

Campus Recruiting Outlook 2013

Canada's Top Campus Employers Report

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The CACEE Campus Recruitment and Benchmark Survey Report

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Canada's Top
Campus Employers



FROM **LEARNING** TO **WORK**

Canada's Campus Recruitment Report™



Canada's Top Campus Employers Report



- 28,000+ students surveyed across Canada
- 20 minute online questionnaire
- February-April 2012
- Conducted annually in English and French
- Employers subscribe for custom reports

Top Campus Employers Logo



www.TopCampusEmployers.ca

Overall students

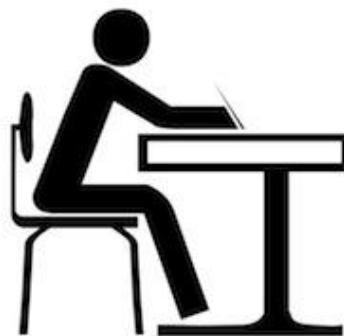
Sample Size:
n= 28,031

Cultural Background:

English Canadian 52%
French Canadian 16%
East Asian*: 15%
South Asian**: 8%

Diversity:

Aboriginal 1%
Disabled 3%
Visible Minority 17%
LGBTQ 3%



Gender Split:

Male 38%
Female 62%

GPA:

Average: 3.42

Co-op/Internship:

21% in Co-op
15% in Internships

Current level of study:

Diploma 9%
Bachelor's (Non-business) 45%
Bachelor's (Business) 19%
MBA 3%
Master's (Non-MBA) 8%
PhD 3%

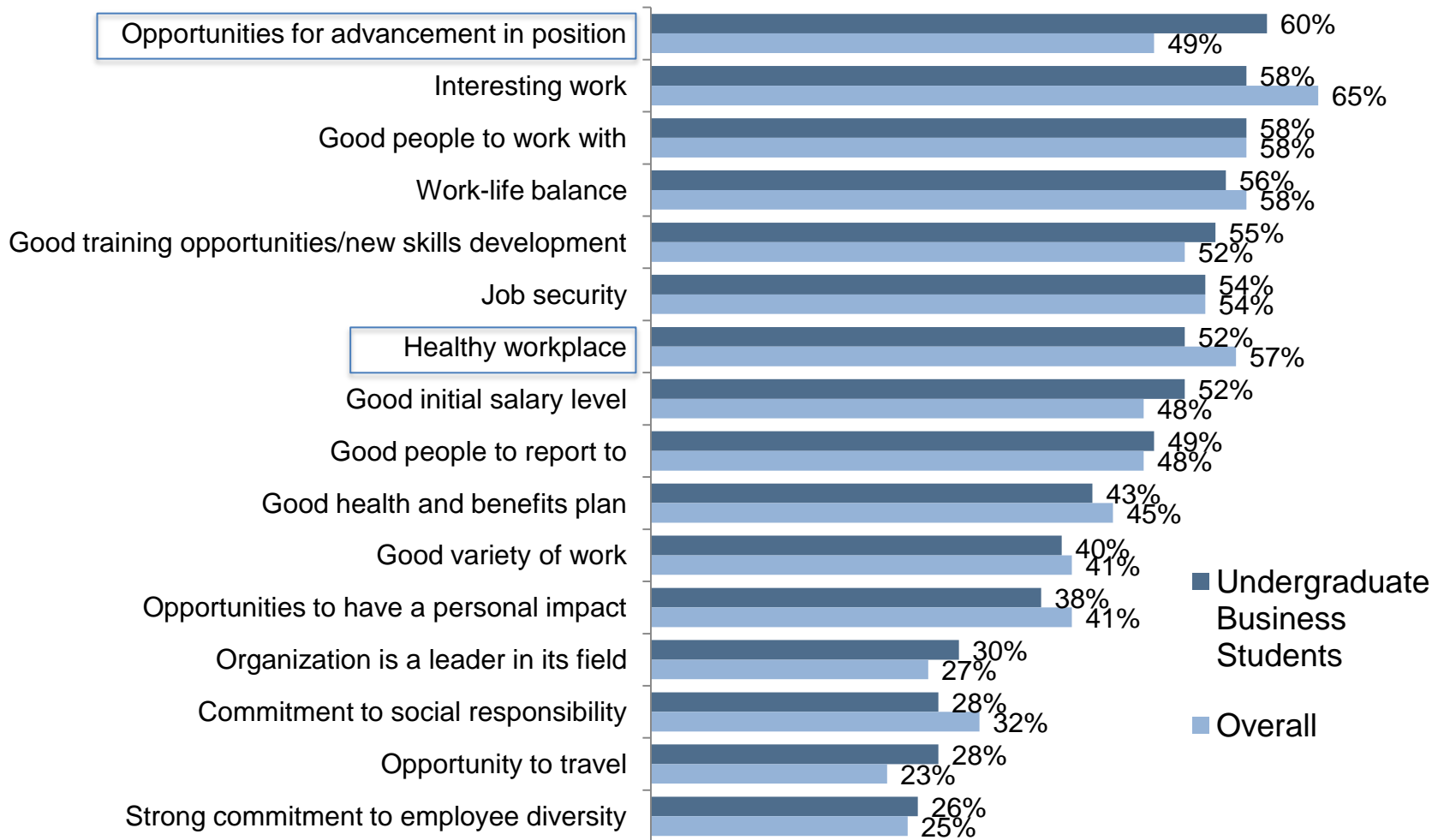
* Chinese, Japanese, etc.

** Indian, Pakistani, etc.

1. Students connect the dots between a healthy workplace and a healthy lifestyle
2. LinkedIn is the new frontier of social media
3. Mobile technology is more important than ever
4. Consumer brands play a significant role in students' perceptions of employer brands



Undergraduate business students motivated by advancement opportunities, interesting work, good people to work with, and work-life balance



When considering full-time employment with an organisation immediately following graduation, please rate the importance of the following in your decision making. (Very influential)

Engineering students motivated by interesting work, work-life balance, good people to work with, and a healthy workplace



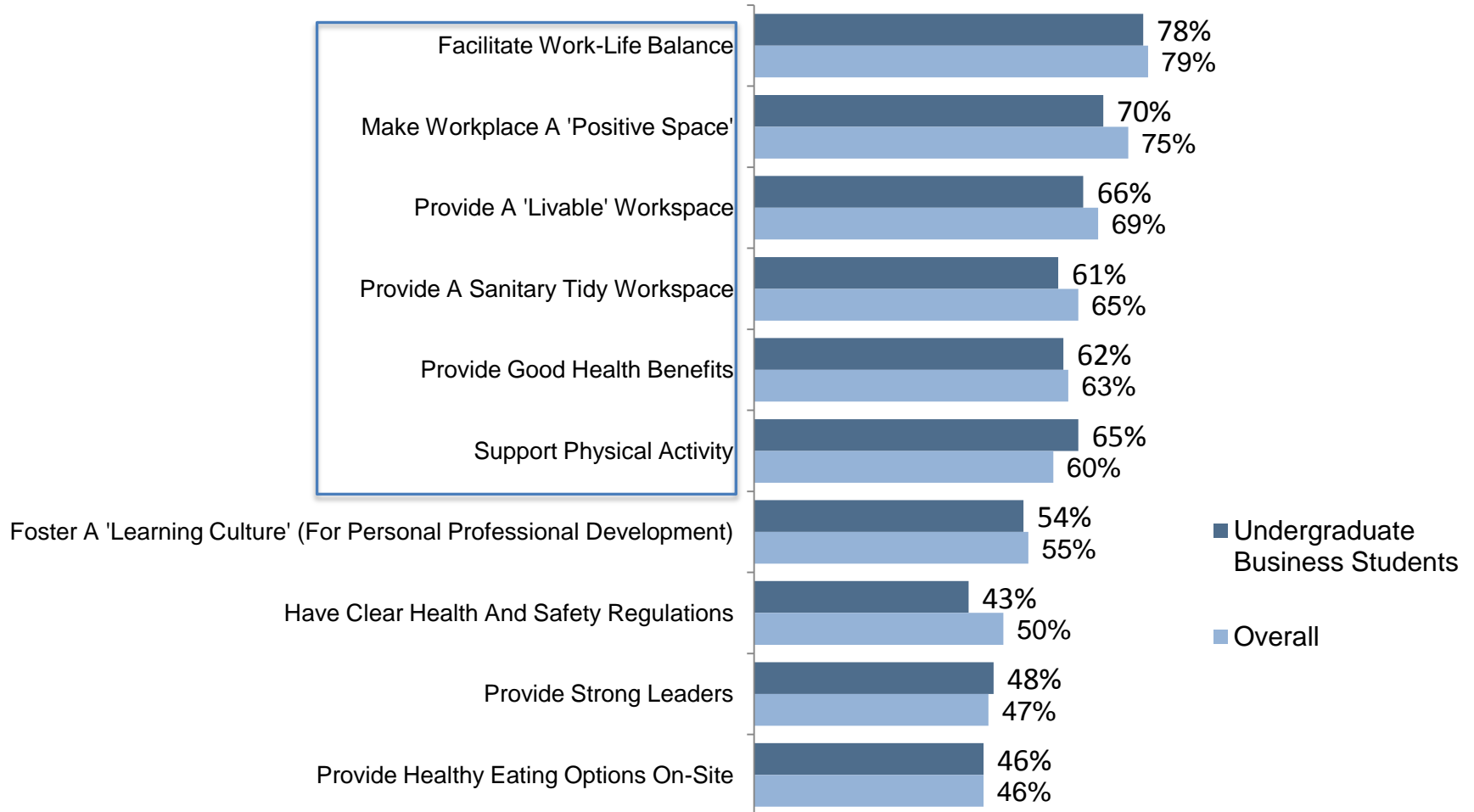
“When considering full-time employment with an organisation immediately following graduation, please rate the importance of the following in your decision making. “ (Very influential)

Healthy workplace important to students

	Overall Students' Rank	Engineering students' Rank
Interesting work	1	1
Good people to work with	2	3
Work-life balance	2	2
Healthy workplace	4	4
Job security	5	7
Good training opportunities/new skills development	6	5

“When considering full-time employment with an organization immediately following graduation, please rate the importance of the following in your decision making” (Very Influential)

Facilitating work-life balance and 'positive' workplace key to achieving a healthy workplace for all students

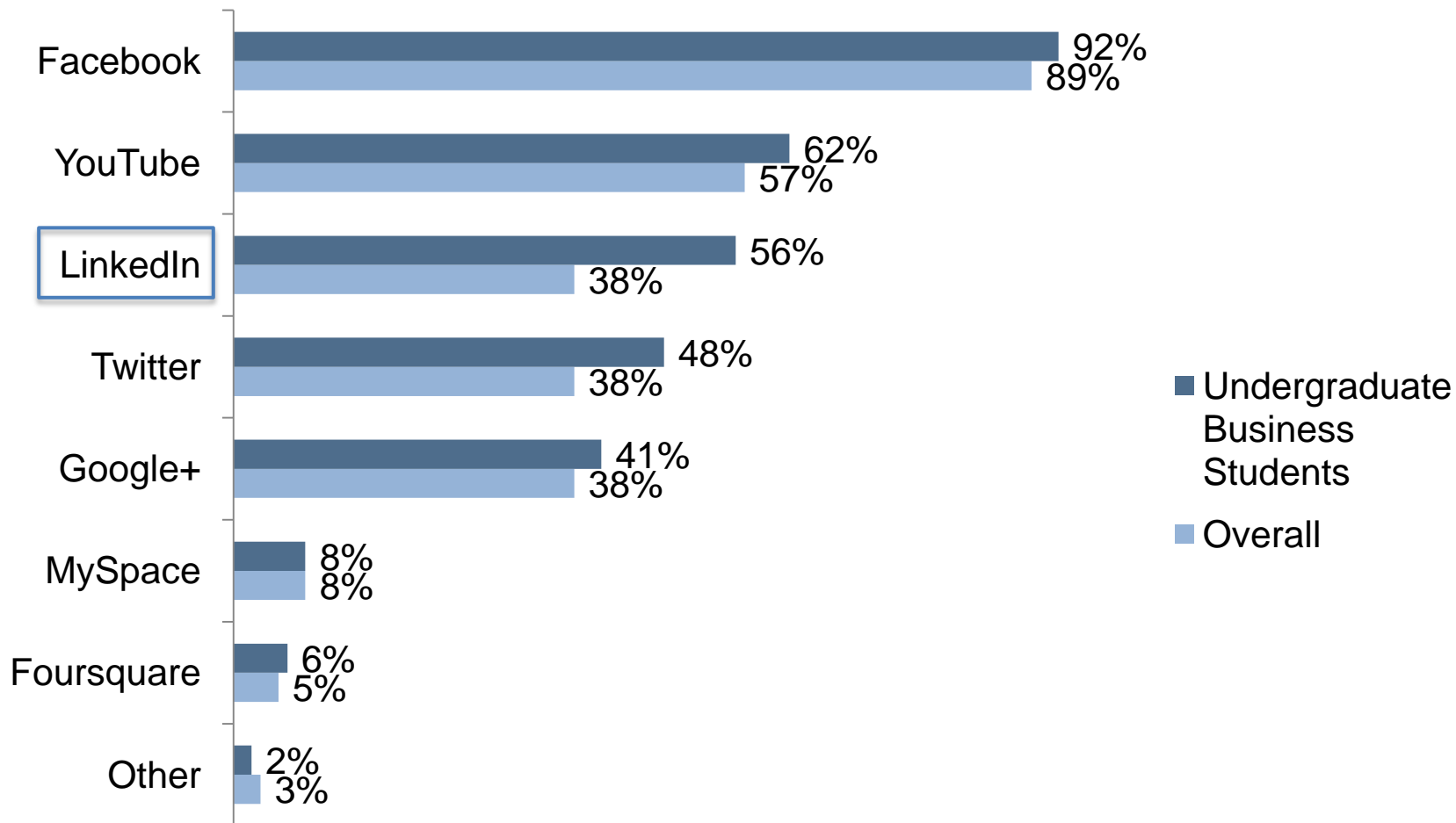


“What should an employer do to provide you with a healthy workplace?”

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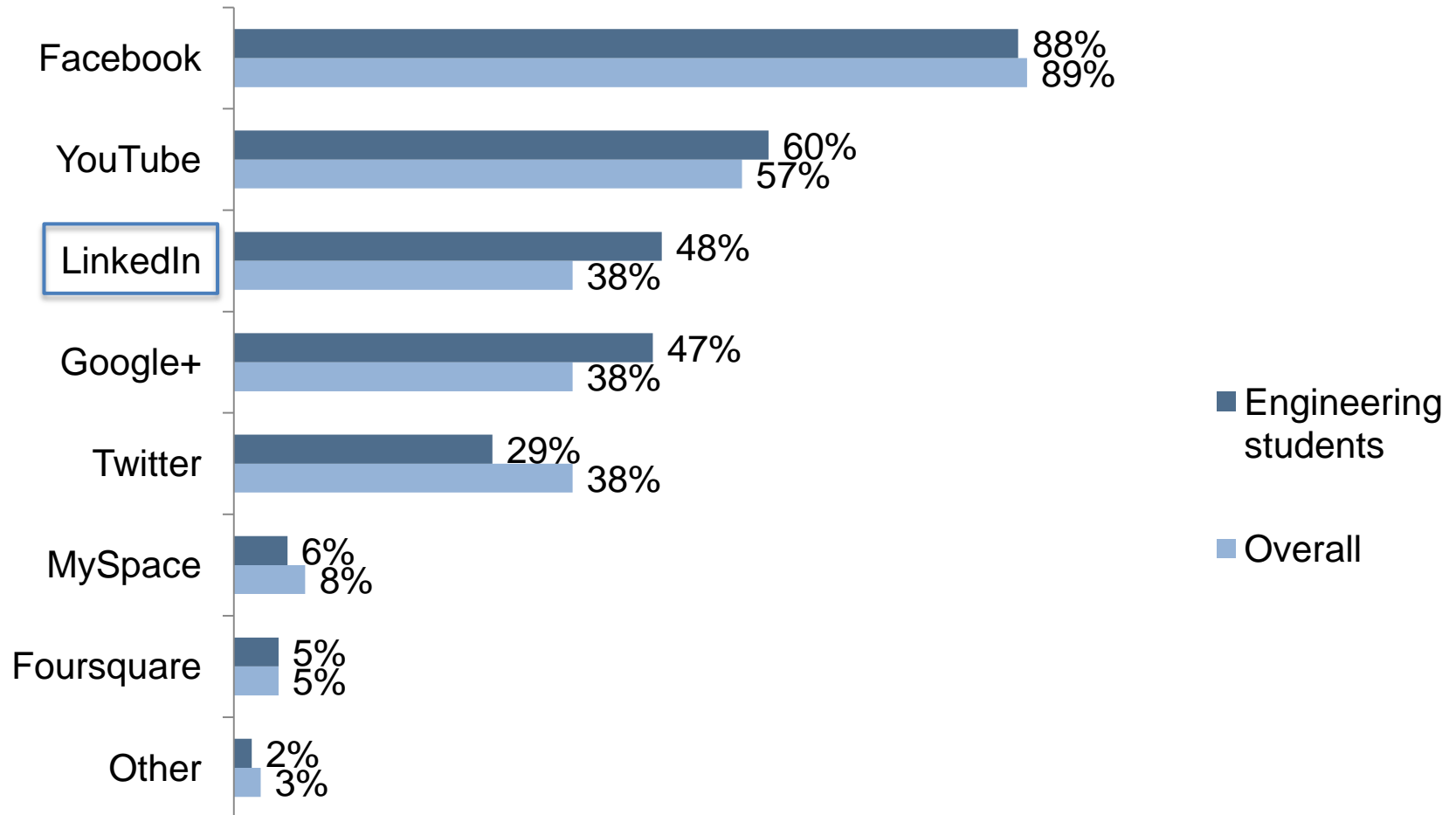


Undergraduate business students more likely to have a profile on LinkedIn than other students



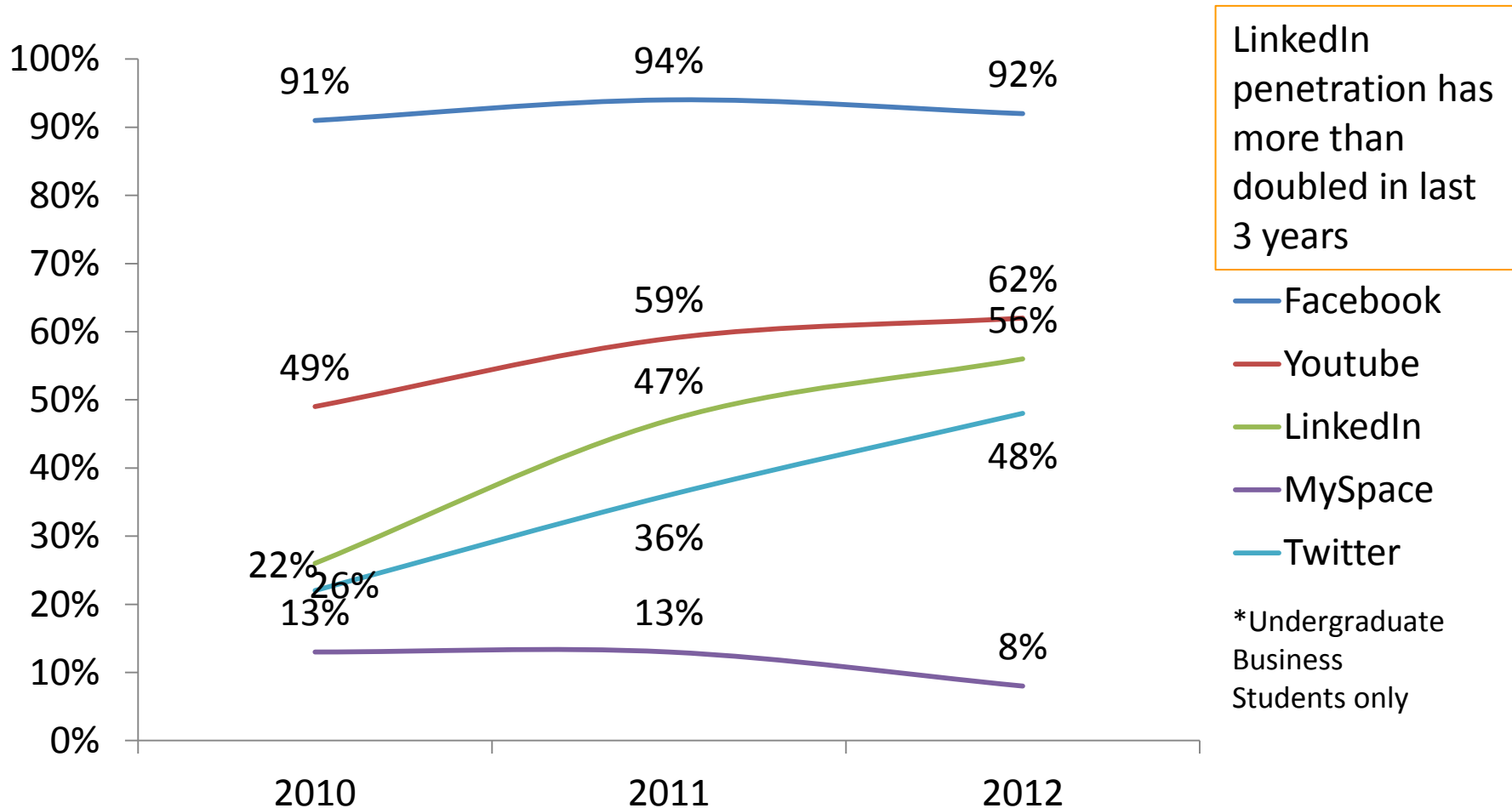
“Do you have a profile or account on any of these sites?” (Yes/No)

Engineering students more likely to have a profile on LinkedIn than other students



“Do you have a profile or account on any of these sites?” (Yes/No)

LinkedIn, Twitter and Youtube increasingly popular



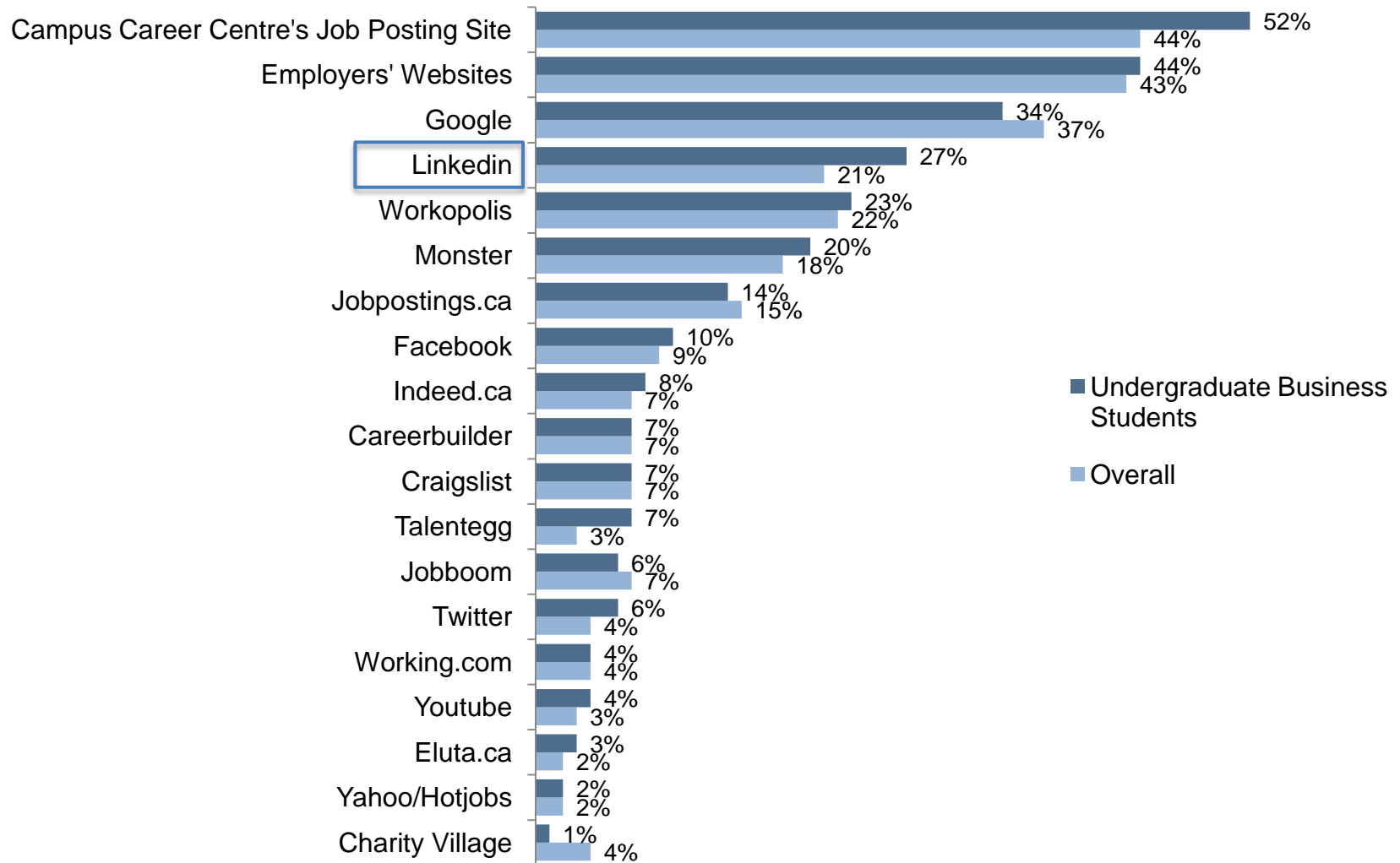
“Do you have a profile/account on any of these sites?”

Facebook=private; LinkedIn=public

Social Media & Work (Strongly Agree & Agree %)	Overall	Undergraduate Business Students
I should be able to use Facebook at work in my first full time job after graduating.	14%	17%
Employers should be using Facebook to recruit students.	16%	19%
Employers should be using LinkedIn to recruit graduating students.	31%	43%
Employers would be invading my privacy if they tried to recruit me on Facebook.	48%	45%

“Please state how strongly you agree or disagree with the following statements”

Career centre websites and employers' websites most valuable in job searches; LinkedIn increasingly valuable

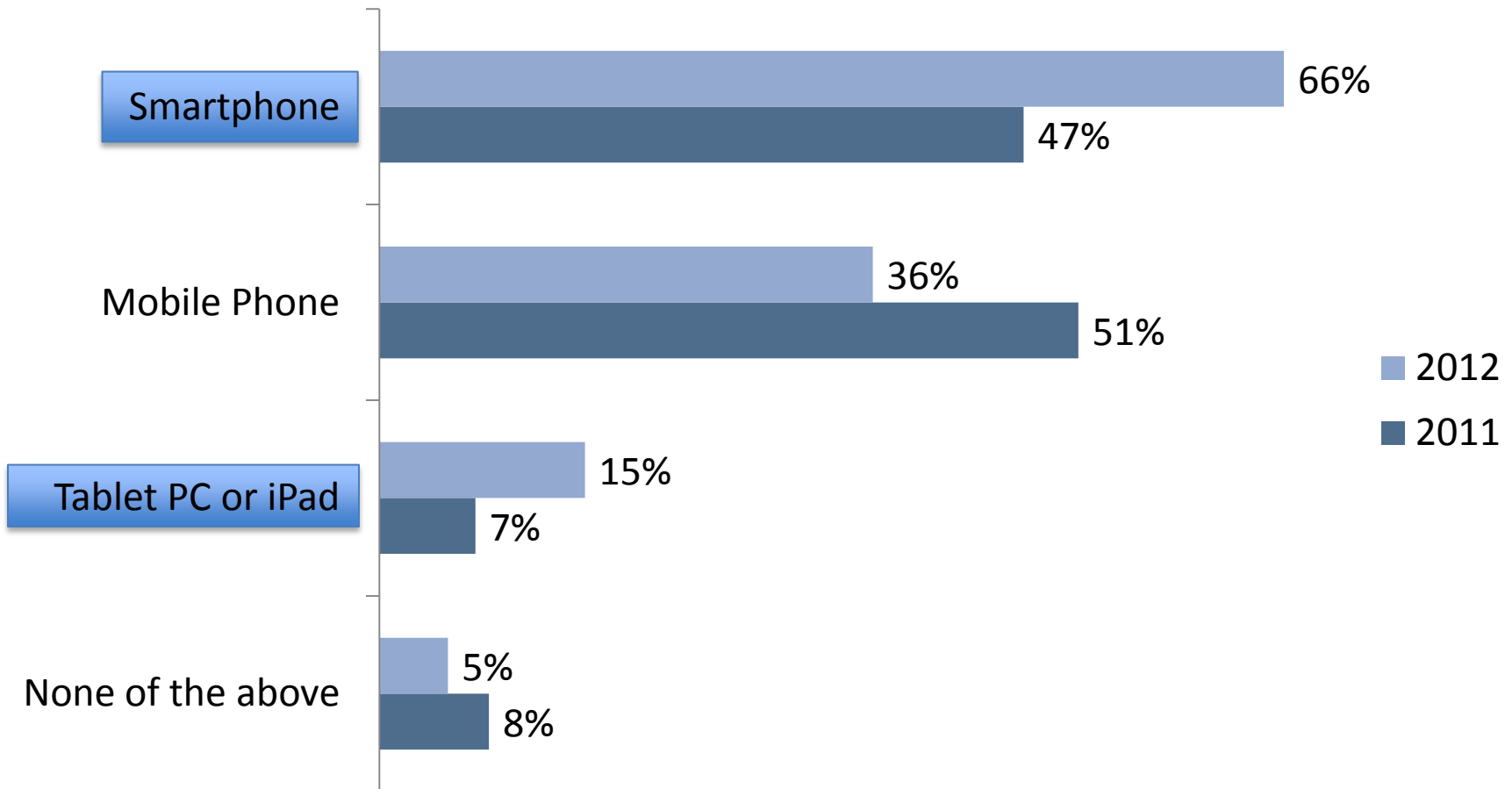


“Which of the following websites have been most valuable in your job search?”

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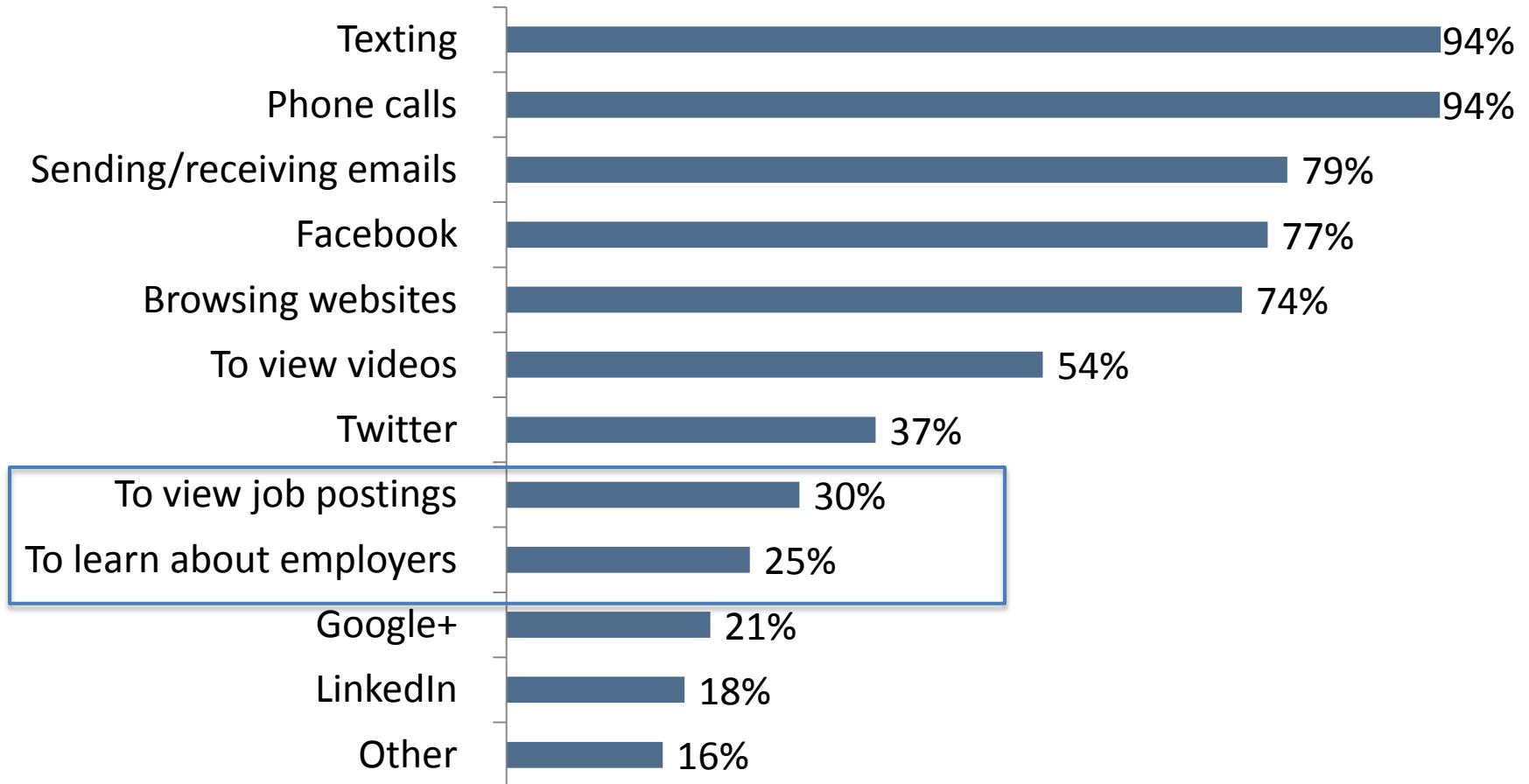


Smartphone and tablet usage increasing



“Do you have any of the following mobile devices?” (Select all)

Students using social media more often with smartphones



“Below is a list of things you can do on a mobile device. For each device you selected, please indicate which activities you use it for”

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Your products/services matter

If I like an employer's products or services I will be much more interested in working for them

Overall	Undergraduate Business Students
80%	83%

Students influenced by consumer and employer brands

	Overall (Average)	Undergraduate Business Students selecting Bell
I have researched them online	58%	65%
I know someone who has worked there	38%	49%
I have seen advertising for them as an employer	35%	48%
I have spoken to their representatives at a career fair or event	24%	37%
I have applied for work there	23%	32%
I have seen advertising for their products or services	61%	70%
I am a customer of theirs/familiar with their products or services	50%	65%

WHO'S HOT & WHO'S NOT



Top brand: Government of Canada



Rank=	1
Percent selected=	22.5%

- Ranked #1 last 4 years
- Relevant to students in almost all educational fields
- Top attributes include:
 1. secure employment
 2. good reference for future career
 3. work-life balance
 4. competitive base salary
 5. good reputation
 6. professional training and development

Top corporate brands



Rank=	2
Percent selected=	14.7%



Rank=	3
Percent selected=	13.9%

RIM – in decline

Overall Rank



2009	2010	2011	2012
13	19	21	53

Brand ranking: Top 30 – Overall

Rank	Employer	Percent	Rank	Employer	Percent
1	Government of Canada	22.5%	16	University Health Network	5.1%
2	Apple	14.7%	17	David Suzuki Foundation	4.9%
3	Google	13.9%	18	Canadian International Development Agency (CIDA)	4.8%
4	Provincial Government	13.8%	19	Bombardier	4.6%
5	Health Canada	11.7%	20	Deloitte	4.4%
6	United Nations	9.5%	21	Big Brothers Big Sisters	4.3%
7	The Hospital for Sick Children	9.4%	22	TD Bank Group / TD Canada Trust	4.1%
8	Municipal Government	7.0%	23	Electronic Arts	4.0%
9	Disney	6.5%	24	Ernst & Young	4.0%
10	Air Canada	6.3%	25	KPMG	3.8%
11	Facebook	6.3%	26	Bank of Canada	3.8%
12	Doctors Without Borders	6.1%	27	IBM	3.7%
13	Microsoft	5.4%	28	Canadian Security Intelligence Service (CSIS)	3.3%
14	Canadian Cancer Society	5.4%	29	L'Oréal	3.2%
15	Canadian Institute for Health Information	5.2%	30	Ubisoft	3.1%

Brand ranking: Top 30 – Undergraduate Business

Rank	Employer	Percent	Rank	Employer	Percent
1	Apple	23.0%	16	Goldman Sachs	6.5%
2	Google	20.2%	17	Westjet	6.3%
3	KPMG	16.5%	18	BMO Financial Group / Bank of Montreal	6.2%
4	Deloitte	15.9%	19	L'Oréal	6.1%
5	Ernst & Young	14.7%	20	Provincial Government	5.7%
6	Government of Canada	13.1%	21	Microsoft	5.5%
7	PricewaterhouseCoopers	12.7%	22	TD Securities	4.8%
8	Bank of Canada	9.3%	23	Fairmont Hotels & Resorts	4.7%
9	Facebook	8.9%	24	JP Morgan	4.7%
10	TD Bank Group / TD Canada Trust	8.9%	25	CIBC	4.6%
11	Disney	8.8%	26	United Nations	4.4%
12	Air Canada	7.9%	27	Bombardier	4.3%
13	Procter & Gamble	7.2%	28	Boston Consulting Group	4.3%
14	Canada Revenue Agency	6.7%	29	Pepsi Co	4.2%
15	RBC Financial Group / Royal Bank of Canada	6.7%	30	Electronic Arts	3.8%

Brand Ranking: Top 30 – Engineering

Rank	Employer	Percent	Rank	Employer	Percent
1	Apple	18.1%	16	Shell	6.5%
2	Google	17.8%	17	Ontario Power Generation (OPG)	6.3%
3	Bombardier	17.6%	18	Imperial Oil	6.3%
4	SNC Lavalin	13.1%	19	Toyota	5.8%
5	Hydro Quebec	11.9%	20	Rio Tinto Alcan	5.7%
6	Government Of Canada	11.6%	21	Electronic Arts	5.5%
7	Microsoft	11.5%	22	Air Canada	5.4%
8	Boeing	10.8%	23	3M	5.0%
9	IBM	9.3%	24	Siemens	5.0%
10	Suncor Energy Inc.	8.8%	25	Exxon Mobil	4.9%
11	GE	7.4%	26	Municipal Government	4.6%
12	Pratt & Whitney	7.3%	27	Ubisoft	4.6%
13	Provincial Government	7.1%	28	Hydro One	4.4%
14	Facebook	7.1%	29	Sony	4.4%
15	Shell	6.5%	30	General Motors	4.2%

6 Key Success Factors

Be Transparent.

About your business and what it's like to work there.

Be Social.

Allow me to connect

Be Relevant.

To My Generation.

Be Innovative.

Move outside the standard stuff on campus.

Be Genuine.

Show a real interest in me and my success.

Be Present.

On campus and off.



A blurred, low-angle photograph of a crowd of people walking in a brightly lit hallway. The image is split horizontally by a solid blue band. The top half shows the upper bodies and heads of people in motion, while the bottom half shows their legs and feet. The floor is highly reflective, creating clear reflections of the people and the blue band. The overall effect is one of a busy, dynamic environment.

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