



# GUIDE TO CANADIAN RECRUITMENT 2021

TalentEgg  
[www.talentegg.ca](http://www.talentegg.ca)

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# “ MESSAGE FROM THE PRESIDENT

Since 2008, TalentEgg has proudly fostered relationships between recruitment professionals and candidates looking for meaningful career opportunities. We've made that possible by creating an accessible and engaging digital platform where students, graduates and early career professionals can search for jobs, develop new skills and connect with top employers. Now, more than ever, young professionals require guidance and a place to find their next opportunity amidst the uncertainty of the COVID-19 pandemic. As well, we know how vital it is for employers to attract top talent from across Canada, and that is why TalentEgg is here to make that happen.

While our "new normal" continues to evolve, we are here with you to support your recruitment needs and employer branding strategies. Since launching our Candidate Video Showcase last year, we have noticed a significant increase in students who now feel it is imperative to be seen by employers online. In addition, young professionals are concerned about the rise in competition for jobs and know that telling their stories on video can help showcase their best selves to employers. As we continue to stay on the cutting edge of new industry trends, digital innovations and the ever-changing workforce, we're egg-cited to now offer video interviewing packages directly on the Candidate Video Showcase platform. With many teams settling into their virtual offices into the foreseeable future, we want to provide an all-inclusive interviewing platform to make recruiting effective and efficient for you and your teams.

Having an online presence for employers now more than ever before is crucial. We continuously innovate our outreach to top Gen Y and Z candidates by utilizing our extensive student and graduate research. In addition, our marketing strategies include the latest and most popular digital media platforms, such as top-quality videos, branding products, and easy-to-use services. While hiring has slowed during COVID-19, students and graduates are actively seeking new opportunities during this time, so it's imperative that you continue to engage with egg-ceptional candidates and highlight your company's unique value proposition as an employer of choice.

We are so egg-cited to launch our E-Learning Platform this year, during a crucial time. Before the COVID-19 pandemic, students and grads expressed their need for additional training before entering the workforce and ongoing learning opportunities. This number has only risen since COVID-19 has ultimately created many candidates looking to improve their skills to be a top choice for employers for Fall hiring and onwards. Our first courses will feature the best in soft skills training in partnership with The Soft Skills Group to help students progress "From Backpack to Briefcase" in a seamless, progressive and fun e-learning experience, with customized modules focusing on soft skills in the real and virtual workplace.

In addition to the resources offered on TalentEgg.ca, every year, we conduct valuable industry research. Given the new virtual workplaces necessitated by the pandemic, we felt it was crucial to survey our community of students, grads and early career professionals to learn how COVID-19 impacted them and how they're coping 15 months into the crisis. We have compiled data from our 2021 TalentEgg Survey to bring you best practices, concerns directly from students and employer branding solutions designed with Gen Z in mind. These findings provide insight into how students and grads are feeling, their problems, what they need moving forward, and how their employers and educational institutions supported them. This information will help you develop new employer branding strategies, social media marketing, discover what young talent looks for in an employer of choice, and much more!

This Guide to Recruitment presents qualitative and quantitative data from the 2021 TalentEgg Survey.





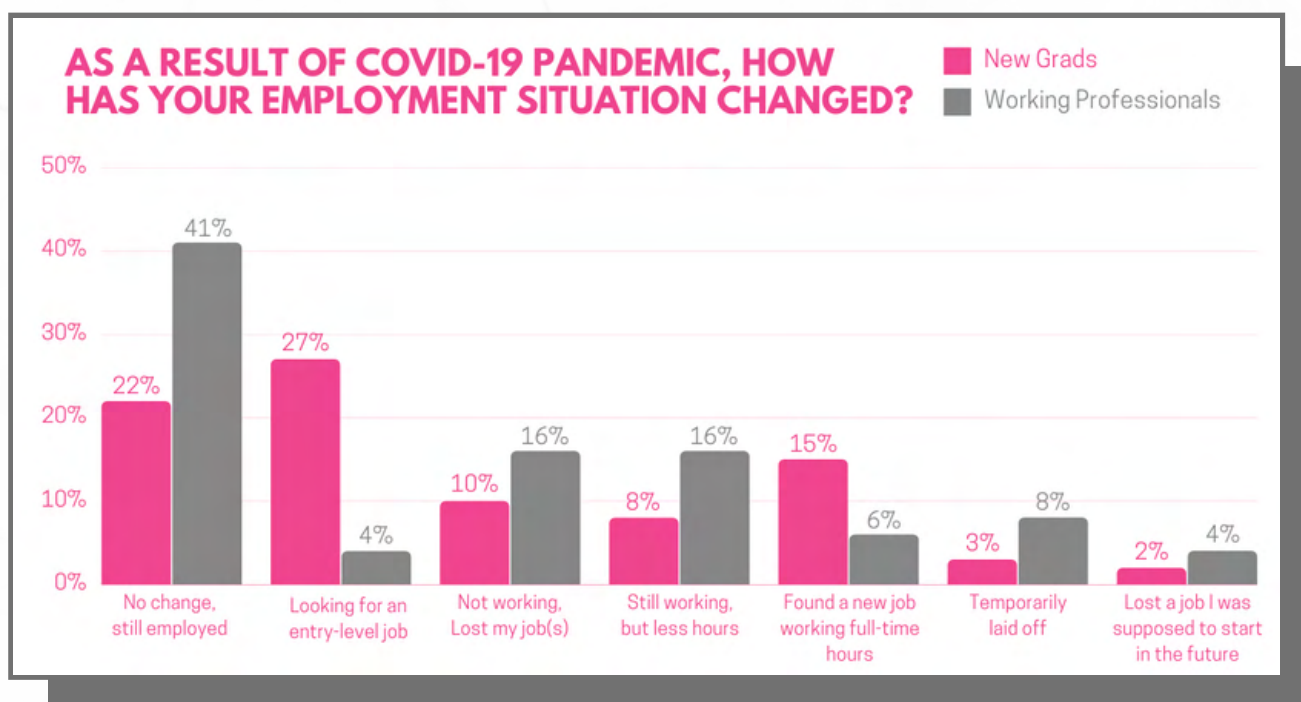
# TREND 1

COVID-19's Impact on the Education and Career Journeys of Students and Grads; A Check-in 15 Months into the Pandemic



The pandemic has profoundly changed our world. Perhaps some of the most seriously affected are Gen-Z students, grads and early career professionals just starting their school-to-work transition to becoming young working adults. We wondered how their education and career journeys had been impacted after enduring over a year of COVID-19 driven shifts to remote learning and working, layoffs, job disruption and lost opportunities -- so we asked them. Our survey results show that new grads and working professionals have borne the brunt of some of the worst impacts of the pandemic related to the workforce.

## HOW THE PANDEMIC IMPACTED THE EMPLOYMENT SITUATION AND SCHOOL & CAREER PATHS

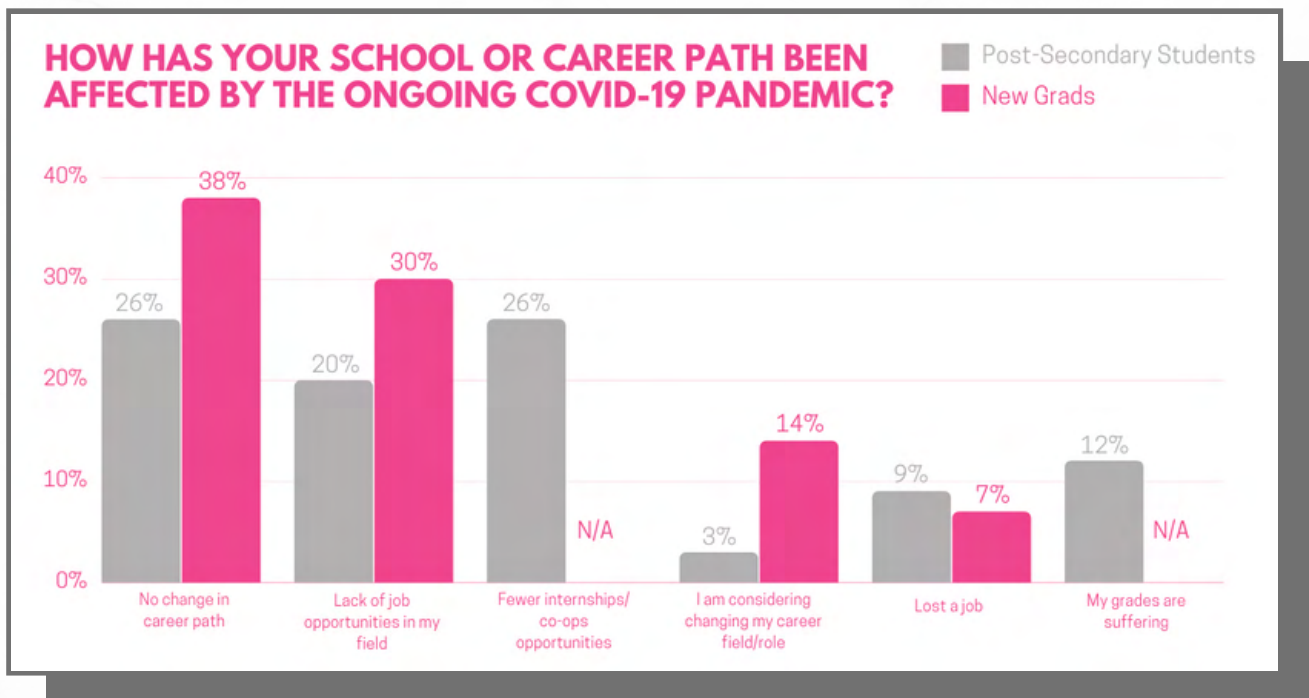


Covid has undoubtedly affected the volume of entry-level positions, particularly in non-essential service businesses. Indeed, many employers are forced to slash hiring, making it extremely hard for new grads in specific industries to get the positions they need to begin their careers. Due to the lack of entry-level roles, many recent grads accept positions they would not have usually taken and frequently have reduced salaries. This lack of entry-level positions not only has devastating impacts on young job seekers but can also have long-term impacts on employers.

Specifically, employers in industries that we're unable to hire during the pandemic because grads and young professionals have begun shifting to sectors that had more opportunities over the past year.

When it came to students, they were slightly less affected by the pandemic. Most high school students (60%) stated that the pandemic has not significantly impacted their plans. However, nearly 20% chose to change career paths during the pandemic. In the fall of 2021, it seems most students in high school and post-secondary plan to go back to school even if it's a virtual classroom or campus, but not all. 10% report that they are unable/unwilling to begin post-secondary education because online learning doesn't suit them. For post-secondary students, 15% of post-secondary students report that they have delayed their graduation due to COVID-19. The pandemic has severely impacted some students' school-to-work journey, and they are struggling to catch up.

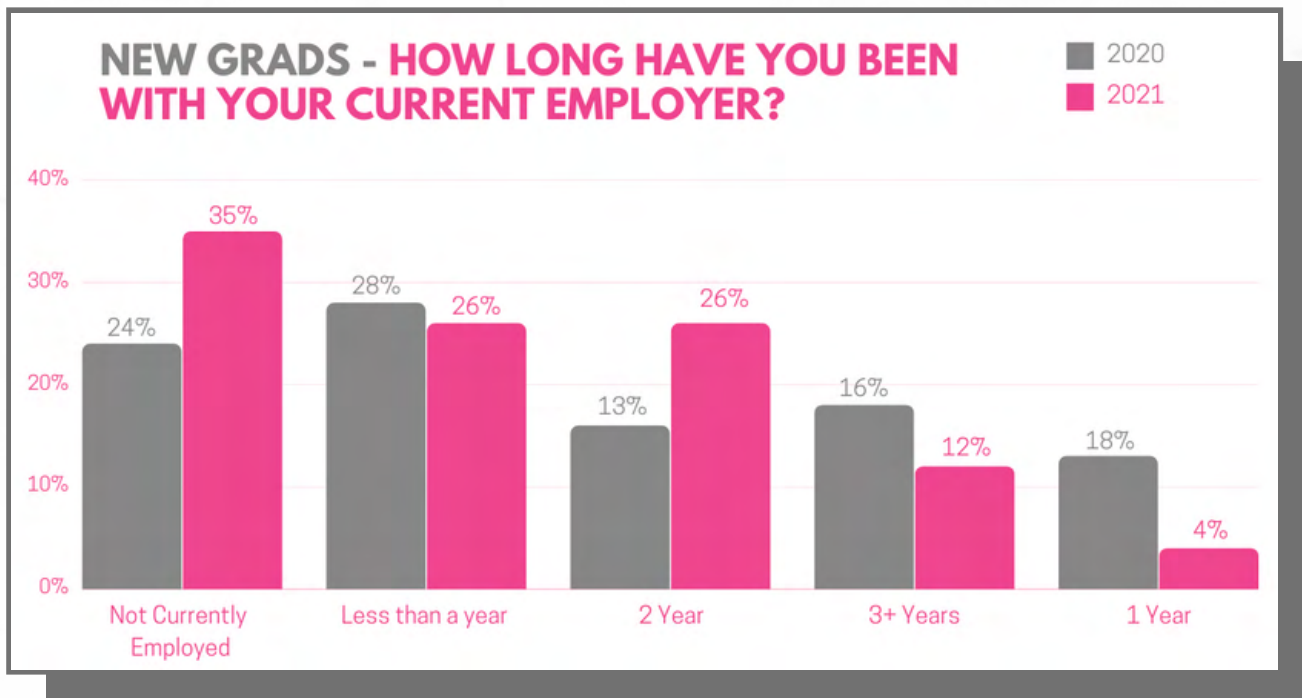
The specifics of how post-secondary students and new grads were affected by the ongoing pandemic have also brought some alarming statistics to light.



The lack of internships, co-op's and job opportunities is the most significant consequence of the pandemic regarding those beginning their careers. The lack of professional experience for these students will have severe and unforeseen consequences for the next generation of young professionals.

While some students certainly have been able to get professional expertise, their experiences have likely been exclusively virtual. Expectations for new grads are significant as it is during regular years. However, the pandemic has multiplied these expectations, not considering the mental health and social impacts the pandemic has had on students. Employers must take the lack of opportunities available during this period into consideration when hiring and recruiting young professionals over the next few years.

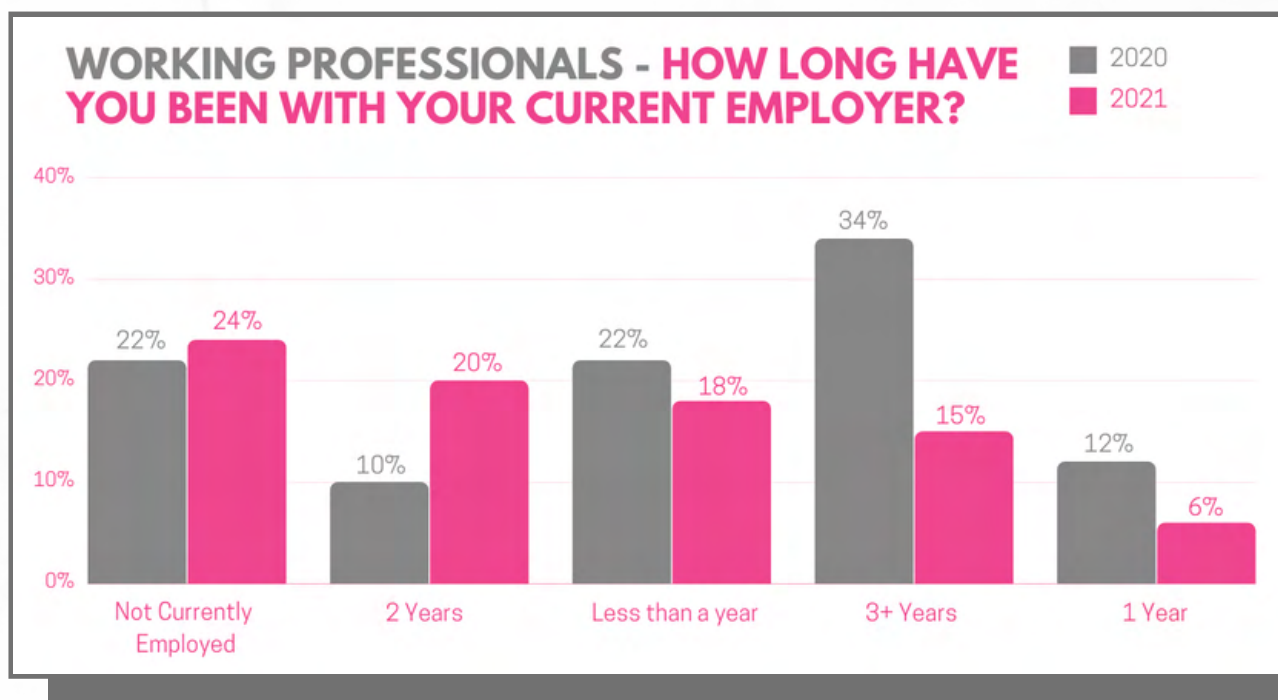
We asked new grads and working professionals alike how long they have been with their current employers. Since COVID-19 hit in 2020, we've seen an 11% increase of unemployed grads in 2021. Many have seen opportunities being cancelled, offers withdrawn, and a marked decline in the volume of jobs available for this group 15 months into the pandemic.



**35% of new grads are currently unemployed, compared to 2020 when it was only 24%**

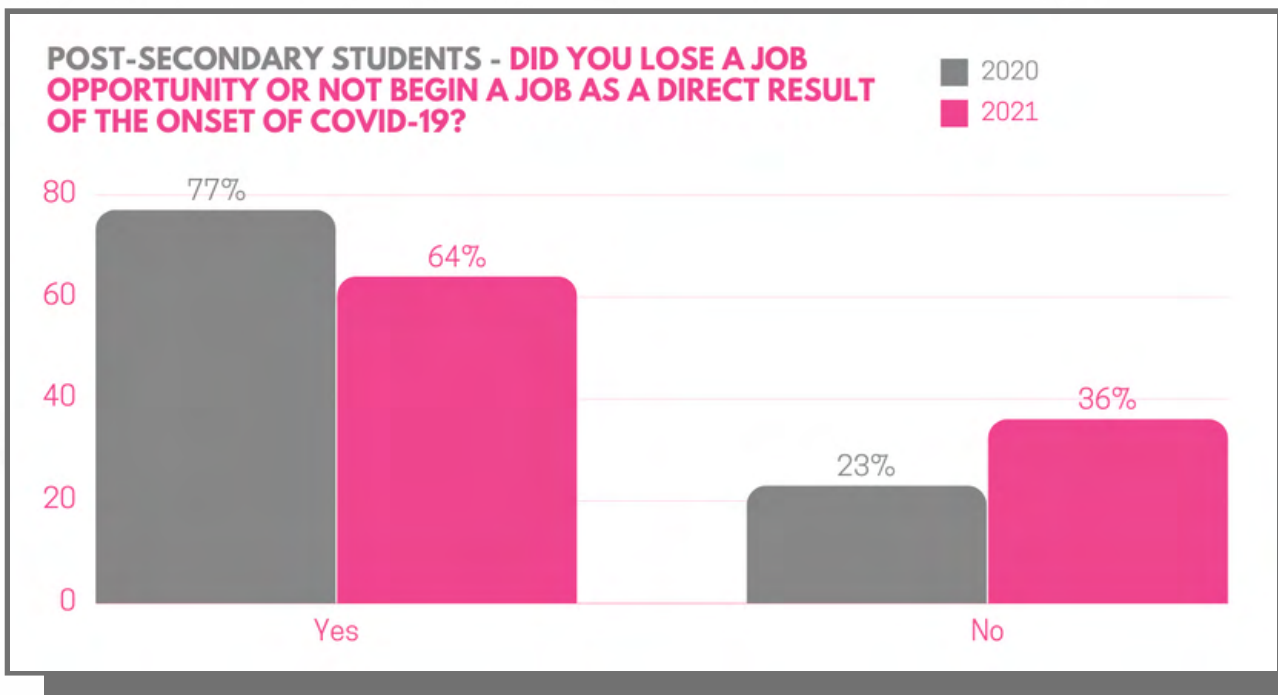
From our survey, we found that 35% of new grads are not currently employed. This statistic is a notable increase compared to 2020, which was conducted pre-COVID, where only 24% of new grads were not

employed. It is evident that many early-career professionals have lost their jobs or have been unable to find employment due to the pandemic, significantly since many employers have downsized their workforces to compensate for the slowing economy.



Similarly, we also found that 24% of working professionals are not currently employed in 2021, a 2% increase from the previous year, where only 22% of working professionals were not currently employed.

## UNEMPLOYMENT AMONG STUDENTS IS NOT IMPROVING FROM WHEN COVID HIT IN 2020

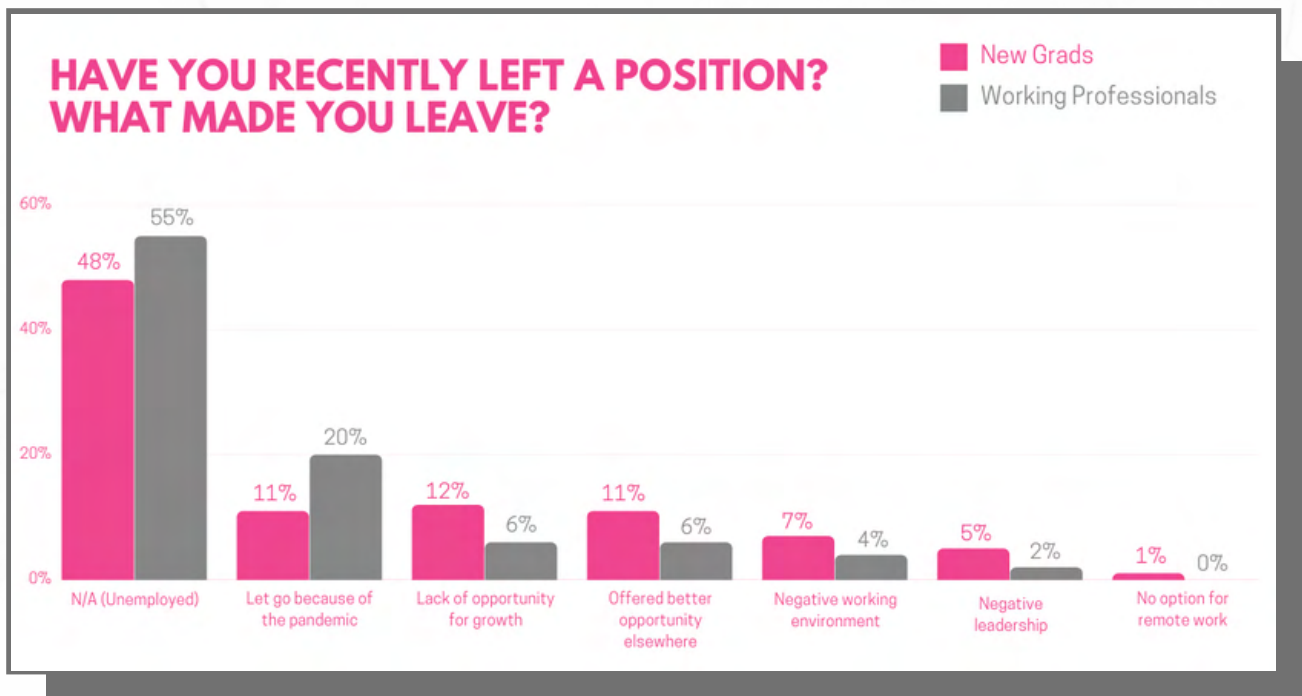




A dramatic and disturbing insight has emerged related to the unemployment of students over the course of the pandemic. In 2020, 77% of students surveyed reported losing a job opportunity due to the onset of COVID-19. For many, things did not improve in 2021, with 64.4% of students surveyed reporting that they did not start or complete a job during the pandemic. Consequently, things have not significantly improved for students, pointing to long-term impacts within an increasingly competitive job market.

In 2020 many of us believed that unemployment amidst the pandemic was only a temporary setback until the world returned to normal. However, after prolonged shutdowns in the economy and the possibility of a slower recovery, there is concern that unemployment rates, or underemployment, among young professionals may continue for some time. Although unemployed individuals can turn toward their savings and temporarily rely on family or unemployment benefits, long-term unemployment will cause further damage to those who have been laid off. Fewer opportunities to gain transferable work skills, employment gaps in their CVs and more significant mental health struggles are only a few of the adverse effects for ambitious young people hoping to return to their fledgling careers.

Sadly, it is also not uncommon for a gap in employment to raise flags during the interview process. As a result, many HR professionals and hiring managers are increasingly empathetic during the recruitment process. Rather than seeing a gap in employment as a red flag, more recruiters ask candidates about their situations with an open mind. Now recruiters are asking questions like, "How did you spend your extra time during the pandemic?" as a way to learn more about their resilience, character and community involvement. Empathy will be a crucial factor in welcoming candidates back to the working economy once roles begin to open up and the world slowly resumes its transition to the new normal.



As previously mentioned, many working professionals and quite a few new grads were let go due to the pandemic. For working professionals, 20% stated they were forced to leave their position due to layoffs. Only 6% said they recently left their job due to being offered a better opportunity elsewhere or a lack of opportunities for growth with their past position.

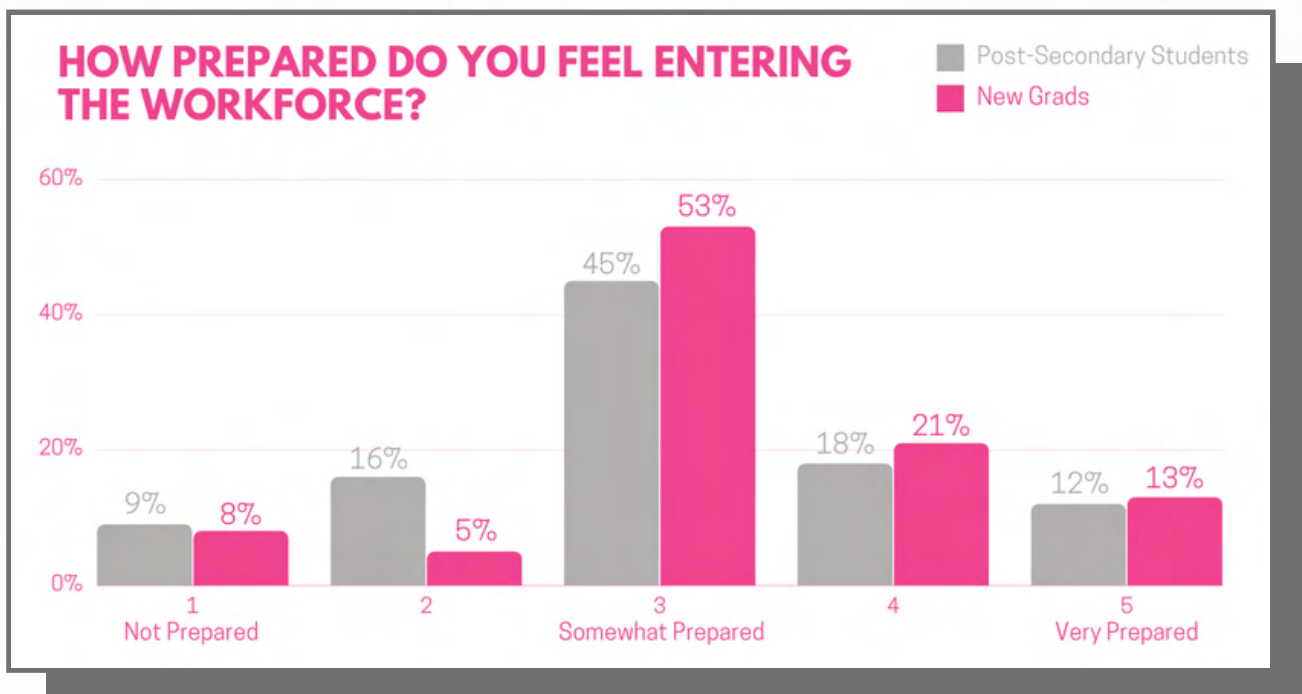
In particular, with new grads, fewer were laid off in 2021, but almost 50% of respondents reported being unemployed. When we asked new grads whether they recently left a position, 12% of new grads who left on their terms stated that it was due to a lack of growth opportunities. Aside from being let go due to the pandemic, the second most common reason was being offered a better opportunity elsewhere at 11%. This stat is understandable since when COVID-19 hit, many new grads were forced to take positions out of their desired industry or accepted jobs with lower salaries or only gig or part-time work.

## UNEMPLOYMENT AMONG STUDENTS IS NOT IMPROVING FROM WHEN COVID HIT IN 2020

When we asked post-secondary students and new grads about how prepared they feel entering the workforce, the results were quite concerning. 70% of students and 66% of new grads reported that they felt unprepared or only somewhat prepared to enter the workforce. This statistic has increased by 2% for students and 12% for new grads from our 2020 survey results, revealing they feel less prepared than a year ago.

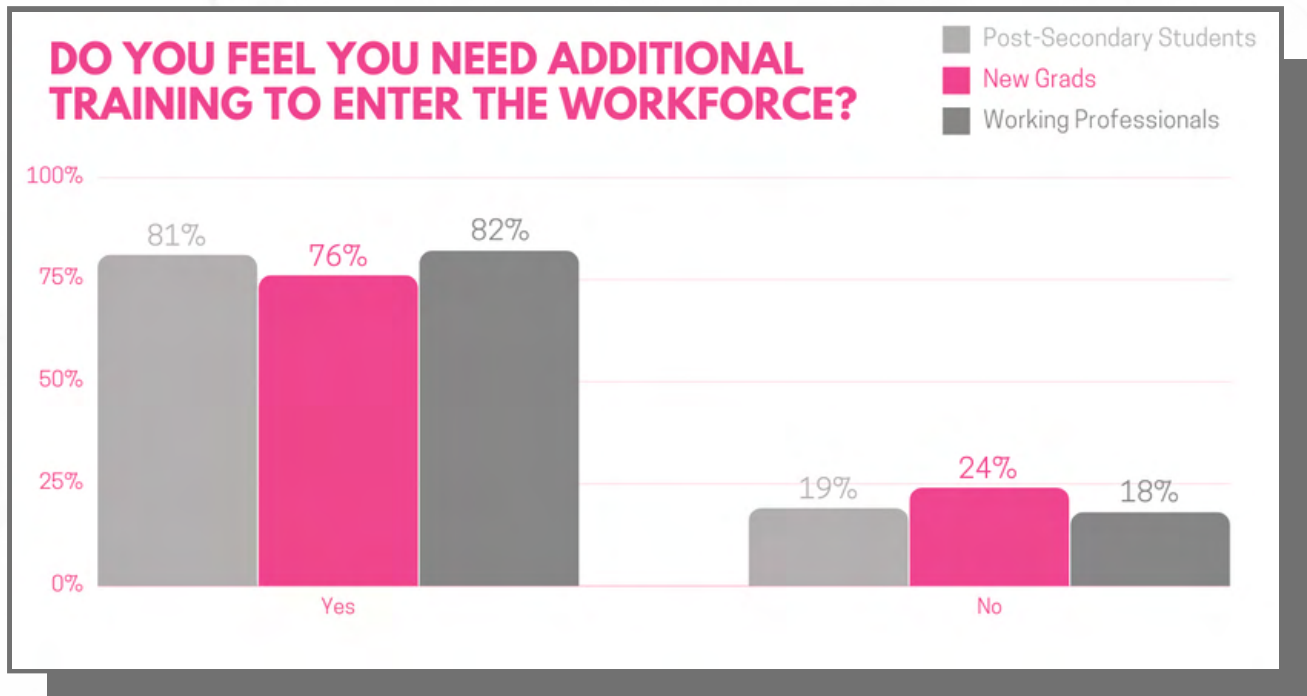
These results indicate that most young people entering the workforce feel, at best, only somewhat ready to begin their careers.

The pandemic has undoubtedly profoundly influenced these statistics, as we saw from the previous question. Some other reasons for these results may be due to not having a defined career path in mind or believing that they had not yet learned the skills necessary to enter the workforce confidently. Emphasis on onboarding, training and transitional support from recruiters and educational institutions would likely improve these results and considerations of the pandemic's influence.



## THE NEED AND APPETITE FOR ADDITIONAL TRAINING

With most post-secondary students and recent graduates expressing that they felt unprepared or only somewhat prepared to enter the workplace, we wanted to understand whether they thought they needed additional training. Over 2020/2021, we asked students whether they felt they needed additional training to enter the workforce, an average of 82.5% said "yes," while 85% Grads and Working Professionals over the same period said overwhelmingly "yes" they needed more skills training to succeed in their career. When we asked students whether they would consider taking online skills training courses, a vast majority of 88% said "yes." In the 2021 survey results, 83% of grads and a whopping 92% of working professionals said "yes."



Next, we asked post-secondary students, new grads and working professionals if they felt they needed additional training to enter or re-enter the workforce. From people entering higher education for the first time to working professionals with years of experience, the response was overwhelming and similar across all the demographics, with an average of 80% agreeing they need additional training!

The pandemic has undoubtedly profoundly influenced these statistics, as we saw from the previous question. These results point to a more profound belief among the young talent that they have not yet learned the skills necessary to enter the workforce confidently. There is less in-person work experience possible for students, grads and early career professionals to learn valuable soft skills and core competencies organically on the job. Most students, grads, and early career professionals are acutely aware of feeling less than optimally prepared for launching their careers and are hungry for professional development and skills training opportunities. Emphasis on onboarding, training and transitional support from recruiters and educational institutions would contribute enormously to improving these results and empathy and understanding of the adverse effects of the pandemic on candidates' career readiness and confidence.

Employers and career educators should not overlook the importance of soft and transferable skills. At least, they certainly are not by new grads and working professionals!

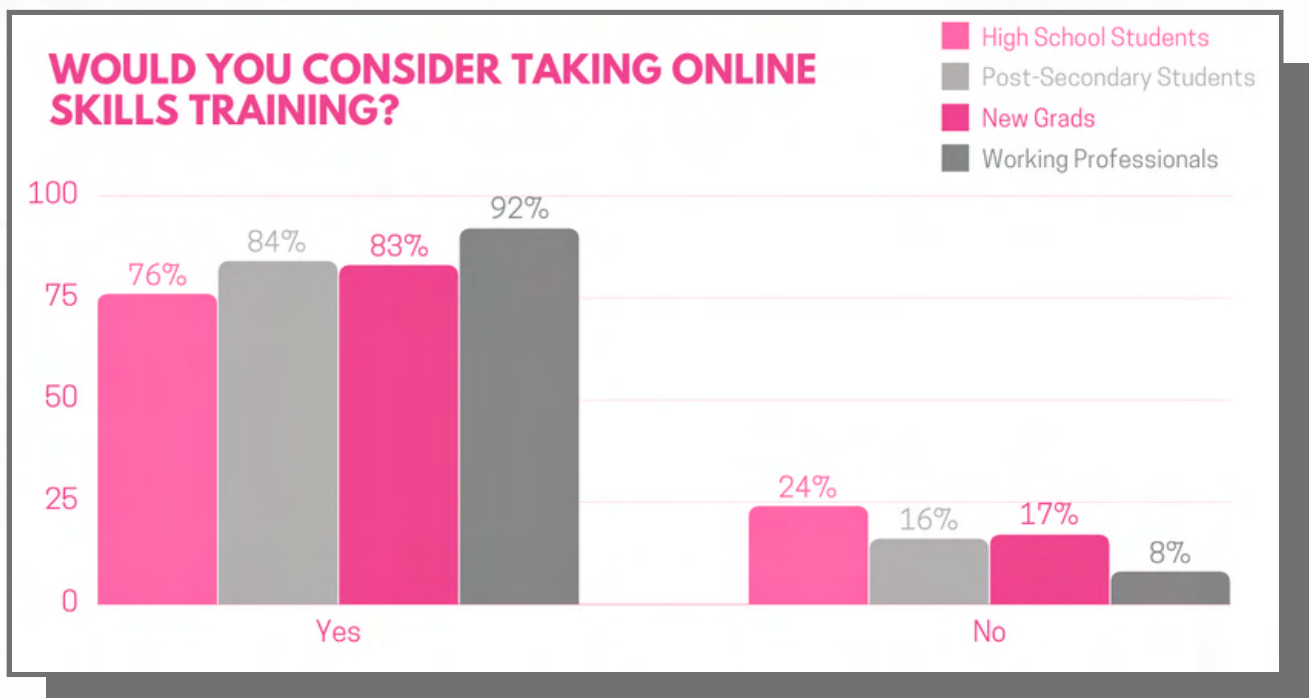




**Over 95% of all respondents surveyed during the pandemic believe that soft skills or transferable skills are very important to their career success.**

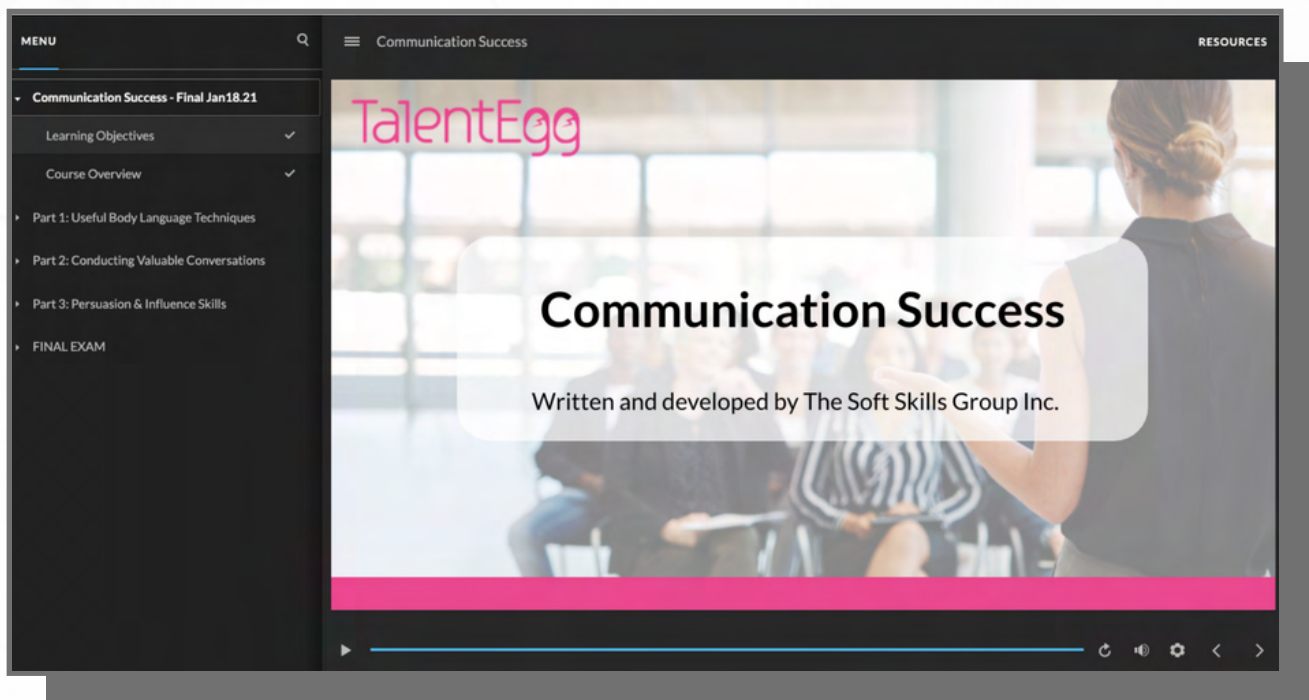
We asked these two groups how important they believe soft skills or transferable skills are to their career success. To uncover insights into how motivated individuals are continuing to improve their skills, we asked

post-secondary school students, new grads and working professionals if they have taken any online skills training.



The survey showed that new grads take the most initiative to pursue online skills training to prepare themselves for the workforce. A massive 92% of working professionals and 84% of post-secondary students, and 83% of new grads said they would consider taking online skills training courses to be more prepared for or increase their success in their careers. This statistic reflects a massive appetite for additional training by all demographics surveyed who are still grappling with the challenge of launching and succeeding in their jobs during a very challenging year.

At TalentEgg, we saw that young talent increased their appetite for skills training to address their acknowledged deficit in work-ready skills. In response, TalentEgg developed in partnership with subject matter experts, The Soft Skills Group, a series of online soft skills training courses to help students, grads, and working professionals become confident and prepared for the new world of work. The courses, "From Backpack to Briefcase; Soft Skills for Career Success" will equip young talent with a toolkit of practical skills designed to allow them to be successful in the workplace, both in-person in the office or working remotely, with each module including virtual work strategies as well as face to face best practices.



The 5 part, 15 module series includes knowledge check quizzes, downloadable resources and reflection questions and a final exam for each part, allowing the student to achieve Certificates of Completion and digital badges to include in their CVs and post on their social media profiles. "From Backpack to Briefcase: Soft Skills for Career Success" is an ideal tool for career educators in universities and colleges to help their students prepare for the school-to-work transition. As well as an invaluable addition or an employer's onboarding training to maximize the potential success of new hires.

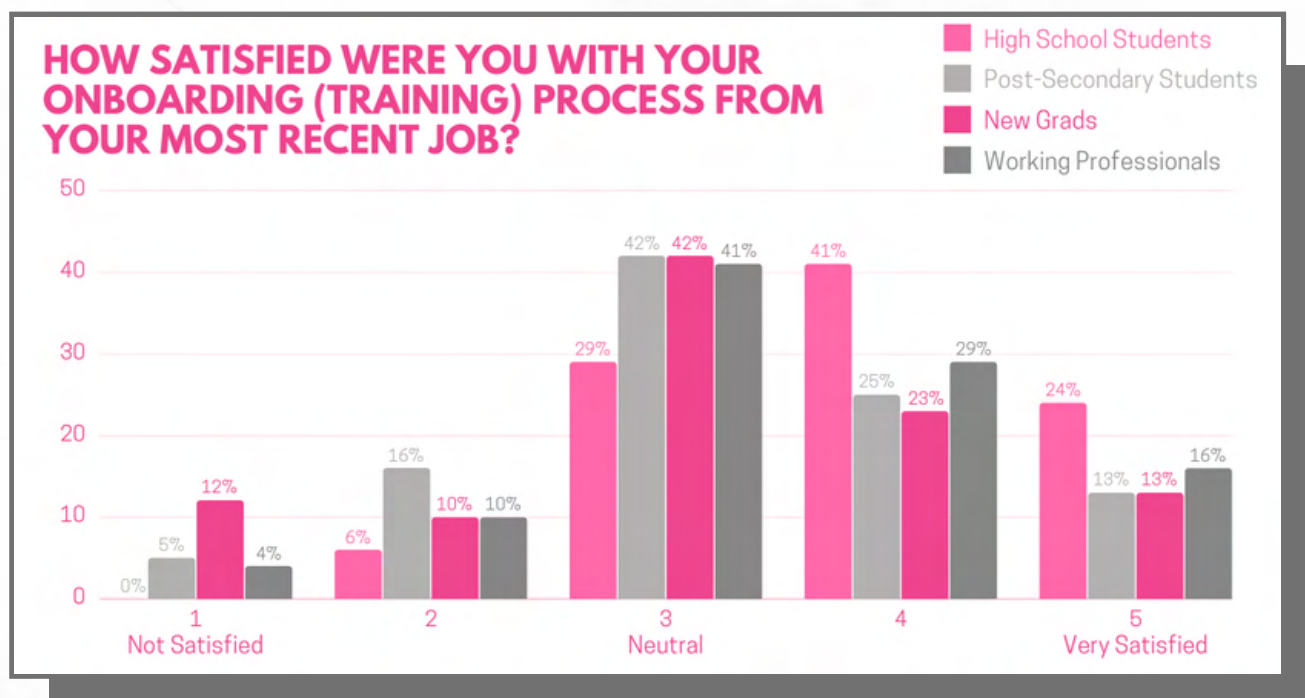


# TREND 2

Remote, Hybrid or In Person; The Post Pandemic Workplace

The pandemic has turned workplaces upside down and inside out as we have shifted from in-office employment to working from home, and in the coming months, many workplaces will shift once again. What that transformation will be is still somewhat uncertain. Many companies have sold or cancelled leases to their office spaces to save money as they adjusted to virtual operations. Now that the infrastructure for supporting virtual home work stations has been set up and employers and employees alike have adapted, is remote work here to stay or is it worthwhile and desirable to go back to the office? Or will we see employers embracing a new hybrid model of working? Are employees happy working from home? What do students in their co-op placements and internships and new grads in their grad programs and first full-time jobs think about remote work experience as they launch their careers? The following pages will tackle each of these questions as we investigate what the future of workplaces will look like and how young professionals will adapt to the changing models.

In exploring the new challenges of the evolving workplace, we thought we would start at the beginning of every new job -- the onboarding experience from the new hire's perspective. We began by asking all of our respondents about their satisfaction with the onboarding process in their new WFH role.

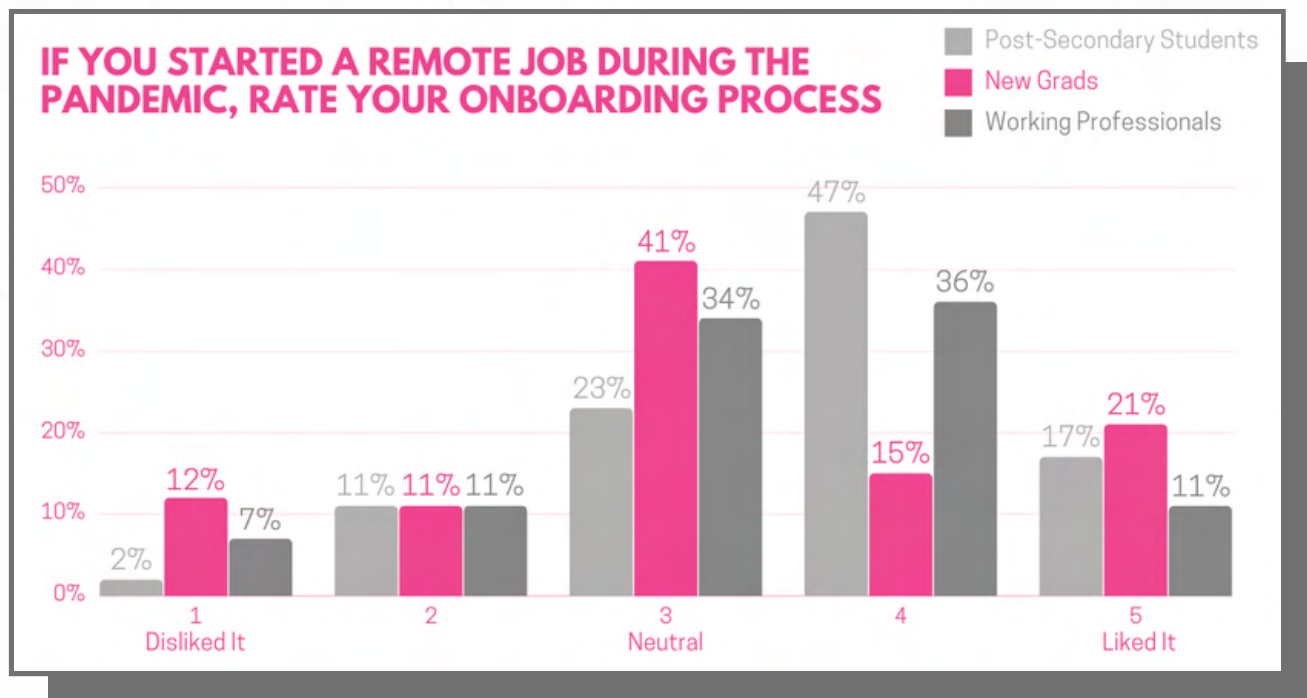


The continuous need for support during the onboarding process was evident during our results. We asked high school and post-secondary students, new grads and working professionals to rate how satisfied they were with their onboarding experience from their most recent job on a scale of 1-5, with 5 being "very satisfied."



Although most people felt somewhat satisfied, all groups seem to agree that companies could have done more to support their experience overall. For instance, despite 24% of high school students rating their experience as a 5, only 16% of working professionals, 13% of new grads and 13% of post-secondary students stated their onboarding experience was a 5.

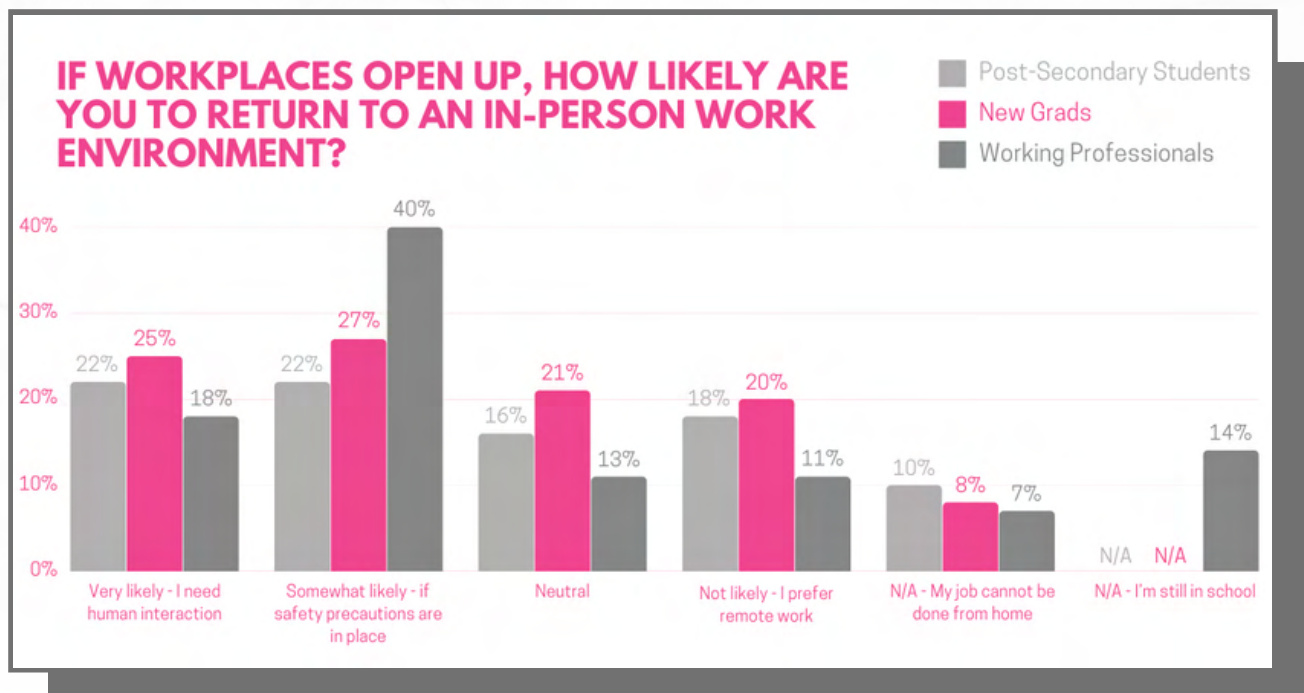
Shifting focus slightly, we wanted to know how employees found the onboarding processes of jobs started during the pandemic. We began by asking post-secondary students how many completed or started a remote career during the pandemic, and 36% of respondents had begun one.



Remote work onboarding processes overall were rated relatively well during the pandemic. Most respondents were at least neutral in their assessment, while others were slightly more favourable, with a range of 11% to 21% reporting that they liked it. Ratings for remote onboarding processes were not bad, but there is much room for improvement. The pandemic's quick arrival meant that not much time was available to set up these processes. Many of the early onboarding processes likely relied on a certain amount of 'winging it'. But with the pandemic enduring for over a year now, these 2021 assessments are not great. With the increase in remote work or hybrid workplaces, virtual onboarding will continue for many employers, so more effort is needed to improve the effectiveness of the practices and successfully promote employee engagement and retention.

# HOW DO STUDENTS, GRADS AND WORKING PROFESSIONALS FEEL ABOUT RETURNING TO THE OFFICE

Many of us have probably pondered what workplaces would look like if they opened up in the summer in the post-pandemic world. In particular, how would your employees react to that decision? Luckily, we asked post-secondary students, new grads and working professionals how likely they would return to an in-person work environment.



Post-secondary students, new grads, and working professionals all had very similar results. The most common answer was "somewhat likely - if safety precautions are put in place" from post-secondary students at 40%, new grads at 27% and working professionals at 22%.



**Around 20% of all respondents replied that they are very likely to move back to the office when possible**

As shown through our results, despite remote workers managing it quite well, many workers would like to be back in the office. Slightly above 20% of all respondents replied that they are very likely to move back to the office when

possible. In contrast, a little under 20% claimed to prefer remote work and are not interested in moving back into the workplace, and finally, a little under 10% of respondents could not do their work from home.

Except for a few industries, the hybrid model appears to be the most effective option for many companies embracing this policy, at least initially during the reopening and to assess the response of employees, rather than solely remain remote or ultimately going back into the office.

## BIGGEST WORRIES ABOUT REMOTE WORKING

Remote work has seen an explosion of growth and adoption throughout the pandemic as employers adjusted to the restrictions and lockdowns. But little is known about the effects of remote learning and work on the students and employees. Our survey sought out the first-hand experiences of those affected to learn how employers and schools can better support Gen Z by understanding their most significant concerns about remote work.



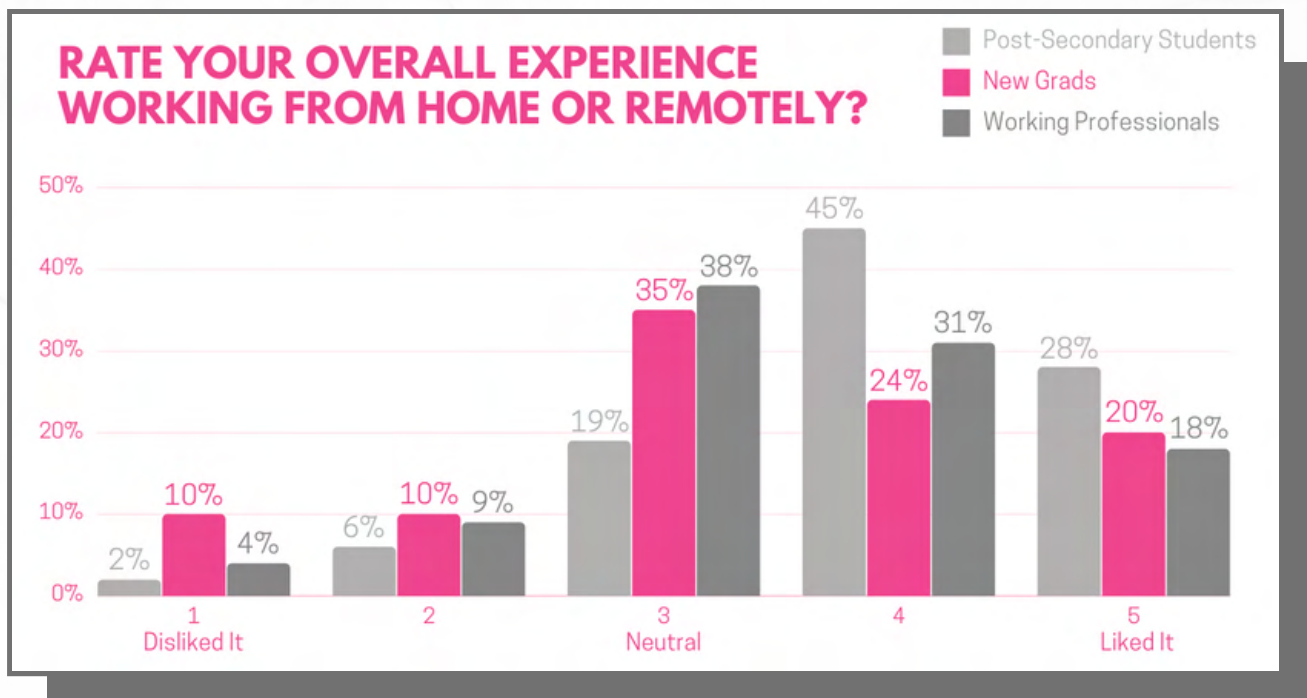
**Throughout our guide, respondents consistently expressed worries about the long-term impact of the pandemic on their careers.**

We asked respondents about what career-related concerns they had that were related to remote work. Respondents were primarily worried about how COVID-19 will affect their careers in the long term. Many

of the responses revolved around how to get a job when their industries become increasingly competitive, as companies rehire more experienced candidates in the post-pandemic world before hiring recent grads and the potential impact of there being more available candidates for fewer positions. Another frequent concern was how they could network and connect with others virtually at the same level as they could have in-person and the reduced opportunities to build meaningful relationships with co-workers and management. The final significant concerns were about not getting real-world experience and the challenges of achieving career progression when working remotely. As we have learned, a considerable problem for employees is a lack of growth opportunities with their current employer. While each employer is different, by addressing these issues directly and helping new hires envision a career path within the company, employers can ease the anxieties of employees and recruits, increasing the likelihood of employee engagement and retention.

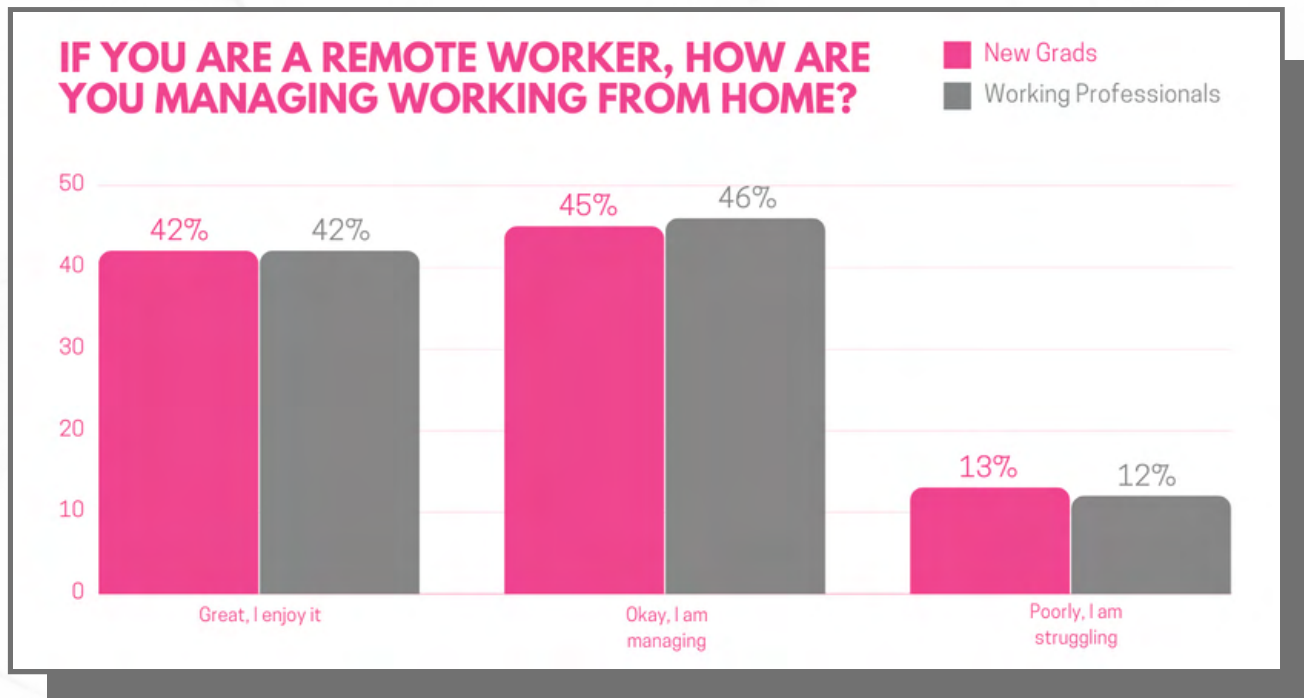
## WHAT DO YOUNG EMPLOYEES THINK ABOUT REMOTE WORK?

Of those who were lucky enough to keep or find a work-from-home position during the pandemic, we wanted to know how they liked it. What were the pros and cons? Would they welcome it as a permanent working style, or would they prefer an in-person or hybrid model?



We went on to ask respondents to rate their overall experience of working from home. Similar to the onboarding procedures regarding remote work, the general experiences of workers can be categorized as reasonably decent. Most respondents felt neutral or reasonably happy with remote work, while 18% to 28% said they liked it, while smaller percentages said they disliked it. New grads were the most unhappy with the experience, suggesting that the dramatic transition from post-secondary learning to the workforce may be why the experience was so bad for new grads. Transitioning from a pre-pandemic, on-campus education to a remote job is certainly not typical and would not have lived up to expectations.





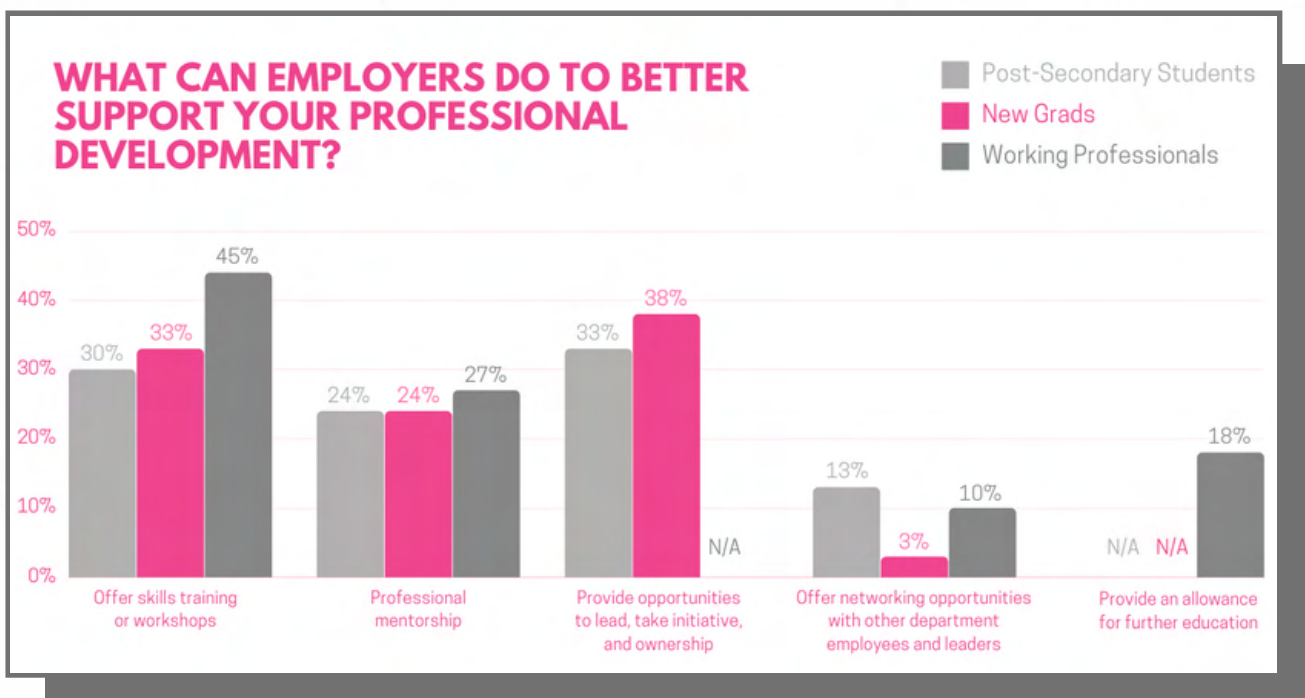
We followed up this question with a more mental health-focused one by asking respondents how they manage remote work. Most remote workers seem to manage quite well. Approximately 45% of new grads stated that they felt okay, while 42% say they enjoy remote work and are doing great. Working professionals responded a little more favourably, with 46% stating that they are doing okay and managing it and 42% stating they were great and enjoyed remote work. Meantime an average of only 12.5% of both new grads and working professionals said that they were doing poorly and were struggling. When asked about the advantages and disadvantages of remote work, the most significant benefits were saving money, no commuting, and flexible working hours (in that respective order). By far, the most considerable disadvantage of working from home was the lack of communication and interaction with co-workers. Interestingly, survey results imply that nearly all remote workers have experienced internet issues at some point, yet it was categorized as the most significant disadvantage by only 15% of respondents.

Overall, whether or not someone enjoys remote work seems to come down to the individual. Those with introverted personalities generally prefer remote work, while extroverted people dislike the resulting lack of connection.

Nonetheless, there are advantages to both. A hybrid model provides access to many of the benefits and results in fewer disadvantages. Advantages for employers include less overhead costs, the option to hire talent residing outside of your geographical area while still maintaining access to office resources. These resources include boardrooms, better internet access, tech servicing, photocopiers and other sophisticated technology that individual employees don't have access to or can't afford. Employees benefit through in-person connections, better work culture and increased flexibility (such as hours, mobility, work area preference) while maintaining the ability to network naturally. If possible, a hybrid model workplace, or at a minimum the option to do remote work occasionally, seems to be a best-case scenario for many employers and employees as we head into the future.

## HOW CAN EMPLOYERS BETTER SUPPORT SKILLS DEVELOPMENT AND PROFESSIONAL DEVELOPMENT

We wanted to help HR professionals and managers understand the best methods to support working professionals, new grads and post-secondary students. Therefore, we asked them what employers could do to support their professional development on the job better.



The most common answer among working professionals was to be offered skills training or workshops, as 45% of respondents stated. Similarly, both 38% of new grads and 33% of post-secondary students noted that the best way employers could support their professional development was by providing opportunities to lead, take the initiative, and gain ownership within their roles. This first answer was followed by offering skills training or workshops by new grads at 33% and post-secondary students at 30%. Mentorship came in a close third in responses from both recent grads and post-secondary students at 24% and working professionals at 27%. These two groups are very alike in the type of support they would like to receive from employers, which is evident from how highly they value opportunities to take the initiative, leadership and almost autonomous-like attributes in their professional careers and mentorship opportunities.

When it came to professional development, there were various factors that people agreed would help them succeed in the workplace. These factors included more opportunities (teaching instead of bossing), friendly office spaces, a work environment consisting of positive, encouraging, friendly and dynamic atmospheres, an open and approachable work environment, a younger, youthful and equal environment and high levels of interactivensess.

Especially amidst the pandemic, many people are already feeling lost on how to continue their career paths. As a result, employers should invest in a welcoming, informative and compelling training program or incorporate relevant and high-demand skills development workshops to



**When asked about taking any online skills training, 83% of new grads said yes.**

better support these employees in the workplace. The move to more remote work or hybrid models requires a new approach to skills training. Training that incorporates practical strategies and skills for working in both working

environments, such as TalentEgg's new online e-learning courses, from "Backpack to Briefcase; Soft Skills for Career Success." The multi-module system includes soft skills training for both in-person offices and WFH virtual workplaces in every learning module. These courses are ideal for new hires and existing employees who have to adapt to the new ways of working in our post-pandemic reality.



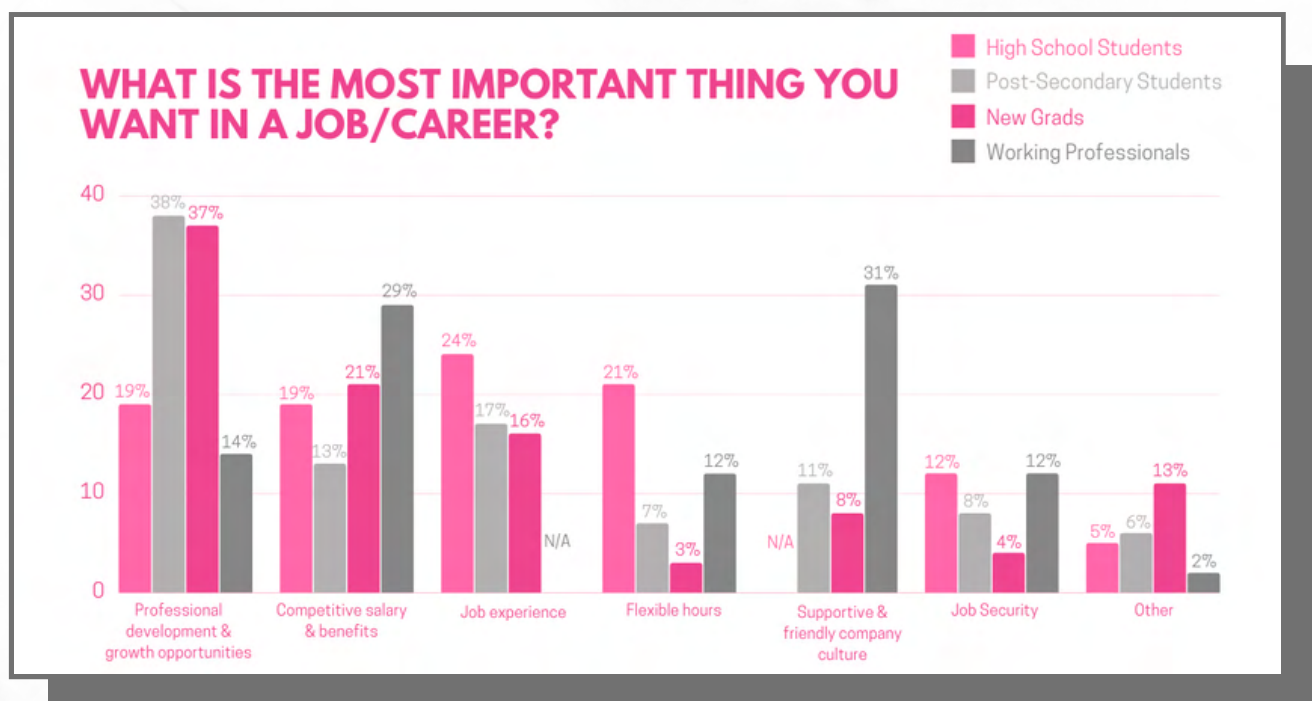
# TREND 3

Virtual Recruitment and Video Interviewing is  
Here to Stay



The pandemic-driven shift to virtual work and recruitment has profoundly changed candidate attraction, recruitment, onboarding and employee engagement practices. Many of these changes will be long-lasting and even permanent. The acceleration of the acceptance of employers and employees of the WFH or hybrid workplace model dramatically impacts how talent acquisition professionals recruit and precisely what they are looking for in young candidates. But what are students, grads and young professionals looking for in an employer, workplace and employee experience and how do they feel about these new virtual recruitment methods?

We started by asking our respondents what the most important thing they wanted in a career was for them. Beginning with high school students, they seemed most concerned with just getting a foot in the door and gaining professional experience. Post-secondary students and new grads overwhelmingly valued mentorship and opportunities to grow, with both groups ranking professional experience as their second most important factor. Finally, working professionals valued supportive, friendly company culture the most, with employee perks and benefits following in second. Other notable choices were professional skill development, competitive salaries and job security, all sitting somewhere around or slightly above 10%.



When asked what the essential thing respondents looked for in an employer, opportunities for career development ranked the highest, slightly edging out compensation and benefits among post-secondary students and new grads. However, compensation and benefits ranked first among working professionals, but by a mere 4% over career development.

Employing a positive and friendly company culture ranked third, followed by work-life balance and job security for all demographics. The results show that while students and new grads highly value growth and career development, working professionals are at a stage where benefits and compensation play a more critical role.

We then asked our respondents to tell us what would make them turn down a job. Every group unanimously chose negative work culture as their number one reason. Following in second for high school and post-secondary students and third for new grads and working professionals was a lack of mentorship or growth opportunities. A bad reputation or online reviews came second for working professionals and recent grads, falling in third place for high school and post-secondary students. Other significant factors were non-competitive salaries or benefits ranging from 8-16%, negative candidate experiences at 7-16% and a lack of work-life balance ranging from 4-12%. Non-competitive benefits and salaries, while significant to all groups, were twice as important as a factor among working professionals.

To combat these negatives, employers should perform internal studies of their work culture and PR and take active steps to change it if the results are negative. "If two employers seemed equally appealing, what would the deciding factor be?" was our next question. As expected, salary and benefits once again ranked relatively high, along with career development opportunities and work-life balance. Interestingly, company culture only ranked significantly among working professionals, at 20%. When asked if it is vital for employers to have corporate social responsibility initiatives, the results were overwhelming. 88% or more of all demographics considered these initiatives to be somewhat important or very important.



**Over 40% of new graduate and working professionals were NOT working in their preferred industry.**

We asked if our new graduates and working professionals were working in their preferred industry. Alarming, over 40% were not working in their chosen industry. This statistic is likely

somewhat skewed by the reduced hiring rates during the pandemic but is a concerning point. Other contributors to this issue could be barriers of entry into specific fields where new grads don't have enough experience to enter their preferred industry or possibly employees who are no longer interested in the industry in which they began their career. As a result, these workers are more likely to change jobs in the future. However, it is also bad for employers as it will result in a higher turnover rate and training for new employees, which increases employer costs and negatively affects productivity.

A second shocking statistic appeared when we asked if the new grad and professional working respondents were actively seeking a position with a new employer. A staggering 50% of recent grads and 65% of working professionals stated that they are actively looking for a new job with a different employer.

We followed this up by asking why the respondents felt this way. The majority searching for a new job are looking due to a lack of growth opportunities at their current employer. They believe that a new position will contribute more towards their career growth than their current position. The most noteworthy aspect of this part of the survey was that career advancement is the number one reason workers want to change jobs. The second most motivating factor was higher salaries, better benefits, hours and job security. Tied for second among new grads were also the issues of temp work and working outside of their preferred industries.

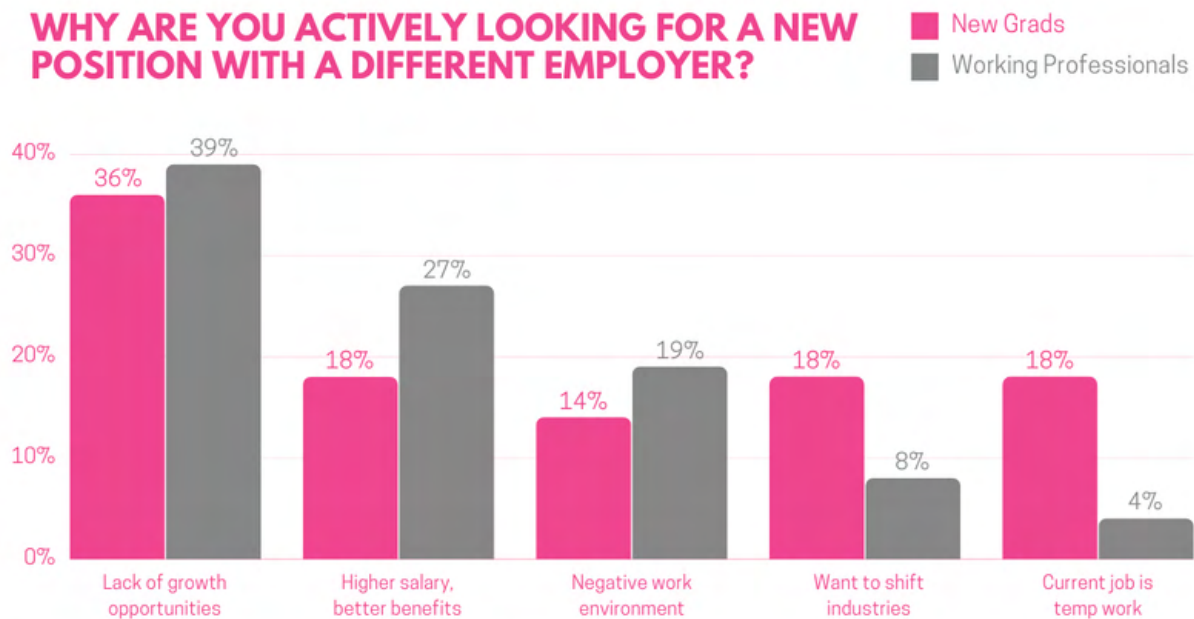


**50% of new grads and 65% of working professionals are actively looking for a new position with a different employer.**

Temporary or contract work

only significantly affects recent grads. However, as a contributing reason for 18% of new grads, it is a significant issue for young professionals beginning their careers. The final considerable factor was harmful work environments. Some of these respondents noted that their workplaces have significantly deteriorated over the course of the Covid pandemic.

### WHY ARE YOU ACTIVELY LOOKING FOR A NEW POSITION WITH A DIFFERENT EMPLOYER?



## YOUNG CANDIDATES ARE EMBRACING VIRTUAL RECRUITMENT AND VIDEO INTERVIEWS



**When asked about where they looked for jobs, 67% said on online job boards and 19% said on social media**

Virtual recruitment began being employed a few years ago. However, the pandemic accelerated its adoption and integration tenfold—online job board websites led by far when

asked where respondents looked for job opportunities. A whopping 85% of working professionals used job board sites to find work, while 60% of high school students, post-secondary students and new grads used them as well. The only other substantial response was

social media. As these responses show, the virtual environment has become more critical than in-person recruitment than ever before, at least during a pandemic-driven transition to virtual job



**The most popular resource students are interested in is a student-only job board with entry-level positions.**

seeking and recruitment. Once preferences and habits are formed, they are difficult to unlearn, so our analysis indicates that virtual recruitment will surpass in-person job fairs in popularity among future job seekers. To take advantage of this shift, recruiters should focus their efforts towards job board websites to attract future talent and social media to attract future talent and produce beneficial results.



Since its founding in 2008, TalentEgg's Online Resources and Job Board has focussed exclusively on jobs for students, recent grads and early career professionals. Our demographic of job seekers has consistently remained 18-30 years of age interested in meaningful employment to launch a career path with the best employers. In addition to our Job Board and our other Employer Branding services, we offer our customized Employer Profiles. These profiles allow candidates to learn all about your internships, co-ops, grad programs, as well as your culture and core values so young jobseekers can envision the kind of career path they can enjoy with your company!

Put your career on the right path.

**Bell**  
Across Canada

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**QUICK BITS**

Technology, Marketing, Sales, Data, Business, Telecommunications

**Better careers start here.**

**Better careers start here**

Bell is a truly Canadian company with more than 135-year track record of success. We are defined by the passion of our team members and their belief in our company's vast potential.

In pursuit of being recognized as Canada's leading communications company, we're committed to finding and developing the next generation of leaders. This means creating best-in-class career and development opportunities for students and new graduates.

**STUDENT ROLES** **GRADUATE LEADERSHIP PROGRAM** **SPECIALIZED ENTRY-LEVEL ROLES**

**Join our team**  
[VIEW JOBS](#)

**AWARDS**

Canada's Top 100 Employers 2021  
Canada's Top Employers for Young People 2021  
Northern's Top Employers 2021  
Canada's Top Family-Friendly Employers 2021  
2021 Canada's Greenest Employers  
2021 Canada's Best Diversity Employers

Learn why Bell was selected for these Awards.

Find your perfect fit at Bell with our Graduate Leadership Programs.

You've got a lot of hard work to earn your degree, and now you're ready to kick start your career. Sometimes you can expand your knowledge, develop your skills and explore a wide variety of roles. If you find the one that absolutely grabs you. If there's what you are looking for, and you are a smart and curious team player, you won't find a better place to get started than with the Graduate Leadership Programs at Bell.

The award-winning Graduate Leadership Programs (GLP) here at Bell are to develop the next generation of leaders, who will play a key role in reaching our goal of being recognized as Canada's leading communications company. Bell's Graduate Leadership program is the best in the country. In 2016, it was named Best Grad Program at the TalentEgg National Campus Recruitment Excellence Awards. In 2015, Bell won in the Best Campus Recruiting Program category. In addition to that, Bell has demonstrated excellence as one of the top employers in Canada – being one of Canada's top 100 employers in both 2017 and 2016, as well as being recognized as Canada's top employers for young people in 2016.

**Bell's Graduate Leadership Program Streams**

**Marketing Operations and Applied Technologies (MOAT)**

New grads in this program have the opportunity to work with the hottest technologies, marketing techniques, and big data to drive change that will move the business forward. Help our teams to deliver the best customer experience as you explore different areas of the business, such as Bell Mobility, Bell Residential and Small Business, Customer Experience, Bell Media, Virgin and The Source.

[Click here for more information about the MOAT Graduate Leadership Program Stream](#)  
[Click here for more information about the MOAT Summer Intern Program](#)

[Thank You're The Right Fit?](#)

**Field to Field Services**

In the Field Services Operations Leadership program, new grads get the opportunity to work with the hottest technologies, such as 4G LTE, discover the latest in mobile technologies, and join our teams on the front lines to continually improve our customer experience.

[Click here for more information about the FSO Graduate Leadership Program Stream](#)  
[Click here for more information about the FSO Summer Intern Program](#)

[Thank You're The Right Fit?](#)

**Human Resources**

As a new grad in the HR Leadership program, you will have the opportunity to work with teams across all of the Bell companies. You'll play a critical role in building a talent advantage, driving employee effectiveness and enhancing organizational effectiveness. Join us and find your passion through multiple HR solutions. Learn how to identify top talent from Bell's recruitment specialists, build your project management skills and see the impact you can have by providing innovative solutions.

[Click here for more information about the HR Graduate Leadership Program Stream](#)

[Thank You're The Right Fit?](#)

**Business Intelligence (BI)**

Bell's Business Intelligence (BI) specialists manage and optimize the data, insights and tools used to define our direct marketing contact strategy. They also analyze customer behavior, activate business insight promoters and drive marketing campaigns and optimal business decisions.

[Click here for more information about the BI Graduate Leadership Program Stream](#)  
[Click here for more information about the BI Summer Intern Program](#)

[Thank You're The Right Fit?](#)

**Finance**

Two Grad Leadership Programs for new graduates interested in launching their careers in Finance with Canada's leading communications company. First, the Finance ATO program offers rotations, so you can gain the practical experience required to become an accounting professional. Approved by CPA Ontario, the program helps students obtain their Chartered Professional Accountancy (CPA) designation. Alternatively, the Business Finance program is for new grads from a range of educational backgrounds who are passionate about Finance but are not necessarily pursuing their CPA designation.

\* Subject to certain conditions, as outlined by CPA Ontario

[Click here for more information about the Finance Graduate Leadership Program Stream](#)  
[Click here for more information about the Finance Summer Intern Program](#)

[Thank You're The Right Fit?](#)

## VIDEO INTERVIEWING IS HERE TO STAY

Video has long been a part of candidate screening and interviews, but naturally, the practice has exploded during the pandemic. Our stats show that a significant majority of the young workforce (60-80%) have now experienced video interviewing.



**60-80% of the workforce have already experienced a video interview.**

When asked how respondents felt about recording a video introduction to get noticed by employers and as part of a candidate screening process, 65% of students

and 75% of recent grads said they would record a video introduction of themselves if it increased their chances of being hired.

At TalentEgg, we knew there was a growing hunger for candidates to reveal their authentic selves better and get noticed by top employers. Employers, likewise, knew that many great candidates were slipping through their ATS systems and screen processes and were looking for a way to see the person

behind the CV. Well,

TalentEgg's new

Candidate Video

Showcase allows

candidates to create an online profile, upload their

CV, record a video introduction, or "video elevator pitch." This platform is to help them get noticed by employers and highlight who they are as a person, what they're passionate about, and what they have to offer as a potential employee.



**65-75% of respondents said they would record a video introduction of themselves if it increased their chances of being hired.**



I am a fourth-year undergraduate student specialized in statistical science at University of Toronto. I am passionate about data and interested in machine learning. I am good at data analysis and modeling using RStudio and Stata. I have been a part-time junior statistician in the Faculty of Medicine at U of T for 4 months and I am one of the co-authors of one of their research papers on an SCI journal. In future, I would like to work in industries related to technology, consulting or finance.

**School:**  
University of Toronto

**Graduation year:**  
2021

**Program:**  
Mathematics

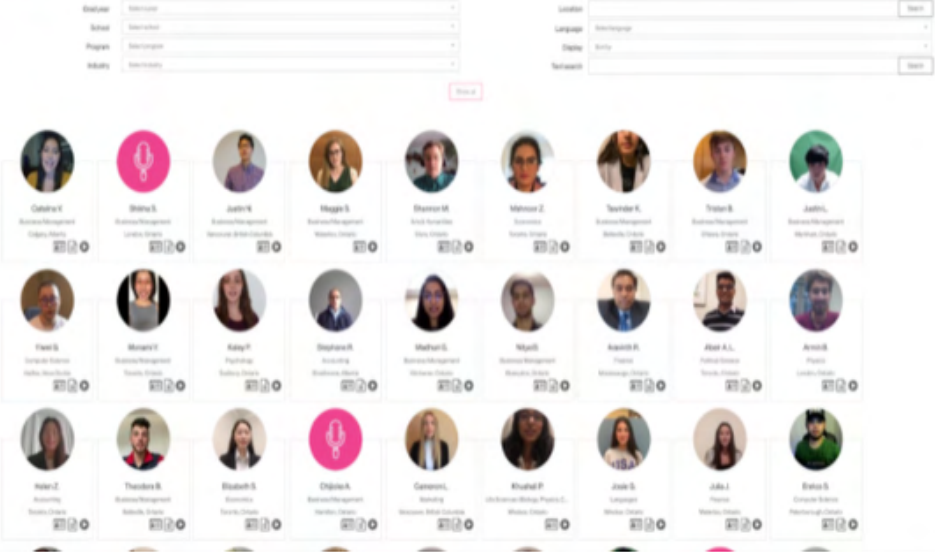
**Industry:**  
Technology, Insurance, Consulting,  
Banking & Finance, Business, Science  
and Research, IT, Biotechnology,  
Pharmaceuticals

**Location:**  
Toronto, Ontario

**Language:**  
English

For the past year, we have been conducting outreach to universities and colleges across Canada for career educators to encourage students to participate and join the Showcase. It's a great way for career centres to support their students' school-to-work transition. Employers can access our searchable Candidate Video Showcase based on year of graduation, industry, location and school to get a

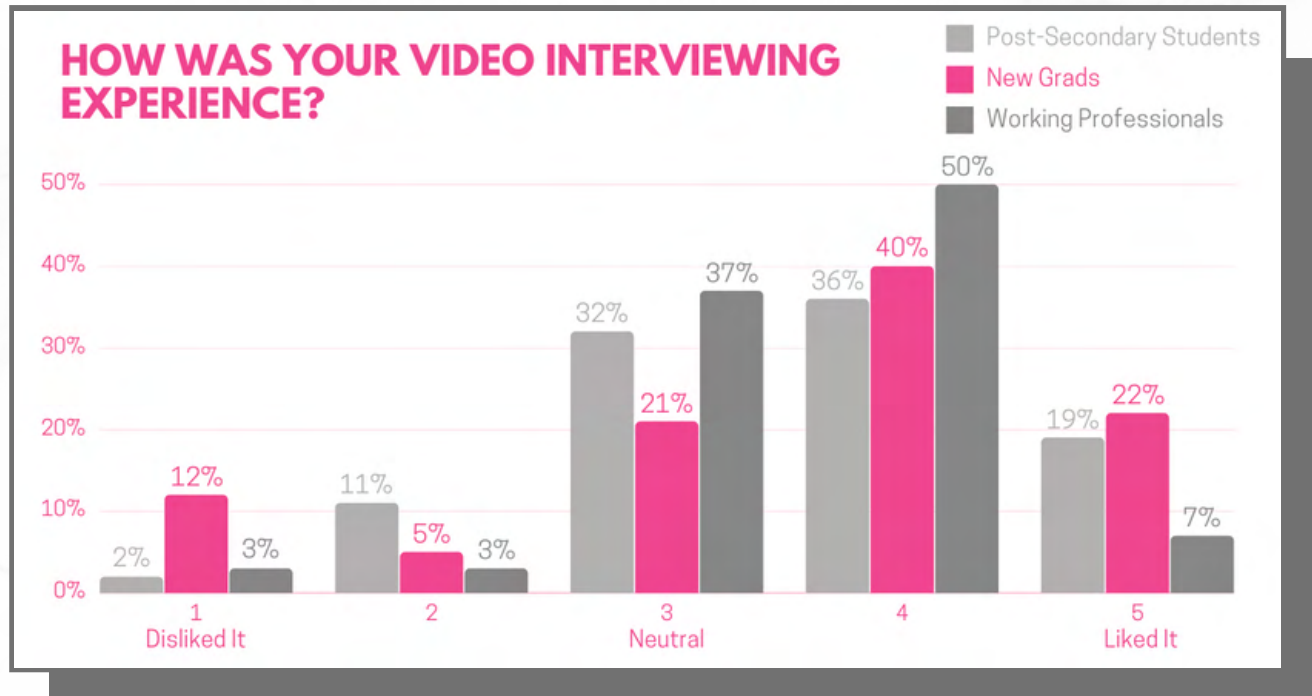
glimpse of some of the top candidates that may have slipped through cracks in their ATS. Interested recruiters can message the candidates through the system, schedule a video interview on our TalentEgg Video Interviewing Platform, download their CVs, and reach out independently. It's an excellent tool for expanding the reach of your recruitment activities and finding top candidates you may have missed! A win-win-win for candidates, career educators and recruiters alike!



Our Candidate Video Showcase features a wide variety of candidate videos and resumes to help you recruit. Plus, it has video interviewing capabilities, networking opportunities and more. All this in one comprehensive platform.



When we explored how our survey respondents felt about video interviews, it was clear that the pandemic-driven move to almost ubiquitous video interviewing in recruitment has made candidates across all demographics more comfortable with the practice. In addition, over time, video interviews have become much more comfortable and less stressful for most respondents.

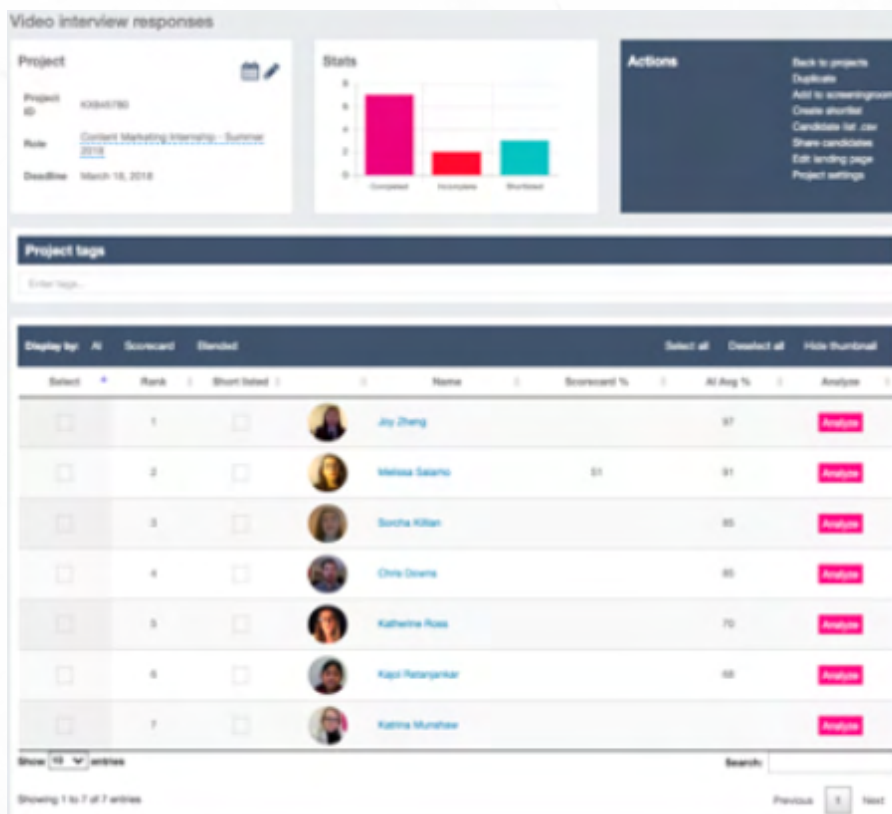


Respondents also appreciated virtual interviews because they significantly cut down on transit time and costs that it would take to get to an in-person interview. In addition, Internet and technical issues are a major recurring problem for every demographic and affect employers and potential employees alike. Some interviewees feared that interviewers didn't take video interviews as seriously as they would an in-person interview. With that being said, although a substantial amount of respondents said it felt awkward to be on video for

an interview, several respondents described that with some practice, they became much better at video interviews and more confident with the process.



We think as remote working is increasingly popular for both employers and employees, video interviewing is here to stay. To support young job seekers in gaining proficiency in video interviews, TalentEgg's Video Interviewing Platform has embedded tutorials for candidates. These tutorials have advice on best practices for recording a video elevator pitch on the Candidate Video Showcase and demo videos for candidates to prepare for successfully taking part in a video interview with you on the platform. For employers, the functionality of the TalentEgg Video Interviewing Platform is particularly robust. It offers one-way video screening question capabilities to help recruiters streamline the potential candidates for live interviews. In addition, the two-way live interviewing functionality has built-in ATS and assessment tools that allow recruiters to record, shortlist and send the recordings of completed interviews to hiring managers. This functionality sends hiring managers a direct link to videos of top candidates along with access to their CVs, cover letters and other supporting application documents.



The platform also accommodates up to 10 participants for panel interviews and includes an IBM Watson-powered performance assessment to measure tone, personality and fit. Alternatively, for employers concerned about unconscious bias, it has the capability of recording voice alone or text transcription to ensure a blind screening before embarking on a full video live interview. It's a seamless tool for expanding the video screening and

interviewing as part of your ongoing virtual recruitment needs, which will continue to become more critical in the post-pandemic new normal.



# TREND 4

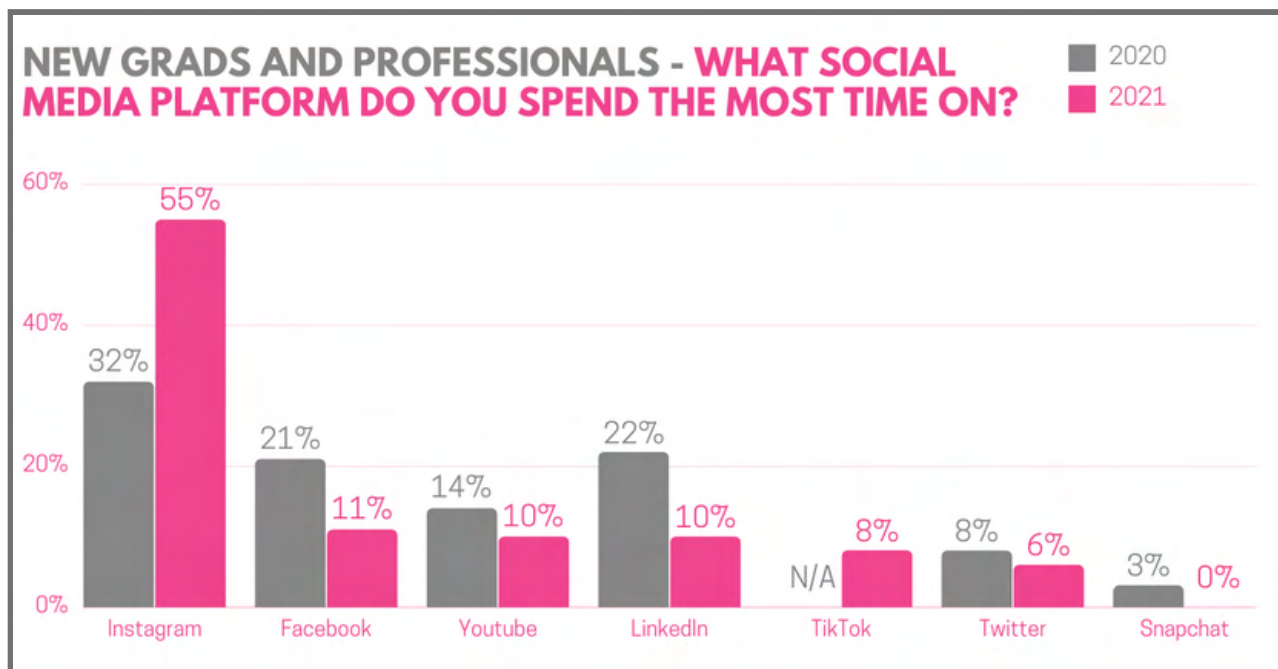
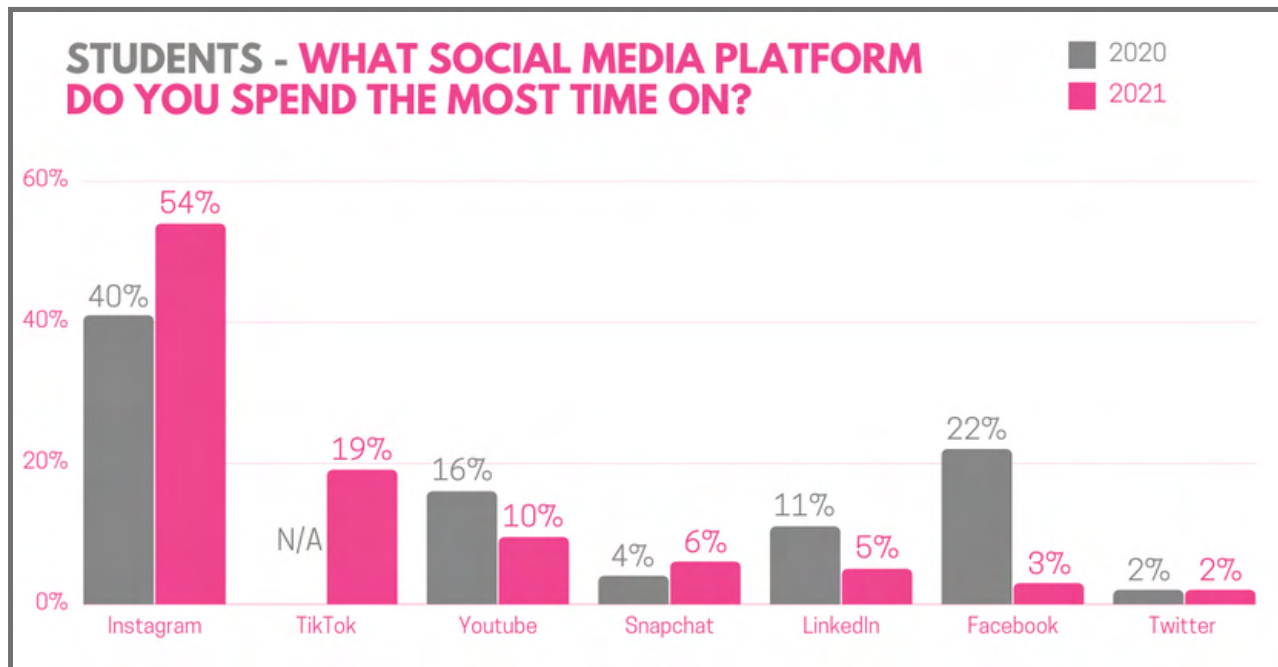
The Power of Digital and Social Media for  
Branding and Recruitment

Although we look forward to returning to university and college campuses in the fall, it's unclear whether it will be at total capacity or schools, like workplaces, will adopt a hybrid model. It might take a while for campus career fairs and in-person recruiting events to return to total capacity again as it was pre-pandemic, indeed, if it ever will. What is clear is that with the dramatic increase of virtual career fairs, information sessions and recruitment, social media is an integral tool for employer branding and candidate engagement and supplements the online and email-based outreach. Recruiters must realize how frequently trends are changing and how important it is for recruiters to stay ahead of these trends. No social media platform can reign their respective preeminence forever, and each platform appeals to different demographics of job seekers.

Start-ups and new social media platforms are constantly emerging. A famous example can be demonstrated through the recent social media invitation-only platform Clubhouse, founded in March 2020 and has already amassed 10 million active users globally (source). Meantime, even among the more established social media platforms, there are massive shifts of popularity among different demographics that recruiters, whose strategy depends on targeting specific job seekers, need to know.

## **MOVE OVER FACEBOOK AND TWITTER, TIKTOK IS COMING IN STRONG WHILE INSTAGRAM STAYS ON TOP**

Our survey results over 2020 and 2021 reveal that Instagram is still the dominant source for social media engagement and has even risen compared to last year for students and new grads, as can easily be seen by the graphs below. Facebook is a different story as many students have dramatically dropped off of Facebook and moved to Instagram and TikTok as their preferred platforms. However, Facebook remains popular with early career professionals in a slightly older demographic, which is essential for reaching industry shifters or more experienced candidates. Successful targeting depends on using the strengths of each platform among the various demographics of job seekers strategically based on your recruitment needs. At TalentEgg, we help employers design their social media strategies to best support their unique recruitment objectives and maximize value and return on investment.



Despite the enduring popularity of more established social media platforms, there is no question that TikTok is becoming very popular among students and is exponentially growing. So if you want to recruit students and upcoming new grads, building up your TikTok presence now will be critical. YouTube has also dropped from last year but is not to be abandoned as a social media tool. It is still consistently in the top 3 platforms for time spent on social media

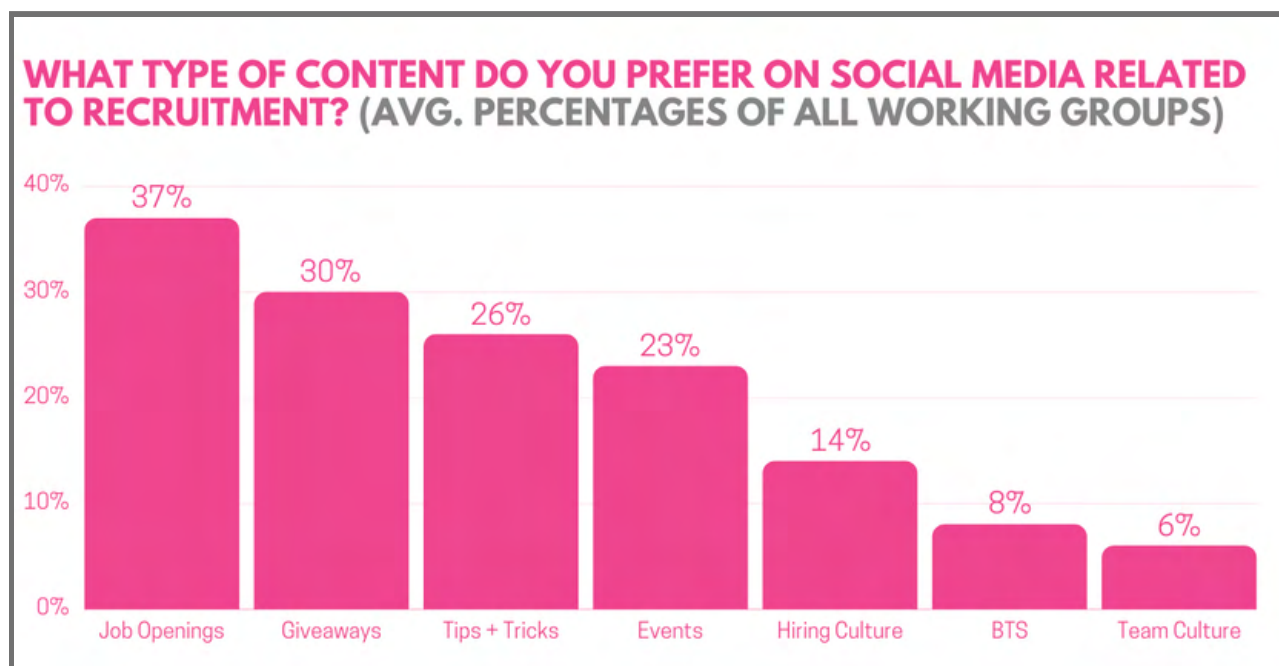


across all demographics surveyed. With more and more social media platforms coming and going, it's crucial to create and grow on the right ones to manage the company's time and resources to boost an online presence that is most impactful for employer branding and recruitment purposes.

## TRYING TO GROW YOUR BRAND RECOGNITION WITH STUDENTS BUT HAVE LITTLE TIME? FOCUS ON INSTAGRAM AND TIKTOK (TALENTEGG CAN HELP!)

Year after year, Instagram keeps growing in prominence as the platform where new grads and students spend the most time. That being said, TikTok has skyrocketed to popularity among students and can, if used correctly, genuinely make any company, big or small, skyrocket to popularity too.

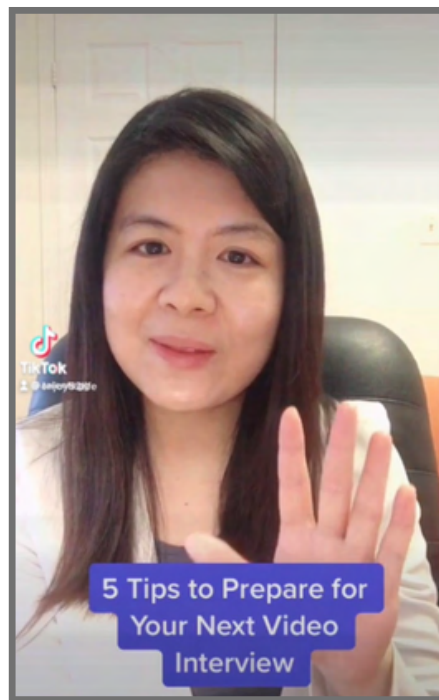
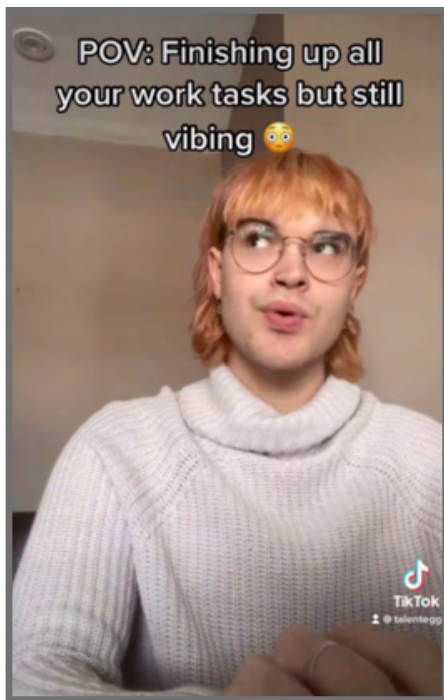
Social media is one of the best recruitment tools out there. When surveyed, the top places for people to look for job opportunities are job boards like TalentEgg (60% Students & 62% New Grads). In the second place spot, Social Media (20% students & 25% new grads) is the place people most look for jobs. Here are some guides to help grow your brand and help with your recruitment on social media.



## SHORT AND SWEET INSTAGRAM REELS AND TIKTOKS

On TikTok and Instagram, the first rule is to keep it simple, short and sweet. When asked what type of media students prefer to engage with on social media, most students, 47%, said they would choose short-form videos of less than two minutes. That is consistent with the content that is featured in Instagram Reels and on Tik Tok. Also, having shorter videos and starting with something very eye-catching in the first three seconds of your video can help keep the audience engaged for longer.

## PRODUCTION ON INSTAGRAM REELS AND TIKTOKS CAN BE LOW COST



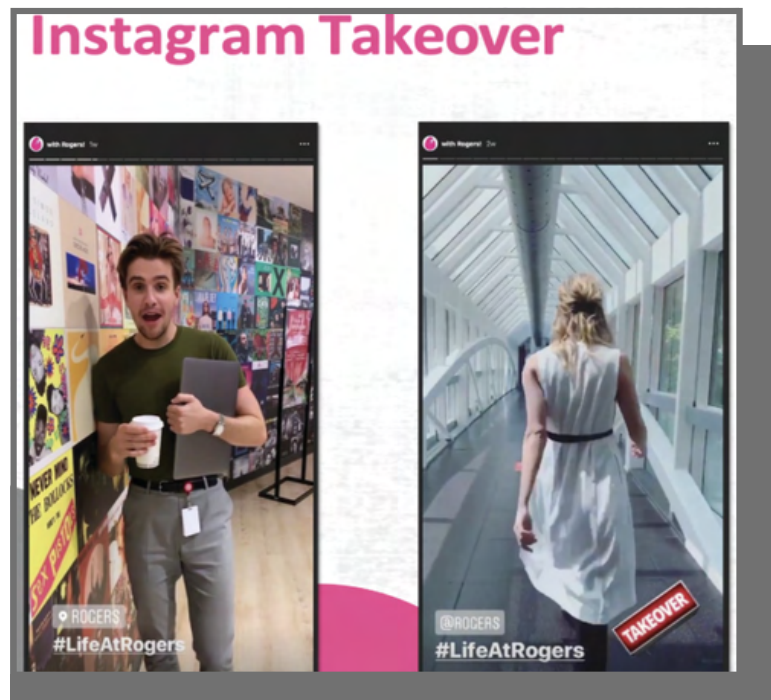
If you go on TikTok right now and look up the most popular creators, none of them have a professional studio to film in, no professional cameras, just a phone, good lighting and an idea. COVID-related lockdowns have increased this production style as creators often had little access to

locations other than their own homes. Authenticity, relatability and brevity are critical, but be aware, on TikTok, things change extremely quickly, so having your finger on the pulse of the trends is crucial.

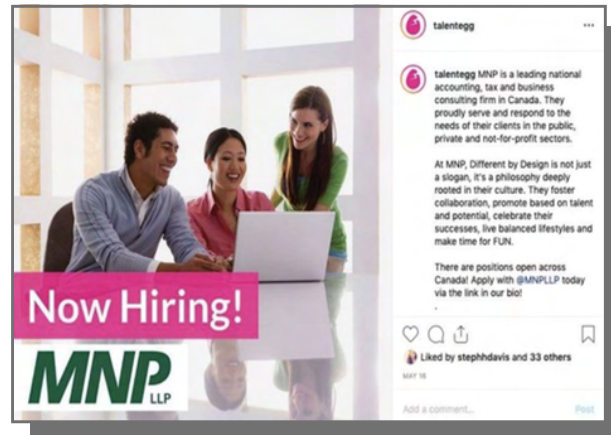
# THE CHALLENGES OF CORPORATE SOCIAL MEDIA CHANNELS AND HOW TALENTEGG CAN HELP!

Becoming active on these social media platforms is an excellent way to stay connected with employees at work. Showcasing company initiatives such as corporate social responsibility, diversity and inclusion, and mental health awareness is receiving positive feedback from respondents. However, many companies face the challenge that their corporate social media accounts are used for corporate branding for consumer-facing messaging. Companies also have a broader demographic, including followers of a much older demographic or have more restrictive rules for acceptable content that results in posts that just aren't appealing to Gen Z. Fewer companies have dedicated social media accounts for recruitment. Even among those who have them, many may not have the desired penetration among young job seekers to be effective for campus recruitment targeting 18 to 24-year-olds. That's where our TalentEgg Instagram Takeovers come in to build out your brand with our audience of young jobseekers while we help you build out your campus recruitment social media channels!

We let our clients take over our Instagram for a day dedicated exclusively to their employer branding strategies. Often enlisting young employees, the client creates Instagram stories that give an inside look to potential candidates about what it is like to work at the company, the career path that's available and why young employees love to work there. This Instagram Takeover creates relatable, authentic content for TalentEgg followers (who consume our content to learn about employers and supercharge their job-seeking efforts) to learn all about your employer's value proposition!



We also offer engaging social media as part of every TalentEgg Annual Campaign. Our customizable social media posts are planned, designed and created by our expert team of marketers and content creators. TalentEgg spreads your brand messaging, hiring and event opportunities and branded articles across all social media platforms, including Facebook, LinkedIn, Instagram and TikTok.



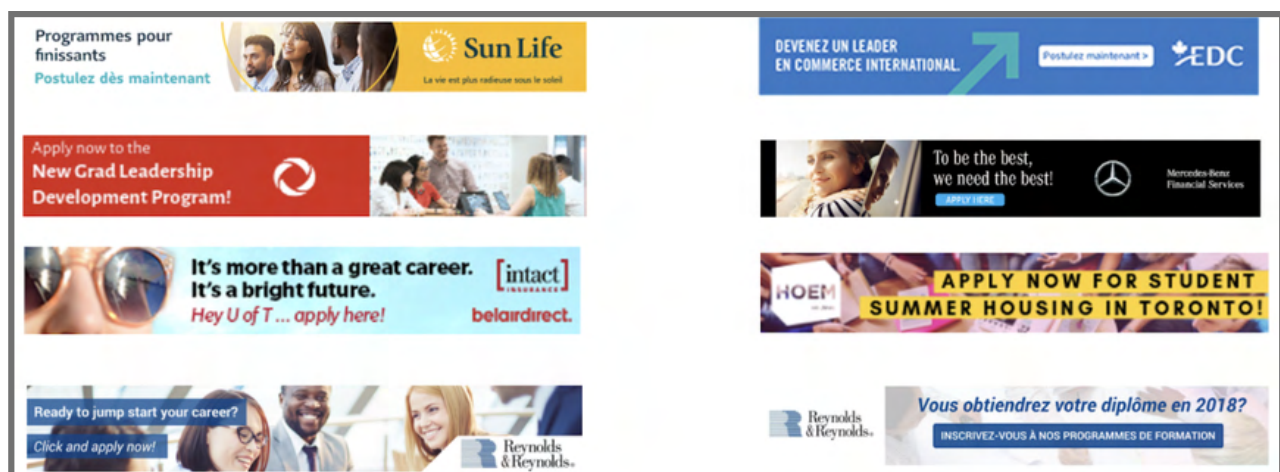


# REACH BEYOND SOCIAL MEDIA FOLLOWERS, EMAIL SUBSCRIBERS AND YOUR EXISTING COMMUNITY WITH MOBILE MARKETING

The mobile revolution has visibly reshaped the digital ecosystem and telecommunications landscape in Canada. In recent years, mobile devices have become essential tools for connecting people across provinces and territories in the world's second-largest country.

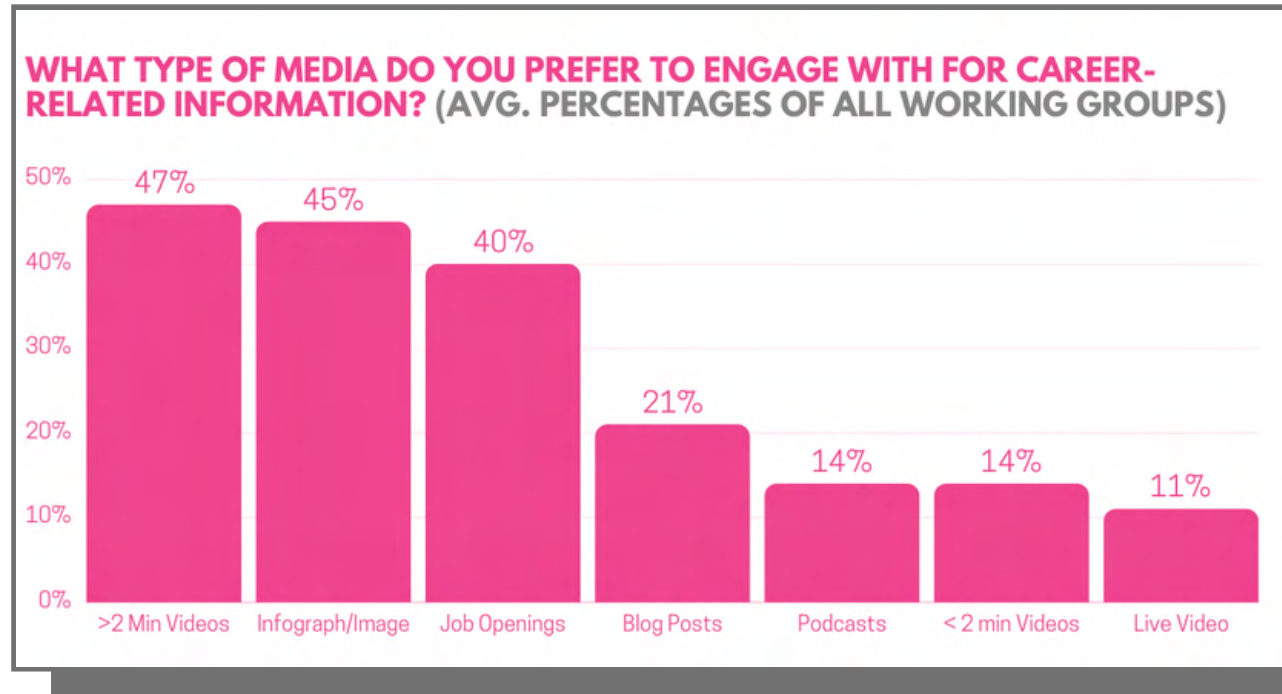
In 2020, 98.4% of 18 to 34-year-olds in Canada (8.16 million) owned a smartphone [emarketer.com], and 55% of Generation Z use their smartphones for five or more hours daily, while more than a quarter (26%) are glued to their mobile devices for over 10 hours a day [Centre for Generational Kinetics].

If you want to reach beyond your existing community of followers on social media and networks of job seeker contacts in your ATS and other databases or if you need to reach candidates in remote communities or specific regions, TalentEgg has you covered. TalentEgg's mobile marketing campaigns let you target potential candidates with precision based on age, location and keywords for special career interests to further expand the reach of your employer brand messaging and job opportunities.



Highly flexible and affordable, with detailed analytics on impressions and engagement, TalentEgg's mobile marketing campaigns customize your campaign to precisely target your desired candidates. These mobile campaigns do without the restrictions of organic reach on social media and use the most ubiquitous device among Gen Z -- their smartphone.

# PREFERRED CAREER CONTENT FOR STUDENTS, GRADS AND WORKING PROFESSIONALS ACROSS ALL PLATFORMS



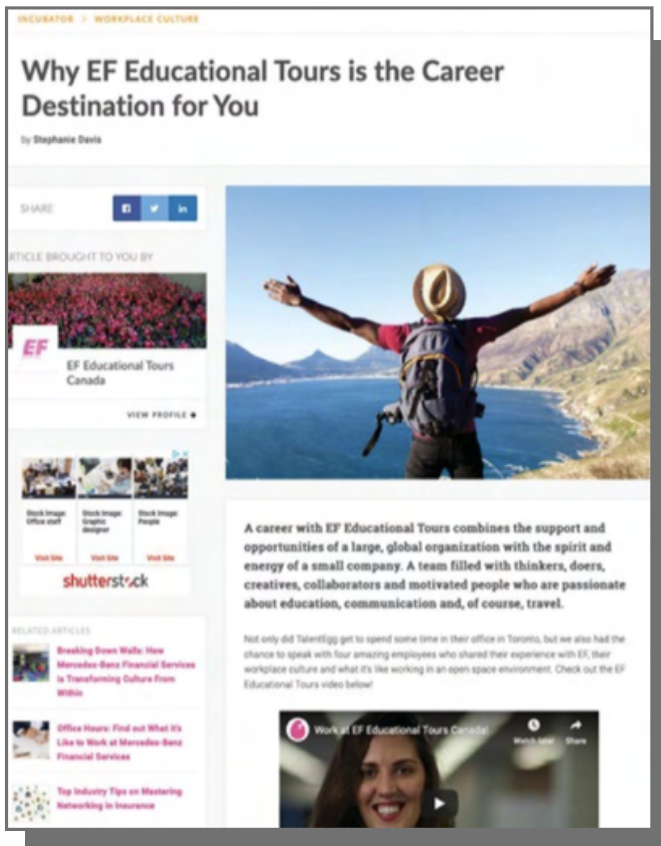
As said before in our survey, TalentEgg found that many students feel unprepared for making the school-to-work transition, with 70% of students and 66% of new grads feeling somewhat to not prepared at all to enter the workforce. To help your recruitment efforts and help those students feel more confident about launching their careers, we drilled down to the top types of content about career-related information that students and new grads prefer to consume. Video is still King, and there is still an appetite for more in-depth information for career-related content.



We developed a virtual TalentEgg Talks video service during the pandemic where we featured representatives of employers who spoke about critical aspects of their employer brand. Topics on TalentEgg Talks ranged from diversity & inclusion to culture and core values to "resume roasts." We post the video recording on the

Employer's Profile and cut short social media clips of highlights for distribution across all the relevant platforms linking back the longer video and the job postings.

Other than career-related longer videos and, of course, job postings (which we specialize in!), Infographics that combine the information in an easily discernible graphic format, job postings, blog posts and podcasts are the preferred forms of media.



Our popular blog, The Incubator, combines free career advice with customized editorials about top employers who work with us. So whether it's highlighting your grad program or unique value proposition to candidates, we've got you covered with engaging, informative articles we write and publish for you!

The kind of content that is most appealing to young job seekers includes: "Tips and Tricks" (32% students & 29% new grads), "Job Openings" (32% students & 53% New grads), "Helpful Articles" with topics such as resumes, interviews, getting hired (18% students & 22% new grads) and "Upcoming Events" (18% students & 27% new grads). TalentEgg takes this

information and more and uses it to help you promote your customized editorial, TalentEgg Talks and job openings on our social media channels to get you the best engagement possible. Our team of content creators and marketers will create a customized promotion plan on social media to fit your branding and recruitment goal needs.

## TALENTEGG WRAPS IT ALL UP FOR YOU!

TalentEgg offers a personalized employer page to centralize all branded TalentEgg articles, videos, your brand messaging, job postings, recruitment events and links to all the social media about you on our channels, along with so much more. You can find how TalentEgg can support your company by visiting [employer.talentegg.ca](http://employer.talentegg.ca).

With a diverse, inclusive, eager, hard-working student and new grad TalentEgg community, your company will be sure to find a perfect candidate with TalentEgg!



# TREND 5

The Increasing Importance of Mental Health Programs in Employer Branding and Employee Engagement



The biggest story of the year was the pandemic, of course, but a subsidiary impact of this historical event is its devastating impact on mental health. After 15 months of repeated lockdowns and waves of infections of "variants of concern" across Canada, it's fair to say almost everyone is feeling covid-lockdown fatigue and at least some depression. A recent poll indicated that 21% of people felt lonely and depressed, and CAMH doctors call for more resources and support as more people come in for help (source). In last year's TalentEgg survey, mental health focused on assessing how well students and grads adjusted to the "new normal." In 2021, we wanted to know more about how students and new grads were coping in the long term, how they felt about their mental health, and how they thought schools and workplaces could help. We also wanted to know how students and new grads feel about the support, or lack thereof, they've received from their schools and workplaces as they struggled through the pandemic and where they think there is a need for improvement.

## OVERALL COMPARED TO LAST YEAR, PEOPLE ARE STILL STRUGGLING DUE TO THE PANDEMIC

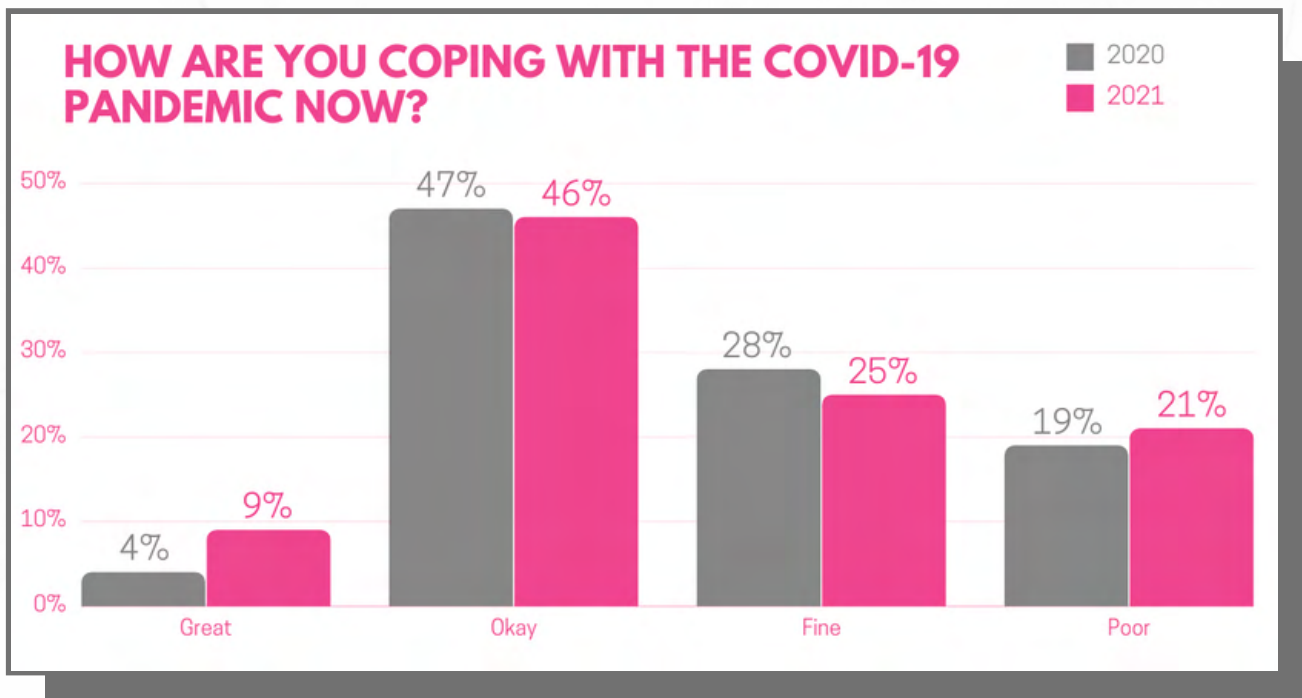
This year has been challenging for many. When TalentEgg surveyed the respondents, the vaccine rollout was beginning for many age groups, and there was light at the end of the tunnel.



**When asked about where they looked for jobs, 67% said on online job boards and 19% said on social media**

However, overall, few people reported being in a good mental state. In comparison with the TalentEgg 2020 COVID Survey, there has been a slight improvement. All of us were shocked and struggling with

the impact of the pandemic when it first hit in 2020, but a year later, not much has improved. What's worrying is that overall the mental health statistics compared to last year have not changed for the better, even though there should be a more hopeful outlook with increasing vaccination numbers and an opening up the economy on the horizon. This statistic indicates that some mental health challenges need more profound and longer-term support and even medical treatment and therapy for some.



Overall, the mental health of our respondents across all demographics shows that although they have adapted to remote studying and work reasonably well, their mental health has not improved. Even with light at the end of the tunnel coming with the vaccine rollout, many young people are struggling to cope with the pandemic. With these stats, employers and schools must help their employees and students during this stressful time. It can often be challenging to see what people go through when our communication is conducted virtually through a screen. Many employers and educators may not be aware of the extent of the struggles with mental health many young people are experiencing. The result is that many students and grads report that they have not received enough support throughout the pandemic.

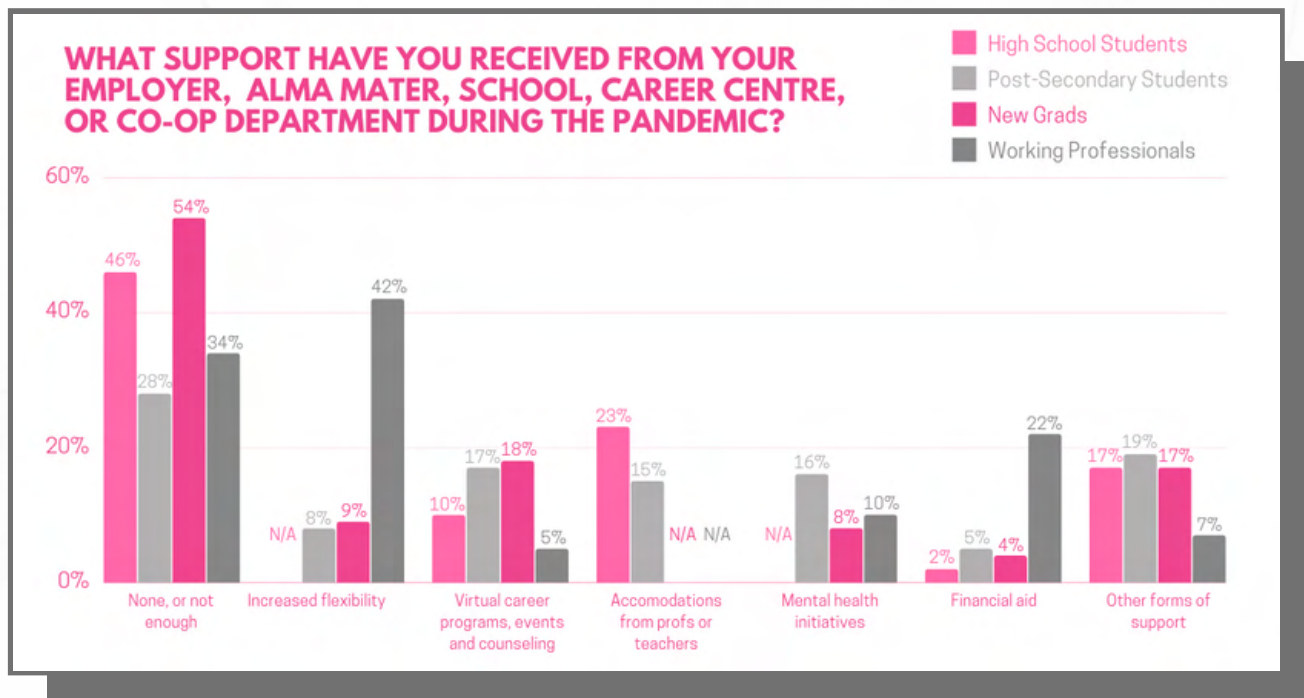
## EMPLOYEES FEEL LIKE THEY HAVE NOT RECEIVED ENOUGH SUPPORT

Overall, students, new grads and working professionals have felt like their schools and workplaces have let them down during the covid pandemic. Overall, they think that, during this challenging time, companies and



**When asked about where they looked for jobs, 67% said on online job boards and 19% said on social media**

schools should be doing more to support their employees and students. But it's not all bad news -- our respondents did identify some areas of their workplace where employees felt supported while pointing to other places where employers can improve.



Overall, for working professionals, flexibility with the company's work schedules, extensions to work due dates, and financial help are significantly welcomed from a support standpoint. In addition, new Grads have enjoyed the support through virtual connections with employers. That being said, most felt that mental health support has been falling flat with many employers. The feeling towards schools and employers is that they need to be doing more with their mental health initiatives.

We came across a few insights from this question and the reasons for these results. Universities were significantly affected by the pandemic, but the majority have or already had the resources available to shift to the necessary online learning environment. Recent graduates felt they had been largely abandoned by the post-secondary institutions they attended as resources from post-secondary institutions were often limited to current students. The impact of the pandemic on job opportunities has also had a significant effect on new grads, specifically, who are searching for entry-level positions. These positions are in exceedingly high demand, and the lack of internships and co-ops has made gaining entry-level industry experience difficult.

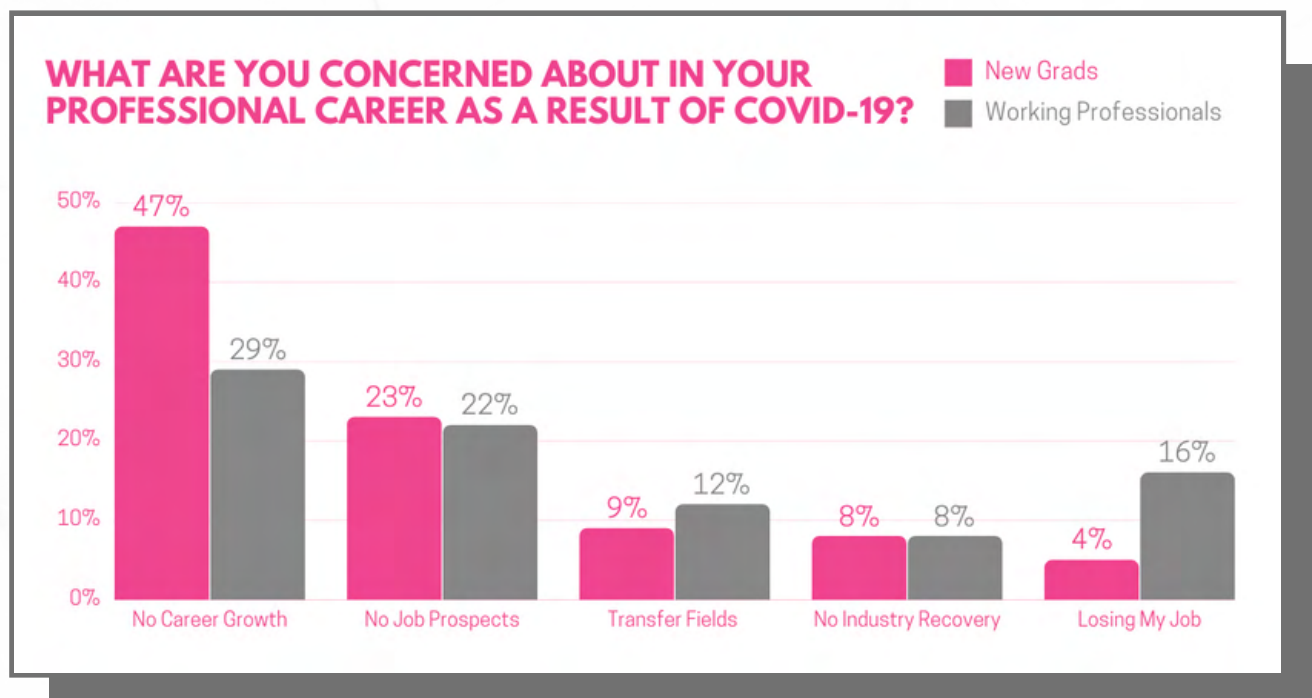
Meanwhile, over 40% of working professionals had changed their workplace flexibility. Much of this was the shift from office work to work-from-home or remote work. However, some employers also provided extra time off and further flexibility during working hours. Working professionals were also the only demographic to receive a significant amount of financial aid. 22% of working professionals received some financial assistance. Often this was in the form of "pandemic pay" or bonuses.

Other noteworthy aids were through work-from-home setups and office supplies provided by employers. Overall, mental health initiatives lay between 7-15%. With the impact covid has had on the mental health of employees and students, this is undoubtedly disappointing.

There are many options, big and small, to support your employees with their mental health. Some ideas your company can implement are guest lectures to talk about mental health and coping mechanisms. Another suggestion is to improve access to benefit plans and Employee Assistance Programs that emphasize mental health. You can do more minor things like ensuring that supervisors or HR professionals regularly reach out to employees to gauge how they are doing mentally and emotionally. These big and small actions can go a long way, especially during this challenging time for most.

## THE UNCERTAINTY ABOUT THE FUTURE IS CAUSING A MENTAL STRAIN

It's been 15 months of uncertainty for many people. It's not only about the tension of losing a job but many more reasons to fear your professional future during covid. Either way, as a company and an employer, you can help ease their mind and help them through this uncertain time in their professional career.





Many working professionals and new grads mentioned feeling very concerned overall about their careers. Often the consensus during covid-19 is fear of losing one's job, but that comes only third and fifth to the level of concern for most respondents. Career growth, which is not discussed as much during the pandemic, is one of the biggest concerns new grads and working professionals have as they fret about the viability of their career path if the opening of the economy is slower or less robust than hoped. Whether our respondents had a job or not, the precariousness of their long-term future success is exceptionally troubling to them.

Most students and new grads mention that they need reassurance from their employer. This reassurance may be hard for many companies as, during this uncertain time, it may be hard to promise anything like career growth and job security. Companies that are doing well can reassure employees that their jobs are secure and that they will have a chance to grow and pursue a career path in their company. Of course, given all the economic uncertainty, not every company can promise this, but communicating that you, the company and its employees are doing everything they can to survive the crisis, will go a long way. Many surveyed mentioned that one-on-one chats with their employer give them a sense of security, growth, and support. This chat is a time to be open, allow employees to ask questions about the future, and feel comfortable enough to bring up their concerns about their job and the company as a whole. All these strategies can help with the mental health of the company's recent hires and early-career employees during this uncertain time.

In conclusion, your company must foster an environment where students and graduates can easily share any difficulties they may be experiencing. Having a virtual open-door policy can provide a beneficial outlet for students and graduates. Additionally, it's critical that you demonstrate to potential applicants how your organization is implementing measures to help young professionals manage their mental health and cope with their anxiety and worries. Showcasing how your company cares and prioritizes the mental health and well-being of your current and prospective employees on your social media platforms will speak volumes about your company's core values. Students and graduates are searching for curated, meaningful tools and assistance to foster their confidence that, despite the difficulties arising from the pandemic, everything will be okay, and their schools and employers are there to provide support.



# TREND 6

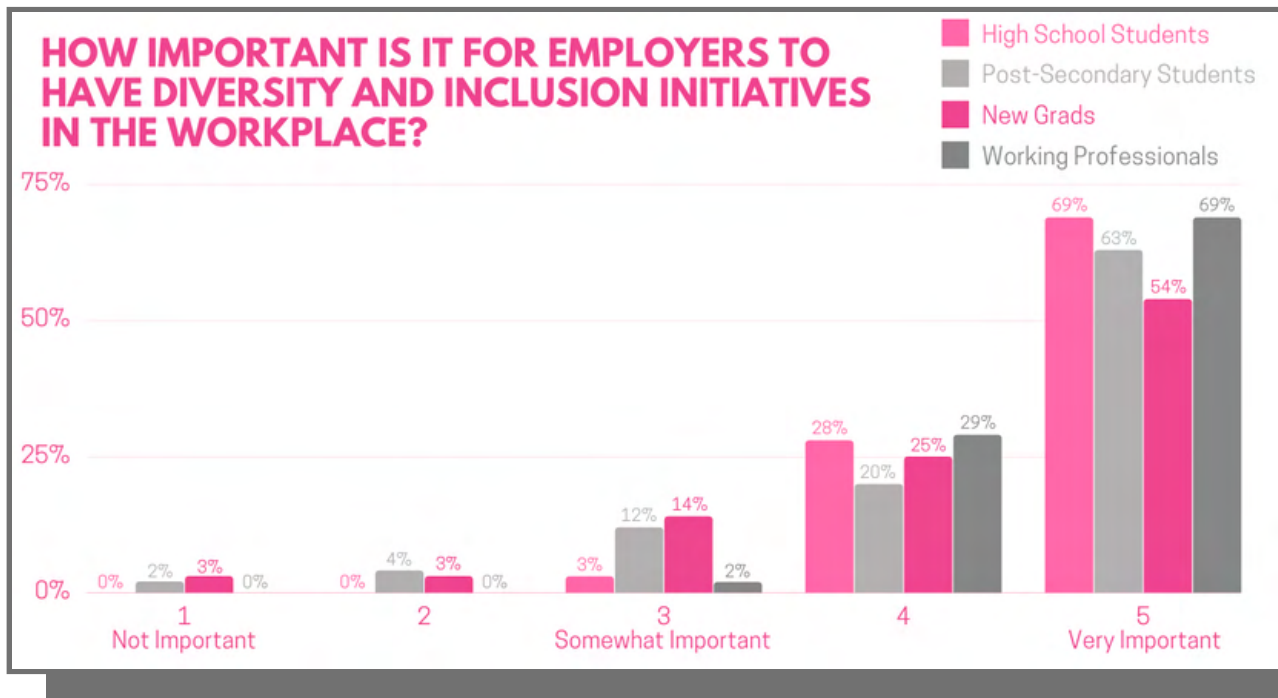
Diversity, Equity and Inclusion & CSR Have  
Never Been More Important to Your Employer  
Value Proposition

June 2020 was a threshold moment for the social justice movement across the globe as young people took to the streets, risking even the pandemic, to protest against police brutality against black communities and other people of colour. The impact of the Black Lives Matter movement went beyond concerns about systemic racism in policing to galvanize our efforts to stamp out systemic racism and biases across all aspects of our society, including those in the LGBTQ+ and indigenous communities. They inspired employers to re-evaluate their practices to root out unconscious biases in recruitment and address and reform the under-representation of minority groups in the workforce. In addition to these movements, recent events have also underscored that Canada is not immune to the devastating effects of hate crimes and systemic, institutional racism. These events include the murderous terrorist attack on a Muslim family in London, Ontario and the heartbreaking discovery of unmarked graves of indigenous youths on the grounds of a residential school in Kamloops, BC.

## **DIVERSITY, EQUITY AND INCLUSION**

Diversity, Equity and Inclusion ("DEI") policies have been part of most employers' core values for some time. However, the social justice protests of 2020/2021, primarily led by young people, have ultimately influenced this resurgence in concern and paved the way for more companies to implement or improve diversity and inclusion policies and practices.

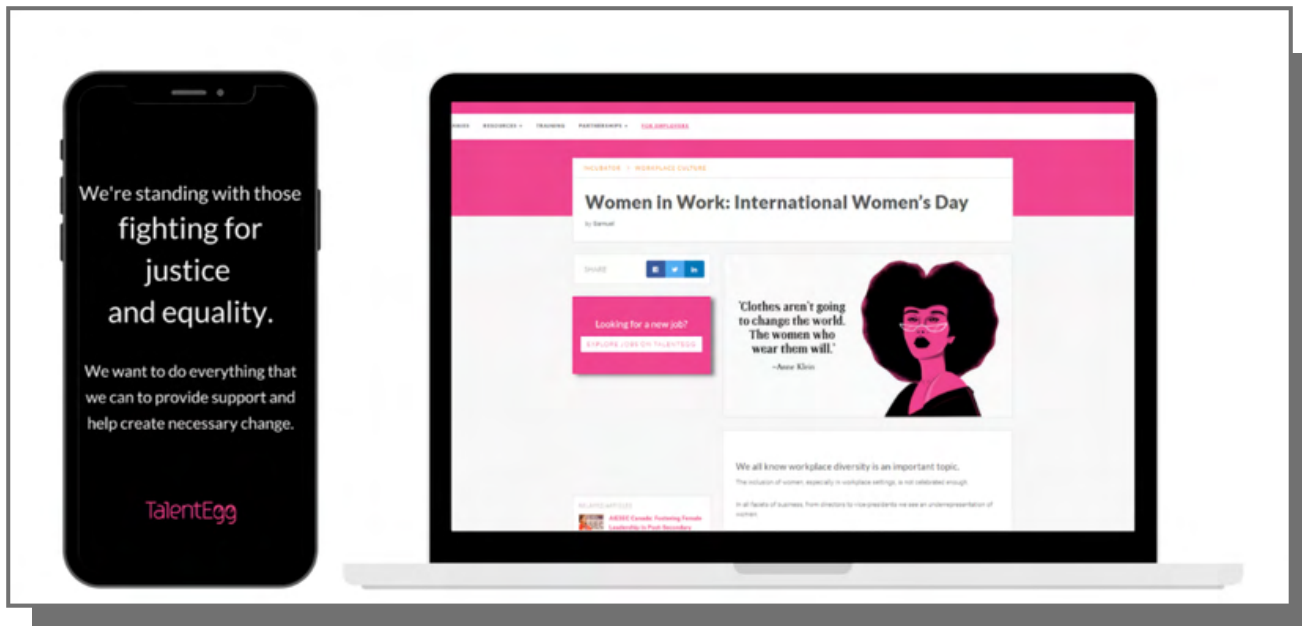
Our survey results clearly show that candidates are consistent across all demographics believing that employers must have diversity and inclusion policies and practices in the workplace. In addition, they offer an increasing desire among young job seekers to see increased diversity, equity and inclusivity initiatives integrated into their recruitment processes, company culture and values, and how BIPOC individuals are represented.



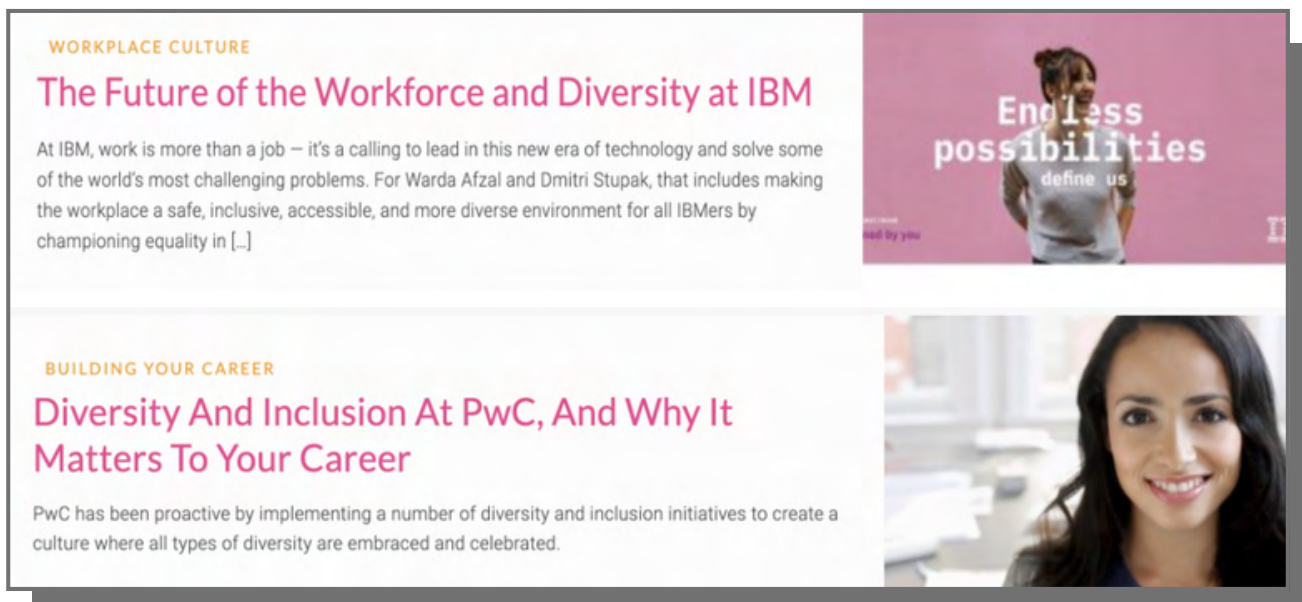
We asked our survey respondents how important it was for employers to have diversity and inclusion initiatives in the workplace on a scale of 1-5, with 5 representing "very important." We discovered that over 95% of respondents across all demographics believed diversity and inclusion initiatives in the workplace were of importance to them. Additionally, 54-69% of respondents from four demographics ranked the importance of these initiatives as a "5" on the scale of 1-5. Consequently, it's critical that your employer branding to your candidates effectively communicates what measures your company is taking to recognize and continuously make conscious inclusion decisions. In addition, your company should bring to the forefront how it is improving diversity and supporting your current employees and future prospective candidates.

As mentioned earlier in this guide, social media is becoming an increasingly vital part of a company's communication strategy. Thanks to the flexibility of social media and the workplace becoming more digital, there are multiple methods to communicate your company's progressive workplace culture, such as through Instagram stories, blog articles, TikToks and Instagram reels, employee testimonials shared on your company's LinkedIn page and through Instagram takeovers. During these unprecedented times, your company must continue to incorporate and proudly showcase how your team continues to make your workplace an inclusive and friendly environment that welcomes candidates of all backgrounds.

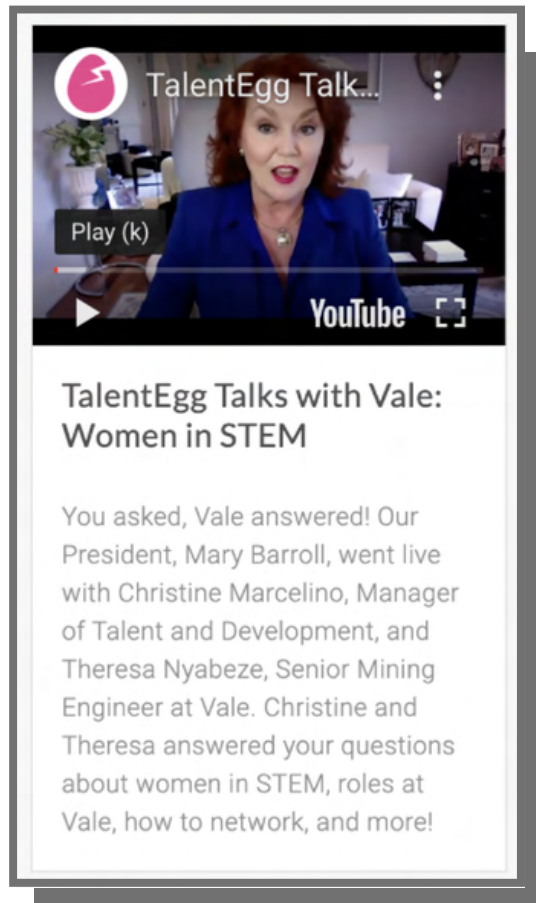




At TalentEgg, we can help you communicate your diversity, equity and inclusion policies and practices to young candidates through meaningful articles on our blog, The Incubator, where we highlight your commitment to our dedicated community of student and grad readers.



Or take your message to a deeper level with our video chats on our TalentEgg Talks to hear from the DEI Manager and the employees your policies support to highlight your company's objectives and milestones along the way.



Many employers are dedicated to exploring and initiating best practices to institute DEI in their recruitment and employee engagement practices. They have subject matter experts within their companies to lead the transformation. Not only is this the right thing to do for social justice in all aspects of our society, including the workplace, but it's also a smart thing to do. The benefits to diversity and inclusive practices are an increase in worker productivity, producing a positive experience for your employees, and achieving higher levels of engagement and motivation among your employees. In addition, research from McKinsey has shown that companies who actively engage in diversity and inclusion initiatives achieve 35% above average financial returns. Finally, our research shows just how vital DEI is to young candidates searching for an employer whose core values align with their own for the right career fit!

At TalentEgg, we are excited to share your DEI journey, successes and milestones across our social media channels and online on our website. In addition, we are thrilled to celebrate the commitment of our clients to diversity and inclusion, especially about the finalists and winners of our Special Awards for Diversity and Inclusion at our Annual National Recruitment Excellence Awards.



# CORPORATE SOCIAL RESPONSIBILITY

In addition to galvanizing the social justice movement concerning diversity, equity and inclusion, the pandemic brought into stark relief the inequities among different groups of the society of how well they were able to protect themselves from COVID-19 with the ability to social distance and access to PPE, the ability to work from home or take sick leave, the precarious safety of the "essential workers" and the vulnerabilities of frontline workers in all the essential services to potential exposure to a life-threatening virus. These inequities arose along with socioeconomic differences in our communities. They highlighted that the pandemic did not impact every Canadian equally, leaving poor and disadvantaged communities even more vulnerable than ever before. This story was told in headlines, news reports and tweets since the beginning of the pandemic and continues with the vaccine rollout. The pandemic has forced us to reassess our social safety net and has inspired more grassroots community outreach and charitable giving. Young people are not immune to this critical need, and many even emerged as leaders in the efforts to give back to the poor, disadvantaged and vulnerable in our communities. More than ever, the demand from students and new grads for companies to integrate and bolster corporate social responsibility (CSR) as part of their business are increasing.

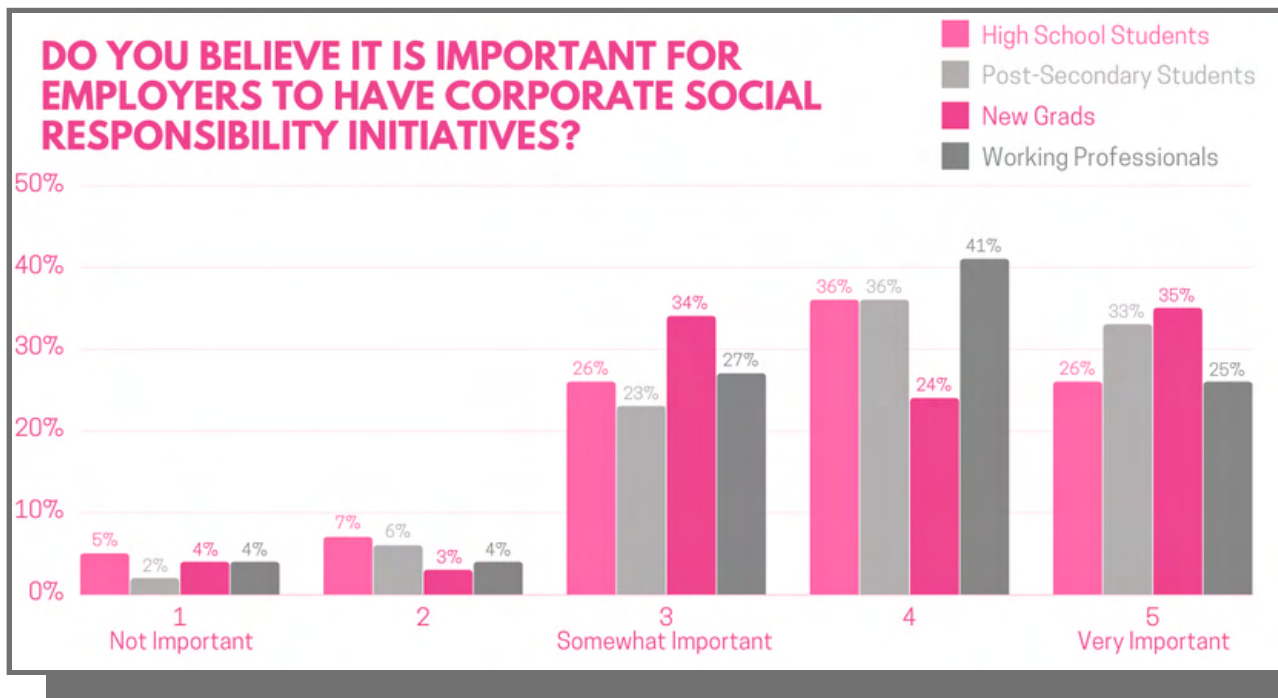


**88% or more of all demographics considered corporate social responsibility initiatives somewhat to very important.**

When asked if employers must have corporate social responsibility initiatives, the results were overwhelming. For example, 88% or more of all demographics surveyed reported that

they considered CSR initiatives to be somewhat important to very important.

There is an expectation among young job seekers that companies should be more than just a profitable business -- but also be a positive contributor to the community, the environment and society at large. Young candidates want to know that their employers care about more than the bottom line and that a career at the company will be more than a paycheque, but will also allow them to make a positive impact in their job.



We asked our survey respondents how important it was for employers to have diversity and inclusion initiatives in the workplace on a scale of 1-5, with 5 representing "very important." We discovered that over 95% of respondents across all demographics believed diversity and inclusion initiatives in the workplace were of importance to them. Additionally, 54-69% of respondents from four demographics ranked the importance of these initiatives as a "5" on the scale of 1-5.

When it comes to charity outreach measures, TalentEgg partners with a variety of nonprofit and charitable organizations to provide students, recent graduates, and early-career professionals with a wide range of volunteering opportunities to build skills and get valuable work experience while giving back!. For example, CharityVillage, our sister company, is Canada's most popular nonprofit career site. We often collaborate with CharityVillage to compile and customize volunteer options for our audience directly from their website. Additionally, our President, Mary Barroll, who has also recently been appointed President of CharityVillage, participates in many conferences with CharityVillage across Canada. These conferences support greater access to jobs for young people across the nonprofit sector and bring the vitality of young talent to charities and nonprofit organizations.



## “Maritime Fundraising Conference



**JUNE 7, 2021**  
2:25PM – 2:50PM (GMT-3)

**CROWD FUNDING MICRO SESSION WITH CHARITY VILLAGE**

Join ChairtyVillage's Mary Barroll and Dave Baran for a microlearning session on crowdfunding trends at the 2021 Maritime Fundraising Conference

**WHERE TO REGISTER**  
[bit.ly/RegistrationAFP](https://bit.ly/RegistrationAFP)

**Logos:** AFP (Association of Fundraising Professionals, Nova Scotia Chapter), CHARITY VILLAGE

FREE ONLINE WEBINAR

## “State of the Sector, Part 2



**APRIL 8**  
1PM – 2PM

**THE MOST CURRENT TRENDS IMPACTING NONPROFITS IN 2021**

Our panel of section leaders will discuss how the implications of 2020 have carried over into 2021, as well as the newest trends developed this year that currently impact the nonprofit sector.

**WHERE TO REGISTER**  
[bit.ly/SotSPart2](https://bit.ly/SotSPart2)

**Logos:** CHARITY VILLAGE, TalentEgg, CAGP, bgc, VOLUNTEER BRIDGES

We also collaborate with Bmeaningful, our sister company that showcases meaningful jobs in the social good sector and provides services to assist individuals to connect purpose with their paycheck.

It is egg-spining how highly students and working professionals value diversity and inclusivity initiatives and CSR initiatives in the workplace. We've made it easier than ever to engage with students, recent graduates, and early career workers all on one platform, thanks to our specialized content and partnerships. Get in touch with us to see how we can help you advertise your initiatives and boost your employer brand!

# SUMMARY

The world had never experienced a pandemic in the modern age until 2021. As a result, the world of work shifted dramatically at breakneck speed. Many changes are likely to remain as pandemic-driven transformations have accelerated specific pre-existing workplace trends and created new ones. Work-from-home became a necessity for many of us; our social lives and mental health took a hit, the economy slowed, and hundreds of thousands of people were laid off, while many people are still unable to find work. These impacts may last years, if not decades, and many of these changes we've had to make are likely here to stay.

The workplace is undoubtedly one of the most affected areas, as many in-person workplaces have virtually disappeared (pun intended). For better or worse, the pandemic accelerated the shift to remote work, resulting in a far from seamless transition. However, the benefits are immeasurable, and WFH is likely to remain a part of our new employment models. In addition, knowing the impacts of remote work and their effects on both employer and employee bring new strategies to the table, such as the possibility of hybrid workplaces as we move into the future.

Our initial section explored the employment (or unemployment and underemployment) status of students, grad and early career professionals, which remain extremely concerning, especially after 15 months into the pandemic. The results also featured many shocking stats relating to how unprepared young people feel about entering the workforce today and in the coming years, particularly given the new work models, the slowed economy and the more competitive job market caused by the pandemic. They show that students and recent grads are very concerned about the long-term effects of the pandemic on their future career growth. Our section on mental health reveals that students, new grads and young working professionals continue to struggle with depression, anxiety and mental health issues as the pandemic endures. Our survey shows that many respondents don't believe their schools and employers have done enough to support them, and we've identified the things they think could help.

On the brighter side, concerning remote work, our survey reveals that new grads and young working professionals adapted well to remote work after initial concerns. These demographics saw many advantages to a remote job or hybrid model, including more flexible hours, cost and time saving from not having to commute, and more autonomy or freedom, while allowing for the possibility of working for employers who don't have office locations in their communities. Of course, there are downsides and concerns about connecting with co-workers, lack of networking opportunities with senior management and confusion about how to forge a career path while working virtually.

## SUMMARY (CONTINUED)

However, overall most young people are amenable to embracing this new work model, provided that employers offer enough support.

Concerning virtual recruitment, we discovered that the vast majority of respondents had already experienced a video interview in some form. Video interviews share some similar advantages to remote work. However, they are unaffected by many of remote work's disadvantages and are likely to become more prominent in recruitment practices in the future. After initial discomfort with video interviews, most of our respondents report that they have become more proficient and confident in taking part in video interviews with practice. Now the respondents welcome the convenience, flexibility and cost-saving, while still desiring some in-person connection with recruiters whenever possible. TalentEgg's Candidate Video Showcase and the TalentEgg Video Interviewing Services are part of our custom platform. These platforms allow employers to take advantage of the benefits of virtual recruitment without having to set up the infrastructure themselves and reach potential candidates that they might have otherwise missed.

Our survey also reflected that digital and social media outreach is one of the most cost-effective and powerful tools a company can access when branding and recruiting. As popular platforms change year-to-year, it is vital to stay on top of current trends to maintain and attract engagement among the targeted candidates. For example, we've learned from our survey results that consumer trends among Gen-Z candidates continue to shift. Understanding which platforms are effective with which demographics is key to your employer branding and candidate engagement. Employer branding and recruiting is challenging, but luckily, TalentEgg has an expert marketing and content creation team to help you achieve your recruitment and branding objectives and maximize your reach and engagement with the candidates you most want to attract.

Finally, the global social justice movements such as Black Lives Matter, LGBTQ and indigenous rights, and the socioeconomic inequities within our society that the pandemic revealed, have dominated the news cycle and our understanding of the world. Many of these movements have been led by young people, new grads, early career professionals and Canadian students. These demographics have embraced these values as critical to assessing the kind of employers they want to start their careers. For example, young people are inspired by the idea of working for a company that offers more than just a paycheck -- they overwhelmingly want a job that provides them with an opportunity to have a positive impact. Consequently, it is more crucial than ever before that employers communicate their Diversity, Equity, Inclusion and Corporate Social Responsibility initiatives as part of their employer branding recruitment and employee engagement. This type of branding is essential because Gen-Z is watching and passionate about finding a fit in a company whose core values align with theirs!

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# Work With TalentEgg!

*Make the most of your recruiting initiatives for students, grads and early career professionals.*



This year, over 3.5 million students, grads and early career professionals from across Canada will use TalentEgg to find a job and prepare for their careers. We are by far Canada's most popular and comprehensive online career resource. Connect with us today about how we can bring your recruitment and employer branding strategies to life.

**TalentEgg**  
[www.talentegg.ca](http://www.talentegg.ca)

Or contact Mary Barroll, President:  
[mary@talentegg.ca](mailto:mary@talentegg.ca) | (416) 358-3991