

CACEE ORC 2012



CACEE 2012 Campus Recruitment & Benchmark Survey Report

Introduction



- Background
- Key Findings
- Further Research
- Questions



Background

- The CACEE Campus Recruitment and Benchmark Survey asks about:
 - full-time and co-op/internship recruitment hiring that occurred during 2011-12 and the average salaries of new graduates
 - estimates the level of hiring and the anticipated change in starting salary levels for the 2012-13 recruiting season.
 - establishes a number of benchmarks for recruiting practices



Background (cont.)



- Conducted on-line from June 26, 2012 to July 31, 2012
- Open by invitation to employers throughout Canada.
- This was the second year that on-line questionnaires were available in both English and French.
- In total, 450 employers responded to the survey.
- The responding organizations that were willing to be listed are found in the appendix.
- Note of Caution – low participation rate from Prairies

Key Findings



- The new graduate market in Canada continued to struggle.
- The average number of offers per respondent in 2011-12 fell to 12
- Representing a 25% decline from the 2010-11 average of 16, which had declined from the 2009 number of 19

- The largest employment sectors in the country actively recruiting in Canada are in order of size, largest to less large:
 - Service Sector
 - Public Sector
 - Telecommunications
 - Resource Extraction
 - Banking / Finance
 - Arts / Entertainment / Recreation
 - Retail Trade

Key Findings – 2012



- Arts / Entertainment / Recreation showed nearly twice as many offers in 2011 as it did in 2010.
- The Service Sector showed the greatest decline in its offers – down 41%
- Ontario and Quebec dominated the markets – decline in Prairies was a sampling problem

Key Findings 2012



- 5 skills most valued by employers:
 - Teamwork skills (works well with others)
 - Problem solving skills
 - Communication skills (verbal)
 - Analytical skills
 - Strong work ethic

- 5 skills least valued by employers:
 - Tactfulness
 - Entrepreneurial skills / risk taker
 - Self-confidence
 - Strategic planning skills
 - Sense of humour

Key Findings 2012

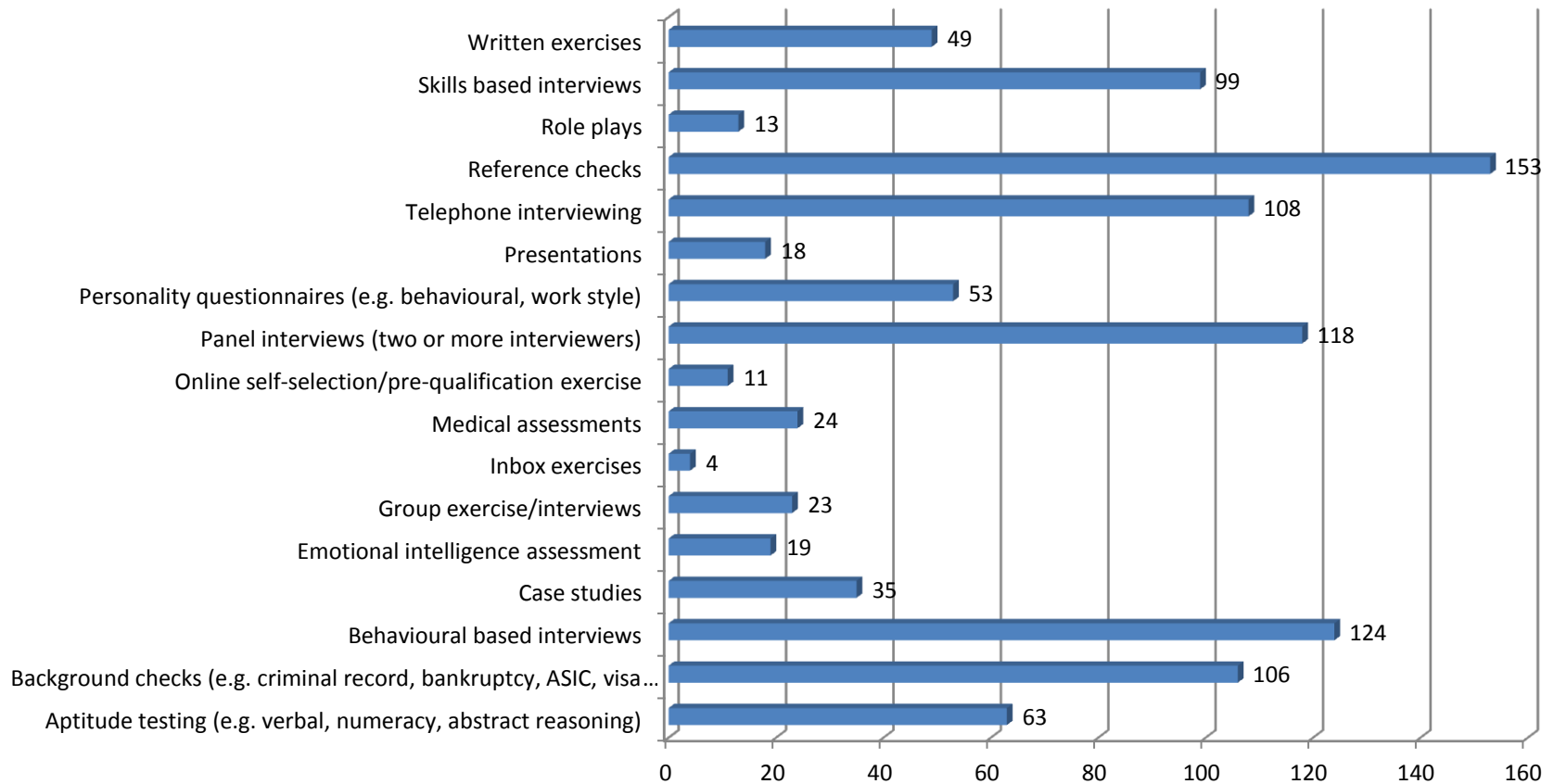


Employer Advice

- Do your research - know the employer. 18%
- Soft skills matter – especially attitude and work ethic 15%
- Job search documents in order 11%
- – avoid spelling mistakes; portfolio
- Seek career related experience – 9%
 - co-ops / internships; summer employment; volunteer
- Prepare for your interview – dress appropriately, be ready; relax 8%
- Be flexible – consider small businesses; be willing to relocate 8%
- Network – reach out to people in industry; connect with employer 4%
- Be passionate – communicate your passion and commitment 4%
- Connect your studies to the workplace – explain your skills 3%

Key Findings 2012

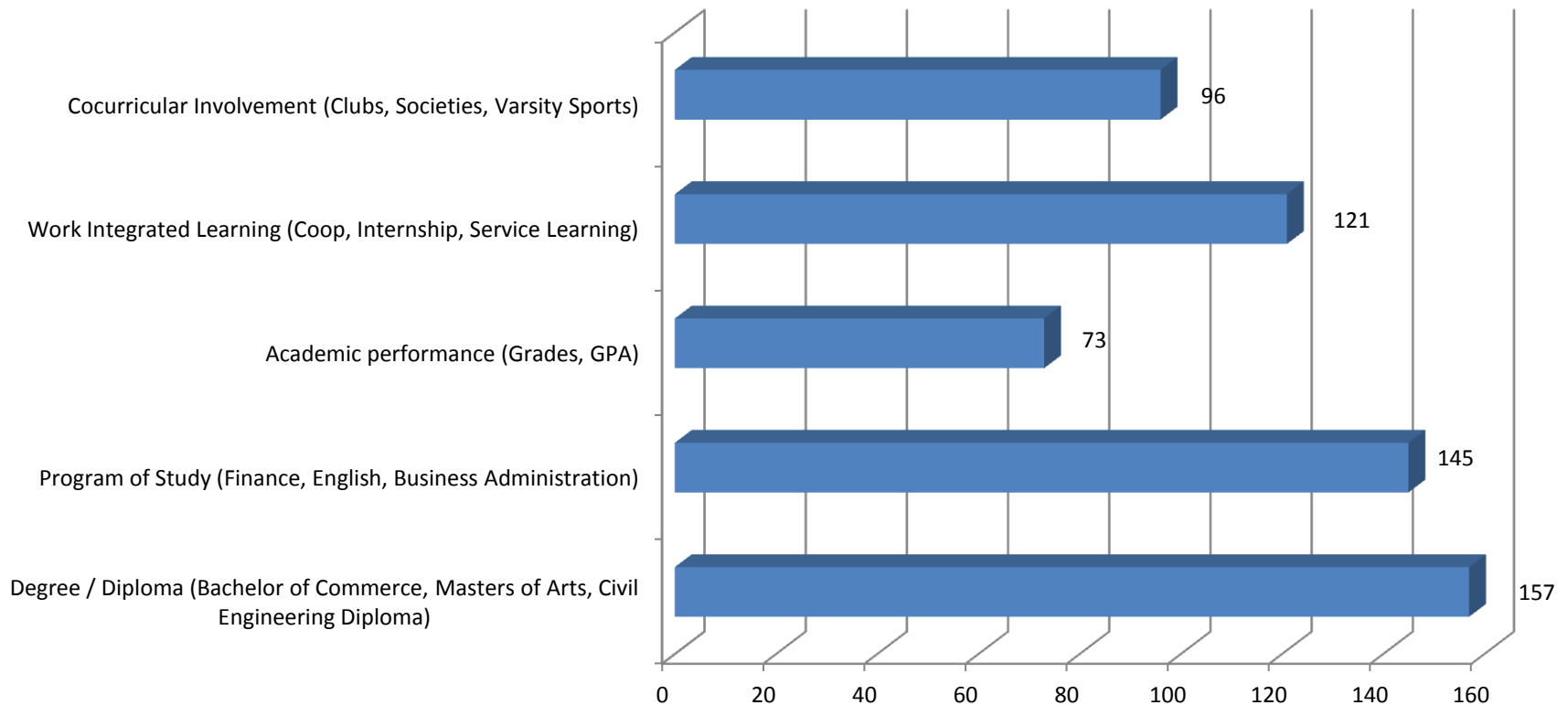
Selection Tools



Key Findings 2012



Pre-Screening Criteria



Key Findings 2012



Acceptance Rates –

Mean Average - 75.71%

Top 3

Agriculture, forestry, fishing and hunting - 98.63%

Health care and social assistance – 93.96%

Oil and gas extraction – 93.55%

Acceptance Rates –

Median Average – 83.77%

Bottom 3

Other services (except public administration) - 38.23%

Public administration – 40.48%

Educational Services – 43.64%

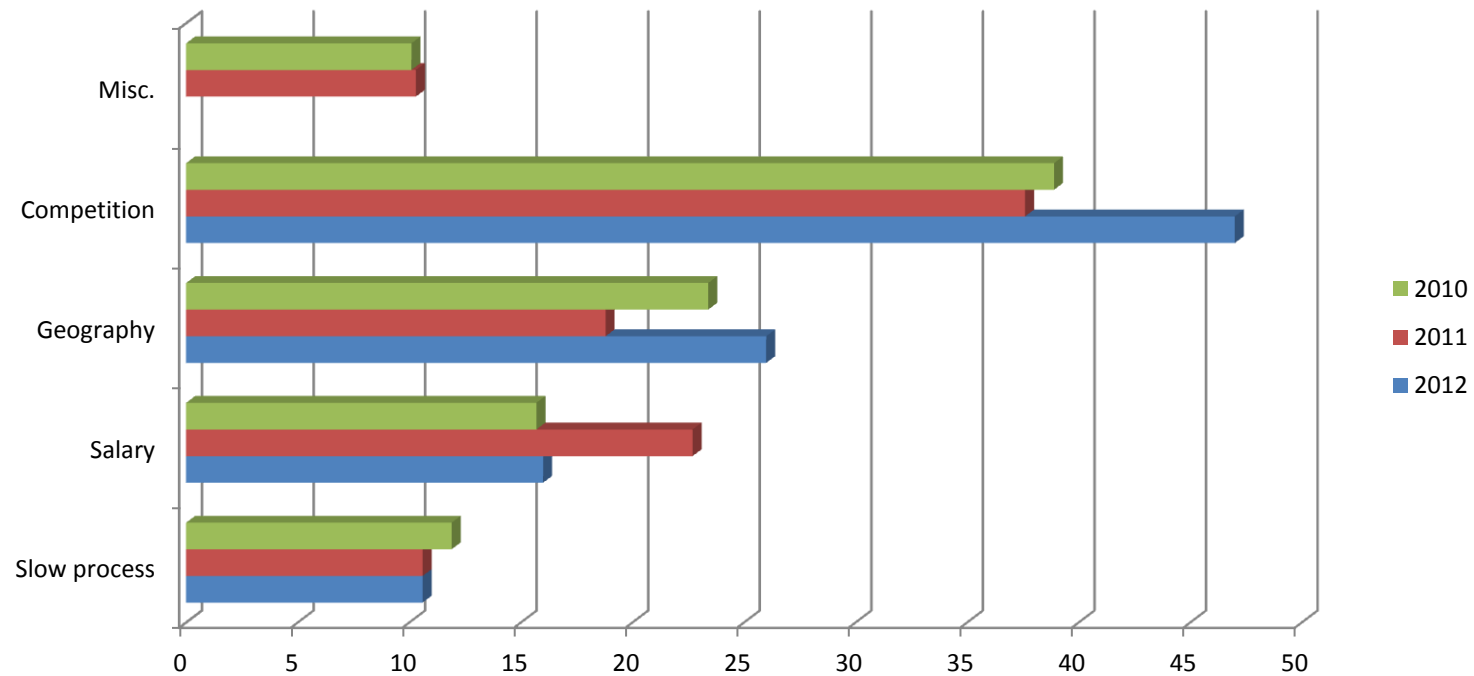
Key Findings 2012



- Unfilled positions
 - Engineering positions once again take the top spot on this list, with 28.6% of positions unfilled.
 - Banking in its various forms also experienced difficulty, combining to account for 18% of vacancies.

Key Findings 2012

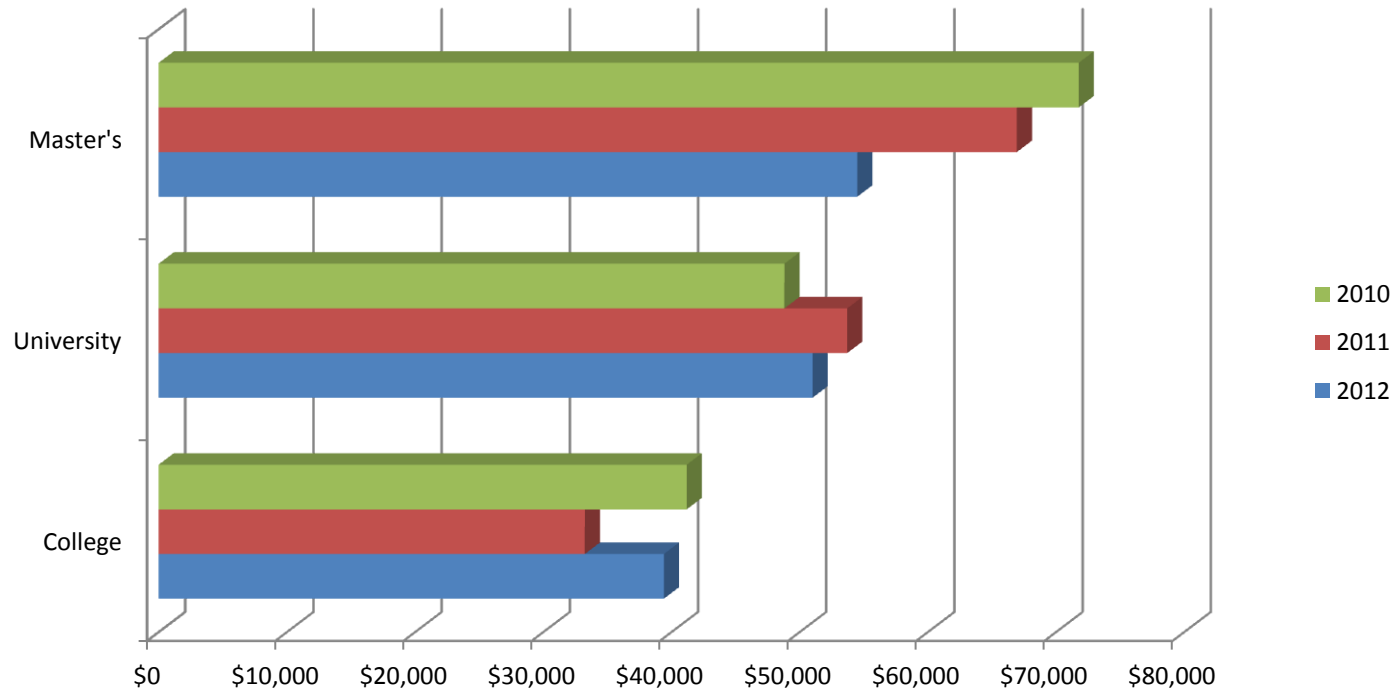
Reasons for Rejected Offers



Key Findings 2012

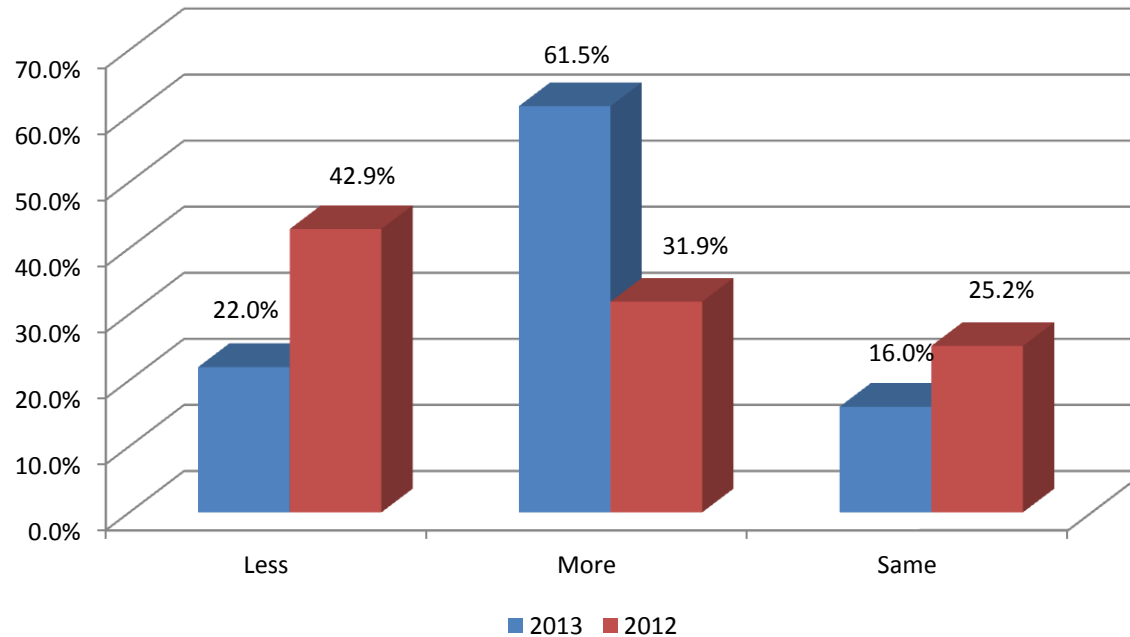


Salary by Credential



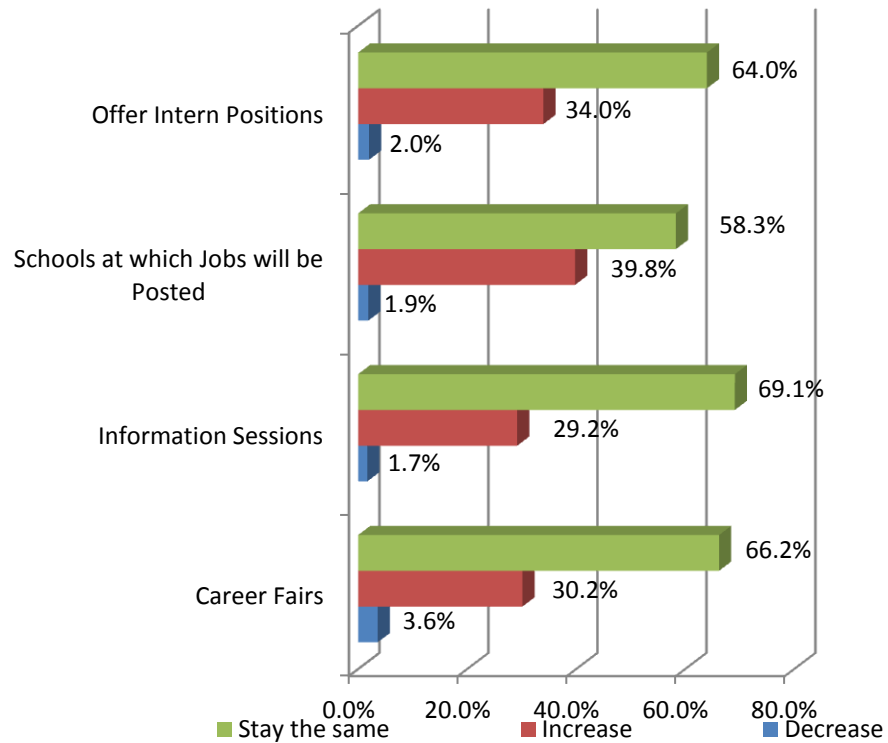
Key Findings 2013

Hiring Expectations 2012 & 2013



Key Findings 2013

Campus Branding Activities in 2013



Key Findings 2013



Starting Salary –

Mean Average - \$50,924

Top 3

Engineering - \$59,350

General Management - \$57,750

Banking / Finance - \$51,875

Starting Salary –

Median Average – \$49,163

Bottom 3

Human Resources - \$43,333

IT - \$44,250

Consulting Management & IT -
\$45,000

Benchmarks



Marketing Activities – Use Top 3

Job Posting Websites - 82.9%

Career/Job Fairs - 56.1%

Online Social Networks - 47.3%

Bottom 3

School newspapers – 12.6%

Campus Magazines - 14.7%

Student Handbooks/Yearbooks -
18.0%

Marketing Activities – Effectiveness

Top 3

Information Sessions - 92.2%

Career Centre Partnerships - 90.2%

Job Posting Websites - 89.1%

Bottom 3

Student Handbooks/Yearbooks -
35.3%

School newspapers - 36.1%

Campus Magazines – 50%

Benchmarks



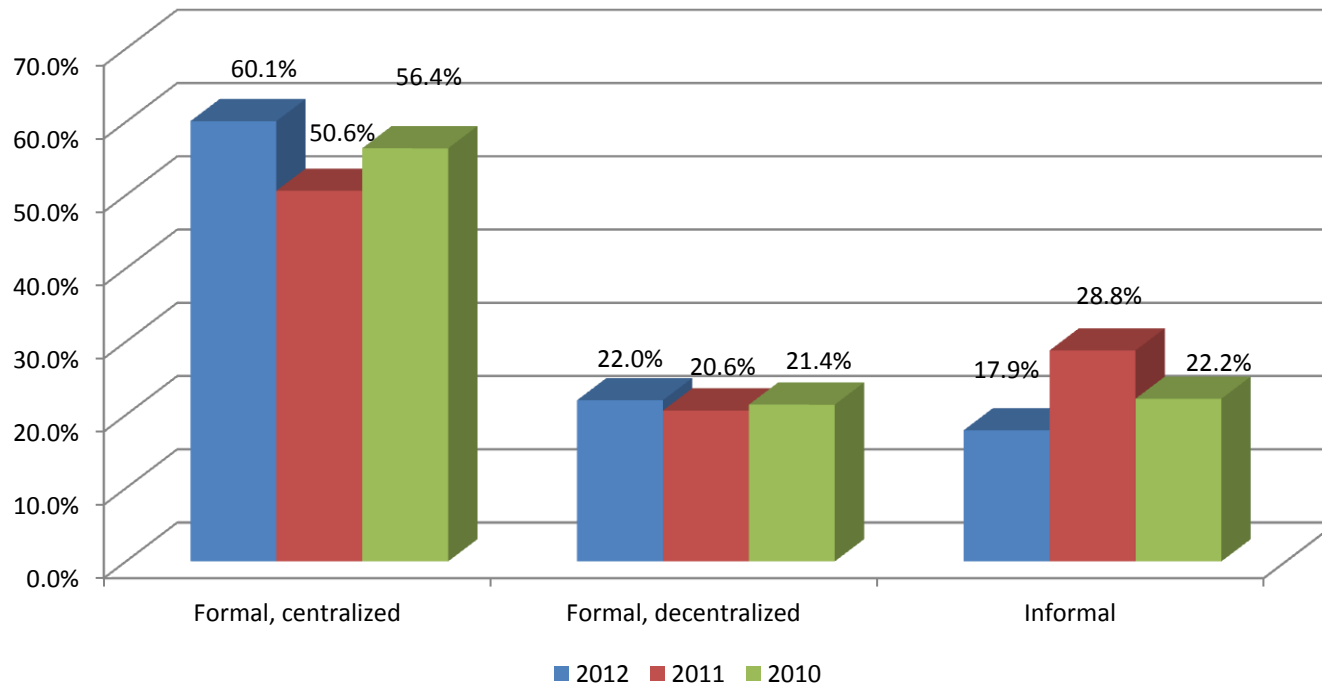
Interview Cycle Time

- Median number of days between the initial job posting and the first candidate interviews is 16, (range 15 – 20)
- Median number of days between first candidate interviews and offer is 10.5 (range 10 – 14)
- Median number of days between offer and acceptance is 3.1 (range 2 - 5)

Benchmarks



Recruitment Models



Future Research



- Better control on sample
- What is the role of Career Services on campus?
- What is the role of the university re; Career imperative?
- What is the role of the College?

Questions?



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