

TalentEgg

GUIDE TO CANADIAN RECRUITMENT 2020

COVID-19 EDITION



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Note 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. 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 large increase in the number of students who now feel it is imperative to be seen by employers online. Young professionals are concerned about the increase 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 offer 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 absolutely crucial. We are continuously innovating our outreach to top Gen Y and Z candidates by utilizing our extensive student and graduate research. 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.

With over 3.5 million students and grads on our platform per year, we attract the best of the best from across Canada who are looking to hatch their careers. Additionally, TalentEgg partners with our sister companies, CharityVillage and Bmeaningful, to provide our users with specially curated volunteer opportunities to help them gain valuable, real-work experience, core competencies and soft skills that are critical to becoming a successful candidate with Canada's best employers. Volunteering and soft skills training will become extremely valuable to students and graduates alike, to not only contribute during a time of global crisis but also to gain invaluable experience and skills necessary to ensure their career growth is not compromised by the pandemic.

We are so egg-cited to re-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, as well as continued learning opportunities. This number has only risen since COVID-19 has ultimately created a large pool of 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 focussing 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 suddenly changing workforce, we felt it was crucial to survey our community of students, grads and early career professionals to learn how they were impacted by COVID-19. We have compiled data from our 2020 TalentEgg Survey as well as our COVID-19 Survey to bring you best practices, concerns directly from students and employer branding solutions directly from our Gen Y and Z audience. These findings provide insight into how students and grads are feeling, their concerns and what they need moving forward, as well as how they were treated by their employers and educational institutions. This information will help you to develop new employer branding strategies, social media marketing, discover what young talent look for in an employer of choice, and much more!

This Guide to Recruitment presents qualitative and quantitative data from the COVID-19 Survey and 2020 TalentEgg Survey. We hope you'll value this resource and that it will inform your next innovations and strategies in the recruitment of young professionals in this unprecedented time.

Trend #1

On-campus vs. Online: A look into the support students and grads are receiving from schools and the importance of employers showing up virtually.



On-campus vs. Online: A look into the support students and grads are receiving from schools and the importance of employers showing up virtually.

Now more than ever before, for employers, showing up online is crucial. While physically being on campus this upcoming year will look very different for students and faculty, employers need to find new ways to reach students, virtually. Being online is second - if not first - nature to Gen Z so this transition, while still being challenging, is a more natural shift. Young people are used to consuming content online, and now that everything has shifted to this platform, it's vital that employers are showing up all year long and not just during the pandemic, or high recruitment periods. Being online goes beyond having a website. The question is...how are you going to engage, face-to-face, yet virtually with a large online audience of candidates?

Based on our survey results pre COVID-19, 74% of students believed that that is important to very important for employers to have an online presence, compared to only 46% of students who believe it is important to very important for employers to have a strong on-campus presence.



74% of students believed that it is important to very important for employers to have an online presence.

In addition to employers showing up online, students will need an increase of online support from their career centres and educational institutions. In our COVID-19 Survey, students expressed that overall they felt an increase of positive support from their professors and career centres. However, they are ultimately concerned about their future job prospects and gaining experience to enter the job market. With 77% of students surveyed losing a job opportunity as a direct result of COVID-19, and 59% of those students losing a summer job, internship or co-op placement integral to gaining work experience, it is vital that both employers and career centres are there to support and transition young talent into the workforce.

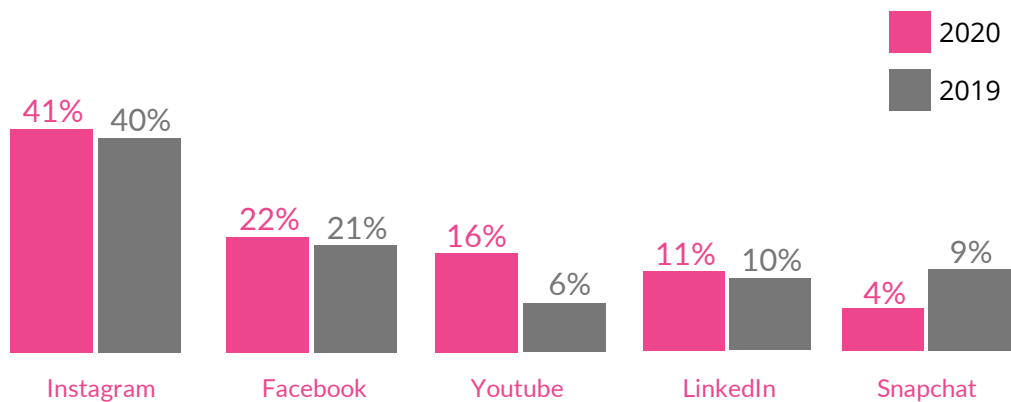


77% of students surveyed have lost a job opportunity as a direct result of COVID-19.

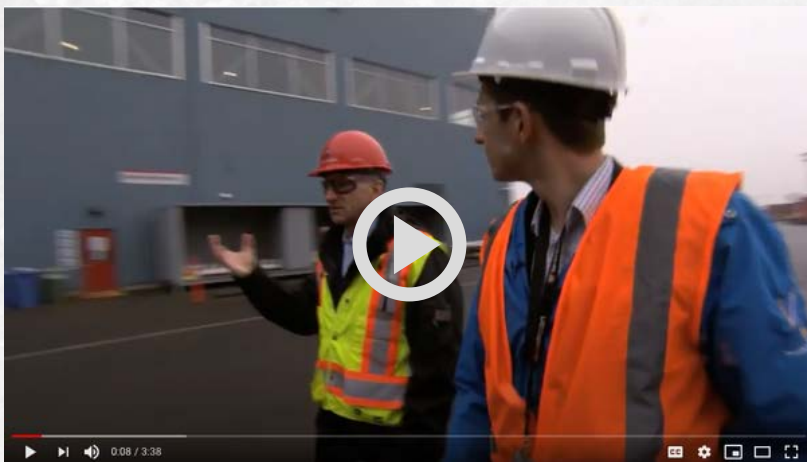
One key way to engage with students, that has only continued to grow, is through social media. Employers who excel at finding the best candidates tend to have strong social media engagement by having authentic conversations with job seekers beyond the static one-way posts. Instagram's Live Feature surged in usage during the COVID-19 pandemic due to its interactive features and real connection that you can have with your audience.

Employers with a strong social media strategy, have a human voice, and communicate their employer value proposition in a demonstrative way through their employees. Instead of telling candidates, "working for us is awesome", make sure to show candidates what a fun, inclusive workplace culture you have, as experienced by recent hires who candidates can relate to, in video, Instagram Stories and testimonials, creating a compelling and authentic reflection of work-life within your organization. As we all struggle with responding to life in a pandemic, it's important to capture what it's like to work at your company during these times of uncertainty. Don't shy away from posting about COVID-19 and what your organization is doing to support your employees. Use it as an opportunity to communicate your values, showcase your strong work-from-home culture and show students how they can expect to stay connected with you and their colleagues, if they were to work for your organization during this difficult time.

Which social media platform do **students** spend the most time on?



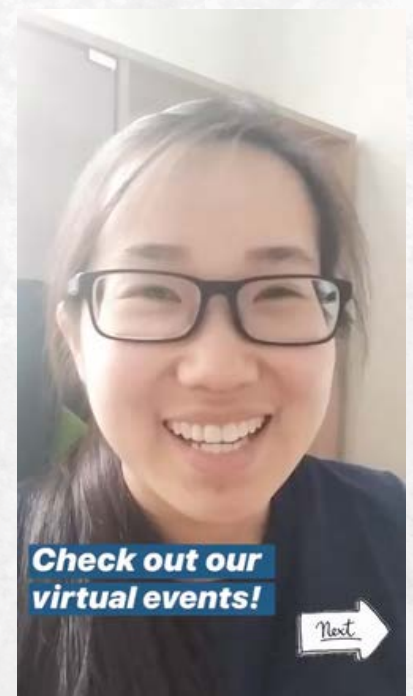
From our 2020 TalentEgg Survey, Instagram still reigns over other social media platforms for both students and graduates, 41% of students and 35% of graduates and early career professionals spend most of their time on Instagram. Since our annual survey, TikTok has completely eggs-ploded as a popular rival, with over 50% of its users being between the ages of 18-34 in the US alone. This trend highlights and reflects the fact that video continues to play an important role in social media consumption among young adults.



IGTV TalentEgg Talks with Rogers Communications

Employer and Nonprofit Videos. Top to Bottom: Everyday Heroes with 360 Kids, CEO1Day with Seaspan and Mercedes-Benz Financial Services Video

With our interactive social media solutions, we can deliver your brand messaging in a way that's engaging, authentic and straight to the source. By producing quality video content to communicate your values, hosting live Q&A's with representatives from your organization through TalentEgg Talks Live on Facebook or Instagram, the popular TalentEgg Instagram Takeovers, and creating Instagram stories using interactive stickers and polls we'll help you ensure your employer brand continues to attract and engage desirable candidates. This video content makes for great, repurposable media rich content on your Employer Profile on TalentEgg and continually refreshes your social media feeds with effective, well packaged video shorts.



TalentEgg Instagram Takeovers from left to right with Bell Canada, Vale and Career Connections. Right: TalentEgg Talks Live with Rogers Communications

If students can't find what they are looking for easily and in an engaging way, they are on to the next thing. We know that students are busy navigating a new online world with school, work and social lives, and if they need to search in multiple areas or click through multiple pages, you'll likely lose their attention. That's why our custom employer profiles are a one-stop place for job seekers to learn more about your company, as well as explore jobs and events. It's also a great place to post your employer branding videos, social media clips and editorials. Employers can also access our Video Candidate Showcase for more than just searching for top candidates. Our platform now features video interviewing capabilities, where we can also help you create virtual case study competitions and networking opportunities all in one comprehensive platform.

Back

Kira Hall

About Me
Hi, my name is Kira Hall. I am a 22-year-old graduate from San Diego State University with a Bachelor's Degree in Finance. I was born and raised in Toronto and moved to California in 2009, where I became a dual citizen of both Canada and the U.S. There are some key characteristics that illustrate who I am. I have a fascination for consulting and finance and a natural instinct for building relationships with people.

Message me **Video interview me**

School: Other
Graduation year: 2019
Program: Finance
Industry: Accounting, Consulting, Banking & Finance, Business, Financial Services
Location: Toronto, Ontario
Language: English

Back

Stephanie Davis

Video Interview Invitation Preview

You are inviting a candidate to a 1-way interview. Below you will see a template of what the candidate will receive from you. Click on the **VIEW QUESTIONS** button to review the two standard questions they are asked. They have three days to respond from the date you send it out. When the responses are submitted by the candidate you will receive a notification to your email and a link to your dashboard to review. Click **SEND** at bottom to send your interview invitation now.

About Me
Content and marketing professional, storytelling and making strategies for...

Message interview me

Close **Send**

School: Ryerson University
Graduation year: 2014
Program: Communications
Industry: Government, Insurance, Journalism, Consulting, Marketing, PR & Communications, Non-profit, Retail, Business, Education, Fashion, Design & Beauty, Fitness & Recreation, Telecommunication, Customer Services, Media, Entertainment & Game Publishing, Creative
Location: Toronto, Ontario
Language: English

Student Profile on TalentEgg's Candidate Video Showcase

WHAT IF YOUR RESUME COULD TALK?
Now it can!

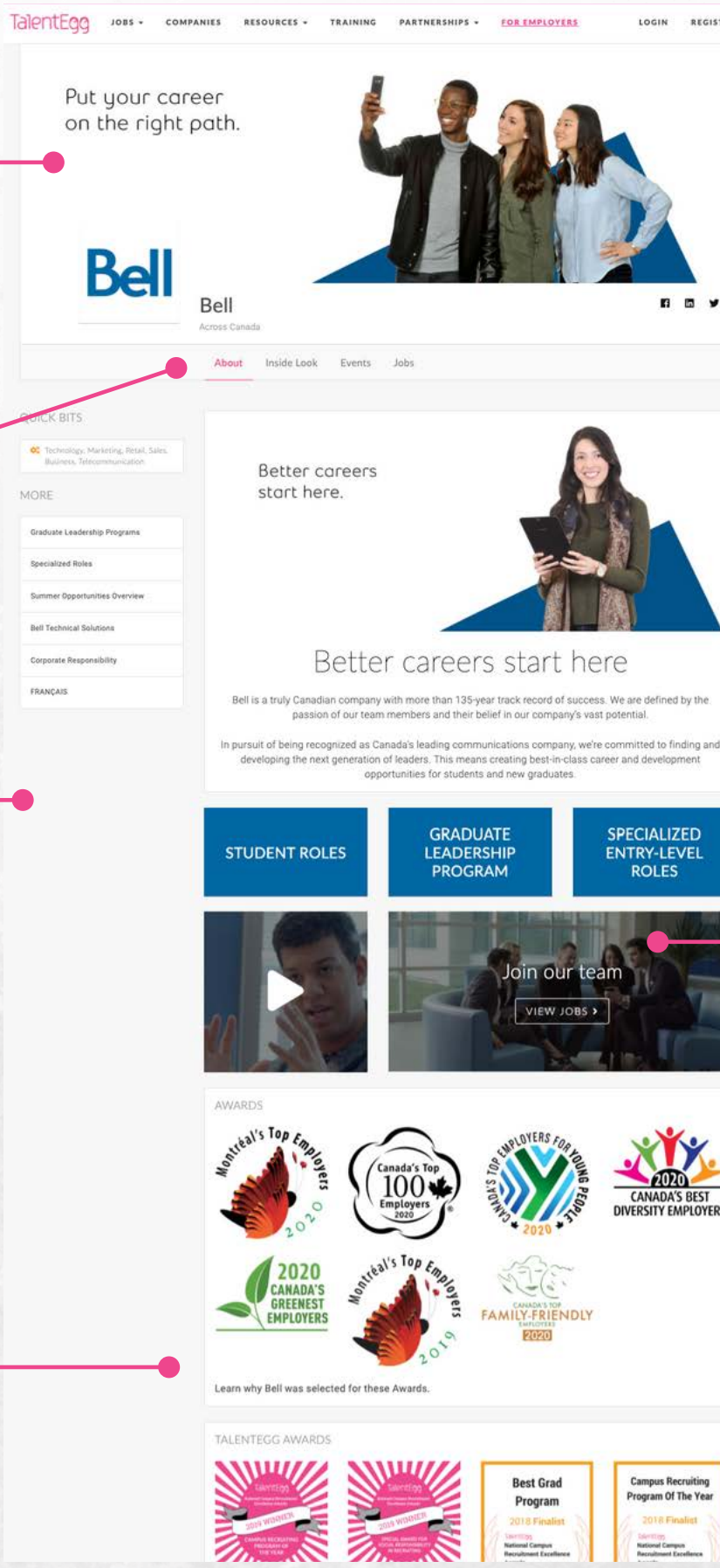
TalentEgg

TalentEgg Candidate Showcase

Filter by: Grad year, School, Program, Industry

Location: English
Display: Most relevant
Text search:

Joe P. Computer Science Toronto, Ontario	Chloe G. Engineering (Electrical) Toronto, Ontario	Tiffany F. Marketing Toronto, Ontario	Jasmina S. Business Management Toronto, Ontario	Mosama L. Business Management Toronto, Ontario	Helen Z. Accounting Toronto, Ontario	Khuatthai P. Life Sciences (Biology, Physics, C... Windsor, Ontario	Karen M. Finance North York, Ontario	Rishi K. Business Management Toronto, Ontario
Alpesh R. Accounting Toronto, Ontario	Josiah G. Business Management Windsor, Ontario	Sara J. Finance Toronto, Ontario	Emma G. Finance Windsor, Ontario	Ashira P. English Windsor, Ontario	Mona D. Business Management Toronto, Ontario	Sarah B. Health & Wellness Burlington, Ontario	Elizabeth S. Economics Toronto, Ontario	Niki F. Physics Toronto, Ontario
Aashish S. Business Management Toronto, Ontario	Vijay C. Economics Toronto, Ontario	Shari J. Business Management Windsor, Ontario	Gurpreet S. Business Management Halifax, Nova Scotia	Bhavana L. Physics Brampton, Ontario	Emilio S. Computer Science Peterborough, Ontario	Camryn L. Marketing Mississauga, Ontario	Stephanie D. Communications Toronto, Ontario	James T. Business Management Toronto, Ontario



Custom Banner

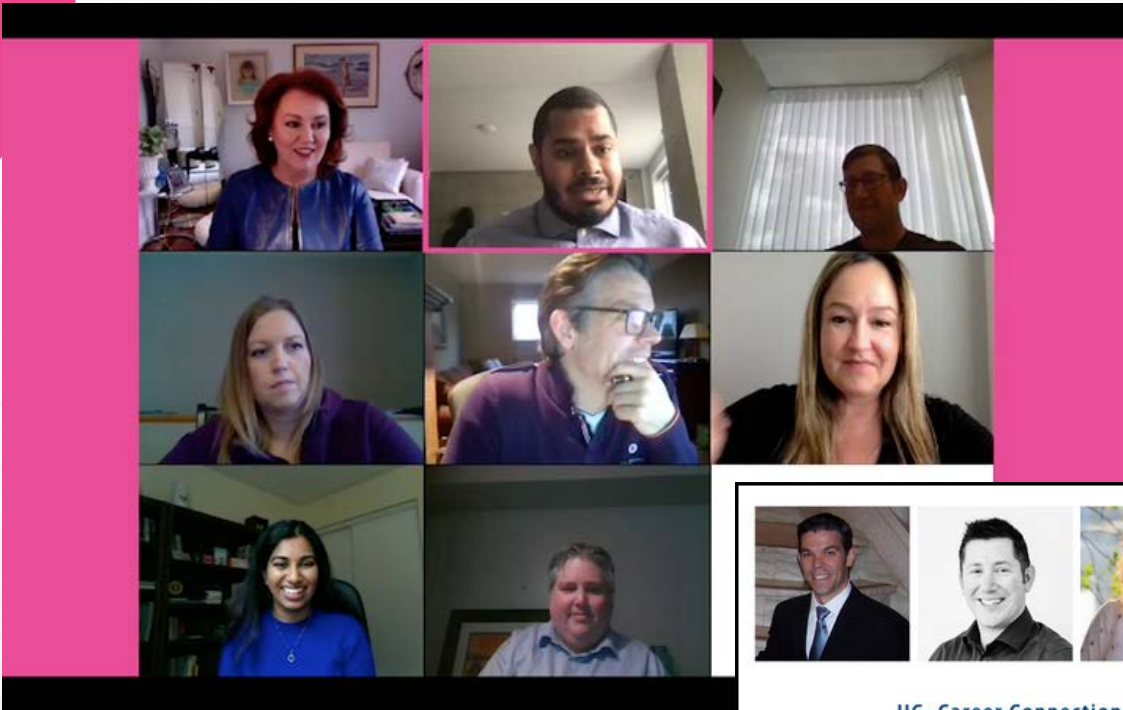
Social Media Links

Custom Tabs

Option for Social Media Integration

Customized Profile - Insert videos, images, testimonials and more!

Highlight Awards & Achievements



Panel of Judges and Student Presenter from Career Connections x Insurance Institute and TalentEgg with video interviewing partner VideoBio Pitch Competition

Now that priorities have shifted with the impact of COVID-19, students are looking for even more virtual opportunities to connect, network and develop relationships with potential employers. Creating opportunities to connect through social media, editorials, video content and of course, hosting events like virtual coffee chats, or virtual career fairs is key to staying relevant to students and on their radar. This is why we're so egg-cited to announce our **first-ever virtual career fair for students, employers and educators coming Fall 2020!**

Keeping all of these factors in mind can be very overwhelming, especially during the challenges of navigating a busy hiring season during a pandemic. TalentEgg is here to help. With our trusted and talented team of content creators and account managers, we can help you craft and execute your employer branding strategies to attract top candidates in campus recruitment and beyond for your talent acquisition of early career professionals. Visit talentegg.ca and keep reading this guide to find out how eggs-actly we can assist you on this journey.

Trend #2

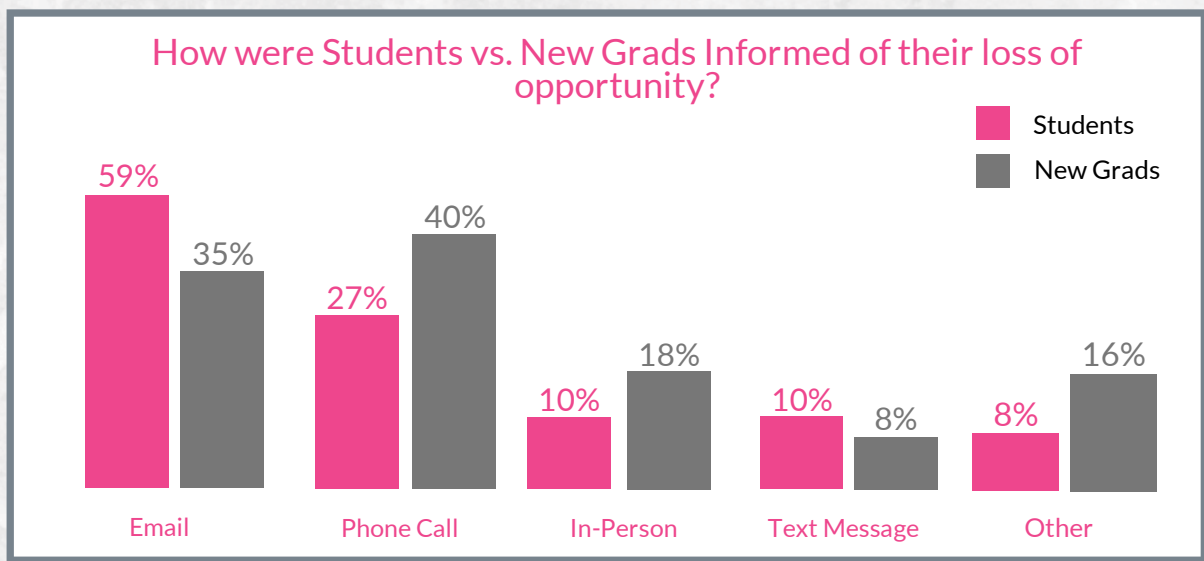
Employer branding and reputation management: How students were let go when COVID-19 hit, how they feel about the communication received and will they work for you again in the future?



Employer branding and reputation management: *How students were let go when COVID-19 hit, how they feel about the communication received and will they work for you again in the future?*

Managing your employer brand and reputation during times of uncertainty is critical. According to our COVID-19 Survey, 77% of students and 53% of new grads and early career professionals have lost a job opportunity as a direct result of COVID-19 and majority of these respondents said that their employer did not communicate the loss of opportunity well.

While businesses and employees alike were navigating through a difficult time, the majority of students and grads who were laid off or had their job offers rescinded, felt there was a serious gap in the communication they received. Mass lay-offs are always challenging, but how it's handled during a crisis can speak volumes about your employer brand. Will candidates re-apply to your organization after the treatment they received? Our survey results revealed that 32% of students and 29% of grads said their employer communicated "Not well, I received minimal communication". What's more alarming is the impersonal way they received the news from their employers. 59% of students were informed about the loss of opportunity through email, 10% were informed through a text message and only 27% were informed via a phone call -- physical distancing is especially painful when learning of a job loss.



Compared to the student survey, new grads and early career professionals received more personable (phone or in-person) communication from their employers with the loss of opportunity, likely due to their direct, pre-existing relationship with, and time spent at, the organization. In contrast, many students were entering into their very first job and may not have had a similar relationship with the employer. The majority of graduates surveyed were informed about the loss of opportunity through a phone call at 40%, 35% were informed through email and 18% were informed in-person while social distancing.

While 34% of students and 48% of grads were somewhat satisfied with the treatment they received from their employer, 22% of students and 32% of grads said they would not consider working for this employer again based on the treatment they received. Only 6% of students and 5% of grads said it was extremely likely they would work for their employer again and that the employer went above and beyond to show they cared about them as a candidate and employee.



22% of students reported that they would not be willing to work for their employer again following their loss of opportunity.

When asked what employers could do to improve the experience, students and grads overwhelmingly responded with their desire for increased communication, prioritization of employee wellbeing, and the preference for the employer to be more transparent with their decisions and possibilities for future opportunities.

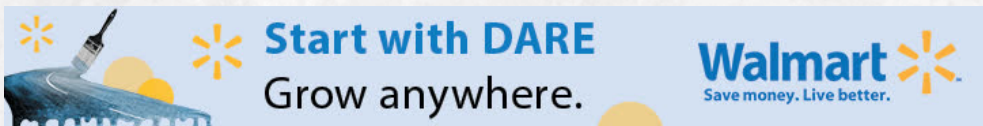
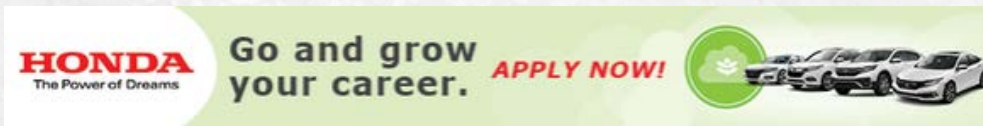
There is no doubt that candidates are taking notice of how your organization is responding to this crisis and impressions can be long lasting -- both the good and the bad. Communicate what your organization is doing to support not only current employees, but also to welcome future and returning candidates to an inclusive and caring workplace culture! How you continue your outreach is vital to showcasing that your organization values its people. By expanding on your social media strategy and Employer Profile on TalentEgg.ca, you can communicate the values of your organization with employer branded videos and articles through targeted paid social media ad campaigns, and digital advertisements on talentegg.ca. Our team at TalentEgg can create customized paid social media posts and graphic design advertisements to showcase what your organization has to offer to start the conversation with candidates and continue building your employer brand.

WWF-Canada Leaderboard and Wallpaper Ads

Left to Right: Paid Tenaris Paid Social Media Ad, MNP Social Media Promotion on Instagram. Right: HOEM Social Media promotion on LinkedIn



Left to Right: Career Connections Big Box Ad and TalentEgg Talks Facebook Social Media Post



P&G Big Box Ad

Top to Bottom: P&G Mobile Marketing, Honda Canada Leaderboard Ad, and Walmart Leaderboard Ad

Even though video is king and social media continues to grow, direct email remains a strong medium for the delivery of career-related information among students and recent grads. The convenience of receiving targeted job alerts in the candidates' inboxes, the ability to customize which content reaches them, and the ease with which the job seekers can find emails tailored to their needs, all attribute to email's continued popularity. Our research indicated that 60% of post-secondary and 51% of early career professionals prefer email communication for career-related information, indicating that while candidates like learning about employers on their smartphones and social media, they still prefer to actually apply to jobs from their laptop. With our ability to personalize and create custom email blasts for our clients, we're targeting your employer brand message directly to students and grads.

Year after year, our Incubator blog is an invaluable resource for students and grads who are hatching their careers. Our custom editorials highlight various features of your organization to amplify your employer brand and connect with our audience. In our 2020 TalentEgg Survey, we asked what type of content students and grads wanted to read about and they overwhelmingly connected to editorials that were easy to read in Q and A format, enjoy resume and interview tips, day-in-the-life stories about young relatable employees and appreciate interviews with recruiters, interns and co-op students from your organization. Many of these topics provide an inside look into the company's culture – exactly what our respondents care about the most. During this time of uncertainty, students and early career professionals are looking for insight and advice from professionals in the industries they are passionate about and hope to continue to be able to pursue.

INCUBATOR > STUDENT LIFE

How to Prepare for Exam Season Before It Even Starts

by Megan Heck

SHARE

Looking for a new job?
EXPLORE JOBS ON TALENTEGG

Introducing Dynamic Mapping
Say goodbye to static network diagrams

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- 7 Thinking Tips That Will Boost Your Grades
- Increase Your Efficiency: How To Maximize Your Job Hunt Efforts During Exam Season

Exam season is almost upon us, which usually means lots of late nights, coffee breaks, and the occasional mini breakdown. Students dread this time of year and can't wait until it's over. Every graduate understands the stress felt during this period and can sympathize. Although it may be difficult to make exam season fun, there are some ways that you can prepare to make it less disastrous.

Calendars are the best

One of the best ways to prepare is to know everything ahead of time. Information is key! Looking ahead of time at all your classes and understanding what you are expected to do is a great way to prepare. Making a calendar with the dates gives you a visual indication of everything you eventually have to do. Another thing to add to your calendar is when you

INCUBATOR > A DAY IN THE LIFE

A Day in the Life of a Merchandise Assistant

by Stephanie Davis

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VIEW PROFILE

This Pillowcase is Quickly Becoming The Must-Have Gift of 2020

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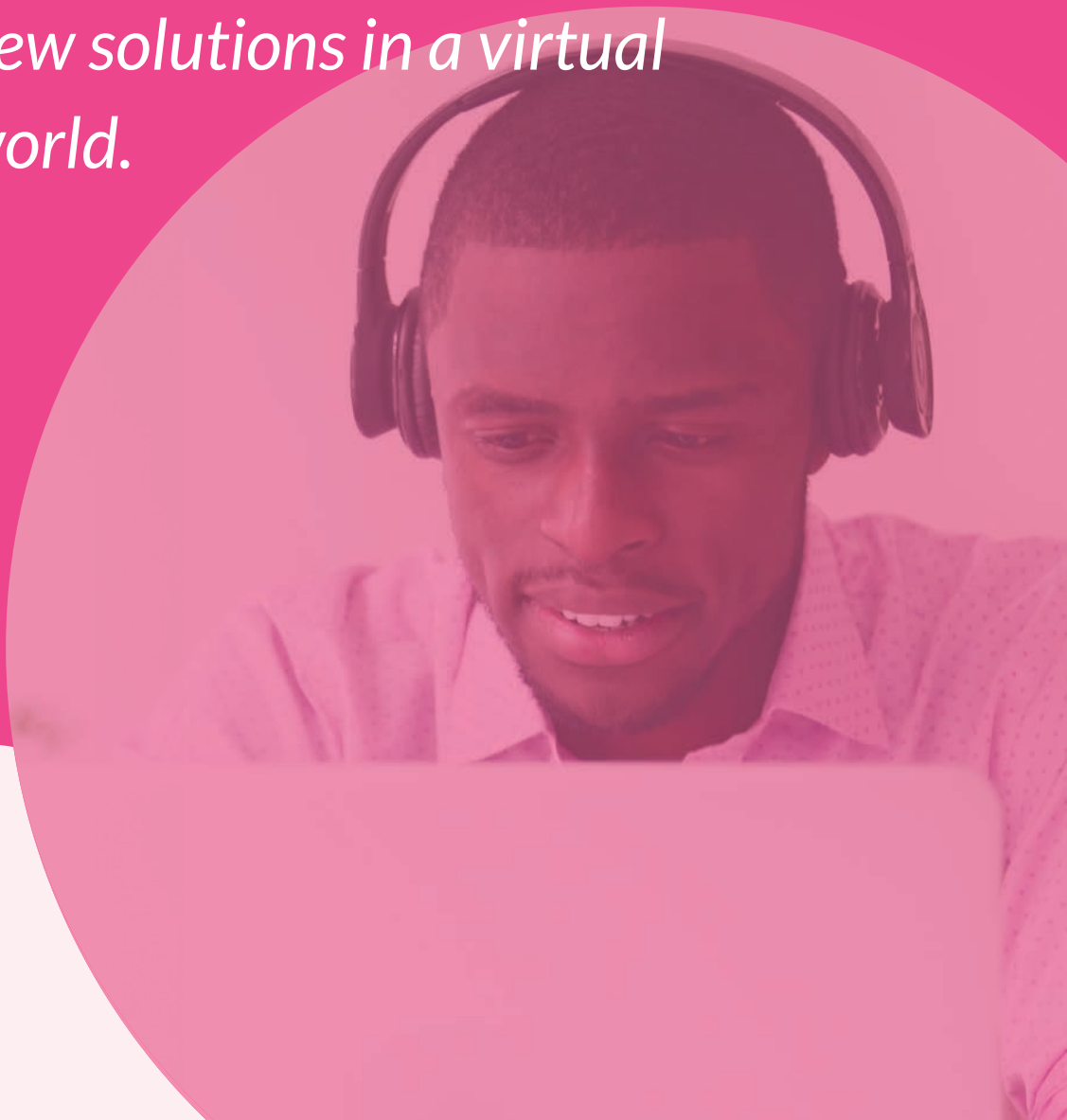
TJX Canada is known for its retail brands (Winners, HomeSense and Marshalls) in Canada, but with all of that product, have you ever wondered who's supporting the process? Merchandise Assistants at TJX Canada are an integral part of the merchandising operations team, giving support to the buyers, vendors and the product lifecycle. We had the chance to connect with four – current and previous – Merchandise Assistants to get a glimpse into their work and share it with you. We learned all about their careers thus far, how they're growing, and why they love working at TJX Canada.

Editorials on TalentEgg's The Incubator

While many students and early career professionals felt disappointed by the communication they received from employers about job losses, many students felt that their educational institutions and career centres provided ample opportunities to connect and provide messages of support. This online relationship between career centres, students and alumni, will be critical to continue to develop and strengthen, as many students are feeling overwhelmed by virtual learning and working. When asked how they were handling online learning, 48% of students said they were “okay, they’re managing” and 20% said “poorly, they’re struggling”. TalentEgg is proud to partner with educational institutions to help facilitate helpful resources, platforms and social media engagement now and into the “new normal” we’re all entering.

Trend #3

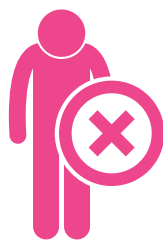
What's important to students and grads right now. How to prioritize their learning, onboarding and work experience during COVID-19. New solutions in a virtual recruitment world.



What's important to students and grads right now. *How to prioritize their learning, onboarding and work experience during COVID-19. New solutions in a virtual recruitment world.*

In these uncertain times, priorities have shifted for businesses, employers, educators and especially students and new grads. Finding out what matters most to students and new grads, how they're currently feeling and how to ensure their learning, onboarding and work experience is supported, are questions we're sure you have all had. In our COVID-19 Survey, we heard directly from students and graduates about their concerns. Here are some ways you can prioritize and craft the support you provide the next generation of talent as they make the school to work transition.

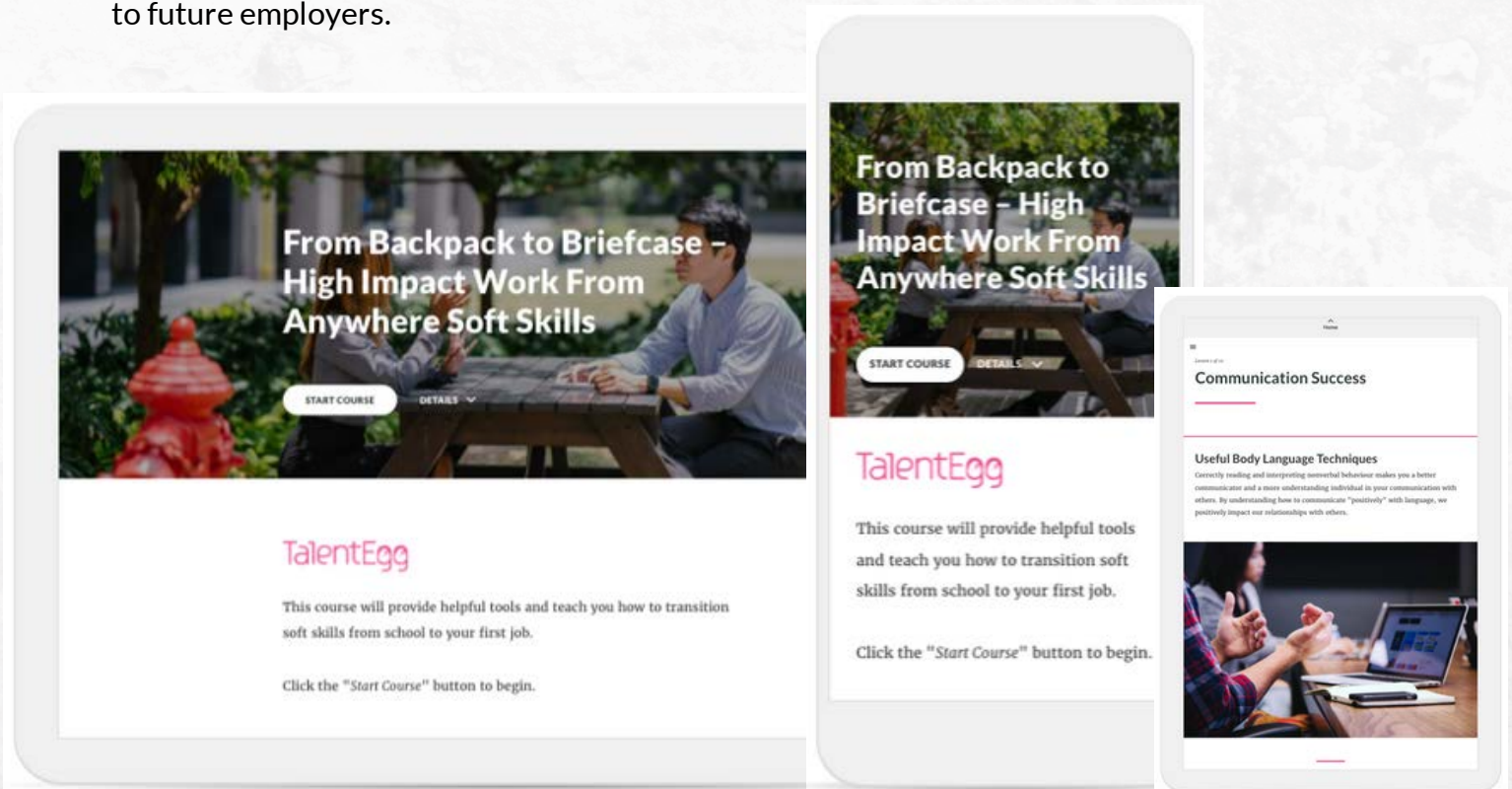
Students are feeling many emotions and stressors simultaneously, highlighting the difficult time and uncertainty they are experiencing. They have expressed concerns about their future career path, their grades being affected, finding jobs and hiring freezes, competitive labour markets, loss of their post-secondary experience, mental health support, and future education admissions. According to our survey, 35% of students had their classes completely cancelled and 20% lost credits or grades. On top of that, 53% of students were most concerned about not having future job prospects.



35% of students had their classes completely cancelled and 20% lost credits or grads.

One student commented, "How do we compete with thousands of people who were laid off (who have years of experience) and all the new grads as well, in an uncertain job market?". Another student said, "With so many layoffs and hiring freezes, how will I be able to land a job that I want after my MBA, especially as an international student?".

Many students are concerned that their education will not be considered equivalent by employers to those who graduated before them, on top of their worries about dealing with a large and sudden increase in competition. One way to address this is through online learning and providing opportunities for students to enhance their skills from home. TalentEgg is proud to offer a brand new E-Learning platform that will allow students and graduates to access soft skill courses to help develop critical skills and feel more confident in what they can showcase to future employers.



TalentEgg's E-Learning Platform

TalentEgg's Candidate Video Showcase is another opportunity for students to get in front of top employers and stand out through video, creating a way to tell employers even more about who they are as people and what they're passionate about, than what their resume can say in writing. Prior to COVID-19, students already felt like their applications were being lost in a black hole of resumes. With so many more candidates entering the job market, it feels even more overwhelming. Show candidates that you care about the time they've invested in applying to positions with your organization. Be clear about your application process during these uncertain times and provide a human face to your recruitment. Employers can do this by utilizing video interviewing, increasing their social media presence, creating automated email communication, video branding, editorials and more! Transparency is key and by giving students and grads, a clear expectation of the process, it will amplify your brand's culture and reputation.

New grads and early career professionals were particularly concerned about working in an unsafe environment when workplaces open up, the lack of remote jobs available, an increasingly competitive job market, their career growth being stunted by the pandemic, and how their mental health and productivity will be assessed by employers in a work from home environment. 70% of new grads and early career professionals said they are concerned about their career growth being affected by COVID-19. 28% of grads surveyed said they were also concerned that the industry they work in will not recover from the economic downturn.



70% of new grads and early career professionals said they are concerned about their career growth being affected by COVID-19.



83% of students felt they needed additional training before entering the workforce.

To continue to focus on career growth for grads and early career professionals that are still employed with your organization, it's important to organize and offer development programs and plans. Incorporate E-Learning modules, courses and job shadowing opportunities. Many organizations have invested in developing talent pipelines and it's important to continue the outreach as we move forward. When organizations are ready to re-hire and onboard, candidates will expect clear and transparent communication about what's expected of them and productive job training. Facilitating an engaging virtual onboarding process is a key component in hiring this demographic during this time. Before the pandemic, the majority of students felt only somewhat prepared to enter the workforce, with 83% saying that they still felt they needed additional training. This concern has only amplified since COVID-19 and their uncertainty even more heightened.

Ultimately, students, grads and early career professionals want to have a successful school and work experience with open and clear communication from educators, career consultants and employers, along with opportunities to stand out, make their mark and continue their career advancement, all while navigating the complexities of living during a pandemic.

Trend #4

Mental Health, the “new normal”, and the desired support that students, grads and early career professionals want moving forward in this virtual reality.



Mental Health, the “new normal”, *and the desired support that students, grads and early career professionals want moving forward in this virtual reality.*

There's no question that students and grads have had to, and will continue to, endure a lot of stress and challenges as we move through this new normal. Not only have young professionals lost opportunities, but they've also had to navigate through a pandemic, worrying about their future, financial stress, their families' health and more. It's one thing for individuals to react in a moment of crisis to the need to shift every aspect of life to a virtual experience, but it's quite another to accept that this reality is long term. Do students and workers really want to take an entire year or more of online learning and virtual work? While many students and grads said they were managing okay with online learning and working from home, there is still the question of whether this can be sustained in the long term.

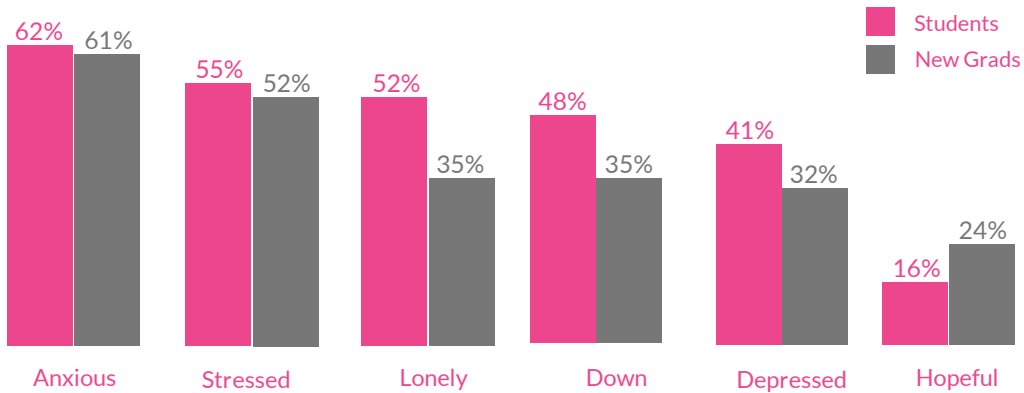
Even though Gen Z students are concerned about their own careers and futures, when asked how they were feeling during the pandemic, 50% were concerned about their family's health, which was above their concern about their own health at 27%. Whether caused by the news that the virus has more serious effects on older adults or an innate sense of invulnerability, the survey results show that their concern over their family's health is a heavy emotional burden on this generation.



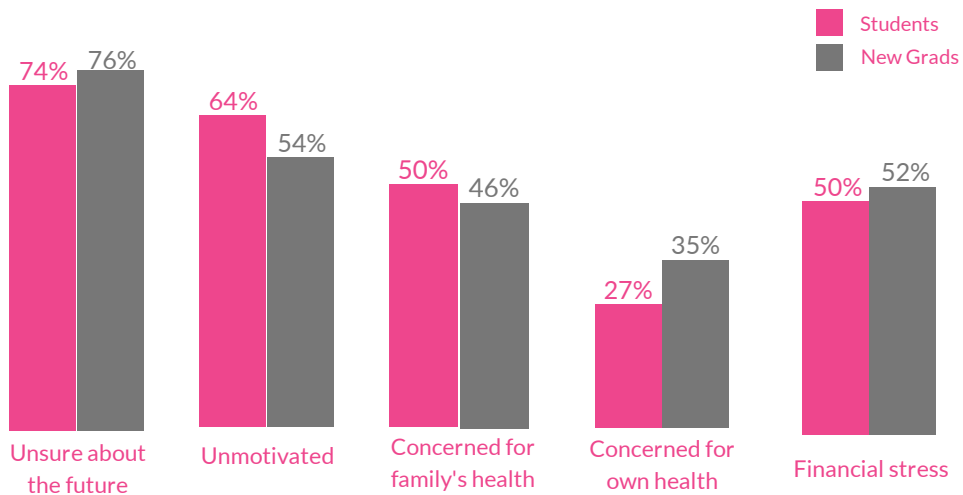
50% of students are concerned about their family's health during the pandemic, but only 27% were concerned for their own health.

Students and grads are feeling both stressed and depressed emotional states as well as circumstantial education and career concerns, simultaneously. When asked to select all that apply to their feelings, 74% of students felt unsure about the future, 64% felt unmotivated, 62% felt anxious, 55% felt stressed, 52% felt lonely and 50% felt both concern for their family's health and financial stress. All of these are rational concerns and natural responses during a worldwide pandemic. Only 16% felt hopeful. Similarly to the students' results, new grads and early career professionals are feeling a multitude of emotions, while also balancing their future career growth and job search. When asked to select all that apply, 76% are unsure about the future, 61% are anxious, 54% are unmotivated, 52% are feeling financial stress and 52% are stressed.

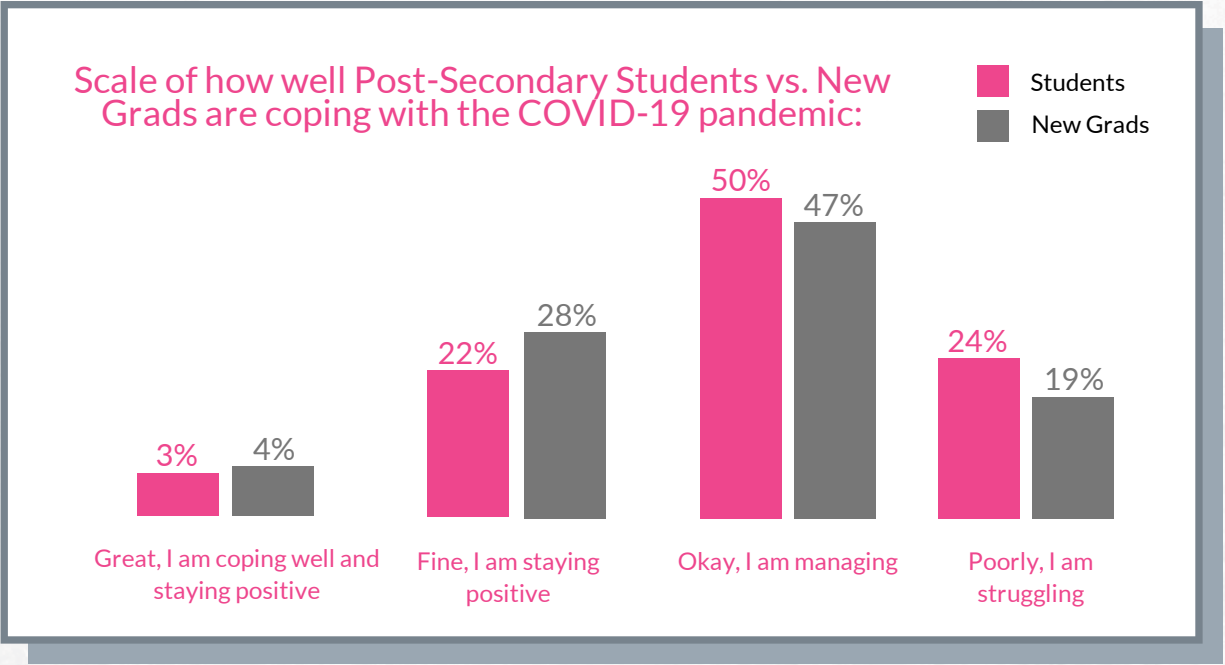
Emotional states experienced by Students vs. New Grads as a result of the COVID-19 pandemic:



Circumstantial states experienced by Students vs. New Grads as a result of the COVID-19 pandemic:



When new grads and early career professionals were asked about how they are coping with the COVID-19 pandemic, 47% said, "Okay, I am managing", 28% said, "Fine, I am staying positive", 19% said, "Poorly, I'm struggling" and only 4% said, "Great, I am coping well and staying positive." 50% of students said they were okay and managing, 25% said poorly, they're struggling, 22% said they are fine and staying positive and only 3% said they were great and were coping well and staying positive. Students are feeling a greater impact with 25% saying they are coping poorly, whereas only 19% of grads and early career professionals responded saying poorly.



Educational institutions can show up online for students and graduates by creating a sense of community through school platforms and social media, creating online virtual events and contests to get students involved with each other and with potential employers. Having plenty of online resources with tips and coping strategies, E-Learning resources, workshops and networking opportunities can help students stay connected. Try to incorporate actual ways of showing a human face online. If you're an employer with a virtual team, try making one meeting every week video-mandated, it makes a difference seeing co-workers face-to-face, even if it's through a screen. Some organizations are continuing to have social gatherings online, and creating fun, team building events.

More importantly, have a place where students and graduates can easily express the struggles they may be facing. Having a virtual open door policy can allow for students and grads to have a positive outlet. If your organization is implementing ways to help young professionals manage their mental health and current anxieties, then it's important that you're showing this to potential candidates! Showing that you care and that you put your employees and future employees' mental health and wellbeing at the forefront speaks volumes about your company's values. Share your values, culture and principles with candidates through customized editorials or through Instagram Takeovers, for an authentic look at what life is truly like for young professionals right now and how others are managing. In addition to increased communication and transparency, students and grads are really looking for those curated, meaningful resources, guidance and some assurance that things are going to be okay.

Trend #5

Social Responsibility, Volunteering and Staying Connected Virtually



Social Responsibility, *Volunteering and Staying Connected Virtually*

In recent years the prominence of corporate social responsibility (CSR) has grown to become a core activity of most businesses, but why is it so important for you as an HR professional? CSR initiatives help build your company image within your community and support employee engagement, but they also improve your employer brand and help to attract and retain top young talent. Showcasing your CSR initiatives as part of your employer brand is more important now than ever, as a growing number of students, new grads and early-career professionals actively seek out a caring culture in potential employers. Where you stand on global and local issues as an organization holds more weight than ever before, especially to Gen Z.

In our 2020 TalentEgg Survey, an astounding 96% of post-secondary students, grads and early career professionals believe that it's important for employers to have social responsibility initiatives. You may be thinking: "Egg-cellent, my company has several CSR initiatives." But it's not just about participating in CSR initiatives. It's critical that you effectively communicate your involvement to your target demographic and help them connect the dots between your commitment to community and your commitment to employees.





96% of post-secondary students, grads and early career professionals believe it's important for employers to have social responsibility initiatives.

TalentEgg's blog, "The Incubator", provides various career-related articles to help students, new grads and early-career professionals navigate their way from school to work. Our range of topics cover everything from the importance of volunteering to different companies' involvement in their communities. This would be a great place to start, though social media is another powerful tool, especially when complimented by video.

Interestingly, our 2020 TalentEgg Survey uncovered that while CSR initiatives are important to students, grads and early career professionals, the percentage of respondents that say they volunteer often has dropped from 2019. 26% of post-secondary students say they volunteer regularly, compared to 17% of grads and early career professionals. Only 4% of grads and early career professionals volunteered with their workplace. So, how can your organization, whether virtually, on-campus or within the workplace increase this number? Year after year the importance of volunteering and CSR continues to grow among future candidates. Expanding your current operations to provide more opportunities for young professionals to get involved - the stronger your employer brand will become.

TalentEgg has various partnerships to specifically guide and encourage students, new grads and early-career professionals to volunteer. Our sister company CharityVillage is Canada's most popular career resource for the nonprofit sector. We work with CharityVillage to curate our volunteer opportunities directly from their site and tailor them for our audience. We also work with our sister company Bmeaningful, that features purposeful jobs in the social good sector and provides helpful resources to help people connect purpose with their paycheck.

For the last two years TalentEgg has partnered with the World Wildlife Fund to encourage students to become Living Planet Leaders @ Campus, as well as encourage early career professionals to get involved @ Work. The certification @ Campus provides students with an opportunity to make a difference on campus and in their communities, while teaching them teamwork and leadership skills. While @ Work encourages workplaces to take action, help the planet and become champions.



What are you doing for Earth Hour?

Join World Wildlife Fund on March 30 at 8:30 PM

Complete your first activity during #EarthHour for **Living Planet @ Campus!** WWF will provide you all of the resources and how-to guides you need to participate.

You can celebrate **Earth Hour** any way you want. Keep it simple or go all out - the choice is all yours! Think: candle-lit dinner, stargazing, or simply power down for an hour. Or maybe a little bigger? Put on a gig or concert (unplugged), or host an Earth Hour party! Challenge your faculty or administration to 'power down' for 2019 and beyond. The possibilities are endless.

[Learn More!](#)



April 30 · 🌐

Did you know that by organizing a virtual Our Planet: Our Business film screening by WWF-Canada with your company, you can:

1. Provide an opportunity for your colleagues to learn about, and act on, some of the major environmental challenges we're facing today.
2. Learn what environmental topics employees care about by organizing a facilitated post-film conversation.
3. Encourage keen individuals to get involved in a more meaningful way by joining your green team or volunteering to help with an environmental activity.

Be part of the change, organize your virtual screening here:
<https://atwork.wwf.ca/re.../our-planet-our-business-screening/>




We also partnered with Career Connections and the Insurance Institute of Canada, along with video interviewing partner, VideoBio, to run our first ever virtual case competition. This successful event allowed students to pitch their best and brightest ideas about how to create increased awareness of career opportunities in insurance. Through our Video Candidate Showcase platform, we were able to seamlessly run a successful competition with students from across the country.



[Back](#)

Mackenzie Oldfield



School:
Wilfrid Laurier University
Graduation year:
2022
Program:
Business/Management
Industry:
Insurance, Consulting, Sales, Banking & Finance, Business
Location:
Etobicoke, Ontario
Language:
English

About Me

Hi, my name is Mackenzie Oldfield, and I am a BBA co-op student at Wilfrid Laurier University and will be graduating in 2022. I am interested in insurance, risk management, and consulting. I have worked as a Risk Management Assistant at Cott Corporation for two summers. I am also the Co-President of the Laurier Insurance and Risk Association and a Laurier Campus Ambassador. I love public speaking, presentations, skiing, and travelling too.

[Message me](#) [Video interview me](#)



Student at Wilfred Laurier University, Mackenzie Oldfield, Pitch Competition First Place Winner.

It's eggs-treamly clear that CSR is a must for employers to attract, engage, and retain top young talent. With our customized content and partnerships, we've made it easier than ever to connect with students, new grads and early career professionals all through one platform. Reach out to us to find the best way to promote your giving back initiatives and amplify your employer brand!

Summary

After surveying students, grads and early career professionals from across Canada during this unprecedented time, we have discovered what they're concerned about, how they were treated during job loss, what they are looking for from employers and educational institutions moving forward, and what motivates them to become not just employees, but brand ambassadors and your company's recruitment "evangelists".

As in previous years, having a strong online presence is the number one thing on every employer's to-do list and now it's not a choice. However, simply being online is different from engaging, creating meaningful content and attracting top talent. That is where TalentEgg helps by creating social media buzz and brand awareness, telling your employer value proposition in ways and on platforms that resonate with top Gen Y and Z job seekers – driving the best candidates your way.

This year, we've uncovered the biggest concerns and anxieties candidates face in their job search, recruitment process and work-life balance. It's important to understand where they are coming from to ensure the candidate experience supports your positive work culture and employer brand! Really take the time to ensure you're communicating in a way that's transparent and also supports and nurtures your company's reputation as a place that cares about its people. The most common frustration we hear from students and grads is their feelings of not being noticed by employers and their incapacity to communicate their real selves and personal brand effectively to recruiters. TalentEgg's new Candidate Video Showcase allows young job seekers to upload their video introduction and resume onto a searchable database that employers can use to see beyond the resume to gain insight into the actual person during their candidate screening process. Adding easy to use video interviewing services for next level screening of shortlisted candidates builds an effective, economical and efficient way to make better "fits" with your hires across Canada. Additionally, you can now use our platform to host interactive and engaging case competitions either within your recruitment process, or as a way to engage and network with students and new grads.

Our survey results indicate that students and grads are concerned about their career growth being stunted by the impact of COVID-19, along with an increase in competition within the job market. Continuous learning is the key to keeping the best employees happy and loyal and gives them the tools they need to succeed in the workplace. Our refreshed E-Learning Soft Skills Certificate Courses are a great way to show current employees that you still care about their growth, and an innovative way for educational institutions to offer students ways to continue to develop their skills and create a competitive advantage! Making sure that your recent hires develop their core competencies will help them perform effectively on the job, especially when it's remote. Growth is incredibly important to the incoming generation of workers – be sure to offer and highlight these opportunities about your organization as part of your employee engagement, but also your recruitment messaging as well.

Other workplace initiatives that make employees feel fulfilled at work include corporate social responsibility and giving back events, unique experiences that showcase the company's culture and make everyone feel welcome, involved and engaged with an organization that cares about more than just the bottom line.

We hope that this Guide will help you elevate your new virtual recruiting efforts for students, grads and early career professionals! As we know the current global pandemic is constantly evolving, which is why we will be releasing regular surveys to stay on the leading edge with our audience so that you can better understand how to shape your recruitment efforts moving forward. We're also egg-cited to launch our very first *Virtual Career Fair* this Fall, bringing together students, top employers and career educators across Canada. Stay tuned for more details! For more information on how TalentEgg can help you do just that, visit employers.talentegg.ca.

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.

Visit [TalentEgg.ca](https://www.talentegg.ca)

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

