

# RBC Career Launch™ Program 2016 Report

**Professional development**  
**Collaboration**  
**Community impact**  
**Optimism**  
**21st century skills**  
**Career development**  
**Transition from school to work**  
**Confidence**  
**Breaking the “no experience, no job” cycle**  
**Inspiration**  
**Coaching**  
**Communications**  
**Corporate citizenship**  
**Mentorship**  
**Building networks**  
**Teamwork**  
**Critical thinking**  
**Innovative technology**  
**Hands-on learning**  
**Guidance**



# A message from Zabeen Hirji

Chief Human Resources Officer, RBC

Young people in Canada face challenges as they transition from school to work. We know that education, training and work experience are pivotal in a young person's life – setting the stage for future success. Together these enable young people to realize their full potential, and that's good for all of us.



We designed the RBC Career Launch Program to give recent college and university graduates a unique experience to bridge their transition to employment.

With two full years now under our belt, we're encouraged by the social and economic impacts of this program. We've witnessed how this experience helps young people grow their skills, build their confidence and harness their talents, taking a big step forward on their career journey.

We've also learned along the way...

- Liberal Arts education develops critical 21st century workplace skills; these grads can succeed in a corporate setting.
- Experiential learning is key and work-integrated learning is preferred by youth as it bridges their transition from school to work.
- Recent graduates bring new perspectives, and their fresh ideas drive innovation and create economic value.
- A recruitment strategy that considers all experiences – employment, education, volunteer work, extracurricular activities and workplace skills (teamwork, communications, technology) – breaks biases and increases youth inclusion.

Today, we have an even greater understanding of the challenges youth face. RBC's commitment to helping young people reach their full potential is expressed through our organizational Purpose of *Helping clients thrive and communities prosper*. And this is why, in 2016, we announced our Commitment to Canadian Youth, to help them find and pursue their path to success with confidence.

We believe that increasing work-integrated learning opportunities is critical to breaking the “no experience, no job” cycle. We hope other organizations will join us in creating more meaningful first-career experiences, and we are happy to share all elements of our program – design, objectives and learning – to help them take action. At the same time we are keen to learn from the successes of other organizations.

We look forward to sharing ideas and practices with other employers to increase our collective impact.

A stylized, handwritten signature in dark ink, appearing to read 'Z Hirji'.

Zabeen

# Canadian youth unemployment landscape



**Youth unemployment rate is twice** that of the overall unemployment rate.



4 out of 10 post-secondary graduates **take more than 3 months to land a first job**, and 1 out of 10, longer than a year.



**Liberal Arts graduates report lower employment rates** 3 months post graduation (50% vs. 34%).



Percentage of those who agree post-secondary graduates are adequately prepared for the workforce:



Youth **44%**



Educators **83%**



Employers **34%**



**Over 60% of youth prefer on-the-job learning** for theoretical material. Only 26% prefer a traditional lecture, and only 20% prefer online learning.

**16%**

Only **16%** of post-secondary graduates state **on-the-job experience was a major focus** in school.

Source: McKinsey & Company  
Youth in Transition Report  
April 2015

## What is the RBC Career Launch Program?

The RBC Career Launch Program provides a year-long paid internship to help recent college and university graduates in Canada transition from school to work. This is part of the RBC Kids Pledge, a five-year, \$100 million commitment to improve the well-being of 1 million youth and kids and set them up for life-long success.

The program promotes 21st century skills such as collaboration, communication and critical thinking through work experience, learning and mentorship. Participants have access to a network of professionals to build relationships. Through the program, participants gain valuable hands-on experience and build confidence, which increases their potential appeal to future employers.

# Year at a glance

Month 1 – Month 6



## FIRST ROTATION

Sales and service experience

### Learning the ropes

Associates start on the front line in an RBC® retail banking branch, serving clients and learning through teamwork and collaboration what it means to be the “face of RBC”.

Month 7 – Month 9



## SECOND ROTATION

Community work experience

### Helping the community

Associates work with a local Canadian charity, chosen by RBC, applying practical business skills and learning what hands-on support can mean to the community.

Month 10 – Month 12



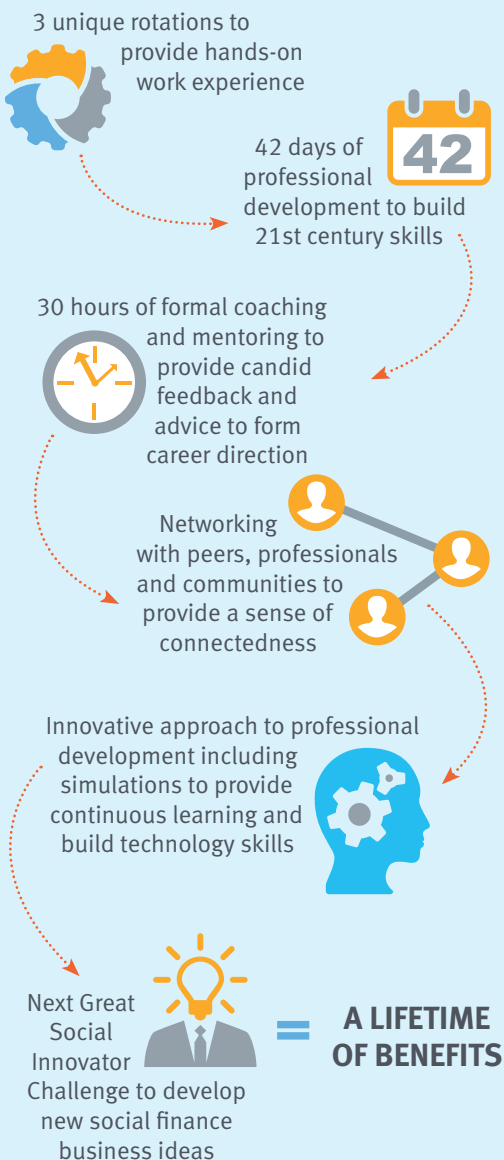
## THIRD ROTATION

Corporate head office experience

### Taking it to the next level

Associates experience today's business environment, developing practical business and project-based skills in areas such as Marketing, Human Resources, Technology and Operations.

## A year of experience



# Our Career Launch graduates

**IN THE FIRST TWO YEARS OF THE PROGRAM (2014-2015), WE OFFERED THE INTERNSHIP OPPORTUNITY TO 200 YOUTH, AGE 24 OR YOUNGER, IN 16 CITIES ACROSS 7 PROVINCES.**

## WHO THEY ARE

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**52%**  
Visible  
minority



**49%**  
Men



**51%**  
Women

Aboriginal peoples, persons with disabilities, and members of the lesbian, gay, bisexual and transgender (LGBT) community are represented across both years of Associates.

## THEIR EDUCATION

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Areas of study

**46%**  
Liberal Arts &  
Science



**54%**  
Business &  
Commerce



Highest level of  
education achieved

**91%**  
Bachelor's  
degree



**7%**  
Master's  
degree

**2%**  
Diploma

# 2015 Results

## Associate experience

**86%** of Associates said their **confidence increased** as a result of this program.



**81%** **gained skills and experience** needed to achieve their career goals.

**89%** **would recommend the program** to other college and university graduates.

## Manager and mentor reflections

**95%** of local managers **would recommend the program**.



**87%** of mentors **would participate again**.

## Contributions to charity

**Over 34,000** hours were **contributed to charitable organizations** in the second rotation.



**100%** of participating charities were **satisfied with the program and would participate again**.

**83%** indicated **Associate's contribution** added value to their organization.

## Employment updates



A year later, our 2014 graduates show strong employment trends. Ninety-five percent are either employed, in school or in training.

The 2015 graduates are off to a strong start following a similar trend: at time of writing, 85% were currently employed, in school or in training.



For more information about the program,  
please visit [rbc.com/careerlaunch](http://rbc.com/careerlaunch)

## Recognition and acclaim

