

April 2023 Issue

## Student Poll Provides Insight to Employers

Our core value proposition to employers is the location of our School, our size, and the fact that we represent the diversity they are seeking.

Part of our long-term strategy at BCH is to work closely with our valued partners and help them connect to, and understand, the next generation of leaders we are supporting.

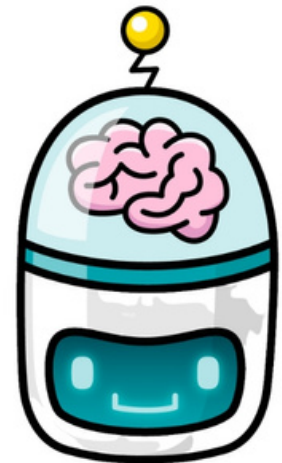
We have launched the 1st of a series of student polls, using the brand name **HubertAsks**- each poll is designed to answer questions that are top of mind for employers.

Our 1st poll, on February 13th, asked students the question:

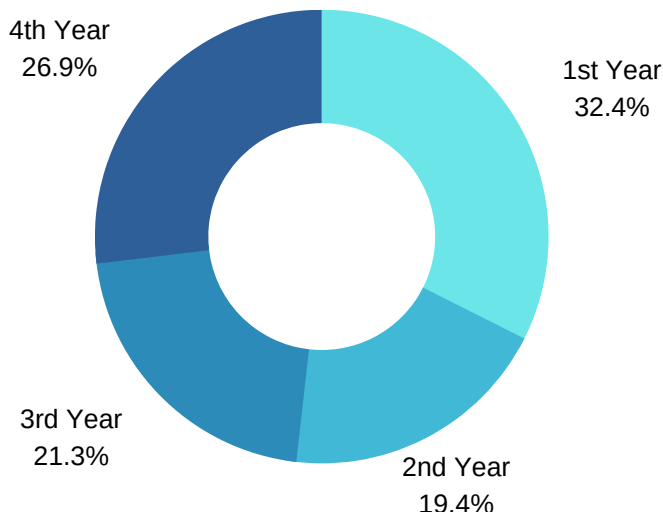
***When assessing a full-time job offer, what is the MOST important factor in your decision?***

We heard back from 2,121 students (16.3% of those polled), representing all academic programs, in every year of study.

The largest response rate was among students in 1st year at 32.4%, as highlighted below.



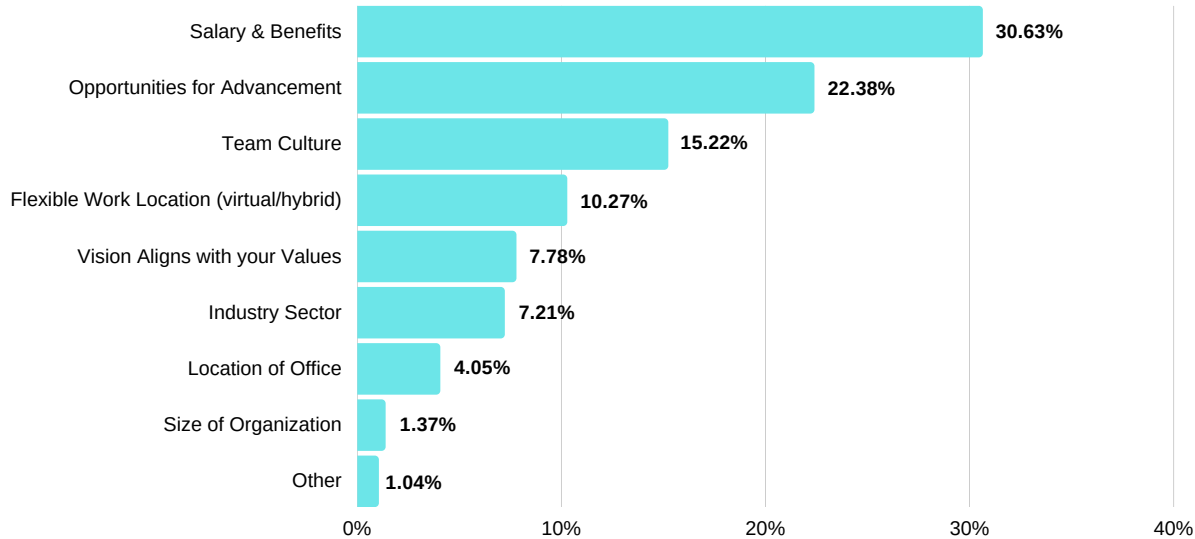
### % Poll Completion by Academic Year



## Salary and Benefits is Most Important to Students

Likely influenced by the current inflationary state of the economy, 31% of students share that salary and benefits is the most important aspect of their employment offer.

### Overall Preferences Across All TRSM Students



When analyzing the response rate by year of study, it was evident that salary and benefits were a much stronger driver for students in their first year than in their final year. Is it possible, through the student's journey at TRSM, that they learn to appreciate other aspects of the workplace environment? This is something we will dig further into.

It is interesting to note that the size of the employer, the industry sector, and the physical location of the office are not top of mind for students.

### Preferred Criteria by Academic Year

Response	1st Yr.	2nd Yr.	3rd Yr.	4th Yr.	Total
Salary & Benefits	37%	26%	28%	28%	31%
Opportunities for Advancement	23%	23%	20%	23%	22%
Team Culture	14%	18%	14%	16%	15%
Flexible Work Location (virtual/hybrid)	8%	10%	12%	12%	10%
Vision Aligns with Your Values	7%	9%	7%	8%	8%
Industry Sector	5%	9%	9%	7%	7%
Location of Office	3%	4%	6%	4%	4%
Size of Organization	1%	1%	2%	2%	1%
Other (Fill in response)	1%	0%	1%	1%	1%

## Program Breakdown

Salary and benefits are the most important criteria for most students at TRSM, except for students in the Hospitality and Tourism Management program. Team culture, for these students, trumped all else, with 'opportunities for advancement' being the second most important criterion.

This industry, more than any other, has been negatively impacted by the pandemic, and its slow recovery may be impacting student expectations on starting salaries. Will this change as the economy improves- we will wait and see.

Response	ACC	BM	BTM	HTM	RET	Total
Salary & Benefits	25%	32%	33%	22%	32%	<b>31%</b>
Opportunities for Advancement	24%	22%	22%	23%	20%	<b>22%</b>
Team Culture	19%	14%	13%	29%	17%	<b>15%</b>
Flexible Work Location (virtual/hybrid)	10%	9%	13%	3%	16%	<b>10%</b>
Vision Aligns with Your Values	7%	9%	7%	6%	4%	<b>8%</b>
Industry Sector	7%	7%	8%	10%	4%	<b>7%</b>
Location of Office	6%	4%	3%	6%	5%	<b>4%</b>
Size of Organization	0%	2%	1%	1%	1%	<b>1%</b>
Other (Fill in response)	1%	1%	1%	0%	0%	<b>1%</b>

## Sharing Insights with Employers



Our partners are interested in hearing what is top of mind for students, as it supports them in creating employment offers that attract top talent.

We will be sharing these types of student insights regularly to deepen and expand our relationships and to build a strong brand loyalty to the School.

With 3,400+ employer contacts in Salesforce, we are in a unique position to add real value by sharing insights and best practices.

Our next student poll will be asking *'Medical and dental coverage is common in employment offers. What other 'perk' can an employer offer you that would be of most interest?'*

Pictured: Hubert is embraced by NBA Executives at an information event, that took place on campus, on February 8th 2023.

## Wish to Learn More

If you are interested in learning more about the HubertAsks campaign, please feel free to reach out to Donna Muirhead - [dmuirhead@torontomu.ca](mailto:dmuirhead@torontomu.ca)