

# 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.

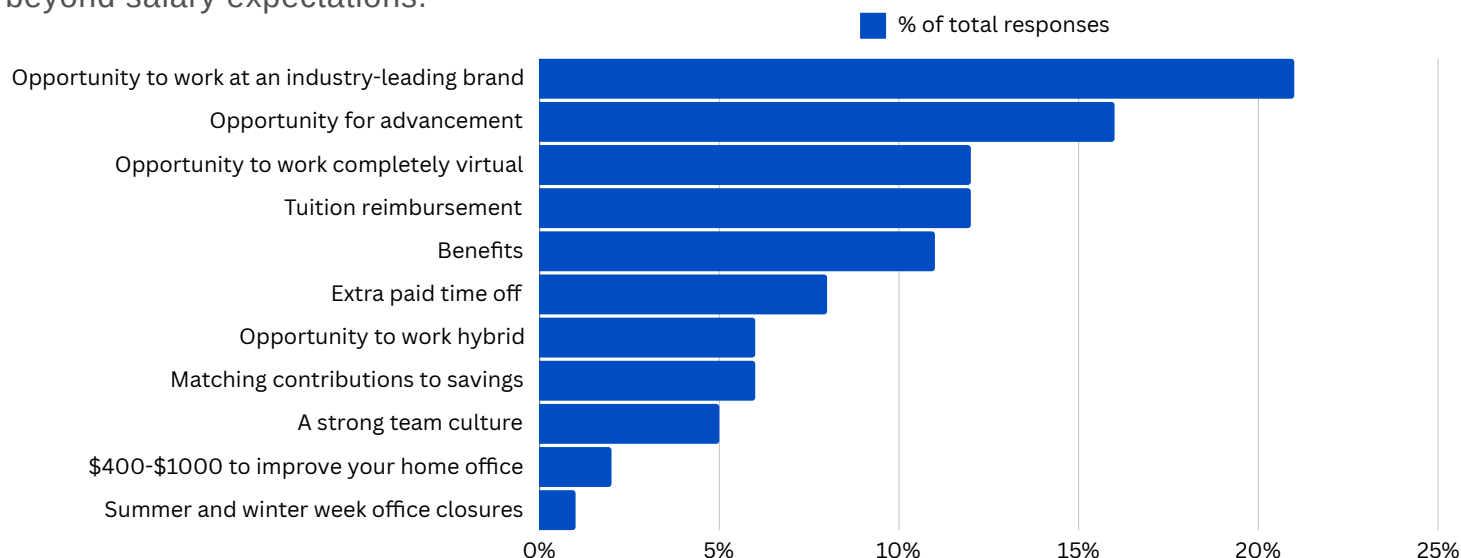
May 2024

## Salary is driving your decisions ... but what else?

### HUBERT POLL NO. 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?**

The most common response across 2,853 students who answered the poll was the importance on an employer's brand in the marketplace influencing a student's decision to accept an offer, beyond salary expectations.



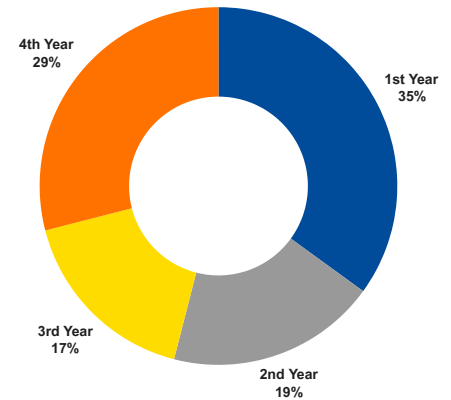
The reputation and prestige of the employer often rival salary expectations, if not surpass, the importance of salary considerations underscoring the evolving significance of company reputation and work environment in attracting top talent, particularly a connection with cutting-edge, industry-leading brands.

But what is really interesting is that it is far less important for students in their final graduating year, as seen in the table below. Students who are closer to graduation indicated that a completely virtual work environment is almost equally important to them as the employer's brand.

Why? Based on our conversations with upper year students, we think it's because students prioritize company brand for its reputation and career prospects, while valuing flexibility to accommodate their lifestyle and work preferences, indicating a holistic approach to job satisfaction.

Response (as a Percentage)	1st Year	2nd Year	3rd Year	4th Year+
Opportunity to work at an industry-leading brand	21	21	24	18
Opportunity for advancement	18	17	12	15
Benefits	13	14	9	10
Tuition reimbursement	13	14	14	7
Opportunity to work completely virtual	9	11	12	16
Opportunity to work hybrid	4	6	8	8
Matching contributions to savings	6	6	4	6
Extra paid time off	9	5	8	7
A strong team culture	4	4	5	7
\$400-\$1000 to improve your home office	2	1	2	3
Summer and winter week office closures	1	1	2	3

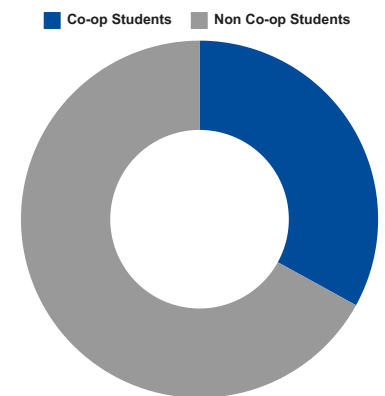
% Student Responses by Year of Study



Students in their 4th year are more appreciative of the value of a positive team culture and the option to flex their work style having the opportunity to work completely virtual.

Response (as a Percentage)	Co-op Students	Non Co-op Students
Opportunity to work at an industry-leading brand	20	22
Opportunity for advancement	17	14
Benefits	13	8
Tuition reimbursement	12	11
Opportunity to work completely virtual	11	13
Opportunity to work hybrid	8	8
Matching contributions to savings	6	5
Extra paid time off	6	8
A strong team culture	5	6
\$400-\$1000 to improve your home office	1	2
Summer and winter week office closures	1	3

% Student Responses by Co-op Status



In addition, when analyzing the student's Co-op status, and the difference in preferences and key influencers, we can see that our Co-op students place a higher emphasis on 'opportunities for advancement' and 'benefits' compared to those not in the program.

## Food for Thought



How important is the reputation of a company to you when considering job opportunities?  
Would you prioritize working for a well-known brand over other factors?



Do you know ways in which you can improve your brand?



Are you aware of the advancement opportunities provided by the university? Are these opportunities something that interests you as a student?



Are you finding any particular advantages to being physically present in a hybrid or fully in-office environment? How does it impact your learning and working experience?



How do you perceive the value of gaining experience in different cultural environments for your future career? Do you prioritize employers who offer such opportunities?

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### Co-op Coordinator Contributor Joshua Go

Joshua is a Co-op Coordinator at the Business Career Hub supporting the Law & Business, Hospitality & Tourism Management, and Retail Management programs at TRSM. During his undergraduate degree he contributed as HRSA President, and is still involved in the Association as an Alumni today.



### Student Contributor Antonio DiVincenzo

Antonio is a Marketing Management Co-op student working as a Project Coordinator for Hub Insights on his first work term. With a strong interest in competitive gaming, he uses his spare time competing on TMU E-Sports R6 team and wishes to pursue a marketing career within the E-Sports industry.