

Student Employment Bureau Public Service Commission February, 2011

The Student Employment Bureau (SEB) is in line with government's objective of being an employer of choice for young people. The purpose of the Bureau is to centralize outreach, recruitment and attraction of secondary and post-secondary students and improve leadership and coordination of student employment opportunities.

A number of departments and agencies are utilizing the SEB in filling their student placement opportunities. In the 2010/2011 fiscal year 216 students were placed with the Government of Newfoundland and Labrador in conjunction with the SEB.

The SEB also assists in enhancing the student experience once they have begun their placement with the Government of Newfoundland and Labrador. Every semester, co-op students and interns are invited to participate in focus groups and surveys, entitled *A Slice of Advice*. The most recent group of students and interns reported having a positive experience. Nearly seventy percent of students participated in the *Slice of Advice* feedback. Over eighty percent were satisfied with their work term and the supervision they received. Ninety percent said they would recommend the Government of Newfoundland and Labrador as a great place to work!

This positive feedback was further displayed when the Government of Newfoundland and Labrador was recognized as being a top employer for students in the Top Campus Employer Brand Rankings produced annually by Brainstorming Consulting and DECODE consulting. These rankings are based on a survey of Canadian university and college students in all areas of study. In 2010 more than 27,000 were surveyed nationally. To receive status as a "top campus employer," organizations must rank in the top 25 in their respective provinces. The Government of Newfoundland and Labrador ranked fourth in this province.

Also, awareness of student opportunities with Government of Newfoundland and Labrador is growing throughout the country. Over the past year students from several universities including Mount St. Vincent's and McMaster were placed in student opportunities with the Government of Newfoundland and Labrador and applications were received from students studying in various universities across the country on opportunities with Government of Newfoundland and Labrador. The PSC, in partnership with Forestry Division of Department of Natural Resources, participated in outreach activities at the University of New Brunswick to promote work/field placement opportunities. The SEB also partnered with the Department of Natural Resources and Department of Education at the Canadian Federation of Engineering Students Conference to reach out to engineering students on placement opportunities. The SEB is continuing to build partnerships with educational institutes across the country in order to enhance the student placement opportunities within Government of Newfoundland and Labrador.

Outreach is happening at a local level as the SEB continues to participate in career fairs through the province. This past year the SEB was a part of the outreach effort at career fairs held by Memorial University, College of the North Atlantic, YMCA-YWCA, and various municipalities including the Town of Belleoram and Port Aux Basques.