

Students' Perspectives on Careers & Career Development: 2022

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BRAINSTORM

STUDENT CAREER INTERESTS

REPORT 2021

Objectives

- Enhance your understanding of your students
- Increase awareness of similarities and differences between your students and a national comparator
- Improve your ability to provide useful advice to employers
- Provide data required to improve career development and experiential learning programs and services
- Improve post-secondary institutions' understanding of the relevance of career development to enrolment management, student engagement, and academic success
- Support the business case for investment in students' career development and job search support

How schools get involved

- Sign up on the subscription form
- Send the survey to your students via email
- Collect at least 200 responses
- Receive an 80-page report showing your students' results compared to national averages
- Zero cost to schools

Research Methodology

The Brainstorm Report is based on a comprehensive national survey of current post-secondary students conducted online. Survey details are as follows:

- ▶ The survey was promoted primarily by post-secondary institutions via email, web, and social media
- ▶ Supplementary promotion of the survey was conducted via purchased email lists of Canadian post-secondary students
- ▶ Approximate survey complete time was 20-25 minutes per respondent
- ▶ The field period was late March through early July 2021
- ▶ More than 17,000 complete responses were collected from students attending post-secondary institutions in Canada
- ▶ **More than 14,000** respondents attend university; **more than 3,000** attend college/institute of technology/polytechnic
- ▶ Respondents represent 190 different post-secondary institutions with 129 institutions having 5 or more respondents each and 109 having 10 or more respondents each
- ▶ The survey was conducted in both English and French
- ▶ Extensive demographic detail was collected but participants remain anonymous and no personal identity information is included in the study

Domestic / international

Major area of study

GPA

University / college

Degree / diploma level

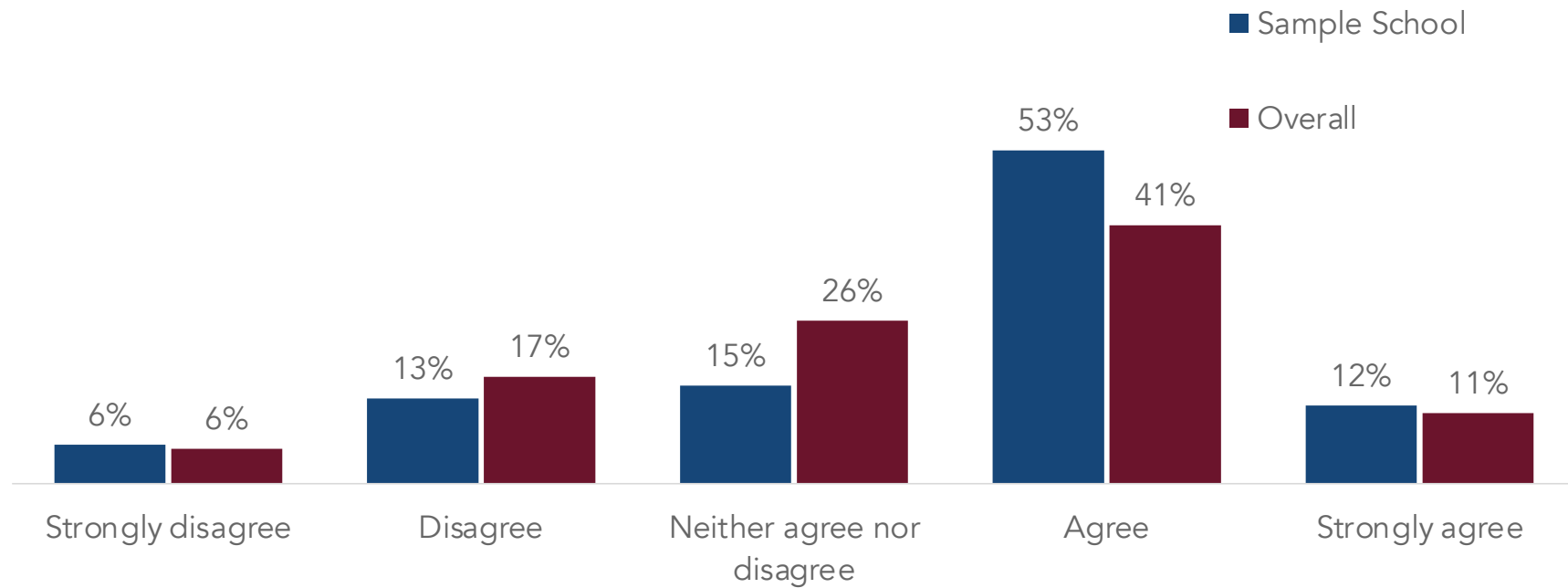
Age

Year of study

Diversity group

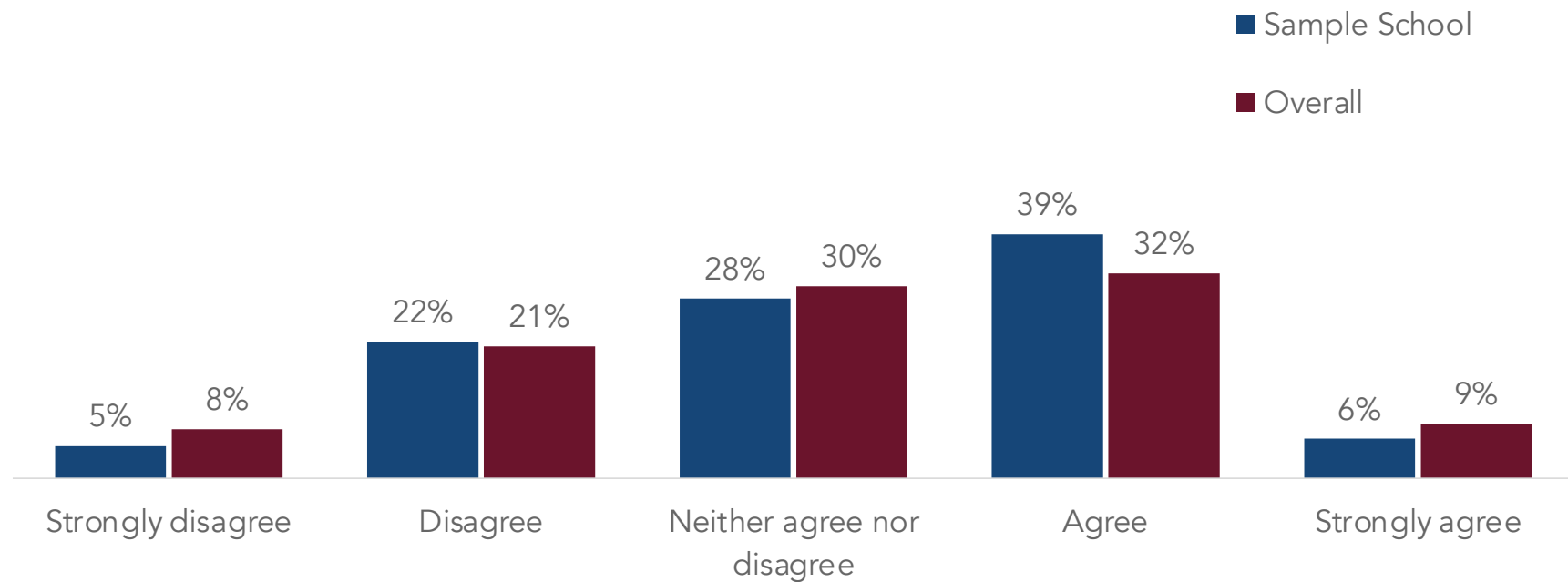
How has the school
experience changed?

School's Transition to Virtual



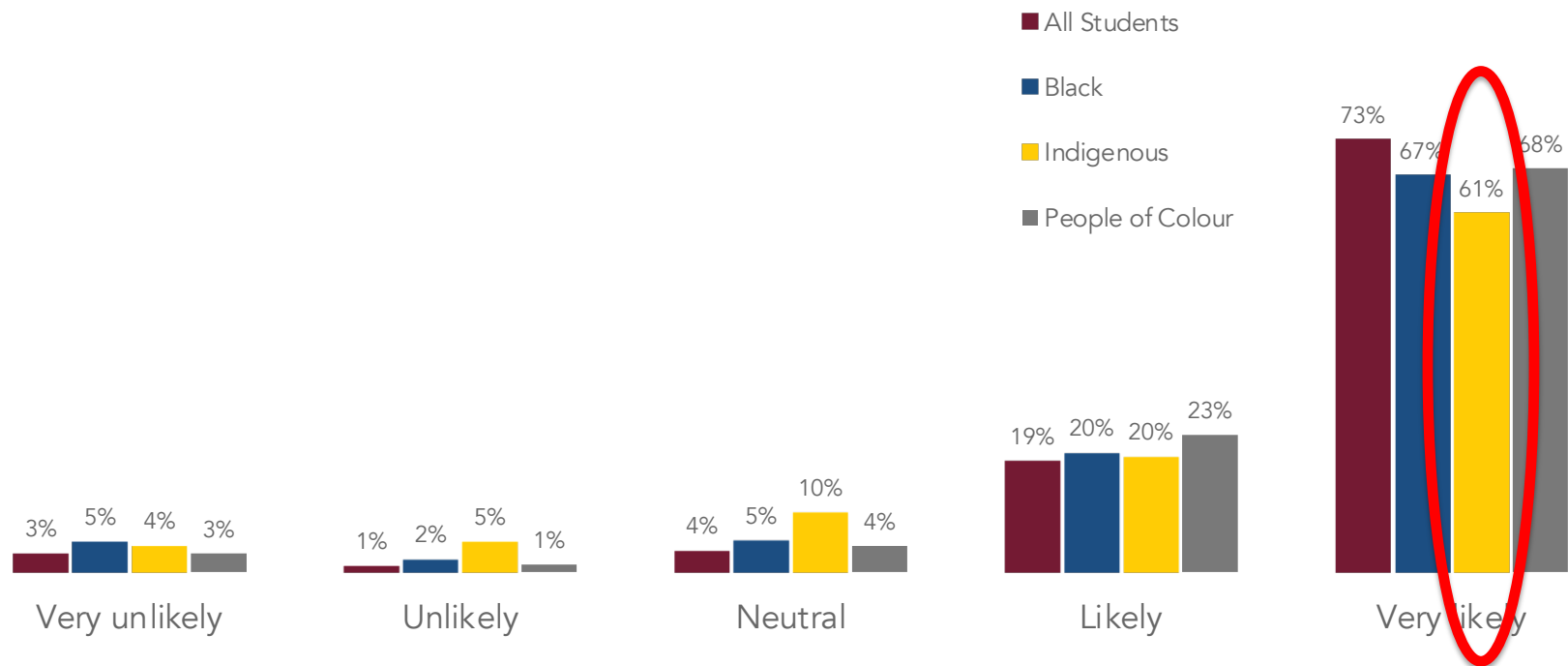
My school transitioned well to teaching virtually during the pandemic.

School Support through the Pandemic



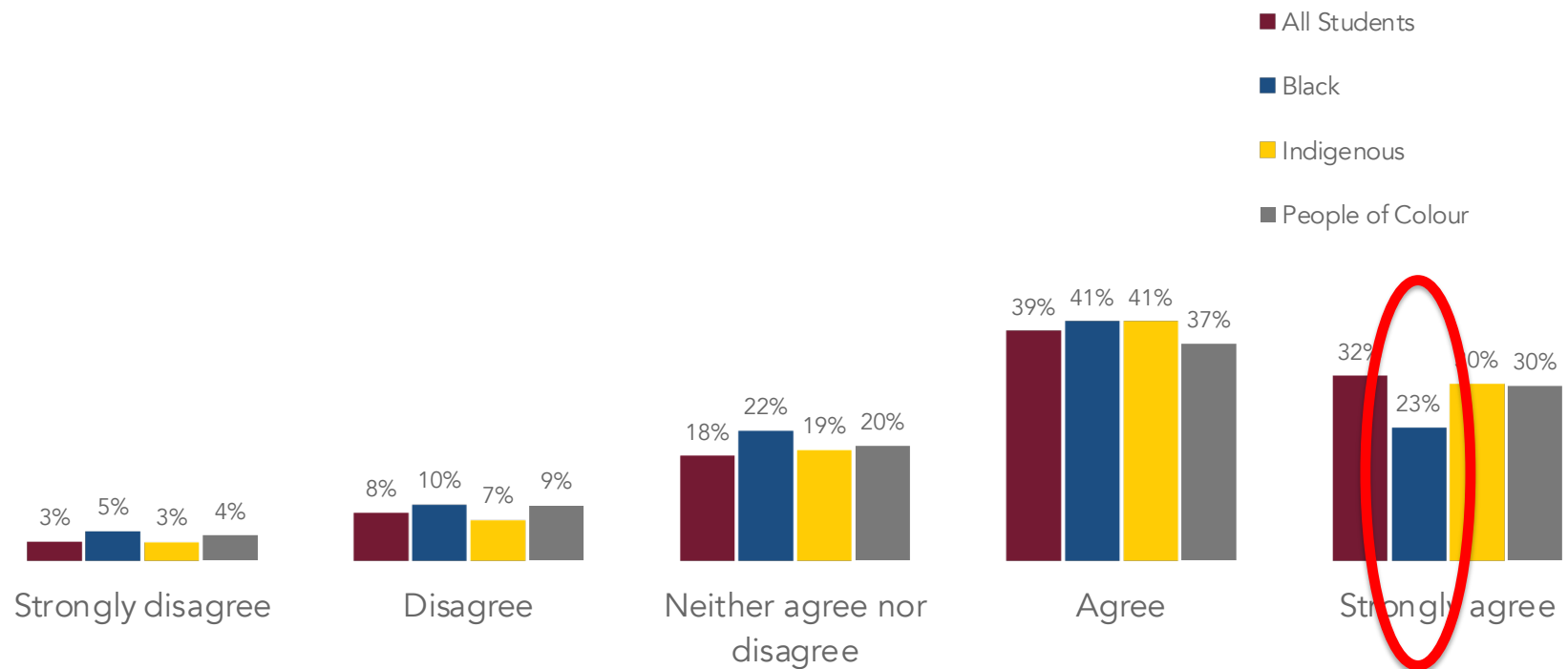
My school did a good job of supporting students through the pandemic.

Likelihood of Graduating



How likely do you think you are to graduate from your current program?

Confidence in Choice of School



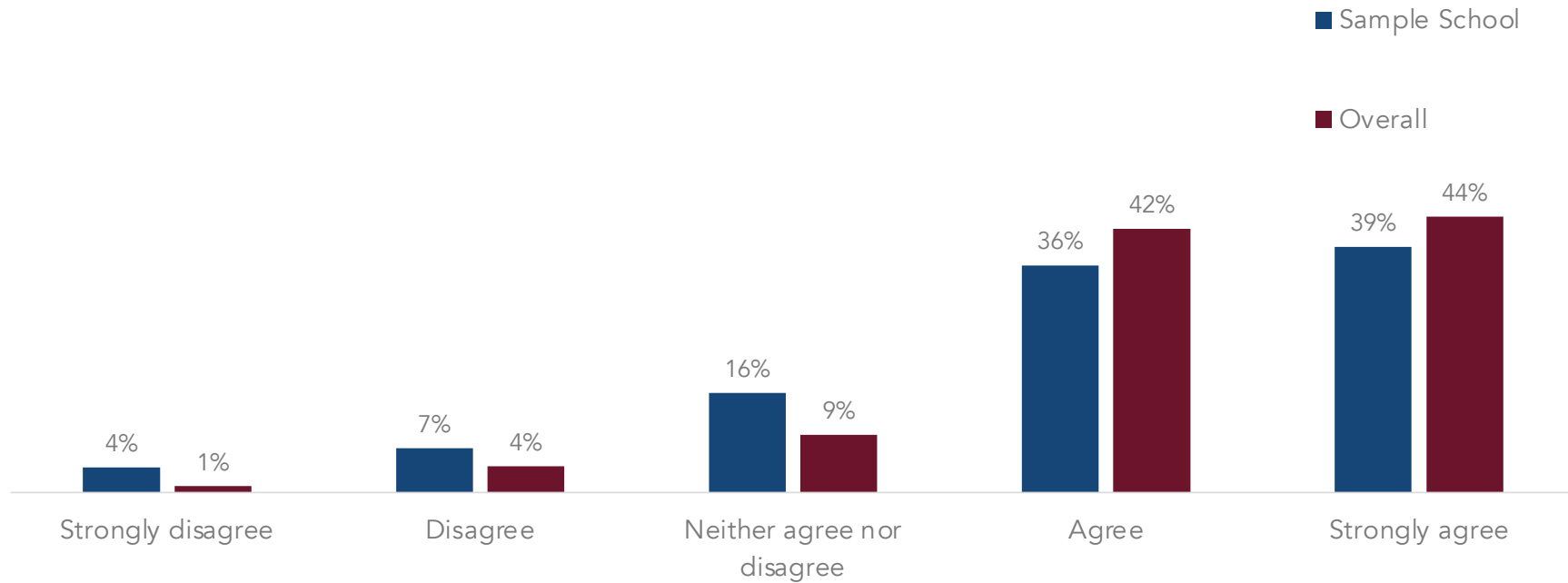
If I had to do it over again I would still enroll at my school.

How should schools prepare
students for the world of
work?

What should your school teach or provide more of to better prepare you for the world of work?

1. Real experience in the workplace
2. Career planning
3. Financial planning
4. How to succeed in the workplace
5. Critical thinking
6. Technical skills
7. Creative thinking
8. Entrepreneurship
9. Presentation Skills
10. Written communications

Importance of Work Experience



I think it's very hard to figure out what career you want without getting real work experience.

the weekly

STAT

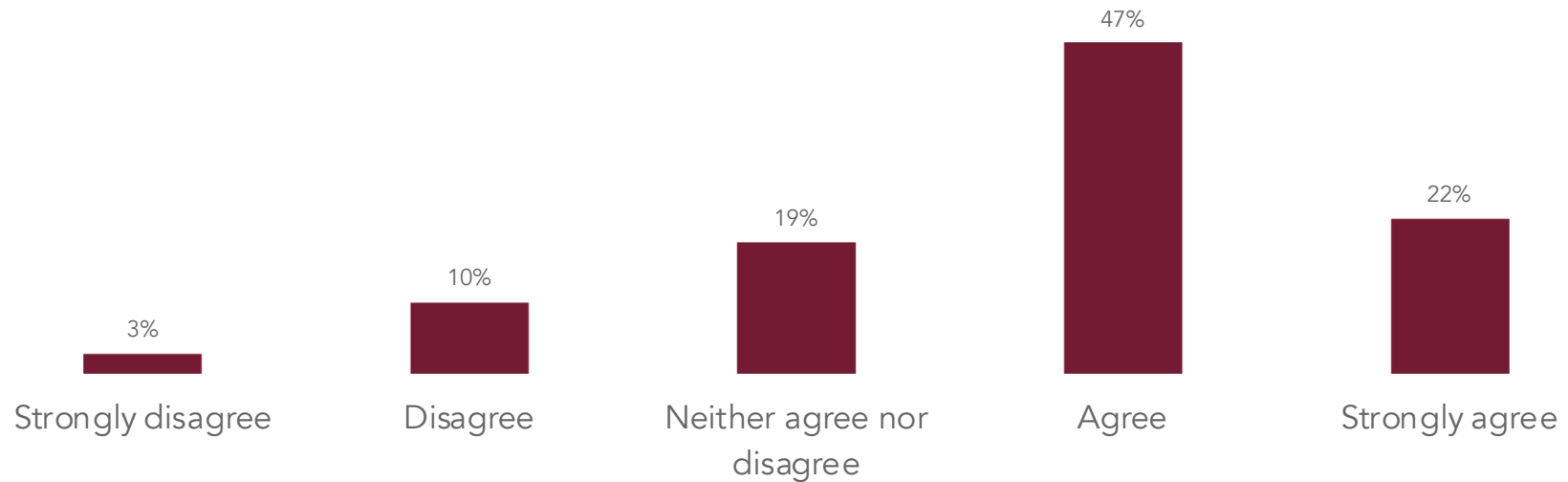
Students' Thoughts and Trends

70%

of students agree or strongly agree, "I want to get work experience with an employer (e.g. summer job, co-op or internship) before being hired by them full-time."

How have students changed?

Resilience from the Past Year's Experience



I feel that the past year has prepared me to be more resilient in the future.

re.sil.ience

the capacity to recover from difficulties.

Students' Top Skills

1. Adaptability and resiliency
2. Problem solving
3. Critical thinking
4. Collaboration & teamwork

What do you think are your strongest skills?

	MALE	FEMALE	WHAT EMPLOYERS WANT
1	Problem solving	Adaptability & resiliency	Critical Thinking
2	Critical thinking	Self-awareness	Collaboration & Teamwork
3	Adaptability & resiliency	Communication	Communication
4	Collaboration & teamwork	Problem solving	Problem Solving
5	Self-awareness	Collaboration & teamwork	Adaptability and Resiliency
6	Communication	Critical thinking	Job/Industry Specific Knowledge
7	Leadership	Leadership	Creativity and Innovation

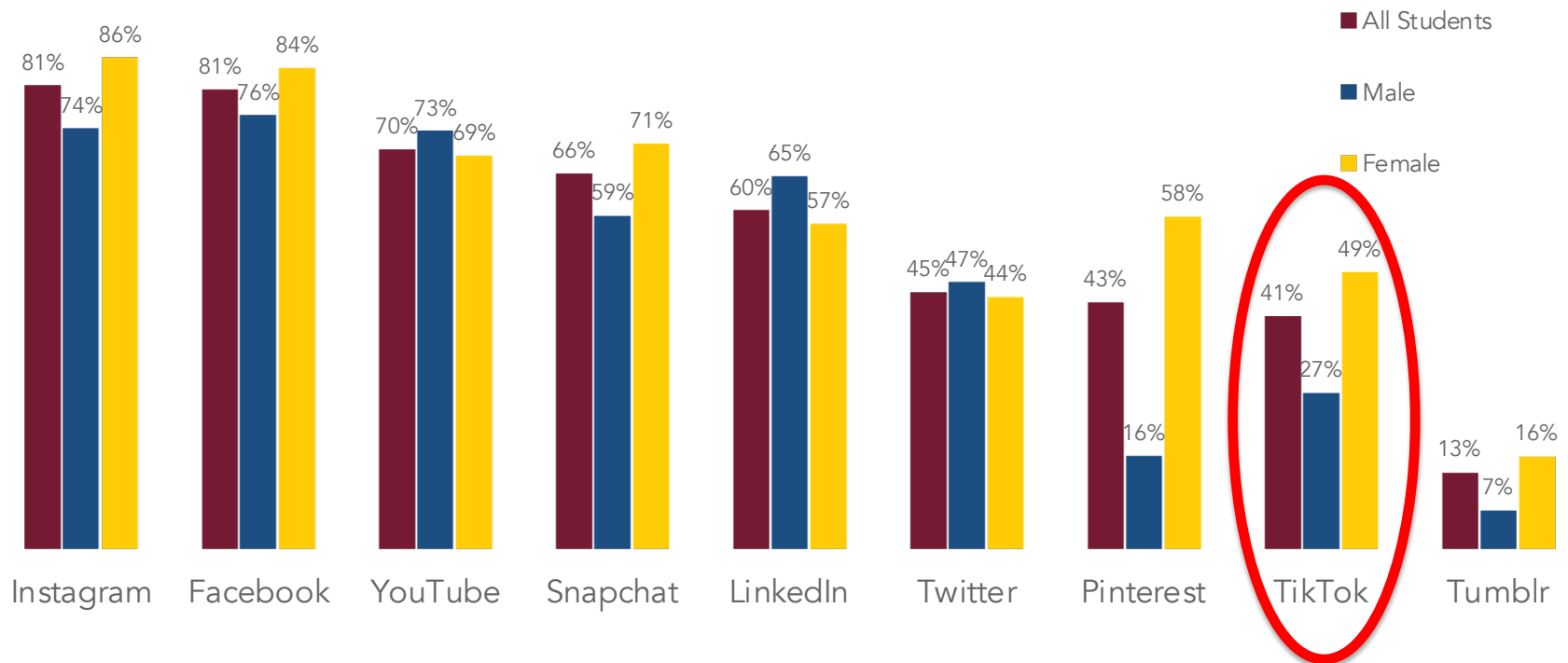
Who is most influential on
their career decision-
making?

1. Parents

2. Role models (“someone working in a specific career that interests me”)

Professors, friends, girl/boyfriend, spouse

Social Media Accounts



Which of the following sites/platforms do you have an account on? Select all the apply.

What are their
career goals?

1. To achieve work-life balance
2. To serve a greater cause or good
3. To achieve secure employment
4. Maximize my income

How do they feel about
the job search?

2020

75%

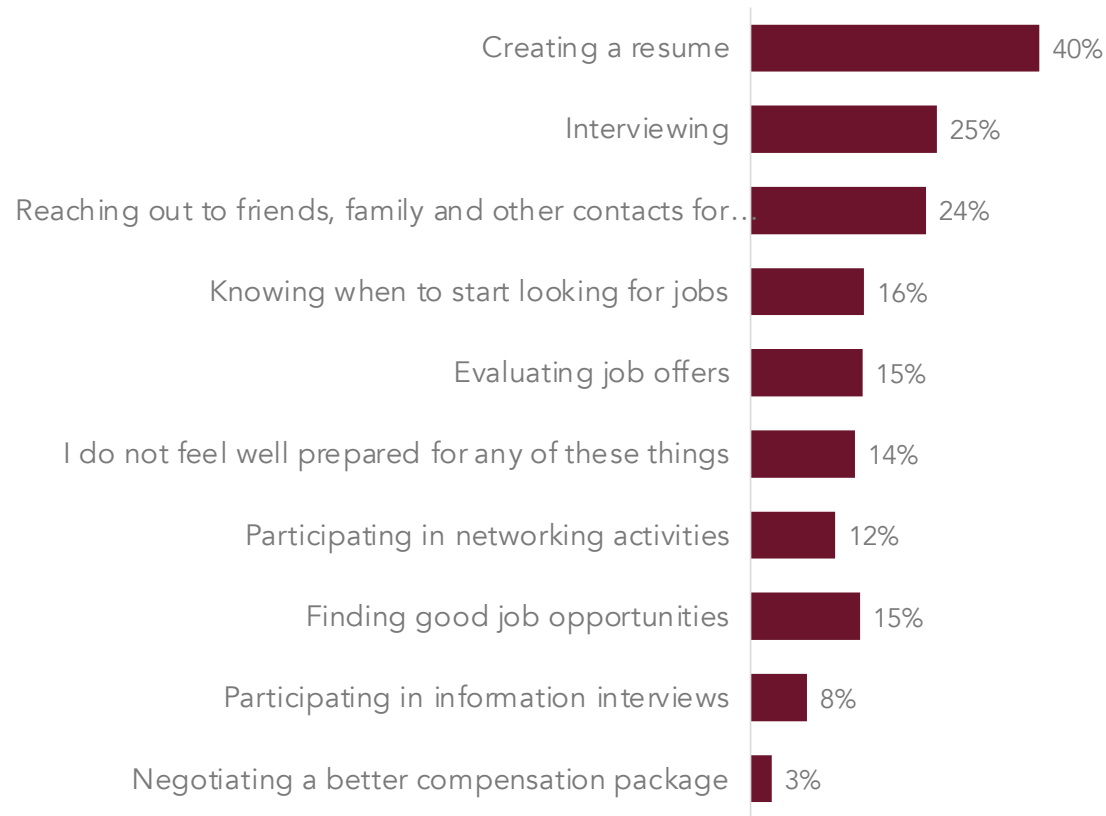
2021

67%

of students agree or strongly agree,

"the current economy makes me worried
about my job prospects"

Which of the following do you feel well-prepared for?



What do you consider to be the biggest challenges in your job search?



The background of the slide is a dark blue-tinted photograph of two students, a woman on the left and a man on the right, sitting at a desk and looking at a laptop. The image is slightly out of focus, emphasizing the text overlay.

the weekly

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Students' Thoughts and Trends

45%

of students agree or strongly agree, "Working remotely (from home) has allowed me to consider jobs I wouldn't have before"

How do they choose
among opportunities?

2020

1. Work-life balance
2. Good people to work with
3. Good initial salary
4. Training and development

2021

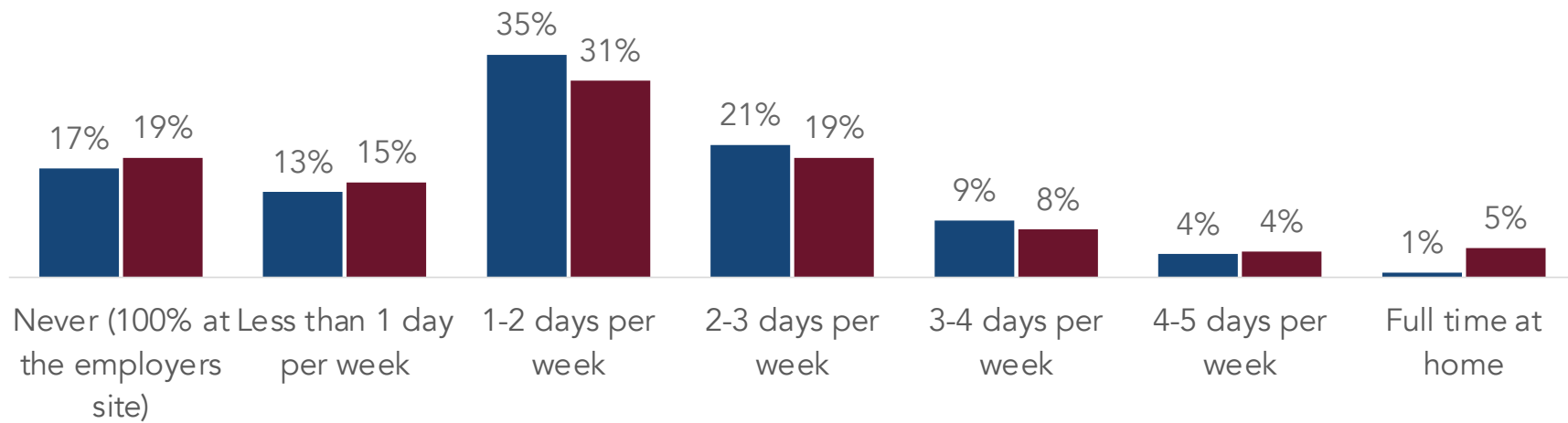
1. Work-life balance
2. Good initial salary
3. Training and development
4. Good people to work with

When considering full-time employment with an organization immediately following graduation, which of these will be most important? Select up to 3.

Working from Home After the Pandemic

■ Sample School

■ Overall



When the pandemic is over and it is safe to go to work, how much would you like to work from home in your first full-time job after graduation?

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Students' Thoughts and Trends

#1

“Create an environment that feels safe and free from harassment” is students’ top recommendation for employers for creating a “healthy workplace”.

Where do they look for
work?

Which job search sites have been most useful?

	ARTS & SCIENCE
1	Indeed
2	Google
3	LinkedIn
4	Employers' Websites
5	Campus Career Centre's Site
6	Canada Job Bank

	BUSINESS / COMP SCI / ENG
1	LinkedIn
2	Indeed
3	Google
4	Campus Career Centre's Site
5	Employers' Websites
6	Glassdoor

Where do they want to work?



<https://FutureWorkforce.ca>

17,000+ student responses

130 employers reviewed

70,000+ votes for employers

70,000+ employer evaluations



Future Workforce



Top 25: Overall

- | | | | |
|----|--------------------------------|----|---|
| 1 | Government of Canada | 14 | Big Brothers Big Sisters |
| 2 | Health Canada | 15 | Canada Revenue Agency |
| 3 | Google | 16 | The Walt Disney Company |
| 4 | Apple | 17 | Canada Space Agency |
| 5 | Provincial Government | 18 | SpaceX |
| 6 | The Hospital for Sick Children | 19 | David Suzuki Foundation |
| 6 | United Nations | 20 | University Health Network |
| 7 | Amazon | 21 | Pfizer |
| 8 | Tesla | 22 | Canadian Forces |
| 9 | Canadian Cancer Society | 23 | Adidas |
| 10 | Doctors Without Borders | 24 | CSIS (Canadian Security Intelligence Service) |
| 11 | Microsoft | 25 | Nike |
| 12 | Air Canada | | |
| 13 | Alberta Health Services | | |



Future Workforce

How do we equip more
students for their careers?

“I think there should be a required course on career planning and finding a job as part of curriculum at my school.”

– 66% agree
(20% are neutral; 13% disagree)

How Schools Get Involved

School Subscription Form

<https://www.brainstorm.ca/brainstorm-school-report>

How to Participate in the 2022 Study

Post-secondary institutions are eligible to subscribe for a free custom report in exchange for assisting in promoting the survey tool to their students. To be eligible for the custom report, we require a minimum of 200 student responses (fewer for smaller schools or faculties).

To participate in 2022 research, please complete and submit the subscription details below. We will follow up with you to provide details to share the survey with your students. The survey period ends in May 2022 and reports will be distributed in September 2022.

To participate in our 2022 research study, please complete and submit the subscription details below.

If you have any trouble submitting through this form, please email us at info@brainstorm.ca

Full Name*

Email Address*



Job Title*

School Name*

Office / Dept. Name*

Phone Number*

Student Consent Page & Survey Start Page

2020 Student Career Interests Survey	Sondage sur les intérêts professionnels des étudiants 2020
Welcome! You could win a \$500 Best Buy gift card for helping us with our research! Please take 15 to 20 minutes to complete our online survey and we will enter you into the contest.	Bienvenue! Collaborez à notre étude et courez la chance de gagner une carte-cadeau Best Buy de 500 \$! Remplissez ce sondage en ligne (15 à 20 minutes), et vous serez automatiquement inscrit au concours.
Start Survey	Commencer le sondage
	
The <i>Student Career Interests Survey</i> is being conducted by Brainstorm Strategy Group on behalf of a group of Canadian employers, colleges and universities.	<i>Le sondage sur les intérêts professionnels des étudiants</i> est mené par Brainstorm Strategy Group au nom d'un groupe rassemblant des employeurs, des collèges et des universités du Canada.

What's Included in the Custom School Reports

Contents

- I: Background Information & Methodology
- II: Respondent Profile & Demographics
- III: Post-Secondary Intentions & Student Experience
- IV: Career Goals & Workplace Readiness
- V: Career Development & Job Search Support
- VI: Job Search & Social Media Usage
- VII: Employer & Workplace Preferences
- VIII: Co-ops & Internships
- IX: Career Services Usage & Reviews

Questions & Suggestions

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More Info: <https://www.brainstorm.ca/brainstorm-school-report>