

# HUB INSIGHTS

## For Ted Rogers Faculty & Staff

October 2023 Issue

### Recent Student Poll Highlights Job Preferences

#### Opportunity to Work at an Industry-Leading Brand is Important to Students

This Fall, we capitalized on the return of students to campus, and their reinvigorated spirit following the sunny summer months.

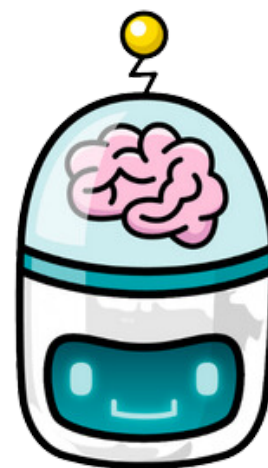
We aimed to revisit a prior BCH student poll conducted in the Winter of 2023. In that survey, students were asked, "What do you consider the most crucial aspect of a job offer?". At that time, students emphasized the significance of their salary, a consensus observed across all academic programs (for further details, refer to *Hub Insights - Faculty April Issue*).

As a continuation of our initial poll, recognizing that initial salaries might not align with our graduates' expectations, we posed the following question to our students:

**"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 anyway?"**

The response options were:

- Opportunity to work at an industry-leading brand
- Extra paid time off
- \$400-\$1,000 to improve your home office
- Summer and winter week office closures
- Tuition reimbursement
- Matching contributions to savings plans (e.g. RRSP and Pension)
- Benefits (e.g. extended health/medical)
- Opportunity to work completely virtual
- Opportunity to work hybrid
- Opportunity for advancement
- A strong team culture



Meet 'Hubert' who is often found on campus asking students questions about the job marketplace.



**2,853**

No. Responses



**12**

No. of Academic Programs



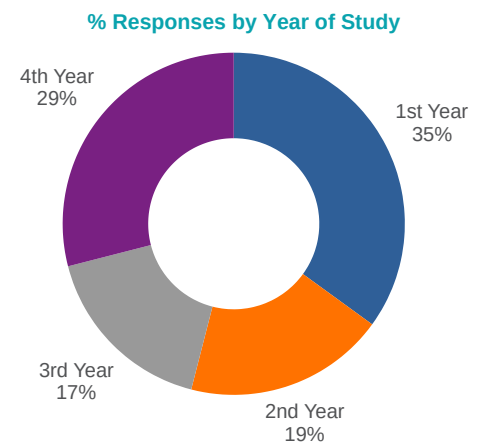
**1-4**

Year of Study

## Poll Results

The largest response rate for this September poll was among 1st year students, although we heard from students in all years of study.

Response	1st	2nd	3rd	4th	Average
Opportunity to work at an industry-leading brand	21%	21%	24%	18%	21%
Opportunity for advancement	18%	16%	12%	15%	16%
Benefits (e.g. extended health/ benefit)	13%	14%	9%	10%	11%
Tuition reimbursement	13%	14%	14%	7%	12%
Opportunity to work completely virtual	9%	11%	12%	16%	12%
Opportunity to work hybrid	5%	6%	8%	8%	6%
Matching contributions to savings plans (e.g. RRSP and Pension)	6%	6%	4%	6%	6%
Extra paid time off	9%	5%	8%	9%	8%
A strong team culture	5%	4%	5%	7%	5%
\$400 - \$1000 to improve your home office	2%	1%	3%	2%	2%
Summer and winter week office closures	1%	1%	2%	2%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



While salary remains the primary motivating factor for the majority of students, as emphasized in a previous poll conducted this year, it is evident that they also attach significant importance to the prospect of working for a prominent industry-leading brand. However, it's worth noting that this inclination is more pronounced among first-year students than among those in their final year.

It's interesting to observe that students in their final year of graduation place a greater importance on the ability to work in virtual and hybrid environments compared to other students.

## Student Responses Differ by School

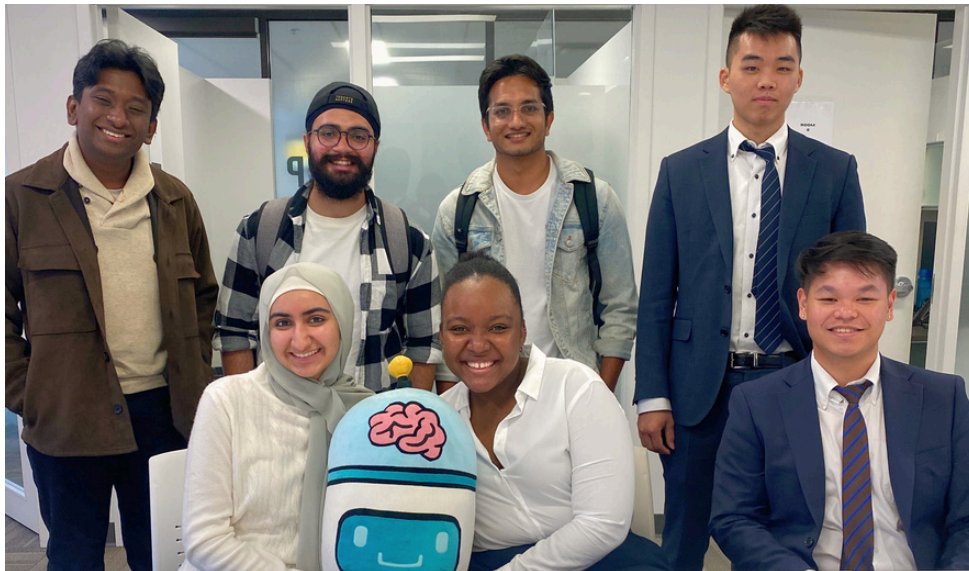
	Accounting and Finance	Business Management	Business Technology Management	Hospitality and Tourism Management	Retail Management	Average
Opportunity to work at an industry-leading brand	19%	21%	20%	20%	19%	21%
Opportunity for advancement	17%	15%	17%	13%	16%	16%
Opportunity to work completely virtual	12%	12%	10%	13%	13%	12%
Tuition reimbursement	11%	10%	16%	11%	11%	12%
Benefits (e.g. extended health/medical)	10%	12%	12%	11%	9%	11%
Extra paid time off	8%	8%	8%	8%	14%	8%
Opportunity to work hybrid	7%	6%	3%	5%	3%	5%
Matching contributions to savings plans (e.g. RRSP and Pension)	7%	6%	4%	9%	8%	6%
A strong team culture	5%	7%	6%	5%	6%	6%
\$400-\$1000 to improve your home office	2%	2%	3%	2%	2%	2%
Summer and winter week office closures	2%	1%	1%	3%	0%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

While the potential to work with an industry-leading brand and prospects for career advancement remain the primary choices for students across all Schools, there exist some subtle differences.

Worthy of noting, for instance, is that BTM students place far less weight on working virtually and/or hybrid than other Schools. And they are less interested in matching contributions, than tuition reimbursements. Is this the group of students who plan to work towards an industry certification after graduation, and therefore, are seeking financial support from their employer?

## Roundtable Allows Students to Explain 'Why'

To further understand student preferences, we organized our 1st 'Hubert Roundtable' last month, to provide an opportunity for them to elaborate on what is most important in a work opportunity and why.



### TRSM Student Participants

#### Back Row:

Virgil Shaha, BTM, Yr. 3

Jasmann Singh Narang, MKT, Yr. 2

Darsh Gajera, ENT, Yr. 4

Willem Zhang, BM, Yr. 1

#### Front Row:

Huda Ahmed, HRM, Yr. 2

Saige McCollin, GMS, Yr. 2

Cayl Baggayan, ACC, Yr. 2

They shared their experience as a Ted Rogers student and highlighted that their perception of the workforce changed over time and they were influenced by their experiences on campus and off. Most of them stated that 'Salary and Benefits' was more important to them as first-year student but as they progressed through their academic program, they placed a higher value on the opportunity to learn and a strong corporate culture that aligned with their values.

### Next Steps

As a way to support our employer partners, we are creating a prototype for a series of insight reports based on the opinions and perspectives of our students.

Based on their feedback, we will build out a regular offering of insight reports intended to support their recruitment and retention efforts, thereby further positioning TRSM as the 'go-to University' for early business talent.

### Wish to Learn More

If you are interested in learning more about student preferences as it relates to the employment marketplace, or our strategy to support our employer partners, please connect with Donna Muirhead - [dmuirhead@torontomu.ca](mailto:dmuirhead@torontomu.ca) - or by responding to this email.