

# FROM LEARNING TO WORK™ 2008

## Canada's Campus Recruitment Study

*The industry standard for benchmarking  
talent attraction performance*



**DECODE**

DECODING YOUTH, YOUNG ADULTS  
AND YOUNG FAMILIES

**BRAINSTORM**  
STRATEGY | RESEARCH | TRAINING

**UNIVERSUM**

# "FROM LEARNING TO WORK™" 2008

## *Canada's Campus Recruitment Report*

How well do you know the students you are trying to hire?

Is your recruitment strategy meeting its objectives and desired outcomes?

And how can you better equip yourself to gain that real competitive edge for high calibre talent that will propel your company's success?

**From Learning to Work™ 2008** is an unprecedented and comprehensive career-related study benchmarking the opinions of tomorrow's leaders, based on an online survey of over 20,000 university and college students from across Canada.

The study provides critical information on students' career interests, attitudes, and outlooks on employment. From Learning to Work™ 2008 will help employers develop more effective programs to attract, recruit, and retain young talent:

- ★ Discover how your organization is perceived by top students
- ★ Learn how your company ranks against Canada's major employers and a subset of your closest competitors
- ★ Strengthen and hone 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
- ★ Ensure alignment of your compensation and rewards models to retain top talent
- ★ Challenge or validate your talent attraction practices and create buy-in for change among stakeholders across your organization
- ★ Improve retention by targeting students with the right attributes, expectations, and education to fit your organization's corporate culture

## **Your subscription includes the following:**

### **1. The Employer Brand Report:**

- ★ benchmarks your company against five competitors of your choice as well as your industry
- ★ provides employer rankings by school, gender, or area of study for your company as well as your competitors
- ★ details the perceptions of your Employer Brand Image and your Employer Value Proposition
- ★ explains which communication channels students have used to learn about your organization

### **2. The Employer Branding Trend Report:**

- ★ offers aggregated trends of today's Canadian students
- ★ measures the strength of the students' personal priorities, professional goals, preferred communication channels, salary expectations and motivational factors analyzed in detail

### **3. Unlimited breakdown of the data:**

- ★ unlimited analyses of the results to examine the key subsets of the population including specific universities, industries, and areas of study

### **4. Presentation of Findings:**

- ★ a customized presentation of the survey's results including specific implications for your organization
- ★ includes insight into overall student trends as well as information about students who chose your organization as an Ideal Employer and how they perceive your Employer Value Proposition

Join these other leading organizations which use this report to attract the talent that they need in an increasingly competitive market.

Bell Canada  
BMO  
CGI  
CIBC  
Deloitte  
Direct Energy  
Encana  
Epcor  
Ernst & Young  
Government of Canada  
Hewlett-Packard  
IBM  
KPMG  
Kraft  
L'Oreal  
Mars  
Microsoft  
Millennium Scholarship Foundation  
Ontario Power Generation  
PricewaterhouseCoopers  
Procter & Gamble  
RBC Financial Group  
Research In Motion  
Schlumberger  
Scotiabank  
Siemens  
Suncor Energy  
Sunlife  
TD Bank  
Weyerhaeuser  
Xerox

## About Brainstorm, DECODE & Universum

### Brainstorm Consulting

- Brainstorm increases the expertise with which employers recruit students and graduates and the capacity of career centres to support student career development.
- We do this by providing research and information; training and professional development; and strategic consulting services. We focus on the areas of strategic planning and implementation; marketing and communications; and talent recruitment and management.
- Brainstorm is led by Graham Donald who has been a leader in the field of recruitment and campus career services for 16 years and is a pioneer of online recruiting technologies.

### DECODE

- DECODE helps its clients build relationships with youth, young adults and young families through research, strategy and innovation.
- Founded in 1994, DECODE has built a strong foundation of knowledge on these groups as consumers, employees and citizens, and authored the national bestseller – “Chips and Pop: decoding the Nexus Generation”.
- DECODE has gathered an exceptional network of people from the Information Age Generations to assist it in its work.
- DECODE’s clients include leading organizations such as: Bell, Campbell’s, CGI, Deloitte, Government of Canada, IBM, Molson, P&G, RBC, RIM, Scotiabank, TD Canada Trust, and Via Rail.

### Universum

- Universum is The Global Employer Branding Leader.
- Founded in 1988 in Stockholm, Sweden with offices in Europe, USA, Asia-Pacific and South Africa, Universum helps companies understand and develop their Employer Brand Image and Employer Value Proposition through research, consulting, and media solutions.
- Reaching 28 countries on four continents, as well as 800 universities and more than 200,000 students annually, Universum’s mission is to help companies attract, recruit, and retain top talent.
- Universum’s clients include the majority of Fortune 200 companies.

## 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](mailto:eric@decode.net) for more information.

<b>"From Learning to Work™" Subscription</b>	<b>Price (plus GST)</b>
<input type="checkbox"/> "From Learning to Work 2008"™ subscription	\$10,500

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 Company's Information:

Company: \_\_\_\_\_

Industry: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_