


## Appendix 19a: Screen shot of the “Attracting Students” Co-op Website


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# Attracting Students

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Your co-op job posting is the students' first impression about the experience they will gain with you as an employer. The key to attracting co-op students is to provide a detailed and informative position description. When drafting your next co-op position description, try to include the following:

**Position Title:** Descriptive titles such as Communications Assistant, Web Developer, Research Assistant, Travel Counsellor or Special Events Coordinator are more interesting to students than a generic title like Co-op Student.

**Student Testimonials:** Quotes from previous co-op students can be helpful

**Specific Duties:** The more you can tell students, the better. Separating duties into primary and secondary responsibilities is effective. Students also appreciate having a specific project or assignment they can “own”. This is beneficial for them when they're developing their portfolios and resumes.

**Qualifications:** Be sure to include specific information about skills and aptitudes required such as computer programs and languages. Be sure to note which are necessary and which are considered an asset.

**Salary Details:** Salaries influence students' choices and those that are TBA, to be announced, are not attractive. Students are more likely to apply for positions that have salaries, or at least a range, included. If you provide travel/and or accommodation assistance, this should also be noted.

**Employer Information:** A paragraph about the company/or department is helpful. Students appreciate learning about the reporting structure, how long you have been a Mount co-op employer, and if they will be working with Mount graduates.