

# HUB INSIGHTS

## For Ted Rogers Faculty & Staff

August 2022 Issue

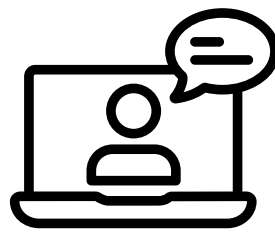
### Microsoft Certification and Python Attracting Attention

Bootcamp programming has attracted more Ted Rogers students each year (with the exception of 2021-2022) since its launch in 2017. During this period, we processed over 50,000 registrations.



51,783

Registrations



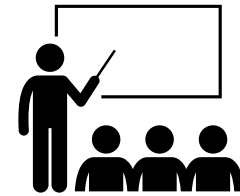
565

Sessions



23

Subjects

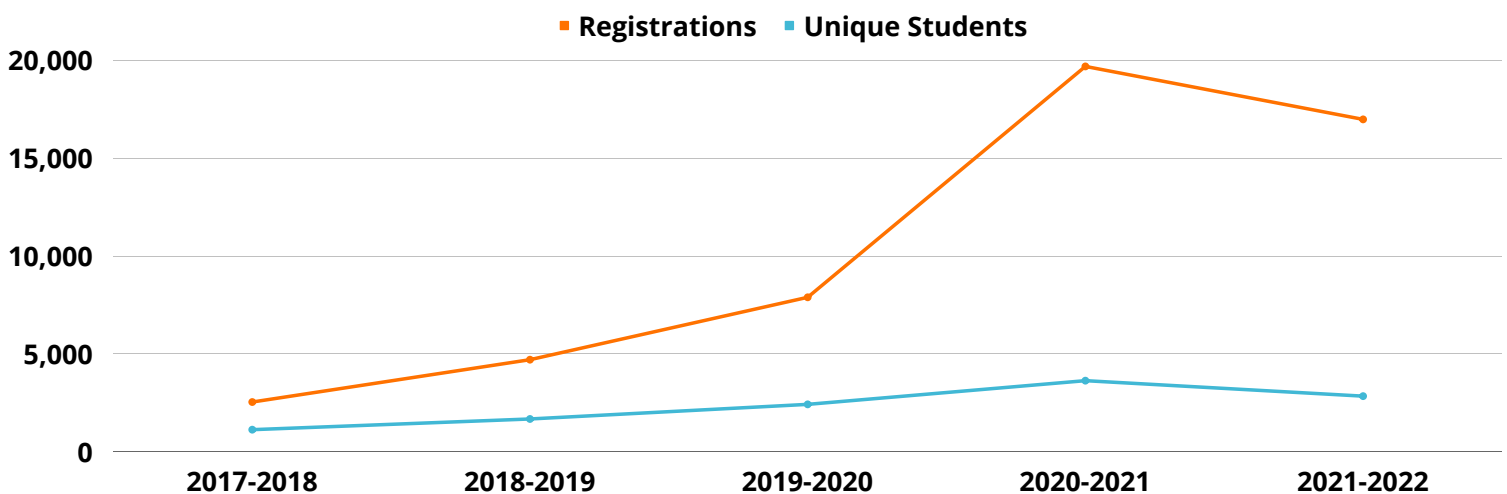


110+

Facilitators

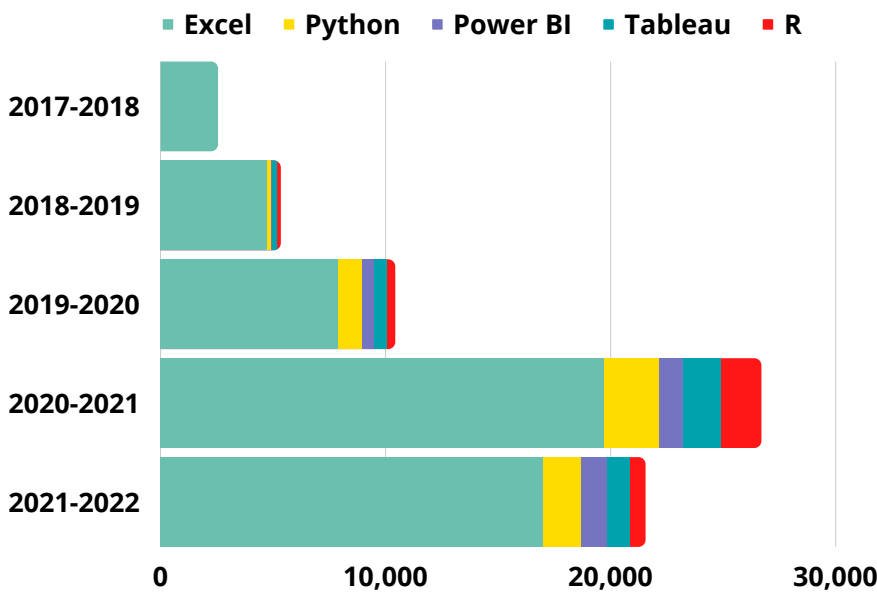
We have found that more and more students are participating in Bootcamps, in addition to the mandatory Excel programs. (Co-op students are required to complete three levels of Excel training before their 1st work term). Technical topics like **Python**, **Tableau** and **R** are now of keen interest to our students.

Registrations and Unique Students

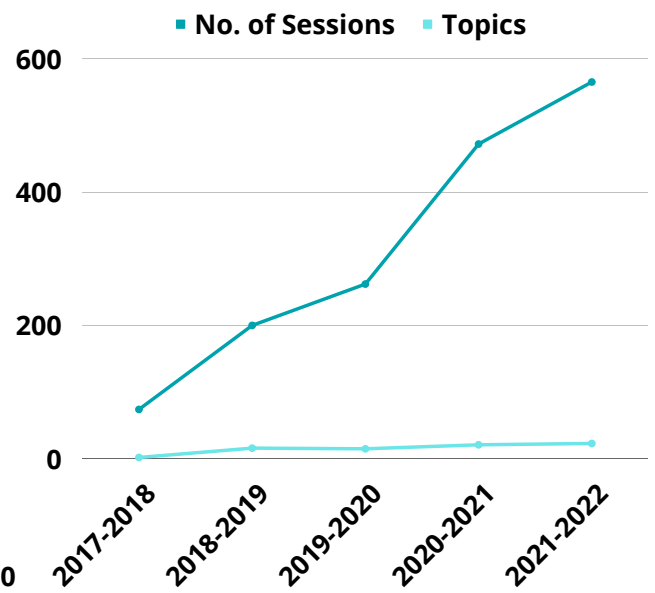


Industry demand has driven the development of technical programs like Tableau, Python, and R and we expect this to continue in the years to come.

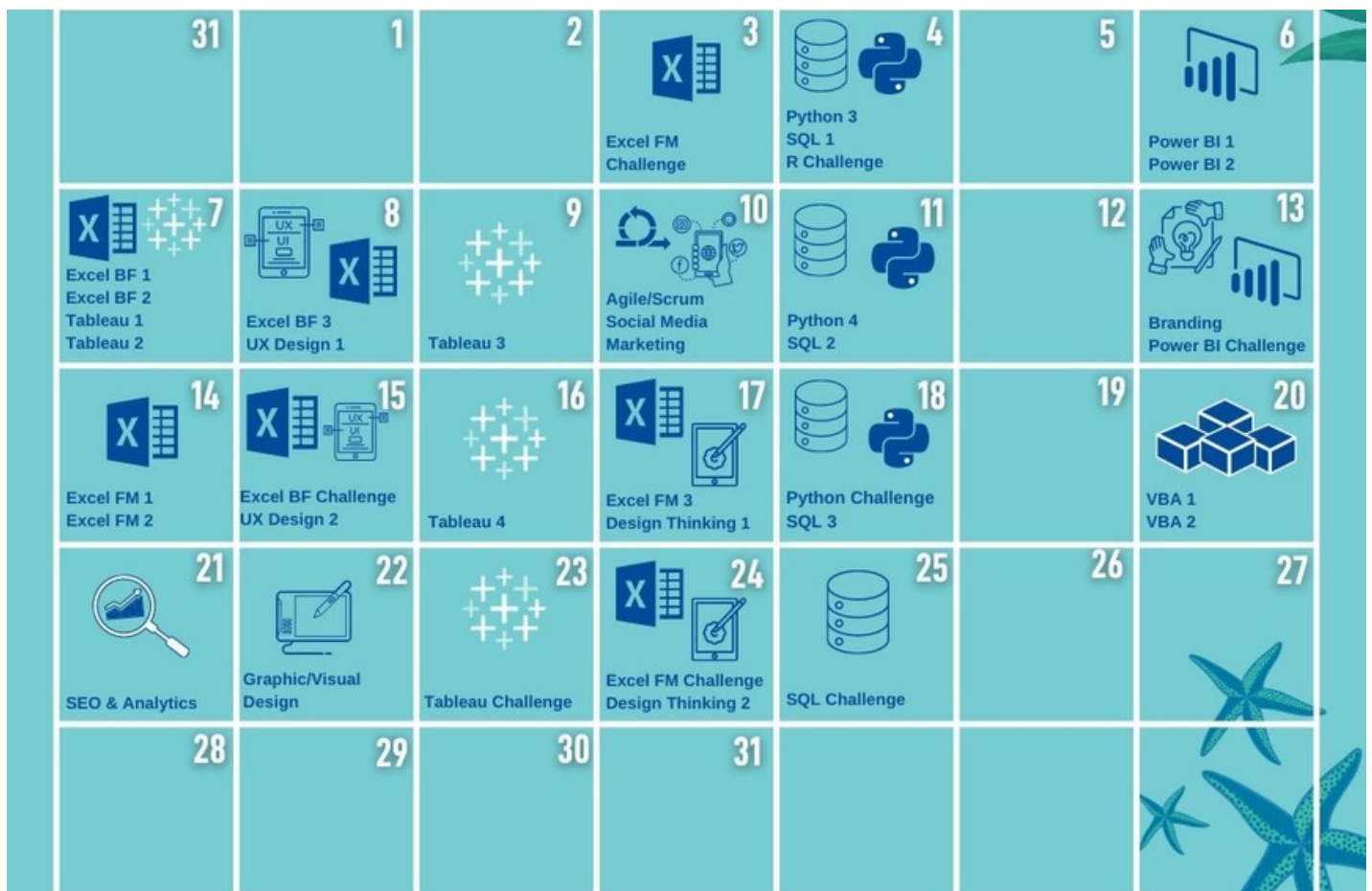
**Most Popular Bootcamps**



**Number of Scheduled Sessions**



We recognize that students prefer learning at their pace and at a convenient time for them - our program schedule for August 2022 demonstrates choice and accessibility.



## The Peer to Peer Model is Working

The Bootcamp delivery model is founded on the strength of peer-to-peer training and support. Students supporting each other. Since the launch of the program in 2017, over 110 senior TRSM students have been hired as Bootcamp Facilitators, and have shared with us that the experience has helped position them for meaningful full-time positions.

## Meet One of Our Facilitators



**Alia Khan, GMS  
Class of 2023**

Alia Khan has been a Bootcamp Facilitator since May 2021, and has delivered Digital Communication (LinkedIn, Personal Branding, and Elevator Pitches) & Ace This Case for Consumer Packaged Goods.

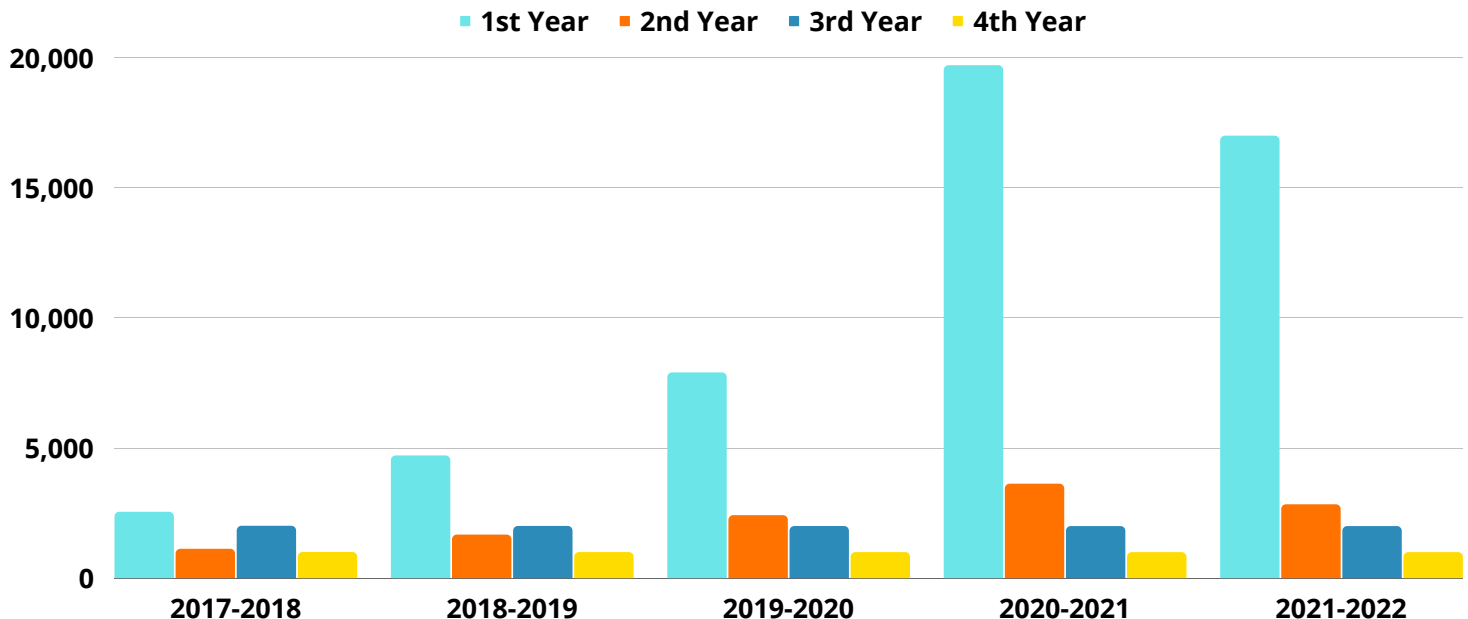
In addition, she is the President of Enactus TMU, and a participant of the Top 200 and Sales Leadership Programs at the Ted Rogers School of Management.

Alia has worked at BMO and Bell Canada and has just secured a full-time role for next Summer in Bell's 'Graduate Leadership Program'.

The Bootcamp experience has been an important part of her journey.

## FFB Has Increased 1st Year Engagement

Gone are the days when students only engage with the Career Centre in their graduating year - our students have demonstrated their interest in Bootcamps in each year of study, but worthy of noting, is the significant jump in 1st year registrations in 2020, the year *Fit for Business* was launched as a 1st Year Experience Program for TRSM.





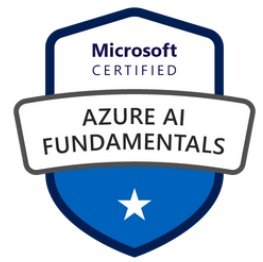
**On average, 48 Bootcamp sessions are scheduled each month.**

Choice, flexibility and accessibility are driving this delivery model, in addition to student demand. Most of the Bootcamps are delivered in the evening or on weekends.

## New Partnership with Microsoft Canada

Part of our mission within the Business Career Hub (BCH) is to create meaningful career pathways for our students - we execute on this by developing strong partnerships with industry.

Our partnership with Microsoft Canada in 2022 enabled us to offer Microsoft Certifications to students. Ted Rogers students are now able to register for these programs through the BCH website and take steps to become certified in Power Platform, Azure and Azure AI - all for FREE.



## Wish to Learn More?

If you are interested in further information about our Bootcamp programming and student engagement, we would welcome the opportunity to connect with you.

Please contact Donna Muirhead for more information - [dmuirhead@ryerson.ca](mailto:dmuirhead@ryerson.ca)

## References

[Hub Insights](#)

[Hub360](#)

[Salesforce](#)

[Bootcamps](#)