



Employer Engagement Survey Results – Q2 – 2011
Prepared by: Sherryl Petricevic, Executive Director
601 respondents
sherryl@obep.on.ca
519-208-5966

Summary Employer Engagement Survey Q2- 2011:

Majority of respondents represent the “Non Profit” sector ***change from Q1**

Minimum level of education expected to enter the workforce is a High School Diploma followed closely by a College diploma - ***change from Q1**

Continuous learning is an expectation for advancement – workshops, seminars, additional certifications etc.

MOST important skill identified for an entry level position is Communication/People skills

Majority of employers offer workplace orientation as training for new employees

Most employers see their role in preparing today’s students to become tomorrow’s employees by actively participating in the development and execution of co-op and experiential learning and to provide occasional co-op experiences

Looking to the future - many employers see Local investment in employee development, e.g. mentoring of young people, participation in local experiential learning programs such as co-op as trends in recruitment *** change from Q1**

The greatest gap in candidate readiness is lack of communication/people skills (also identified as the most important skill for entry level positions) significant changes in skilled trades readiness and salary expectations. ***change from Q1**

In the last five years employers have identified that the communication skills gap has been decreasing and that they are seeing an improvement in insight into career path options

Respondents are moderately confident to confident that the long term health of their industry is good and that the emerging workforce is coming out better prepared than 5 years ago but more have indicated they are not confident at all. ***change from Q1**



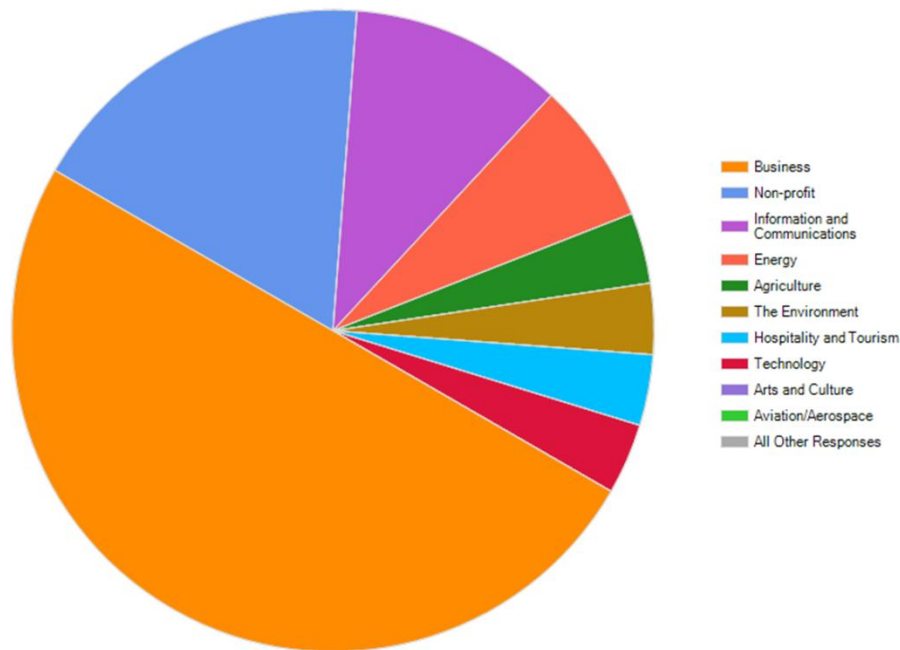
What word best describes your industry?

OBEP

ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

Q1 results = Business

What word best describes your industry?

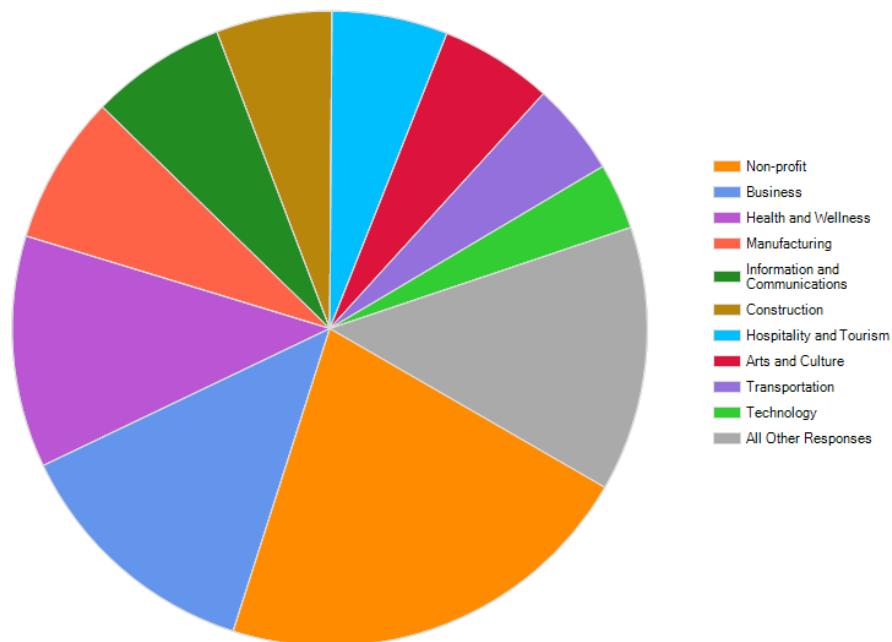


Answer options

Agriculture
Arts and Culture
Aviation/Aerospace
Business
Construction
Energy
The Environment

Q2 results = Non Profit

What word best describes your industry?



Forestry
Health and Wellness
Horticulture and Landscaping
Hospitality and Tourism
Information and Communications
Technology
Justice, Community Safety and Emergency Services

Manufacturing
Mining
Non-profit
Sports



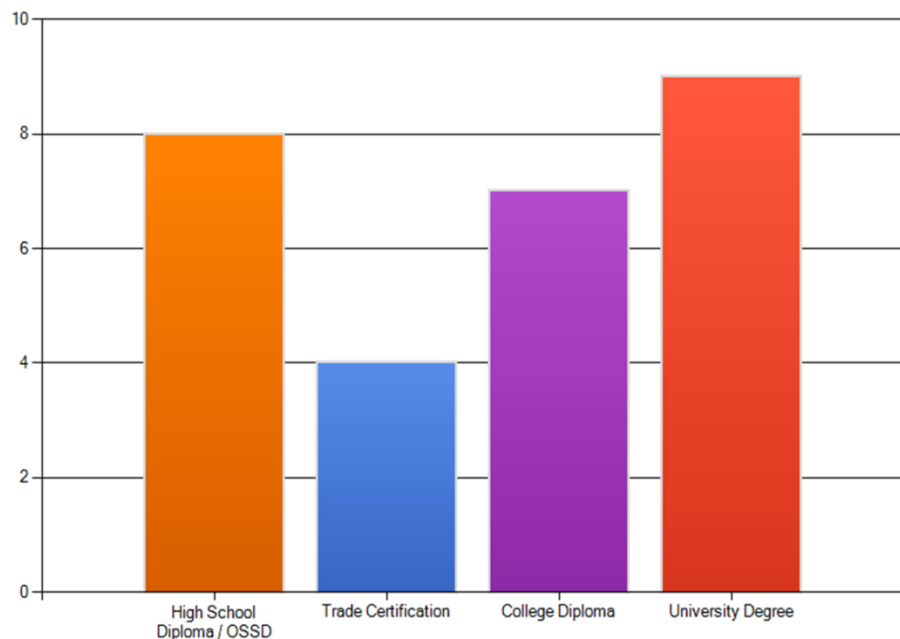
OBEP

ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

What is the minimum education level expected for an entry-level position in your business or industry?

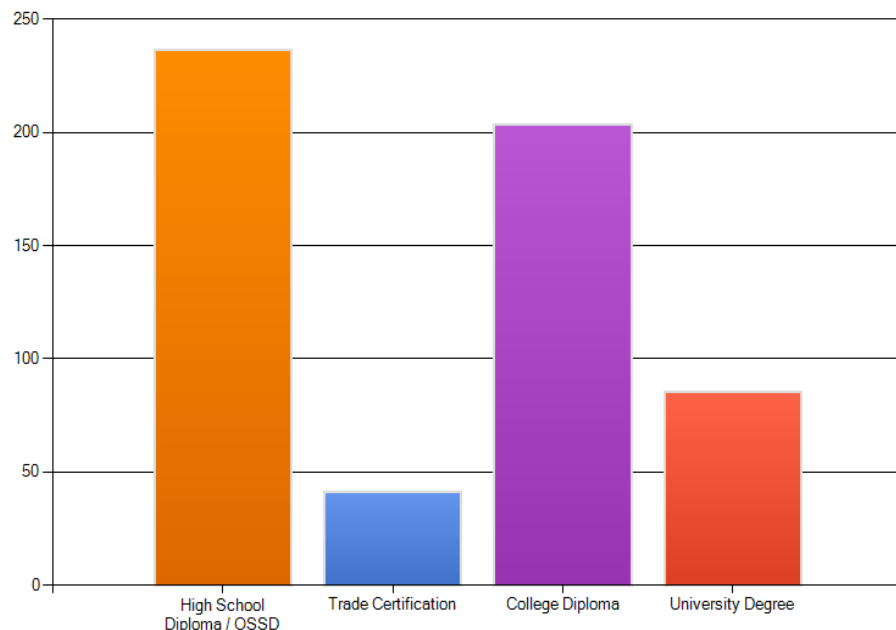
Q1 results = University Degree

What is the minimum education level expected for an entry-level position in your business or industry?



Q2 results = High School Diploma

What is the minimum education level expected for an entry-level position in your business or industry?



Answer options

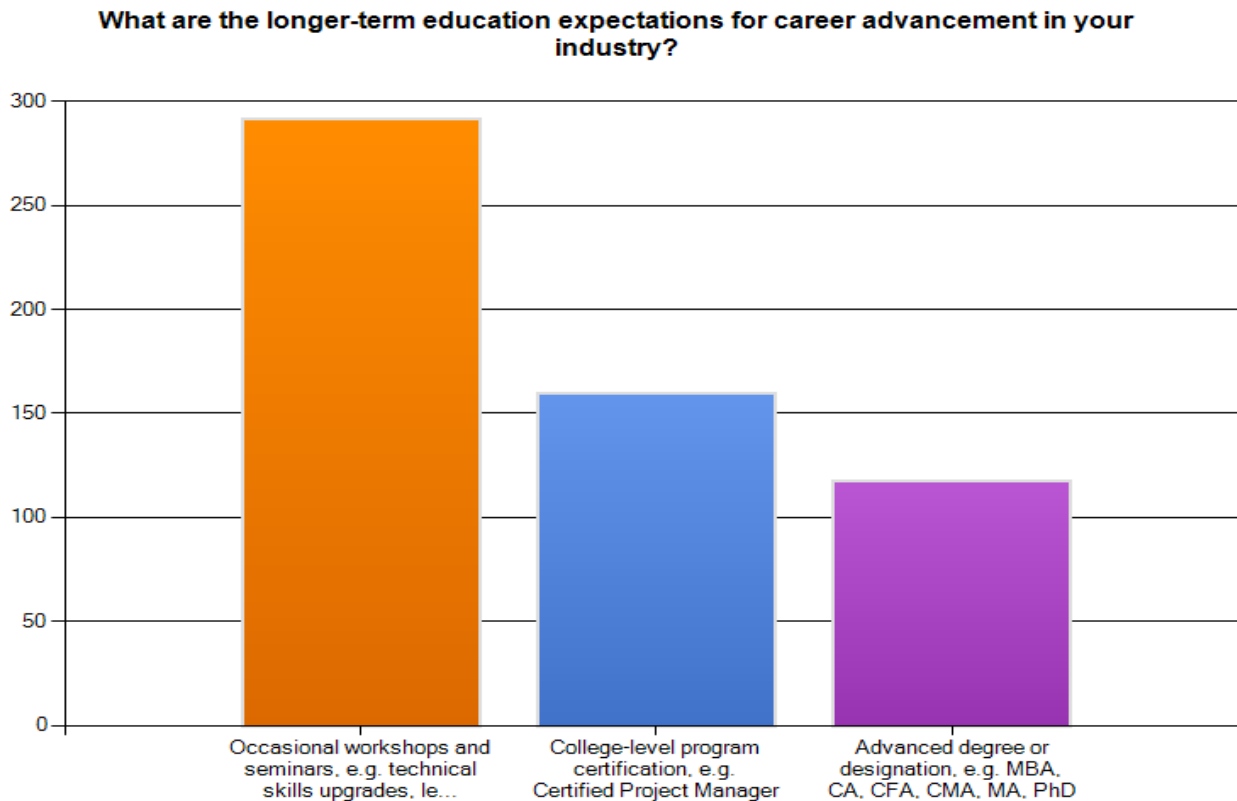
- High School Diploma / OSSD
- Trade Certification
- College Diploma
- University Degree



OBEP
ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

What are the longer-term expectations for career advancement in your industry?

No Significant changes Q1 to Q2



Answer options

- Occasional workshops and seminars, e.g. technical skills upgrades, leadership training, etc.
- College-level program certification, e.g. Certified Project Manager
- Advanced degree or designation, e.g. MBA, CA, CFA, CMA, MA, PhD

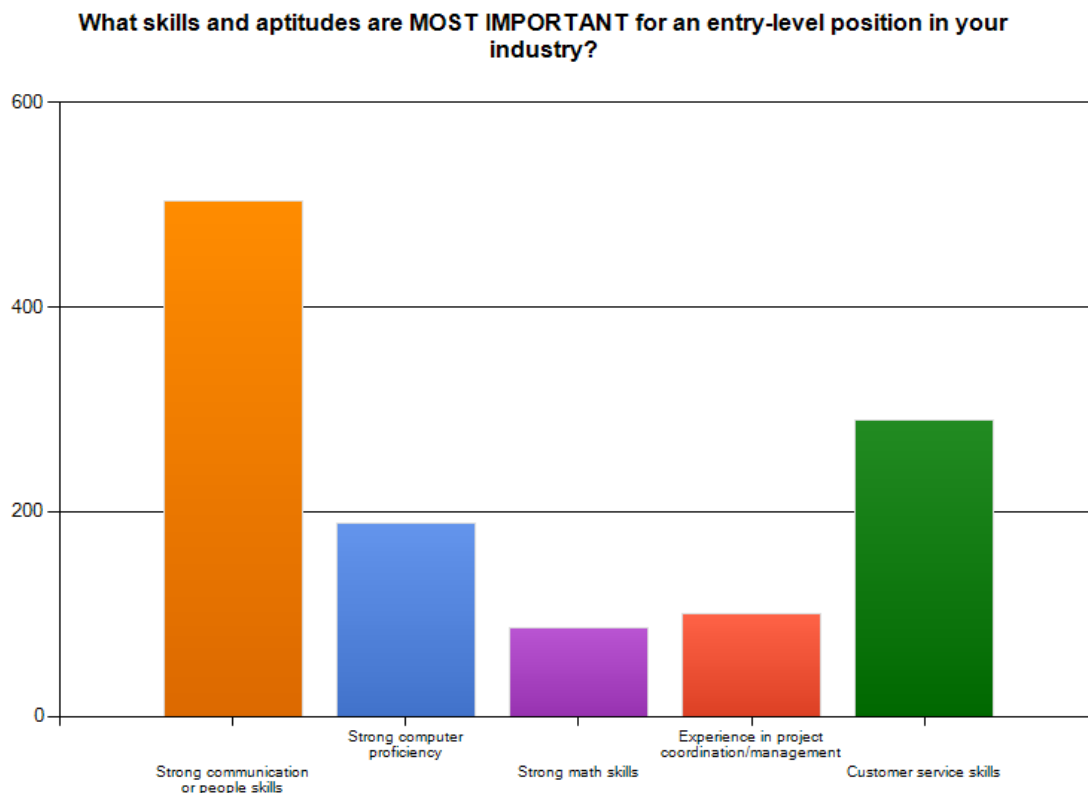


OBEP

ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

What skills and aptitudes are MOST IMPORTANT for an entry-level position in your industry?

No Significant changes Q1 to Q2



Answer options

- Strong communication or people skills
- Strong computer proficiency
- Strong math skills
- Experience in project coordination/management
- Customer service skills



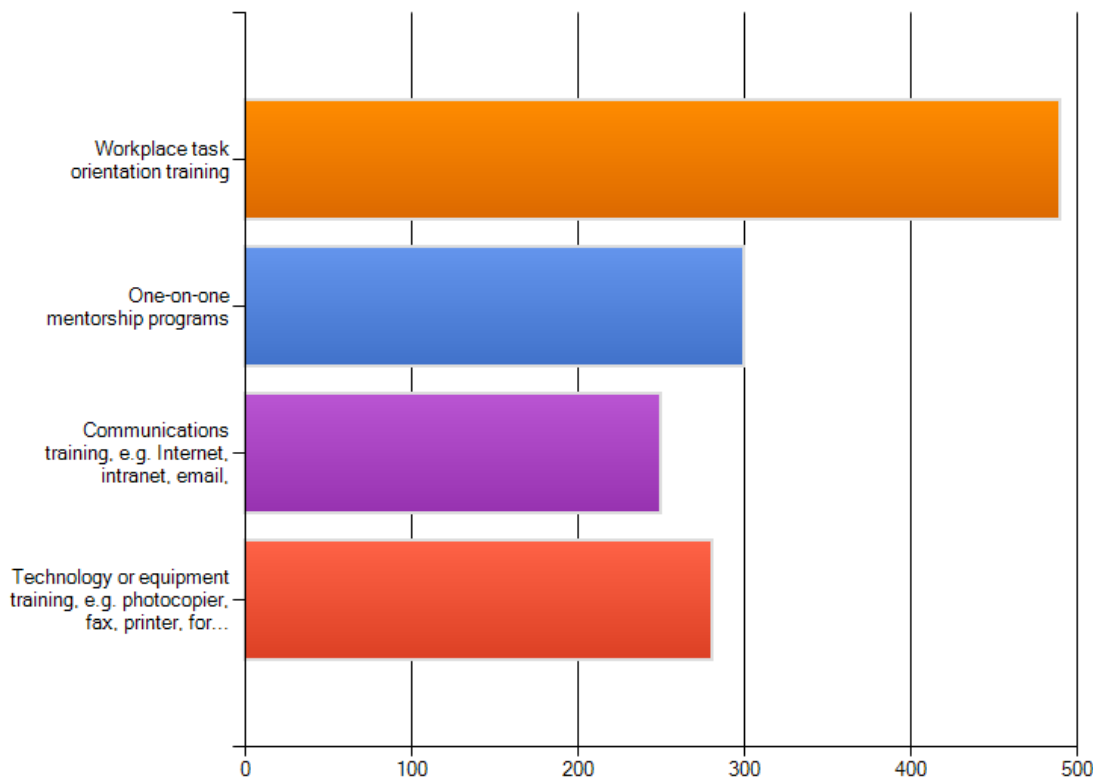
OBEP

ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

What level of training do you make available to new employees?

No Significant changes Q1 to Q2

What level of training do you make available to new employees?



Answer options

- Workplace task orientation training
- One-on-one mentorship programs
- Communications training, e.g. Internet, intranet, email,
- Technology or equipment training, e.g. photocopier, fax, printer, fork lift



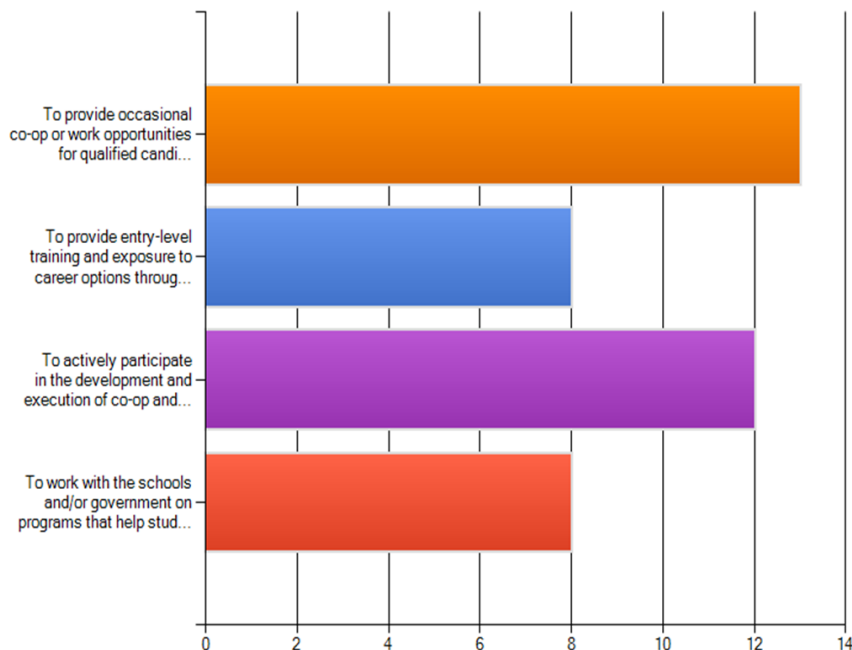
OBEP

ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

What is the role of your business or industry in preparing today's students to become tomorrow's employees?

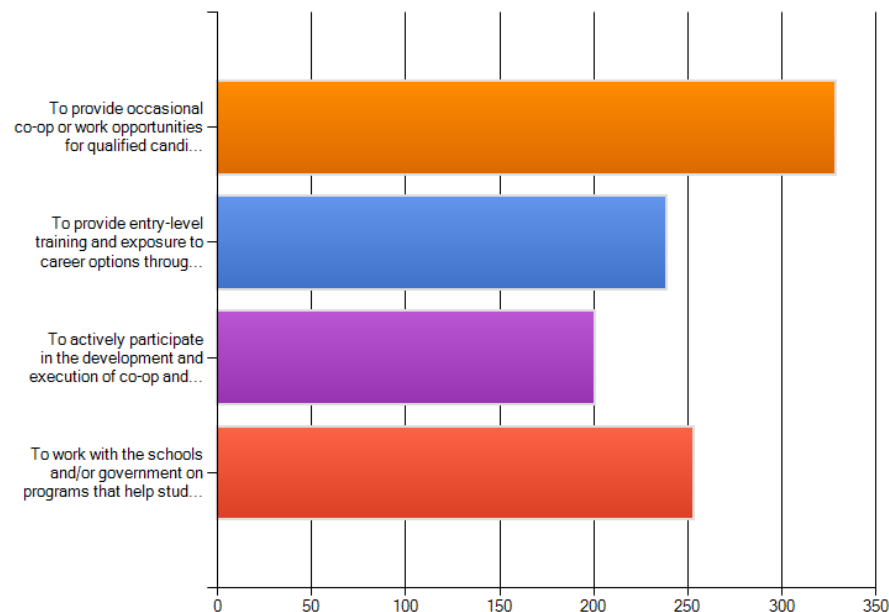
Q1 results

What is the role of your business or industry in preparing today's students to become tomorrow's employees?



Q2 results = growth in answer 4 decrease in answer 3

What is the role of your business or industry in preparing today's students to become tomorrow's employees?



Answer options

- To provide occasional co-op or work opportunities for qualified candidates
- To provide entry-level training and exposure to career options through co-op or related experiential learning programs
- To actively participate in the development and execution of co-op and experiential learning opportunities for students
- To work with the schools and/or government on programs that help students develop fundamental skills for the workplace



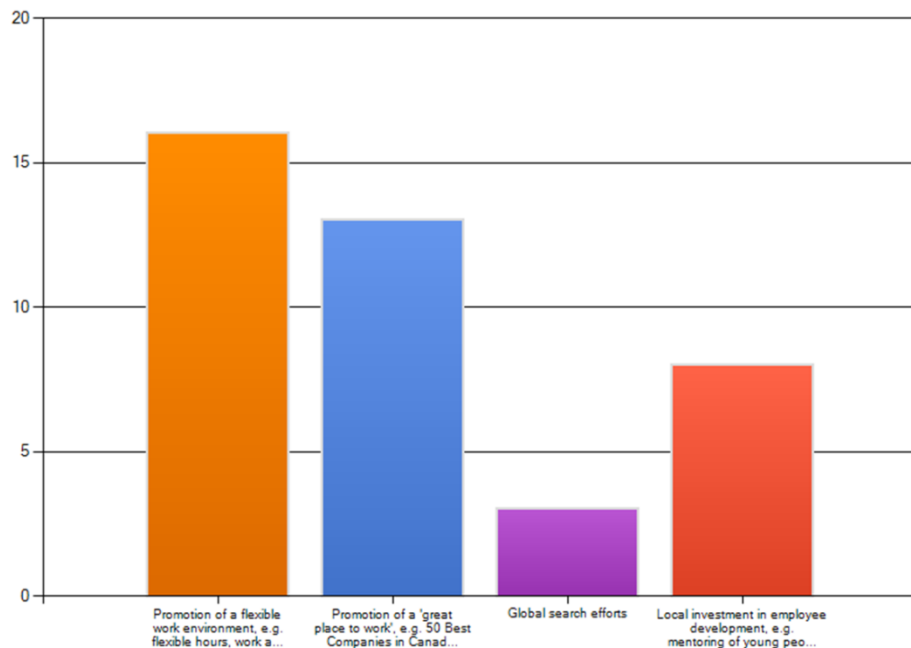
OBEP

ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

What do you consider to be the major trends in employee recruitment?

Q1 results

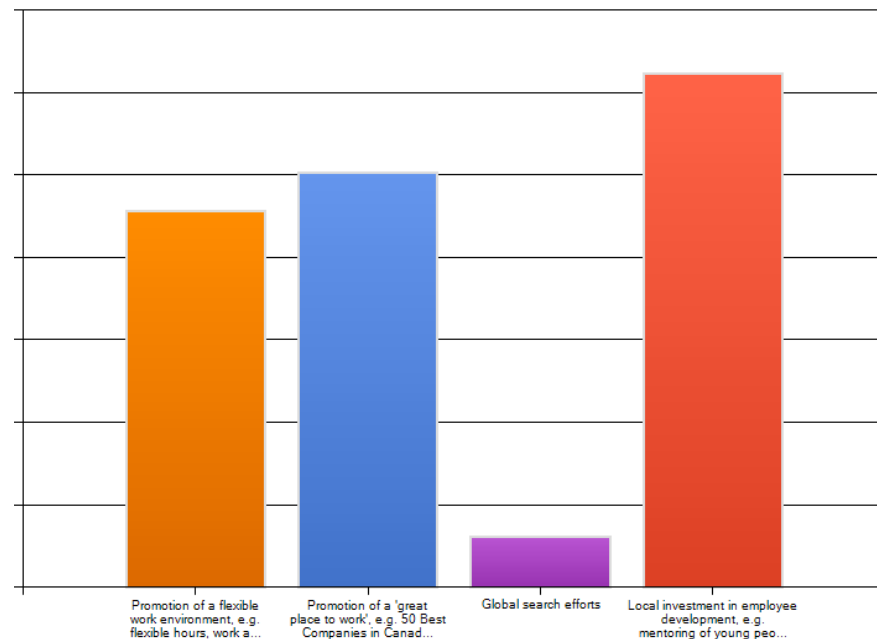
What do you consider to be the major trends in employee recruitment?



Promotion of a flexible work environment, e.g. flexible hours, work at home potential

Q2 results

What do you consider to be the major trends in employee recruitment?



Local investment in employee development, e.g. mentoring of young people, participation in local experiential learning programs such as co-op

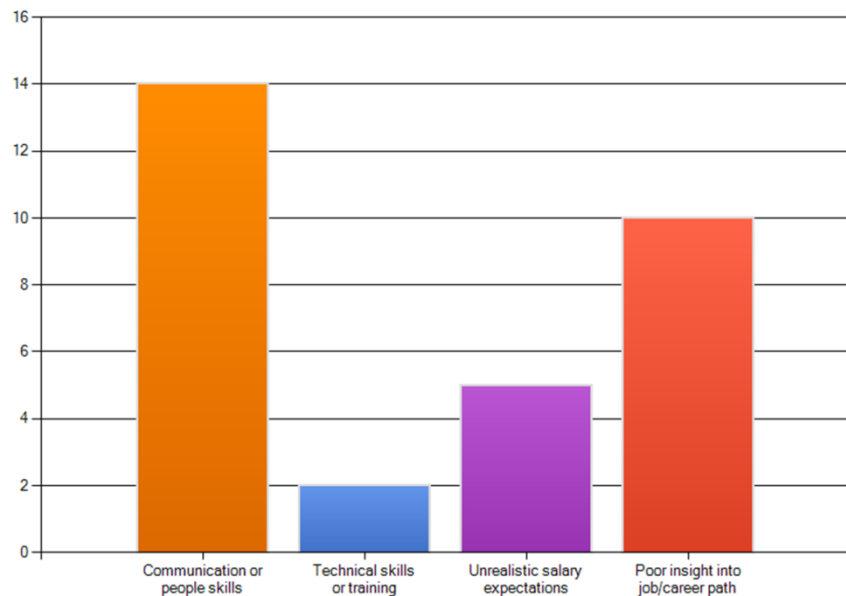
Answer options

- Promotion of a flexible work environment, e.g. flexible hours, work at home potential
- Promotion of a 'great place to work', e.g. 50 Best Companies in Canada, Top Employers for Young People, Employer Champion Award Winner, Ontario Employer Designation, etc.
- Global search efforts
- Local investment in employee development, e.g. mentoring of young people, participation in local experiential learning programs such as co-op

What is the greatest GAP in candidate readiness for a role in your business or industry?

Q1 results

Where is the greatest GAP in candidate readiness for a role in your business or industry?

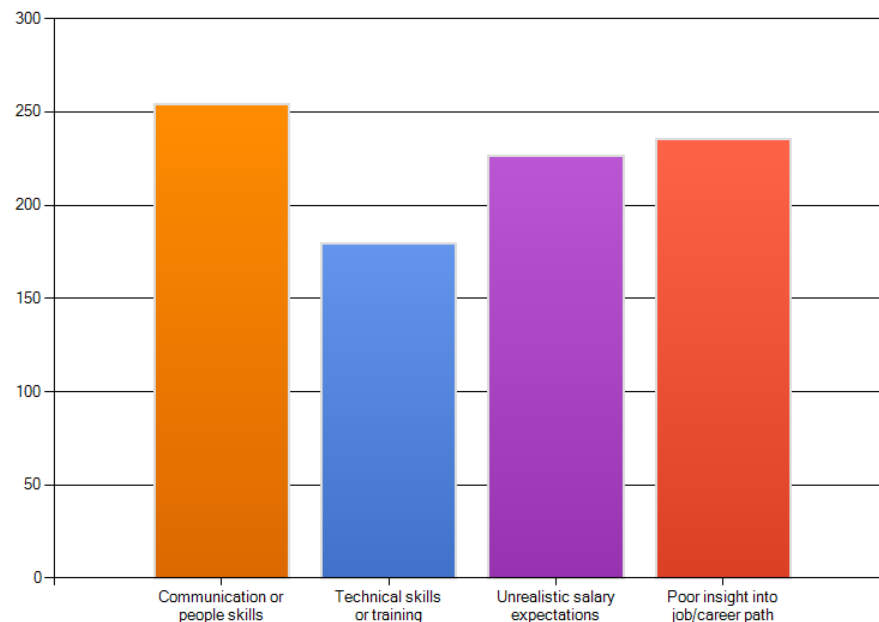


Answer options

- Communication or people skills
- Technical skills or training
- Unrealistic salary expectations
- Poor insight into job/career path

Q2 results

Where is the greatest GAP in candidate readiness for a role in your business or industry?





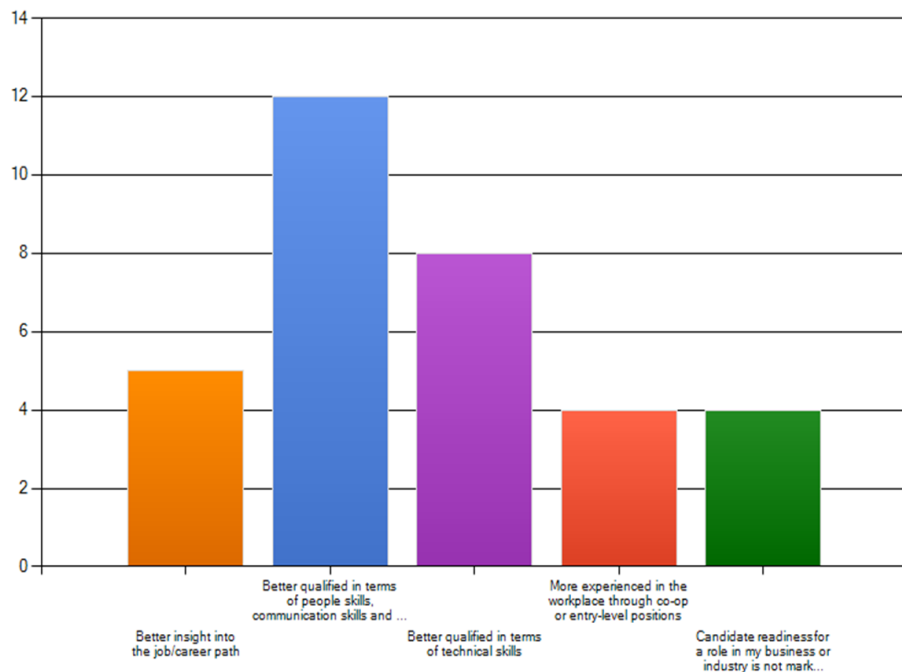
OBEP

ONTARIO BUSINESS EDUCATION PARTNERSHIP
CONNECTIONS THAT WORK

In the last five years, where have you seen the greatest IMPROVEMENT in candidate readiness for jobs in your business or industry?

Q1 results

In the last five years, where have you seen the greatest IMPROVEMENT in candidate readiness for jobs in your business or industry?



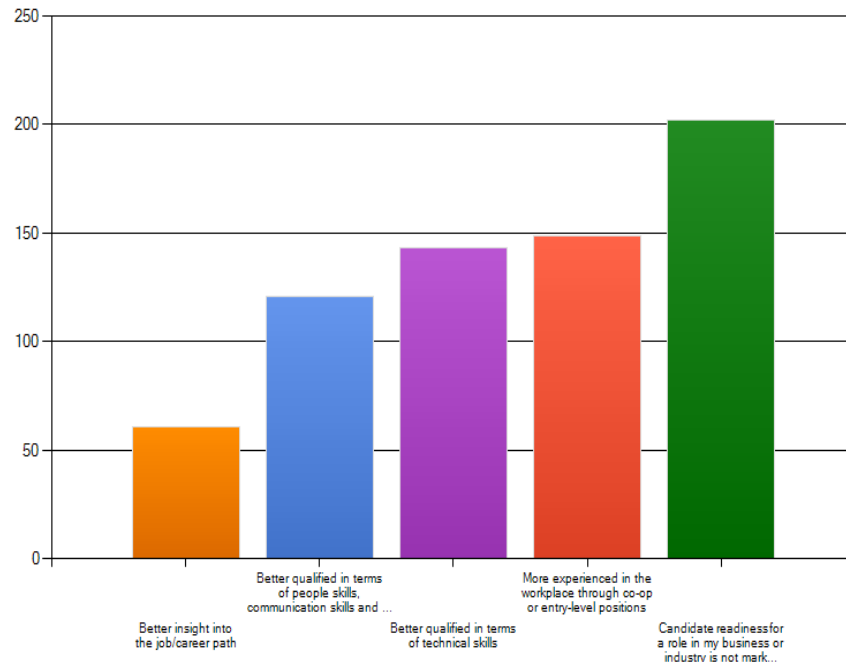
Better qualified in terms of people skills, communication skills and general workplace skills

Answer options

- Better insight into the job/career path
- Better qualified in terms of people skills, communication skills and general workplace skills
- Better qualified in terms of technical skills
- More experienced in the workplace through co-op or entry-level positions
- Candidate readiness for a role in my business or industry is not markedly different than five years ago

Q2 results

In the last five years, where have you seen the greatest IMPROVEMENT in candidate readiness for jobs in your business or industry?

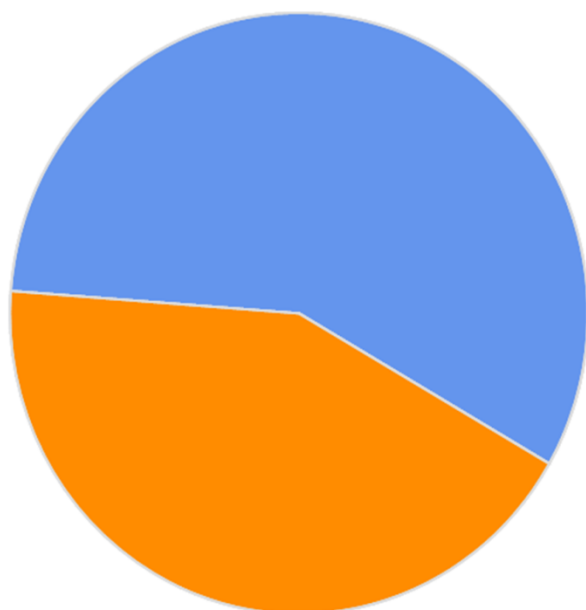


Candidate readiness for a role in my business or industry is not markedly different than five years ago

What is your level of confidence in the long term economic health of your business or industry, considering your hiring/employment experience over the last five years?

Q1 results

What is your level of confidence in the long term economic health of your business or industry, considering your hiring/employment experience over the last five years?



Q2 results = introduction of not confident answer

What is your level of confidence in the long term economic health of your business or industry, considering your hiring/employment experience over the last five years?



Answer options

- CONFIDENT - new hires and entry-level employees have the experience, skills and drive to ensure the long term vitality of our industry
- MODERATELY CONFIDENT - new hires and entry level employees are basically equipped to keep our business or industry moving in the right direction
- NOT CONFIDENT - new hires and entry-level employees are not sufficiently experienced or informed to take our industry to the next level

Any questions or comments please contact:

Sherryl Petricevic
sherryl@obep.on.ca
519-208-5966