



Canada's Top Campus Employers Report™

2012

Building Campus Recruitment Excellence™



OVERVIEW

Canada's Top Campus Employers Report™ is an unprecedented and comprehensive career-related study benchmarking the opinions of tomorrow's workforce. Formerly known as the ***From Learning to Work Report***, this research has reported on the opinions of more than 175,000 university and college students from across Canada since 2004.

Is your recruitment strategy meeting its objectives and desired outcomes?

The Report is the only resource of its kind in Canada; it is designed exclusively to support employers' efforts to build a more effective recruitment strategy and provide success measurement over time.

Your fully-customized edition of *The Report* provides you with:

- A detailed profile of your target candidates including their career interests, how they learn about employers, and who and what influences their decisions
- Comprehensive details about the strengths and weaknesses of your employer brand on campus including a competitive analysis against five of your recruitment competitors (as selected by you)
- Recommendations that will equip you to gain a real competitive edge when competing for high calibre talent on campus

Canada's Top Campus Employers Report™ will enable you to:

- Strengthen and fine-tune your communication and recruitment efforts through corporate websites, career fairs, and marketing materials to engage the right students and understand what drives their career and employer selection
- Challenge or validate your talent attraction practices and create buy-in for change among stakeholders across your organization
- Ensure alignment of your compensation and rewards models to retain top talent
- Improve retention by targeting students with the right attributes, expectations, and education to fit your organization's corporate culture

DETAILS

In preparing your report, we work with you to define the “target” student for your analysis using criteria such as preferred industries and area of study. Based on this, we develop a comprehensive analysis comparing your “target” candidates with the national sample providing insights into their:

- Career interests and goals
- Expectations for advancement
- Industry preferences
- Salary expectations
- Sources of information on careers and employers
- Top influencers on career decisions and the role of parents
- Recruiting through Facebook and other social networks
- Key job evaluation criteria
- Expectations of co-op and internship placements
- Career decision factors

We also collect details about students’ perceptions of your organization and more than 150 other employer brands. This information is analyzed and filtered based on area of study, school, and other factors. You receive:

- Profile of Students Who Are “Brand-Friendly” to Your Company
- Competitor Analysis (5 competitors selected by you)
- Target Student Analysis
- Employer Brand Rankings by Major
- Competitor Brand Rankings by School
- Key Drivers of Employer Attractiveness Analysis
- Key Findings Regarding Your Target Students
- Recommendations for Effective Recruitment of Today’s Students

We take a consultative approach to the preparation of your report and present the results to you in a collaborative manner so we can focus on the opportunities and challenges which are most important to you and your recruitment team.

Your subscription to **Canada's Top Campus Employers Report™** includes:

1. Target Student Report

The Report offers aggregated trends of today's students as well as custom student segments plus a comprehensive analysis comparing your "target" student audience with the national sample. Specific insight areas include: students' personal priorities, professional goals, preferred communication channels, salary expectations, loyalty and retention, industry preferences, student confidence, expectations for advancement, key influencers, and how to best use social media.

2. Customized Employer Brand & Competitor Report

The Report benchmarks your company against five competitors of your choice, while also:

- Providing your employer rankings by school, gender, or area of study for your company as well as your competitors
- Detailing the perceptions of your employer brand image
- Explaining which communication channels students use to learn about your organization
- Identifying the key drivers of employer attractiveness

3. Licensed use of the **Canada's Top Campus Employers 2012™** logo for qualifying employers

Employers that are ranked by students as one of Canada's Top Campus Employers receive licensing to use the **Canada's Top Campus Employers 2012™** logo to promote their success.



PAST SUBSCRIBERS

Join these leading employers which have used *Canada's Top Campus Employers Report™* to build campus recruitment excellence and attract the talent that they need.

Bank of Canada

Bank of Montreal

Bell Canada

Cameco

Canadian Tire

CGI

CIBC

Deloitte

Direct Energy

Encana

Epcor

Ernst & Young

General Electric

Government of Canada

Hewlett-Packard

IBM

KPMG

Kraft

L'Oreal

Mars

Microsoft

Millennium Scholarship Foundation

MolsonCoors

Ontario Power Generation

PricewaterhouseCoopers

Procter & Gamble

Rogers

RBC Financial Group

Research In Motion

Shell Oil

Schlumberger

Scotiabank

Siemens

Suncor Energy

Sunlife

TD Bank

Weyerhaeuser

Xerox

DECODE and BRAINSTORM CONSULTING

DECODE (www.decode.net)

- Powered by deeper knowledge of young people, DECODE is a global strategic consultancy with offices in Toronto (Canada) and London (UK), that merges the best elements of research and innovation to solve clients' biggest challenges related to young people.
- Since 1994, DECODE has used a unique approach to research, strategy and innovation to help clients build and communicate better products and services, create better workplaces, and raise citizen engagement.
- DECODE has built innovative employee attraction, engagement and retention programs for global leaders in financial services, telecommunications, consumer packaged goods, professional services, technology, and public service.

Brainstorm Consulting (www.brainstorm.ca)

- Brainstorm Consulting helps campus recruiters and career centres achieve better results with the resources they invest.
- Brainstorm's founder, Graham Donald, has been a leader in the field of campus recruiting and career services for 20 years and is a pioneer of online recruiting technologies.
- Brainstorm works with employers on the development of strategic campus recruiting programs; provides leading-edge research and information; and delivers training through workshops and the annual *Campus Recruiting Forums* held in cities throughout North America.

SUBSCRIPTION FORM

Please complete the form below and fax it to 416.599.5288 or contact Eric Meerkamper at 416.599.5400 x30 or eric@decode.net for more information.

<i>Canada's Top Campus Employers Report™</i>	Price (plus tax)
New 2012 Client Subscription	\$10,500
Returning Client Subscription	\$10,000

Please list up to five (5) of your recruitment competitors for whom you would ideally like to see comparison data in your report:

1. _____
2. _____
3. _____
4. _____
5. _____

Your Organization's Information:

Organization: _____

Industry: _____

Address: _____

City, Province: _____ Postal Code: _____

Contact Name: _____

Title: _____

Email: _____ Tel: _____

Signature: _____ Date: _____