

2024 Edition

# The Brainstorm Report

University of Waterloo  
Undergrad Business Report



2024 Edition

# The Brainstorm Report

Recruiting Computer Science Students



# **I. Background Information and Methodology**

# About Brainstorm

Brainstorm's mission is to help organizations attract, recruit, and engage the future workforce.

We achieve this by delivering specialized training and professional development programs, conducting impactful research, and providing strategic advisory services that drive success.

For the past 20 years, Brainstorm has been studying and reporting on Canadian students' career interests and post-secondary experiences. Over that time, more than 350,000 college and university students have participated in our research for the Brainstorm Student Career Interests Report – making it the largest longitudinal study of its kind in Canada. Our 2023 survey received more than 21,000 candid responses from students across the country.

Sometimes we put text here.

**And then we'll put a question in bold like this?**

**Are they credible to students?**

# Respondents

What is the highest academic degree you are pursuing?

<b>Bachelors</b>	1,268

What is your age?

<b>Average</b>	22.4
<b>Median</b>	21.0

Are you an international student?

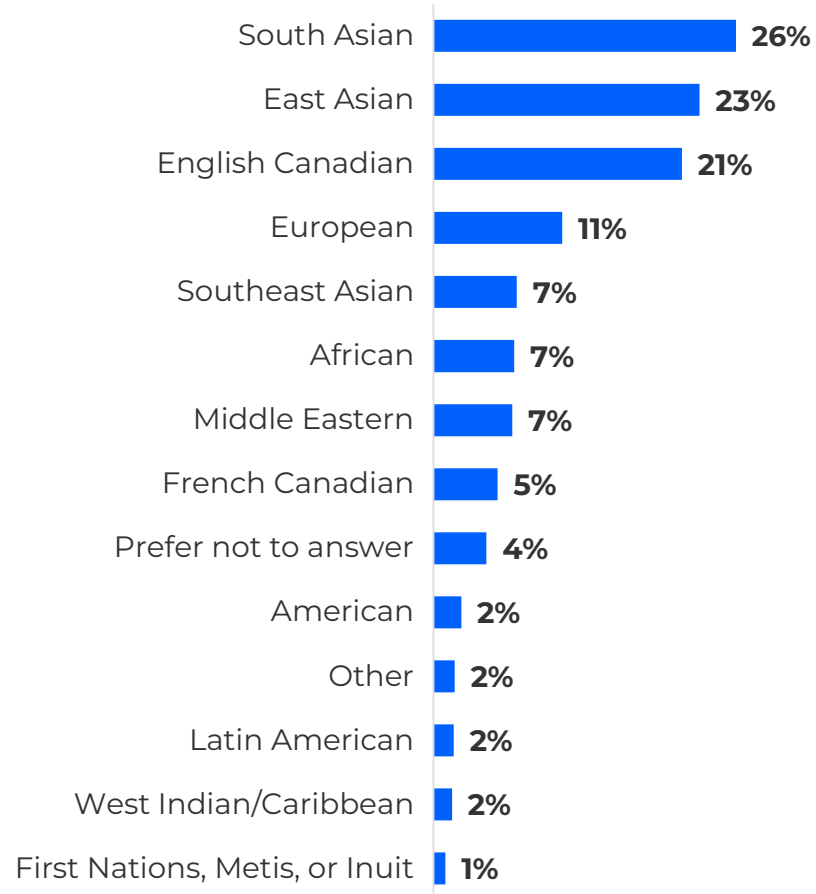
<b>No</b>	76%
<b>Yes</b>	24%

What is your gender?

<b>Male</b>	64%
<b>Female</b>	31%
<b>Non-binary</b>	2%
<b>Prefer not to say</b>	3%

# Communities

Which of the following communities do you consider yourself part of? Select all that apply.



# Job prospects in the current economy

“The current economy makes me more worried about my job prospects.”



■ Strongly disagree + Disagree

■ Neither agree nor disagree

■ Agree + Strongly agree

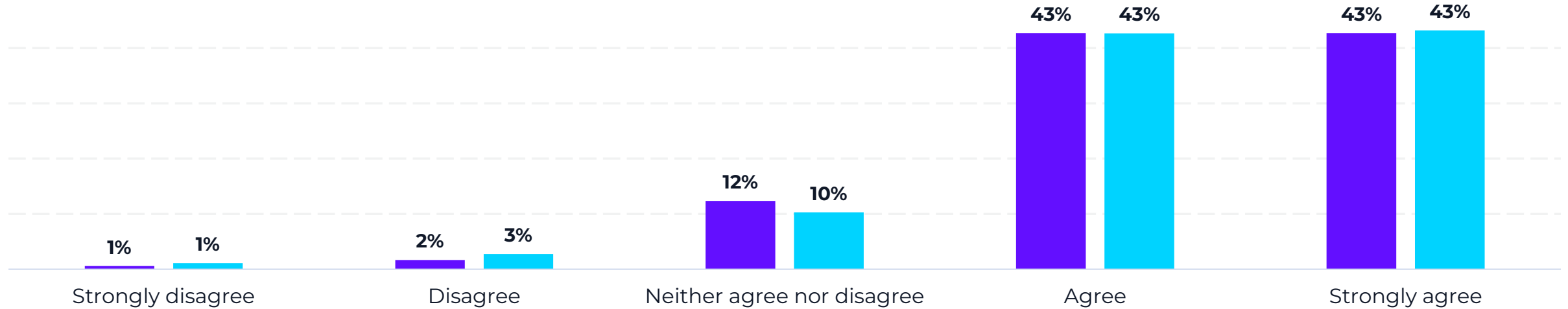
66% of computer science students are worried about their job prospects in the current economy.

**How is your organization communicating long-term job security to students in these uncertain times?**

# Help with discovering career interests

“I think that schools should invest more in helping students discover their career interests”

■ University of Saskatchewan  
■ Overall

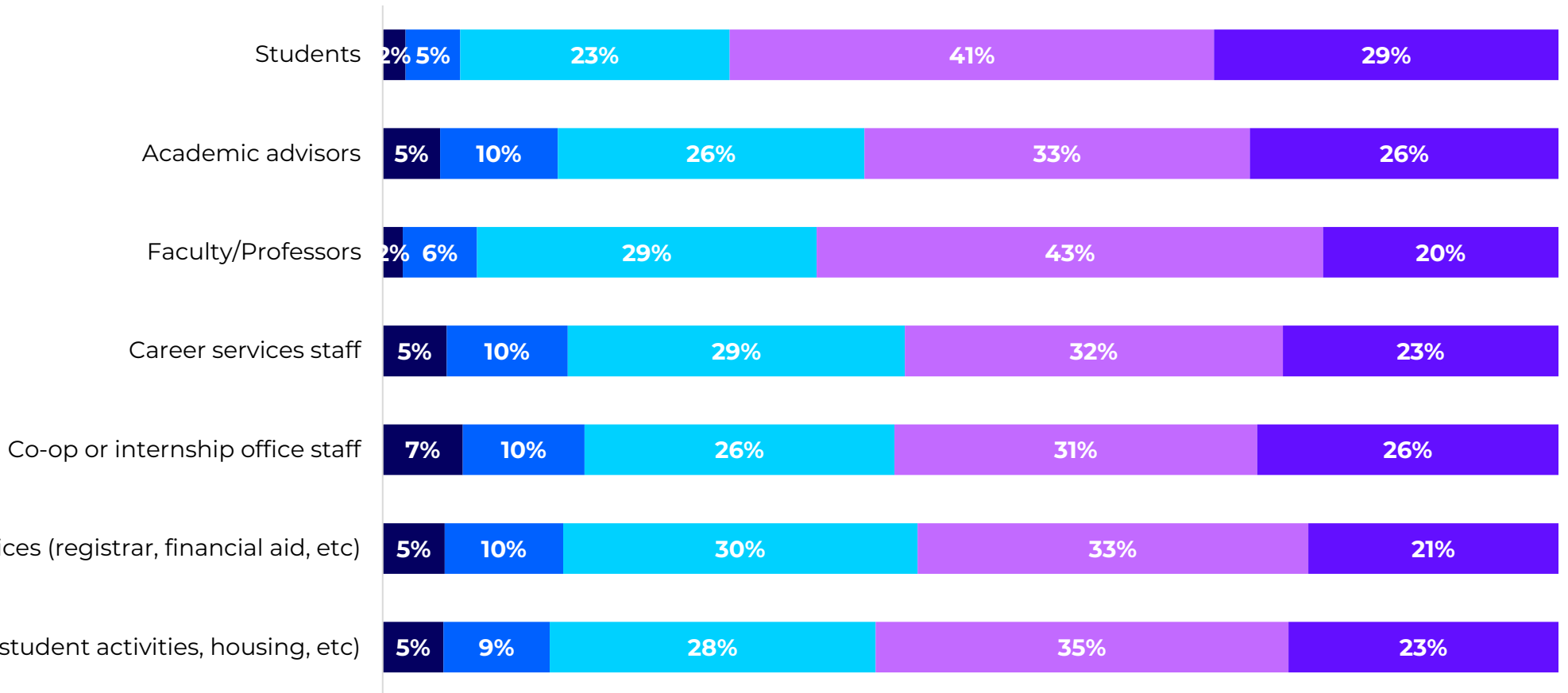




# Quality of personal interactions at school

“Rate the quality of your interactions with the following people at your school  
(On a scale of 1 to 5 where 1 = poor and 5 = excellent) ”

- 1 = poor
- 2
- 3
- 4
- 5 = excellent



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