

*“Career fairs have not been very successful from a recruiting stand point.”*

*- N. Sturino, Hudson’s Bay Canada*



# Quality over Quantity: Creating Unique Engagement Opportunities Between Students & Employers

Presenters:

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**Ryerson  
University**



**TED  
ROGERS  
SCHOOL  
OF MANAGEMENT**

# AGENDA

- **Introductions**
- **Why Are We Here Today?**
- **What We Started With (2012-2013)**
- **What We Evolved To (2013-2015)**
- **Where We Are Now (2015-Present)**
- **Student Preparation**
- **Considerations**
- **Moving Forward**



# TED ROGERS SCHOOL OF MANAGEMENT



# TED ROGERS SCHOOL OF MANAGEMENT

## 6 Schools of Management

- ✓ Accounting and Finance
- ✓ Business Management
- ✓ Business Technology Management
- ✓ Hospitality & Tourism Management
- ✓ Retail Management
- ✓ Health Services Management/Health Information Management

**10K Business Students**

## 3 Graduate Programs

- ✓ MBA
- ✓ MScM
- ✓ PMD

## Executive Education

**15 Research Institutes,  
Labs & Centres**



# **BUSINESS CAREER HUB**

## **TED ROGERS SCHOOL OF MANAGEMENT**



# BUSINESS CAREER HUB



## **Mission**

To guide Students & Alumni along their career journey through mentorship, collaboration & fostering meaningful relationships.

## **Vision**

Connecting passions to opportunities.

# BUSINESS CAREER HUB

- Est. 2012-2013 Academic Year
- 6 Schools divided up for 7 Career Consultants (Industry Specific)
- Work with Students, Alumni, Faculty and Employers
- Founding Partners





# WHY ARE WE HERE TODAY?

- Campus recruitment is forever evolving – so as Career Educators how do we stay up to date with these changes?
- We continuously change our events to best reflect the needs of both students and employers
- Career Showcases; Grad Breakfasts – connecting employers and students



# WHAT WE STARTED WITH: 2012-2013

- Hosted traditional career fairs
  - ✓ Fees for employers to attend
- Upwards of 50 employers/fair
- Fairs held in the hallways
- Challenges:
  - ✓ Uncontrollable in hallway
  - ✓ Students weren't polished
  - ✓ Could not track number of students attending
  - ✓ Majority of employers attended for branding purposes



*“They [career fairs] are great for brand awareness and marketing, however the quality time a recruiter gets at intimate networking events is invaluable.”*



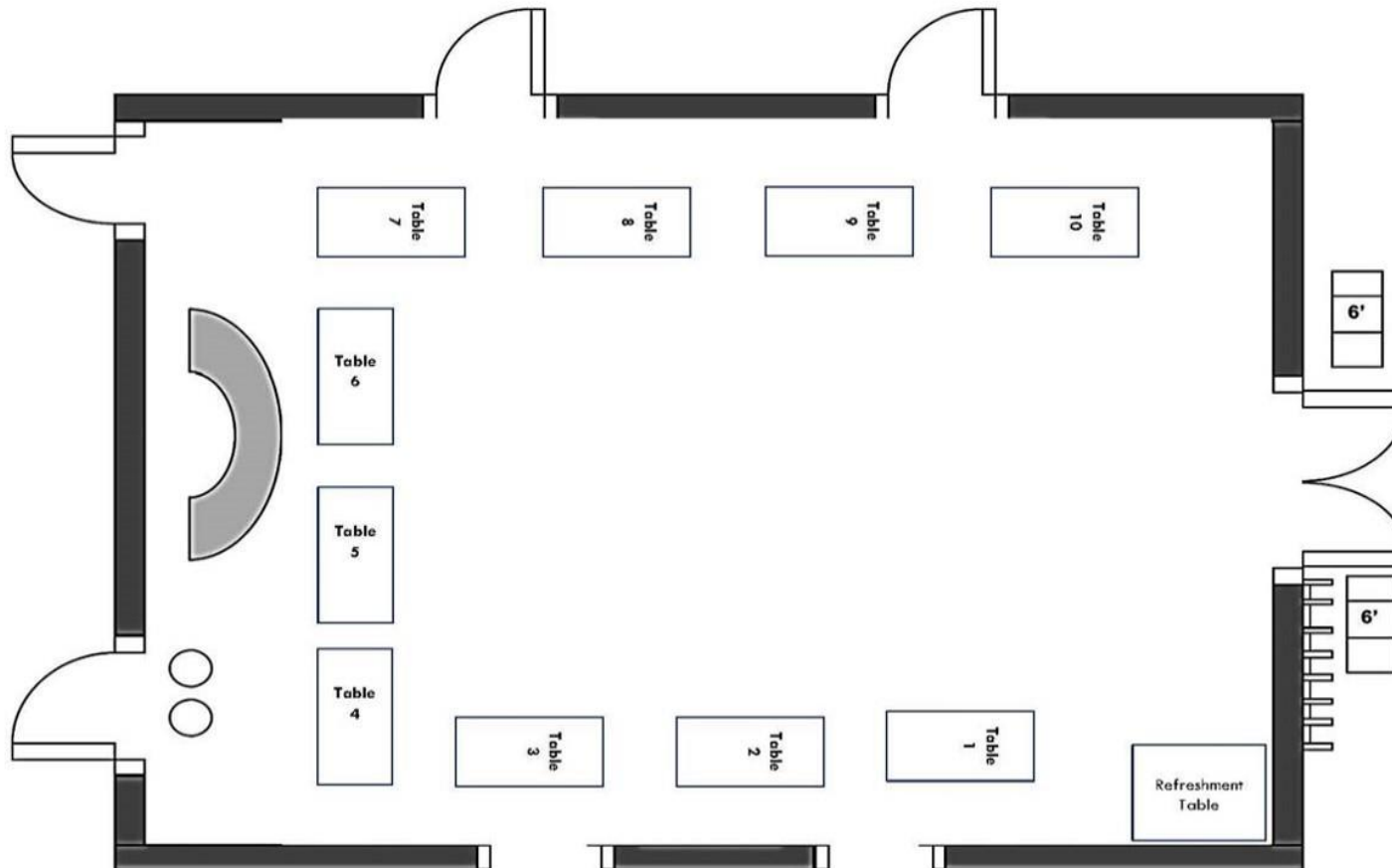
# WHAT WE EVOLVED TO: 2013-2014

## Career Showcase

- Similar to a career fair, smaller scale (10-12 employers)
- All have jobs to hire for (not just for branding)
- Manageable
- Student Preparation
- Easier Follow Up
- Minimal fee
- Challenges
- How to Resolve







## LAYOUT FOR CAREER SHOWCASE

# WHAT WE EVOLVED TO: 2014-2015

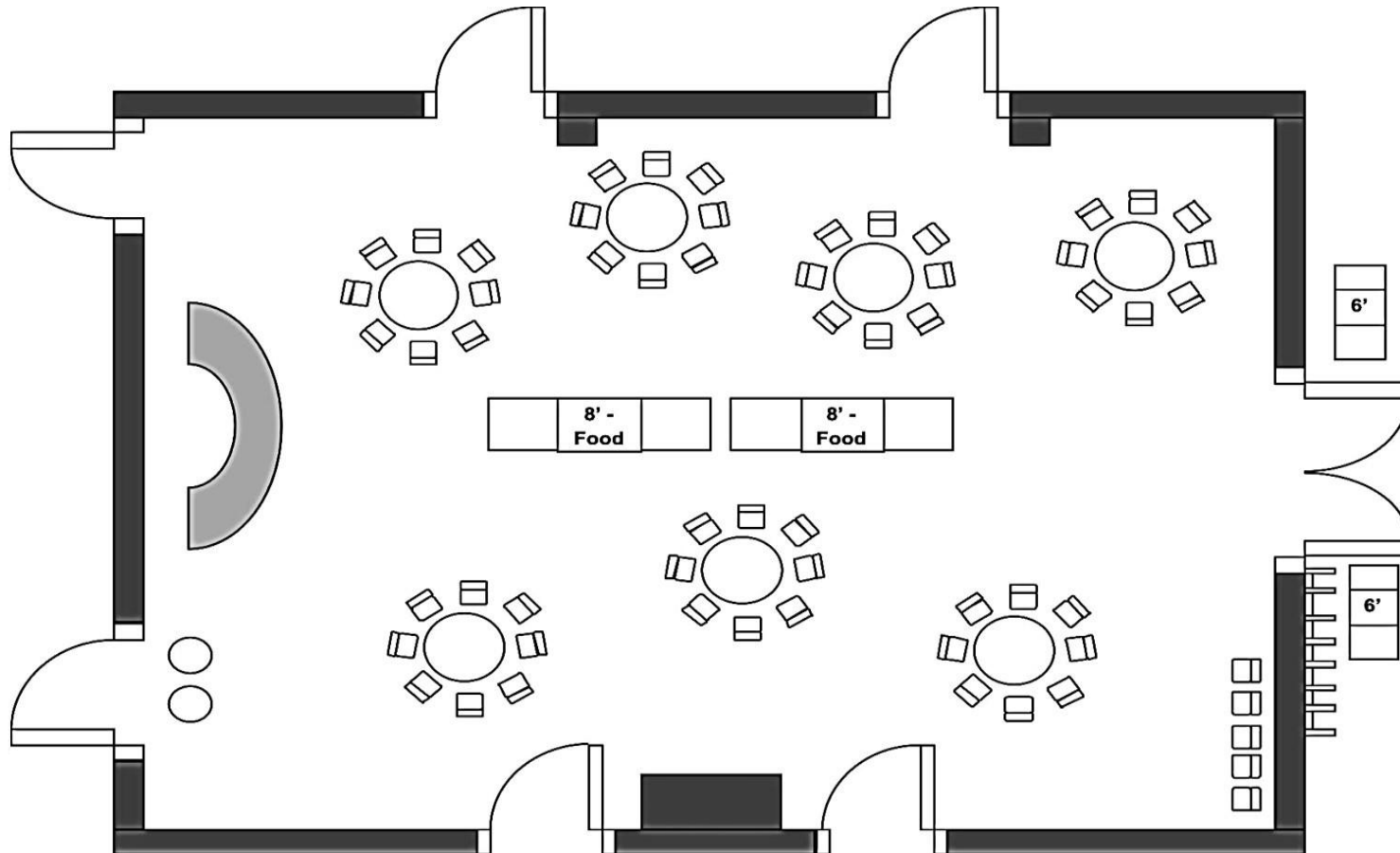
## Career Showcase

- Transformed Career Showcases for Seasonal employment
- Mostly revolve around the Retail, Hospitality & Tourism industries
- No fee

## Grad Breakfasts

- Industry specific (i.e.: Retail Grad Breakfast, Human Resources Grad Breakfast)
- Intimate round table style setting
- Assigned seating: employers & students
- Timing
- Student Challenges
- Employer Challenges
- No fee





## LAYOUT FOR GRAD BREAKFASTS



*“It allows recruiters to assess candidates in a more social setting, while being able to validate amongst their peers.”*



# WHERE WE ARE NOW: 2015-PRESENT

- Continued with both Career Showcases and Grad Breakfasts
- Rolling this out to other TRSM programs
- Winter 2016: piloted Grad Breakfast with HRMOB; Yardi
- Showcases/breakfasts aren't everything though!
  - ✓ BizHub coffee chats/tables
  - ✓ Meet & greets
  - ✓ Info & networking sessions
  - ✓ Mentoring opportunities





*“We have directly hired 3 TRSM students who have attended these smaller “networking” events and believe the hiring process went smoothly for both parties.”*



## Hospitality & Tourism Management Grad Breakfast

### Stats & Facts

The Business Career Hub annually hosts the Hospitality and Tourism Management Grad Breakfast. The purpose of the event is to give students in their graduating year and opportunity to network and connect with industry professionals from a variety of organizations. Students are able to learn about the opportunities available and what it is like to work for them. The intention of the Grad Breakfast is to create a platform to encourage quality over quantity and bring together organizations and top students to form the perfect partnership.

#### HTM Grad Breakfast 2015

<b>54</b>	Students Registered	<b>17</b>	Companies Registered	<b>5</b>	Unique Employers	<b>85</b> Total Attendees
<b>48</b>	Students Attended	<b>30</b>	Company Reps Attended	<b>7</b>	Staff & Faculty Attended	

#### HTM Grad Breakfast 2014

<b>41</b>	Students Registered	<b>12</b>	Companies Registered	<b>2</b>	Unique Employers	<b>58</b> Total Attendees
<b>35</b>	Students Attended	<b>20</b>	Company Reps Attended	<b>2</b>	Staff & Faculty Attended	



## Retail Management Grad Breakfast

### Stats & Facts

The Business Career Hub annually hosts the Retail Management Grad Breakfast. The purpose of the event is to give students in their graduating year and opportunity to network and connect with industry professionals from a variety of organizations. Students are able to learn about the opportunities available and what it is like to work for them. The intention of the Grad Breakfast is to create a platform to encourage quality over quantity and bring together organizations and top students to form the perfect partnership.

#### RTM Grad Breakfast 2015

<b>37</b> Students Registered	<b>14</b> Companies Registered	<b>4</b> Unique Employers	<b>50</b> Total Attendees
<b>27</b> Students Attended	<b>23</b> Company Reps Attended		

#### RTM Grad Breakfast 2014

<b>32</b> Students Registered	<b>7</b> Companies Registered	<b>1</b> Unique Employers	<b>35</b> Total Attendees
<b>25</b> Students Attended	<b>10</b> Company Reps Attended		

*“The Hospitality Grad Breakfast hosted by the TRSM Business Career Hub is my favourite campus recruitment events of the academic season. Not only is the event expertly organized, but the students come highly engaged and prepared for interesting round table discussions. I use this event as one of my main sources for recruiting top talent from Ryerson into our Company’s SUMMIT Leadership Development Program. Looking forward to attending again this year!”*

**- L. Grau, Manager Human Resources, FRHI Hotels & Resorts**

*“I recently attended my first Retail Grad Breakfast hosted by the TRSM Business Career Hub. As a Talent Acquisition Professional, I am always looking for new ways to connect to great talent. Through the breakfast event, I was able to make real connections with students who were interested in joining our organization. And it was such a success, that we will have a TRSM student joining our team in the next few weeks!”*

**- K. Rowe, Manager Talent Planning & Acquisition, Home Depot Canada**



# STUDENT PREPARATION

- Career Fair Booklet
- Workshops
- Webinars
- In Class Presentations
- Social Media





Business  
**CAREERHUB**

# Grad Breakfast

Your Guide to  
Success

**Ryerson  
University**

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*“All 3 candidates were very well prepared, well versed in retail and made a lasting impression – this would not have been obtainable at a career fair where your average time with a student is 1-2 minutes.”*



# CONSIDERATIONS

- How do you get funding for the event?
- Should I get Faculty/Staff buy-in, and if so, how?
- How else do you promote the event?
- How do you know they are “top students” if it’s first come first serve?
- What if no one shows up?

*“The Retail Grad Breakfast is a great initiative by the TRSM Business Career Hub to connect industry professionals with students. Personally, I attended many career info sessions with great companies that visited TRSM and the smaller recruiting sessions were the most helpful as industry professionals always had time to mention small details and what made their job so interesting. This really helped me narrow down my choices for employment as I noticed these passionate individuals talk about their daily work objectives and tasks.”*

**- S. Nehal, Retail Management Grad 2015**

*“One of the events that I had attended was the Hospitality Grad Breakfast in November (2015). What I really liked about the event was that you had the opportunity to meet so many individuals from different sectors of hospitality. This was great because there was someone who worked in your field of interest for you to talk to. I also found this to be valuable because it pushed students to enhance our networking skills. It allowed us to use what we’ve learned from both the classroom and the Business Career Hub in a real setting.”*

**- J. Santos, Hospitality & Tourism Management Grad 2016**

## MOVING FORWARD

- Implementing to other program majors
- Consistently working on improving student attendance rate
- Partnerships with Student Groups
- Utilize technology for resources

*“I fully support smaller, targeted recruitment events & believe that the TRSM Business Career Hub does a great job preparing and executing such events.”*





## CONNECT WITH US!



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# Thank you!

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