



# Sun Life Financial

## Best Practices in Campus Relations & Partnerships

Life's brighter under the sun



# Bella Muretova

Campus Recruitment Consultant



## Sun Life Grad Programs



### Business Leaders (RLDP)

- Started in 2009
- 12-15 undergraduate hires
- 3 locations (Toronto, Waterloo, Montreal)



### Risk Management Program

- Started in 2015
- 1 undergraduate hire
- 1 location (Toronto)



### Account Executive Development Program

- Started in 2013
- 4-6 undergraduate hires
- 3 locations (Toronto, Calgary, Montreal)



### Information Technology RLDP

- Started in 2015
- 4 undergraduate hires
- 2 locations (Toronto & Waterloo)



### Asset Management Program

- Started in 2015
- 1 undergraduate hire
- 1 location (Toronto)



### CPA Pre-Approved Rotation Program

- Started in 2017
- 10 undergraduate hires
- 1 location (Toronto)



## Sun Life Co-op & Internship Programs



### Co-op Program

- 46 roles/term in 2013 → 96 roles/term in 2018
- 3 locations (Toronto, Waterloo, Montreal)

### Summer Internship Program

- 70 roles
- 3 locations (Toronto, Waterloo Montreal)

### Actuarial Co-op and Graduate Programs

- 15 co-op roles/term
- 30 grad hires
- 2 locations (Toronto & Waterloo)



## Fall on Campus Recruitment

### Business Leaders Rotational Leadership Development Program

~ 500 applications

|   | Tier 1 Schools | Tier 2 Schools | Tier 3 Schools |
|---|----------------|----------------|----------------|
| Posting directly to the University          | ★              | ★              |                |
| Information Session                         | ★              |                |                |
| On Campus Interviews                        | ★              | ★              |                |
| Other events – outside of recruitment cycle | ★              | ★              | ★              |



## 3 New Grad Programs Launch in 2015



Based on the success of Business Leaders RLDP

- Asset Management (1 hire)
- Risk Management (1 hire)
- IT RLDP (4 hires)



Received approximately 400 applications for Asset Management  
 + 200 for Risk Management  
 + 200 for IT RLDP



## Time for a Change

- Source of successful hires and participants in our Business Leaders RLDP
  - Look at source of hires and their success during / after the program
- Focus on Tier 1 universities only and add 1 “experimental” school
- Meet with the Career Services Representatives several times a year
  - Identify recruitment strategies and timelines
- Select what Student Associations and Competitions to be a part of / sponsor in our Tier 1 universities
- Look inside the organization



## Campus Relationship Management



- Personal contact at each university
- Insight into timelines and best practices
- Connection to student groups & associations
- Exclusive recruitment opportunities
- Better candidate experience
- Support with new programs



## Campus Relationship Management – Looking Inside the Organization

### Co-op & Summer Internship Programs

- ✓ Approximately 300 students every year
- ✓ Multiple events (Lunch & Learns)
- Educating on student opportunities
- Resume writing and interviewing skills training
- Performance reviews
- Identifying graduating students early on
- Managing candidate experience



## Looking Inside the Organization - Outcome



### Business Leaders RLDP

- About 15% of hires are Early IDs



### IT RLDP

- Launch year 2015: 100% external hires with no previous Sun Life experience
- Recruiting year 2016: 75% **internal** hires, graduating Sun Life co-op students
- Recruiting year 2017: 100% **internal** candidates



## Stay **connected**



@BellaMur\_



Bella Muretova

