Student Engagement and Retention Maroon Paper

Students want to be involved in the City of Hamilton but there are several barriers preventing them from doing so. This policy builds on the findings of the Your City Survey 2.0 to provide clear areas of concern for students. These concerns range from deficiencies in public transit to a lack of awareness of opportunities available in the city. By addressing these areas, through recommendations such as greater integration of students in municipal bodies, the MSU, City of Hamilton, and McMaster University can continue to build a strong foundation for a city that engages and retains its students.

Principle One: The MSU believes that student retention relies on proper coordination and communication between the City of Hamilton and McMaster University.

Principle Two: The MSU believes that student retention relies on both proper coordination and communication between local business and students and strong opportunities to foster entrepreneurship.

Principle Three: The MSU believes that students should live in a city that is financially and travel-accessible.

Concern One: McMaster University and the City of Hamilton inadequately promote awareness of the job opportunities available to students in Hamilton.

Concern Two: Students feel that there are not an appropriate number of job opportunities available to them.

Concern Three: Students feel as though public transit in Hamilton is a barrier to their participation in activities around the city.

Concern Four: Many students believe Hamilton is not an affordable city to live, work, and play in.

Recommendation One: The City of Hamilton should invest more resources into effectively using social media to communicate opportunities to students.

Recommendation Two: To facilitate successful coordination and communication between the City of Hamilton and McMaster University, students should be allowed fair representation in municipal affairs.
Recommendation Three: The MSU recommends Hamilton Hive become further integrated into the McMaster community.

Recommendation Four: The City of Hamilton and local businesses should establish a stronger physical presence on campus to promote events and job opportunities.

Recommendation Five: To help students gain experience in the workplace, become employed in their relevant fields of work and study, as well as support internships, co-op placements, and volunteer opportunities within Hamilton, McMaster’s job posting system, OscarPlus should be improved.

Recommendation Six: The city of Hamilton should further invest in improving transit services, working with the MSU to ensure that the concerns of students, who are a significant portion of their ridership, are being heard.

Recommendation Seven: The City of Hamilton should collaborate with McMaster University and the MSU to make available cost-effective and free opportunities for cultural experiences around the city and ensure said opportunities are effectively promoted.