

# HUB INSIGHTS

## For Ted Rogers Faculty & Staff

January 2024

### Providing Employers Exclusive Access to Insights

**Early Talent Insights** is a new service that will provide our valued employer partners with insights on how students and graduates are viewing the labour market and what factors impact their decisions.

This service will help organizations attract and retain the best talent, by increasing their awareness of what's important to our student population.

### We Consulted with 50+ Stakeholders

Based on 50+ stakeholder meetings held earlier this Fall, we confirmed this kind of insight is needed in the marketplace. Employers are struggling to keep up with what is of interest to the GenZ demographic.



The Ted Rogers School of Management, being one of the most culturally diverse Business Schools in Canada, is uniquely positioned to gather and share insights including students' expectations and preferences for the type of industry, employer, work style and culture, salary and benefits, and aspirations.

Through the use of Salesforce Marketing Cloud, we have the ability to poll students each month and filter data by academic program, year of study, and whether or not they participate in the Co-op program.

### Monthly Student Polls

To date, we have conducted four student polls (see below) - each asking a specific question related to the labour market. The data from each of these polls (and all future polls) is anonymized, analyzed and then shared with employers who subscribe to this service.

- 1 When assessing a full-time job offer, what is the MOST important factor in your decision?
- 2 Medical and dental coverage is common in employment offers. What other 'perk' can an employer offer you that would be of most interest?

3 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?

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






## This New Service is Branded 'Early Talent Insights'



Intended to position TRSM as the preferred Business School for top student and graduate talent, the launch of **Early Talent Insights** (February 15th, 2024) will further deepen our relationship with employers and industry partners while supporting them in creating more attractive offers and work cultures.

Employer partners will also be offered the opportunity to ask their own questions of students and facilitate roundtable discussions to deepen their understanding of this important demographic.

### Highlights and Features For Those Who Subscribe

-  A new web page that hosts all insights reports.
-  Monthly insights that summarize the key findings and trends from the student data we collect.
-  Special reports that dive deeper into specific topics such as diversity and inclusion, best practices in onboarding, elements of the Co-op Prep Program
-  The opportunity to connect with us to drill down further on the data available, and to request customized reports or analyses that suit the employer's needs.
-  The opportunity to connect with our students directly through focus groups and roundtable discussions, where they can share their opinions and direct feedback.

### 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 unique service offering for employers.