



WHAT WORKING COLLEGE STUDENTS WANT



STUDENT PREFERENCE FOR WORKING LOCATION

- 53% On Campus
- 13% Off Campus
- 34% No Preference

WHY STUDENTS CHOOSE:

ON CAMPUS

Location
Flexible Schedules
Meeting Students

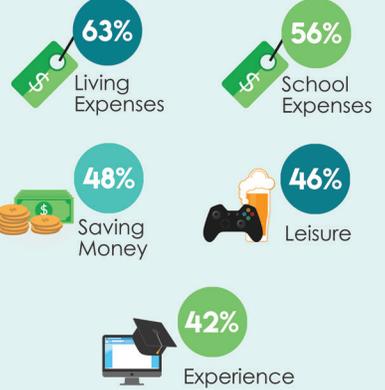
OFF CAMPUS

Work Experience
Better Pay
Networking Opportunities

MOST IMPORTANT FACTORS IN A JOB FOR STUDENTS



WHY STUDENTS WORK WHILE IN SCHOOL



Student Success and Auxiliary Employment Study

Auxiliaries are commonly among the largest employers of students on college campuses. As the cost of living and education expenses rise, students across the country need jobs to pay the bills and support their academic studies. To explore what motivates today's working college student and understand the potential impact that auxiliaries can have on the student experience through employment, NACAS Research conducted a national survey in partnership with Riddle & Bloom. The survey was designed to answer the following:

- What factors impact students' decision to work while going to school?
- What associations do students make with on-campus versus off-campus jobs?
- Do students believe their jobs help them succeed academically?

While auxiliary services have a lot to offer that supports students' well-being, employment is one way auxiliaries can directly contribute to student success. As shown above, on-campus auxiliary jobs have leverage over their off-campus counterparts and can appeal to a wider student audience by promoting highly-valued factors of a job and student preferences for working location.

To increase recruitment and retention amongst student employees, auxiliaries should call attention to their flexible work schedules and convenient on-campus locations while simultaneously creating explicit professional development programs and academic retention benefits. Doing so helps the student employee realize stronger correlations to attaining skills relevant to their career aspirations and attribute their employer to supporting academic retention.

Auxiliaries across the country continue to face tremendous pressure to tell their narratives and prove their services have student impact beyond the revenue and budget numbers. While characterized as the extra-curricular benefit on a campus, auxiliaries also have a responsibility to contribute to the student experience, through service, mentorship, employment, and academic retention. In October of 2017, the NACAS institutional membership totaled serviceability of 8.5 million full-time enrolled students, or 40% of college enrollment across the country. College auxiliaries have a tremendous opportunity to contribute to the success of today's students by intentionally supporting educational attainment and the future workforce.

For the full report and more information, visit nacas.org/research.