from their internship and co-op programs. These figures demonstrate the central role that experiential education plays in the overall college recruiting process. The following are additional key findings drawn from the survey.

Hiring

- The number of internships is expected to rise by 6.8 percent in 2011.
 - Increases are expected in every region and virtually all industry sectors for which there are data.
 - The only industries reporting a significant decline in their expected number of interns are food and beverage manufacturing (down 5.2 percent) and government (down 6 percent).
- The number of co-ops is expected to increase by 8.6 percent.
 - As with internships, the increased co-op hiring is expected to be felt broadly, i.e., across all regions and mostly all industries.
 - The only industries expecting to decrease their co-op hiring are construction (-29.5 percent) and government (-4.4 percent).

Recruiting

- Internship and co-op recruiting is primarily “high touch.” There is very little indication that recruiting techniques in this area have changed significantly to incorporate new technologies in identifying and attracting interns and/or co-ops.
 - Three recruiting activities dominate the budget allocations for both internship and co-op recruiting—career fairs, on-campus recruiting, and on-campus information sessions.
 - Virtually the same activities were judged by respondents to be the most effective in reaching students for internships and co-ops.
 - On-campus recruiting and career fairs were the highest-rated activities in terms of effectiveness for both internships and co-ops.
 - Referrals from current or former interns was number three in effectiveness in recruiting interns, while developing contacts with key faculty rose to number three in recruiting co-ops.
 - Very little budget (1.8 percent) was allocated to online networking for recruiting both interns and co-ops, and it was listed at the bottom in terms of effectiveness as a recruiting activity.
- Target schools for recruiting interns and co-ops are chosen for three principal reasons: 1) the academic majors offered at the institution; 2) the perceived quality of the programs from which the recruiter will draw new interns or co-ops; and 3) the employer’s past recruiting experience at the school.

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Compensation

- The average wage rate for interns at the bachelor degree level is \$16.68. This represents a 1.9 percent decrease from last year's average of \$17.00.
- The average wage rate for interns at the master's level is \$24.21, a decrease of 0.3 percent compared with 2010.
- Wage rates for interns are associated with the student's class year and, to a somewhat lesser extent, with the academic major.
 - Intern wage rates for bachelor's degree candidates ranged from \$14.39 for freshmen to \$18.03 for seniors.
 - Among senior-level interns, the average wage rate for the lowest paying major (communications) was \$15.99, while the highest rate went to engineering majors at \$20.19
- The compensation for co-op students tends to mirror that for interns. The average co-op wage rate at the bachelor's level is \$16.46; at the master's level it is \$23.65.
- The benefits offered to interns and co-ops have changed little from last year. Approximately 78 percent of respondents reported providing some sort of benefits to their interns and co-ops.
- The most frequently provided benefits are planned social activities, paid holidays, and recognition for work service time.
- The percentage of firms providing some form of relocation assistance has grown in recent years. For 2011, approximately 55 percent of respondents report they will provide relocation assistance to interns; 50 percent will provide it to co-ops.
 - The dominant forms of relocation assistance for interns are to provide either a housing stipend (49.5 percent) or a moving allowance (45.8 percent).
 - The median dollar value of the relocation assistance has remained steady at \$1,500 for both interns and co-ops.

Conversion and Retention

- The overall conversion rate for interns increased sharply from 53.3 percent last year to 57.7 percent this year.



- The major reason for the increase in this year's overall conversion rate was the increased rate at which employers offered their interns full-time positions. That rate increased from 63.3 percent last year to 66.7 percent in this survey.
- The conversion rate for co-ops is down to 55.5 percent from the 60.4 percent figure recorded last year.
- The major reason for the decreased conversion rate for co-ops is the decline in the rate at which co-ops were being offered full-time positions.
 - The offer rate for co-ops declined to 63.2 percent from the previous year's figure of 65.7 percent. This is the fourth consecutive year that the offer rate for co-ops has declined.
- Internships and co-op programs are clearly connected with retention. This year, the differences in retention between new hires with an internship/co-op background and those without such experience are particularly evident.
 - After one year on the job, hires drawn from an employer's own internship or co-op program were retained at a rate of 75.8 percent. By contrast, 60.7 percent of hires that came on board without any internship/co-op experience were still with the company after one year.
 - At the five-year mark, 55.1 percent of hires coming from an employer's program were still at the firm while only 44 percent of hires without an internship/co-op experience remained. 

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PARTICIPATING ORGANIZATIONS

Note: There were a total of 266 responding organizations; 198 agreed to be identified.

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Advertising Services for
Recruitment
AEGON Companies
Air Liquide America
Air Products &
Chemicals Inc.
Albemarle Corporation
Alcatel-Lucent
Alliant Techsystems Inc.
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American Airlines Inc.
American Axle &
Manufacturing, Inc.
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Cooper Industries, Inc.	Herbert, Rowland & Grubic, Inc.	Oregon Department of Transportation
Country Insurance & Financial Services	HNTB Companies	Owens-Illinois Inc.
CST of America	Honda R&D Americas, Inc.	Pacific Gas and Electric Company
Daiichi Sankyo, Inc.	Huron Consulting Group	ParenteBeard
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Dean Foods Inc.	INEOS	Partnership for Public Service
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Dick's Sporting Goods	Johnson & Johnson	PPG Industries, Inc.
Doeren Mayhew	Kennedy & Coe LLC	PrimeSource Building Products, Inc.
Dominion Enterprises	L-3 Communications	Principal Financial Group
Dow Corning Corporation	Integrated Systems	Procter & Gamble Co.
Duff & Phelps LLC	Lennox International Inc.	Progress Energy Service Co.
Duke Energy Corporation	Liberty Mutual Insurance Company	Prudential
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ABOUT THE SURVEY

The *2011 Internship and Co-op Survey* was conducted from January 5, 2011, through February 28, 2011. A total of 266 NACE-member employing organizations took part, for a response rate of 30.9 percent. See the Appendix for a partial list of participating organizations.



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