

BC Student Outcomes  
Research Forum

# 2024/2025 Annual Report

*Presented to the*

BC Student Outcomes Research Forum

Annual General Meeting

June 18, 2025

☒ BC Student  
☐ Outcomes



# Message from the Co-Chairs

[Brent Harris \(UBC\) and Leila Hazemi \(PSFS\)](#)

We would like to take this opportunity, as in prior years, to thank all our partners for their commitment and support for the BC Student Outcomes Program. We know that every institution and organization has many projects and priorities in progress, and we really appreciate the collective effort of all involved in this work.

Within the BC Student Outcomes Program there has been a lot of work over the last year. Perhaps most visibly, we have continued to make great progress on our plan to mitigate the impact of declining response rates. We are really excited to see where this work takes us, with the hope that we can improve not only on the response rates for the surveys, but on the overall engagement of former students, and on the usefulness of the information that they entrust with us. Ultimately, the insights that we gather are meant to improve the experience for future students, and we need to be partners with potential respondents to enable feedback into the system. We are excited about this work, and we hope you are too.

## Forum Activities

### [June 2024 BC Student Outcomes Forum Annual General Meeting \(AGM\)](#)

The 2024 Forum AGM was an online half-day meeting held on June 19, 2024, via MS Teams. Key highlights from the 2024 Forum AGM include:

- BC Stats presented an update on strategies to increase/maintain response rates. Discussions focused on including alumni office involvement and text message outreach.
- The Roadmap to Survey Modernization was introduced, driven by declining response rates and the need for bold changes. It was determined a small working group was needed to drive these changes forward.
- Micro-presentations: Usage of BC Student Outcomes Program Data. Three institutions (SFU, VCC & KPU) delivered micro-presentations covering various data visualization tools and their impact on institutional program reviews and decision-making.
- General business included the review and approval of the 2023/2024 BC Student Outcomes Research Forum Annual Report.
- Election of the institutional Co-Chair. Brent Harris, University of British Columbia, was elected as co-chair for a two-year term.
- The 2024 Survey Cycle and budget were presented and approved, with discussions about managing a budget deficit and stabilizing resources amid declining response rates.

## Forum Teams Work 2024/2025

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;
- Reviewed a briefing note on how Outcomes can support Anti-Racism Data Act (ARDA) initiatives;
- Explored concerns related to non-response rates and international student participation;
- Completed actions on the Strategy to Increase/Maintain Survey Response Rates (and transitioned remaining items to Survey Modernization workplan);
- Finalized the data access agreement, confirming the pilot where PSFS has access to BC Student Outcomes Program data in BC Stats' secure analytics environment;
- Final review & evaluation of the transition of the Secretariat function to PSFS;
- Planning for the 2025 Online AGM including approval of the Plan for the 2025 Survey Cycle (including budget); and,
- Covered additional relevant topics as part of ongoing strategic discussions.

The **Survey Team** continued their work reviewing the questionnaires, including:

- In October 2024, the Team reviewed and approved the DAC, APP and TFTRV questionnaire with no substantive changes.
- In May 2025, the Team reviewed and approved the streamlined BGS questionnaire developed by the Survey Modernization Working Group.
- Mike Perry (SFU) was elected co-chair, replacing Stephanie McKeown (UBC). Courtney Fabri (Langara) and Wes Skulmoski (NIC) remain in their positions as co-chairs.

The **Technical Team** worked tasks related to cohort eligibility and other items, including:

- Updating CIP codes from the 2016 CIP system to the 2021 CIP system, beginning with the 2026 surveys.
- Implementing new guidelines around cohort eligibility requirements to ensure a true census population is established. These changes include asking cohort senders to complete a table giving the full cohort count and a breakdown by reason for any exclusions from the initial cohort (e.g., deceased, etc.).
- Clarifying definitions of 'international student' to support both CDW-reporting and non-CDW institutions, and to ensure consistency in handling of international students studying outside of Canada.

The **Communications Team** reviewed several reports, including:

- 2023 Highlights Report (full report);
- The outline and look and feel for the 2024 Highlights Report; and
- The full 2024 Trades Infographic report.
- The Team has a new institutional co-chair, Kyle Schoenfeld (Langara College).

The **Research and Analysis Team** continued the work on advancing the Research Plan, including:

- In September 2024, preparing and distributing a briefing note, "How can BC Outcomes Surveys support the BC Anti-Racism Data Act?" to FMT.
- Compiling a list of research ideas for 2025 that will be finalized by team members; and
- Discussing B.C Stats Pathways to Data Infographic and ways to use Outcomes data in research.

The newly established **Working Group on Survey Modernization** was created to implement priorities related to maintaining or improving response rates. The group worked on:

- Identifying six priorities aimed at improving survey response rates, including: (1) Consulting with partners/knowning the micro-level benefits, (2) Shortening the surveys, (3) Incentives, (4) Weighting data, (5) Stopping telephone surveying, and (6) Other survey administration options
- Engaging with Forum partners to better understand the micro-level benefits of the surveys
- Developing a shortened BGS as a pilot project, with input and consultation from across the Forum; and
- Obtaining approval for offering incentives (e.g. cash prizes or others) in the Student Outcomes surveys.

# BC Student Outcomes Program 2024/2025

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 2024 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 2024 **Survey of Former Apprenticeship Students** had a 36 percent response rate. Of 4,454 former apprentices eligible for the survey, 1,596 responded. They were surveyed within two years of completing their in-school training. The survey was conducted from January through to late June 2024. Eligible former students were submitted from 14 public post-secondary institutions and 22 private training providers.

The 2024 **Survey of Former Trades Foundation and Trades-Related Vocational Students** had a total of 1,736 respondents, out of 4,504 former students who were eligible, making the response rate 39 percent overall. Of the 4,227 former Trades Foundation students who were eligible for the survey, 1,600 responded, resulting in a 38 percent response rate. There were 136 Trades-Related Vocational respondents, out of the 277 who were eligible, making the response rate for this group 49 percent. The survey was conducted from January through to the early June 2024, and 15 public post-secondary institutions participated. The former students were surveyed within two years of leaving their programs.

The 2024 **Survey of Former Diploma, Associate Degree, and Certificate Students** had 11,649 respondents, out of 28,429 former students who were eligible, making the response rate 41 percent. The survey was conducted from January through to mid-July 2024, and 19 public post-secondary institutions participated. The former students were surveyed within two years of leaving their programs.

The 2024 **Baccalaureate Graduates Survey** of 2022 graduates had a response rate of 25 percent, with 6,200 respondents out of 24,572 who were eligible for the survey. Twenty-two (22) public post-secondary institutions participated. The survey was conducted from September 2024 through to early February 2025.

## 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 2020 to 2024 Apprenticeship, Trades Foundation, and Trades-Related Vocational Student Outcomes data were released via pivot tables, SPSS, and CSV on July 31, 2024, and the Summary of Survey Results tool was released on August 28, 2024.

- The 2020 to 2024 Diploma, Associate Degree, and Certificate Student Outcomes data were released via pivot tables, SPSS, and CSV on September 23, 2024, and the Summary of Survey Results tool was released on October 17, 2024.
- The 2020 to 2024 Baccalaureate Graduates Survey data were released via pivot tables, SPSS, and CSV on March 31, 2025. The Summary of Survey Results tool was released on April 28, 2025.

The [BC Student Outcomes Program public website](#) 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 is 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.

## 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 2022 to 2024 data in May 2025.

## FOR OTHER RESEARCH

BC Student Outcomes Program data were provided for other research and initiatives: 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](#)*

- 2024 BGS Reports by Institutions and Discipline
- 2024 BGS Reports by Program Area
- The 2024 Trades Infographic Report
- The 2024 Highlights [To be posted June 2025]

### 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*

- 2024 APP Survey Refusals Analysis
- 2024 TFTRV Survey Refusals Analysis
- 2024 DAC Survey Refusals Analysis
- 2024 BGS Survey Refusals Analysis

## Changes to the BC Student Outcomes Research Forum Secretariat

Each year, the BC Student Outcomes Program collects information from tens of thousands of former British Columbia public post-secondary students. Former students evaluate their education and are asked about their subsequent employment and further education.

The Forum represents a long-standing partnership among the Ministry of Post-Secondary Education and Future Skills (PSFS), participating public post-secondary institutions, and a number of system-wide organizations, including SkilledTradesBC and the BC Council on Admissions and Transfer. The Forum oversees the BC Student Outcomes Program, from data collection to the reporting of survey results, as managed by BC Stats.

With service delivery model changes within BC Stats, a transition of the Forum Secretariat was required. As of April 1, 2024, the Forum Secretariat's responsibility was moved from BC Stats to PSFS. While BC Stats remains a strategic partner with the Forum, its involvement in many of the day-to-day operations for the Forum Secretariat has ended.

BC Stats continues to manage the BC Student Outcomes Program and is still responsible for all survey day-to-day operations and deliverables (i.e., project management, data collection and vendor management, questionnaire development, cohort management, data validation, data dissemination, reporting and analysis, and data requests).

# 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 2024/2025 and thank them for their contributions to the BC Student Outcomes Program.

- Kriti Agrawal (JIBC)
- Amy Cao (LANG)
- Harman Grewal (NLC)
- Grace Lau (UBC)
- Jiajing Li (KPU)
- Devin Rubadeau (OKAN)
- Ray Wang (BCIT)

### **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](mailto:BCStudentOutcomes@gov.bc.ca).



# Forum Team Membership (As of June 1, 2025)

## MANAGEMENT TEAM

### Co-Chairs:

Brent Harris (UBC), Leila Hazemi (PSFS)

### Members:

Courtney Fabri (LANG)	Stephanie McKeown (UBC)	Kyle Schoenfeld (LANG)
Sam Hannah (CAPU)	Zareen Naqvi (SFU)	Wes Skulmoski (NIC)
Jasleen Kaur (PSFS)	Mike Perry (SFU)	
Francois Lachapelle (UBC)	Sam Przygoda (PSFS)	

---

## SURVEY TEAM

### Co-Chairs:

Courtney Fabri (LANG), Mike Perry (SFU), Wes Skulmoski (NIC)

### Members:

Daniel Cairns (JIBC)	Clinton Mix (PSFS)	Luka Wall (KPU)
Stephanie Klassen (TRU)	Shiva Mostafavi (BCIT)	
Bob Lomas (CAM)	Sam Przygoda (PSFS)	
Narcisa Medianu (SkilledTradesBC)	Anna Tikina (BCCAT)	

---

## TECHNICAL TEAM

### Co-Chairs:

Sam Hannah (CAPU), Francois Lachapelle (UBC)

### 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), Kyle Schoenfeld (LANG)

### Members:

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

---

## RESEARCH & ANALYSIS TEAM

### Co-Chairs:

Jasleen Kaur (PSFS), Zareen Naqvi (SFU)

### Members:

## Membership Changes – 2024/2025

(From June 1, 2024, to June 1, 2025)

### MANAGEMENT TEAM

Kristina Breuer (PSFS) – on leave

Jasleen Kaur (PSFS) – joined

Francois Lachapelle (UBC) – joined

Mike Perry (SFU) – joined

Kyle Schoenfeld (LANG) – joined

### SURVEY TEAM

Daniel Cairns (JIBC) – joined

Stephanie McKeown (UBC) – stepped down  
as Co-Chair

Mike Perry (SFU) – became Co-Chair

Janice Wiebe (SFU) – stepped down

### RESEARCH & ANALYSIS TEAM

Norwinda Binuya-Barros (KPU) – stepped  
down

Kristina Breuer (PSFS) – on leave

Kevin Chen (BCIT) – joined

Jasleen Kaur (PSFS) – became A/Co-Chair

### TECHNICAL TEAM

Annay Burke (UBC) – on parental leave

Francois Lachapelle (UBC) – became A/Co-Chair

### COMMUNICATIONS TEAM

Rani Barbir (KPU) – joined

Edgar Olaguer (KPU) – stepped down

Kyle Schoenfeld (LANG) – became Co-Chair

Elle Ting (BCCAT) – joined

## INSTITUTION AND ORGANIZATION FORUM REPRESENTATIVES

Capilano University – *Milad Fathi replaced Joyce Ip*

Okanagan College – *Sai Manda replaced Jordan Perrey*

Vancouver Island University – *Kendra Stiwich replaced Emily Huner*

# Highlights from the 2024 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

- 91% were satisfied with their education
- 92% said the quality of instruction was *very good* or *good*
- 81% were employed
- 86% 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
- 93% said the quality of instruction was *very good*, *good*, or *adequate*
- 81% of those who transferred were satisfied with their transfer experience
- 91% of those who took further education said their program prepared them for their studies

## DIPLOMA STUDENTS

- 90% were satisfied with their education
- 94% said the quality of instruction was *very good*, *good*, or *adequate*
- 85% of graduates were employed
- 82% 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*
- 88% of graduates were employed
- 89% of employed graduates said the knowledge and skills they gained were useful in performing their jobs

## APPRENTICESHIP STUDENTS

- 93% were satisfied with their education
- 95% said the quality of instruction was *very good*, *good*, or *adequate*
- 95% 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
- 95% said the quality of instruction was *very good*, *good*, or *adequate*
- 82% were employed
- 89% of those employed said the knowledge and skills they gained were useful in performing their jobs

## TRADES-RELATED VOCATIONAL STUDENTS

- 92% were satisfied with their education
- 95% 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