

SEMM FORUM

# STRATEGIC ENROLMENT MARKETING & MANAGEMENT

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# Students, Careers & The Impacts of Post-Secondary Education

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Brainstorm Strategy Group Inc.

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## The weekly STAT

<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>47%</b> of visible minority students indicate that they chose to attend university or college to meet their parents' expectations.</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>	<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>#1</b> The Government of Canada took the #1 spot overall among university students in the Canada's Student-Ranked Top Employers of 2018.</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>
<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>69%</b> of international students choose to go to university or college to "get a good job".</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>	<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>27%</b> of engineering students are first generation Canadians (not born in Canada).</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>

## The weekly STAT

<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>4%</b> of Canadian post-secondary students want to run their own business after graduation.</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>	<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>17%</b> of LGBTQ students list "Parents" as the most influential on their career choices.</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>
<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>57%</b> of students expect to be promoted within 1.5 years of starting their first job after graduation.</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>	<p><b>STAT</b> Student Thoughts and Trends</p> <p><b>81%</b> of Indigenous students consider it very important or extremely important to feel that they are "serving a cause or greater good" in their careers.</p> <p><b>BRAINSTORM</b> STRATEGY GROUP INC.</p>

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the weekly  
**STAT**  
Students' Thoughts and Trends

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**64%**  
of students agree or strongly agree, "If I had to do it all over again, I would select the same major."

The remaining 36% of students are either neutral (26%) or disagree/strongly disagree (10%).

**Educators:**  
Why are so many students unhappy with their choice of major? Is this related to how they are recruited to schools? Can some of it be resolved through better supports in academic or career advising?

**Employers:**  
How important is a student's choice of major to your hiring decisions? Do you look outside the usual majors you hire from to find talented students?

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# The Brainstorm Report

## Student Career Interests Benchmark Report

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# I. Background Information & Methodology

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## Research Methodology

*The Brainstorm Report* is based on a national survey of current post-secondary students:

- A comprehensive survey conducted online (approx. 20-25 minute completion time)
- The survey was promoted primarily by post-secondary institutions via email, web, and social media
- Supplementary promotion of the survey was conducted via purchased email lists of Canadian post-secondary students
- The field period was late March through late June, 2018
- From the 19,000+ survey respondents a total of more than 13,000 complete responses were collected from students attending post-secondary institutions in Canada
- 12,000+ respondents attend university; 1,100+ attend college/institute of technology/polytechnic
- Respondents represent 157 different post-secondary institutions with 63 institutions having 5 or more respondents each and 36 having 10 or more respondents each
- The survey was conducted in both English and French with a strong national representation of students
- Extensive demographic detail was collected but participants remain anonymous and no personal identity information is included in the study

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## II: Respondent Profile



### All Undergraduate University Students

Sample Size: 9,515

**Year of Study:**

1st 24%  
2nd 24%  
3rd 27%  
4th 18%  
5th 6%

**Diversity:**

Indigenous 3%  
Persons with Disabilities 4%  
Visible Minority 18%  
LGBTQ 7%



**Gender:**

Male 34%  
Female 64%  
Other/Undisclosed: 2%

**Current level of study:**

Diploma 2%  
Certificate 2%  
Bachelor's (Non-business) 70%  
Bachelor's (Business) 26%

**Co-op/Internship:**

Co-op 19%  
Internship 17%  
Both 4%

International Students: 7%

GPA Average: 3.34

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### All Undergraduate Arts\* University Students

Sample Size: 2,533

**Year of Study:**

1st 23%  
2nd 25%  
3rd 26%  
4th 18%  
5th 7%

**Diversity:**

Indigenous 5%  
Persons with Disabilities 6%  
Visible Minority 14%  
LGBTQ 10%



**Gender:**

Male 21%  
Female 76%  
Other/Undisclosed: 2%

**Current level of study:**

Diploma 2%  
Certificate 3%  
Bachelor's (Arts) 87%  
Bachelor's (Business) 8%

**Co-op/Internship:**

Co-op 10%  
Internship 15%  
Both 3%

International Students: 4%

GPA Average: 3.38

Liberal Arts/Fine Arts/Education/Social Sciences

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### All Undergraduate Business University Students

Sample Size: 2,766

**Year of Study:**

1st 22%  
2nd 23%  
3rd 28%  
4th 19%  
5th 7%

**Diversity:**

Indigenous 2%  
Persons with Disabilities 3%  
Visible Minority 20%  
LGBTQ 4%



**Gender:**

Male 40%  
Female 58%  
Other/Undisclosed: 2%

**Current level of study:**

Diploma 1%  
Certificate 1%  
Bachelor's (Non-business) 8%  
Bachelor's (Business) 90%

**Co-op/Internship:**

Co-op 29%  
Internship 15%  
Both 5%

International Students: 11%

GPA Average: 3.28

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## All College Students

Sample Size: 1,179

### Year of Study:

1st 52%  
2nd 32%  
3rd 10%  
4th 4%  
5th 1%



### Gender:

Male 43%  
Female 55%  
Other/Undisclosed: 2%

### Diversity:

Indigenous 5%  
Persons with Disabilities 5%  
Visible Minority 10%  
LGBTQ 6%

### Co-op/Internship:

Co-op 40%  
Internship 7%  
Both 8%

### Current level of Study:

Diploma 50%  
Certificate 10%  
Graduate Certificate 15%  
Bachelor's 20%  
Other: 5%

International Students: 31%

GPA Average: 3.57

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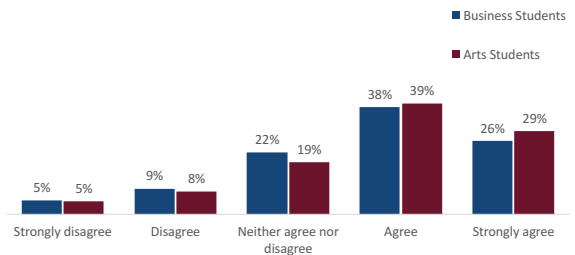
## III: Post-Secondary Intentions & Student Experience



"If I had to do it all over again,  
I would still enroll at my  
school."



## Confidence in Choice of School



If I had to do it all over again, I would still enroll at my school.

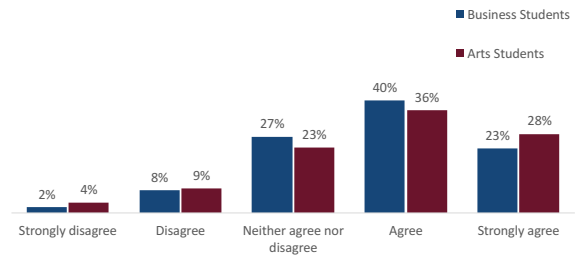
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“If I had to do it all over again,  
I would select the same  
major.”



#### Confidence in Choice of Major



If I had to do it all over again, I would select the same major.

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## IV: Career Goals & Workplace Readiness



#### Career Decision Influencers

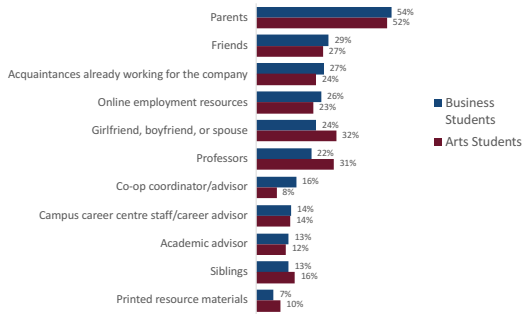
In your career choice process, which of these is MOST influential in your decision-making?

- Friends
- Professors
- Acquaintances already working for the company
- Campus career centre staff/career advisor
- Online employment resources
- Girlfriend, boyfriend, spouse
- Parents
- Printed resource materials
- Co-op coordinator/advisor
- Academic advisor
- Siblings

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### Influencers on Career Decisions

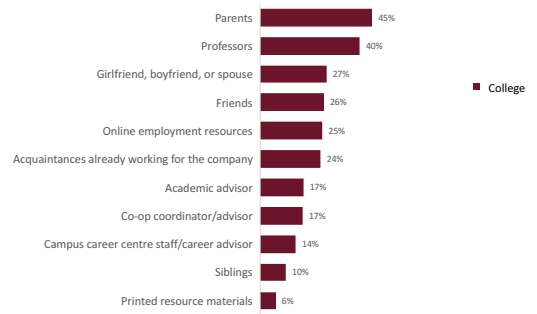


In your career choice process, which of these is MOST influential in your decision-making? Please select up to three options.

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### Influencers on Career Decisions



In your career choice process, which of these is MOST influential in your decision-making? Please select up to three options.

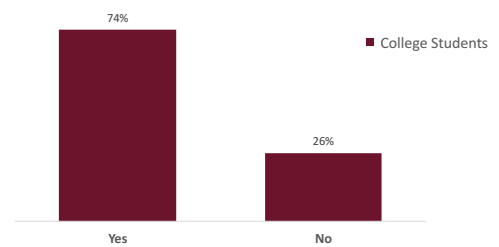
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“Has at least one professor, faculty or staff member initiated a conversation with you about your career options?”

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### School Support for Career Exploration

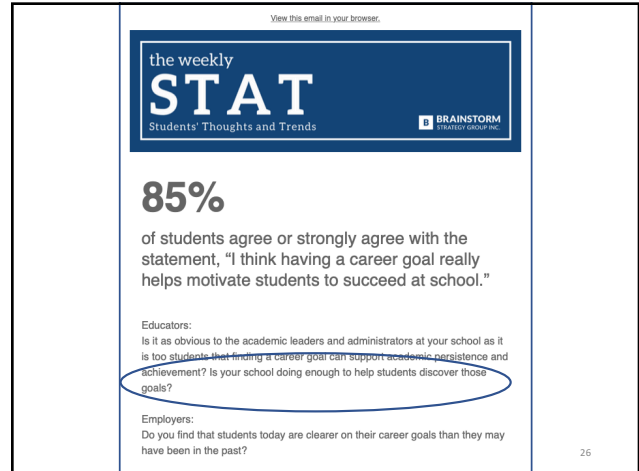


Has at least one professor, faculty or staff member initiated a conversation with you about your career options?

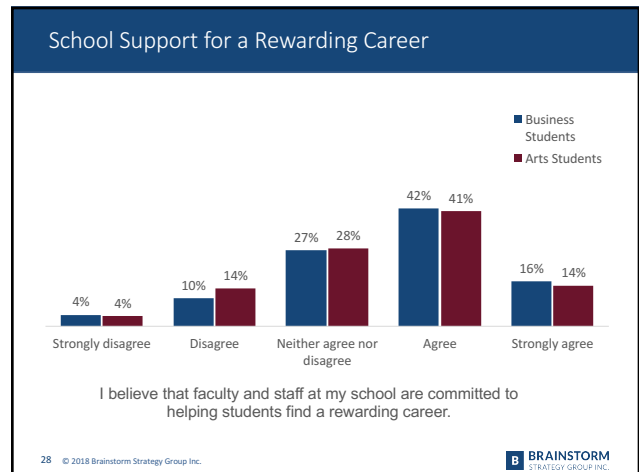
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"I think having a career goal really helps motivate students to succeed at school."



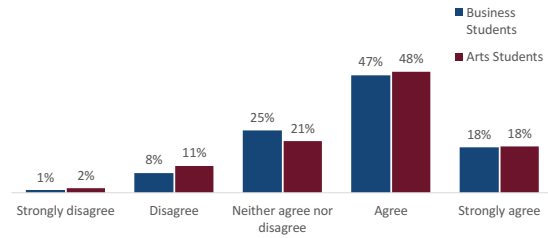
"I believe that faculty and staff at my school are committed to helping students find a rewarding career."



“I am confident I will graduate with the knowledge and skills I need to be successful in the job market.”



## Job Market Readiness

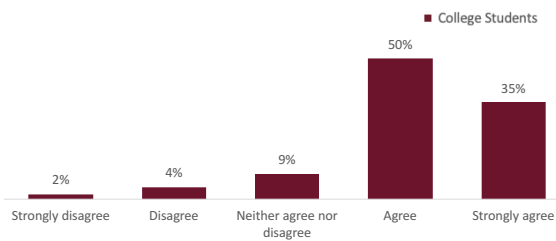


I am confident I will graduate with the knowledge and skills I need to be successful in the job market.

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## Job Market Readiness



I am confident I will graduate with the knowledge and skills I need to be successful in the job market.

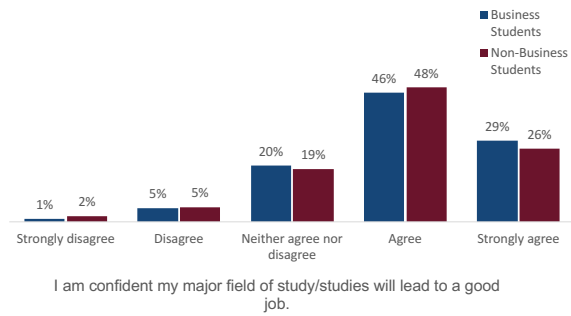
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“I am confident my major field of study/studies will lead to a good job.”



### Confidence that Major Will Lead to a Good Job



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### Career Goals

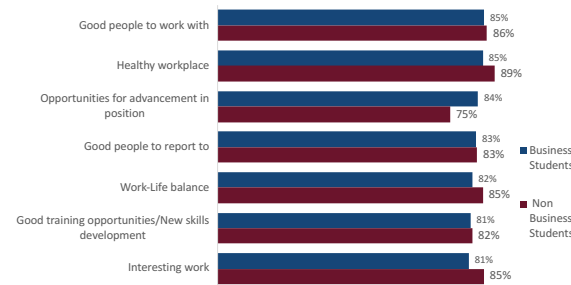


Below is a list of possible career goals. Which are most important to you?  
(Percentage responded very important or extremely important).

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### Employment Decision-Making (1 of 2)

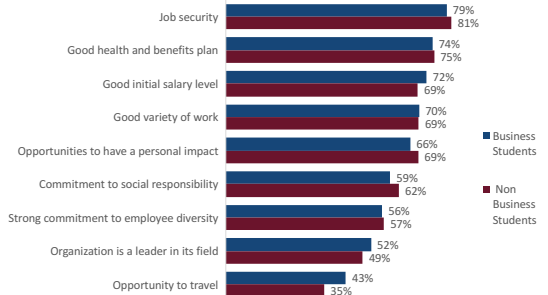


When considering full-time employment with an organization immediately following graduation, please rate the importance of the following in your decision-making (Percentage Very and Extremely Important)

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### Employment Decision-Making (2 of 2)



When considering full-time employment with an organization immediately following graduation, please rate the importance of the following in your decision-making (Percentage Very and Extremely Important)

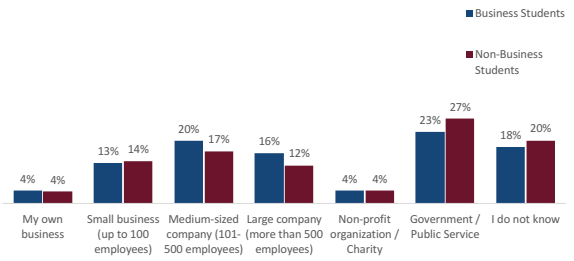
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## VI: Employer Preferences & The Job Search

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### Preferred Employer Organization Type

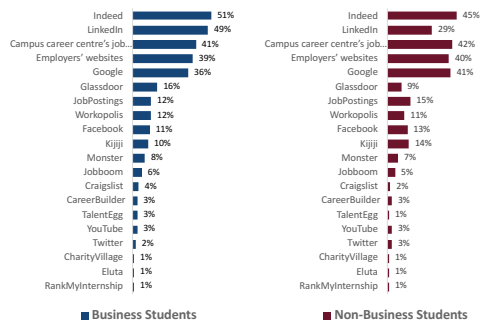


Which type of organization would you prefer to work for after graduation?  
Select one option.

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### Most Valuable Job Search Websites

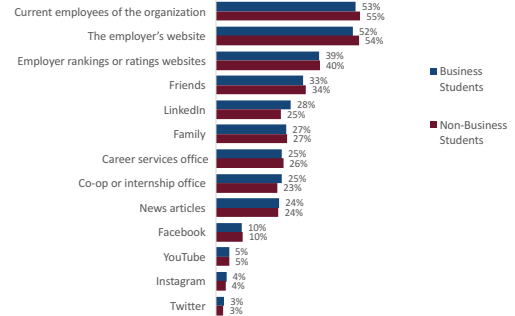


Which of the following websites have been most valuable in your job search? Select all that apply.

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### Trusted Employer Information Sources

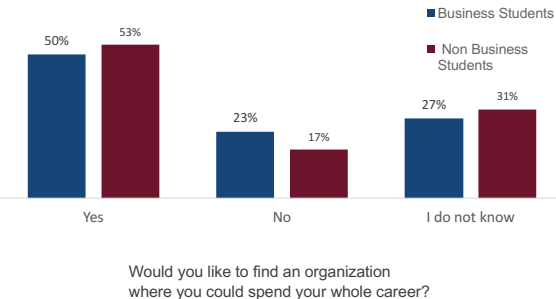


Where would you look for an accurate and trustworthy perspective on a particular employer that interested you? Select all that apply.

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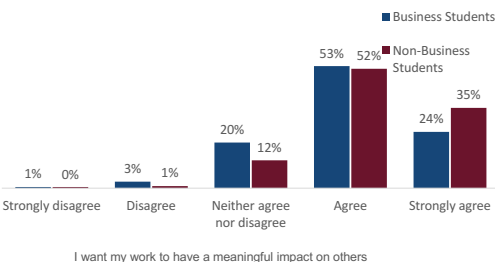
# One Employer for Life



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# Meaningful Impact through Work



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*2018 Brainstorm Student Career Interests Benchmark Report*  
 Brainstorm Strategy Group Inc.  
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# THE BRAINSTORM REPORT

STUDENT CAREER INTERESTS BENCHMARK REPORT



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