



Executive Summary

2025 Canadian Campus Recruitment Outlook Report

What Employers Need to Know About the
Competitive Landscape Today



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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 the *Campus Recruitment Forum*, *Campus Recruitment Accelerator*, 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 150 employers from November 2024 to February 2025 to gauge the current state of campus recruiting and forecast the expected hiring in 2025. What has emerged is a highly informative picture of the student and new graduate recruitment marketplace.

This report covers a wide range of subjects beyond the hiring statistics for 2024 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, the types of hiring programs that are most common, and the activities campus recruiters are typically involved in.

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 from which schools they will recruit.

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.

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 2,500 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 2024 and February 2025
- Survey distributed via email to more than 2,000 Canadian employers and promoted via LinkedIn
- Survey distributed by post-secondary schools across Canada to their employer partners
- More than 150 employers & 25 industries represented
- Employers represented hire in every province and territory
- Participating employers range in size from those with fewer than 100 employees to those with more than 100,000 employees in Canada

A Note on the Survey Respondents

Promotion of the survey to employers by schools was particularly strong in Saskatchewan and Manitoba this year resulting in some degree of over-representation of employers hiring in those provinces. Additionally, as the survey was conducted in English only, responses from employers in Quebec and other French-speaking regions may be underrepresented.

Key Findings

In the fall of 2024 and early 2025, Brainstorm Strategy Group surveyed a broad sample of employers who engage in recruiting students and graduates across Canada.

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.

This report provides findings from the survey and key insights into how employers can make practical use of this information. The results reflect the input of more than 150 employers of all sizes from 26 industries.

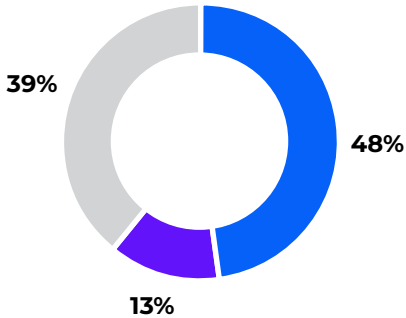
Hiring & Salaries

- 48% of employers noted an increase in student job application rates, while 13% saw a decrease and the remaining 39% experienced no change.
- Compared to the previous year, most employers (64%) indicated that their student job acceptance rates were about the same, 11% indicated that they decreased and 25% indicated that their job acceptance rates increased.
- In 2023-24 most employers maintained (42%) their campus hiring for full time positions for graduating students. 41% increased and 17% decreased their campus hiring.
- Half of the employers increased their previous year’s salary levels for full-time positions starting in 2025, 35% maintained their previous year’s salary levels, and 2% decreased their salary levels.

Compared to the previous year, have your student job application rates for 2024 changed?

When it comes to job application rates, 48% of employers saw increases compared to last year; 39% said their application rates remained the same, and 13% saw decreases in job application rates compared to last year.

■ Increased ■ Decreased ■ About the same



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

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. Extending offers
- Employers listed the following as top goals of their campus/early talent recruitment programs:
 1. Conversion to full-time employees
 2. Developing future leaders
 3. Business-specific hiring needs
- The biggest recruitment challenges currently faced by employers are:
 1. Attracting the right candidates
 2. Developing their employer brand on campus
 3. Hiring earlier and/or more quickly
- The biggest early talent management challenges currently faced by employers are:
 1. Promoting and/or creating internal career paths to retain early talent
 2. Providing meaningful learning and development opportunities
 3. Developing employee loyalty/commitment

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

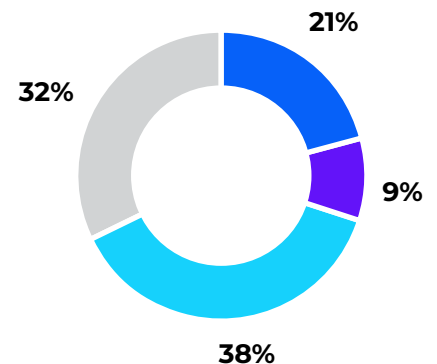


Recruitment and Retention

- On average, employers made offers to 41% of their co-op students and 39% of their interns for full-time work after graduation.
- 21% of employers noticed an increase in renege offers over the past year; 9% noticed a decrease; 38% reported no change; and 32% did not notice. (E.g., offers initially accepted by student candidates but then later rejected).
- On average, 42% of new grad hires have had previous work experience with their employer.
- Employers retain 74% of their new grad hires to the end of year one, 69% to the end of year two, and 63% to the end of year three.

Compared to last year, have you noticed that renege offers (e.g. offers initially accepted by student candidates but then later rejected) have increased, decreased, or are about the same?

- Increased
- Decreased
- About the same
- Haven't noticed



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

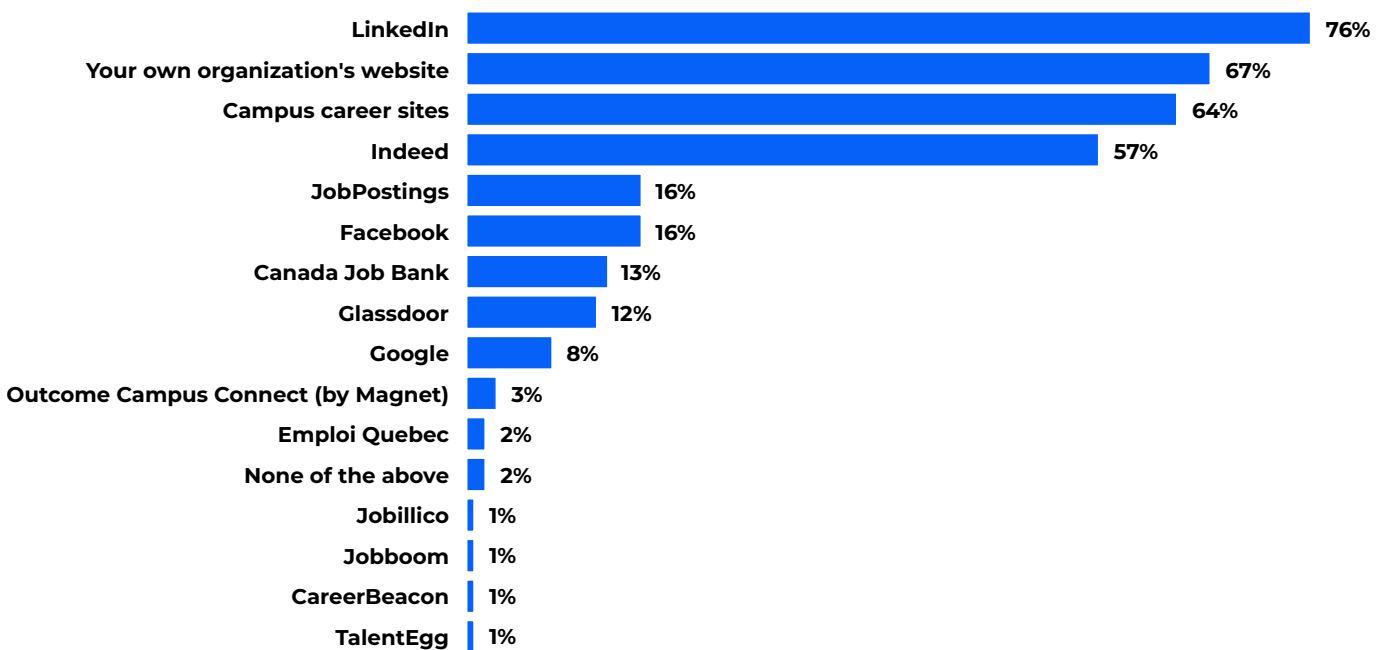
Employer Branding

- The top tools employers use for student recruitment are:
 1. Career/Job Fairs on-campus (77%)
 2. LinkedIn (74%)
 3. Information sessions on campus (53%)
- The top websites employers use to advertise opportunities are:
 1. LinkedIn (76%)
 2. Company website (67%)
 3. Campus career sites (64%)
- 71% of employers do not have a web page dedicated to their student hiring programs.

Recruitment Tools & Programs

- 47% of employers offer mentoring programs for short-term student employees (interns, co-ops, summer hires) and 30% offer mentoring programs for new hires.
- 40% of employers use live video interviews and 12% have introduced asynchronous prerecorded interviews to their hiring processes.
- 13% of employers use rotational leadership programs while 12% use leadership programs without a rotation format.
- 17% 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?

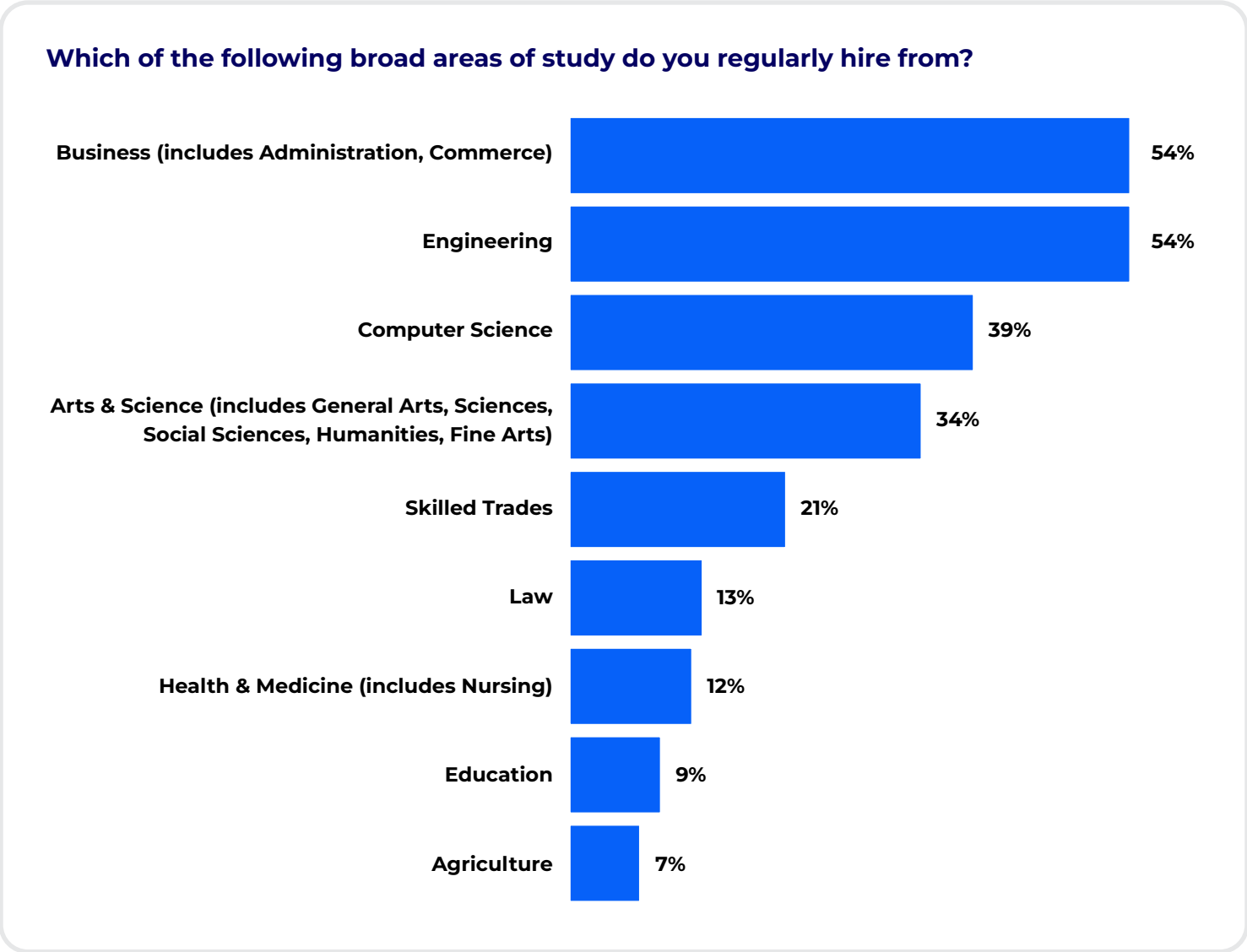


Recruiting Diverse Students

- 53% of employers actively market to diversity groups through their campus recruiting programs.
- Top resources or organizations used or partnered with to support employers' diversity recruitment efforts are:
 1. Campus career offices (43%)
 2. Student clubs (38%)
 3. Campus co-op, WIL, internship offices (29%)

Campus Choice & Outreach

- The top considerations employers use to determine which schools to recruit from are:
 1. Academic programs (62%)
 2. Proximity to the organization's workplace (49%)
 3. Past candidate/hire data (35%)
- On average, employers visited 8 campuses in person, partnered with 8 campuses virtually, and hired students from 12 different campuses.
- The top three most valued relationships on campus are with:
 1. Co-op/Internship/Experiential Learning Offices (61%)
 2. Career Centres (59%)
 3. Specific Departments or Faculties (49%)
- Over half of employers (52%) think the value of partnerships with campus offices has stayed the same, 43% think it has increased over the past year, and 5% indicated that the value of these partnerships has decreased.



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. McGill University
 3. University of British Columbia

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 (67%)
 2. Ethical business practices (51%)
 3. Volunteering in the community (30%)
- Employers ranked the top three skills they seek in new student recruits:
 1. Problem solving (49%)
 2. Collaboration and Teamwork (47%)
 3. Critical Thinking (46%)
- Employers ranked what they thought were the values most important to today's students:
 1. Flexibility (57%)
 2. Personal Success (36%)
 3. Inclusivity (30%)

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

What's included in the full report?

Order your copy of the full *2025 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 19 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 31 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 14 skills employers seek in new student job candidates
- Plus 12 "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

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