

CAREER INFORMATION BRIEF #51

The CACEE Campus Recruitment and Benchmark Survey Report - 2011



The Centre for Career Education is excited to present the 51st monthly career information brief. The purpose of these career information briefs is to provide faculty and staff with timely information which they can use to assist students who are inquiring about more career specific information.

Introduction

This recently released report by the Canadian Association of Career Educators and Employers (CACEE) summarizes the results of an on-line survey of employers throughout Canada regarding new graduate recruitment practices. This Career Information Brief takes a look at some of the key findings and what they mean for our students.

Key Findings

- New graduate recruitment was dominated by Ontario and the Prairies with approximately 74% of the positions for new grads coming from these areas. Ontario alone accounted for close to 50% of the available positions which is positive news for the University. However, students need to be aware that many of these jobs are not located in the Windsor area.
- In terms of total job offers made to new grads, the most active sector was Professional, Scientific and Technical Services followed by Telecommunications and Finance and Insurance. The survey also found that Oil and Gas Extraction continues to be a significant source of employment for recent graduates.
- The average starting salary for new hires with a university degree was \$53,717 but this varies according to discipline. The highest salaries were for chemical engineers. As expected, there is a link between the degree type and starting salary with those with master's degrees earning more than those with a bachelor's degree. Locally, starting salaries are typically lower than this and so students need to be realistic about how much they can expect to earn.
- Signing bonuses are currently quite uncommon in graduate hiring. However, nearly 30% of employers do offer a relocation incentive. This is particularly common for Oil and Gas Extraction and Mining companies.
- Verbal communication skills and analytical ability are the skills most sought after by employers followed by a strong work ethic and the ability to work with a team. Students would do well to seek out opportunities to develop these skills as much as they can during their university studies. In addition to their coursework, involvement in clubs and volunteer activities can give students even more opportunities to develop these skills and make them more attractive to prospective employers.
- The on-campus recruiting activities employers find to be most effective include student referral programs, information sessions, and job posting websites. While the study found a decrease in participation in career fairs, our recent job fair had an increase in employers.
- There is a trend to use social networking and online job posting sites in the recruitment process. As well, the use of applicant tracking systems is also up with 40% of employers using this technology.
- The median number of days between initial job posting and first candidate interviews is 20 and the median number of days between interview and job offer is 14. These figures vary depending on factors such as the size of the company.
- For 2012, expected new graduate hires are expected to decline slightly. While nearly 32% of employers projected hiring more graduates than in 2011, 43% predicted lower hiring levels.

Conclusion

Please share this information with your students and help them realize the importance of researching the current labour market trends for their major to help them with their career planning. In general, encourage your students to develop their verbal communication and analytical skills regardless of their major and speak to them about what is involved in pursuing a master's degree to assist them in their planning. Students need to realize that the job market is still extremely competitive and so they need to gather as much information as possible. Please remember that we can visit your class to make a presentation on a variety of topics related to Career Development. Complete our online form which can be found at: <http://www.uwindsor.ca/cce/how-can-we-help> then click on the Presentation Request Form.

Mark your calendars...

Windsor-Essex Career Fair!

Tuesday, March 27, 2012 - 1:00pm - 4:00pm

Ambassador Auditorium CAW Student Centre

The University of Windsor in partnership with Workforce Windsor Essex is excited to announce the launch of our 1st Annual Career Fair – Working in Windsor Essex!

This career fair is great opportunity to help students explore possible local career paths and future opportunities. You will be able to learn more about regional employers and what you can do with your degree. Don't miss out on this great event!

Students should register today via myCareer (<https://career.uwindsor.ca>).

1:00pm	Doors open
1:15pm-1:30pm	Welcome Dr. Clayton Smith, Ed. D Vice-Provost, Students and International University of Windsor Mr. Ron Gaudet Chief Executive Officer Windsor Essex Development Corporation (WEEDC)
1:45pm-3:00pm	Sector Career Flashes There will be presentations from various sectors of the Windsor-Essex workforce including Hospitality, Medical, Manufacturing, Information Technology and Arts & Culture. As presenters are confirmed the list will be updated.
1:30pm-4:00pm	Network & Celebrity Resume Clinics Meet Promising Sector employers and have your resume critiqued by professionals in the field.

Resources Available to University of Windsor Students

The Centre for Career Education offers a wide variety of programs and services that can assist students with career development including:

- a. Vocational assessments to help identify potential career paths and choices;
- b. 1-1 Career Advising;
- c. Experiential learning programs such as the Volunteer Internship Program;
- d. Assistance with resume and cover letter writing, job search planning, and interview preparation and practice through Mock Interview sessions.

To help students prepare for work the Centre for Career Education offers the following resources:

Resume Clinic – Drop-in Hours for Winter 2012 are Monday and Tuesday (10:00 a.m. to 4:00 p.m.), Wednesday (11:00 a.m. to 4:00 p.m.), Thursday (10:30 a.m. to 4:00 p.m.) and Friday (10:00 a.m. to 3:00 p.m.).

Online resume critique – resume@uwindsor.ca

Career/Vocational Advising (by appointment) Room 111 Dillon Hall. To register for an appointment go to <https://career.uwindsor.ca> or click on **myCareer** via the student portal at <https://my.uwindsor.ca>.

1-1 resume, job search, mock interview with employment advisor. To register for an appointment go to <https://career.uwindsor.ca> or click on **myCareer** via the student portal at <https://my.uwindsor.ca>.

Pathways to Success instructional workshops focusing on career planning and development of employment readiness skills. To register for workshops go to <https://career.uwindsor.ca> or click on **myCareer** via the student portal at <https://my.uwindsor.ca>.

CCE Student Resource Page on myCareer. Interactive modules provide a depth of information on the career planning process, self-assessment, research and career exploration, developing a career plan, preparing for a job search, resume writing, interview skills development, salary negotiation, graduate school information etc. To access the CCE resource page, go to <https://career.uwindsor.ca> or click on **myCareer** via the student portal at <https://my.uwindsor.ca>.

Optimal Resume and Optimal Interview. Located on the myCareer resource page, these online interactive resources provide instruction and guidance through all of the steps of preparing an industry specific resume and preparing for an interview. Students can develop resumes and record interviews online which can also be submitted to CCE staff for evaluation and critique. To access the Optimal Resume and Optimal Interview programs, go to <https://career.uwindsor.ca> or click on **myCareer** via the student portal at <https://my.uwindsor.ca>.

Plan, Experience, Achieve!
University of Windsor
Centre for Career Education