

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.

Each month, we survey students at the Ted Rogers School to deliver timely and relevant insights to Canadian organizations. Our goal is to help you better understand the early talent workforce, enabling you to refine your recruitment and retention strategies accordingly.

July 2025

What Matters Most: Insights from Co-op Students and Supervisors

In this edition of *Early Talent Insights*, we explore how Co-op students and their Supervisors perceive the actions that drive the greatest positive impact, drawing on data from work terms completed in Fall 2024.



496

No. Co-op Student Responses



523

No. Co-op Supervisor Responses



242

No. Employers Represented

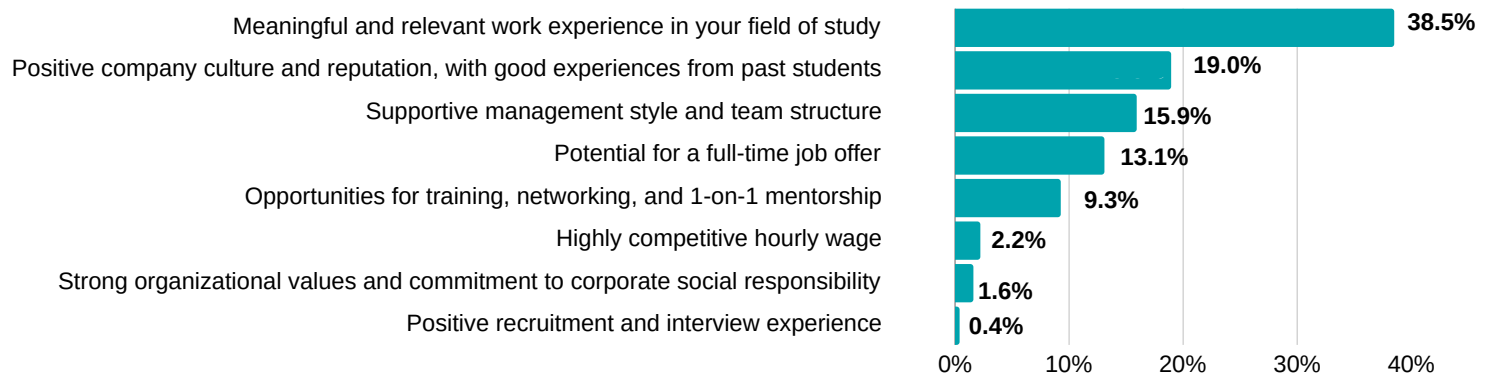
STUDENT POLL

As a student seeking a Co-op work term, which of the following is the most important thing an employer can offer?

Summary of Student Responses, as a Percentage of Total

Nearly 40% of students on work term say the top priority is having meaningful, relevant work that directly connects to their field of study.

Summary of Student Responses, as a Percentage of Total



Student Responses by Work Term, as a Percentage of Total

Students completing their final work term tend to place greater emphasis on the opportunity for full-time employment within the organization.

Summary of Student Responses by Work Term, as a Percentage of Total

Response	Work Term 1	Work Term 2	Work Term 3	Work Term 4
Meaningful and relevant work experience in your field of study	34.12%	43.65%	34.69%	33.98%
Positive company culture and reputation, with good experiences from past students	17.65%	19.80%	25.51%	12.62%
Supportive management style and team structure	18.82%	15.23%	14.29%	17.48%
Potential for a full-time job offer	8.24%	8.12%	16.33%	23.30%
Opportunities for training, networking, and 1-on-1 mentorship	18.82%	8.63%	6.12%	5.83%
Highly competitive hourly wage	2.35%	1.52%	2.04%	3.88%
Strong organizational values and commitment to corporate social responsibility	0.00%	2.54%	1.02%	1.04%
Positive recruitment and interview experience	0.00%	0.51%	2.04%	3.88%

Summary of Supervisor Responses

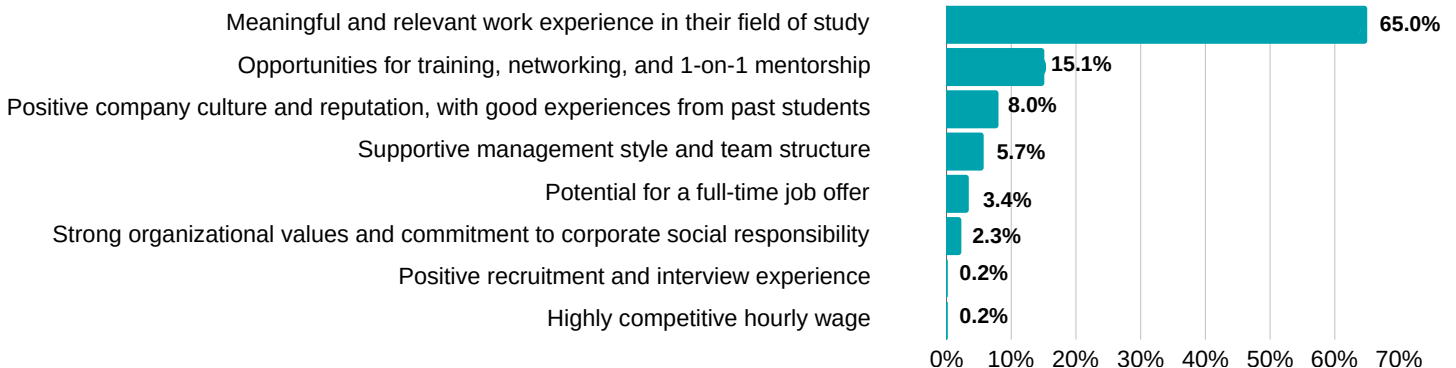
We also asked Work Term Supervisors a similar question to assess whether their views on what defines a positive impact aligned with those of the students.

It is evident that Supervisors placed significantly greater value on meaningful and relevant work experience as a key factor in creating a positive impact, compared to the students' perceptions.

SUPERVISOR POLL

Beyond fulfilling core responsibilities, which of these initiatives makes the most positive impact in the workplace?

Summary of Supervisor Responses, as a Percentage of Total



Supervisor Responses by Work Term, as a Percentage of Total

Supervisors of students on their final work term placed an even stronger value on meaningful and relevant work experience as a key factor in creating a positive impact, compared to the students' perceptions.

Summary of Supervisor Responses by Work Term, as a Percentage of Total

Response	Work Term 1	Work Term 2	Work Term 3	Work Term 4
Meaningful and relevant work experience in their field of study	65.52%	59.80%	62.50%	76.52%
Opportunities for training, networking, and 1-on-1 mentorship	14.94%	18.14%	16.35%	8.70%
Positive company culture and reputation, with good experiences from past students	6.90%	7.84%	3.85%	2.61%
Supportive management style and team structure	8.05%	8.33%	8.65%	6.96%
Potential for a full-time job offer	3.45%	2.45%	4.81%	3.48%
Strong organizational values and commitment to corporate social responsibility	1.15%	0.00%	0.00%	0.00%
Positive recruitment and interview experience	0.00%	0.00%	0.00%	0.87%
Highly competitive hourly wage	0.00%	3.43%	3.85%	0.87%

Questions to Consider



If you are currently supervising a Co-op student, do you know what specific aspects of the student's work made the experience meaningful—for them and for your team?



If you're new to supervising a Co-op student, might it be helpful to start a conversation with them about what they consider to be meaningful work?



Could it be that fostering a positive team culture isn't receiving as much emphasis as your Co-op students might hope?

Contact Us

If you would like to discuss these findings in more detail or explore ways in which a Business Co-op student can add value to your organization, please click the 'Connect With Us' button below.



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