

Canadian Campus Recruitment Town Hall #2

Graham Donald
Brainstorm Strategy Group Inc.

Tuesday, March 24, 2020



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AGENDA

- Welcome & Introductory Remarks
- Review of last week's employer poll results
- Employer & educator poll ideas
- Updates?
- Discussion Questions
- Brainstorm Updates
- Suggestions for Future Town Halls



Review of Last Week's Employer Poll Results



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35%

We have maintained our
spring hiring numbers.

15%

We have reduced our
spring hiring numbers.

(The remainder had other comments, finished hiring or don't hire in the spring).



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56%

We have not yet made any changes to our plans for our summer students.

38%

We are considering or expecting to ask summer students to work from home for some period of time.



23%

We are reducing or eliminating our summer positions for vacancies that have not yet been filled.

7.5%

We are considering terminating some of the summer students that we have already hired.



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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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New poll suggestions?

- for educators and employers



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Updates



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Discussion Questions



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How are you currently connecting with your colleagues?



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Employers, how are you updating your campus partners?



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Educators, how are you updating your employer partners?



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What kind of support are employers looking for from their campus partners?



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What information or support are schools seeking from employers?



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What problems are you hoping to solve
with new or re-purposed technology?



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What technologies are you finding useful
right now (and for what function)?



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What technologies are you hoping to learn more about?



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Discussion



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Campus Recruiting Forum 2020

Attract & Engage The Next Generation

[Register Now!](#)

Waterloo | NEW Dates: July 22 & 23, 2020

Montréal | NEW Dates: August 11 & 12, 2020



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Attracting, recruiting and developing tomorrow's talent

Register Now!

December 8 & 9, 2020 | Toronto, Canada



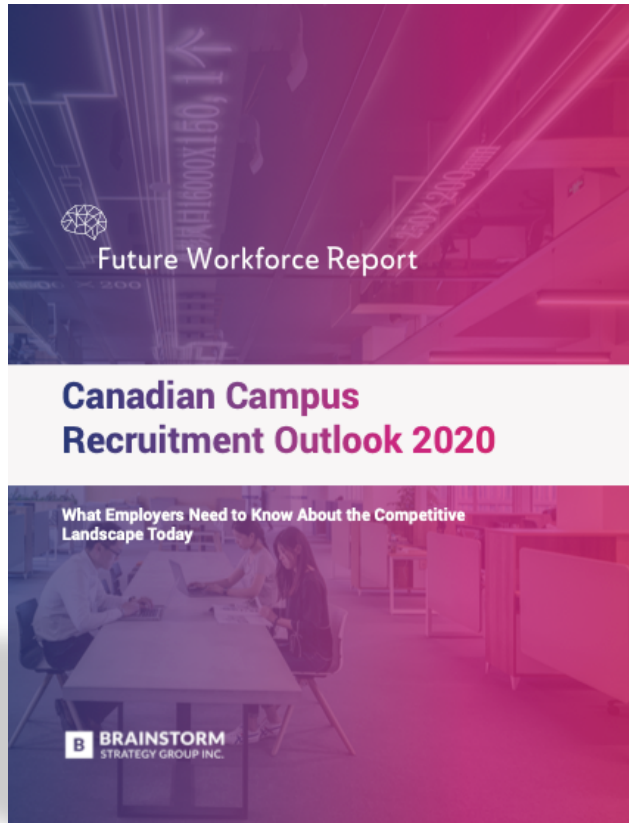
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What Employers Need to Know to Recruit in Today's Competitive Market

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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Suggestions?

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Staying Virtually Connected

By: Erynn Mayes

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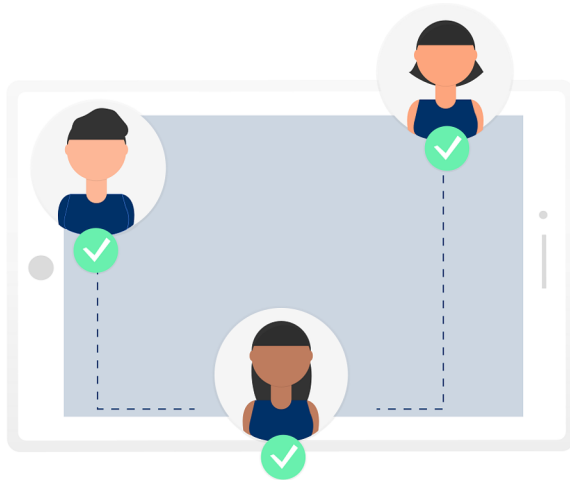


Future Launch

What is Ten Thousand Coffees?

Institution Network

Access to **your** institution's network of students, alumni, employers, and industry partners



Monthly Introductions

Between Students & Alumni, Industry Partners, or Employers



Small Group Conversations

Virtual recruiting events, employer information sessions, or open conversation



COVID-19 Supporting Resources

Though physical isolation can take its toll on mental health and physical wellbeing, digital conversations and connections can go a long way in reminding us that we're not alone, even if we can't be with each other in person.

We are working with partners to offer resources and support with facilitating and celebrating these virtual connections.



COVID-19 Supporting Resources

We are working with partners to offer resources and support with facilitating and celebrating these virtual connections, *without coming across as tone deaf*.

- Invitation emails
- Primer emails
- Suggested Topics of conversation
- Tips on how to connect virtually
- Suggested social media content
- Suggested copy for /coronavirus pages
- Webinar hosted by Dave & Brien, April 1 2020:
The Power of Virtual Connections

Webinar Invitation - *Power of Virtual Connections*

A message from our CEO:

In a time when networking events, job fairs, and in-person mentoring has been cancelled, indefinitely, it's never been more of an opportunity to use technology to help students (and the graduating class) to form job-ready networks.

Following Dave's Globe and Mail op-ed, he and Brien Convery will focus on the top 3 ways that schools can enable recruiters and alumni to offer networking experiences to students/recent grads, without the need for physical events.

COVID-19 Supporting Resources

If you're looking for networking, mentoring, or virtual connections content or resources, let's talk!

Connecting (Virtually) in Times of Physical Distancing

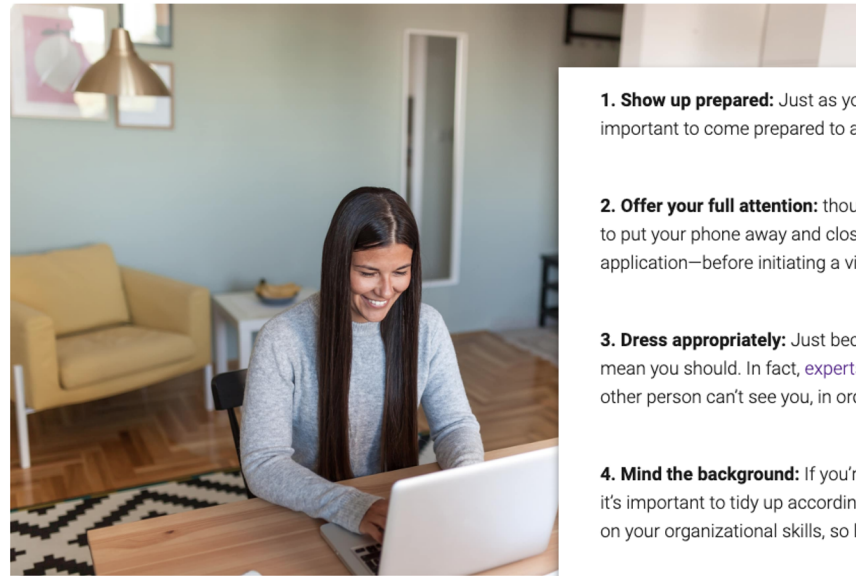


In the wake of the COVID-19 outbreak, as the public are being asked to remain physically separated, many are finding **new and innovative ways to stay connected.**



Six Tips for a Successful Virtual Coffee

March 23, 2020



- 1. Show up prepared:** Just as you would do your homework before a face-to-face meeting, it's important to come prepared to a digital meeting as well.
- 2. Offer your full attention:** though you're likely in a more distracting environment it's important to put your phone away and close any distracting tabs—especially social media and messaging application—before initiating a virtual meeting.
- 3. Dress appropriately:** Just because you can spend the whole day in your pyjamas doesn't mean you should. In fact, [experts recommend](#) dressing up for phone interviews, even when the other person can't see you, in order to get into a more professional mindset.
- 4. Mind the background:** If you're providing others with a window into your self-isolated world it's important to tidy up accordingly. A messy background can be a distraction, or reflect poorly on your organizational skills, so be sure to clean up before joining a video chat.
- 5. Prepare for awkwardness:** Let's be honest, there's probably going to be a few technical glitches and hiccups during these digital interactions, and that's totally okay. Instead of panicking when a call cuts out or a video lags you should go into the conversation knowing there may be some awkward moments, and know that it's okay to laugh it off.
- 6. Don't forget the coffee!** Just because you can't sit down at a café doesn't mean you shouldn't prepare a hot beverage. Pour yourself a cup of Joe, hot chocolate, tea, or even mix up a latte to maintain a cozy feel. Just holding a hot beverage can make you feel happier and come off as nicer, [according to researchers at Yale](#), so don't be afraid to take your virtual coffee date literally.



Abraham Asrat • 2nd

Manager, Employer and Alumni Engagement at The University of British Columbia
2d • 🌐

For **#students**, **#alumni** and **#employers** looking to connect, we have several online tools and virtual events to help you stay engaged....

3,000+ students and alumni are networking on the **#UBC** Hub of **Ten Thousand Coffees** join here: <https://lnkd.in/gM8wwSs>

Virtual Employer Info Sessions with **Slalom** on March 19 and **Rogers Communications** on March 26, register here: <https://lnkd.in/eawwj3W>

The University of British Columbia Opportunities Job Board is live with hundreds of job postings here: <https://lnkd.in/eawwj3W>

Find digital resources, videos, blogs and **#career** insights under "resources" here: <https://lnkd.in/eawwj3W>

The UBC Employer and Alumni Engagement team are working remotely and available to connect via email: recruit.talent@ubc.ca

Please reach out with any questions and stay safe!



three tips for connecting virtually.

ALSO APPLICABLE WHEN WE'RE ABLE TO GET TOGETHER AGAIN.

BE COURAGEOUS AND TAKE THE INITIATIVE TO REACH OUT TO YOUR INTRODUCTION.

While it can be nervewracking or uncomfortable to reach out to someone new, these professionals are here to provide you with advice or any help they can give you. They're busy too, and will appreciate you reaching out!

FIND COMMON GROUND.

Having something to spark a conversation makes connecting so much easier. Most likely you were introduced because you have particular interests already in common. Pick one and connect on that topic. The conversation will flow from there.

ACCOMMODATE.

Finding the time and virtual tool that works best for both of you is essential for going forward with networking. Taking your introductions preferences and respecting each other's time is a great way to demonstrate you're thoughtful and respectful.



“By sitting down with people virtually over a phone call or online chat, I was able to improve my communication skills immensely.”

Ten Thousand Coffees RBC Supported by: **Future Launch**

Samantha Fraser
Business Administration Student at Nova Scotia Community College



Ten Thousand Coffees

5,066 followers

2h • 🌐

Though physical isolation can take its toll on mental health and physical wellbeing, digital conversations and connections can go a long way in reminding us that we're not alone, even if we can't be with each other in person. Students like **Samantha** have been taking advantage of the NSCC Career Link at **Nova Scotia Community College** powered by Ten Thousand Coffees to stay connected despite physical isolation. **#virtualconnections** **#RBCFutureLaunch**



Samantha Fraser • 2nd

Business Administration Student

1d • 🌐

A great way to stay connected in these unprecedented times is through **Ten Thousand Coffees**

Through them I have made valuable connections to add to my network. Now more than ever we need to stay connected with one another.

Thank you to **Erynn Mayes** for working with me.

#stayconnected **#rbcfuturelaunch**



Supported by: **Future Launch**

How can we help?

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