Executive Summary

Canadian Campus Recruitment Outlook 2024

What Employers Need to Know About the Competitive Landscape Today

Brainstorm

About Brainstorm

Brainstorm Strategy Group helps employers improve their branding and hiring strategies to attract, engage and recruit the right students and new graduates.

We do this by providing strategic consulting, actionable research and information, and effective training to the employers who hire students, as well as to the universities and colleges that support student development.

In Canada, Brainstorm is the recognized authority for student recruitment insights and is well known for innovative programs such as Campus Recruitment Accelerator, Campus Recruitment Essentials, and Campus Recruitment Trends & Best Practices. Our research includes the annual *Brainstorm Student Interests Report* – the country's most comprehensive study of student career preferences, behaviours, and decision making. This research also provides the foundation for Canada's most authoritative ranking of employers by students, the Future Workforce Top Employers.

Brainstorm's alliances with universities and colleges across the country are vital to its success and provide additional value to employers. We also provide numerous directories, articles, and other resources by subscription.

Visit www.brainstorm.ca for more information.

Research Overview & Methodology

Brainstorm Strategy Group surveyed more than 100 employers from November 2023 to February 2024 to gauge the current state of campus recruiting and forecast the expected hiring in 2024 and beyond. What has emerged is a highly informative picture of the increasingly competitive student and new graduate recruitment marketplace.

This report covers a wide range of subjects beyond the hiring statistics for 2023 and the forecast for the future; it also provides insights into employers' recruitment methods, preferred skills, key challenges, and goals of their recruitment programs. Further, it reveals employers' recruitment behaviours, activities on campus, and the types of hiring programs that are most common.

The report also provides some highly informative benchmarks, including the ratio of in-person to virtual campus recruiting activities, retention rates for new graduate hires over the first three years, hire-back rates for co-ops and interns, and the number of campuses employers are visiting (in-person and virtually) and hiring from. It also provides insight into how employers typically determine which schools they will recruit from.

The report provides employers' impressions of students with regards to career readiness, confidence in their skills and abilities, salary expectations, and their preference for virtual or in-person events.

New this year, we've included information about the types of activities campus recruiters are typically involved in as well as how many employers have student ambassador programs.

Of course, not all employers actively engage in student recruitment. This report focuses only on those who do, including those who hire as few as one or two students per year, up to those who hire more than 1,000 in a year. Some respondents recruit in just one province, while others hire more broadly or nationally.

Quick Survey Methodology Facts:

- ■ Conducted online in English between November 2023 and February 2024
- ■ Survey distributed via email to more than 2,000 Canadian employers and promoted via LinkedIn
- ■ More than 100 employers represented; More than 20 industries represented
- ■ Employers represented hire in every province and territory with the exception of Nunavut
- ■ Participating employers range in size from those with fewer than 100 employees to those with more than 100,000 employees in Canada
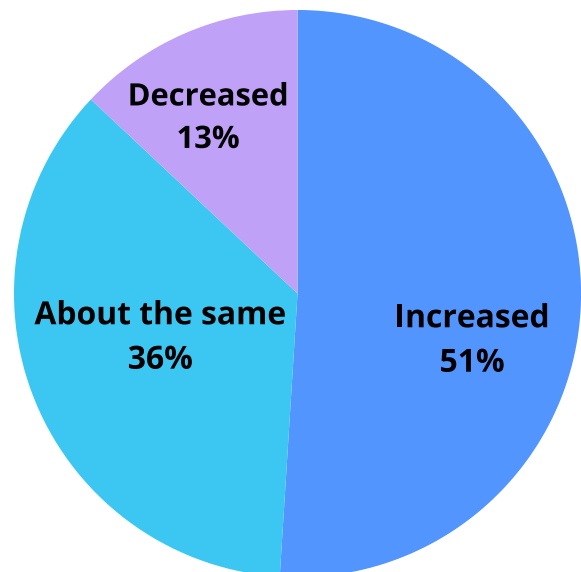
Key Findings

The survey set out to gauge the current state of campus recruiting, key strategies and tools employers use, challenges they face, their hiring expectations for the future, and much more.

Hiring & Salaries

- 51% of employers noted an increase in student job application rates, while 13% saw a decrease and the remaining 36% experienced no change.
- In 2022-23 most employers increased (52%) their campus hiring for full time positions for graduating students. 35% maintained and 14% decreased their campus hiring.

Get the full report to learn about salary levels for full-time, summer, co-op and internship positions. Please visit www.brainstorm.ca/reports.

Compared to the previous year, have your student job application rates for 2023 changed?

Decreased 13%

About the same 36%

Increased 51%

Top Activities, Goals & Challenges

- The top activities campus recruiters are typically involved in are:
    1. Representing their organization at career fairs and events
    2. Screening and shortlisting candidates
    3. Identifying target schools for recruiting

- The biggest early talent management challenges currently faced by employers are:
    1. Promoting and/or creating internal career paths to retain early talent
    2. Developing employee loyalty/commitment
    3. Providing meaningful learning and development opportunities

Which of the following activities are your campus recruiters (or those who are involved in coordinating your hiring on campus) typically involved in?

Representing your organization at career fairs and events ·········· **77%**

Writing job postings ·········· **53%**

Screening and shortlisting candidates ·········· **75%**

Onboarding new hires ·········· **53%**

Identifying target schools for recruiting ·········· **72%**

Analyzing campus recruitment strategies and measuring results ·········· **53%**

Interviewing candidates ·········· **69%**

Collaborating with and/or sponsoring student groups and clubs ·········· **46%**

Extending offers ·········· **68%**

Coffee chats with potential candidates ·········· **42%**

Persuading hiring managers and others in the business to get involved in campus activities ·········· **62%**

Other ·········· **3%**

Creating job requisitions ·········· **56%**

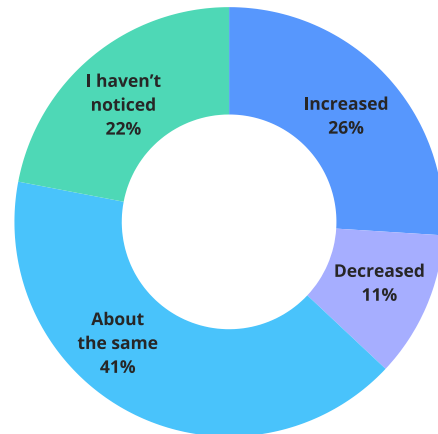Keeping top candidates engaged ·········· **55%**

Get the full report to learn about the top goals of employers' campus and early talent recruitment programs and their recruitment and early talent management challenges. Please visit **www.brainstorm.ca/reports**.

Recruitment and Retention

- 26% of employers noticed an increase in reneged offers over the past year; 11% noticed a decrease; 41% reported no change; and 22% did not notice. (E.g., offers initially accepted by student candidates but then later rejected).
- On average, 31% of new grad hires have had previous work experience with their employer.

Get the full report to learn about retention rates for new graduate hires over the first three years. Please visit www.brainstorm.ca/reports.

Have you noticed an increase in reneged offers over the past year? (e.g. offers initially accepted by student candidates but then later rejected)

- I haven't noticed 22%
- Increased 26%
- Decreased 11%
- About the same 41%

Employer Branding

- The top websites employers use to advertise opportunities are:
    1. LinkedIn (80%)
    2. Company website (70%)
    3. Campus career sites (66%)
- 61% of employers do not have a web page dedicated to their student hiring programs:

Recruitment Tools & Initiatives

- 25% of employers indicated that they have student ambassador programs.
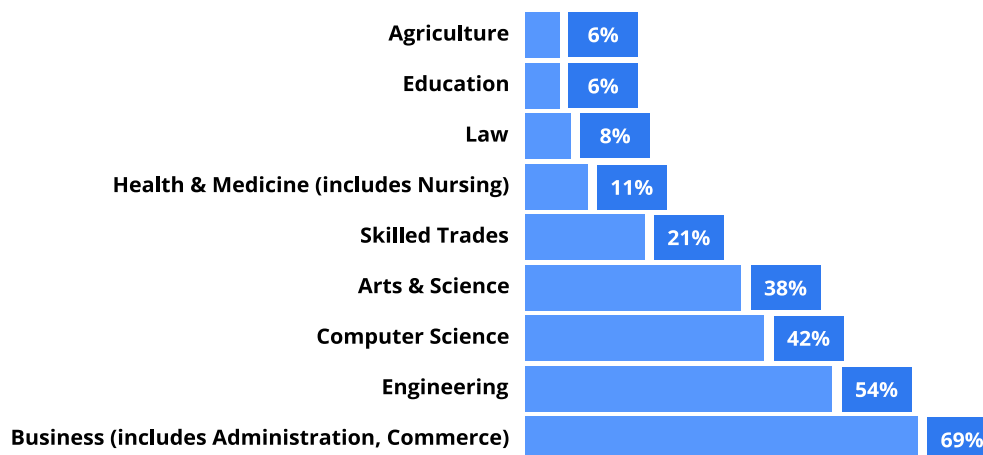- 16% of employers use online candidate assessment tools in their recruitment processes.

Where do you currently promote your job opportunities to students on a regular basis?

LinkedIn	80%
Your own organization's website	70%
Campus career sites	66%
Indeed	59%
Glassdoor	17%
Facebook	14%
JobPostings	14%
Google	12%
Canada Job Bank	10%
TalentEgg	6%
Monster	5%

Recruiting Diverse Students

■ Top resources or organizations used or partnered with to support employers' diversity recruitment efforts are:

    1. Campus career offices (52%)

    2. Student clubs (43%)

    3. Campus co-op, WIL, EL offices (37%)

Campus Choice & Outreach

■ On average, employers visited 12 campuses in person, partnered with 10 campuses virtually, and hired students from 17 different campuses.

■ Almost half of employers (48%) think the value of partnerships with campus offices has stayed the same, 46% think it has increased over the past year, and 5% indicated that the value of these partnerships has decreased.

Which of the following broad areas of study do you regularly hire from?

Area of Study	Percentage
Agriculture	6%
Education	6%
Law	8%
Health & Medicine (includes Nursing)	11%
Skilled Trades	21%
Arts & Science	38%
Computer Science	42%
Engineering	54%
Business (includes Administration, Commerce)	69%

Top Schools

■ Based on their perceptions, not their hiring experience, employers rated these schools as having the highest quality candidates*:

    1. University of Toronto

    2. University of British Columbia

    3. University of Waterloo

Get the full report to see which skills employers seek in new student recruits. Please visit www.brainstorm.ca/reports.

Future of Work

■ Employers listed the following aspects of corporate social responsibility as most important to their organization:

    1. Supporting diversity and inclusion in the workplace (76%)

    2. Ethical business practices (48%)

    3. Volunteering in the community (38%)

■ Employers ranked what they thought were the values most important to today's students:

    1. Flexibility (66%)

    2. Personal Success (30%)

    3. Inclusivity (27%)

What's included in the full report?

Order your copy of the full *2024 Canadian Campus Recruitment Outlook Report*. With over 35 pages of insight into Canadian campus hiring activities and 30+ charts and graphs highlighting key findings, the report is designed to help you develop effective student recruitment and communications strategies to attract, engage, and retain top talent. Here's what's included:

- Key factors influencing employers' hiring forecasts
- Top goals of employers' campus and early talent recruitment programs
- The diversity groups employers are actively seeking on campus
- Retention rates of new grad hires after one, two and three years
- Employers' top 23 recruitment challenges in rank order
- The number of campuses employers hire from and the average number of students they hire
- The types of activities campus recruiters are typically involved
- % of employers running student ambassador programs
- Employers' perceptions of the top schools for business, engineering, and computer science
- Rankings of 33 approaches employers are using to build brand awareness
- Changes in hiring levels for full-time, summer, co-op and internship positions
- % of employers who increased, decreased or maintained their previous year's salary levels

- Top aspects of corporate social responsibility most important to employers
- Insights into implementing co-op, internships, and summer programs as pipelines for talent
- The increasing challenge of reneged offers
- Changes to job application and job acceptance rates
- The top 13 challenges faced by early talent managers in rank order
- Benefits of hiring back co-op and intern talent
- Channels employers are using to reach diverse students
- Most valued relationships on campus
- The top 5 schools based on employers hiring success in recent years
- The number of campuses employers visit in person and virtually
- The top 13 skills employers seek in new student job candidates
- Plus 9 "reality checks" prompting employers to rethink their perceptions and behaviours in light of the data
- And much more...

To purchase the full report, please visit www.brainstorm.ca/reports

Brainstorm