

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.

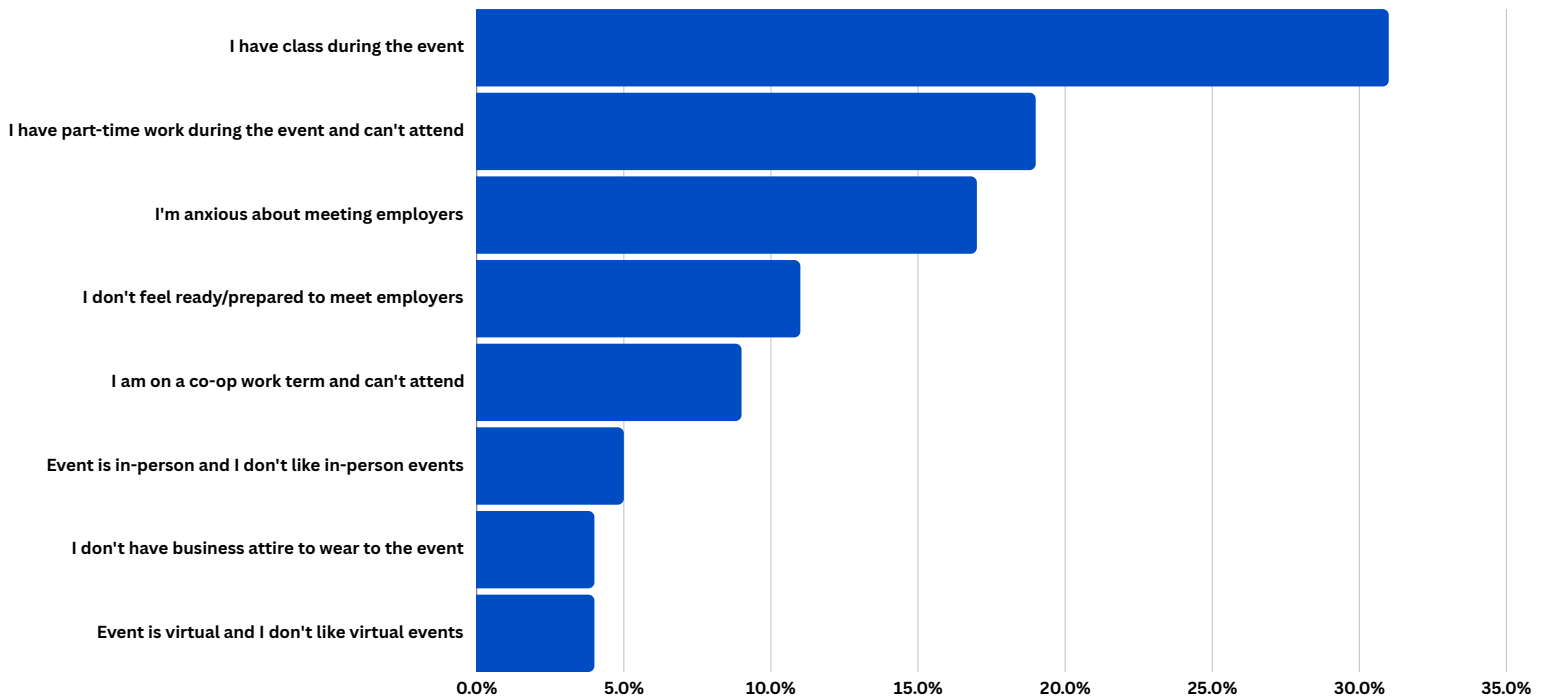
November 2024

Students are Often in Class During an Employer Event

HUBERT POLL NO. 5

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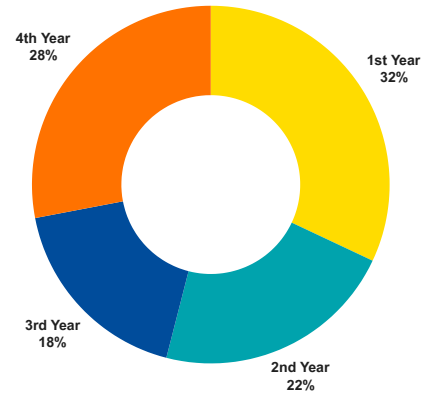
The most common response across 1,530 TRSM students who answered the poll was 'I have class during the event' followed by 'I have part-time work during the event and can't attend', and 'I'm anxious about meeting employers'.



During an employer event, student participation is often limited due to several key factors. Many students have classes scheduled at the same time as the event, preventing them from attending. Additionally, some prioritize their part-time jobs, further restricting their availability. Others may experience anxiety or discomfort when meeting employers in person, deterring them from engaging with potential opportunities.

Response	1st Year	2nd Year	3rd Year	4th Year+
I have class during the event	31%	32%	27%	31%
I have part-time work during the event and can't attend	18%	21%	18%	18%
I'm anxious about meeting employers	19%	18%	13%	16%
I don't feel ready/prepared to meet employers	18%	12%	7%	6%
I am on a co-op work term and can't attend	0%	5%	22%	16%
Event is in-person and I don't like in-person events	5%	5%	5%	7%
I don't have business attire to wear to the event	6%	4%	3%	2%
Event is virtual and I don't like virtual events	4%	3%	4%	4%

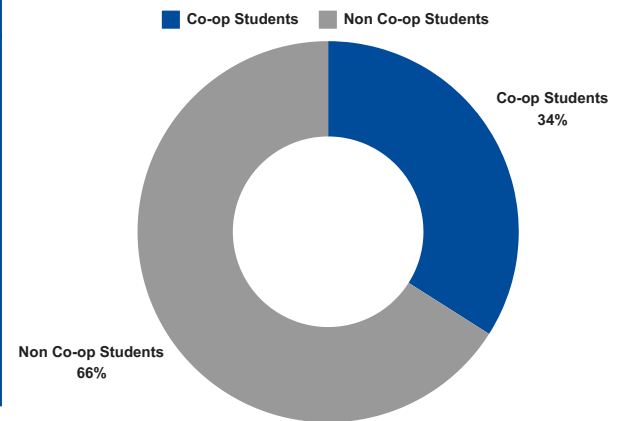
% Student Responses by Year of Study



Students from first to fourth year have consistently identified class schedules as the primary reason for their inability to attend employer events. This feedback highlights the need for flexible scheduling options or alternative engagement methods, such as virtual networking opportunities, to accommodate students' academic commitments while ensuring they can connect with potential employers.

Response	Co-op	Non Co-op
I have class during the event	29%	32%
I have part-time work during the event and can't attend	15%	21%
I'm anxious about meeting employers	11%	20%
I don't feel ready/prepared to meet employers	6%	14%
I am on a co-op work term and can't attend	26%	1%
Event is in-person and I don't like in-person events	7%	4%
I don't have business attire to wear to the event	3%	5%
Event is virtual and I don't like virtual events	3%	4%

% Student Responses by Co-op Status



Additionally, an analysis of students' Co-op status shows that Non Co-op participants are unable to attend employer events primarily due to scheduling conflicts with their classes.

Food for Thought



Is the scheduled time of the employer event convenient for you and your fellow students?



Do you find the company representatives approachable and eager to connect with students?



Can you relate easily to the company representatives, especially junior staff who may share similar experiences?



What aspects of a company's brand resonate with you as a student, and how do they align with your values?

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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.



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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