



# 2019 ANNUAL REPORT

National Association of Colleges and Employers

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# A YEAR IN REVIEW

In fiscal year 2019 (FY19), NACE focused on high-priority initiatives to support the needs of professionals in our field:

**Inclusion, Diversity, and Equity:** Through the efforts of the Inclusion Committee, the Careers for Students with Disabilities Task Force, Affinity Groups, Board leaders, volunteers, and staff, NACE developed and delivered new resources for members. We reviewed policies, practices, and communications in support of our commitment to inclusion. We are pleased that Alma Clayton-Pedersen could contribute as an advisor to NACE during the first year of her two-year term as a Knowledge-Based Board Director with expertise on inclusion, diversity, and equity.

**Career Readiness:** Since 2015, when NACE first introduced competencies and definitions, we have delivered multiple learning programs, resources, and tools; increased website activity; and improved online dialogue and sharing through the NACE Community. NACE has now become a career readiness resource for external stakeholders on a national and international scale.

**Standards, Protocols, and Advisory Input:** NACE provides the framework for professional standards and protocols that our members look to for guidance. This year, both the College and University Professional Standards Review Task Force and the First-Destinations Task Force updated these standards. In addition, the work of the Research Advisory Committee provided input for strengthening both college and employer surveys.

**Community and Engagement:** Across the span of opportunities for involvement in NACE, we have increased participation and developed more interactive dialogue among our members. In fact, 53 percent of all NACE members (13,000+) logged into the NACE Community in FY19 and the level of sharing ideas/resources is significantly on the rise.

**Program and Technology Innovation:** We assessed current programs to strengthen member value and added new learning opportunities such as the NACE 30-Hour Career Coaching Institute to reach more members in a more in-depth experience. We also crafted new offerings at the annual conference, including speed networking, 1:1 meetings with exhibitors, and live-streaming of speakers. Furthermore, we have planned and implemented significant technology improvements to benefit our members' access to content.

**Membership Data and Insights:** NACE contracted with an external research firm to conduct a Comprehensive Membership Study involving members and nonmembers to capture data and insights to better serve our profession into the future.

Finally, in May 2019 NACE announced the retirement of the Executive Director in February 2020. The search process was immediately launched to fill this position in 2020.

We want to thank all who have been part of the NACE family this past year and have contributed time, talent, and energy in ways to benefit our colleagues in this profession.



**NORMA GUERRA GAIER**  
NACE 2018-19 President



**MARILYN MACKES**  
NACE Executive Director

## 2019 ANNUAL REPORT

# MEMBERS LEADING THE PROFESSION

In FY19, 214 members served on the three standing committees and 12 strategic priority committees to advance the association and the profession through a variety of NACE initiatives.

### STANDING COMMITTEES

- Executive Committee
- Finance and Audit Committee
- Sourcing and Nomination Committee

### STRATEGIC PRIORITY COMMITTEES

- 2019 NACE Conference Committee
- Advocacy Advisory Committee
- Career Readiness Work Group
- Careers for Students with Disabilities Task Force
- College and University Professional Standards Review Task Force
- First Destinations Task Force
- Honors and Awards Committee
- Inclusion Committee
- Leadership Advancement Program Committee
- Principles for Ethical Professional Practice Committee
- Research Advisory Committee
- The “Future of We” Task Force

### 2018-19 NACE BOARD OF DIRECTORS



**NORMA GUERRA GAIER**  
President



**CHRISTOPHER CARLSON**  
President-Elect



**GLEN FOWLER**  
Past President



**JENNIFER LASATER**  
Vice President –  
College



**STEPHANIE PALLANTE**  
Vice-President –  
Employer



**MARILYN MACKES**  
Secretary



**FRED BURKE**  
Director – College



**J. SELTRIC BLOCKER**  
Director – Employer



**ALMA CLAYTON-  
PEDERSEN**  
Knowledge-Based  
Director



**BRIAN GUERRERO**  
Director – College



**TIM HARDING**  
Director – College



**TONI MCLAWHORN**  
Director – College



**NIDA SALEEM**  
Director – Employer



**BRUCE SOLTYS**  
Director – Employer



**SEAN TRECCIA**  
Director – Employer

## SPECIAL INITIATIVES

### PROFESSIONAL DEVELOPMENT

- Expanded comprehensive virtual course offerings for all members.
- Increased free podcasts for members and prospective members.
- Launched the NACE Internship Summit using a peer-to-peer, crowd-sourced approach.
- Set a record year for NACE19 Preconference Workshops with 192 attendees.

### RESEARCH

- Reported first-destinations outcomes for 693,000 graduates from 361 schools for the *First Destinations for the College Class of 2018 Report*.
- Launched the first Associate Degree student survey.
- Implemented Research Advisory Task Force recommendations to strengthen benchmark surveys for both colleges and employers.

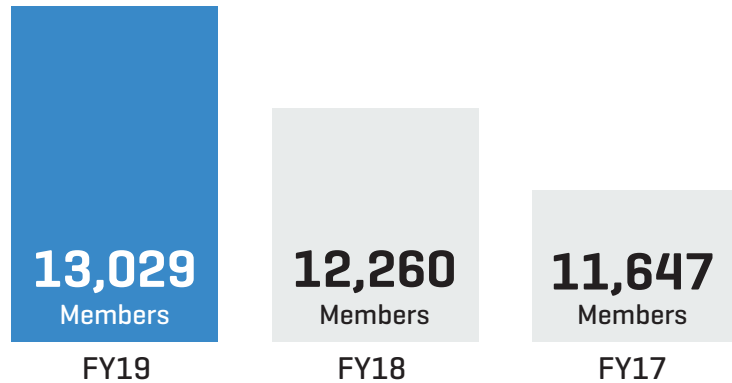
### ADVOCACY

- Published position statements related to extending Pell grant eligibility to graduate students and continuing Grad Plus loan program funding.

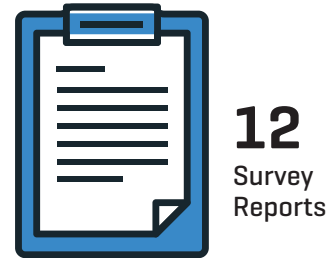


# MEMBER ENGAGEMENT

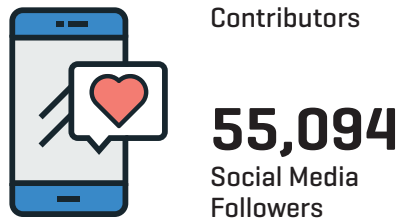
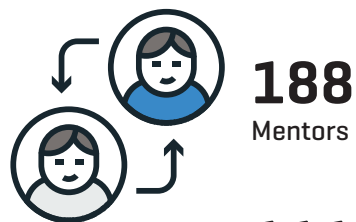
## MEMBERSHIP



## RESEARCH



## CALL FOR VOLUNTEERS



## PROFESSIONAL DEVELOPMENT

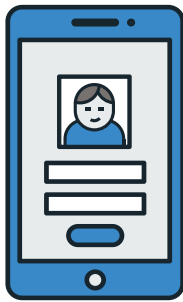


## 2019 ANNUAL REPORT

# NACE COMMUNITY

More than one-half of NACE members are actively engaged in the NACE Community.

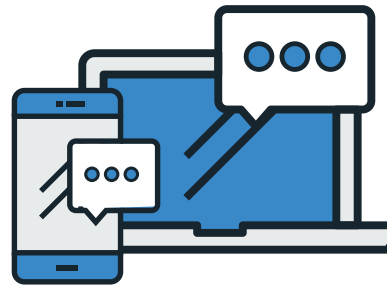
### MEMBER LOGINS



**7,185 Unique Logins**

*[July 2018 - June 2019]*

### MEMBER POSTS

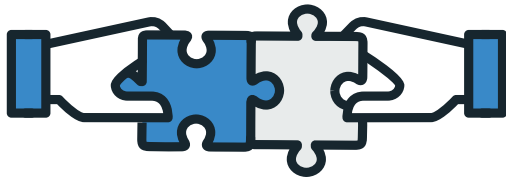


**4,599 Posts**

*[July 2018 - June 2019]*

*Exclusive  
Member-Only  
Benefit*

### NACE COMMUNITY LIBRARY



**100 Unique  
Contributors**

*[July 2018 - June 2019]*



**139 Unique  
Contributions**

*[July 2018 - June 2019]*

## 2019 ANNUAL REPORT

# NACE CONFERENCE & EXPO



### NEW FOR 2019

- 122 volunteers assisted with attendee registration, social media, and concurrent sessions.
- 225 attendees participated in Speed Networking.
- 110 Exhibitor/Attendee Breakfast Meetings were scheduled.
- 52 people livestreamed the Erik Qualman and Richard Pimentel general sessions.
- 8 Preconference Workshops were offered, including new full-day, morning, and afternoon sessions.
- 660 attendees participated in Affinity Group Meet-Ups:
  - Career Offices Serving Alumni
  - Centralized Career Services Offices
  - Centralized Recruiting Offices
  - Community Colleges
  - Decentralized Career Services Offices
  - HBCUs
  - LGBTQ and Allies
  - Liberal Arts Schools
  - MLI
  - People of Color
  - RLI
  - STEM Recruiting
  - Veterans
  - Women in Career Services/University Relations and Recruiting
- 397 attendees participated in Hot-Topic Huddles:
  - Careers for Students With Disabilities Task Force for Career Services
  - Careers for Students With Disabilities Task Force for University Relations and Recruiting
  - Ethical Strategies for Today and Tomorrow
  - Legal Issues in Internships
  - Leveraging Artificial Intelligence: Launching Career Services to the Smart Era
  - Skills Infusion: Employers and Faculty Enhancing Curriculum With NACE Workplace Competencies



## 2019 ANNUAL REPORT

# ADVOCACY

### ADVOCATING FOR THE PROFESSION

NACE advanced its advocacy efforts by meeting with nationally recognized public policymakers, legislators, and leaders in associations, industry, and higher education, including:

- American Council of Education [ACE]
- Association of Public and Land Grant Universities [APLU]
- Cooperative Education & Internship Association [CEIA]
- Council of Graduate Schools [CGS]
- U.S. Majority and Minority House and Senate Judiciary Committee Staffs
- NAFSA: Association of International Educators
- U.S. Department of Education
- U.S. Department of Labor: Office of Disabilities and Office of Apprenticeship
- Staff for Senator Bob Casey [D-PA]; Senator Pat Toomey [R-PA]; Senator Kirsten Gillibrand [D-NY]; and Representative Susan Wild [D-PA]
- Washington Higher Education Secretariat [WHES]

### POSITION STATEMENTS

- [NACE Joins HE Associations in Supporting College Affordability Act Legislation](#)
- [Classroom to Careers Act of 2019](#)
- [NACE Joins HE Associations in Supporting the Dream and Promise Act of 2019](#)





# 2019 ANNUAL REPORT

## FINANCIALS

### STATEMENT OF FINANCIAL POSITION

#### Assets

Cash & Short-Term Investments	\$	4,577,354
Accounts Receivable		86,248
Property & Equipment, Net		504,849
Long-Term Investments		9,760,829
Other Assets		127,420
<b>Total Assets</b>	<b>\$</b>	<b>15,056,700</b>

#### Liabilities & Net Assets

Accounts Payable	\$	1,125,411
Accrued Expenses		367,199
Deferred Revenue		1,269,522
<b>Total Liabilities</b>		<b>2,762,132</b>

#### Net Assets

Unrestricted		12,294,568
<b>Total Net Assets</b>		<b>12,294,568</b>

<b>Total Liabilities &amp; Net Assets</b>	<b>\$</b>	<b>15,056,700</b>
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### STATEMENT OF ACTIVITIES

#### Revenues

Membership	\$	1,936,034
Conference		2,671,984
Professional Services		1,094,050
Other Revenues		210,876
<b>Total Revenues</b>		<b>5,912,944</b>

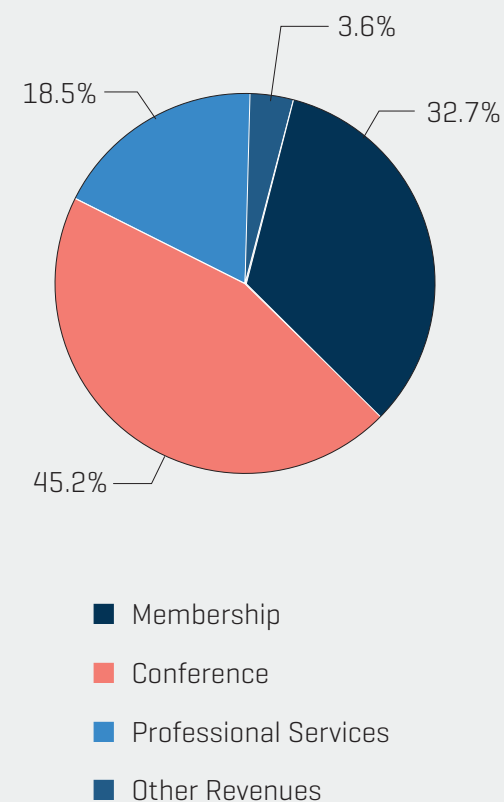
#### Expenses

Conference		2,275,125
Professional Services		1,691,452
Administrative Services		2,145,458
Other		354,384
<b>Total Expenses</b>		<b>6,466,419</b>

<b>Results of Operations</b>		<b>(553,475)</b>
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<b>Investment Gain</b>	<b>\$</b>	<b>563,216</b>
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### PROGRAM REVENUES



Note: This financial statement for fiscal year July 1, 2018–June 30, 2019 reflects the audited report prepared by Campbell, Rappold & Yurasits.



**National Association of Colleges and Employers**

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*Inclusion is a core value for the National Association of Colleges and Employers, which fosters and supports individual and organizational diversity and inclusion to advance equity in all facets of the association.*

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