

# Learning to Earning 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(cont.)



- 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 (cont.)



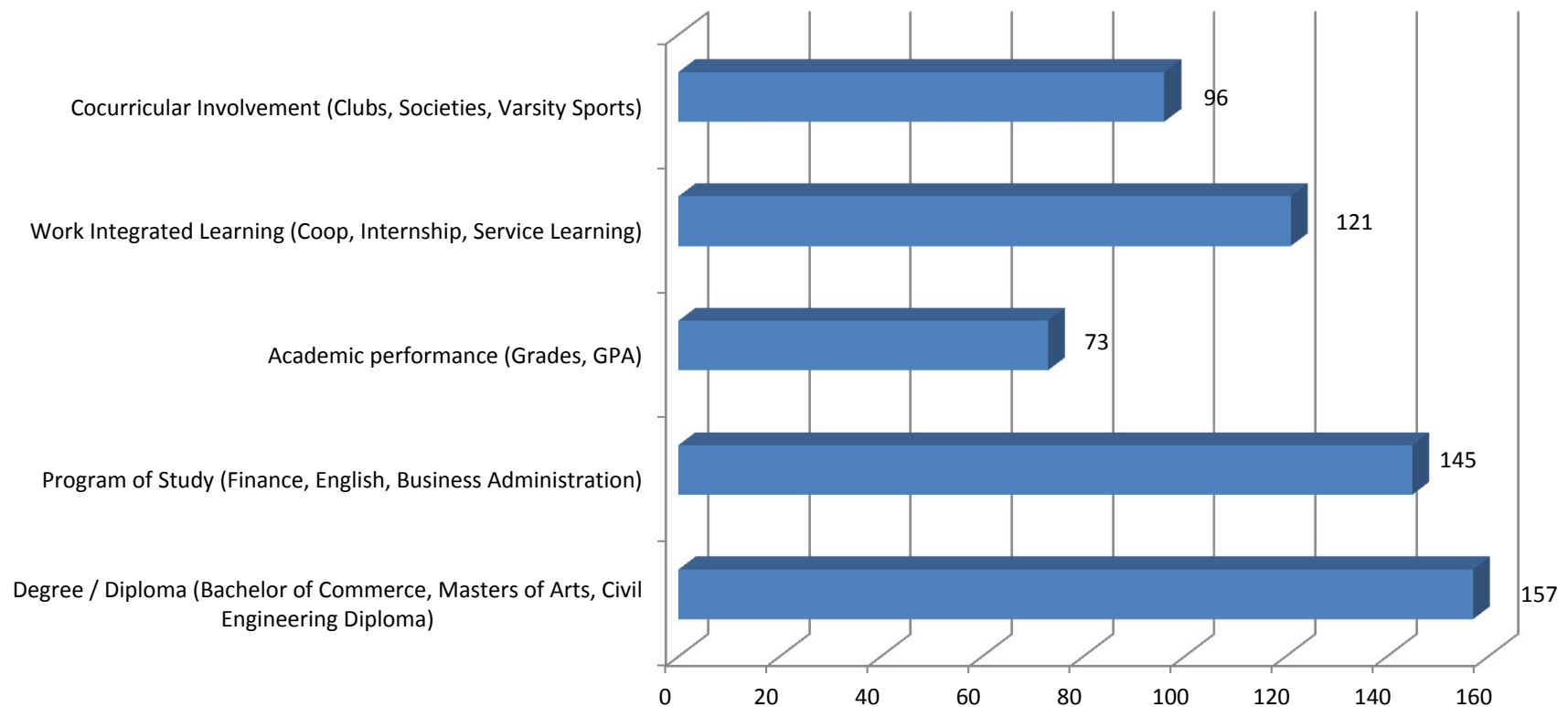
- 5 skills most valued by employers:
  - Teamwork skills (works well with others)
  - Problem solving skills
  - Communication skills (verbal)
  - Analytical skills
  - Strong work ethic

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

# Key Findings(cont.)



## Pre-Screening Criteria





# Key Findings(cont.)



## 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 (cont.)

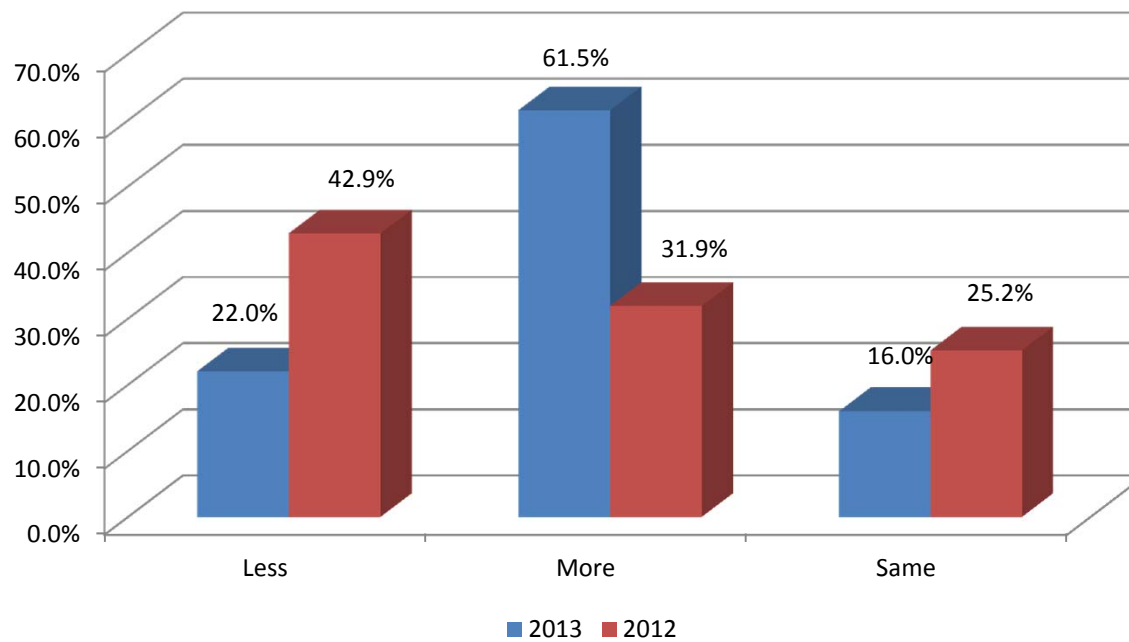


- Unfilled positions
  - Engineering positions once again take the top spot on this list, with 28.6% of positions unfilled.
  - Banking in its various forms also experienced difficulty, combining to account for 18% of vacancies.

# Key Findings(cont.)



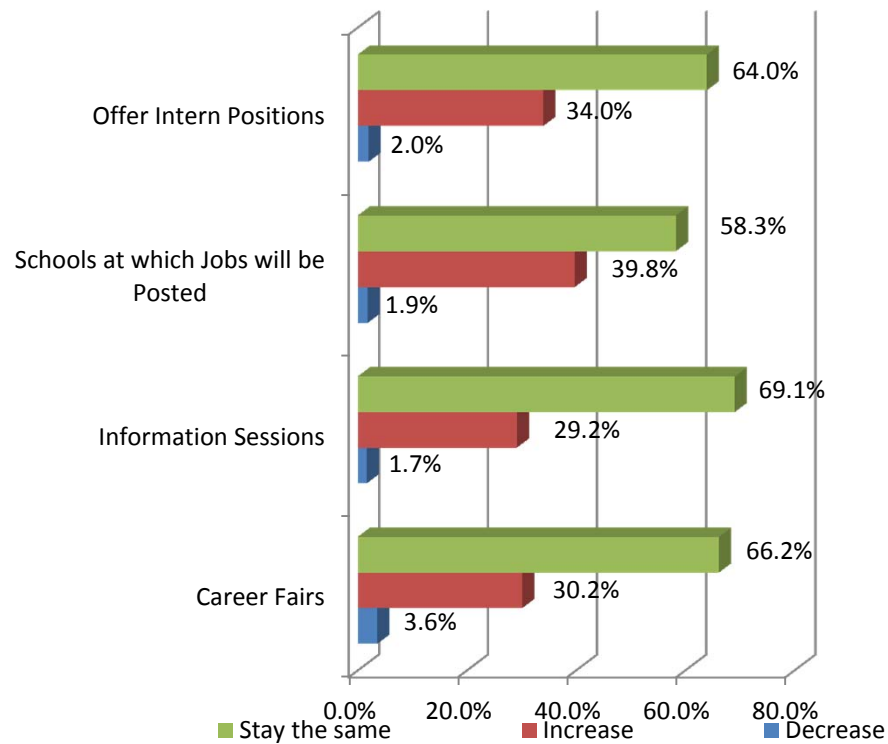
## Hiring Expectations 2012 & 2013



# Key Findings(cont.)



## Campus Branding Activities in 2013



# 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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# Research & Innovation Jobs



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# Agenda

## 1. Toronto Region Labour Market

- Strategic sectors
- **Sectors and occupations**
- **Workforce supply/demand**

## 2. International Scientific Production

- Patents
- Non-patent publications
- Resources and results

## 3. Conclusions



# Agenda



## 1. Toronto Region Labour Market

- Strategic sectors
- **Sectors and occupations**
- Workforce supply/demand



# Toronto Region Labour Market

## Occupations in study

**60+ occupations**



# Toronto Region Labour Market

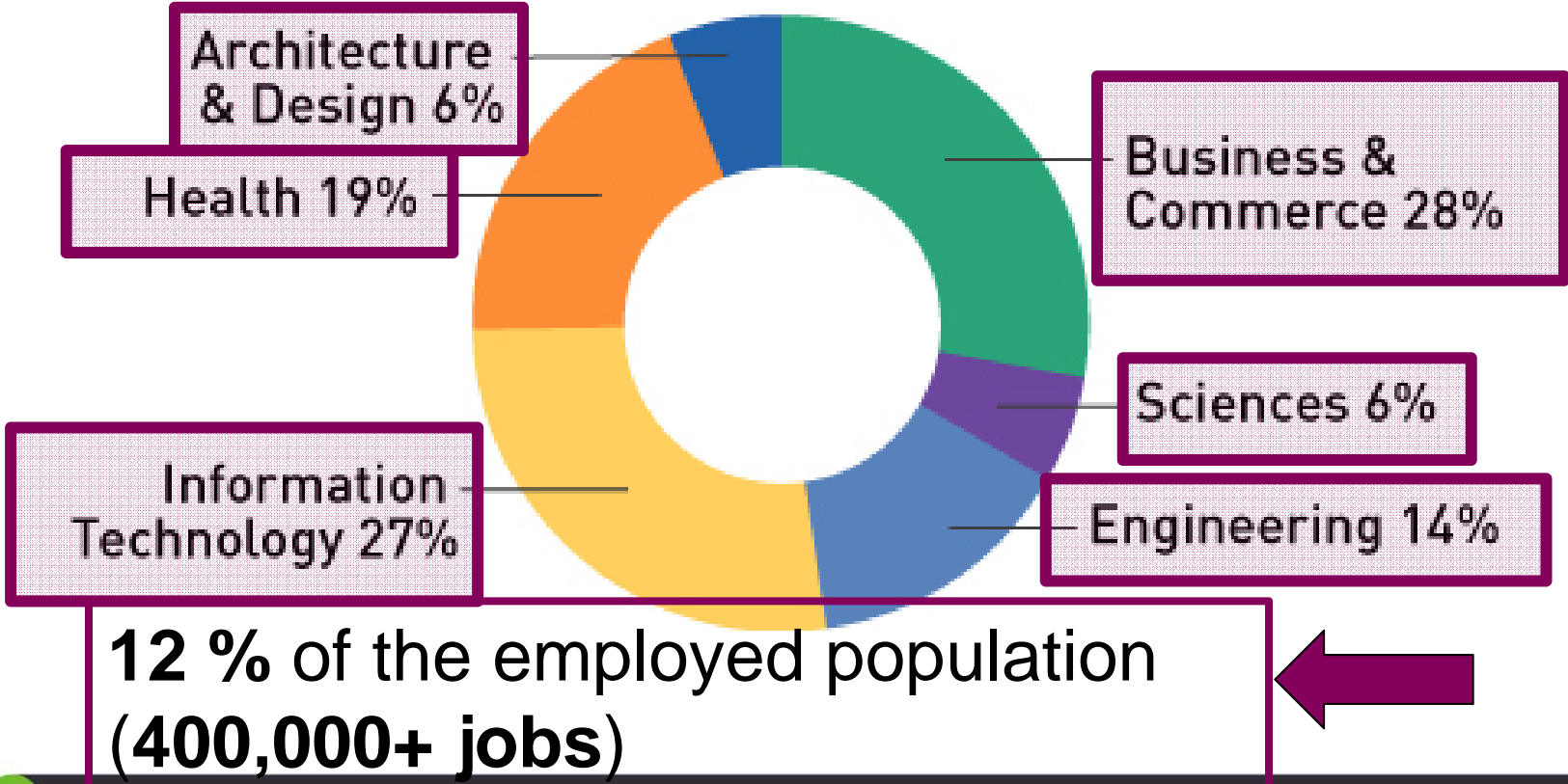
## Occupations in study

60+ occupations in **6 occupational groups**



# Toronto Region Labour Market Occupations in study

60+ occupations in 6 occupational groups



# Agenda



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  - Sectors and occupations
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# Supply/Demand

## Methodology

MTCU 2010

Number of  
**graduates**  
per program

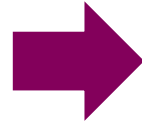


# Supply/Demand

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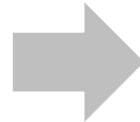
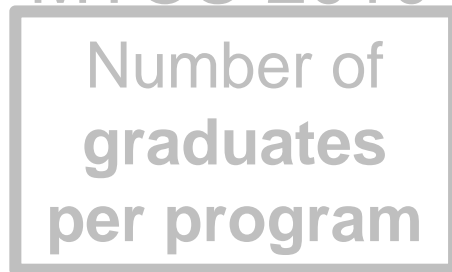
Number of  
**graduates**  
per occupation

**Supply**



# Supply/Demand Methodology

MTCU 2010

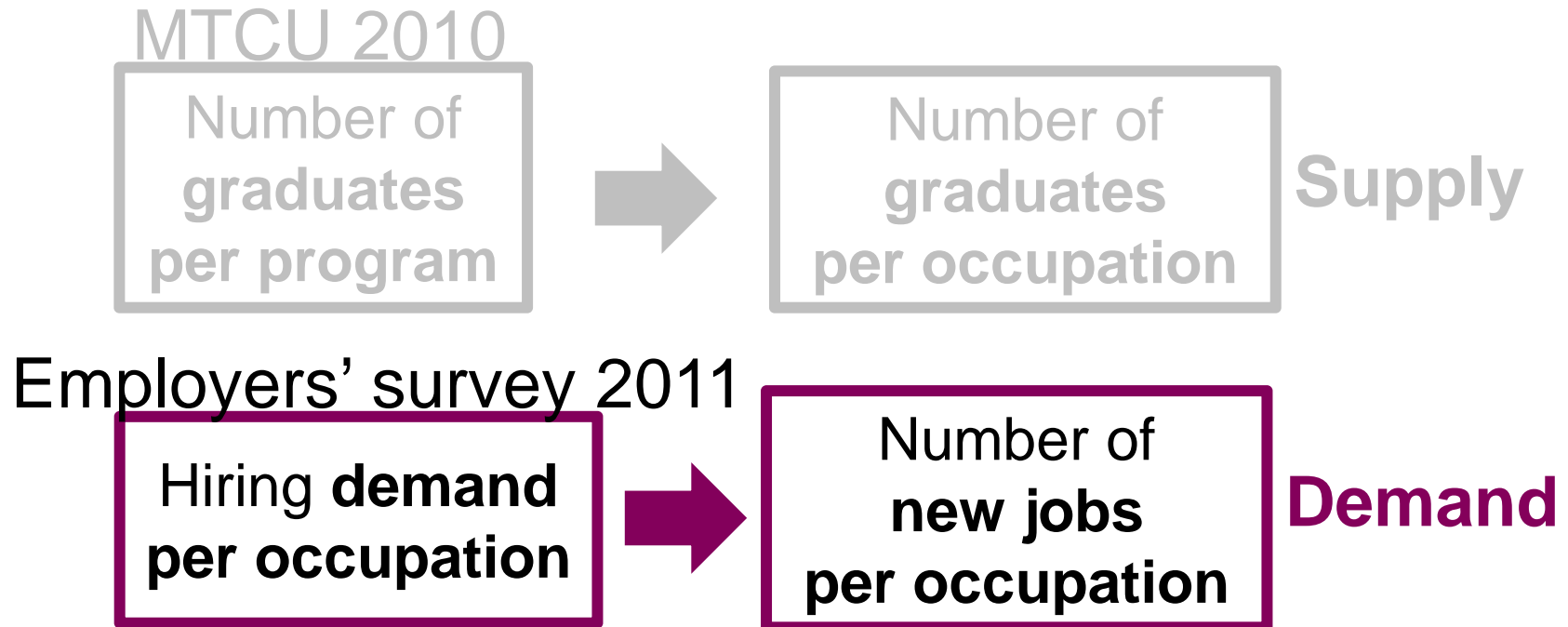


Supply

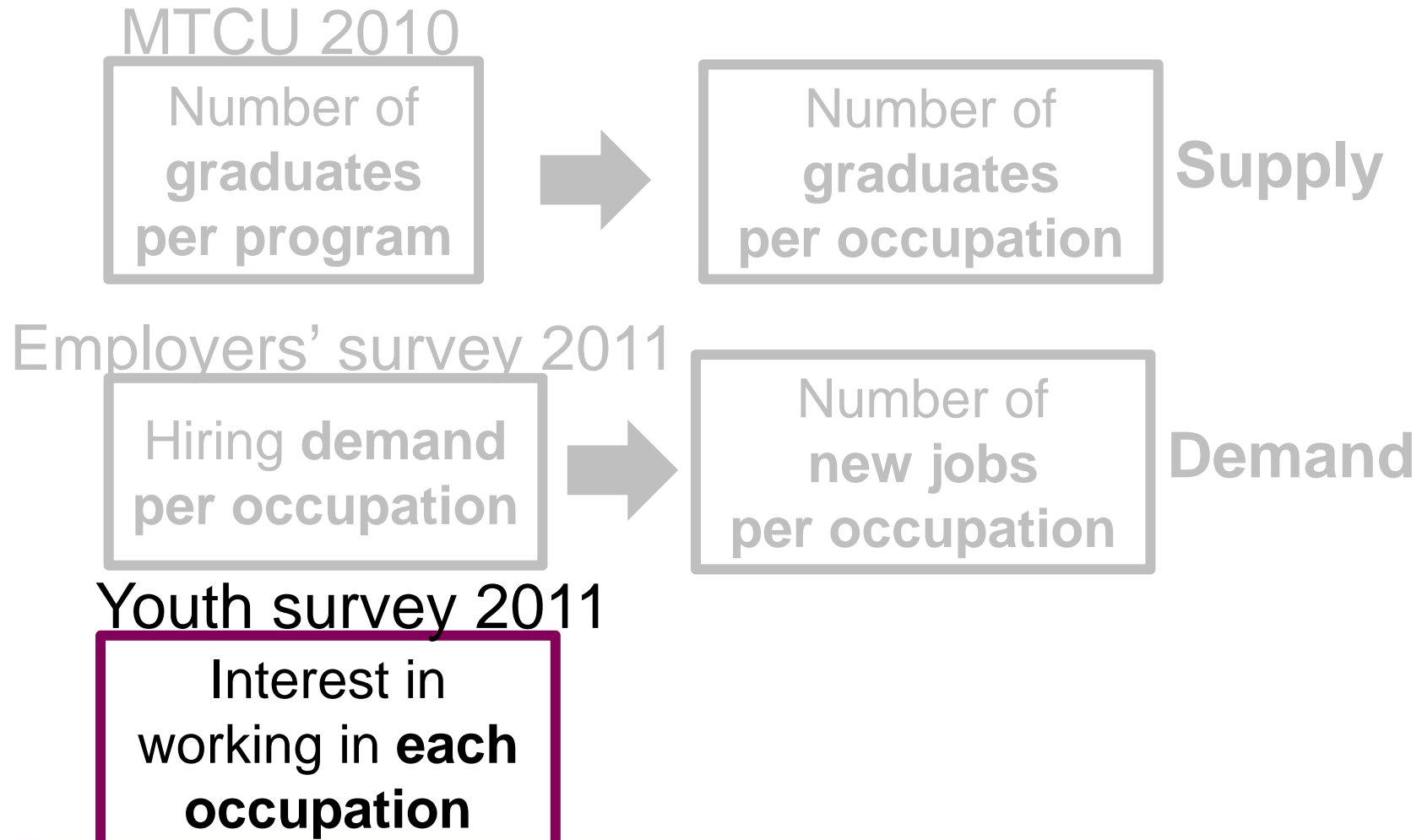
Employers' survey 2011



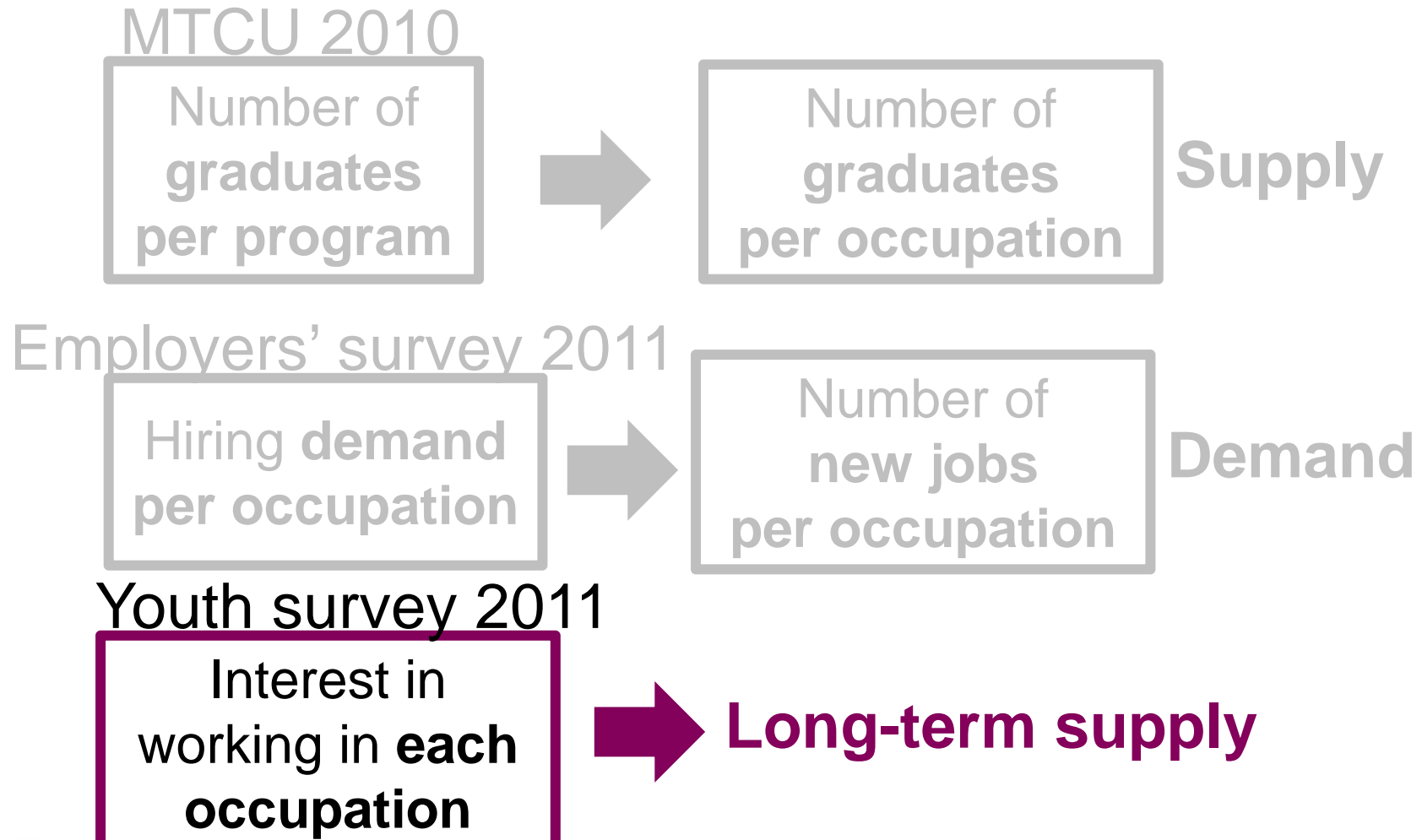
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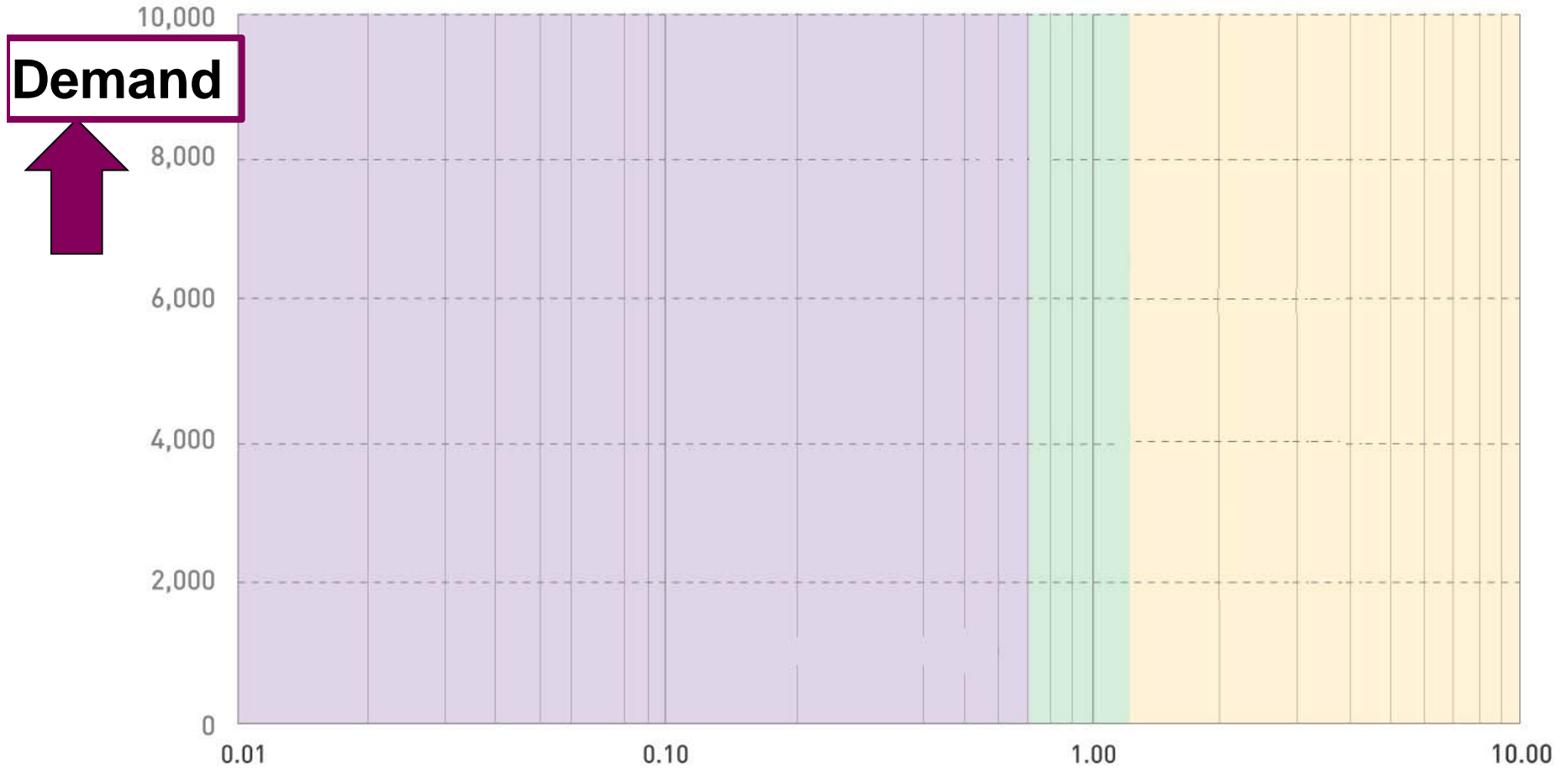
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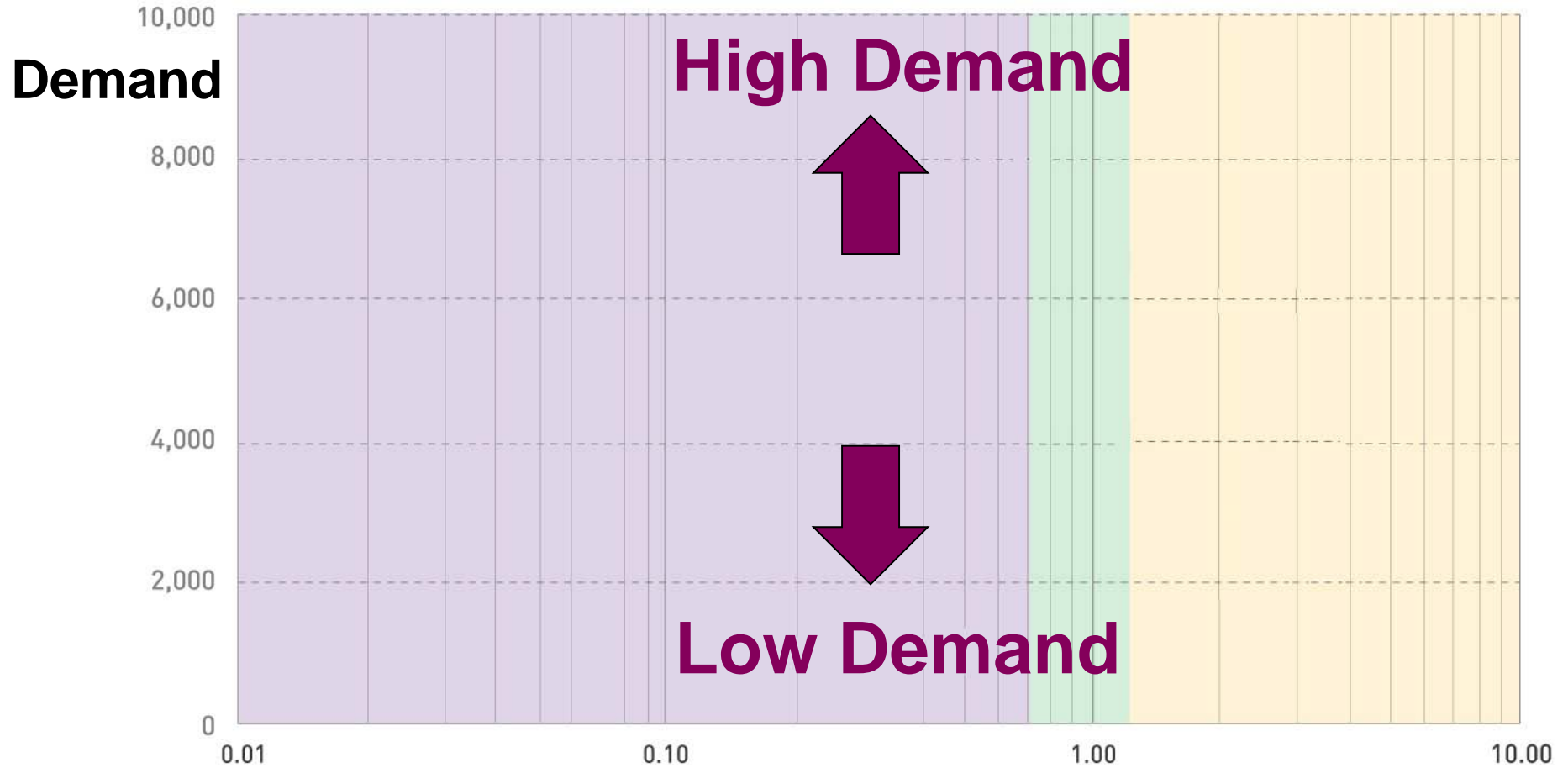
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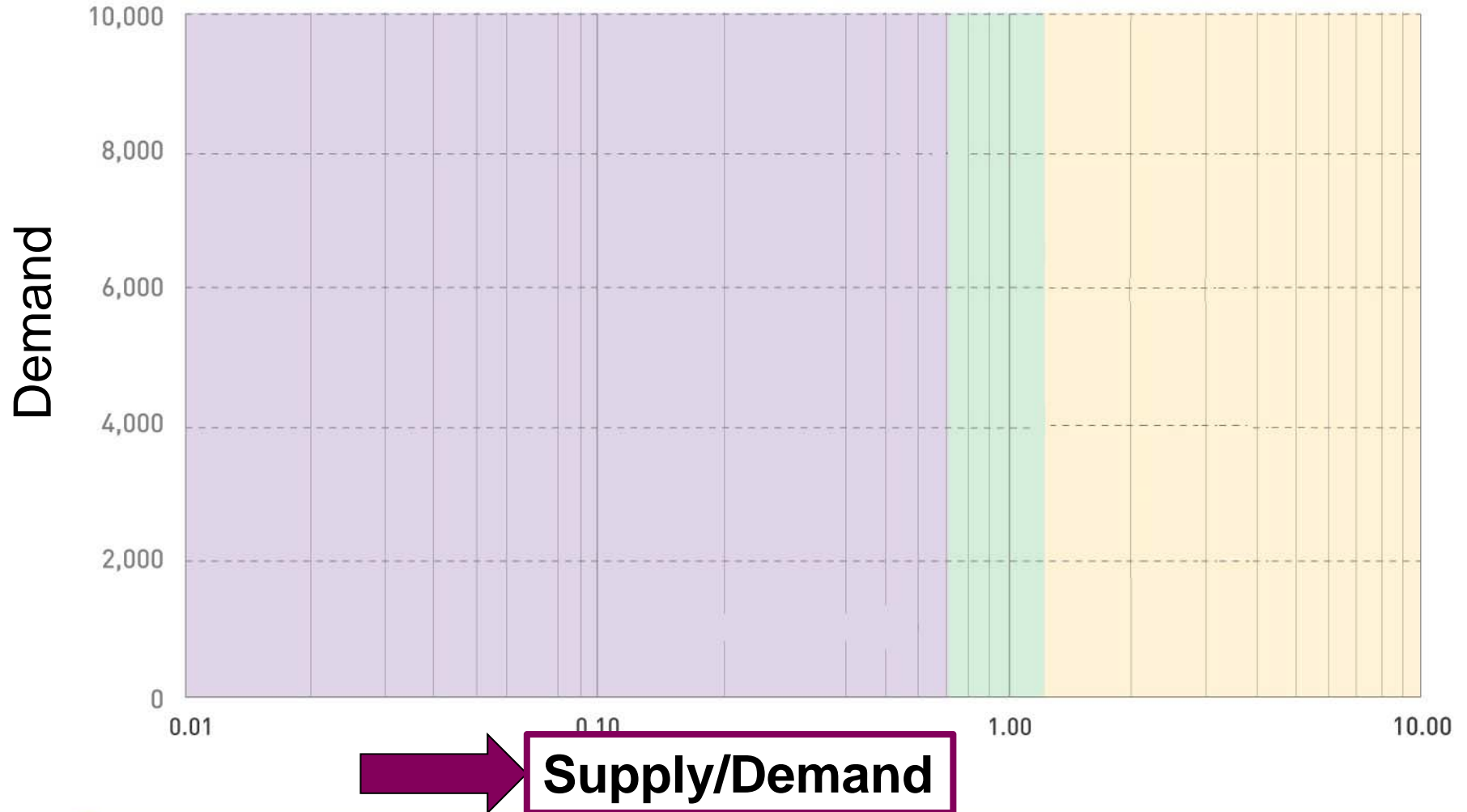
# Supply/Demand Estimates



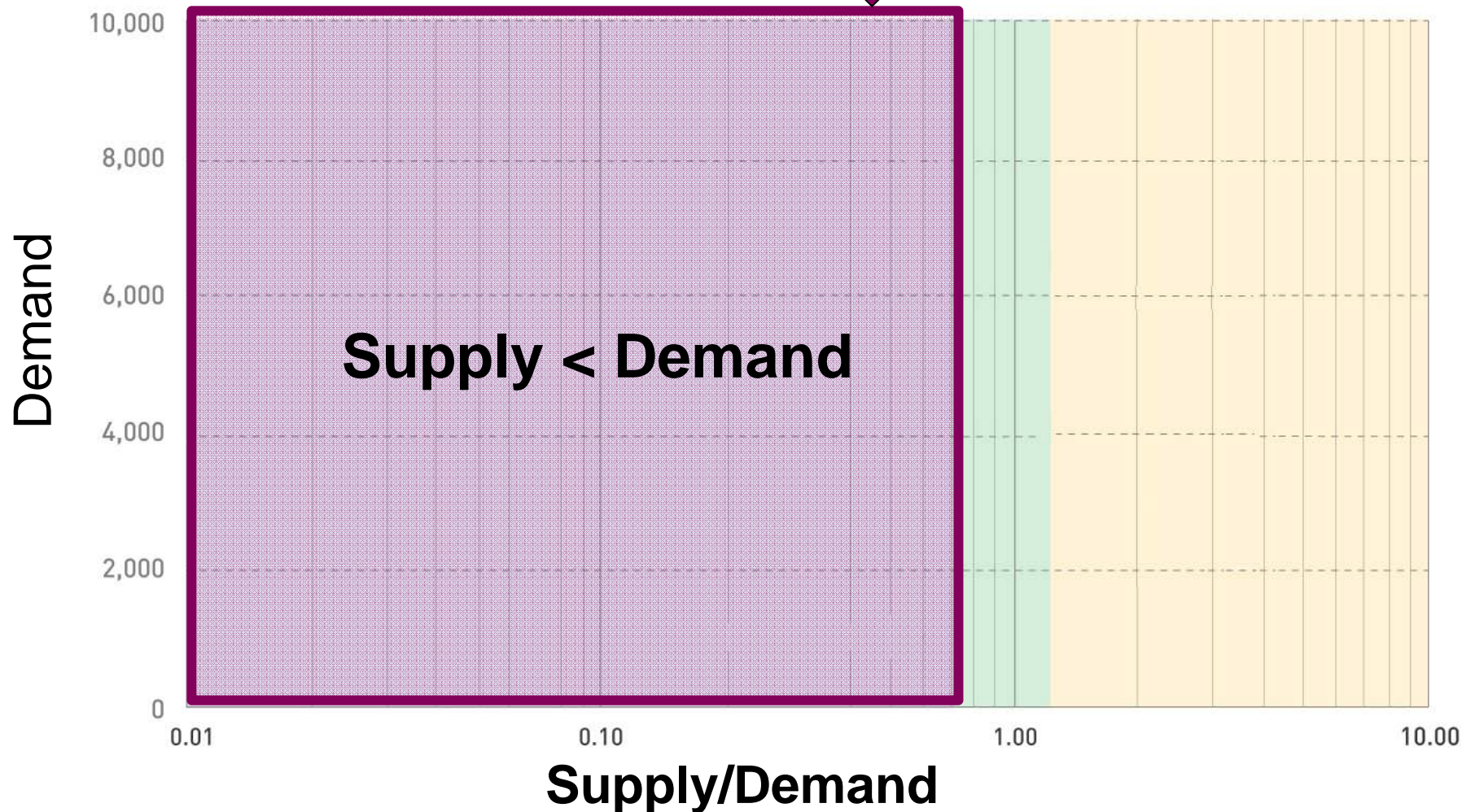
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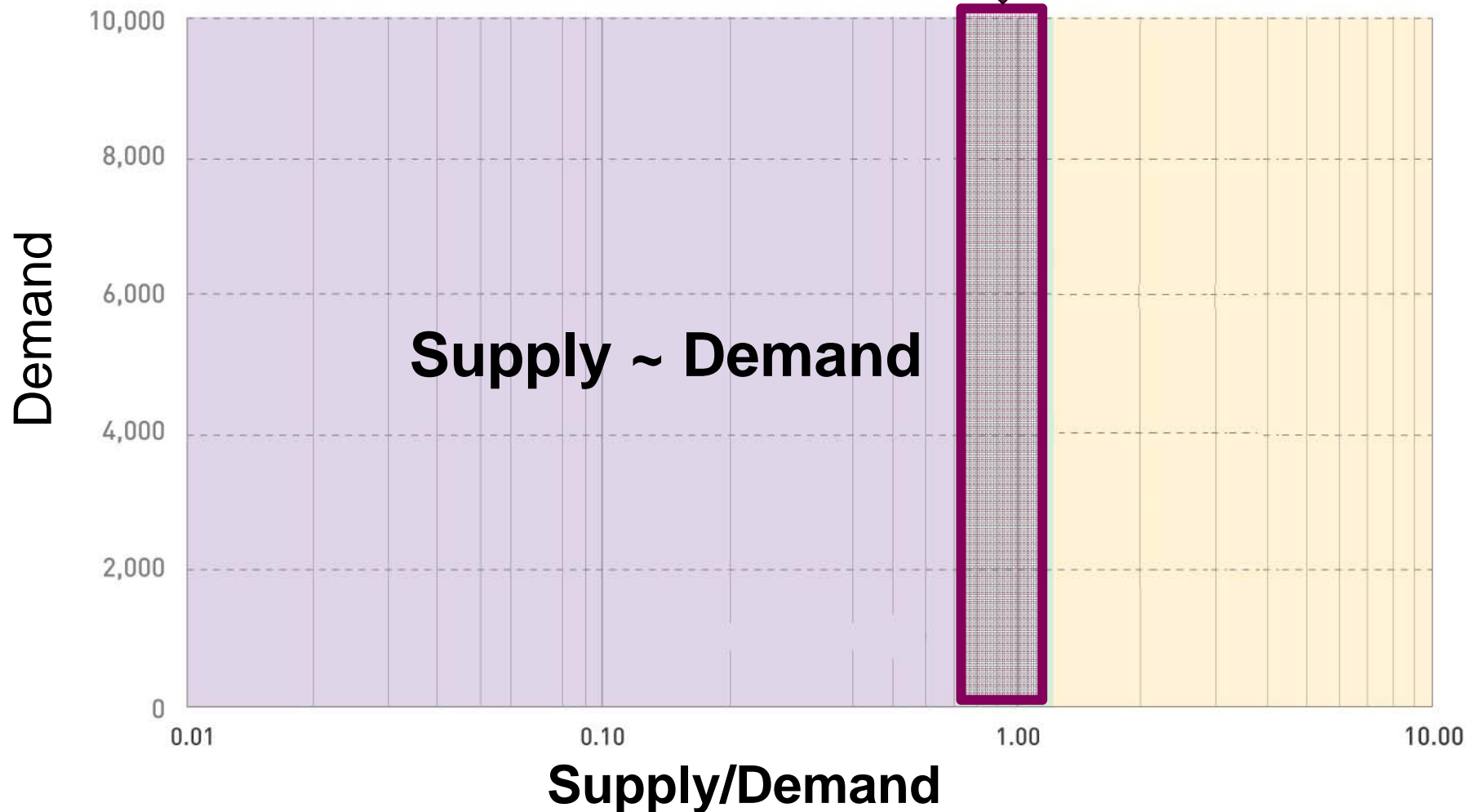


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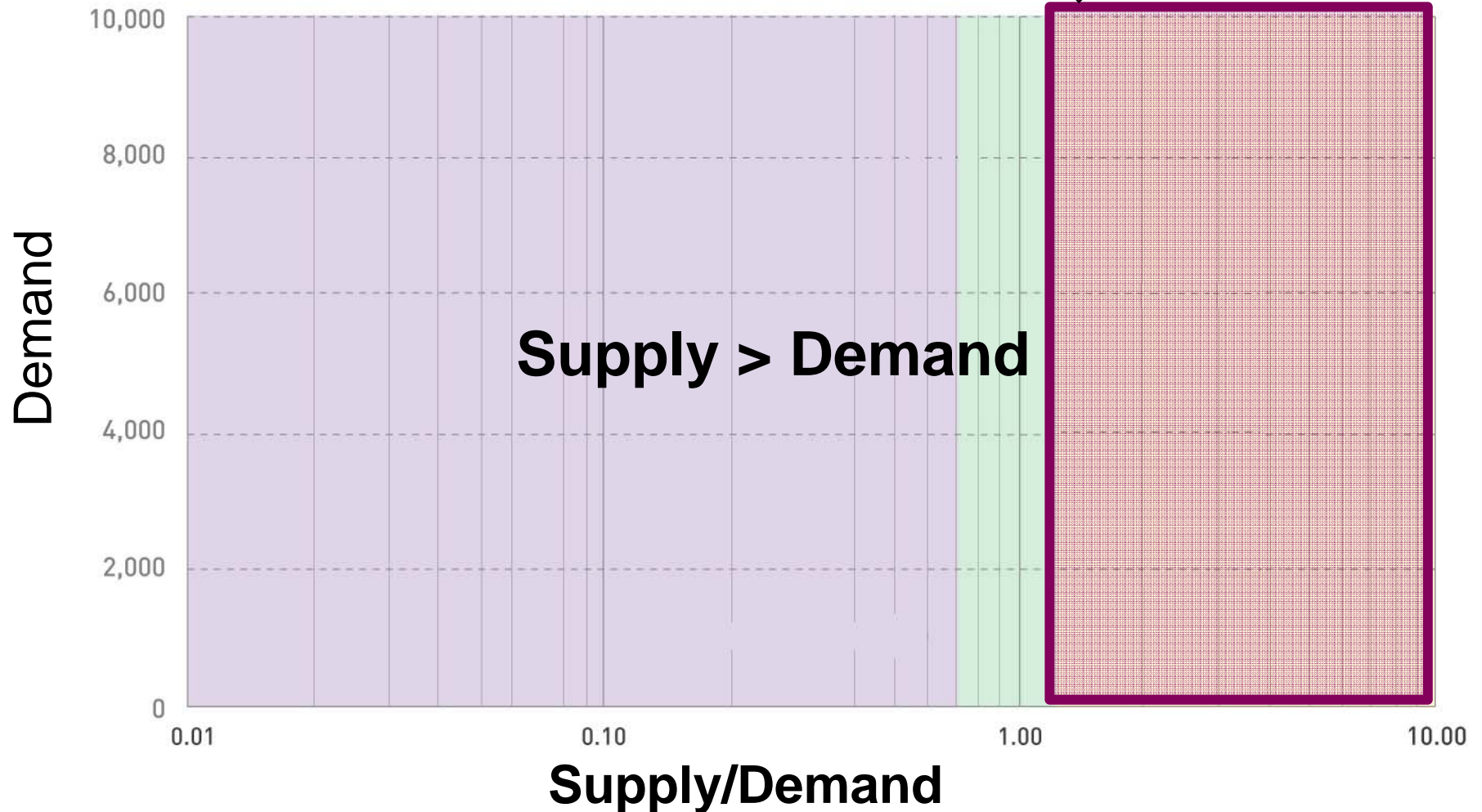




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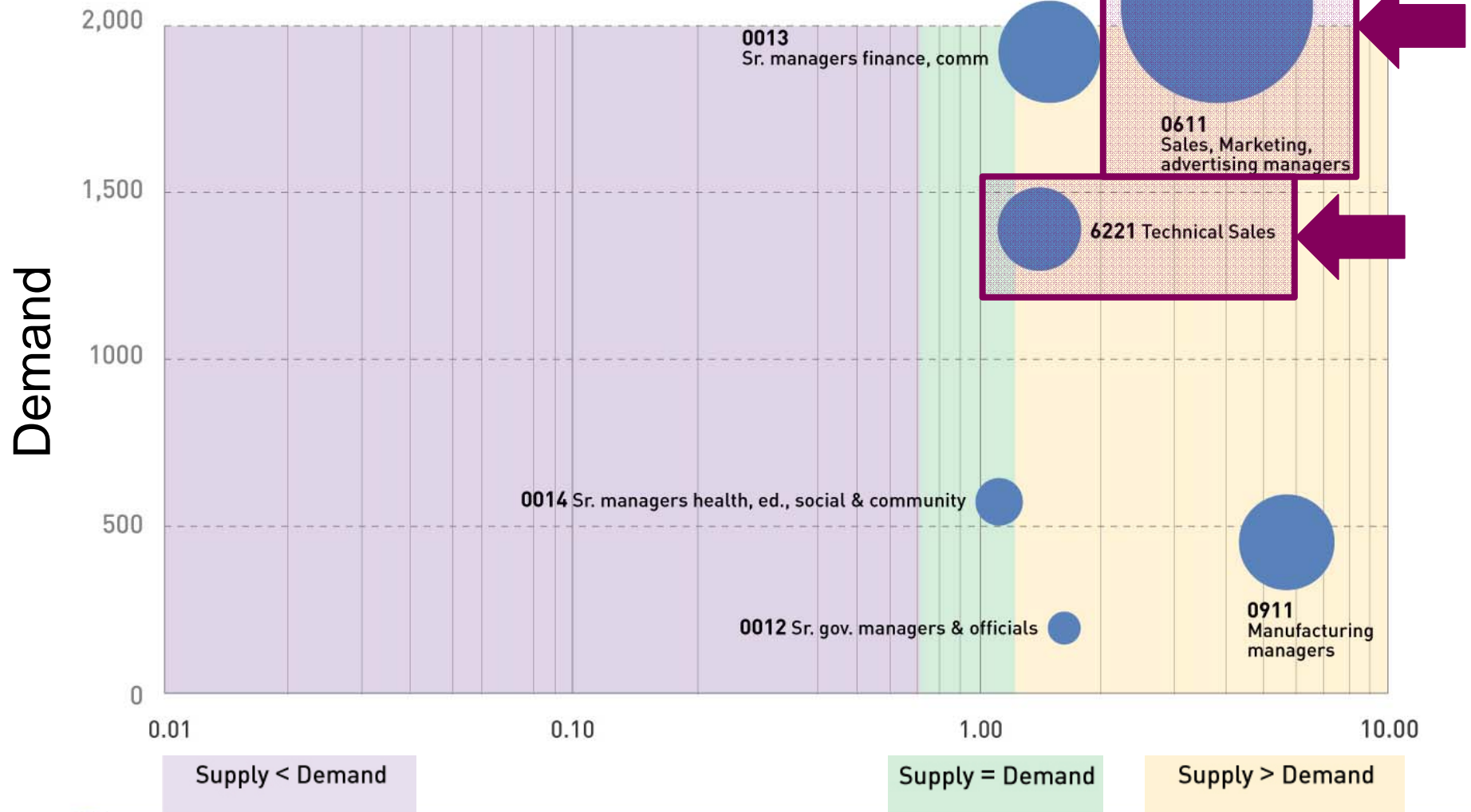


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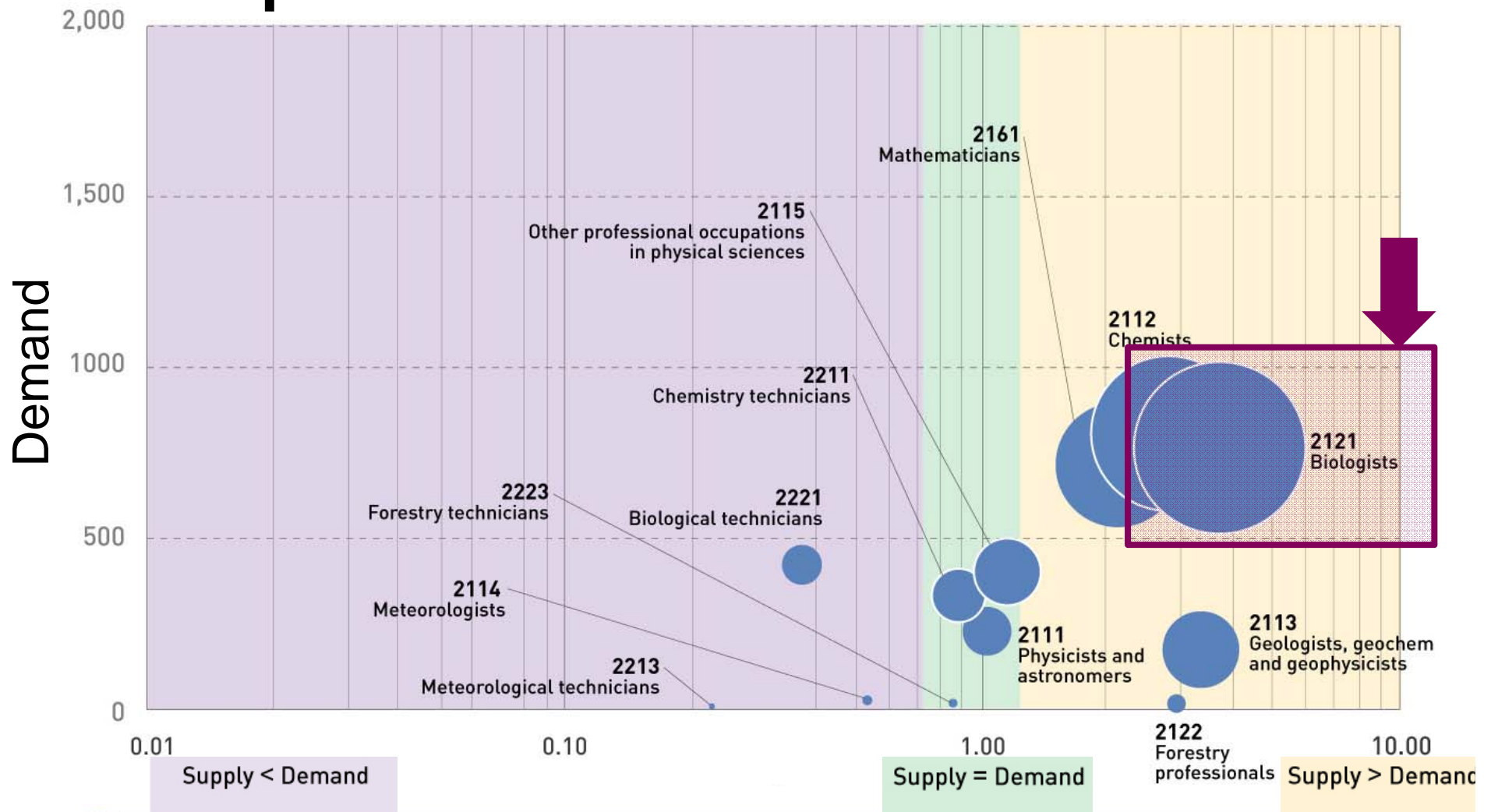
# Supply/Demand (1/4)

## Business occupations



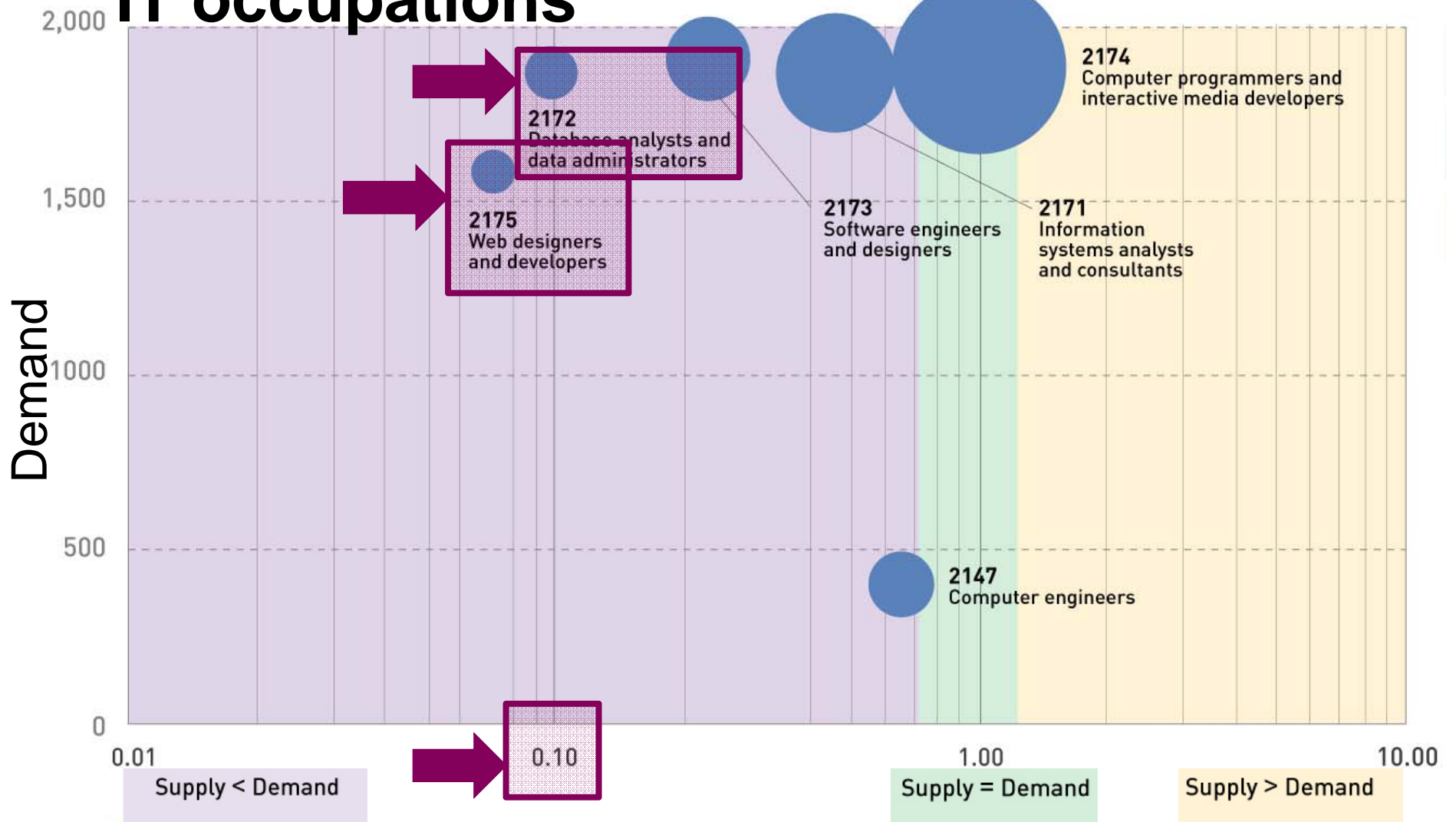
# Supply/Demand (2/4)

## Occupations in Sciences



# Supply/Demand (3/4)

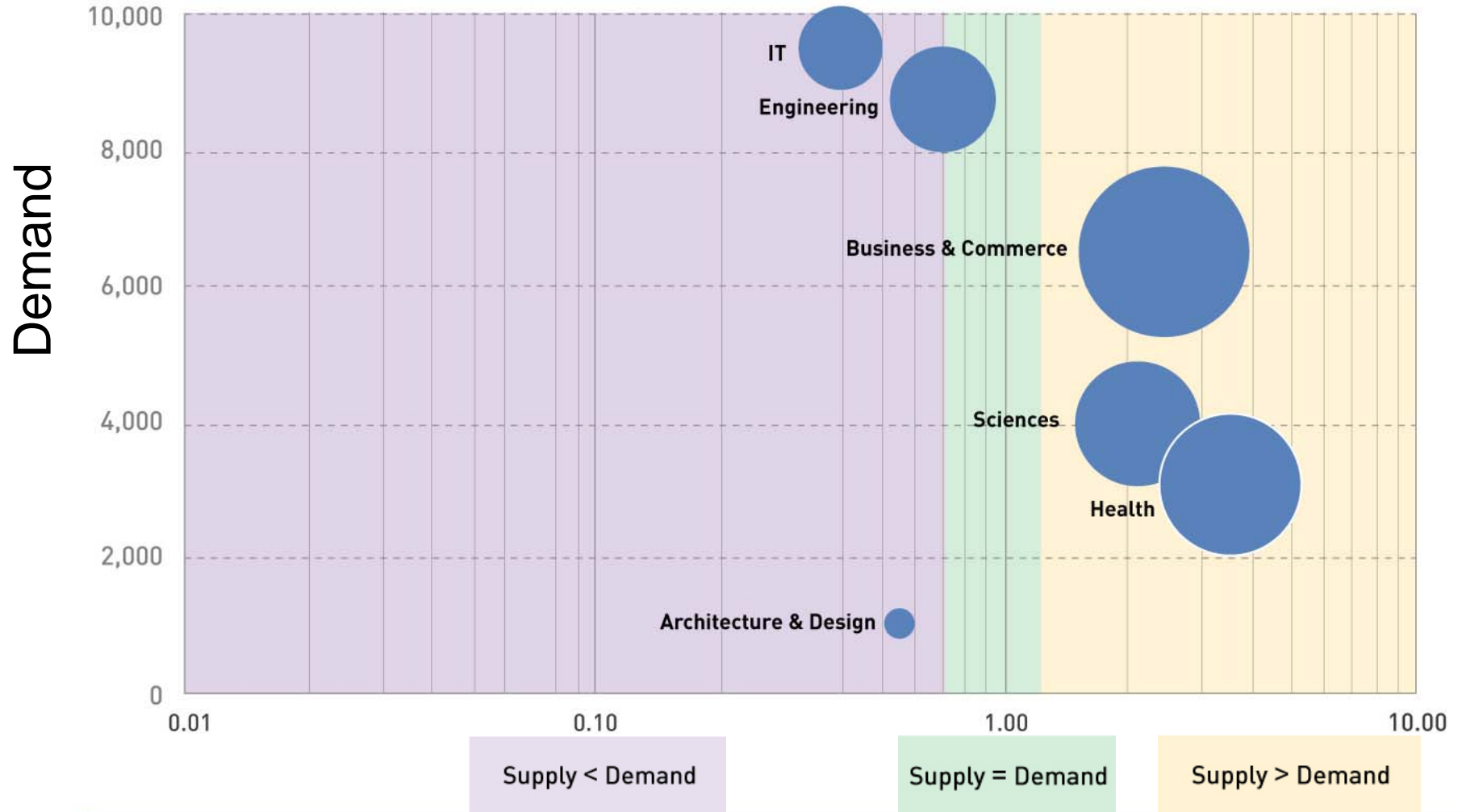
## IT occupations





# Supply/Demand (4/4)

## Estimates per occupational group



# Agenda



## 1. Toronto Region Labour Market

- Strategic sectors
- Sectors and occupations
- Workforce supply/demand

## 2. International comparison

- Patents
- Non-patent publications
- Resources and results

## 3. Conclusions



# Conclusions

1. Top-three in **non-patent publications**
2. **Bottom-three** in **patents**
3. High demand, **undersupply** for **IT** and **Engineering**
4. Oversupply in **Sciences** and **Health**
5. High demand in **Technical sales**, **Sales manager**





# Conclusions

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## Next steps

- Human Capital needs in Ontario's **start-up sector**
- National **database** for HS/PSE students
- Alternative (**big**) **data** sources to workforce analytics
- Impact of **e-learning**



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FROM **LEARNING** TO **WORK**  
Canada's Campus Recruitment Report™



Canada's Top  
**Campus Employers**

Graham Donald, President  
Brainstorm Strategy Group Inc.

[www.brainstorm.ca](http://www.brainstorm.ca)



# Survey sample: 28,000+ PSE 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%

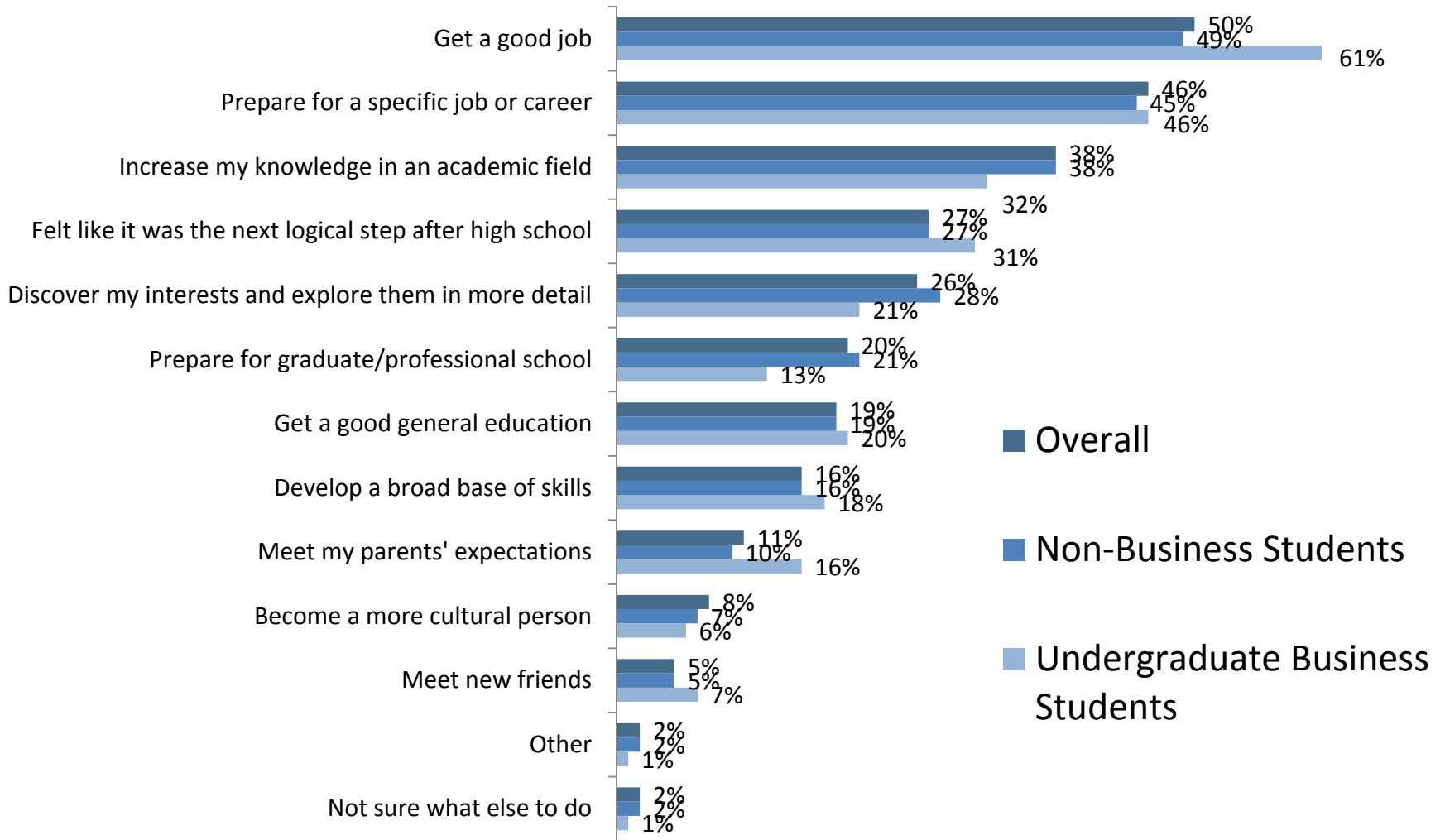
**GPA:**  
Average: 3.42

**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%

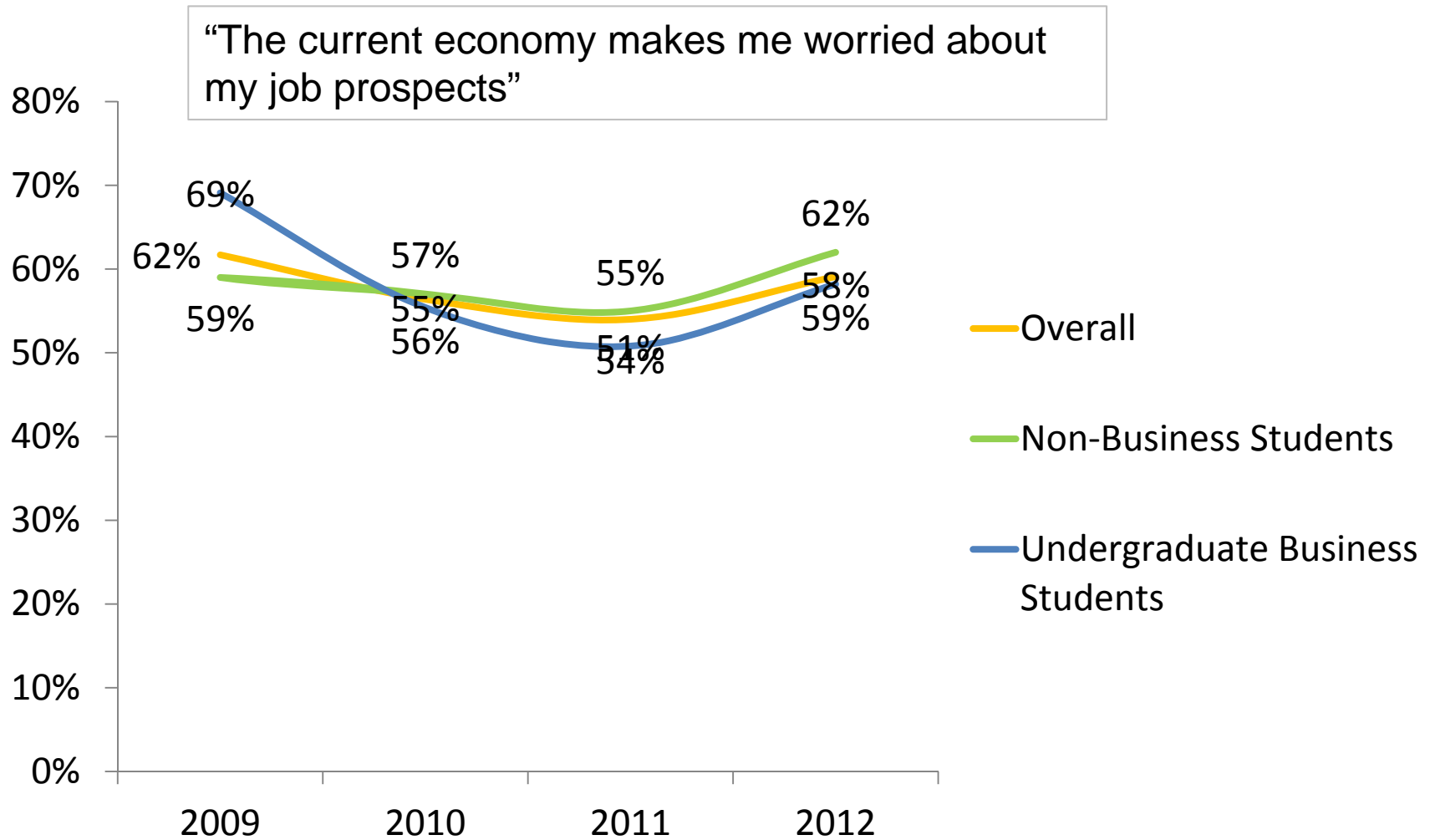
\* Chinese, Japanese, etc.  
\*\* Indian, Pakistani, etc.

# Why students choose to attend PSE

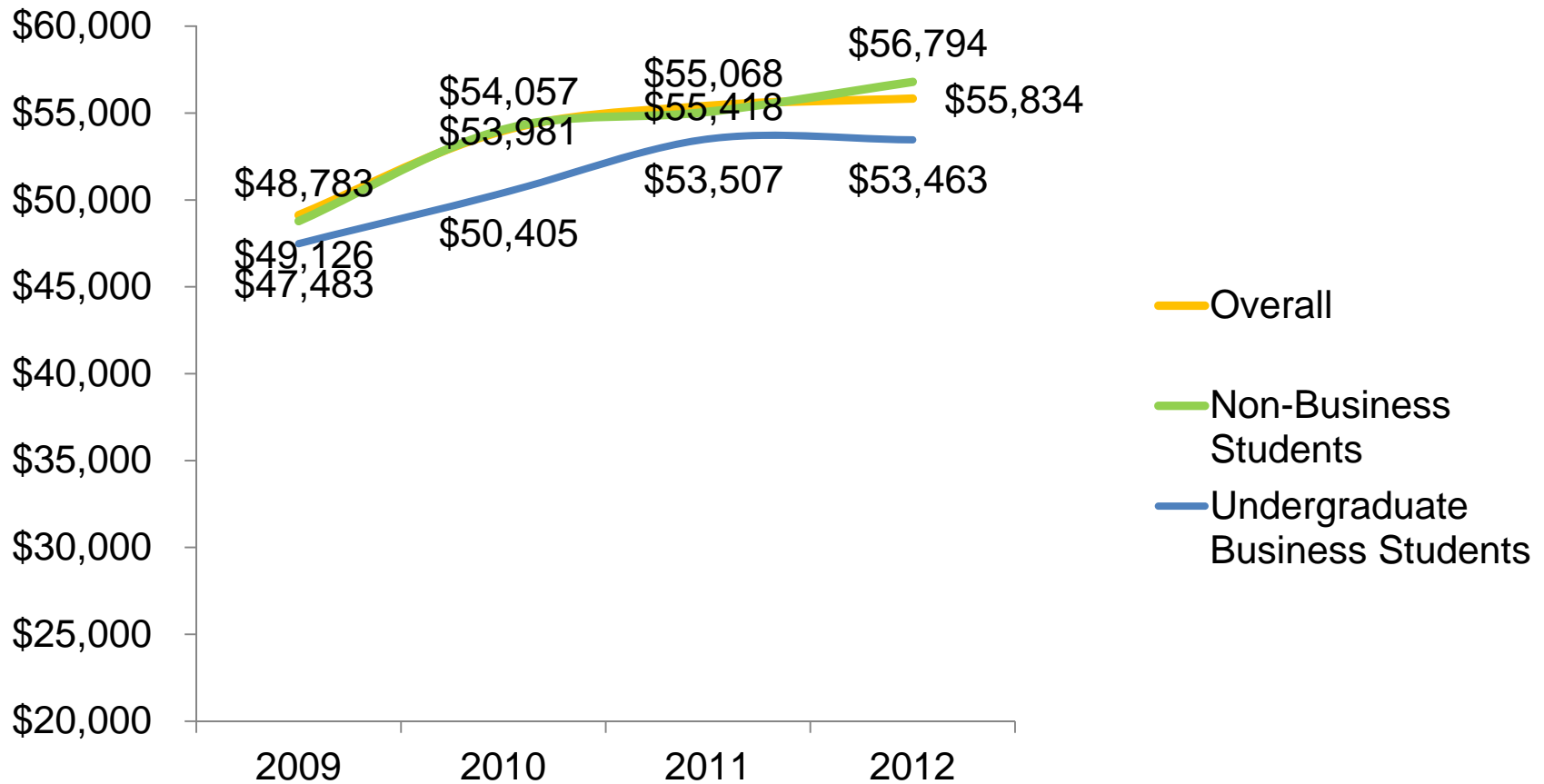


“Why did you choose to go to college/university?”

# Concern about the economy past 4 years



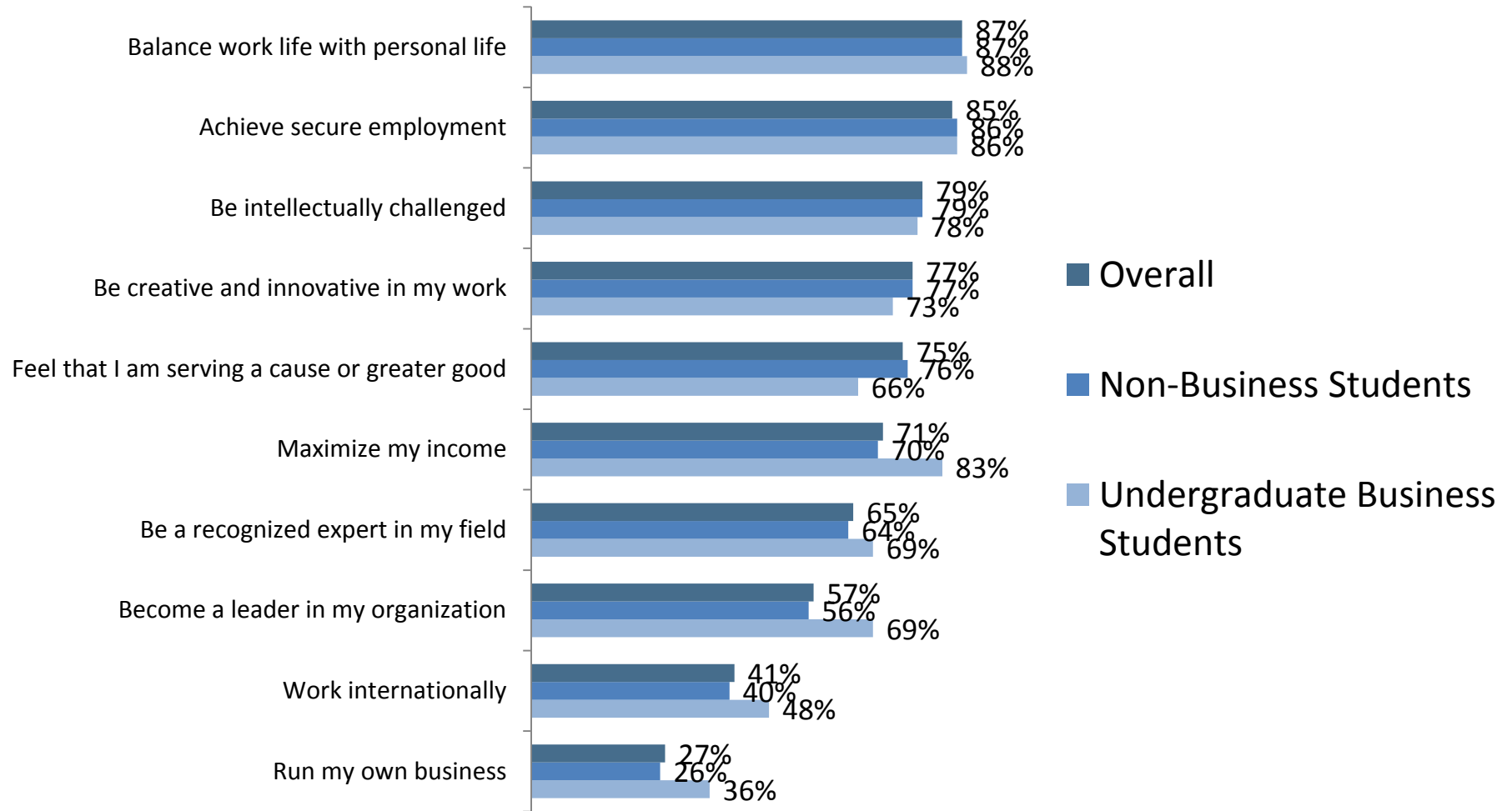
# Starting salary expectations past 4 years



“What annual base salary do you expect at your first job after graduation?” (Mean)



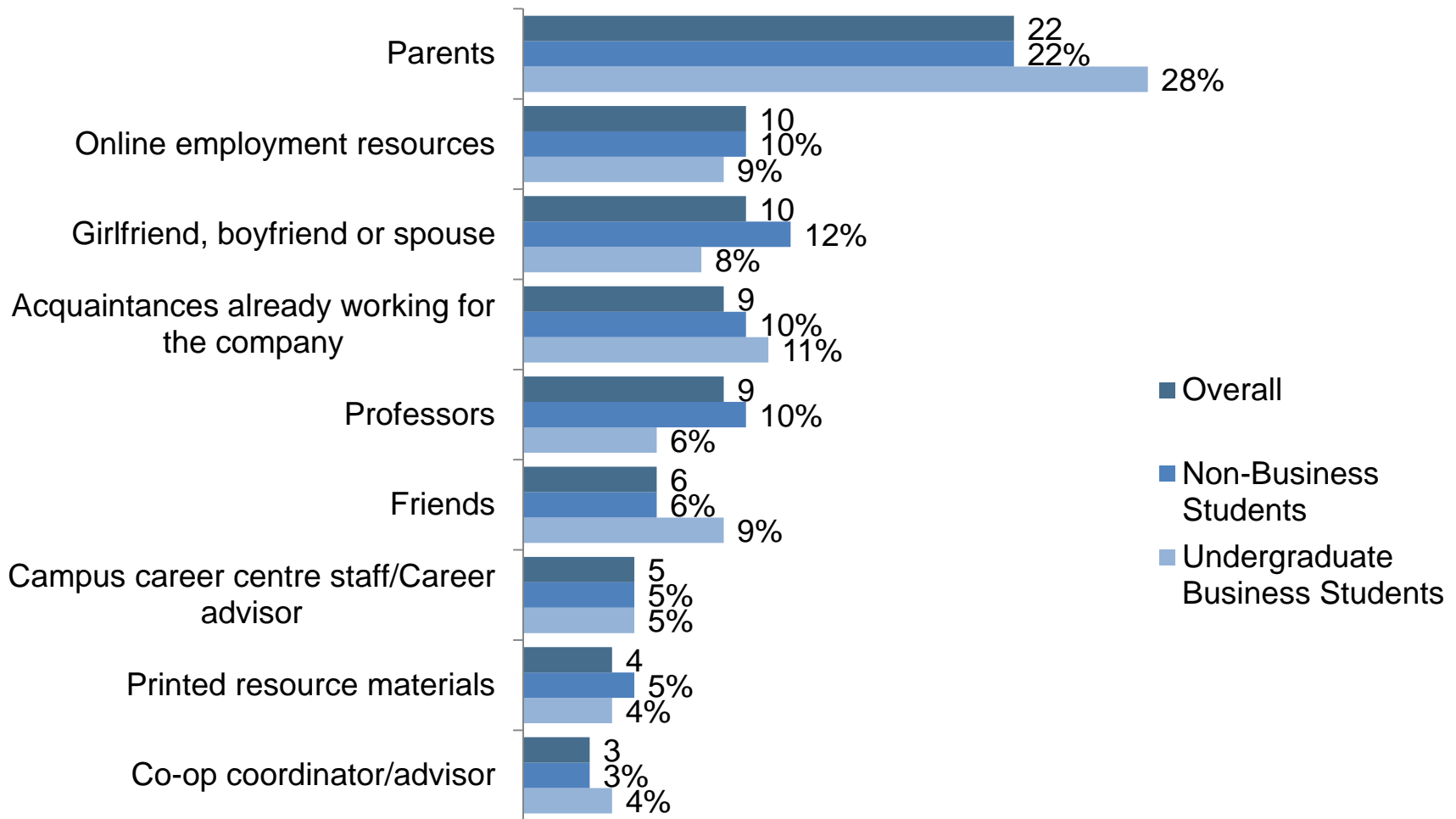
# Students' top career goals



“Below is a list of possible career goals. Which are most important to you? Scale: 1 to 5, where 1 = Not at all important and 5 = Very important” (Top 10 choices)

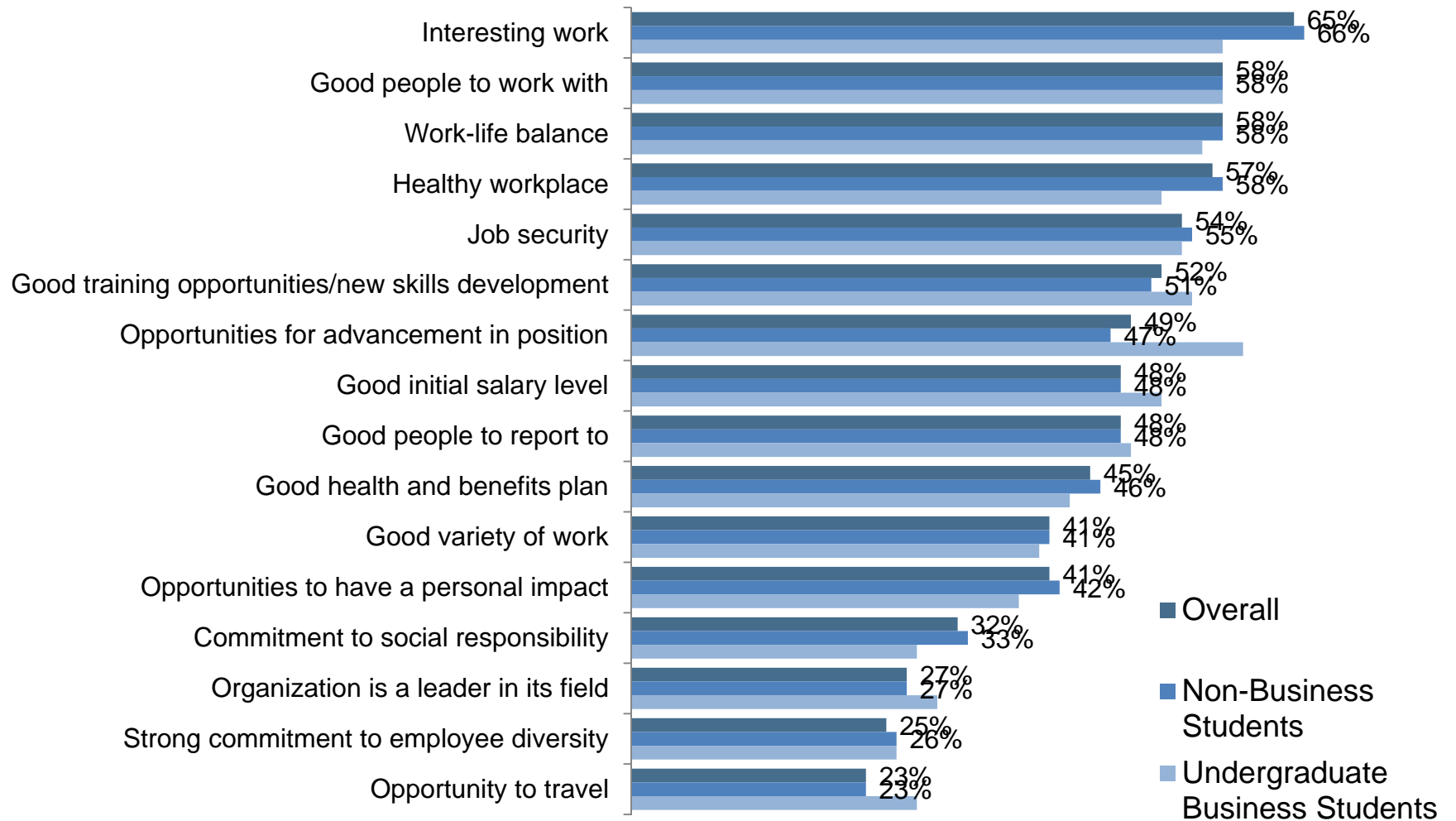


# Who influences students' career choices



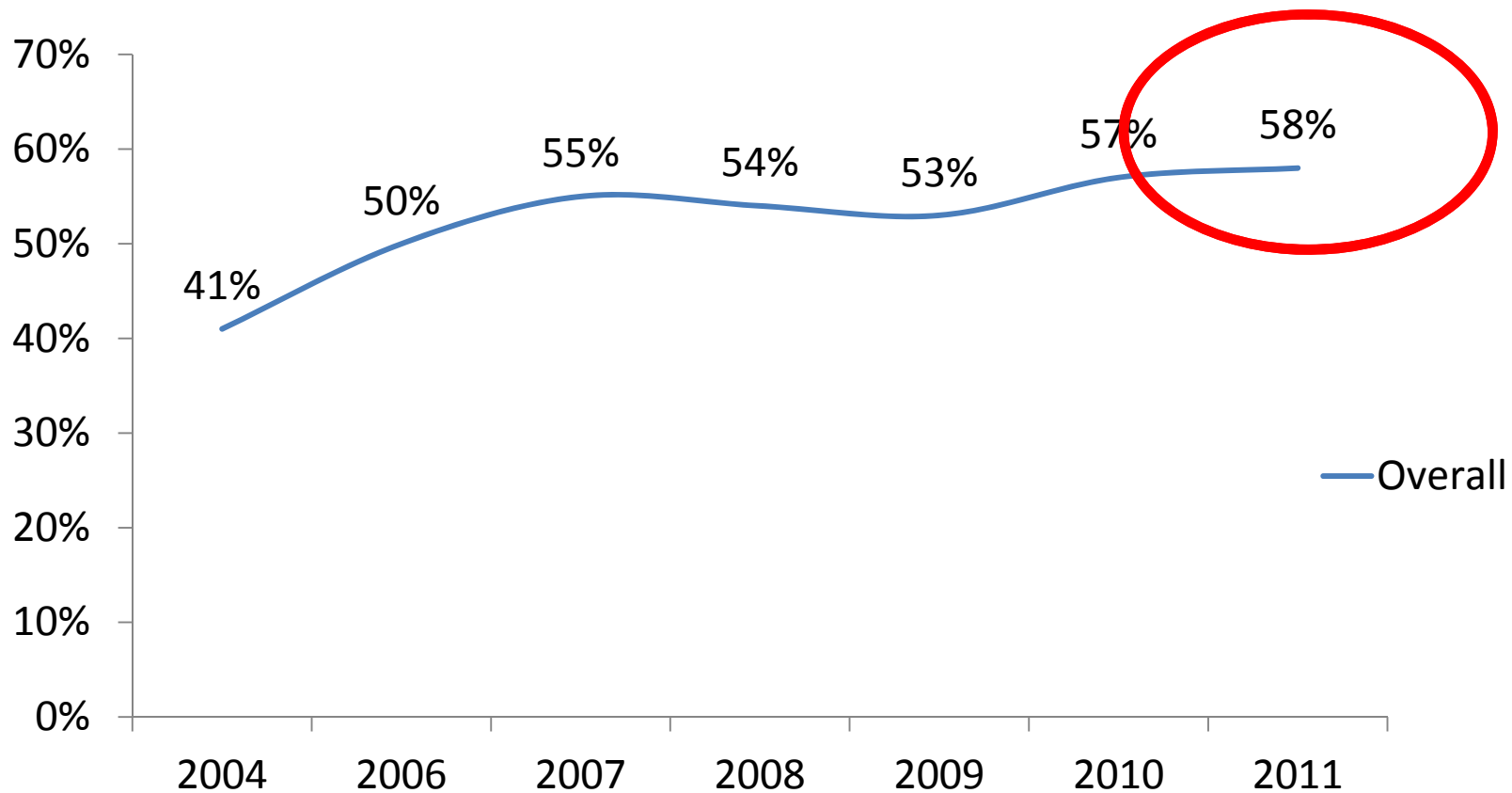
“In your career choice process, which of these is MOST influential in your decision making? Please select one option”

# Decision-making criteria when considering employment



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

# Most students want to find an organisation where they can spend their entire career



“Would you like to find an organisation where you could spend your whole career?” Answered “Yes”

# 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%

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**HEQCO Conference:  
Learning to Earning | Higher Education  
and the Changing Job Market**

*Employer and student expectations/experiences*

*November 1, 2012 | Alysha Li*



# OUR *members*



**QUEEN'S UNIVERSITY**  
Alma Mater Society (AMS)



**TRENT UNIVERSITY**  
Trent in Oshawa Student Association (TOSA)



**McMASTER UNIVERSITY**  
McMaster Students Union (MSU)  
McMaster Association of Part-time Students (MAPS)



**UNIVERSITY OF WATERLOO**  
Federation of Students (FedS)



**WILFRID LAURIER UNIVERSITY**  
Wilfrid Laurier University  
Students' Union (WLUSU)



**BROCK UNIVERSITY**  
Brock University Students' Union (BUSU)



**WESTERN UNIVERSITY**  
University Students' Council



**UNIVERSITY OF WINDSOR**  
University of Windsor  
Students' Alliance (UWSA)

*150,000 students*

*9 member associations*



# **VISION**

*accessible, affordable, accountable & high quality  
undergraduate education in Ontario*

# **MISSION**

*develop educated solutions to challenges facing  
undergraduate education in Ontario and to  
successfully lobby government to make them a reality*

## CONFERENCES & events

CAMPUS VISITS &  
VOLUNTEER TRAINING

GENERAL ASSEMBLY

LOBBY CONFERENCE

HIRE EDUCATION  
CAMPAIGN

MENTAL HEALTH  
CAMPAIGN

REFERENDUMS

GENERAL ASSEMBLY

PARTNERS IN HIGHER  
EDUCATION DINNER

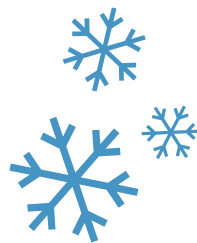
TRANSITION CONFERENCE

STRATEGIC PLANNING  
CONFERENCE

STUDENT ROUNDTABLE  
SERIES



*fall*



*winter*



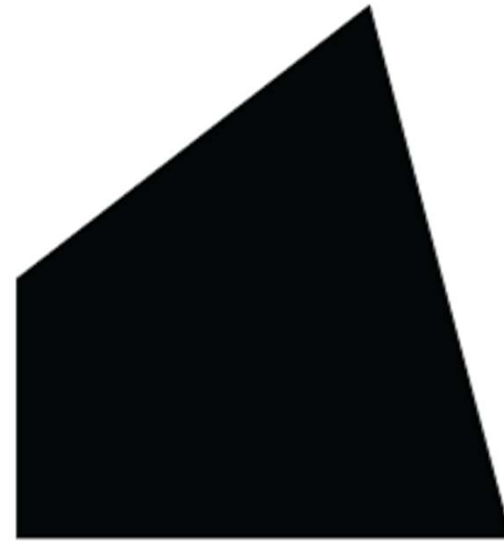
*spring*



*summer*

**ON** *campus*

**OUSA**  
Ontario Undergraduate Student Alliance



**HIRE**  
**EDUCATION**

**HIRE** *education*

# Purpose

*Is post-secondary education doing  
what we hired it to do?*

**HIRE** *education*

## **Method**

*6 focus groups*  
*28 student participants*

**HIRE** *education*



## **Participating Universities**

*Waterloo University*  
*Windsor University*  
*Brock University*  
*Queen's University*  
*McMaster University*  
*Western University*

**ON** *campus*

**OUS**A  
Ontario Undergraduate Student Alliance



**HIRE**  
**EDUCATION**