

EXECUTIVE SUMMARY

Introduction

The CACEE Campus Recruitment and Benchmark Survey – 2012 is a compilation of information regarding the new graduate recruitment practices of employers throughout Canada. The survey details the level of full-time and co-op/internship recruitment hiring that occurred in the regions of Canada during 2011-12 and the average salaries new graduates received upon entering the workforce. It also estimates the level of hiring and the anticipated change in starting salary levels for the 2012-13 recruiting season. Finally, the survey establishes a number of benchmarks for recruiting practices ranging from the branding activities that Canadian employers take on in order to make themselves known and attractive to potential graduating employees to developing an estimated cost per hire for filling the positions these new graduate recruits will take on.

The survey was conducted on-line from June 26, 2012 to July 31, 2012 and was open by invitation to employers throughout Canada. This was the second year that on-line questionnaires were available in both English and French. In total, 450 employers responded to the survey. The responding organizations that were willing to be listed are found in the appendix.

Major Findings

The following are some of the major findings to be found in the body of the report.

- Data from the 2012 campus recruitment survey suggest that the new graduate market in Canada continued to struggle. The average number of offers per respondent in 2011-12 fell to 12, representing a 25% decline from the 2010-11 average of 16, which had declined from the 2009 number of 19.
- The data reported in this study confirms the largest employment sectors in the country are actively recruiting in Canada. In order of size, largest to less large, they are :
 - o Service Sector
 - o Public Sector
 - o Telecommunications
 - o Resource Extraction
 - o Banking / Finance
 - o Arts / Entertainment / Recreation
 - o Retail Trade
- The sector showing the greatest growth was Arts / Entertainment / Recreation, showing nearly twice as many offers in 2011 as it did in 2010. The Service Sector showed the greatest decline in its offers.
- New graduate recruitment for 2011-12 as reported in this survey was dominated by Ontario, with over 40 percent of reported positions for new graduate hires in 2011-12. Quebec followed as source of offers constituting approximately just fewer than 25 percent of all 2011-12 offers.
- Canadian employers showed notable consistency when identifying the skills they hold to be most valuable, listing the same five skills in 2011 and 2012, although in slightly different order. Those skills are:
 - o Teamwork skills (works well with others)
 - o Problem solving skills
 - o Communication skills (verbal)
 - o Analytical skills
 - o Strong work ethic

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- Academic performance is valued by recruiters, but not as highly as they value co-curricular involvement. This would suggest to students that they would do well to pursue a well-rounded campus experience as opposed to pursuing grades at the expense of campus involvement.
- When asked what advice recruiters would offer student applicants, the most commonly cited advice is a variation on the theme "Do your research." Applicants should investigate the company and the industry, and be prepared to discuss their interest in the company.
- At a time of unemployment and underemployment for post-secondary graduates, recruiters in a number of sectors again experienced difficulty meeting their hiring goals. Engineering positions once again take the top spot on this list, with 28.6% of positions unfilled. Banking in its various forms also experienced difficulty, combining to account for 18% of vacancies.
- The average wage for university new graduates recruits (the largest contingent of hires in the survey) in Canada in 2012 was \$51,014, down 5% from the 2011 average of \$53,717.
- Signing bonuses designed to attract new college graduate hires are rarely encountered in new graduate hiring in Canada; approximately 5% of employers offered signing bonuses to their new recruits. The trend away from offering signing bonuses is apparent as the percent of firms offering signing bonuses has declined steadily from the 15% of firms who offered bonuses in 2008. A relocation incentive is far more common among Canadian employers as 32% report a financial inducement for relocating.
- The average acceptance rate for offers to new college recruits was approximately 81%, a significant increase over the level recorded in 2010.
- Prospects for the class of 2013 in Canada appear to be on the upswing, with 61.5% of employers indicating that they will be looking to hire more graduates in 2013 than they did in 2012. Last year, this number was nearly exactly half, at 31.2%.
- Starting salaries for new graduate hires are not expected to increase significantly in 2012-13.
- The average number of schools at which employers recruited for campus hires in Canada in 2011-12 was 8.11, demonstrating marked growth compared to 2010-11 when the number was 6.59. This is a significant increase, but still far less than 2009-10 recruiting season, which stood at 13.
- The level of branding activity for 2012-13 is expected to increase somewhat. Although most respondents indicated they would not be changing their level of activity, the percentage of firms who said that they would increase their level of activity improved over last year for every activity. In addition, the percent of firms who indicated that they would decrease activity was lower for both career fairs and information sessions.
- The activities employers find to be the most effective have changed somewhat. The top three are: information sessions; career centre partnerships and job posting websites. Student referral programs were the most effective in 2011, but they have fallen out of the top three.
- The average cost per hire for the 2010-11 recruiting season was \$13,326. This is a 300% increase in costs over last year, and may represent a significant change in the recruiting practices of a small number of employers who are investing heavily in finding new talent. It is very important to recognize that this does not yet represent a broad trend, but a possible anomaly that should be eyed cautiously until we see additional data.

The following report expands on the results presented above.