

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 highlight some of the barriers students face when attending events hosted by employers.

July 2024

Students are Often in Class During an Employer Event

STUDENT POLL

What would be your main obstacle to attending an employer event of interest?



1,530

No. Student Responses



34%

Responses From Co-op Students



1-4

Years of Study

Summary of Student Responses, as a Percentage of Total

Response	% of Total Responses
I have class during the event	31.0%
I have part-time work during the event and can't attend	19.0%
I am anxious about meeting employers	16.5%
I don't feel ready/prepared to meet employers	11.0%
I am on a co-op work term and can't attend	9.5%
Event is in-person and I don't like in-person events	5.5%
I don't have business attire to wear to the event	4.0%
Event is virtual and I don't like virtual events	3.5%
Total	100.0%

Students share that class schedules and part-time work are the clear barriers to attending employer events, although almost one third feel a sense of anxiety and/or unpreparedness about these types of events.

But, as students gain experience and confidence in their 3rd and 4th years, they feel far more prepared and at ease, as the table below highlights.

Responses by Year of Study, as a Percentage of Total

Response	1st	2nd	3rd	4th
I have class during the event	31.0%	32.0%	27.0%	31.5%
I have part-time work during the event and can't attend	18.0%	21.5%	18.0%	18.5%
I am anxious about meeting employers	18.5%	17.5%	13.0%	15.5%
I don't feel ready/prepared to meet employers	17.5%	12.0%	7.0%	6.5%
I am on a co-op work term and can't attend	0.0%	5.0%	22.0%	15.5%
Event is in-person and I don't like in-person events	5.0%	5.0%	5.0%	6.5%
I don't have business attire to wear to the event	6.0%	4.5%	3.5%	2.5%
Event is virtual and I don't like virtual events	4.0%	2.5%	4.5%	3.5%
Total	100.0%	100.0%	100.0%	100.0%

Co-op Student Responses vs. Non-Co-op, as a Percentage of Total

Response	Co-op	Non-Co-op
I have class during the event	29.5%	31.5%
I have part-time work during the event and can't attend	15.0%	21.0%
I am anxious about meeting employers	10.5%	19.5%
I don't feel ready/prepared to meet employers	6.0%	14.0%
I am on a co-op work term and can't attend	26.0%	1.0%
Event is in-person and I don't like in-person events	7.5%	4.5%
I don't have business attire to wear to the event	2.5%	4.5%
Event is virtual and I don't like virtual events	3.0%	4.0%
Total	100.0%	100.0%

The poll results clearly demonstrate that Co-op students feel far more prepared and comfortable meeting with employers, yet face the challenge of attending events because they are on a work term.

The primary issue, however, among both groups, is that events are scheduled during class time.

Questions to Consider

In addition to understanding what motivates students to attend an event (June issue), it is just as important to recognize the barriers they face. The insight drawn from this particular report is helpful to the School and our employer partners. Together, we can work towards removing as many of these barriers to participation, as possible.



When planning an event, are you scheduling it at a time that is convenient for students?



If you wish to position yourself as an inclusive employer that promotes diversity within your organization, are you bringing representatives who reflect this diversity?



How can you make your brand resonate with students and how can you make your event more engaging?



Are your company representatives approachable and excited to connect with students? Can students easily relate to them? (Senior staff may offer valuable insights, but students may also relate well to Junior staff).

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