

CACEE 2014 Year End Professional Development Conference
Tuesday, December 2nd, 2014

60 ideas in 60 minutes: Enhancing the Key Relationships Between Employers and Schools

Presenter: Graham Donald

Time: 10:05 AM

- Employers: Biggest challenges of 2015?
- 1. Employers are recruiting earlier and earlier, when to start to interview to be competitive

Resolutions:

- Come together at a similar date and a similar time.
 - Needs to be a group meeting that better enhances communication.
2. Labour market in western Canada – competitive
 - Students move west, relocation costs, bias to western

Resolution:

- Putting in your posting “Happy to relocate at my own expense”.
3. Schools co-op don't align to rank match dates
 4. Properly assessing candidates to find a well rounded individual – let students shine
 - Identify gems, holistic hiring, coachable
 5. Differentiating employer brands
 6. Marketing IT positions properly
 7. Prefer longer term work terms, not being able to accommodate that
 8. Coaching students to be too prepared, not figuring out the real person.
 9. Being relevant to current and younger generations
 - Students need to work entry level, parents, dream job, students among themselves, growing costs, increasing employer expectations, excessive rewards show them big picture and projections. Faculty parents – to change expectations, obsession with idea of business.

Resolutions:

- Students need to work entry-level jobs and not be picky.
- Showing them a career path instead of just a job.
-

- Educators: biggest challenges for 2015
- 1. Student with no work experience wanting jobs.
 - Relevant work experience; teach transferable skills.
- 2. International students being picky about the job they're doing.
- 3. Need more experience for entry-level jobs.
- 4. Getting employers' attention, what type of events are most effective.
- 5. Getting employers to look at out of province students.
- 6. Big employers don't care about tax credits so students don't always pay fees to school
- 7. Internships opps for non-co-op students.
- 8. Increasing internship opps in non-IT, non-business.
- 9. Paid vs. unpaid internships
- 10. Look at college students as well as university
- 11. More employers doing social media recruiting

Resolutions:

- Getting the students to transfer their skills and relate them to the real world, eg. Bar tender (leadership, teamwork, upselling, top sales)
12. Getting employers attention, what types of events are most successful?

Resolutions:

- Depends on employers
 - Warm handoff
 - Too many partners- one point of contact
- Read coverletter but screen on resumes. Typo or wrong employ stops.
 - Online screening of candidates.

- Employers can educate career services on well roundedness
- Padding resumes with course work
- Search terms in white?? Not with government but yes with linkedin.

Events:

- Too many partners – one point of contact
- Depends on employers
- Need person that can speak to co-op and new hires
- Warm hand off
- Info session before job fair private to employer not fair
- Some virtual – 400 people