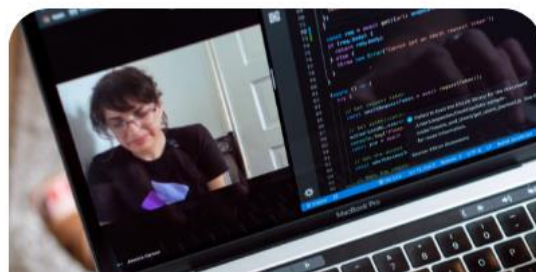
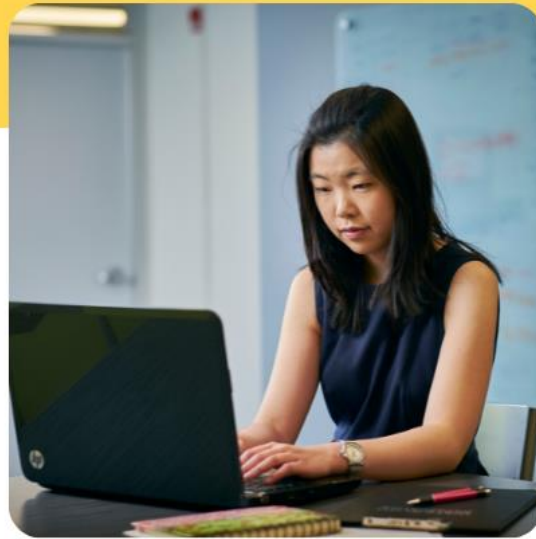


DID YOU KNOW?

You can access up to \$7,500 in wage subsidies through the Government of Canada Student Work Placement Program?



Finding and funding next gen talent

Presented by:

Marg Johnston, Business Developer

Emily Burgess Business Developer



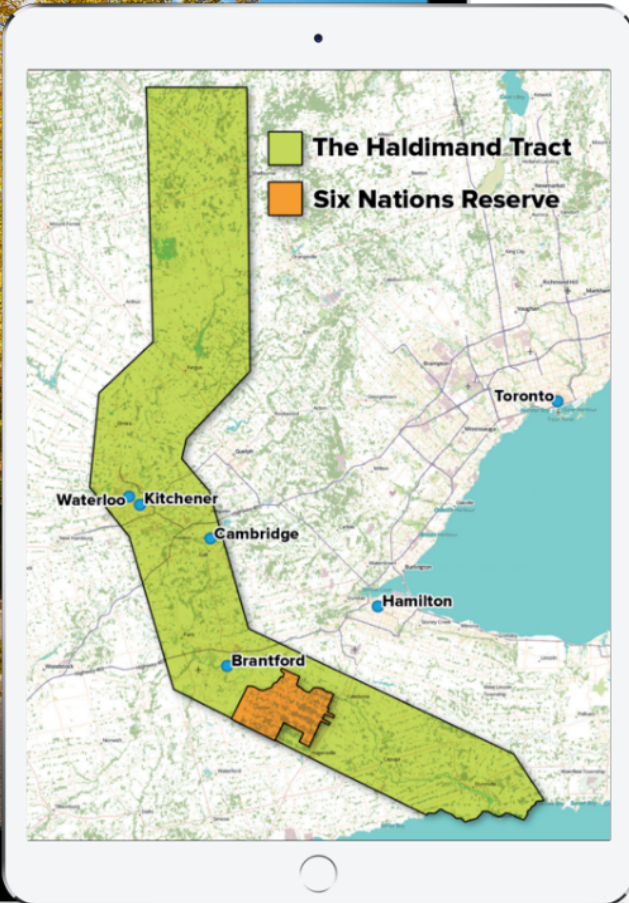
UNIVERSITY OF
WATERLOO



TERRITORIAL ACKNOWLEDGEMENT

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River.

Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is centralized within the Office of Indigenous Relations





OVERVIEW

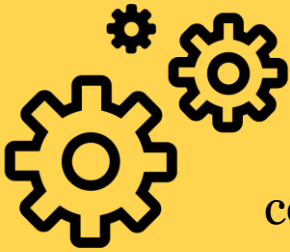
- What is co-op
- Bruce County hiring
- Recruiting talent
- How to hire a student
- Funding
- Q&A

WHAT IS CO-OP?

Co-op is an **educational model** that combines academic studies with relevant, paid, work experience



THE WATERLOO ADVANTAGE



60+ years
of innovation &
growth in
co-operative education



25,000+
co-op students
enrolled in
120+ programs

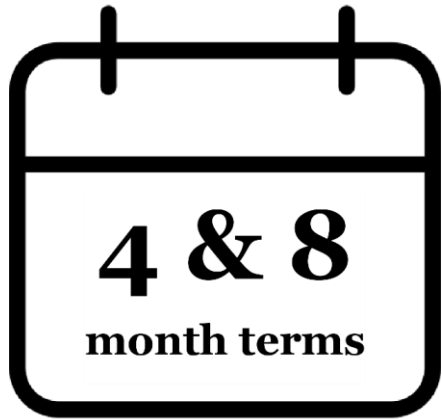


#1 in Canada
for employer-student
connections with a
global network of 7,500
employers

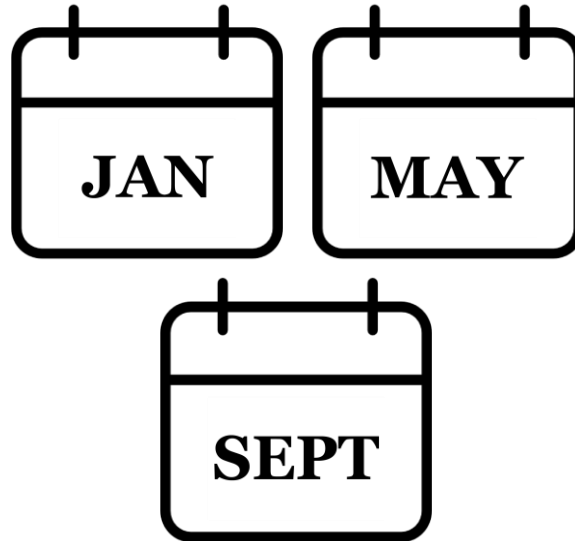


Home of the
**Work-Learn
Institute
(WxL)**

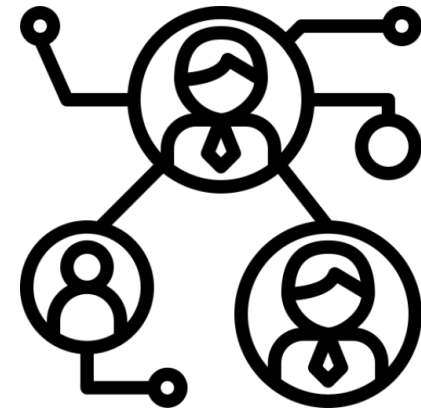
HOW DOES CO-OP WORK?



Four- and eight-month work terms



Start in January, May and September



Hire top talent from across six faculties

EXPERIENCE MATTERS: THE VALUE OF CO-OP

#1 in Canada for
employer- student
connections

#2 in Canada for partnerships
with employers.

QS GRADUATE EMPLOYABILITY RANKINGS 2020

7,500+

employers hire from Waterloo
each year.

\$12,396

in 2018, students from across all
faculties earned an average of
\$12,396 per co-op work term.

Waterloo's co-op program returned

\$2.00

for every \$1 invested by employers.

As of fall 2021, more than

25,000

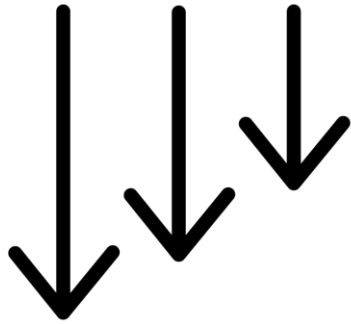
students from 120+ programs were
enrolled in co-op.

Funding to cover up to

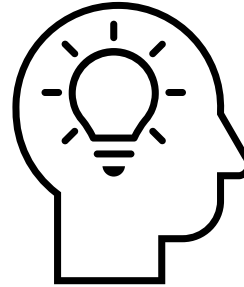
\$7,500

of students wages is available
through the Student Work
Placement Program.

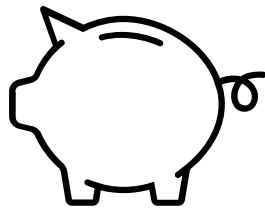
BENEFITS OF HIRING A CO-OP STUDENT



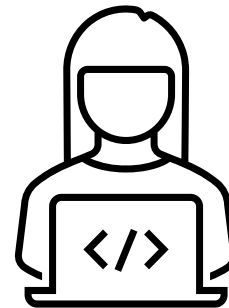
Reduces
your current
workload



Innovation
through fresh
perspectives

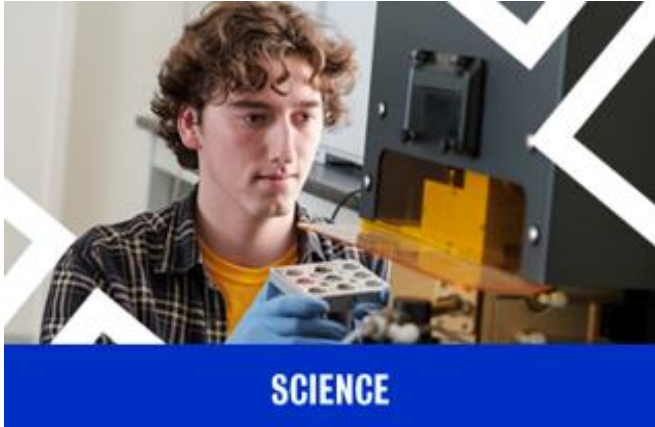


Cost effective
method to hire



Potential future
long-term
employees

HIRE FROM SIX DIFFERENT FACULTIES





CO-OP TALENT IN BRUCE COUNTY

EXAMPLE JOB TITLES

Events Assistant

Data Analyst

Engineering
Assistant

Tourism Co-
ordinator

Web Designer

Environmental
Engineering
Associate

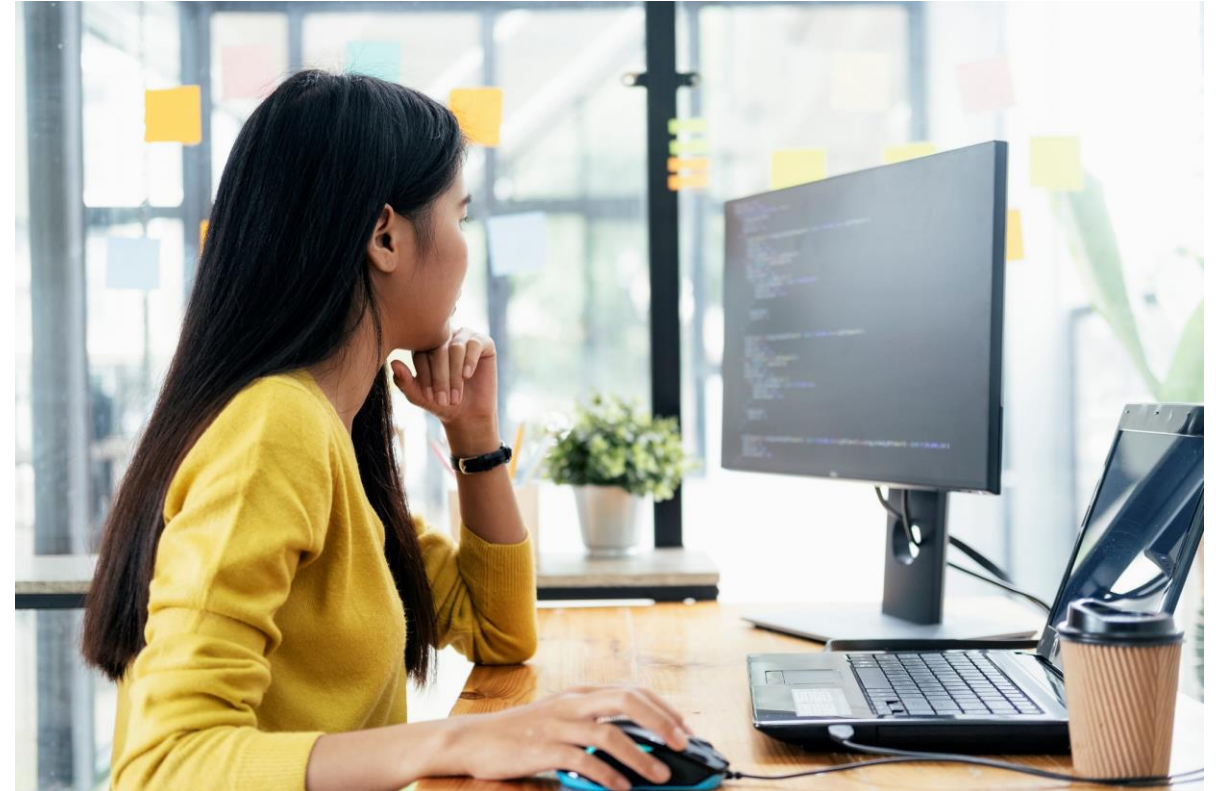
Civil Engineering
Student

Marketing &
Communications
Student

Recreation Co-
ordinator

TYPES OF COMPANIES HIRING IN BRUCE COUNTY

- Construction Companies
- Small Businesses & Start-ups
- Consulting Companies
- Museums & Tourism Centers
- Clinics & Healthcare
- Sports & Recreation
- Municipalities
- Energy and Power





HOW TO ATTRACT TALENT

Accessing top talent for your organization

WHAT STUDENTS ARE LOOKING FOR IN A JOB

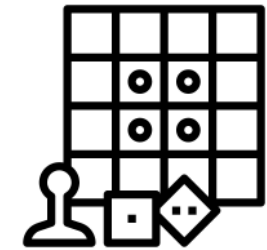
Out of 37,000+ co-op jobs posted on WaterlooWorks over the last three years, job descriptions with key words linked to the following themes received a higher number of applications:



Company Culture



Programming



Food & Games



Employer Values



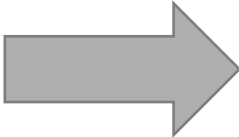
Compensation



Career Development

WHAT DRIVES STUDENT INTEREST

When more words related to company culture were included in a job description, the job was more likely to receive a higher number of applications.



COMPANY CULTURE



WHAT DRIVES STUDENT INTEREST

COMPANY CULTURE



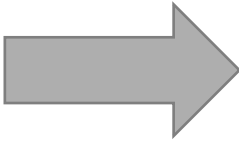
Job A	<p>What's in it for you?</p> <ul style="list-style-type: none">• A friendly, collaborative and inclusive culture• Work-life balance by scheduling your day around your priorities and having more time to spend on the important things
Job B	<p>... our people are our greatest asset. You'll become part of a diverse community that acknowledges everyone's unique talents and empowers teams to do what's right for the client, and to do it well. As part of our team, you will:</p> <ul style="list-style-type: none">• Work in a place where the right technology and infrastructure fosters innovation, collaboration and creativity

198 apps

337 apps

WHAT DRIVES STUDENT INTEREST

Jobs outlining workplace values also correlated with higher application numbers.



EMPLOYER VALUES



WHAT DRIVES STUDENT INTEREST

EMPLOYER VALUES



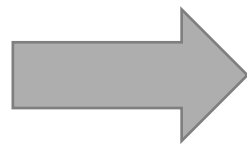
<p>Job A</p>	<p>As a member of our team you are valued, respected and heard, and you have more ways to grow and make an impact. We strive to help you make an impact from day one - for yourself and our customers.</p> <p>We'll support you with the tools and resources you need to reach new milestones, as you help our customers reach theirs.</p>
<p>Job B</p>	<p>If you also share these values, we would like to hear from you.</p> <ul style="list-style-type: none"> Honesty & Integrity - Doing the right thing for all of our collective stakeholders Respect - For ourselves, our partners, our host communities - and the environment Having Fun- Feeling passion and enthusiasm for our work drives our efforts

370 apps

127 apps

WHAT DRIVES STUDENT INTEREST

Employers completing the “Compensation & Benefits” field were more likely to receive a higher number of applications.



COMPENSATION

Most important feature

outside of the words included in the job posting in explaining which jobs received more applications

WRITING A GREAT JOB DESCRIPTION



Job Title

Location

Job Summary

Job Responsibilities

Skills Requirements

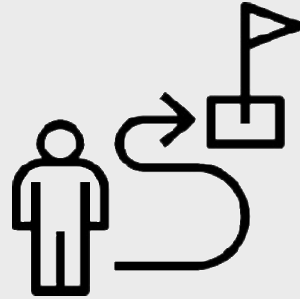
Compensation & Benefits

IMPROVING WORKPLACE ENGAGEMENT



BUILD & MAINTAIN STRONG RELATIONSHIPS

Offer a mix of social and professional connections at work



ENABLE CONTRIBUTIONS TO MEANINGFUL WORK

Provide tasks that balance higher complexity, lower criticality and lower complexity, higher criticality



PROVIDE OPPORTUNITIES TO INNOVATE

Enable young talent to experiment, solve complex, real-world problems and identify solutions

HIRE CO-OP STUDENTS IN FOUR STEPS

Get ready

**Register
and post**

**Interview
and hire**

**Onboarding and
work term**



- Consider:
 - How can students make a difference in your organization?
 - What roles can students fill and what are the main responsibilities?
 - Who will manage the student?
- As an employer, you should:
 - Provide a creditable, paid work experience, safe working conditions and supervision
 - Note: students should be added to payroll
 - Regularly meet with your student to provide feedback
 - Provide end of term performance evaluation

Get ready

**Register
and post**

**Interview
and hire**

**Onboarding and
work term**

- Register for an account on WaterlooWorks, our internal job board system
- Post your jobs
 - Students view the posting and submit their applications through the system
 - We can help target the best group of students to meet your talent needs
 - Select an interview date and time

Get ready

**Register
and post**

**Interview
and hire**

**Onboarding and
work term**

- Review applications and select students you are interested in interviewing
- Interview remotely via video conferencing or phone
- Submit rankings: students will rank employer and employers rank students
- Once match results are complete, confirm your employment details with your student(s) including:
 - Start and end date, name of supervisor, salary and dress code

Get ready

**Register
and post**

**Interview
and hire**

**Onboarding and
work term**

- Provide an orientation to the student to help them transition into the job
- Set expectations, goals and deadlines with your student
- Schedule regular meetings to provide feedback
- Complete a midterm review
- Submit a final performance evaluation

REMOTE ONBOARDING



WELCOME MESSAGES



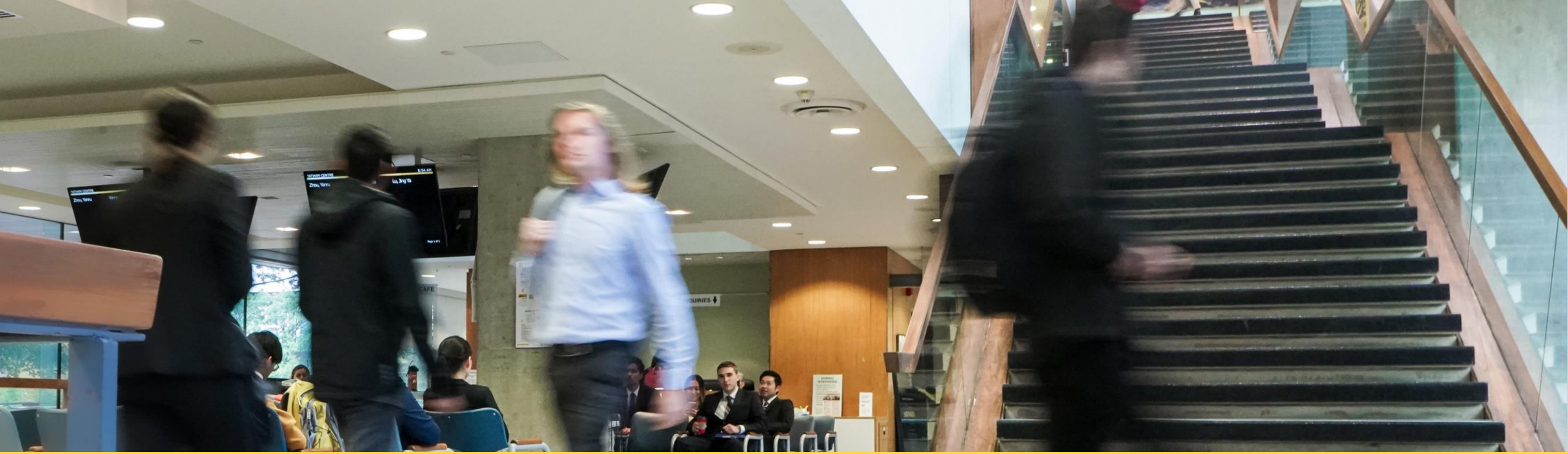
SCHEDULED MEETINGS



INTRODUCTORY SESSIONS



RESOURCES



FUNDING AND WAGES

Wage subsidies, tax credits and grants to support your hires

HOW MUCH DOES IT COST?

Faculty of study <i>(varies by program)</i>	First work term	Second work term	Third work term	Fourth work term	Fifth + work term
Faculty of Arts	\$18.00	\$19.10	\$20.76	\$22.05	\$21.85
Faculty of Engineering	\$18.50	\$20.40	\$22.08	\$24.20	\$25.70
Faculty of Environment	\$17.20	\$19.00	\$19.65	\$21.40	\$21.95
Faculty of Health	\$15.75	\$16.70	\$17.90	\$17.95	\$19.05
Faculty of Math	\$19.35	\$22.40	\$24.90	\$27.25	\$28.80
Faculty Science	\$17.30	\$17.90	\$19.40	\$20.64	\$21.40

Average wages as listed on the [co-op student earning information webpage](#).

FUNDING OPPORTUNITIES

Student Work Placement Program

- Federal funding administered through delivery partners like the Ontario Chamber of Commerce and Eco Canada
- Up to 75% wage subsidy is paid at the end of the term
 - Your cost could be as low as \$2500 for four months of work!

Ontario Co-op Tax Credit

- 25-30% tax rebate of the student's salary

TALENT OPPORTUNITIES PROGRAM (TOP)

The Ontario Chamber of Commerce offers tax incentives with no industry requirement! All sectors qualify, as long as the employer is offering a quality Work-Integrated Learning (WIL) opportunity for the student.

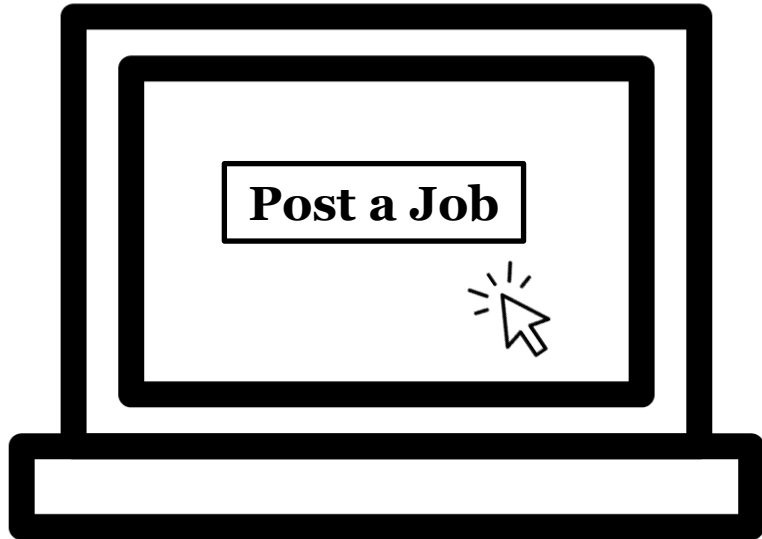
Employer Eligibility

- Registered Canadian business or organization
- Not a federal or provincial government group
- Financial capacity to pay the student for the full term (subsidy is paid out at the end of work term)

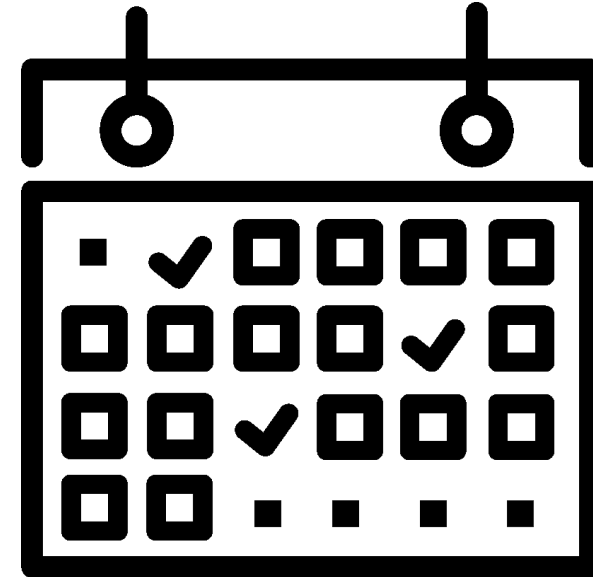
Student Eligibility

- Canadian citizen, permanent resident or a protected person under the Immigration & Refugee Protection Act
- Registered in a post-secondary institution
- Not an immediate family member of the employer

UPCOMING RECRUITMENT DATES



Looking to hire for winter?
Post a job today



Need to hire for spring/summer?
Hiring begins in January

READY TO HIRE? WE CAN HELP YOU GET STARTED

- Discuss your talent needs
- Create job descriptions
- Navigate funding opportunities
- Market your brand on campus
- Develop a co-op talent recruitment strategy
- Access the latest talent and co-op research
- Manage the hiring process



NEED FURTHER INFORMATION OR HAVE QUESTIONS?



Margaret Johnston

226-220-2321

marg.johnston@uwaterloo.ca

www.uwaterloo.ca/hire/sbs