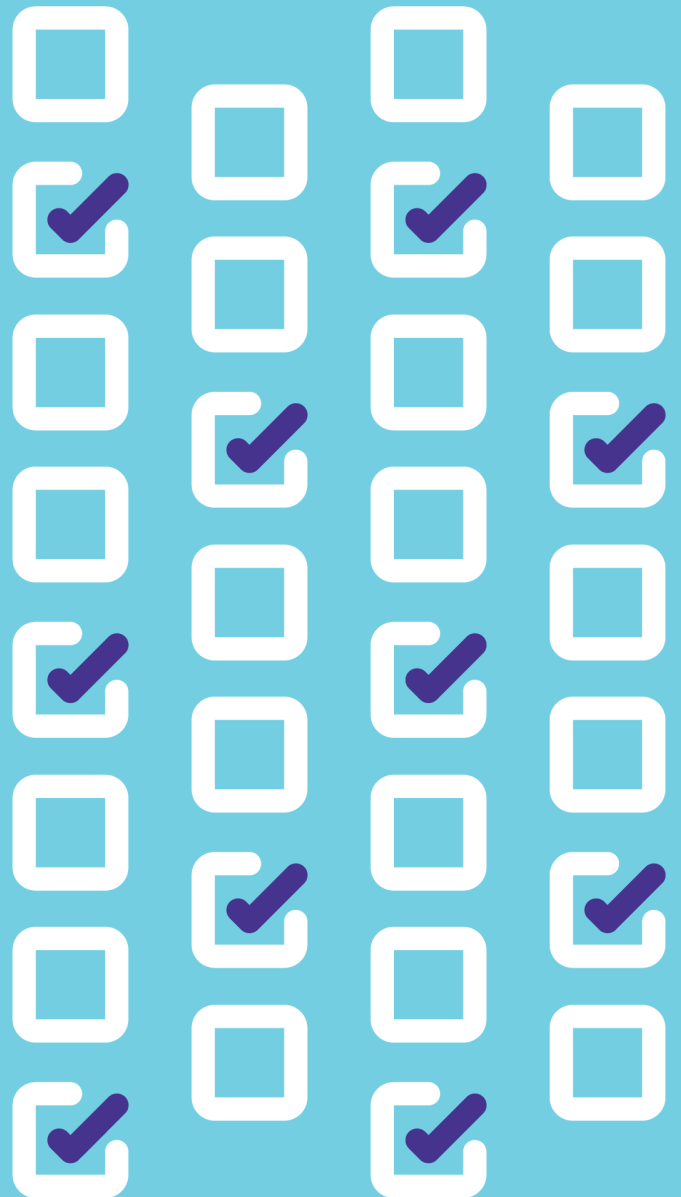


BC Student Outcomes
Research Forum

2023/2024 Annual Report

Presented to the
BC Student Outcomes Research Forum
Annual General Meeting
June 19, 2024

☒ BC Student
☐ Outcomes



Message from the Co-Chairs

[Brent Harris \(Interim Co-Chair, UBC\) and Leila Hazemi \(PSFS\)](#)

We would like to take this opportunity to thank all our partners for their dedication and continuous support to ensure the ongoing success of the BC Student Outcomes Program.

Looking back on the year, we are happy to report the great amount of work that has been accomplished. From continuing work on mitigating the impact of declining response rates, to the transition of the Forum Secretariat to the Ministry of Post-Secondary Education and Future Skills (PSFS), the program has seen a lot of change over the past number of years. However, with the contributions of Forum team members and the dedicated team at BC Stats, BC Student Outcomes continues to provide reliable data for public post-secondary education and continues to deliver on our mission of designing, conducting, and delivering high-quality student outcomes research to support decision-making that enables successful educational experiences and a skilled labour force for British Columbia.

We would also like to take this opportunity to thank Ajit Batra, our past Institutional Co-Chair, for his hard work and dedication to his role. We wish him well in his future endeavours.

As we look forward to the year ahead and continue to drive forward with work to address challenges with survey response rates, we are grateful for all the work that got us here and excited for the work left to do.

Forum Activities

[June 2023 BC Student Outcomes Research Forum Annual General Meeting \(AGM\)](#)

The 2023 Forum and AGM was held on June 13-14 in person at Royal Roads University and online via Zoom.

Key highlights from the 2023 Forum and AGM include:

- A presentation celebrating the 35 years of the BC Student Outcomes Program kicked off day one activities.
- Reviewed the current BC Student Outcomes Strategic Plan and discussed options for updating.
- BC Stats provided an overview of the work completed or in progress under the Strategy to increase/maintain survey response rates. Action items presented included the BC Behavioural Insights Group (BC BIG) pilot projects, non-response analysis & non-response poll project, Empathetic Survey Design training, an initial report on the impacts of ceasing telephone as survey delivery mode, and more.
- Received a presentation by BC BIG on the creation of a new invitation and reminder emails using behavioural insights.

- An in-depth review on results of the non-response analysis, and possible contributing factors, was provided by BC Stats.
- A presentation on the Anti-Racism Data Act, followed by a discussion on how institutions can collaborate with the government on this work.
- Two liberating structures exercises took place – the first to generate and rank the group’s most effective ideas to increase/maintain survey response rates for the BC Student Outcomes Program, and the second to craft creative “hooks” for the introductory statement in BC Student Outcomes survey invitation emails.
- A panel on survey innovation was held where experts answered questions regarding survey innovation, creative practices and measuring success.
- The event concluded with the Annual General Meeting which included the review and approval of the 2022/2023 BC Student Outcomes Research Forum Annual Report, as well as the Plan for the 2023 Survey Cycle (Including the three-year rolling budget).
- Election of the institutional Co-Chair. Ajit Batra, Okanagan College, was re-elected as co-chair for the second two-year term.
- A review and discussion of potential new logos for the BC Student Outcomes Program. A new logo was approved, with the caveat to allow for potential modifications if required.

Forum Teams Work 2023/2024

The **Management Team** activities throughout the year included:

- Monitoring the milestones and data collection progress of the four surveys;
- Monitoring the budget and prioritizing projects to undertake with surplus;
- Continuing to work on action items to increase, or at least maintain, our survey response rates as per ideas discussed at the 2023 Forum AGM (as part of a three-year strategy) and prioritized items for 2023/2024 and 2024/2025;
- Continuing to work on the data access agreement, starting with the option of having PSFS access BC Student Outcomes Program data, as a pilot project, in BC Stats’ secure analytics environment to link to other data sources;
- Reviewing the Secretariat transition plan and supporting consultations; and
- Planning for the 2024 Online AGM including approval of the Plan for the 2024 Survey Cycle (Including Budget).

The **Survey Team** continued their work reviewing the annual questionnaires for all four surveys. New in 2023/2024, the Survey Team began reviewing the survey vendor communications accompanying each survey including invitation and reminder emails, text message invitations and reminders, voicemail invitation and reminder scripts, the online survey landing page, and the telephone survey introduction and conclusion scripts. Evidence-based updates to these communications were implemented by BC Stats based on work with BC BIG to improve survey response rates using behaviourally informed communication. To further increase survey response rates, the Survey Team also reviewed the “hook” challenge responses from the 1-2-4-All Liberating Structures exercise at the 2023 Forum AGM to select the top 10 hooks for incorporation into survey communications.

The **Technical Team** oversaw revisions to handling of gender and Indigenous identities in the surveys, along with clarifications surrounding international students, particularly those international students studying outside of Canada. The Technical Team also oversaw revisions to the handling of cohort submissions of preferred names and email. The Team also began a more in-depth discussion of best practices around cohort eligibility standards as well as an in-depth look at finding a Central Data Warehouse-independent definition of 'international student'.

The **Communications Team** reviewed several reports, including the 2022 Baccalaureate Graduates Infographic Report, the 2023 Highlights Report and the outline for the 2024 Trades Infographic Report. The Team also reviewed the new public-facing BC Student Outcomes website as well as the messaging used in institutional social media posts to promote the surveys and improve response rates.

The **Research and Analysis Team** continues to explore pathways for external researchers to access BC Student Outcomes Program data. The team also continues to work on research ideas that align with the Anti-Racism Data Act, while outlining the current limitations within our surveys. The team is preparing a memo and suggesting ways that outcome survey results can better support the Anti-Racism Data Act. The team is also drafting a visualization of the 'Pathways to Data' which outlines the existing and proposed pathways to access Student Outcomes data to better support research.

BC Student Outcomes Program 2022/2023

The BC Student Outcomes Research Forum, through its working teams, provided valuable advice and oversight of the annual BC Student Outcomes Program surveys conducted for the 2023 Survey Cycle. Findings from these surveys are used by government and institutions for labour market analysis, program evaluation, planning, and accountability. Survey results are also available to help students make informed decisions about their personal and economic futures.

Collecting Outcomes Data

The 2023 **Survey of Former Apprenticeship Students** had a 42 percent response rate. Of 4,187 former apprentices eligible for the survey, 1,765 responded. They were surveyed within two years of completing their in-school training. The survey was conducted from January through to mid-June

2023. Eligible former students were submitted from 14 public post-secondary institutions and 21 private training providers.

The 2023 **Survey of Former Trades Foundation and Trades-Related Vocational Students** had a total of 1,871 respondents, out of 4,359 former students who were eligible, making the response rate 43 percent overall. Of the 4,038 former Trades Foundation students who were eligible for the survey, 1,718 responded, resulting in a 43 percent response rate. There were 153 Trades-Related Vocational respondents, out of the 321 who were eligible, making the response rate for this group 48 percent. The survey was conducted from January through to the end of May 2023, and 16 public post-secondary institutions participated. The former students were surveyed within two years of leaving their programs.

The 2023 **Survey of Former Diploma, Associate Degree, and Certificate Students** had 12,333 respondents, out of 29,063 former students who were eligible, making the response rate 42 percent. The survey was conducted from January through to mid-July 2023, and 19 public post-secondary institutions participated. The former students were surveyed within two years of leaving their programs.

The 2023 **Baccalaureate Graduates Survey** of 2021 graduates had a response rate of 33 percent, with 8,603 respondents out of 25,962 who were eligible for the survey. Twenty-two (22) public post-secondary institutions participated. The survey was conducted from September 2023 through to mid-February 2024.

Sharing Outcomes Data

WITH PARTNERS

BC Student Outcomes Program data were shared with partners through a range of tools. The most recent five years of data, for post-secondary institutions and the Ministry, were released through pivot tables, the Summary of Survey Results tool, fully labeled SPSS files, and CSV files.

- The 2019 to 2023 Apprenticeship, Trades Foundation, and Trades-Related Vocational Student Outcomes data were released via pivot tables, SPSS, and CSV on August 16, 2023, and the Summary of Survey Results tool was released August 30, 2023.
- The 2019 to 2023 Diploma, Associate Degree, and Certificate Student Outcomes data were released via pivot tables, SPSS, and CSV on October 18, 2023, and the Summary of Survey Results tool was released October 30, 2023.
- The 2019 to 2023 Baccalaureate Graduates Survey data were released via pivot tables, SPSS, and CSV on April 18, 2024. The Summary of Survey Results tool was released May 1, 2024.

The [BC Student Outcomes Program public website](#) was refreshed in 2023 with a new design and content. It continues to be a key source of information for partners. Publications are posted here, as are the survey questionnaires. Background information on the BC Student Outcomes Program and the governing documents for the Research Forum are also available.

The **BC Student Outcomes Program Forum SharePoint site** is used by Forum members to collaborate on Forum business. The Forum teams use it extensively as they conduct their work.

In 2023, **BC Stats LockBox** replaced the SharePoint site as the new secure file transfer site for authorized institutional researchers to exchange files and share information.

WITH THE PUBLIC

The **BC Student Outcomes Program Data Viewer** is a simple, dynamic interface that allows users to view recent student outcomes information from six student groups: apprenticeship, associate degree, bachelor's degree, certificate, diploma, and trades foundation. Results are available by student group, institution, program area, and program name. Aggregated data for the three most recent survey years are presented. The BC Student Outcomes Program Data Viewer tool for the public was updated with the 2021 to 2023 data on May 6, 2024.

FOR OTHER RESEARCH

BC Student Outcomes Program data were provided for other research and initiatives: For researchers at post-secondary institutions, policymakers in government ministries, representatives from education organizations, students, and other individuals who submitted requests for this data.

[Using Outcomes Data](#)

SYSTEM-WIDE REPORTS:

Available to the public through the BC Student Outcomes Program website

- The 2022 Baccalaureate Graduates (BGS) Infographic Report
- 2023 BGS Reports by Institutions and Discipline
- 2023 BGS Reports by Program Area
- The 2023 Highlights [To be posted June 2024]

PRESENTATION:

Available to the public through the BC Student Outcomes Program website

- An Introduction to B.C.'s Post-Secondary Student Surveys

TECHNICAL REPORTS:

Available to partners through the BC Stats LockBox secure file transfer site

- 2023 APP Survey Refusals Analysis
- 2023 TFTRV Survey Refusals Analysis
- 2023 DAC Survey Refusals Analysis
- 2023 BGS Survey Refusals Analysis

Acknowledgments

The BC Student Outcomes Research Forum is a highly successful collaboration due to the contributions of time and expertise from many volunteers.

Thank you!

The Forum would like to acknowledge the following members who retired or left the Research Forum in 2023/2024 and thank them for their contributions to the BC Student Outcomes Program.

- Ajit Batra (OKAN)
- Kevin Bird (ECUAD)
- Pam Bischoff (DOUG)
- Jan O'Brien (TRU)
- Kathryn Snow (VIU)
- Warren Stokes (NLC)

PROGRAM STAFF

The BC Student Outcomes Research Forum is grateful to BC Stats staff for their management of the BC Student Outcomes Program. To contact the BC Student Outcomes Program, please contact BCStudentOutcomes@gov.bc.ca.

Forum Team Membership (As of June 1, 2024)

MANAGEMENT TEAM

Co-Chairs:

Brent Harris (Interim Co-Chair, UBC), Leila Hazemi (PSFS)

Members:

Kristina Breuer (PSFS)	Stephanie McKeown (UBC)	Wes Skulmoski (NIC)
Courtney Fabri (LANG)	Zareen Naqvi (SFU)	
Sam Hannah (CAPU)	Sam Przygoda (PSFS)	

SURVEY TEAM

Co-Chairs:

Courtney Fabri (LANG), Stephanie McKeown (UBC), Wes Skulmoski (NIC)

Members:

Stephanie Klassen (TRU)	Shiva Mostafavi (BCIT)	Luka Wall (KPU)
Bob Lomas (CAM)	Sam Przygoda (PSFS)	Janice Wiebe (SFU)
Narcisa Medianu (SkilledTradesBC)	Anna Tikina (BCCAT)	

TECHNICAL TEAM

Co-Chairs:

Sam Hannah (CAPU), Vacant (INST)

Members:

Norwinda Binuya-Barros (KPU)	Eric Johnson (CNC)	Varvara Romantseva (PSFS)
Demin Chen (COTR)	Stephanie Klassen (TRU)	Jacynta Spicer (RRU)
Priya Garcha (BCIT)	Ashley Lambert-Maberly (UBC)	Leanne Tan (SkilledTradesBC)
Lara Hu (PSFS)	Bob Lomas (CAM)	

COMMUNICATIONS TEAM

Co-Chairs:

Sam Przygoda (PSFS), Vacant (INST)

Members:

Chad Elofson (TRU)	Funda Isbuga Erel (DOUG)	Rae Tiessen (NVIT)
Ashley Engel (SEL)	Jasleen Kaur (PSFS)	Janice Wiebe (SFU)
Wayne Hopwood (NIC)	Narcisa Medianu (SkilledTradesBC)	
Lara Hu (PSFS)	Edgar Olaguer (KPU)	

RESEARCH & ANALYSIS TEAM

Co-Chairs:

Kristina Breuer (PSFS), Zareen Naqvi (SFU)

Members:

Norwinda Binuya-Barros (KPU)	Narcisa Medianu (SkilledTradesBC)	Varvara Romantseva (PSFS)
Jasleen Kaur (PSFS)	Pennie Poon (LANG)	Anna Tikina (BCCAT)

Membership Changes – 2023/2024

(From June 1, 2023, to June 1, 2024)

MANAGEMENT TEAM

Pam Bischoff (DOUG) – stepped down
Courtney Fabri (LANG) – joined
Brent Harris (UBC) – became A/Co-Chair
Annay Burke (UBC) – on parental leave

SURVEY TEAM

Pam Bischoff (DOUG) – stepped down
Courtney Fabri (LANG) – became Co-Chair
Clint Thomson (JIBC) – stepped down
Nik Must (PSFS) – stepped down
Hui Wang (PSFS) – on parental leave
Shiva Mostafavi (BCIT) – joined

RESEARCH & ANALYSIS TEAM

Pam Bischoff (DOUG) – stepped down
Jasleen Kaur (PSFS) – joined

TECHNICAL TEAM

Annay Burke (UBC) – on parental leave (Co-Chair)
Hui Wang (PSFS) – on parental leave
Grace Lau (UBC) – stepped down
Priya Garcha (BCIT) – joined
Lara Hu (PSFS) – joined
Varvara Romantseva (PSFS) – joined

COMMUNICATIONS TEAM

Brent Harris (UBC) – stepped down as Co-Chair
Jasleen Kaur (PSFS) – joined
Ashley Engel (SEL) – joined

INSTITUTION AND ORGANIZATION FORUM REPRESENTATIVES

Coast Mountain College – *Anuraj Bajwa replaced Troy Hanschen*
Kwantlen Polytechnic University – *Meredith Haaf replaced Lori McElroy*
Nicola Valley Institute of Technology – *Rae Tiessen replaced Sue Sterling-Bur*
Northern Lights College – *Karen Bravo replaced Warren Stokes*
Okanagan College – *Jordan Perrey replaced Ajit Batra*
Selkirk College – *Ashley Engel replaced Beth Engel*

Highlights from the 2023 surveys

Student feedback is essential to maintain quality and relevance in the public post-secondary education system. Through surveying former students, the BC Student Outcomes Program provides the information needed to help shape public post-secondary education in British Columbia.

BACCALAUREATE GRADUATES

- 89% were satisfied with their education
- 91% said the quality of instruction was *very good* or *good*
- 83% were employed
- 85% of those employed said the knowledge and skills they gained were useful in performing their jobs

ASSOCIATE DEGREE & UNIVERSITY TRANSFER STUDENTS

- 90% were satisfied with their education
- 95% said the quality of instruction was *very good*, *good*, or *adequate*
- 79% of those who transferred were satisfied with their transfer experience
- 92% of those who took further education said their program prepared them for their studies

DIPLOMA STUDENTS

- 89% were satisfied with their education
- 94% said the quality of instruction was *very good*, *good*, or *adequate*
- 84% of graduates were employed
- 84% of employed graduates said the knowledge and skills they gained were useful in performing their jobs

CERTIFICATE STUDENTS

- 92% were satisfied with their education
- 95% said the quality of instruction was *very good*, *good*, or *adequate*
- 89% of graduates were employed
- 90% of employed graduates said the knowledge and skills they gained were useful in performing their jobs

APPRENTICESHIP STUDENTS

- 91% were satisfied with their education
- 94% said the quality of instruction was *very good*, *good*, or *adequate*
- 96% were employed
- 92% of those employed said the knowledge and skills they gained were useful in performing their jobs

TRADES FOUNDATION STUDENTS

- 92% were satisfied with their education
- 94% said the quality of instruction was *very good*, *good*, or *adequate*
- 84% were employed
- 88% of those employed said the knowledge and skills they gained were useful in performing their jobs

TRADES-RELATED VOCATIONAL STUDENTS

- 93% were satisfied with their education
- 95% said the quality of instruction was *very good*, *good*, or *adequate*
- 89% were employed
- 88% of those employed said the knowledge and skills they gained were useful in performing their jobs