

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 students to attend an employer event.

June 2024

Students Attend Events Based on Interest in the Company and Sector

STUDENT POLL

What is your strongest motivator to attend an employer event?



1,969

No. Student Responses



37%

Responses From Co-op Students



1-4

Years of Study

Summary of Student Responses

Response	% of Total Responses
I am interested in learning more about working for this employer or the industry it is in	34.0%
I want to work for this employer one day	23.5%
I can connect with hiring managers and recruiters	18.0%
The employer is currently hiring	14.5%
I know other student(s) attending the event	3.0%
I can connect with other student(s) working there	2.0%
There is a panel of industry experts or a keynote speaker	2.0%
I can connect with Ted Rogers Alumni	2.0%
Other	1.0%
Total	100.0%

As the data clearly demonstrates, students' primary motivation for attending an employer event (whether it be on campus or conducted virtually) is their general interest in the company and the industry sector.

But when we look more closely at the data, we uncover that 4th year students are more focused on employers they wish to work for and who are actively hiring.

Responses by Year of Study, as a Percentage of Total

Response	1st	2nd	3rd	4th
I am interested in learning more about working for this employer or the industry it is in	37.0%	35.5%	38.0%	26.5%
I want to work for this employer one day	18.0%	22.5%	25.5%	28.5%
I can connect with hiring managers and recruiters	20.0%	17.5%	16.5%	17.0%
The employer is currently hiring	11.5%	13.0%	12.5%	20.5%
I know other student(s) attending the event	3.5%	4.0%	3.5%	2.5%
I can connect with other student(s) working there	4.5%	2.5%	0.5%	0.5%
There is a panel of industry experts or a keynote speaker	1.5%	3.0%	1.5%	2.0%
I can connect with Ted Rogers Alumni	2.5%	2.0%	1.5%	1.0%
Other	1.5%	0.0%	0.5%	1.5%
Total	100.0%	100.0%	100.0%	100.0%

Further, our students in the Ted Rogers Co-op program seem far more focused and motivated, compared to non-co-op students in attending an event if the employer is one they want to work for one day.

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

Response	Co-op	Non-Co-op
I am interested in learning more about working for this employer or the industry it is in	32.5%	35.0%
I want to work for this employer one day	27.5%	21.0%
I can connect with hiring managers and recruiters	17.0%	18.5%
The employer is currently hiring	16.0%	14.0%
I know other student(s) attending the event	3.0%	3.5%
I can connect with other student(s) working there	0.5%	3.0%
There is a panel of industry experts or a keynote speaker	2.0%	2.0%
I can connect with Ted Rogers Alumni	1.0%	2.0%
Other	0.5%	1.0%
Total	100.0%	100.0%

Questions to Consider

We appreciate the investment of your time and money when planning and executing an event for students. Knowing what motivates them to attend in the first place, is critical.



When planning an event on campus, are you clear about your goals?



Have you considered your target audience - first or final-year students, and which programs/majors?



Are you planning campus events around your hiring timelines? This will have a significant impact on your recruitment efforts.



Are you bringing in the right people internally to an on-campus event? Do they reflect the diversity of your organization?

Contact Us

If you would like access to the full data set, or wish to hire one of our students and/or graduates, please click the 'Connect With Us' button below.



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