

Canadian Campus Recruitment & COVID-19

Employer Poll Results – March 16-19, 2020



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Employer Poll: How Are You Responding?



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Overview

- A brief poll of employers involved in campus recruiting in Canada was conducted March 16-19, 2020
- It was promoted via Brainstorm's email list and a LinkedIn post
- 40 employers of all sizes from across the country responded



40 Poll Respondents, including...



Have you made any changes to your plans to recruit students or new grads this spring?



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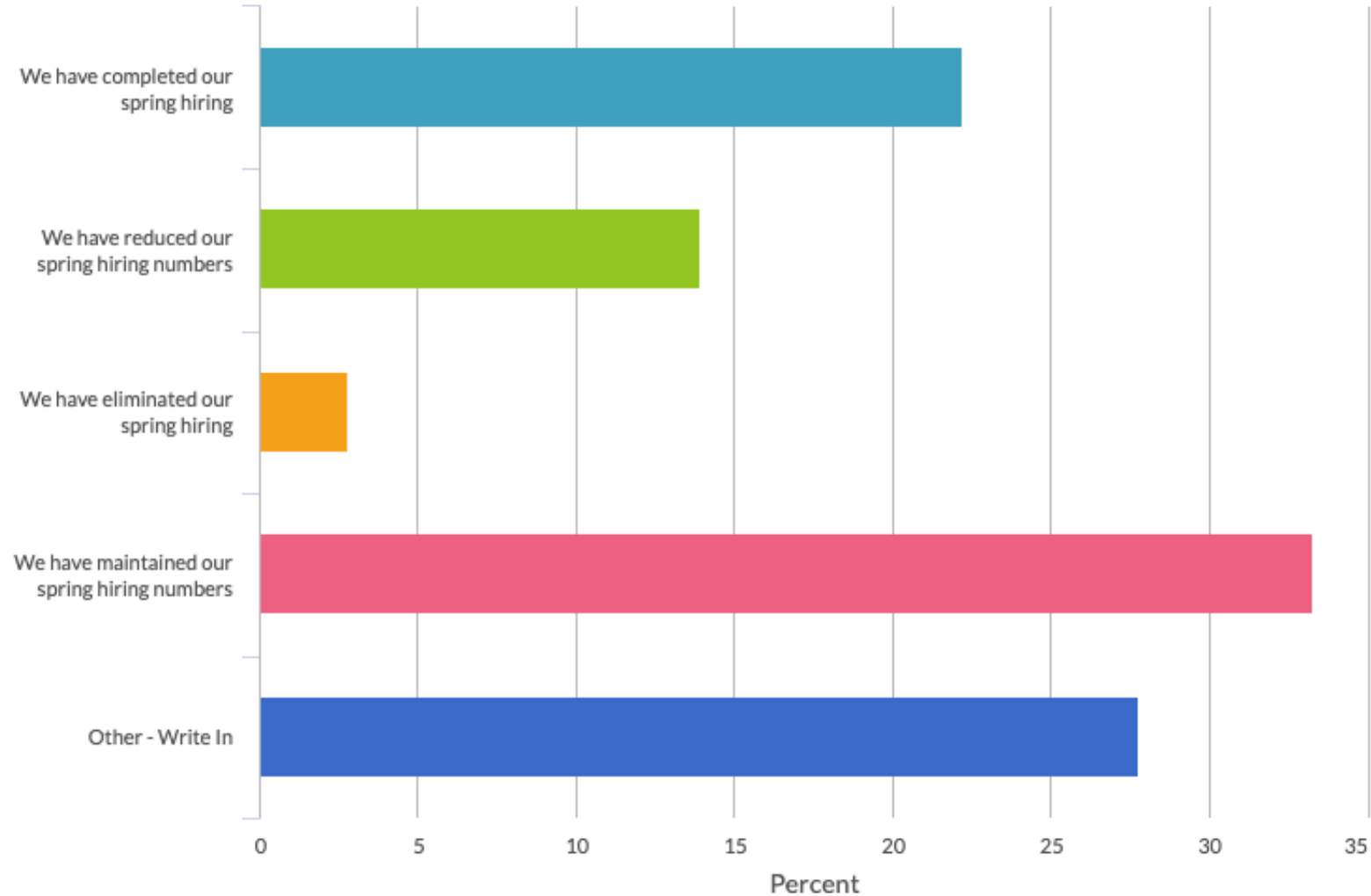


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2. Have you made any changes to your plans to recruit students or new grads this spring?



Related Comments

- We have finished the hiring of our spring co-ops but we decided to decrease the number of new graduates
- We have moved any interviews to skype only (no in person interviews or tours). We have cancelled all our spring events taking place in-person. Moving to a virtual approach to fill all remaining internships
- We have paused our hiring decisions
- We plan to proceed as is unless any new developments happening
- Almost completed our spring hiring, with a few roles being postponed
- We are in the process of planning our spring hiring numbers
- We continue our spring hiring, but postponed the start date to ...unknown



Have you made any changes to your summer student plans (including interns and co-ops) as a result of coronavirus?



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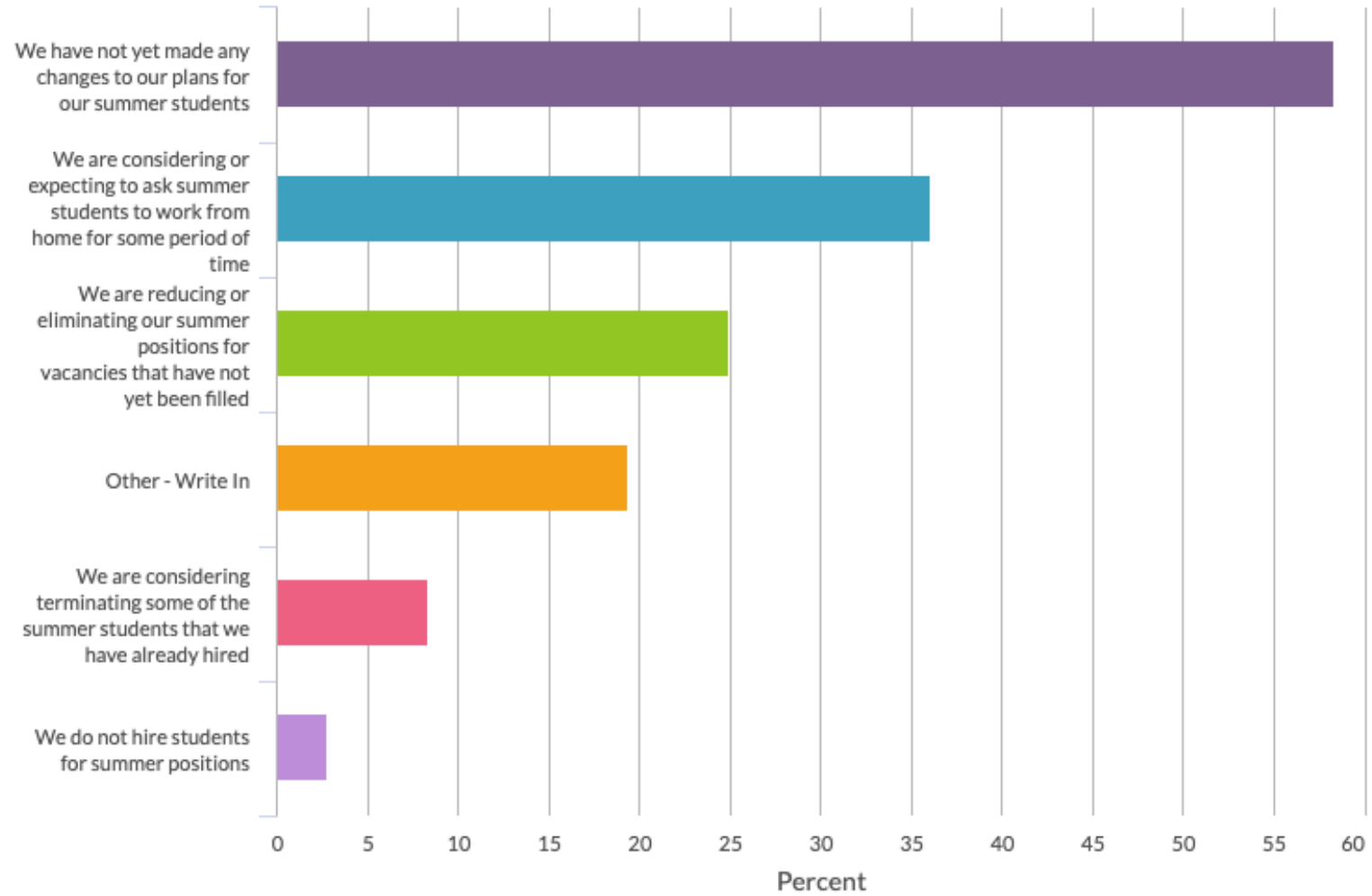


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3. Have you made any changes to your summer student plans (including interns and co-ops) as a result of coronavirus? Select all that apply.



Related Comments

- We are considering delaying our summer student start date
- We are considering delaying the summer term
- We are evaluating if we may need to defer summer student start dates
- We are still reviewing our options for students already offered
- We have cancelled our in person orientation session for our summer students
- We are considering shorter internship (June to August instead of May to August)



68%

We are considering virtual fairs or virtual experiences to help students learn about our organization in the future



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65%

We are exploring new approaches or technologies to deliver virtual on-boarding and training to new student hires.



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14%

We are expecting (or have made) reductions to our previously planned hiring numbers for the fall



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14%

Our recruitment-related budget has been
restricted or reduced



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General Comments

- I'm curious how other organizations are planning their 'Fall cohort' - Spring recruitment with universities now 'closed'. Also interested in virtual onboarding for summer students.
- It's still too soon to say for sure what the outcome will be for Summer students. More will be known in the coming days and weeks.
- We are still interviewing in person when skype does not work but doing careful health related screening of candidates before inviting them in. We have also organized physical interviews in a location isolated from the remainder of our office so we do not have to bring candidates into the office. We're still hiring, we will just be slower to bring people on board and may eliminate a couple planned positions altogether.
- We are working with current students to determine how to best support their needs and still have them complete their academic credits.



General Comments

- The health and safety of our students and staff have been a top priority. We've asked that everyone assess their individual situations and connect with their local partners and HR Advisor to make a plan for work based on PHACs recommendations. We are providing continuous updates on COVID-19 development via email and on our intranet site.
- Concerned about interns who live a distance away from the internship. If they typically would have flown to go to the internship, or campus was close, but their home is far away, how do employers respond regarding current travel restrictions?
- We are considering potentially changing start dates of our students that were scheduled to start on May 4th. This is still being discussed internally.
- I think the difficult point is: schools are closed and we don't know if it will impact the exams date and start date of students.



Campus Recruiting Forum 2020

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Waterloo | NEW Dates: July 22 & 23, 2020

Montréal | NEW Dates: August 11 & 12, 2020



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What Employers Need to Know to Recruit in Today's Competitive Market

Published: March 2020

28 Pages

PDF Format

In the fall of 2019, Brainstorm Strategy Group surveyed employers across Canada that engage in recruiting students and graduates. The survey set out to gauge the current state of campus recruiting; key strategies and tools employers use; challenges they face; 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.

Topics Include:

- Key findings
- Hiring profile: number of hires, levels of study, majors, work types
- Recruitment outlook: hiring levels in 2019 by position type and forecasts for 2020
- Drivers of growth
- Key challenges for recruiters
- Co-op & intern hire backs
- New grad retention rates
- Effective methods for building brand awareness
- Top recruitment tools and approaches
- Diversity recruitment
- Top rated schools for hiring
- Key ratios: number of hires, numbers of campus visits, hires per campus visited, hires per campus overall
- Key skills required now and in the future
- And more!



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