

# Hubert's Insights

## For Ted Rogers School Students

Each month, Hubert asks TRSM students a specific question concerning preferences and attitudes related to employers and the work environment. This Series provides you with a concise summary of each monthly poll and coaching on how to leverage the insight.

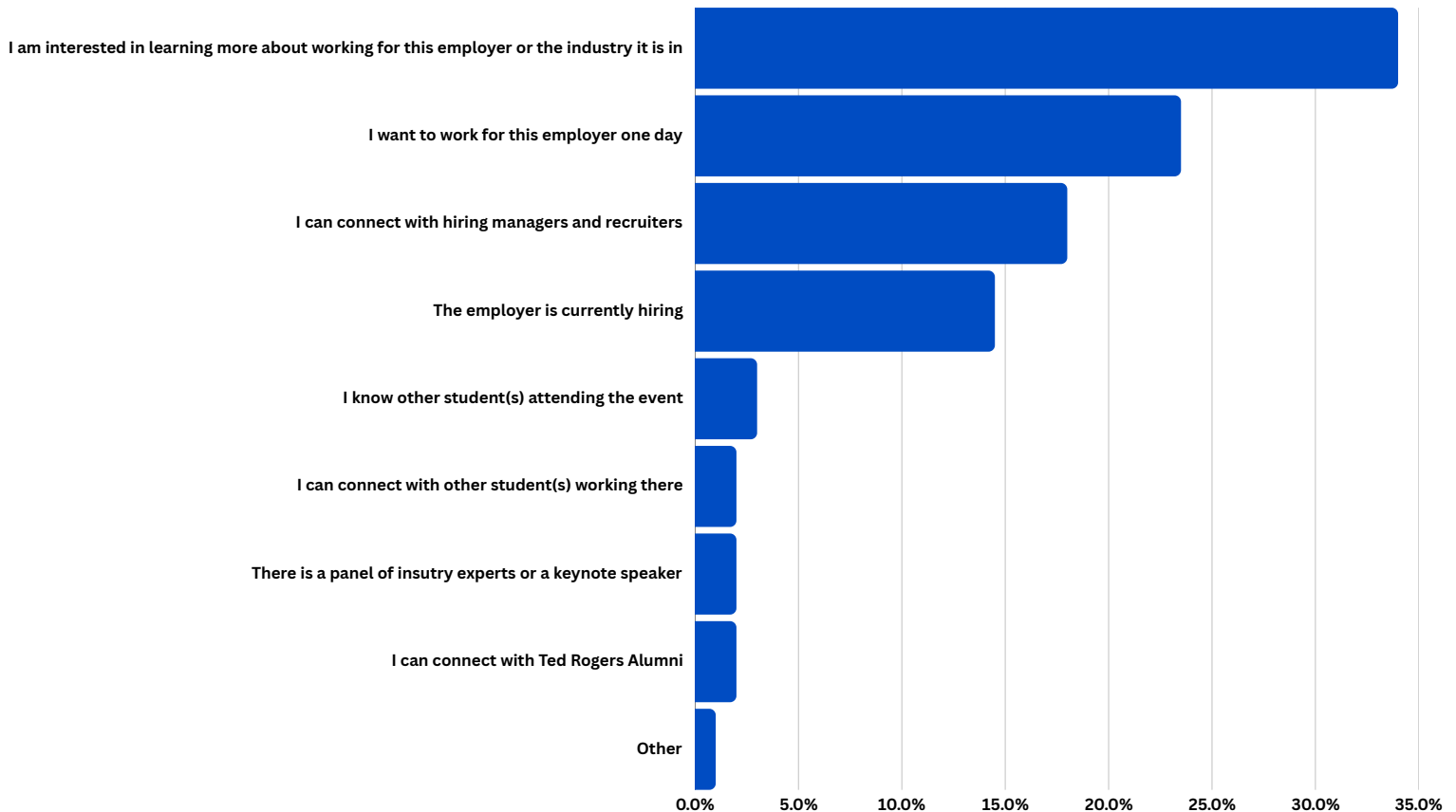
January 2025

## Industry and opportunities are your biggest motivators

### HUBERT POLL NO. 4

#### What is your strongest motivator to attend an employer event?

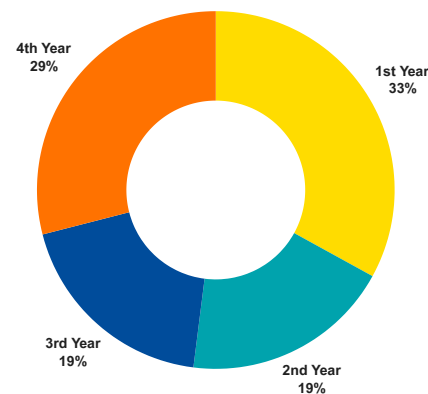
The most common response across 1,969 TRSM students who answered the poll was 'I am interested in learning more about working for this employer or the industry it is in' followed by 'I want to work for this employer one day'.



The poll results indicate a strong interest among TRSM students in exploring potential career opportunities with specific employers and within their respective industries, highlighting a desire for greater industry engagement and job prospects. This suggests that students are actively considering their future careers and are motivated to learn more about employers that align with their aspirations.

Response	1st Year	2nd Year	3rd Year	4th Year+
I am interested in learning more about working for this employer or the industry it is in	37%	36%	38%	26%
I want to work for this employer one day	18%	22%	26%	28%
I can connect with hiring managers and recruiters	20%	17%	17%	17%
The employer is currently hiring	11%	13%	12%	21%
I know other student(s) attending the event	3%	4%	4%	3%
I can connect with other student(s) working there	2%	3%	1%	2%
There is a panel of industry experts or a keynote speaker	2%	2%	1%	1%
I can connect with Ted Rogers Alumni	1%	0%	1%	1%
Other	1%	0%	1%	1%

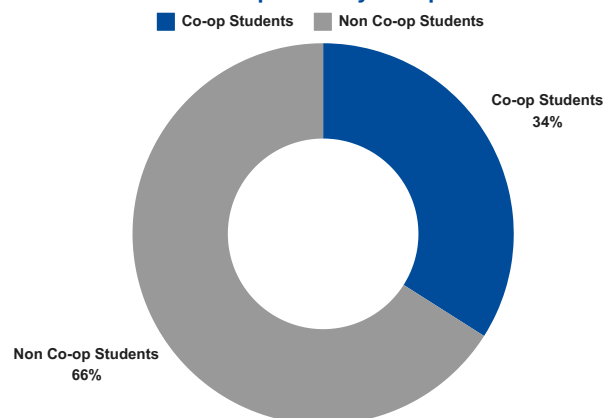
% Student Responses by Year of Study



Students from first to fourth year are considering attending employer events to gain more insight into working for that employer or within the industry.

Response	Co-op	Non Co-op
I am interested in learning more about working for this employer or the industry it is in	32%	35%
I want to work for this employer one day	27%	21%
I can connect with hiring managers and recruiters	17%	18%
The employer is currently hiring	16%	14%
I know other student(s) attending the event	3%	4%
I can connect with other student(s) working there	1%	3%
There is a panel of industry experts or a keynote speaker	2%	2%
I can connect with Ted Rogers Alumni	1%	0%
Other	1%	1%

% Student Responses by Co-op Status



Furthermore, an analysis of students' co-op status reveals that non-co-op participants are primarily motivated to attend employer events to gain more knowledge about the industry.

## Food for Thought



What types of career-focused events (e.g., workshops, networking sessions) would benefit your professional development?



Are there specific industries you want to explore through targeted events?



Do you prefer events that focus on skills like resume writing or interview preparation?



Which do you find more engaging: interactive formats like panel discussions or traditional presentations?

## Want to Learn More for Free?



### Hub Insight Reports

Exploring different job search techniques and strategies from our Hub Insights' Student Resources website including [Best Networking Practices](#) and [How to Connect with Alumni](#)



### [Networking Events in Toronto](#)

Having the option to filter the types of events you can participate in can help cater to your schedule. You can either search for something you love or check out popular events in your area.



### Discover your Strengths

[HIGH5](#) is a free, strengths-based assessment that has assisted more than 3M people in learning which areas they are particularly strong in.

## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming [events](#).

### Bootcamps/Prep Programs

Advance your technical, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current bootcamps](#).

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[TedRogersBCH](#)



[TRSM Business Career Hub](#)



[Business Career Hub](#)



### Career Consultant Contributor Alysha Chin

Alysha is a Career Consultant with Ted Rogers School of Management. She is a graduate from TMU with a Bachelor's in Psychology, and has had the opportunity to work in many roles across multiple industries including HR, operations management, recruitment and career services.



### Student Contributors Andrea To

Andrea, a Marketing Management student, held the role of a Project Coordinator for Hub Insights during her 1st Co-op work term. Her career aspirations encompass Campaign Planning, Digital Marketing and Social Media Marketing