

# HUB INSIGHTS

## For Ted Rogers Faculty & Staff

April 2024

### Data Demonstrates That Applying Early is Key

We analyzed the factors that predict student success in the Ted Rogers Co-op Program - this Hub Insights report highlights the increased chance a student has in securing a Co-op role, if they apply within 6 days of the job being posted.

Knowing how challenging it can be for students to secure their 1st work term, we analyzed the job and application data during the 2023 calendar year, to see if we could identify certain behaviours that contributed to their success in securing a role.

#### Average No. of Applications by Work Term

Many Faculty are not aware of how hard our Co-op students work to secure their 1st Co-op work term. Although some may argue we should 'place' the students in roles, we have always taken the position that the best thing we can do for them is to replicate the real world.

Our students not only prepare their own applications and portfolios (we support them, of course) but apply to jobs of their choice, interview for the roles, and in some cases, negotiate their offers.

It gets easier as students progress through their work terms, but the fact remains, that the 1st work term students apply to over 60 roles, on average, before securing one.

Average No. of Applications to Secure 1st Work Term

Academic Year	Average No. Applications
2017-2018	42.1
2018-2019	48.8
2019-2020	52.8
2020-2021	64.4
2021-2022	81.8
2022-2023	62

Although the average number of applications has fluctuated over the past five years, students on 1st work term apply to more roles than they do for their 2nd, 3rd and 4th (and 5th) work terms, largely based on the fact that they offer little or no previous work experience.

Another factor in determining the average application rate, is the semester in which they go out on 1st work term - students can expect to apply to more jobs for Summer work terms, than either Fall or Winter. During the Summer, not only are students competing with TRSM students, but students from other Universities - it is the most competitive semester for securing a role.

It is for this reason that we have changed a number of sequences away from 1st work terms in the Summer. As the following table suggests, the number of applications drops to less than half for the Fall and Winter semesters.

Average No. of Applications for 1st Work Term, by Semester

Semester	Average No. of Applications
Summer '22	80
Fall '22	24
Winter '22	38

## Ways in Which We Support Students

Our role within the Co-op team is to support and coach students through this tricky and competitive job search process.

### Co-op Prep Program

This intensive, hands-on program is mandatory for all Co-op students and was designed with industry in mind. Elements of it include 3 levels of Excel Bootcamps (4 for Accounting and Finance students), live actor simulations, training on professionalism/codes of conduct and microaggressions in the workplace, peer mentoring, and a symposium.

The real 'value-add' for our students, however, is the excellent coaching they receive from our Co-op Coordinators. This coaching is supported by psychometric assessments for each student, in which our Coordinators leverage the insight to tailor their feedback for students.

### Coaching to Strengths

A question we asked ourselves was, *“Are certain behaviours associated with a student's ability to secure a work term and to secure it early?”*

To help us answer this question, we conducted a regression analysis based on the 1st work term records for the period January 1- December 31, 2022, including program majors.



### WHAT WE DISCOVERED

The average job posting stays on the portal for 13 days; students who apply within the first six days of the posting date have a 27% higher chance of securing a job and securing it earlier.

Based on these psychometric assessments and our knowledge of the students' strengths and preferences, we can tailor our coaching and our style. For those students who are 'drivers' and 'act with a sense of urgency', applying early to jobs may not be an issue, but for others who tend to 'procrastinate' or 'over-analyze', they will likely need a push.

### Wish to Learn More

Please feel free to reply to this email, to connect with [Donna Muirhead](#), Director of Co-operative Education and Career Services, if you wish to learn more about this particular report, or the way in which we prepare students in searching for a work term.