

Government and Google: Top Ranked Employers Amongst Students

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TORONTO, Oct. 3 /CNW Telbec/ - For the third time in a row, the Government of Canada has taken the number one most desirable employer ranking position amongst post-secondary students, a new research report reveals.

The *From Learning to Work 2007: Canada's Campus Recruitment Report*(TM) evaluated many of Canada's leading employer brands and their relative ranking as places to begin a career. The study was conducted by Brainstorm Consulting, DECODE and Universum in partnership with 41 Canadian colleges and universities. A record 23,826 students participated in this year's report to provide a benchmark of students' attitudes and gain an in-depth understanding of their views of employers, career aspirations, career decision makers, and the future of work.

Employer brand highlights:

- Google took the top spot amongst technology companies, followed by Microsoft, IBM and Research in Motion (RIM)
- RBC Financial Group came out as the most desirable bank
- Deloitte and Ernst & Young led the accounting firms on the list
- L'Oreal and Procter and Gamble emerged as the leading Consumer Packaged Goods employer brands

According to Eric Meerkamper of DECODE, one of the reports co-authors, "the transition from school to work is filled with excitement and trepidation. Combine this with a rapidly changing world and it helps to explain the recent rise in students' interests in careers with government." Careers in government satisfy another important desire of today's new graduates, adds Meerkamper, the desire to make a contribution to society.

The study also found that, perhaps contrary to common stereotypes of today's graduates as being "spoiled and entitled", students are in fact quite focused, informed and rational in their decision making. Specifically, tomorrow's workforce is seeking to achieve a healthy work/life balance, are expecting opportunities for advancement and learning, and are striving to build a secure financial base.

"The competition to hire top graduates is more intense now than I've seen it in twenty years," stated Graham Donald of Brainstorm Consulting, another of the reports co-authors. "This Report gives us a good idea of which companies will be able to attract the best and which need to revisit their recruitment strategy."

Select Key Findings

- The top employer characteristics demanded by today's students are:
 - having high ethical standards (30.4 percent), followed by
 - a progressive working environment (24.2 percent),
 - innovation (23.9 percent), and
 - financial strength (23.1 percent).

Interestingly, money does not top the list of career goals. First is balancing career and life, followed by pursuing further education, building a solid financial base, and then making a contribution to society.

Half (51%) of all students would like to find an organization where they can spend their whole career.

"Education inflation" appears to be devaluing the BA as more students pursue graduate degrees and post-graduate diplomas. Therefore, it's not surprising that academic research follows government / public service as the second most attractive industry. This is followed by education / teaching, health care, and then financial services

"The desires of today's students are much different for those of years' past," says Camille C. Kelly of Universum and co-author of the report. "A company that is ethical and socially responsible is preferred over those with strong finances. The calculated decisions of this group prove that the search for their ideal company will be harder, but the outcome is far more rewarding."

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