

An update on our commitment to the Black Community and anti-racism >> (
<https://www.naceweb.org/about-us/update-on-naces-commitments-to-the-black-community->
(/center/) [and-anti-racism/](https://www.naceweb.org/diversity-equity-and-inclusion/trends-and-predi...))



National Association of Colleges and Employers

NEARLY 90% OF EMPLOYERS HAVE A DIVERSITY RECRUITING STRATEGY FOR CLASS OF 2021

November 13, 2020 | By NACE Staff

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[Spotlight for Recruiting Professionals \(/tag/spotlight/\)](#)

Nearly nine of 10 organizations responding to NACE survey report that they have a diversity recruiting strategy for the Class of 2021, according to [NACE's Job Outlook 2021 report \(https://www.naceweb.org/mynace/job-outlook/\)](#).

This is the second highest level in recent years. (See Figure 1.)

For the Class of 2021, nearly all respondents with diversity strategies will focus on hiring African-Americans. Women and Hispanic-Americans will also be highly pursued, with nearly nine in 10 respondents directing their diversity strategies toward them. (See Figure 2.)

More than three-quarters of respondents plan to focus on specific schools and organizations to aid in their diversity recruiting efforts. Among the employers that will use specific schools and organizations, more than four out of five will work with Historically Black Colleges and Universities (HBCUs), and more than half expect to work with the National Society of Black Engineers and/or the Society of Hispanic Professional Engineers to assist in their diversity recruiting efforts. (See Figure 3.)

The **Job Outlook** survey is a forecast of hiring intentions of employers as they relate to new college graduates. Each year, the National Association of Colleges and Employers (NACE) surveys its employer members about their hiring plans and other employment-related issues to project the market for new college graduates for the current class and to assess a variety of conditions that may influence that market. Data for the **Job Outlook 2021** survey were collected from July 27, 2020, through September 11, 2020. This year, NACE not only surveyed 931 of its employer members, but it also surveyed 2,368 nonmember employer organizations. A total of 227 surveys were returned; 158 were NACE members and the remaining 69 were nonmembers. **The Job Outlook 2021 report is available in MyNACE (<https://www.nacweb.org/mynace/job-outlook/>).**

Figure 1: Percent of employers with a diversity recruiting strategy: 2017 – 2021*

RECRUITING CLASS	
2021	
Percent of Respondents	87.2%
2020	
Percent of Respondents	NA
2019	
Percent of Respondents	82.1%
2018	
Percent of Respondents	88.0%
2017	
Percent of Respondents	80.3%

*Data for the Classes of 2017 through 2019 were provided by NACE's *Recruiting Benchmarks Surveys*. Since the survey was not conducted in 2020, diversity hiring strategies for the Class of 2020 are unavailable.

Figure 2: Prioritized groups within diversity recruiting strategies: 2017 - 2021
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AFRICAN-AMERICANS	
2017	94.4%
2018	93.9%
2019	93.6%
2020*	---
2021	94.8%
WOMEN	
2017	90.1%
2018	89.9%
2019	94.3%
2020*	---
2021	89.0%
HISPANIC-AMERICANS	
2017	84.0%
2018	88.5%
2019	86.4%
2020*	---
2021	87.2%

MILITARY VETERANS	
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2017	75.3%
2018	70.9%
2019	71.4%
2020*	---
2021	62.2%
MULTIRACIAL	
2017	---
2018	---
2019	56.4%
2020*	---
2021	61.0%
ASIAN-AMERICANS	
2017	51.9%
2018	52.7%
2019	56.4%
2020*	---
2021	54.7%
NATIVE AMERICANS	
2017	45.1%

2018	44.6%
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2019	49.3%
https://www.naceweb.org/about-us/update-on-naces-commitments-to-the-black-community-and-anti-racism/)	
2020*	---
2021	51.7%
LGBTQIA	
2017	46.9%
2018	54.7%
2019	48.6%
2020*	---
2021	51.7%
STUDENTS WITH DISABILITIES	
2017	50.6%
2018	52.0%
2019	50.7%
2020*	---
2021	46.5%

*Data for the Classes of 2017 through 2019 were provided by NACE's *Recruiting Benchmarks Surveys*. Since the survey was not conducted in 2020, the prioritized groups for the Class of 2020 are unavailable.

Figure 3: Schools/organizations used in diversity recruiting: 2017 – 2021



HISTORICALLY BLACK COLLEGES AND UNIVERSITIES The Black Community and anti-racism >> (<https://www.naceweb.org/about-us/update-on-naces-commitments-to-the-black-community-and-anti-racism/>)

2017	83.5%
2018	96.5%
2019	97.8%
2020*	---
2021	82.3%

NATIONAL SOCIETY OF BLACK ENGINEERS (NSBE)

2017	---
2018	---
2019	---
2020*	---
2021	71.4%

SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS (SHPE)

2017	---
2018	---
2019	---
2020*	---
2021	50.3%

HISPANIC-SERVING INSTITUTIONS

2017	33.0%
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2018	An update on our commitment to the Black Community and anti-racism >> (41.2%
2019	https://www.naceweb.org/about-us/update-on-naces-commitments-to-the-black-community-and-anti-racism/)	37.6%
2020*		---
2021		38.8%
OTHER		
2017		24.3%
2018		19.2%
2019		29.9%
2020*		---
2021		31.3%
NATIONAL ACTION COUNCIL FOR MINORITIES IN ENGINEERING (NACME)		
2017		---
2018		---
2019		---
2020*		---
2021		18.4%
SOCIETY OF ASIAN SCIENTISTS AND ENGINEERS (SASE)		
2017		---
2018		---
2019		---

2020* An update on our commitment to the Black Community and anti-racism >> (
<https://www.naceweb.org/about-us/update-on-naces-commitments-to-the-black-community-and-anti-racism/>)

WOMEN-ONLY COLLEGES

2017	18.3%
2018	22.4%
2019	19.4%
2020*	---
2021	15.0%

INROADS

2017	17.4%
2018	28.2%
2019	16.1%
2020*	---
2021	14.3%

AMERICAN INDIAN SCIENCE AND ENGINEERING SOCIETY (AISES)

2017	---
2018	---
2019	---
2020*	---
2021	12.9%

SOCIETY OF MEXICAN AMERICAN ENGINEERS AND SCIENTISTS (LATINOS IN SCIENCE AND ENGINEERING)	
https://www.naceweb.org/about-us/update-on-naces-commitments-to-the-black-community-and-anti-racism/)	
2017	---
2018	---
2019	---
2020*	---
2021	8.8%
SOCIETY FOR THE ADVANCEMENT OF CHICANOS/HISPANICS AND NATIVE AMERICANS IN SCIENCE (SACNAS)	
2017	---
2018	---
2019	---
2020*	---
2021	6.8%
NATIONAL ASSOCIATION OF MATHEMATICIANS (NAM)	
2017	---
2018	---
2019	---
2020*	---
2021	4.8%
TRIBAL COLLEGES	
2017	6.1%

<p>2018 An update on our commitment to the Black Community and anti-racism >> (https://www.naceweb.org/about-us/update-on-naces-commitments-to-the-black-community-and-anti-racism/)</p>	<p>4.7% 2.2%</p>
<p>2020*</p>	<p>---</p>
<p>2021</p>	<p>4.1%</p>

*Data for the Classes of 2017 through 2019 were provided by NACE's *Recruiting Benchmarks Surveys*. Since the survey was not conducted in 2020, the schools/organizations used in diversity recruiting for the Class of 2020 are unavailable. In addition, there has been a change in the survey questionnaire: In this year's survey, participants were given more specific choices.

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