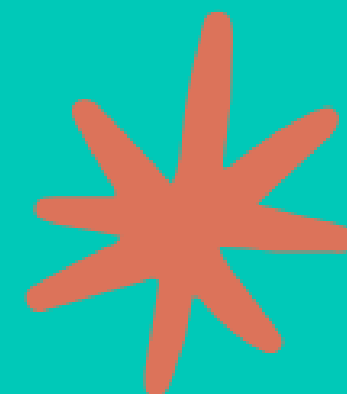NACE

Job Outlook 2025

Spring Update

About the Report

The **Job Outlook 2025 Spring Update survey** was conducted from February 18 – March 21, 2025. Of the 216 total respondents, 176 were NACE employer members, representing 22.2% of eligible member respondents. The Job Outlook 2025 Spring Update survey was also distributed to nonmember companies; this group provided an additional 40 responses. The survey updates hiring projections for the Class of 2025; those projections were collected from NACE employer members from August 5 – September 16, 2024, and were reported in Job Outlook 2025, which was published in November 2024.
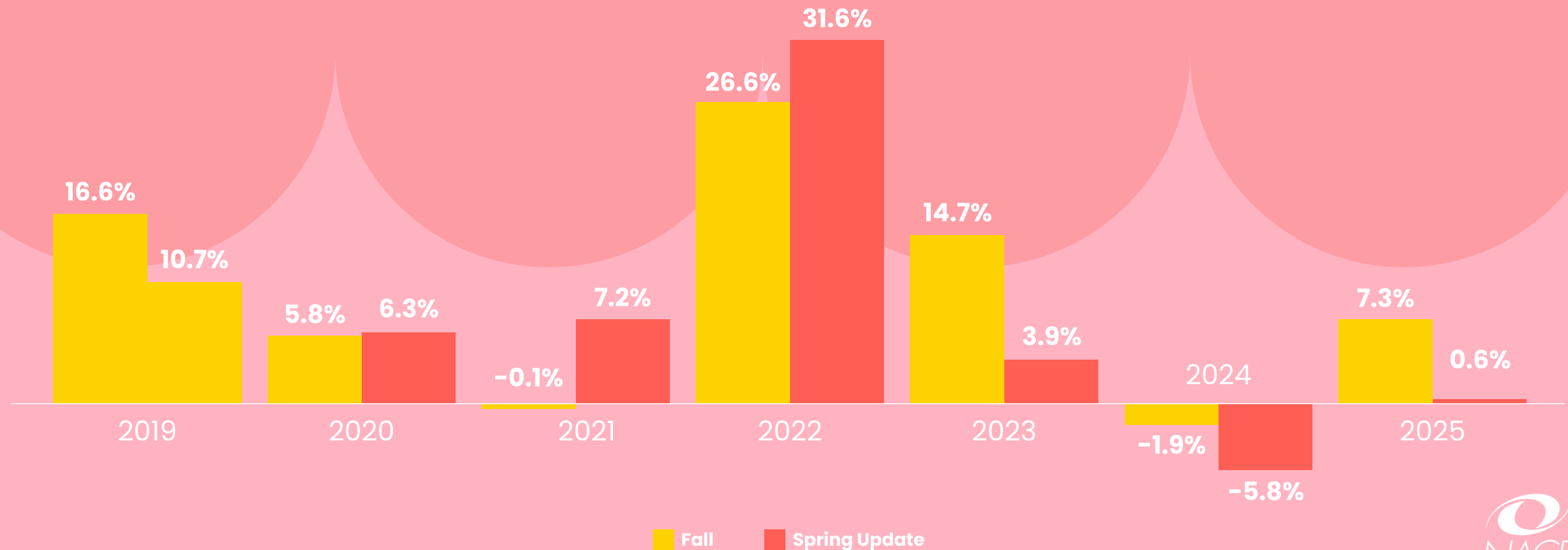
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By region, 5.6% of Job Outlook 2025 Spring Update survey respondents are from New England, 13.6% are from the Mideast, 28.5% are from the Great Lakes, 11.7% are from the Plains, 11.2% are from the Southeast, 16.4% are from the Southwest, and 13.0% are from the Rocky Mountain/Far West.

Data are calculated based on the number of respondents to each specific question. Totals may not equal 100% due to rounding.

Hiring for 2024-25 New College Graduates Levels Off

Job Outlook Hiring Projections, 2019–2025

Bar chart comparing Fall and Spring Update hiring projections by year:

- 2019: Fall 16.6%, Spring Update 10.7%
- 2020: Fall 5.8%, Spring Update 6.3%
- 2021: Fall −0.1%, Spring Update 7.2%
- 2022: Fall 26.6%, Spring Update 31.6%
- 2023: Fall 14.7%, Spring Update 3.9%
- 2024: Fall −1.9%, Spring Update −5.8%
- 2025: Fall 7.3%, Spring Update 0.6%

Legend: Fall, Spring Update

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Total Change in Hiring, by Industry

Industry	# of 2024 Actual Hires	# of 2025 Projected Hires	Percent Change	Number of Respondents
Wholesale Trade	2,258	2,943	30.3%	11
Management Consulting	1,182	1,449	22.6%	6
Transportation	322	387	20.2%	5
Misc. Mfg.	1,169	1,329	13.7%	19
Food & Beverage Mfg.	1,999	2,255	12.8%	7
Accounting Services	706	788	11.6%	5
Misc. Support Services	1,050	1,152	9.7%	8
Misc. Prof. Services	595	649	9.1%	11
Social Services	299	323	8.0%	6
Engineering Services	854	900	5.4%	9
Construction	1,731	1,726	−0.3%	8
Finance, Insurance, & Real Estate	2,703	2,675	−1.0%	20
Retail Trade	15,687	15,463	−1.4%	6
Chemical (Pharmaceutical) Mfg.	2,612	2,441	−6.5%	15
Computer & Electronics Mfg.	2,212	1,633	−26.2%	9
Motor Vehicle Mfg.	1,761	1,220	−30.7%	6

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Nearly Two-Thirds of Employers Plan to Maintain Their Number of Hires for the 2024-25 Recruiting Year

Job Outlook	Percent Increasing Hires	Percent Maintaining Hires	Percent Decreasing Hires	Number of Respondents
Spring Update 2025	24.6%	64.6%	10.9%	175
Job Outlook 2025 (Fall 2024)	27.0%	57.1%	15.9%	233
Spring Update 2024	24.9%	57.7%	17.4%	213
Job Outlook 2024 (Fall 2023)	27.8%	51.0%	21.2%	241
Spring Update 2023	35.5%	52.2%	12.3%	211
Job Outlook 2023 (Fall 2022)	50.5%	43.6%	5.9%	204
Spring Update 2022	55.8%	40.5%	3.7%	190
Job Outlook 2022 (Fall 2021)	59.9%	36.6%	3.5%	142
Spring Update 2021	29.0%	63.0%	8.0%	200
Job Outlook 2021 (Fall 2020)	16.5%	52.5%	31.0%	227
Spring Update 2020	35.0%	54.8%	10.2%	196
Job Outlook 2020 (Fall 2019)	45.5%	48.2%	6.3%	150
Spring Update 2019	40.1%	52.6%	7.2%	152
Job Outlook 2019 (Fall 2018)	38.6%	57.4%	4.0%	172

Hiring Plans:
More Than 89% of Employers Will Maintain or Increase Their Hires

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Overall Hiring Plans, by Industry

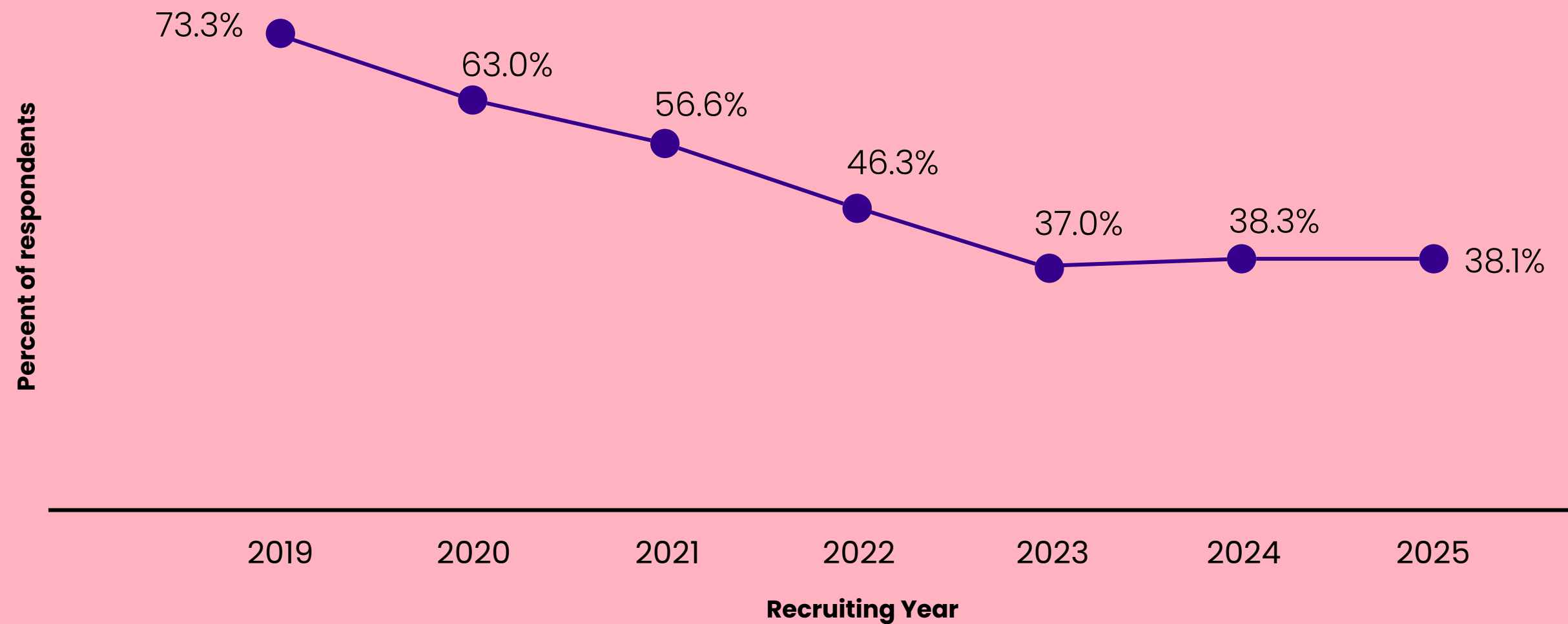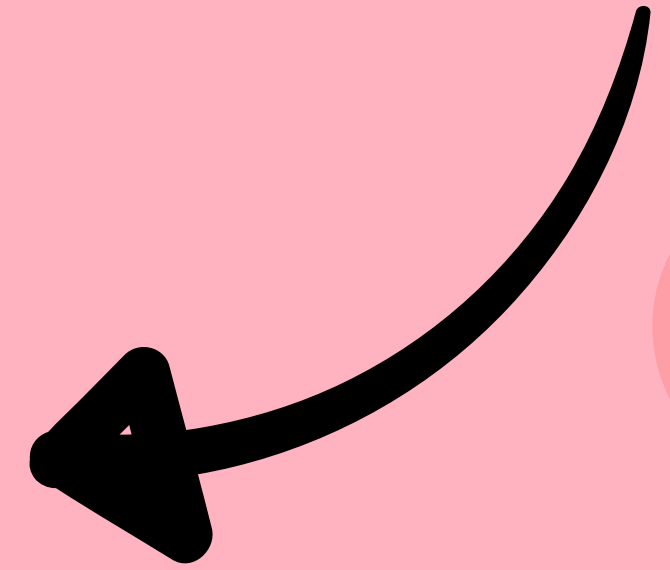| Industry	Increasing Hires	Maintaining Hires	Decreasing Hires	Total Respondents
Construction	25.0%	50.0%	25.0%	8
Food & Beverage Mfg.	37.5%	62.5%	0.0%	8
Chemical (Pharmaceutical) Mfg.	25.0%	68.8%	6.3%	16
Computer & Electronics Mfg.	10.0%	60.0%	30.0%	10
Motor Vehicle Mfg.	14.3%	42.9%	42.9%	7
Misc. Mfg.	30.0%	70.0%	0.0%	20
Wholesale Trade	36.4%	54.5%	9.1%	11
Retail Trade	16.7%	66.7%	16.7%	6
Transportation	33.3%	66.7%	0.0%	6
Information	0.0%	100.0%	0.0%	4
Finance, Insurance, & Real Estate	10.0%	90.0%	0.0%	20
Accounting Services	16.7%	50.0%	33.3%	6
Engineering Services	40.0%	50.0%	10.0%	10
Management Consulting	25.0%	62.5%	12.5%	8
Misc. Prof. Services	16.7%	66.7%	16.7%	12
Social Services	42.9%	57.1%	0.0%	7
Misc. Support Services	37.5%	50.0%	12.5%	8

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Hybrid and In-Person Remain the Preferred Work Modalities for Both Overall and Entry-Level Positions

Modality of Job Positions (Job Outlook 2025 Spring Update)	Overall	Entry-Level
Average % Fully Remote	10%	6%
Average % Fully Hybrid	47%	49%
Average % Fully In-Person	43%	45%
Modality of Job Positions (Job Outlook 2025)	**Overall**	**Entry-Level**
Average % Fully Remote	8%	4%
Average % Fully Hybrid	50%	54%
Average % Fully In-Person	42%	42%
Modality of Job Positions (Job Outlook 2024 Spring Update)	**Overall**	**Entry-Level**
Average % Fully Remote	12%	8%
Average % Fully Hybrid	48%	51%
Average % Fully In-Person	40%	41%
Modality of Job Positions (Job Outlook 2024)	**Overall**	**Entry-Level**
Average % Fully Remote	14%	9%
Average % Fully Hybrid	45%	48%
Average % Fully In-Person	41%	43%
Modality of Job Positions (Job Outlook 2023 Spring Update)	**Overall**	**Entry-Level**
Average % Fully Remote	13%	10%
Average % Fully Hybrid	48%	48%
Average % Fully In-Person	39%	42%
Modality of Job Positions (Job Outlook 2023)	**Overall**	**Entry-Level**
Average % Fully Remote	15%	12%
Average % Fully Hybrid	49%	50%
Average % Fully In-Person	36%	38%
Modality of Job Positions (Job Outlook 2022 Spring Update)	**Overall**	**Entry-Level**
Average % Fully Remote	20%	18%
Average % Fully Hybrid	41%	40%
Average % Fully In-Person	39%	42%

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For Third Straight Year, Less Than 40% of Respondents Will Screen Candidates by GPA

73.3%

63.0%

56.6%

46.3%

37.0%

38.3%

38.1%

Percent of respondents

2019   2020   2021   2022   2023   2024   2025

Recruiting Year

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A Student's Major, Industry, and Internship Experience Are Crucial, Whether or Not Employers Screen by GPA

Additional Factors Considered by Respondents That Do Screen by GPA*

Factor	Number of Respondents (Total N=64)	Percent of Respondents*
Academic major	59	92.2%
Has completed an internship within your industry	54	84.4%
Industry experience	51	79.7%
Has completed an internship with your organization	47	73.4%
Has demonstrated proficiency in competencies	46	71.9%
Has held a leadership position	43	67.2%
Has been involved in extracurricular activities	42	65.6%
School's reputation	26	40.6%
Has done volunteer work	22	34.4%
Other	6	9.4%

*Percentages total more than 100%, as respondents selected more than one factor.

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Additional Factors Considered by Respondents That Do Not Screen by GPA*

*Percentages total more than 100%, as respondents selected more than one factor.

Factor	Number of Respondents (Total N=103)	Percent of Respondents*
Academic major	97	94.2%
Has completed an internship within your industry	88	85.4%
Industry experience	87	84.5%
Has demonstrated proficiency in competencies	80	77.7%
Has completed an internship with your organization	80	77.7%
Has held a leadership position	72	69.9%
Has been involved in extracurricular activities	67	65.0%
Has held part-time jobs while in college to finance education	48	46.6%
Has done volunteer work	44	42.7%
School's reputation	28	27.2%

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Just 11% of Respondents Use AI to Screen Candidate Resumes

Number of Respondents
Yes = 19, No = 147, Other = 3

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1.8% Other

11.2% Yes

87.0% No
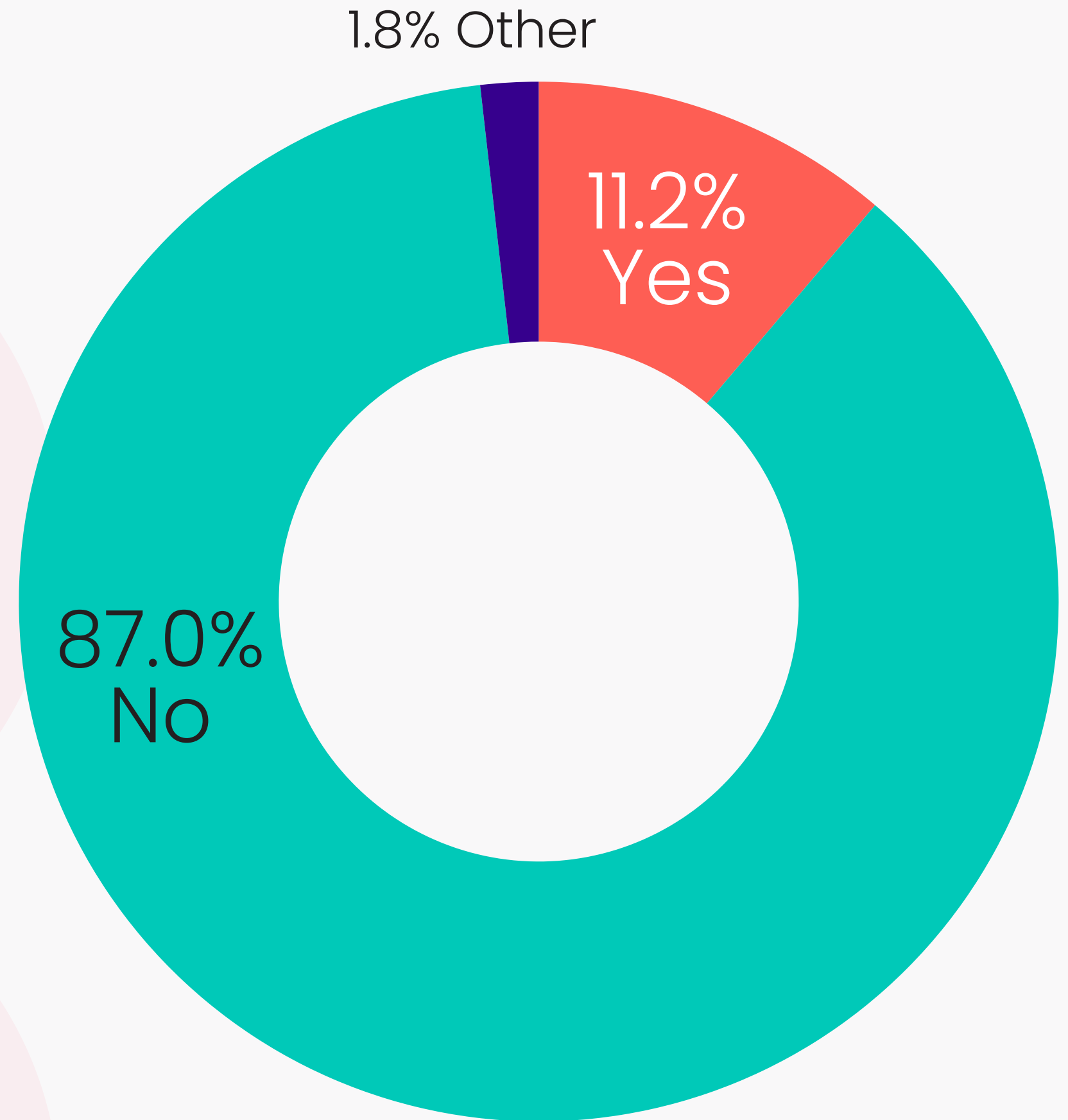
Nearly Two-Thirds of Respondents Use Skills-Based Hiring Practices

Total Respondents = 178

36%
No

64%
Yes

Use
Skills-Based
Hiring

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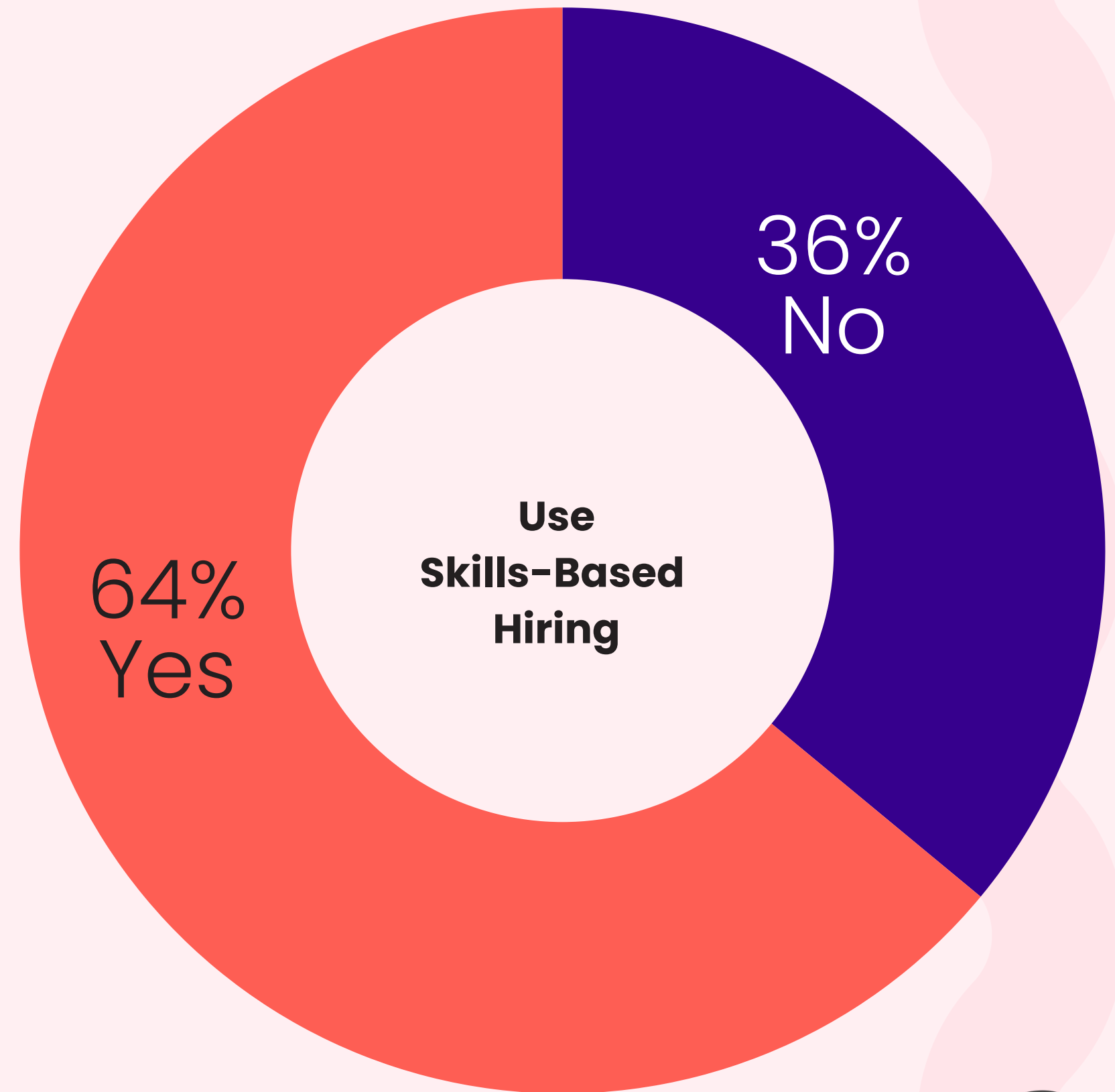
Employers Use Skills-Based Hiring Most When Interviewing, Screening Candidates

Stages at Which Skills-Based Hiring Is Used

Stage	Percentage
Interviewing	89.0%
Screening	62.4%
Sourcing	39.4%
Incumbent worker promotions or movement into new roles or areas	30.3%
Post-hire placement/matching	23.9%
Other	0.9%

Total Respondents = 109

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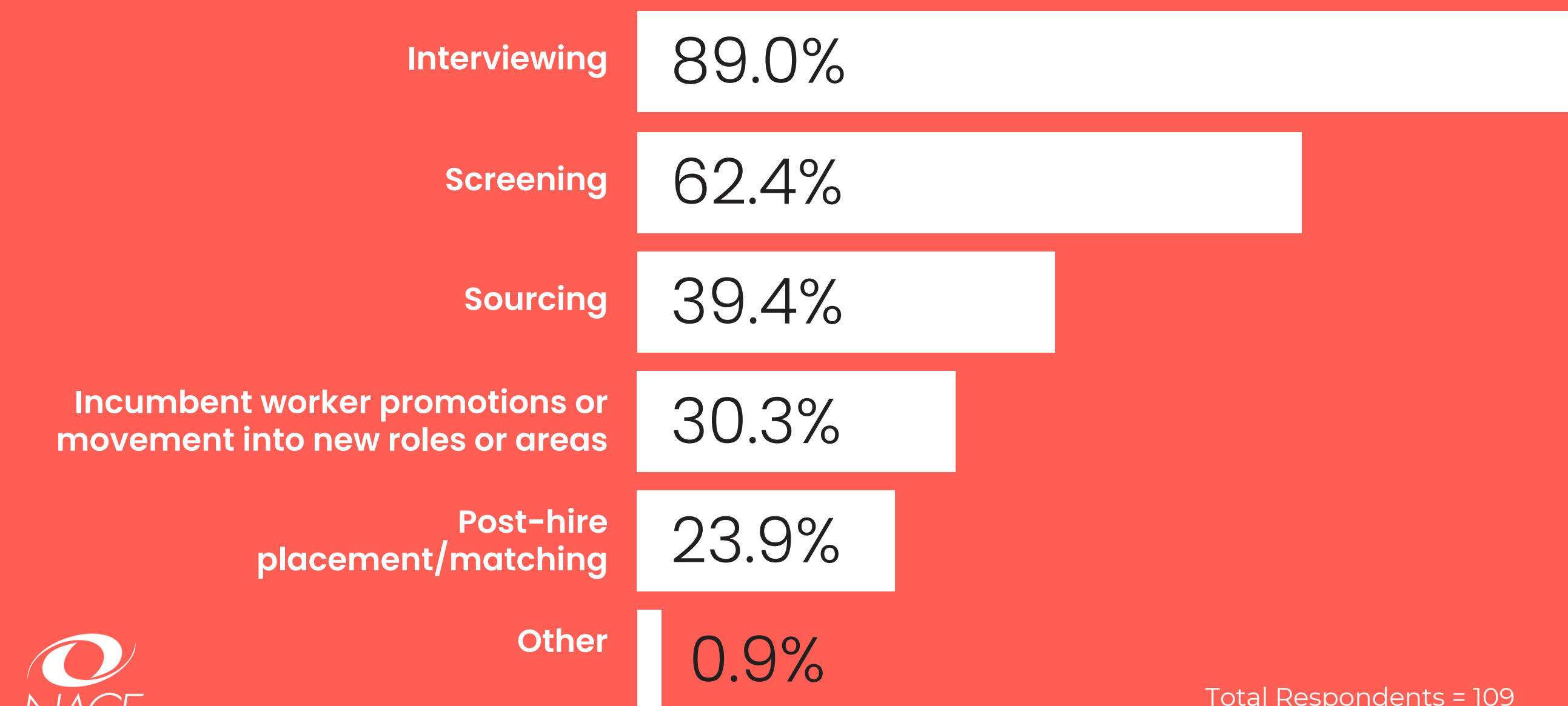
Employers Use Range of Skills-Based Hiring Practices

Skills-Based Hiring Practices Being Used

Total Respondents = 110

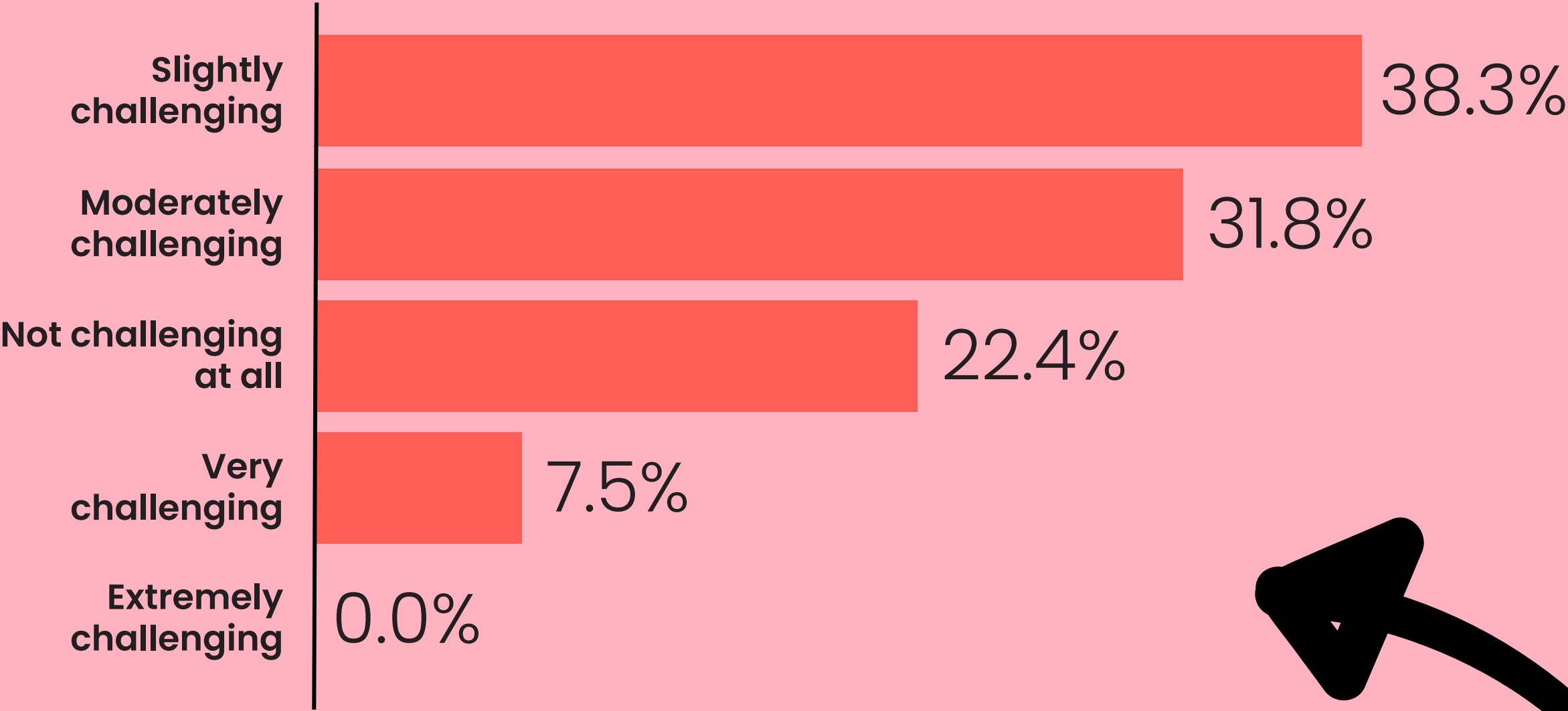| Percentage	Practice
87.3%	Behavior-based interview
70.0%	Competency-based job descriptions
67.3%	Resume scans for specific skills
41.8%	Interview rubrics
22.7%	Internally created assessment tool
18.2%	Externally created assessment tool
12.7%	External Recruiting agency
4.5%	Digital badges/micro-credentials
4.5%	Other
2.7%	Game-based assessments

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Employers Say Level of Challenge in Implementing Skills-Based Hiring Practices Is Low

Level of Challenge in Implementing Skills-Based Hiring Practices
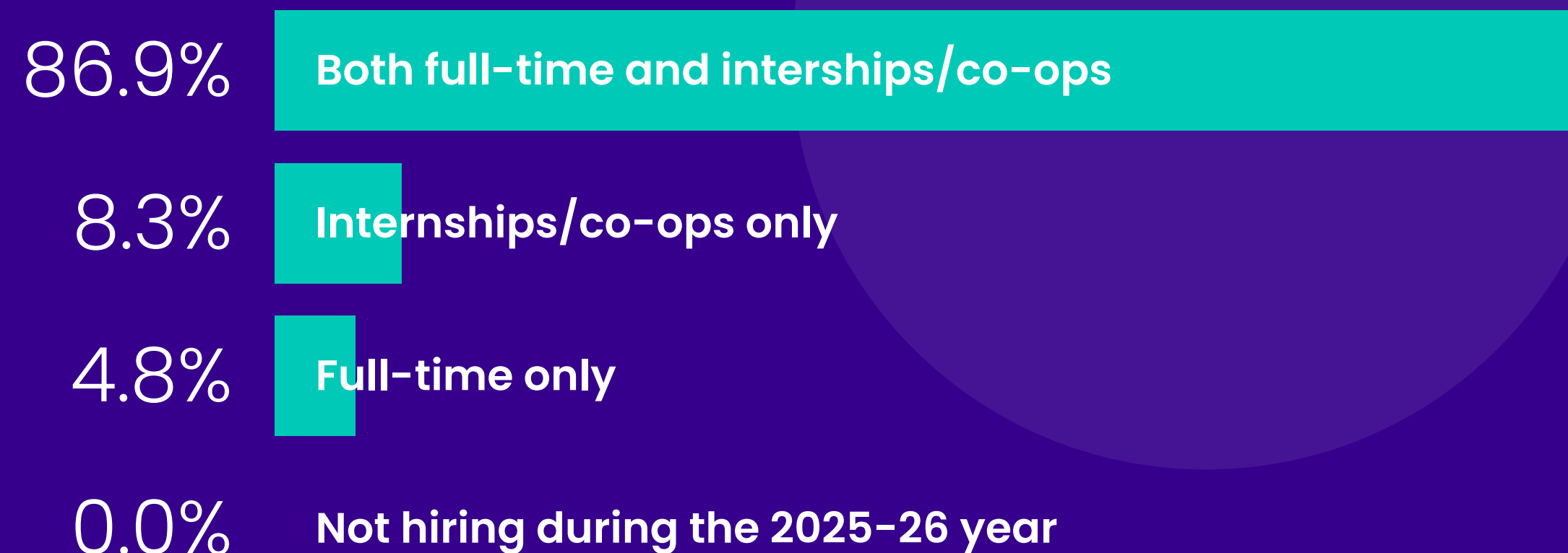
Total Respondents = 107

Slightly challenging	38.3%
Moderately challenging	31.8%
Not challenging at all	22.4%
Very challenging	7.5%
Extremely challenging	0.0%

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Lack of Time, Resources, and Buy-In Top Roadblocks Encountered When Implementing Skills-Based Hiring

Roadblocks in Implementing Skills-Based Hiring

51.1% Lack of department time/resources to implement new hiring practices

48.9% Buy-in from hiring managers

40.0% Cultural hurdles within organization

34.4% Lack of technology to assist

32.2% Lack of assessment tools

16.7% Regulatory hurdles

8.9% Other

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Majority of Employers Will Be Hiring for Full-Time and Internship Positions in Fall 2025

Hiring Expectations for Fall 2025

86.9% Both full-time and interships/co-ops

8.3% Internships/co-ops only

4.8% Full-time only

0.0% Not hiring during the 2025-26 year

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Half of Employers Have Roles That Offer a Degree Equivalency

Total Respondents = 173

48.6%
No

51.4%
Yes

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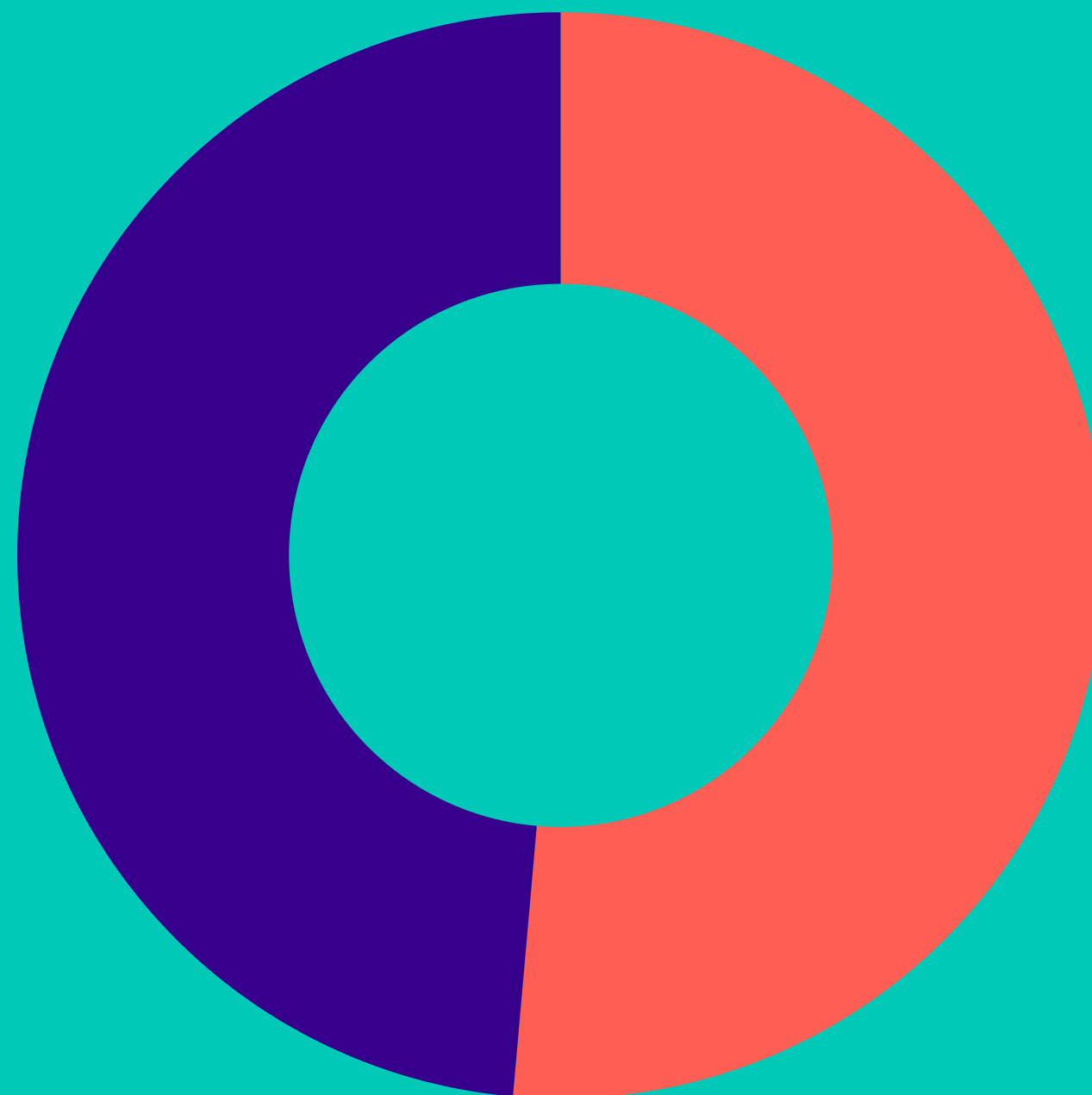
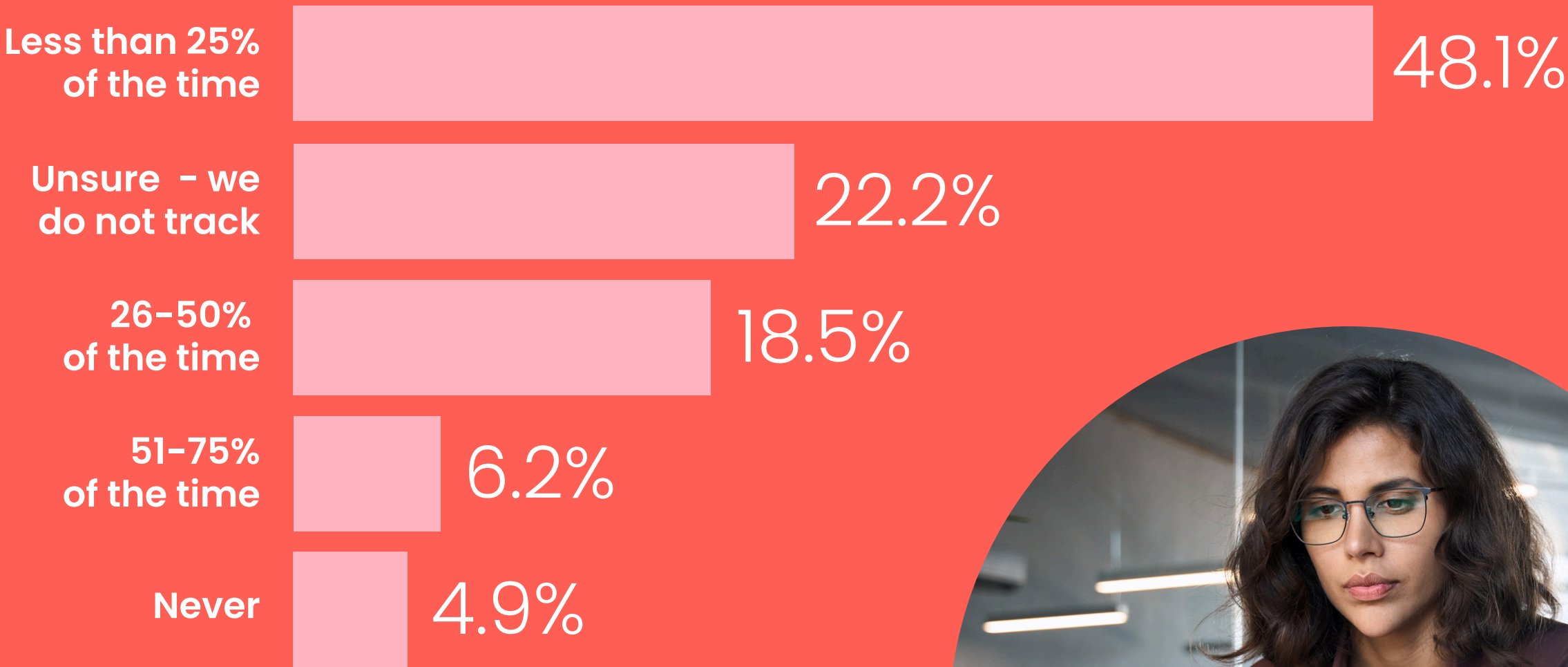# Operations, Customer Service, Administrative Are Top Roles That Offer a Degree Equivalency

Operations 70.9%

Customer service 68.6%

Administrative 66.3%

Sales 53.5%

Information technology 50.5%

Management 47.7%

Other roles* 33.7%

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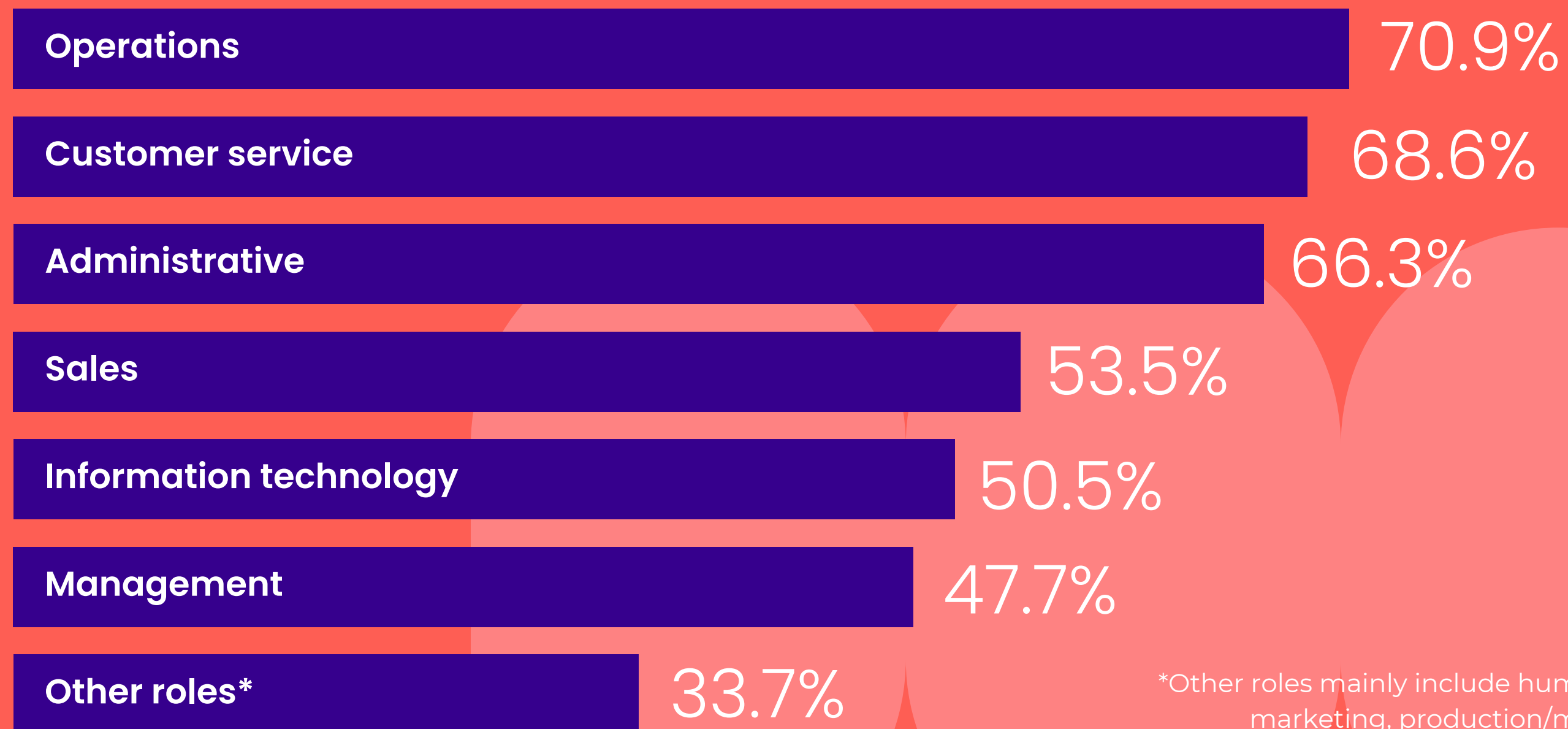
Total Respondents = 81

*Other roles mainly include human resources, logistics/supply chain, marketing, production/manufacturing, and warehouse roles..

The Highest Percentage of Employers Hires a Candidate With Equivalent Experience Less Than One-Quarter of the Time

How often do you hire someone with the equivalent experience in lieu of the degree?
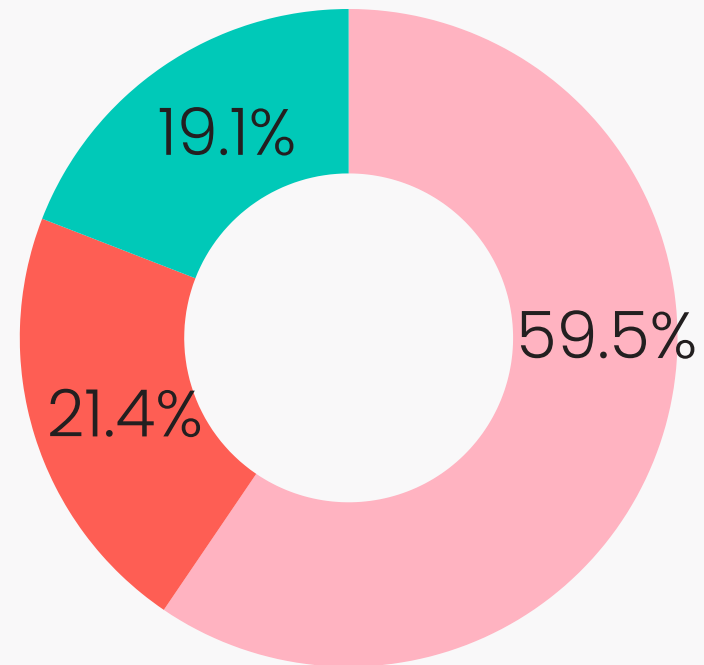
Total Respondents = 81

Response	Percentage
Less than 25% of the time	48.1%
Unsure - we do not track	22.2%
26-50% of the time	18.5%
51-75% of the time	6.2%
Never	4.9%

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Why Do Employers Offer Degree Equivalencies for Certain Roles?

65.8% Focusing on skills instead of the degree

57.9% Opening up our applicant pool

36.8% A way to address the talent shortage

25.0% Removing college degree as a key requirement

19.7% Increased focus on certifications/non-degree credentials

13.2% Other

Total Respondents = 76

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Most Roles That Offer Degree Equivalencies Use a 1:1 Ratio of Years of Experience to Years of Education

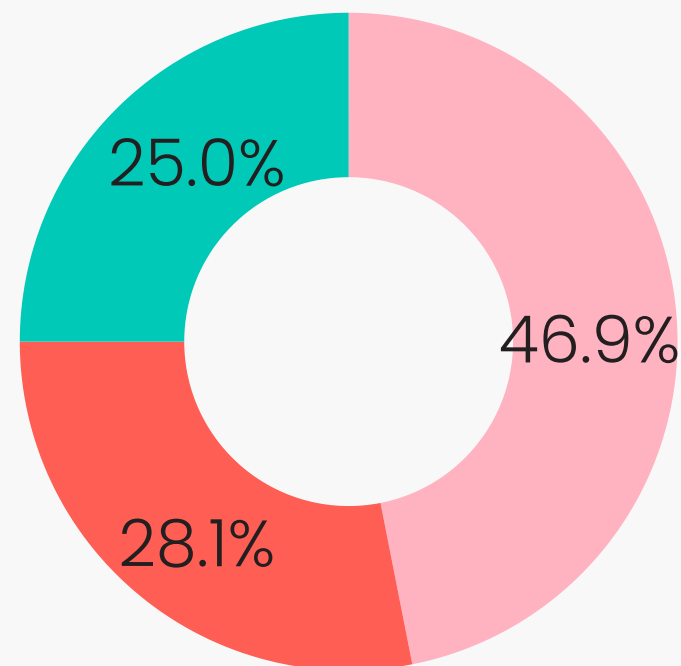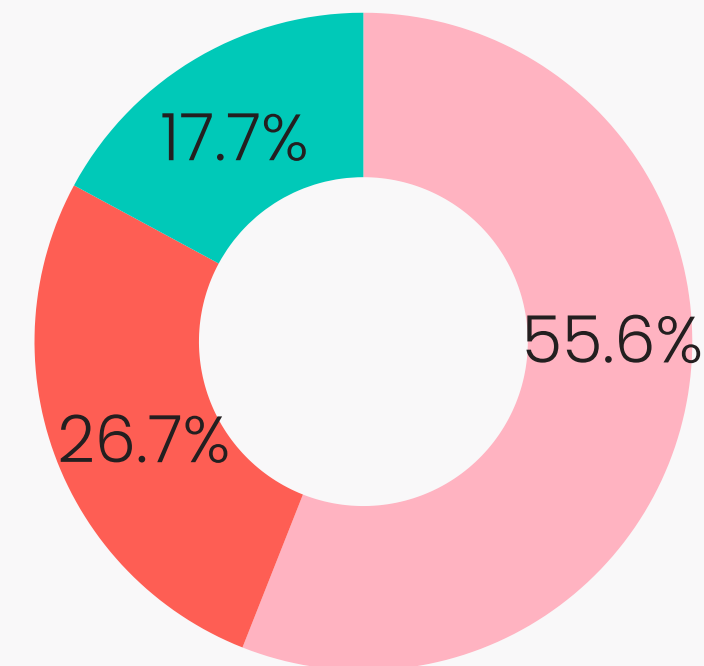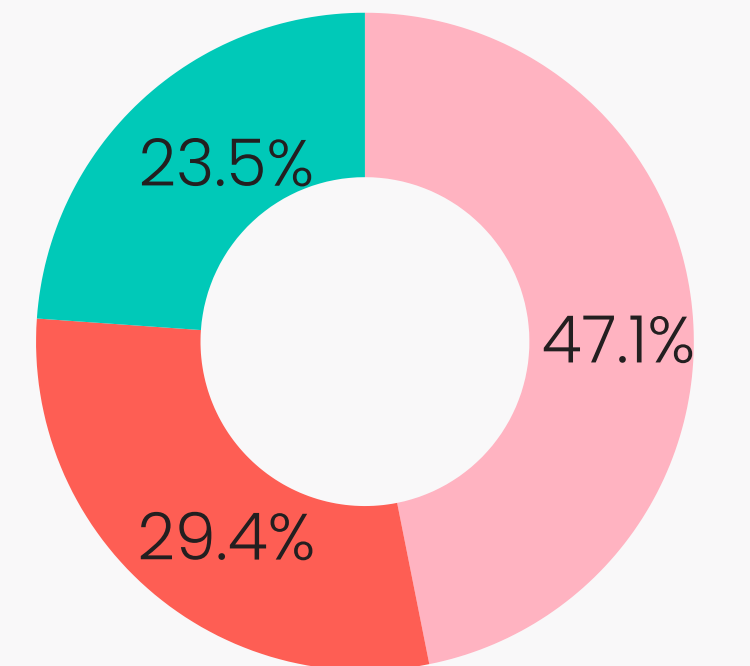**Customer Service**
N=42
- 59.5%
- 21.4%
- 19.1%
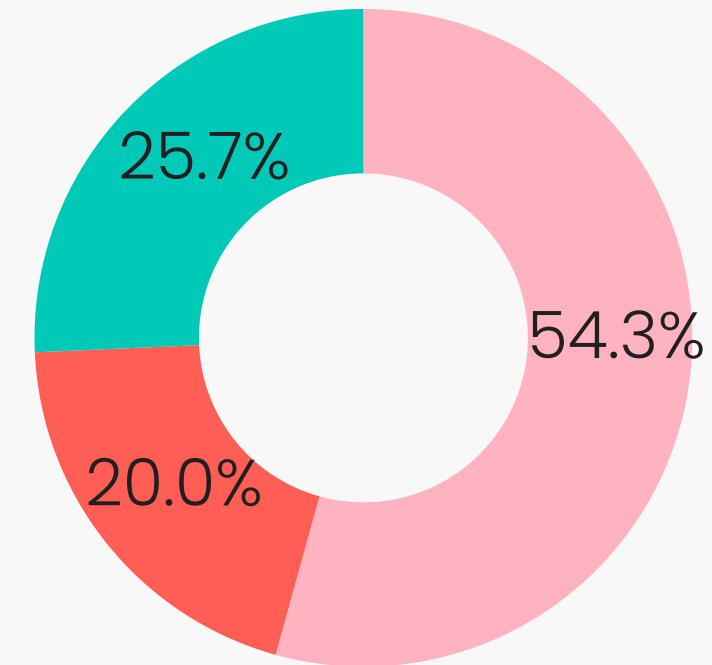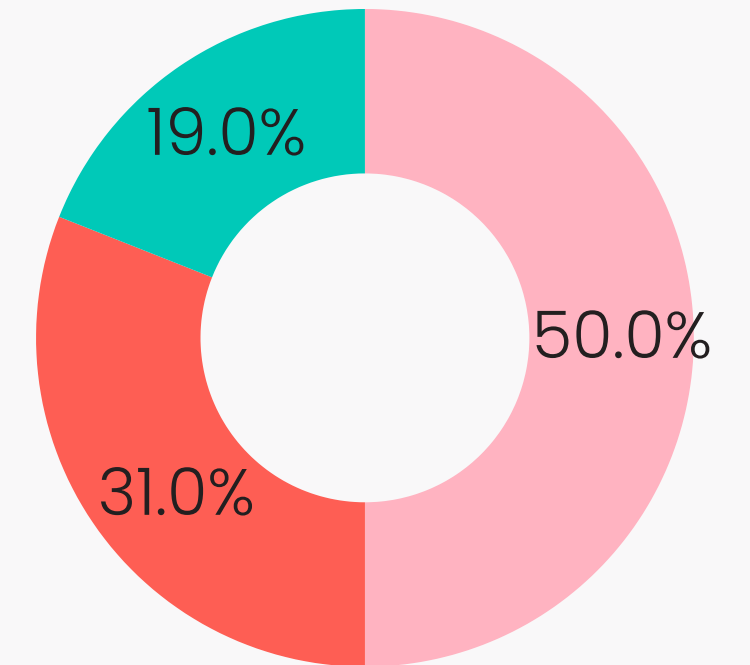
Sales
N=35
- 54.3%
- 20.0%
- 25.7%

Administrative
N=42
- 50.0%
- 31.0%
- 19.0%

Management
N=32
- 46.9%
- 28.1%
- 25.0%

Operations
N=45
- 55.6%
- 26.7%
- 17.7%

Information Technology
N=34
- 47.1%
- 29.4%
- 23.5%

Legend:
- 1:1
- 2:1
- Other

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Changes to Recruitment Strategies

Since January, **just 15% of respondents have made changes to their recruitment programs.** Although the data are limited, the largest percentages of respondents that are changing their recruitment strategies in 2025 are planning to conduct more recruiting—both in person and virtually—and expand their internship programs.

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Respondents That Agreed to Be Listed

Abbott	CohnReznick LLP	Keurig Dr Pepper	Schwan's Company
AbbVie	Colgate-Palmolive	Kiewit	Seagate Technology
ACH Child and Family Services	Constellation Energy	Kohl's	Selden Fox, Ltd.
ACS	CRST The Transportation Solution Inc.	KPMG	Shaw Industries
Allegion	Daimler Truck North America	Land O'Lakes Inc.	Smith and Nephew
American Axle & Manufacturing	DiamondBack Covers	Lincoln Electric	Southwest Airlines
American Family Insurance	Eagle Materials Inc	mauser packaging	STERIS
American Heart Association	Echo Global Logistics	Medtronic	Stryker
Ameriprise Financial	Enercon Services	Mowery & Schoenfeld LLC	T-Mobile
APTIM	Energy Transfer	National Futures Association	Teradata
Argonne National Laboratory	EOG Resources	New York Life Insurance	terracon
Armstrong World Industries	fairlife, LLC	NTT DATA	Terumo Neuro
Astronautics Corporation of America	Forvis Mazars	O&G Industries, Inc.	Textron
ATA Engineering	Franklin International	Olin Corporation	The Aerospace Corporation
avery dennison	Freeman	Orthopedic Associates of Lancaster	The Cigna Group
Avient Corporation	Freese and Nichols	PepsiCo	TMEIC Corporation
Baird	GE Aerospace	Phillips Edison & Company	Trinity Consultants
BASF	Getinge	Polaris Inc	Uber
Belden Inc.	Hajoca Corporation	Progressive	Uline
Bozzuto	Herbert, Rowland & Grubic, Inc.	Protiviti	Viasat
Burlington Stores, Inc.	Hormel Foods Corporation	Raymond James	Watts Water
CBIZ	HUSCO	RoviSys	West Monroe
CEI Engineering Associates, Inc.	INEOS Olefins & Polymers USA	IRS&H	Weyerhaeuser
Cencora	Ingevity	RubinBrown LLP	Zurich Insurance North America
Chevron	Ingredion Incorporated	Ryan, LLC	
Chubb	JE Dunn Construction	SALAS O'BRIEN ENGINEERS, INC.	
Church & Dwight, Co., Inc.	Johnson Controls	Savannah River Nuclear Solution	

Respondents by Region

	Number of Respondents	Percent of Respondents
New England	12	5.6%
Mideast	29	13.6%
Great Lakes	61	28.5%
Plains	25	11.7%
Southeast	24	11.2%
Southwest	35	16.4%
Rocky Mountain/Far West	28	13.0%

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Respondents by Industry

	Number of Respondents	Percent of Respondents
Oil & Gas Extraction	2	0.9%
Utilities	7	3.3%
Construction	10	4.7%
Food & Beverage Mfg.	8	3.7%
Chemical (Pharmaceutical) Mfg.	17	7.9%
Computer & Electronics Mfg.	16	7.5%
Motor Vehicle Mfg.	7	3.3%
Misc. Mfg.	23	10.7%
Wholesale Trade	11	5.1%
Retail Trade	7	3.3%
Transportation	7	3.3%
Information	6	2.8%
Finance, Insurance, & Real Estate	27	12.6%
Accounting Services	6	2.8%
Engineering Services	10	4.7%
Management Consulting	8	3.7%
Misc. Prof. Services	15	7.0%
Social Services	8	3.7%
Recreation & Hospitality	2	0.9%
Misc. Support Services	11	5.1%
Government	6	2.8%

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