

Calculating Your Intern Conversion Rates

NACE Worksheet: How to Calculate Intern Conversion rates

To calculate the conversion rate for your interns, determine the number of eligible* interns and the number of offers that have been accepted by eligible interns.

Divide the number of acceptances by the number of eligible interns, and multiply by 100. This gives you your conversion rate.

1. Number of eligible interns* =
2. Number of accepted offers =
3. Number of accepted offers/Number of eligible interns =
4. Multiply your answer to #3 x 100 = % conversion rate

Example:

1. Number of eligible interns* = 50
2. Number of accepted offers = 20
3. $20/50 = 0.4$
4. $0.4 \times 100 = 40\%$ conversion rate

**For these purposes, an eligible intern is one who is graduating and is pursuing career opportunities. Interns who are still in school are not considered eligible. Similarly, interns who have decided to pursue further education are not considered eligible.*