

WHAT ATTRACTS STUDENTS TO JOB POSTINGS?

WHAT YOU NEED TO KNOW

Job postings that outline aspects of the role that are important to students attract more and better-quality applicants. For example:

- the ability to learn new things
- an opportunity to make a positive impact
- a connection to the student's academics

A job posting that outlines these aspects without a plan to follow it through are less attractive to students than a job posting with a clear plan to follow through on student commitment.

WHAT IS THE RESEARCH ABOUT?

Employers are an important part of a post-secondary institution's work-integrated learning¹ program. Employers are motivated to attract student talent to fill their student positions. Employers post student job advertisements and students apply. This process can be competitive as employers compete for student talent. This research study looks at what attracts students to jobs based on the job posting, beyond things like the amount of pay and company name recognition.

WHAT DID THE RESEARCHERS DO?

The researchers asked co-op students from the University of Waterloo that were waiting to be interviewed for co-op jobs to participate in this study. The students read different researcher-generated job postings and answered questions about them. The researchers then measured if the students thought the job was desirable. They also asked if they would want to apply to that job and if they felt they would be a good fit for the job.

KEYWORDS

Co-operative education, job advertisements, signaling theory, co-creation of value

CITATION

David W. Drewery, T. Judene Pretti & Dana Church (2020) Signaling 'student-oriented' job opportunities enhances job attractiveness in work-integrated learning programs, Higher Education Research & Development, DOI: 10.1080/07294360.2020.1857346

HOW CAN YOU USE THIS RESEARCH?

Employers of work-integrated learning students can use this research to modify their job postings to attract more and better-quality student candidates. This can give employers a competitive edge if they don't offer competitive salaries or have strong company name recognition. Work-integrated learning practitioners can use this research to advise employers on writing effective job postings.

¹ **Work-integrated learning (WIL):** an education model that combines academic studies with a workplace or practice setting. Work-integrated learning includes a partnership of an academic institution, a host organization, and a student.

ABOUT THE RESEARCHERS

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The Work-Learn Institute at the University of Waterloo is the only institute in the world dedicated to research on co-operative education and other forms of work-integrated learning.