B.C. Baccalaureate Outcomes

BCStudent 2022 Survey of 2020 Baccalaureate Graduates

Detailed Summary of Survey Results
Emily Carr University of Art and Design
50.0706: Intermedia/multimedia



| Age (at time of survey): | 50.0706 |  |  | ECU |
| :--- | :---: | :---: | :---: | :---: | :---: |
| $<25$ | $\sim$ | $\sim$ | 73 | $40 \%$ |
| 25 to 29 | 5 | $50 \%$ | 70 | $39 \%$ |
| 30 to 34 | $\sim$ | $\sim$ | 27 | $15 \%$ |
| 35 to 39 | 0 | $0 \%$ | 5 | $3 \%$ |
| 40 to 49 | 0 | $0 \%$ | $\sim$ | $\sim$ |
| 50 to 64 | 0 | $0 \%$ | $\sim$ | $\sim$ |
| $>64$ | 0 | $0 \%$ | 0 | $\sim$ |
| Total | 10 | $100 \%$ | 181 | $100 \%$ |
| Median Age | 25 |  | 25 |  |
| Average (mean) Age | 27 |  | 27 |  |



| Place of Residence (at time of survey): | 50.0706 |  |  | ECU |
| :--- | :--- | :--- | :--- | :--- |
| BC - Mainland/Southwest | $\sim$ | $\sim$ | 131 | $82 \%$ |
| BC - Vancouver Island/Coast | $\sim$ | $\sim$ | 6 | $4 \%$ |
| BC - Northern B.C. | 0 | $0 \%$ | $\sim$ | $\sim$ |
| BC - Interior/Kootenays | 0 | $0 \%$ | $\sim$ | $\sim$ |
| BC Subtotal | 8 | $89 \%$ | 143 | $90 \%$ |
| Canada - Alberta | 0 | $0 \%$ | $\sim$ | $\sim$ |
| Canada - Ontario | $\sim$ | $\sim$ | $\sim$ | $\sim$ |
| Canada - Other | 0 | $0 \%$ | $\sim$ | $\sim$ |
| U.S.A. | 0 | $0 \%$ | 6 | $4 \%$ |
| Non-BC Subtotal | $\sim$ | $\sim$ | 16 | $10 \%$ |
| Total | $\sim$ | $\sim$ | 159 | $100 \%$ |



Shaping Post-Secondary Education

## EDUCATION EVALUATION AND SKILL DEVELOPMENT

| Program Satisfaction: | 50.0706 |  | ECU |  |
| :---: | :---: | :---: | :---: | :---: |
| Very Satisfied | 2 | 20\% | 20 | 11\% |
| Satisfied | 4 | 40\% | 107 | 61\% |
| Dissatisfied | 3 | 30\% | 41 | 23\% |
| Very Dissatisfied | 1 | 10\% | 8 | 5\% |
| Total | 10 | 100\% | 176 | 100\% |
| Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work: | 50.0706 |  | ECU |  |
| Very Useful | 3 | 38\% | 43 | 30\% |
| Somewhat Useful | 3 | 38\% | 68 | 48\% |
| Not Very Useful | 1 | 13\% | 19 | 13\% |
| Not at All Useful | 1 | 13\% | 11 | 8\% |
| Total | 8 | 100\% | 141 | 100\% |
| Took upgrading, access, bridging, or other preparatory courses during or prior to studies: | 50.0706 |  | ECU |  |
| Yes | 0 | 0\% | 16 | 9\% |
| No | 10 | 100\% | 162 | 91\% |



| Would select the same program again: | 50.0706 |  | ECU |  |
| :---: | :---: | :---: | :---: | :---: |
| Yes | 5 | 63\% | 79 | 51\% |
| No | 3 | 38\% | 77 | 49\% |
| Quality of Instruction: | 50.0706 |  | ECU |  |
| Very Good | 3 | 30\% | 28 | 16\% |
| Good | 5 | 50\% | 114 | 66\% |
| Poor | 1 | 10\% | 27 | 16\% |
| Very Poor | 1 | 10\% | 5 | 3\% |
| Total | 10 | 100\% | 174 | 100\% |
| Comprehensiveness of Core Courses: | 50.0706 |  | ECU |  |
| Very Good | 4 | 40\% | 21 | 12\% |
| Good | 3 | 30\% | 105 | 59\% |
| Poor | 2 | 20\% | 40 | 22\% |
| Very Poor | 1 | 10\% | 12 | 7\% |
| Total | 10 | 100\% | 178 | 100\% |
| Course Availability: | 50.0706 |  | ECU |  |
| Encountered course availability problems | 6 | 67\% | 100 | 59\% |
| Financial Constraints: | 50.0706 |  | ECU |  |
| Had to interrupt studies for financial reasons | 0 | 0\% | 10 | 6\% |
| Had to take program part-time for financial reasons | 2 | 20\% | 28 | 16\% |



Shaping Post-Secondary Education

## SKILL DEVELOPMENT

|  | 50.0706 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Skill Development: How helpful was institution? | Very Helpful | Helpful | Not Very Helpful | Not at All Helpful | \# Resp. |
| Written Communication | 20\% | 50\% | 0\% | 30\% | 10 |
| Oral Communication | 30\% | 40\% | 10\% | 20\% | 10 |
| Reading and Comprehension | 10\% | 70\% | 0\% | 20\% | 10 |
| Group Collaboration | 30\% | 40\% | 10\% | 20\% | 10 |
| Critical Anlysis | 60\% | 30\% | 0\% | 10\% | 10 |
| Problem Resolution | 40\% | 30\% | 30\% | 0\% | 10 |
| Use of Mathematics | 33\% | 33\% | 17\% | 17\% | 6 |
| Conducting Research | 40\% | 40\% | 0\% | 20\% | 10 |
| Learning on Your Own | 40\% | 40\% | 20\% | 0\% | 10 |
|  |  |  | ECU |  |  |
| Skill Development: How helpful was institution? | Very Helpful | Helpful | Not Very Helpful | Not at All Helpful | \# Resp. |
| Written Communication | 13\% | 54\% | 25\% | 8\% | 173 |
| Oral Communication | 25\% | 57\% | 16\% | 2\% | 178 |
| Reading and Comprehension | 16\% | 55\% | 26\% | 3\% | 175 |
| Group Collaboration | 18\% | 53\% | 21\% | 8\% | 180 |
| Critical Anlysis | 42\% | 52\% | 4\% | 2\% | 180 |
| Problem Resolution | 15\% | 53\% | 25\% | 6\% | 176 |
| Use of Mathematics | 7\% | 18\% | 48\% | 27\% | 82 |
| Conducting Research | 21\% | 55\% | 18\% | 6\% | 172 |
| Learning on Your Own | 39\% | 47\% | 11\% | 4\% | 176 |




| Type of Formal Post-Secondary Education: | 50.0706 |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| Masters Degree | 0 | $0 \%$ | 17 | ECU |
| Doctoral Degree | 0 | $0 \%$ | 0 | $0 \%$ |
| Another Undergraduate Degree | 0 | $0 \%$ | 7 | $15 \%$ |
| Certificate or Diploma below Bachelor level | 0 | $0 \%$ | 10 | $22 \%$ |
| Professional Association Certification | 1 | $100 \%$ | 4 | $9 \%$ |
| Postgraduate Certificate or Diploma | 0 | $0 \%$ | 4 | $9 \%$ |
| Other | 0 | $0 \%$ | 4 | $9 \%$ |
| Total | 1 | $100 \%$ | 46 | $100 \%$ |



| Labour Fource Status: | 50.0706 |  | ECU |  |
| :---: | :---: | :---: | :---: | :---: |
| In Labour Force (working or seeking work) | 9 | 90\% | 162 | 91\% |
| Not in Labour Force | 1 | 10\% | 16 | 9\% |
| Total | 10 | 100\% | 178 | 100\% |
| Employment: | 50.0706 |  | ECU |  |
| Employment Rate* | 8 | 80\% | 143 | 79\% |
| Unemployment Rate** | 1 | 11.1\% | 19 | 11.7\% |
| *Percent = Total employed divided by total number of respondents <br> **Percent $=$ Total unemployed divided by total number in Labour F |  |  |  |  |



| Status of Graduates NOT in Labour Force: | 50.0706 |  | ECU |  |
| :---: | :---: | :---: | :---: | :---: |
| Attending School FT | 0 | 0\% | 5 | 31\% |
| Attending School PT | 0 | 0\% | 0 | 0\% |
| Other | 1 | 100\% | 11 | 69\% |
| Total NOT in Labour Force | 1 | 100\% | 16 | 100\% |
| Primary Employment Type: | 50.0706 |  | ECU |  |
| Paid worker | 7 | 88\% | 109 | 76\% |
| Self-employed | 1 | 13\% | 34 | 24\% |
| Total | 8 | 100\% | 143 | 100\% |
| Job Characteristics: | 50.0706 |  | ECU |  |
| I hold more than one job* | 2 | 25\% | 36 | 25\% |
| My main job is full-time (>= 30 hours per week)** | 6 | 86\% | 110 | 83\% |


${ }^{* *}$ Of those who provided data on hours/week worked

| How related is your main job to your program? | 50.0706 |  | ECU |  |
| :---: | :---: | :---: | :---: | :---: |
| Very Related | 2 | 25\% | 48 | 34\% |
| Somewhat Related | 4 | 50\% | 57 | 40\% |
| Not Very Related | 0 | 0\% | 13 | 9\% |
| Not at All Related | 2 | 25\% | 24 | 17\% |
| Total | 8 | 100\% | 142 | 100\% |
| "Under-employment" Assessment: | 50.0706 |  | ECU |  |
| Job is very or somewhat related to program | 6 | 75\% | 105 | 74\% |
| NOC Skill Level $=$ A (University Education)* | 3 | 43\% | 30 | 22\% |
| *Of total valid responses |  |  |  |  |
| Gross Annual Income from Main Job:* | 50.0706 |  | ECU |  |
| Less than \$20,000 | 0 | 0\% | ~ | ~ |
| \$20,000 to \$39,999 | ~ | ~ | 35 | 34\% |
| \$40,000 to \$59,999 | ~ | ~ | 38 | 37\% |
| \$60,000 to \$79,999 | 0 | 0\% | 16 | 16\% |
| \$80,000 to \$99,999 | 0 | 0\% | 8 | 8\% |
| \$100,000 and Above | ~ | ~ | ~ | ~ |
| Total | 5 | 100\% | 103 | 100\% |
| Median Annual Income (full-time) (\$) | 43,734 |  | 52,020 |  |
| Average Annual Income (full-time) (\$) | 55,199 |  | 55,668 |  |
| *Where data provided |  |  |  |  |
| NOC Skill Type of Main Job: | 50.0706 |  | ECU |  |
| Business, finance \& administration | 0 | 0\% | 8 | 6\% |
| Natural \& applied sciences \& related | 0 | 0\% | 11 | 8\% |
| Health | 0 | 0\% | 1 | 1\% |
| Education, law and social, community \& government | 1 | 14\% | 13 | 10\% |
| Art, culture, recreation \& sport | 6 | 86\% | 80 | 59\% |
| Sales \& service | 0 | 0\% | 17 | 13\% |
| Trades, transport \& equipment operators \& related | 0 | 0\% | 4 | 3\% |
| Natural resources, agriculture \& related production | 0 | 0\% | 0 | 0\% |
| Manufacturing \& utilities | 0 | 0\% | 2 | 1\% |
| Total | 7 | 100\% | 136 | 100\% |



| NOC Skill Level of Main Job: | 50.0706 |  |  | ECU |
| :--- | :---: | :---: | :---: | :---: | :---: |
| A. University education | 3 | $43 \%$ | 30 | $22 \%$ |
| B. College education/trade apprenticeship | 4 | $57 \%$ | 91 | $67 \%$ |
| C. Secondary school + job-specific training | 0 | $0 \%$ | 15 | $11 \%$ |
| D. No formal education | 0 | $0 \%$ | 0 | $0 \%$ |
| Total | 7 | $100 \%$ | 136 | $100 \%$ |



|  | 50.0706 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| How useful are the following skills and abilities in doing your main job? | Very Useful | Somewhat Useful | Not Very Useful | Not at All Useful | \# Resp. |
| Written Communication | 38\% | 50\% | 13\% | 0\% | 8 |
| Oral Communication | 50\% | 38\% | 13\% | 0\% | 8 |
| Reading and Comprehension | 25\% | 63\% | 13\% | 0\% | 8 |
| Group Collaboration | 63\% | 38\% | 0\% | 0\% | 8 |
| Critical Anlysis | 38\% | 50\% | 0\% | 13\% | 8 |
| Problem Resolution | 50\% | 38\% | 13\% | 0\% | 8 |
| Use of Mathematics | 25\% | 25\% | 25\% | 25\% | 8 |
| Conducting Research | 38\% | 25\% | 13\% | 25\% | 8 |
| Learning on Your Own | 50\% | 25\% | 0\% | 25\% | 8 |
|  |  |  | ECU |  |  |
| How useful are the following skills and abilities in doing your main job? | Very Useful | Somewhat Useful | Not Very Useful | Not at All Useful | \# Resp. |
| Written Communication | 47\% | 36\% | 12\% | 6\% | 143 |
| Oral Communication | 61\% | 27\% | 8\% | 3\% | 143 |
| Reading and Comprehension | 45\% | 40\% | 10\% | 5\% | 143 |
| Group Collaboration | 63\% | 31\% | 6\% | 1\% | 142 |
| Critical Anlysis | 52\% | 37\% | 8\% | 3\% | 143 |
| Problem Resolution | 64\% | 29\% | 5\% | 3\% | 143 |
| Use of Mathematics | 16\% | 24\% | 28\% | 31\% | 141 |
| Conducting Research | 41\% | 32\% | 14\% | 13\% | 142 |
| Learning on Your Own | 60\% | 32\% | 4\% | 4\% | 142 |



Top 10 Full-time Occupations of 50.0706 Graduates:
50.0706

NOC NOC Skill Level Descrition
\% Employed FT in this Occ.**

* Data not displayed where n < 5
** Percentages cited are of those employed

| Top 10 Full-time Occupations of ECU Graduates: |  |  | ECU |
| :---: | :---: | :---: | :---: |
| NOC | NOC Skill Level | Description | \% Employed FT in this Occ.** |
| 5241 | B | Graphic designers and illustrators | $31 \%$ |
| 2252 | B | Industrial designers | 4\% |
| 5223 | B | Graphic arts technicians | 3\% |
| * |  |  |  |
| * |  |  |  |
| * |  |  |  |
| * |  |  |  |
| * |  |  |  |
| * |  |  |  |
| * |  |  |  |
| * Data | ere n < 5 |  |  |

** Percentages cited are of those employed


| Financial Debt Amount: ${ }^{*}$ | 50.0706 |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
| $<\$ 1,000$ | 0 | $0 \%$ | 0 | ECU |
| $\$ 1,000$ to $\$ 4,999$ | 1 | $50 \%$ | 4 | $0 \%$ |
| $\$ 5,000$ to $\$ 9,999$ | 0 | $0 \%$ | 7 | $14 \%$ |
| $\$ 10,000$ to $\$ 14,999$ | 0 | $0 \%$ | 3 | $6 \%$ |
| $\$ 15,000$ to $\$ 19,999$ | 0 | $0 \%$ | 0 | $0 \%$ |
| $\$ 20,000$ to $\$ 29,999$ | 0 | $0 \%$ | 13 | $25 \%$ |
| $\$ 30,000$ to $\$ 39,999$ | 0 | $0 \%$ | 6 | $12 \%$ |
| $\$ 40,000$ or More | 1 | $50 \%$ | 18 | $35 \%$ |
| Total | 2 | $100 \%$ | 51 | $100 \%$ |
| Median Financial Debt $(\$)$ | 37,000 |  | 25,800 |  |

* Includes only cases where financial debt was incurred

| Gov't-Sponsored Student Loan Debt Amount:* | 50.0706 |  | ECU |  |
| :---: | :---: | :---: | :---: | :---: |
| < \$1,000 | 0 | 0\% | 0 | 0\% |
| \$1,000 to \$4,999 | 1 | 50\% | 2 | 5\% |
| \$5,000 to \$9,999 | 0 | 0\% | 3 | 8\% |
| \$10,000 to \$14,999 | 0 | 0\% | 6 | 15\% |
| \$15,000 to \$19,999 | 0 | 0\% | 0 | 0\% |
| \$20,000 to \$29,999 | 0 | 0\% | 8 | 20\% |
| \$30,000 to \$39,999 | 0 | 0\% | 8 | 20\% |
| \$40,000 or More | 1 | 50\% | 13 | 33\% |
| Total | 2 | 100\% | 40 | 100\% |
| Median Gov't-Sponsored Loan Debt (\$) | 37,000 |  | 30,000 |  |
| * Includes only cases where government-sponsored |  |  |  |  |



| Gov't-Sponsored Loan Debt Outstanding:* | 50.0706 |  | ECU |  |
| :---: | :---: | :---: | :---: | :---: |
| None - Loan repaid in full | 0 | 0\% | 8 | 22\% |
| < \$1,000 | 0 | 0\% | 0 | 0\% |
| \$1,000 to \$4,999 | 1 | 50\% | 4 | 11\% |
| \$5,000 to \$9,999 | 0 | 0\% | 2 | 5\% |
| \$10,000 to \$14,999 | 0 | 0\% | 2 | 5\% |
| \$15,000 to \$19,999 | 0 | 0\% | 1 | 3\% |
| \$20,000 to \$29,999 | 0 | 0\% | 3 | 8\% |
| \$30,000 to \$39,999 | 0 | 0\% | 10 | 27\% |
| \$40,000 or More | 1 | 50\% | 7 | 19\% |
| Total | 2 | 100\% | 37 | 100\% |
| Median Gov't-Sponsored Loan Debt Outstanding** (\$) | 34,250 |  | 30,000 |  |



* Includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided
** Median amounts shown are based on those who had remaining government student loan debt



