

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 examine what most influences a Business student to accept an employment offer, over and above salary.

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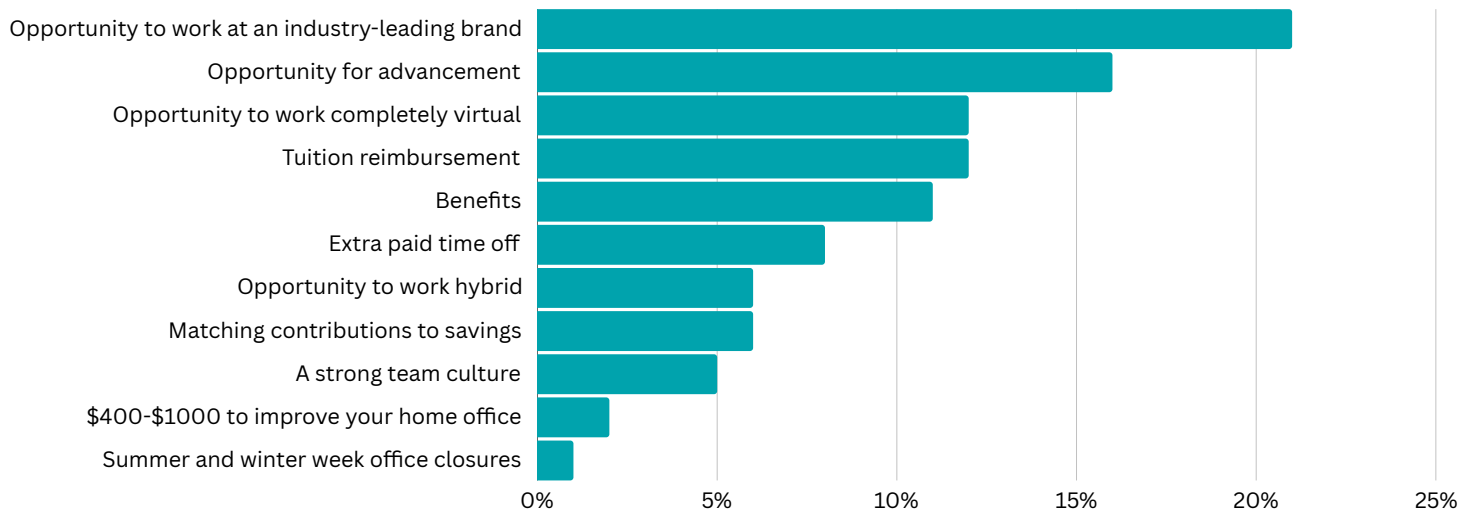
Your Employer Brand is Important to Students

Opportunity for Advancement is also Critical

STUDENT POLL

If you were offered a role, and the salary was not as high as you would like, which of the following would most influence you to accept the role?

Summary of All Responses (as a Percentage)



The summary above captures the responses of 2,853 students who completed this quick poll. The data clearly demonstrates that an employer's brand in the marketplace is the strongest factor influencing a student's decision to accept an offer, beyond salary.

But as we see in the table below, it is far less important for students in their final graduating year. Students in their 4th year have indicated that a completely virtual work environment is almost equally important to them as the employer's brand.

Summary of Responses (as a Percentage), by Year of Study

	1st Year	2nd Year	3rd Year	4th Year+
Opportunity to work at an industry-leading brand	21	21	24	18
Opportunity for advancement	18	17	12	15
Benefits	13	14	9	10
Tuition reimbursement	13	14	14	7
Opportunity to work completely virtual	9	11	12	16
Opportunity to work hybrid	4	6	8	8
Matching contributions to savings	6	6	4	6
Extra paid time off	9	5	8	7
A strong team culture	4	4	5	7
\$400-\$1000 to improve your home office	2	1	2	3
Summer and winter week office closures	1	1	2	3

In addition, when analyzing the student's Co-op status, and the difference in preferences and key influencers, we can see that our Co-op students place a higher emphasis on 'opportunities for advancement' and 'benefits' compared to those not in the program.

Summary of Responses (as a Percentage), by Co-op Status

	Co-op Students	Non-Co-op Students
Opportunity to work at an industry-leading brand	20	22
Opportunity for advancement	17	14
Benefits	13	8
Tuition reimbursement	12	11
Opportunity to work completely virtual	11	13
Opportunity to work hybrid	8	8
Matching contributions to savings	6	5
Extra paid time off	6	8
A strong team culture	5	6
\$400-\$1000 to improve your home office	1	2
Summer and winter week office closures	1	3

Key Considerations for Your Team

It is important to understand what influences a student's (and new graduate's) decision when considering an offer of employment.



Do you know how your brand is perceived by Business students and how it compares with your competitors? Do you know ways in which you can improve your brand?



Do you emphasize to students the opportunities you offer for advancement? Are these opportunities of interest to students?



If you are hybrid or 100% in office, how are you communicating the value to students of being physically present?

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.

