Who We Are

Established in 1956, the National Association of Colleges and Employers (NACE) is the leading source of information on the employment of the college educated. The professional association connects more than 5,200 college career services professionals at nearly 2,000 college and universities nationwide, and more than 3,000 HR/staffing professionals focused on college relations and recruiting.

NACE forecasts trends in the job market; tracks legal issues in employment, the job search, and hiring practices; and provides college and employer professionals with benchmarks for their work. NACE provides research and information to its professional members through NACEWeb, quarterly surveys of starting salary offers to new college graduates, a quarterly journal, a biweekly newsletter, and surveys of employer and college members. NACE provides members with primary tools for reaching and educating college students through our Job Choices publications—the most recommended job-search and career guides for today's graduates and alumni—and JobWeb, the online complement to Job Choices.

In January 2008, the NACE Board of Directors unanimously adopted a strategic plan based on the expressed needs of our members. The vision will enable NACE to:

- Dedicate our efforts to the advancement and transfer of knowledge for our profession.
- Develop opportunities for content growth in a range of areas pertinent to our members' needs.
- Operate in an environment "without boundaries," driven by the advancement of technology and the increasing growth of global connections.
- Align operations and leadership to deliver on the content-focused expectations of our members.
- Develop relationships with associations that share the content and knowledge interests of our members.

The envisioned future for NACE includes two primary goals to drive the value we bring to our members. NACE will serve as:

- The essential connection to support the successful transition of college students into the workplace.
The foremost resource related to the college student/graduate employment market.

**Our Mission**
To facilitate the employment of the college educated.

**Our History**
In February 1924, the first placement organization in the United States was established in Chicago. Its original name was the National Association of Appointments Secretaries, after the British position title, "appointments secretary," also known as "placement director" in this country. Of the 12 representatives who founded the pioneer organization, 11 were women. Their primary concern was teacher placement. *(More)*

**Code of Ethics**
Career services and employment professionals are involved in an important process—helping students choose and attain personally rewarding careers, and helping employers develop effective college relations programs which contribute to effective candidate selections for their organizations. The impact of this process upon individuals and organizations requires commitment by practitioners to principles for professional conduct. Read the *Principles for Professional Conduct*. 