

# EARLY TALENT INSIGHTS

Home to over 12,000 students, the Ted Rogers School of Management at Toronto Metropolitan University is Canada's leading diverse, entrepreneurial business school centered in an urban learning environment.

We conduct monthly polls with students at the Ted Rogers School to provide Canadian organizations with timely and relevant insights. Our goal is to help you understand the early talent labour force so you can tailor your recruitment and retention strategies accordingly.

In this issue of *Early Talent Insights*, we present a summary of what motivates and influences our business students when they receive and assess a full-time job offer.

February 2024

## Salary is driving student decisions ... but there's more

### STUDENT POLL

**When assessing a full-time job offer, what is the MOST important factor in your decision?**



2,121

No. Responses



12

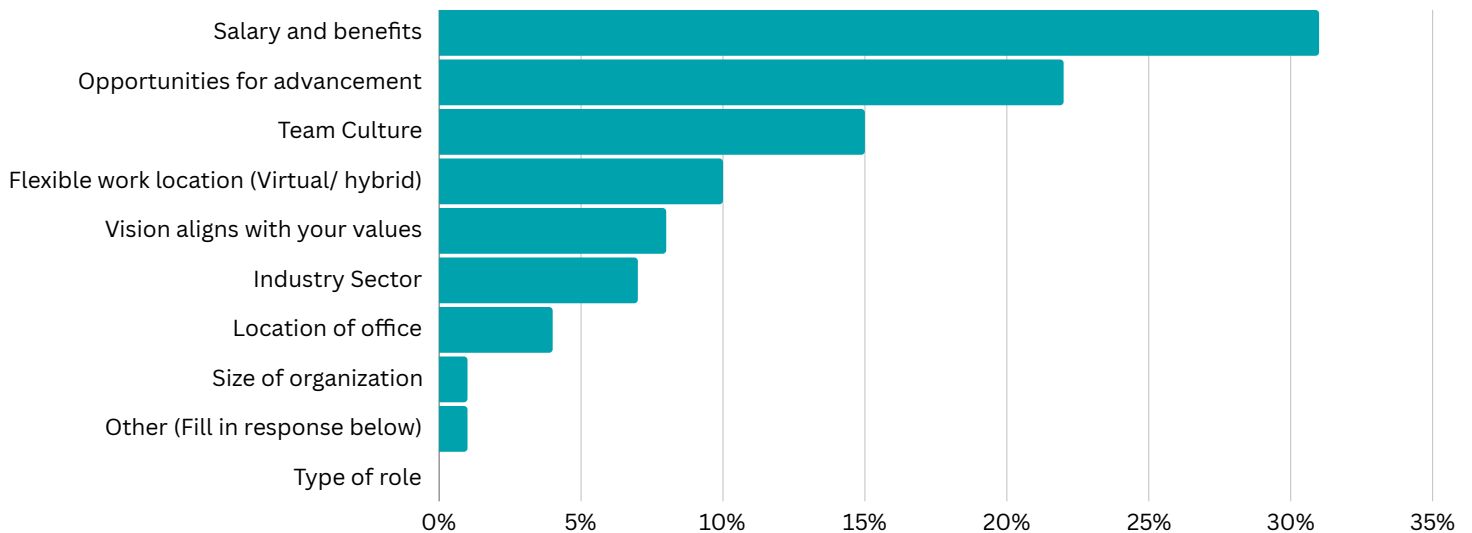
No. Bachelor of Commerce Programs



1-4

Years of Study

The most common response across 2,121 respondents was 'salary and benefits' followed by 'opportunities for advancement', and 'team culture'.



Salary is the most important factor for our students, with 33% of them rating it as the most important element of the job offer. This reflects the reality of our student population with 75% qualifying for financial assistance.

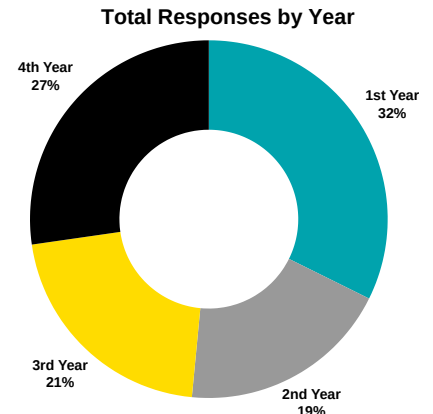
Opportunities for advancement is also highly rated by TRSM students, with 24% of them stating this as their first priority when reviewing an offer.

It is clear, however, that there are other factors important to our students including corporate culture (15%), the option to work a flexible schedule (10%) and alignment of values (8%).

## Salary is Less of a Priority for Graduating Students

Expanding on salary, we uncovered, when diving deeper on year of study, that it is far less a driver for students in their final year than for first-year students.

Response	1st	2nd	3rd	4th	Average
Salary and benefits	37%	26%	28%	28%	31%
Opportunities for advancement	23%	23%	20%	23%	22%
Team Culture	14%	18%	14%	16%	15%
Flexible work location (Virtual/ hybrid)	8%	10%	12%	12%	10%
Vision aligns with your values	7%	9%	8%	8%	8%
Industry Sector	5%	9%	9%	7%	7%
Location of office	3%	4%	6%	4%	4%
Size of organization	1%	1%	2%	2%	1%
Other (Fill in response below)	1%	0%	1%	1%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Students in their 4th year are more appreciative of the value of a positive team culture and the option to flex their work style.

## Key Considerations for Your Team

For those involved in recruiting early talent, it is crucial to understand that the attractiveness of your employment offer extends beyond the confines of the contract itself.

It involves creating a comprehensive package that caters to the needs and aspirations of students, knowing that salary, opportunities for personal and professional development, and team culture are all important aspects.



Are you aware of how your starting salaries compare with other organizations?



Have you invested in creating and communicating career pathways for new hires?



Do you know how well your organizational values are represented across the business units?

## Contact Us

If you would like access to the full data set, or wish to hire one of our students and/or graduates, please connect with our Corporate Partnerships team.



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