



**Career Services &
Employer Alliance**

Setting the Standard. Connecting the
Business Masters Community.

**January 2026 School
Member Quick Survey
Summary:**
Student Engagement

Methodology & Demographics

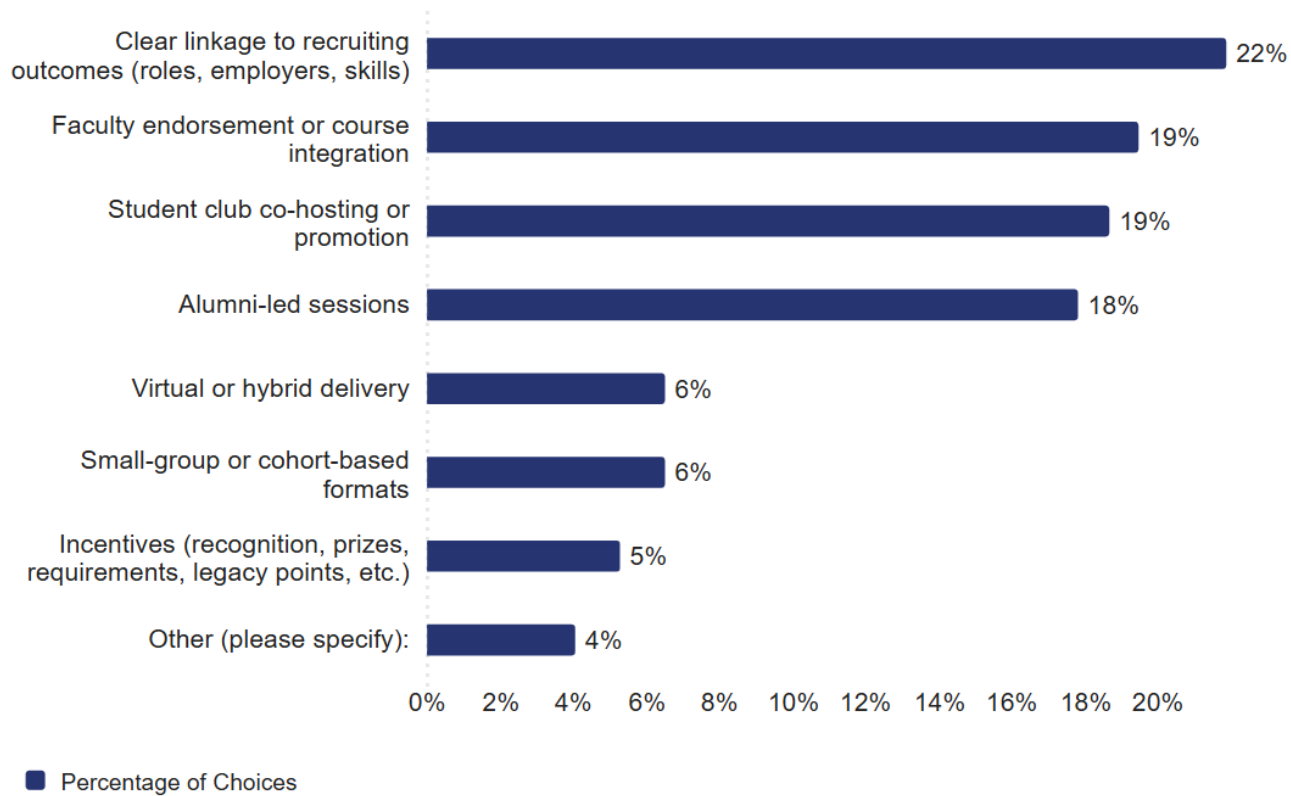
- Survey in the field:
January 29 – February 4
- 94 school responses
- 1% of respondents were located in the APAC region; 3% in EMEA, and 96% in North America



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Which strategies have been most effective at driving consistent student attendance at career-related events? (Select up to three options) - Selected Choice



Which strategies have been most effective at driving consistent student attendance at career-related events? (Select up to three options) -

TEXT - Other (please specify): - Text

Other (please specify): - Text

Panels with many speakers from same industry

Food helps

Requiring in class

food

clear and consistent messaging across Slack, email, public screens

attendance policy

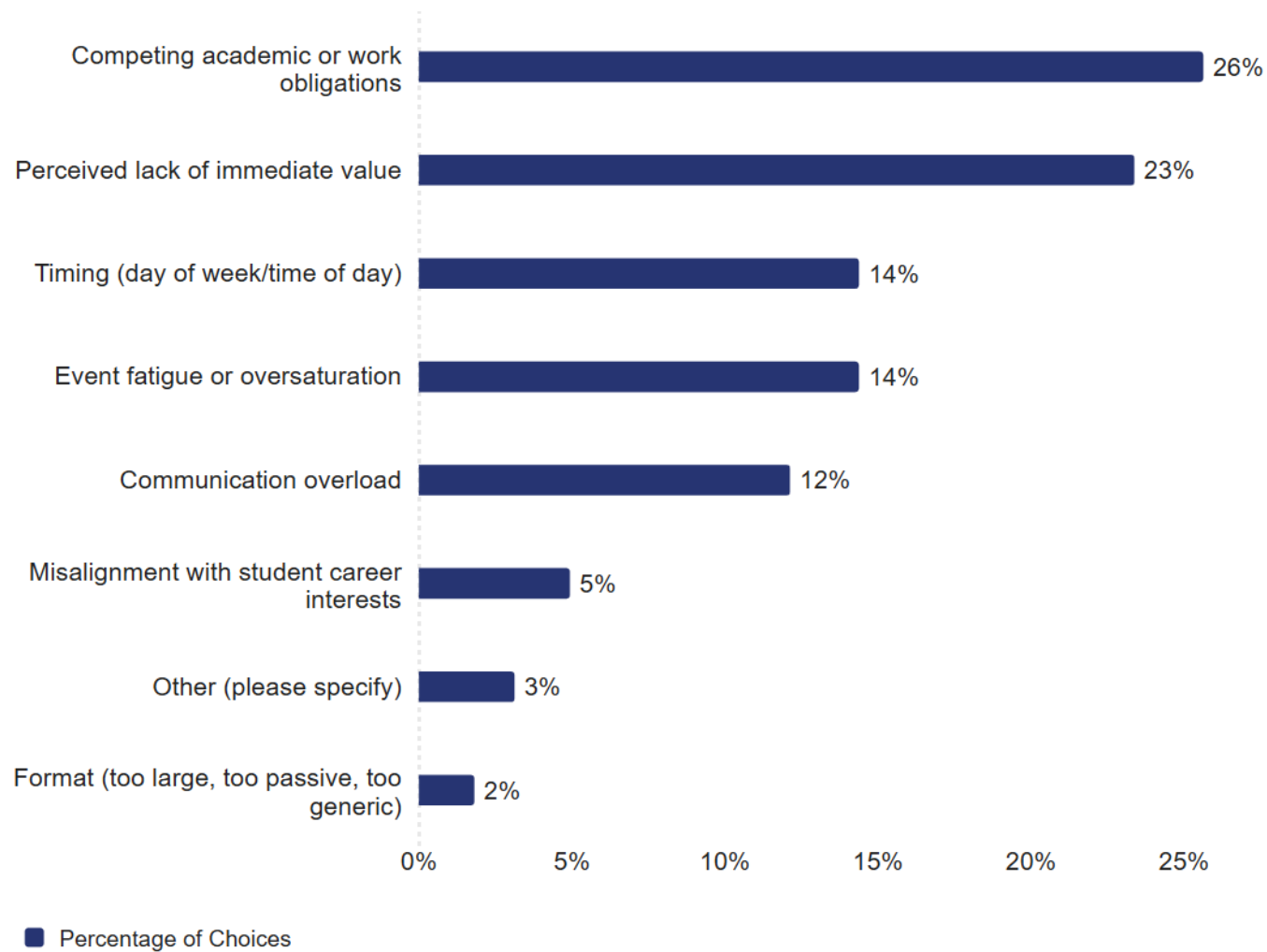
Using data we have in 12Tw to target communications (target employer; preferred post-outcome industry or job function; academic programs)

mulit school virtual sessions

Company Brand

Student-to-student endorsement

What most commonly limits student attendance at career-related events at your institution? (Select up to three options) - Selected Choice



TEXT - Other (please specify): - Text

Other (please specify): - Text

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We look forward to continuing to provide you with trends on a monthly basis. Please feel free to reach out to us with any questions, feedback, or ideas for future topics.



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