

### B.C. Baccalaureate Outcomes 2022 Survey of 2020 Baccalaureate Graduates

09.0999

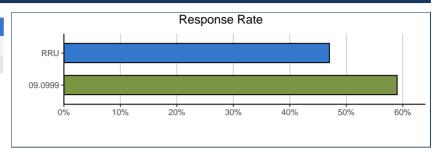
Detailed Summary of Survey Results

Royal Roads University

09.0999: Public relations, advertising and applied communication, other

#### RESPONSE RATE

Survey Response Rate:	09.0999		RRU	
Baccalaureate Graduates Survey Cohort	49	100%	286	100%
Survey Respondents and Response Rate	29	59%	133	47%

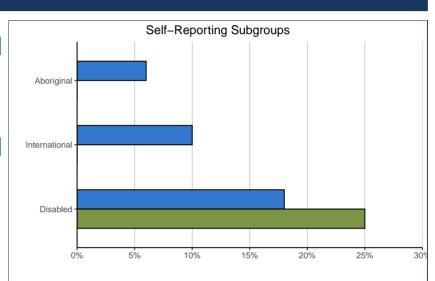


#### DEMOGRAPHIC INFORMATION

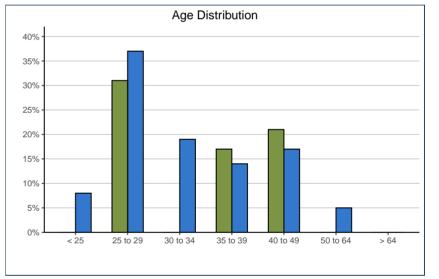
Self-Reporting Subgroups:	09.0999		RRU	
Disabled	7	25%	24	18%
International	~	~	13	10%
Aboriginal	~	~	7	6%

Gender:*	09.0999		RRU	
Male	8	28%	44	33%
Female	21	72%	89	67%
Total	29	100%	133	100%

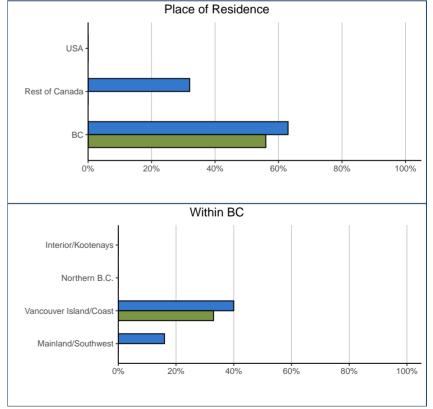
<sup>\*</sup>Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.



Age (at time of survey):	09.0999		RRU	
< 25	~	~	11	8%
25 to 29	9	31%	49	37%
30 to 34	~	~	25	19%
35 to 39	5	17%	18	14%
40 to 49	6	21%	23	17%
50 to 64	~	~	7	5%
> 64	0	0%	0	0%
Total	29	100%	133	100%
Median Age	34		31	
Average (mean) Age	35		33	



Place of Residence (at time of survey):	09.0999		RRU	
BC - Mainland/Southwest	~	~	20	16%
BC - Vancouver Island/Coast	9	33%	50	40%
BC – Northern B.C.	~	~	~	~
BC – Interior/Kootenays	~	~	~	~
BC Subtotal	15	56%	79	63%
Canada – Alberta	~	~	29	23%
Canada – Ontario	~	~	11	9%
Canada – Other	~	~	~	~
U.S.A.	0	0%	~	~
Non-BC Subtotal	12	44%	47	37%
Total	27	100%	126	100%





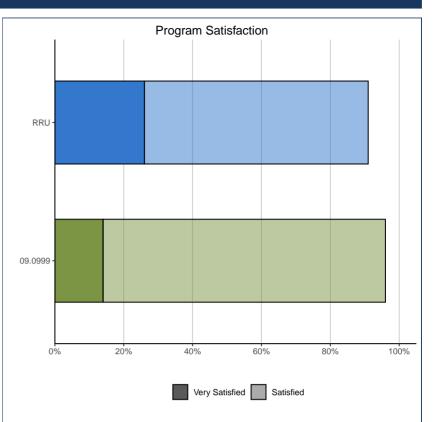


#### **EDUCATION EVALUATION AND SKILL DEVELOPMENT**

Program Satisfaction:	09.0999		RRU	
Very Satisfied	4	14%	34	26%
Satisfied	23	82%	84	65%
Dissatisfied	1	4%	8	6%
Very Dissatisfied	0	0%	4	3%
Total	28	100%	130	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.	09.0999		RRU	
Very Useful	11	41%	42	34%	
Somewhat Useful	11	41%	62	50%	
Not Very Useful	4	15%	15	12%	
Not at All Useful	1	4%	5	4%	
Total	27	100%	124	100%	

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.	09.0999		RRU	
Yes	1	3%	16	13%	
No	28	97%	111	87%	



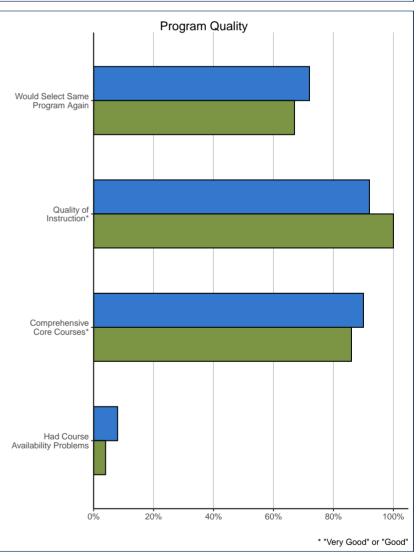
Would select the same program again:	09.0999		RRU	
Yes	16	67%	84	72%
No	8	33%	33	28%

Quality of Instruction:	09.	09.0999		RRU	
Very Good	7	25%	37	28%	
Good	21	75%	84	64%	
Poor	0	0%	6	5%	
Very Poor	0	0%	4	3%	
Total	28	100%	131	100%	

Comprehensiveness of Core Courses:	09.	09.0999		RU
Very Good	8	29%	34	26%
Good	16	57%	83	64%
Poor	3	11%	9	7%
Very Poor	1	4%	3	2%
Total	28	100%	129	100%

Course Availability:	09.0	999	RI	₹∪
Encountered course availability problems	1	4%	10	8%

Financial Constraints:	09.0999		RRU	
Had to interrupt studies for financial reasons	4	14%	15	11%
Had to take program part-time for financial reasons	6	21%	22	17%

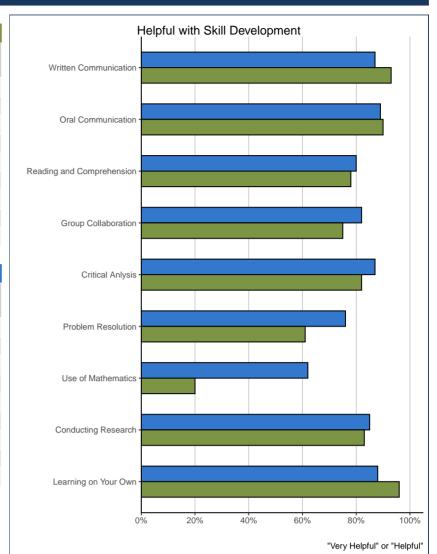




#### SKILL DEVELOPMENT

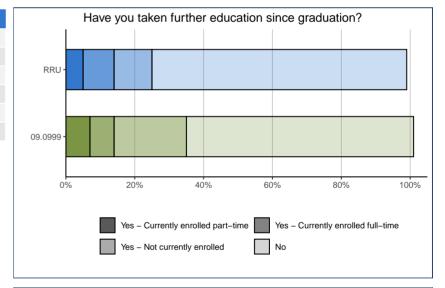
			09.0999		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	29%	64%	7%	0%	28
Oral Communication	29%	61%	11%	0%	28
Reading and Comprehension	21%	57%	21%	0%	28
Group Collaboration	29%	46%	18%	7%	28
Critical Anlysis	25%	57%	14%	4%	28
Problem Resolution	11%	50%	29%	11%	28
Use of Mathematics	0%	20%	20%	60%	10
Conducting Research	29%	54%	18%	0%	28
Learning on Your Own	39%	57%	4%	0%	28

			RRU		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	33%	54%	13%	1%	127
Oral Communication	28%	61%	7%	4%	130
Reading and Comprehension	24%	56%	15%	5%	127
Group Collaboration	37%	45%	13%	5%	130
Critical Anlysis	32%	55%	12%	2%	129
Problem Resolution	18%	58%	20%	4%	131
Use of Mathematics	13%	49%	22%	16%	83
Conducting Research	35%	50%	13%	2%	127
Learning on Your Own	37%	51%	10%	2%	130

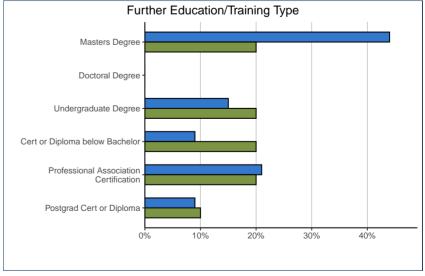


#### **FURTHER EDUCATION**

Took further education since 2020 graduation:	09.0999		RRU	
Yes	10	34%	34	26%
Not currently enrolled	6	21%	15	11%
Currently enrolled full-time	2	7%	12	9%
Currently enrolled part-time	2	7%	7	5%
No	19	66%	98	74%
Total	29	100%	132	100%



Type of Formal Post–Secondary Education:	09.	09.0999		<b>२</b> ป
Masters Degree	2	20%	15	44%
Doctoral Degree	0	0%	0	0%
Another Undergraduate Degree	2	20%	5	15%
Certificate or Diploma below Bachelor level	2	20%	3	9%
Professional Association Certification	2	20%	7	21%
Postgraduate Certificate or Diploma	1	10%	3	9%
Other	1	10%	1	3%
Total	10	100%	34	100%



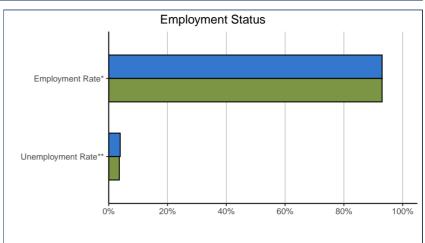




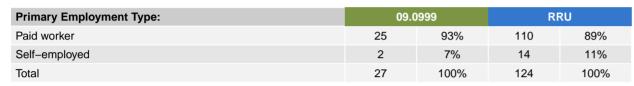
#### **EMPLOYMENT**

Labour Fource Status:	09.	09.0999		<b>२</b> บ
In Labour Force (working or seeking work)	28	97%	129	98%
Not in Labour Force	1	3%	3	2%
Total	29	100%	132	100%
Employment:	09.	09.0999		<b>२</b> บ
Employment Rate*	27	93%	124	93%
Unemployment Rate**	1	3.6%	5	3.9%

<sup>\*</sup>Percent = Total employed divided by total number of respondents

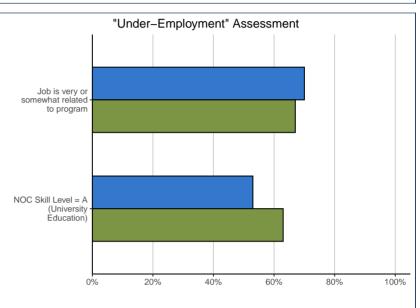


RRU	
2	67%
0	0%
1	33%
3	100%
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Job Characteristics:	09.0	999	RI	<b>२</b> บ
I hold more than one job*	4	15%	27	22%
My main job is full-time (>= 30 hours per week)**	22	88%	105	92%

<sup>\*</sup>Of total Employed



How related is your main job to your program?	09.0999		RF	<b>२</b>
Very Related	10	37%	38	31%
Somewhat Related	8	30%	49	40%
Not Very Related	5	19%	26	21%
Not at All Related	4	15%	11	9%
Total	27	100%	124	100%

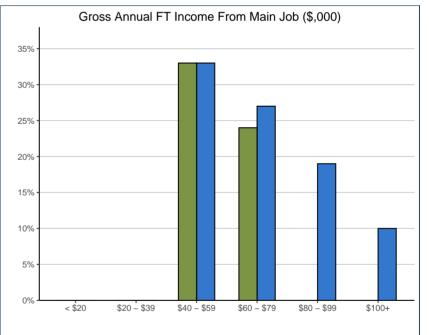
"Under-employment" Assessment:	09.0	999	RI	RU
Job is very or somewhat related to program	18	67%	87	70%
NOC Skill Level = A (University Education)*	15	63%	58	53%

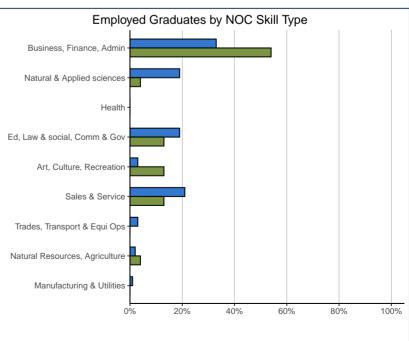
<sup>\*</sup>Of total valid responses

Gross Annual Income from Main Job:*	09.0999		RRU	
Less than \$20,000	~	~	~	~
\$20,000 to \$39,999	~	~	~	~
\$40,000 to \$59,999	7	33%	29	33%
\$60,000 to \$79,999	5	24%	24	27%
\$80,000 to \$99,999	~	~	17	19%
\$100,000 and Above	~	~	9	10%
Total	21	100%	88	100%
Median Annual Income (full-time) (\$)	55,000		63,500	
Average Annual Income (full-time) (\$)	62,059		75,820	

\*Where data provided

NOC Skill Type of Main Job:	09	09.0999		RU
Business, finance & administration	13	54%	36	33%
Natural & applied sciences & related	1	4%	21	19%
Health	0	0%	0	0%
Education, law and social, community & government	3	13%	21	19%
Art, culture, recreation & sport	3	13%	3	3%
Sales & service	3	13%	23	21%
Trades, transport & equipment operators & related	0	0%	3	3%
Natural resources, agriculture & related production	1	4%	2	2%
Manufacturing & utilities	0	0%	1	1%
Total	24	100%	110	100%





<sup>\*\*</sup>Percent = Total unemployed divided by total number in Labour Force

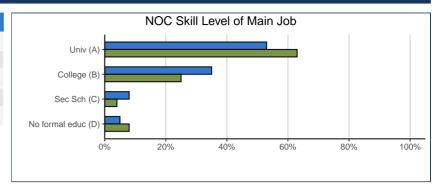
<sup>\*\*</sup>Of those who provided data on hours/week worked



RRU 09.0999

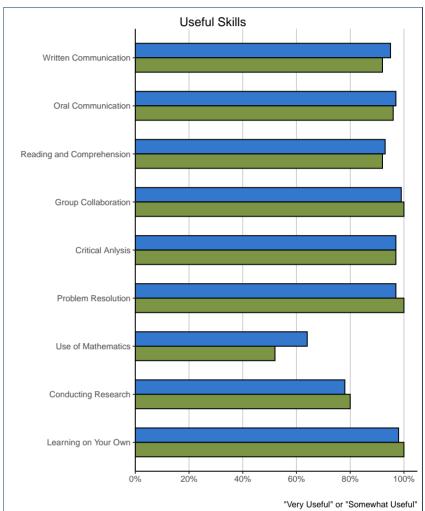
#### EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0999		RRU	
A. University education	15	63%	58	53%
B. College education/trade apprenticeship	6	25%	38	35%
C. Secondary school + job-specific training	1	4%	9	8%
D. No formal education	2	8%	5	5%
Total	24	100%	110	100%



	09.0999				
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	73%	19%	4%	4%	26
Oral Communication	77%	19%	0%	4%	26
Reading and Comprehension	69%	23%	4%	4%	26
Group Collaboration	85%	15%	0%	0%	26
Critical Anlysis	85%	12%	4%	0%	26
Problem Resolution	85%	15%	0%	0%	26
Use of Mathematics	4%	48%	20%	28%	25
Conducting Research	48%	32%	12%	8%	25
Learning on Your Own	77%	23%	0%	0%	26

	RRU				
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	69%	26%	3%	2%	120
Oral Communication	80%	17%	1%	3%	120
Reading and Comprehension	70%	23%	6%	1%	120
Group Collaboration	80%	19%	1%	0%	120
Critical Anlysis	79%	18%	2%	1%	119
Problem Resolution	79%	18%	3%	0%	120
Use of Mathematics	23%	41%	22%	14%	113
Conducting Research	43%	35%	14%	9%	117
Learning on Your Own	72%	26%	2%	0%	119



Top 10 Full-t	time Occupations of 09.0999	aduates:	09.0999
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
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<sup>\*</sup> Data not displayed where n < 5

<sup>\*\*</sup> Percentages cited are of those employed

Top 10 Full-time Occupations of RRU Graduates:		RRU	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
XXXX	0	Unclassified occupations	6%
4161	A	Natural and applied science policy researchers, consultants and program officers	5%
1123	Α	Professional occupations in advertising, marketing and public relations	4%
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<sup>\*</sup> Data not displayed where n < 5

<sup>\*\*</sup> Percentages cited are of those employed



### Detailed Summary of Survey Results Royal Roads University

09.0999: Public relations, advertising and applied communication, other



#### **EDUCATION FINANCING**

Funding Sources (3 sources allowed):*	09.	09.0999		RRU	
Personal savings, investments		36%	56	43%	
Employment while studying		43%	53	41%	
Family/Friends	8	29%	47	36%	
Personal bank loans	7	25%	29	22%	
Government student loans	12	43%	49	38%	
Scholarships/Bursaries/Grants	4	14%	24	19%	
Other	5	18%	31	24%	
Total	28		129		

<sup>\*</sup> Percentage of respondents who identified this source

Financial Debt Incurred to Finance Bac. Ed.:*	09.0999		RRU	
Incurred any form of financial debt	20	69%	81	62%
Incurred government-sponsored student loan debt	13	45%	56	42%

<sup>\*</sup> Percentage of respondents who provided data



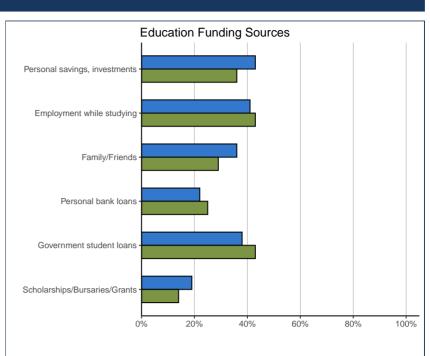
<sup>\*</sup> Includes only cases where financial debt was incurred

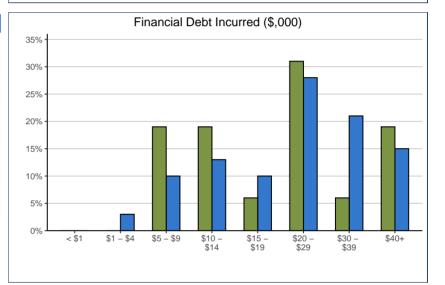


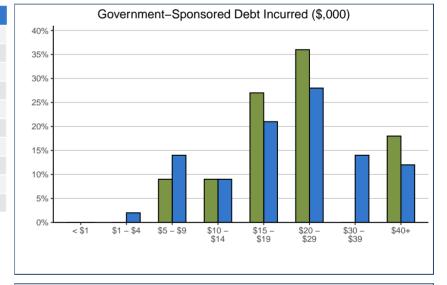
<sup>\*</sup> Includes only cases where government-sponsored debt was incurred

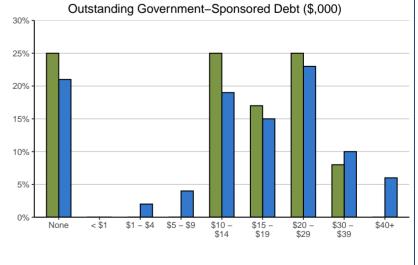


<sup>\*</sup> Includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided









<sup>\*\*</sup> Median amounts shown are based on those who had remaining government student loan debt