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

Detailed Summary of Survey Results
All Institutions
09.0102: Mass communication/media studies

SYSTEM	
09.0102	

RESPONSE RATE

Survey Response Rate:	09.0102		SYSTEM	
Baccalaureate Graduates Survey Cohort	29	100%	24,752	100%
Survey Respondents and Response Rate	10	34%	9,423	38%

Response Rate
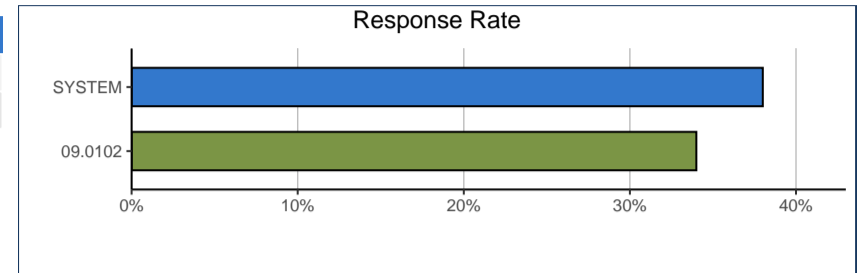
DEMOGRAPHIC INFORMATION

Self–Reporting Subgroups:	09.0102		SYSTEM	
Disabled	~	~	1,082	12%
International	~	~	1,205	13%
Aboriginal	0	0%	357	4%
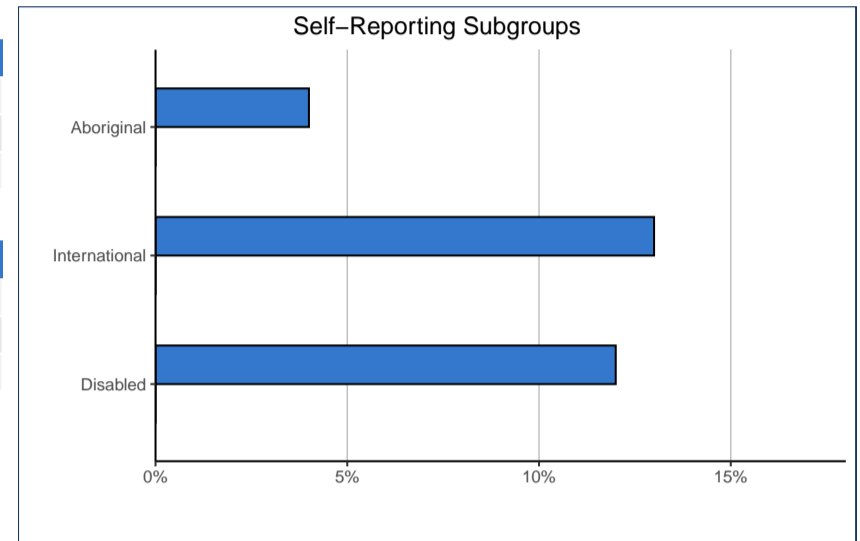
Gender:*	09.0102		SYSTEM	
Male	~	~	3,744	40%
Female	~	~	5,675	60%
Total	10	100%	9,419	100%

*Due to zero or low counts, institution–reported "Non–binary" demographic data are not included.

Self–Reporting Subgroups

Age (at time of survey):	09.0102		SYSTEM	
< 25	~	~	1,496	16%
25 to 29	~	~	5,860	62%
30 to 34	0	0%	1,035	11%
35 to 39	0	0%	421	4%
40 to 49	0	0%	397	4%
50 to 64	0	0%	186	2%
> 64	0	0%	22	0%
Total	10	100%	9,417	100%
Median Age	25		26	
Average (mean) Age	25		28	

Age Distribution
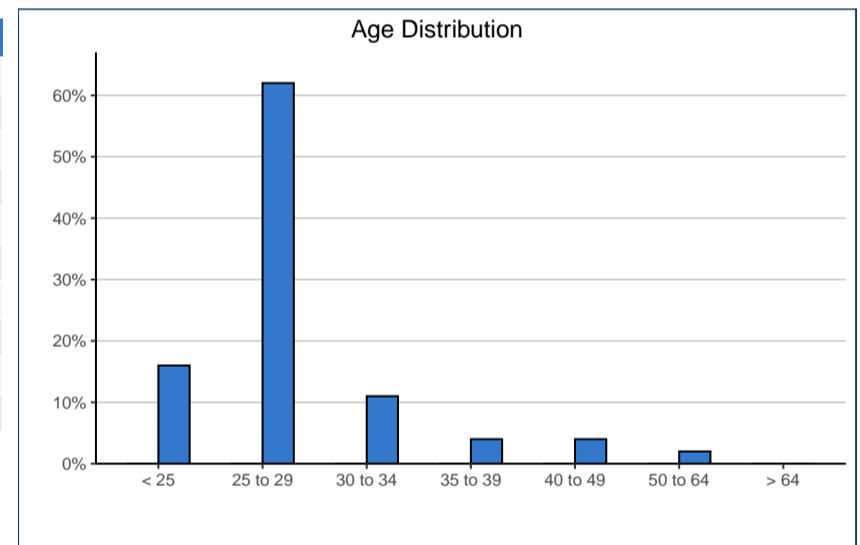
Place of Residence (at time of survey):	09.0102		SYSTEM	
BC – Mainland/Southwest	9	90%	5,472	65%
BC – Vancouver Island/Coast	0	0%	1,112	13%
BC – Northern B.C.	0	0%	270	3%
BC – Interior/Kootenays	0	0%	672	8%
BC Subtotal	9	90%	7,526	90%
Canada – Alberta	~	~	343	4%
Canada – Ontario	0	0%	280	3%
Canada – Other	0	0%	176	2%
U.S.A.	0	0%	80	1%
Non–BC Subtotal	~	~	879	10%
Total	~	~	8,405	100%

Place of Residence

Within BC

BCStudent Outcomes
Shaping Post-Secondary Education

Detailed Summary of Survey Results
All Institutions
09.0102: Mass communication/media studies
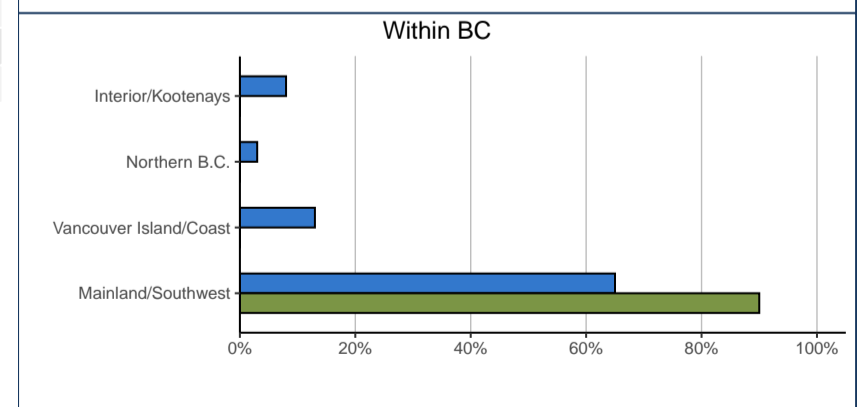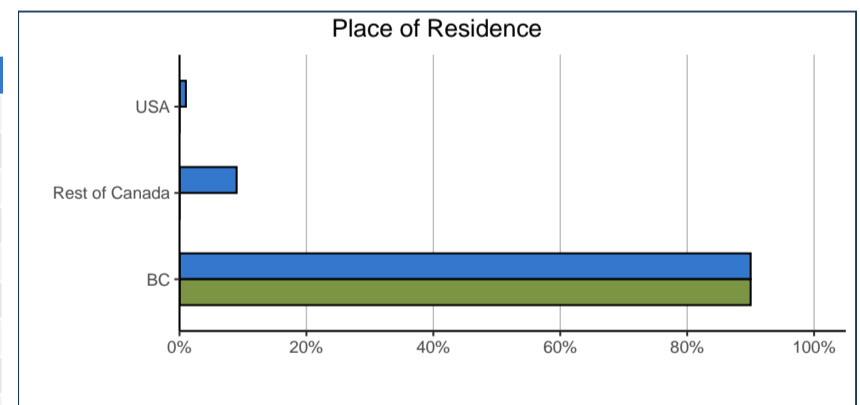
SYSTEM
09.0102

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	09.0102		SYSTEM	
Very Satisfied	2	20%	2,332	25%
Satisfied	5	50%	5,914	64%
Dissatisfied	3	30%	831	9%
Very Dissatisfied	0	0%	188	2%
Total	10	100%	9,265	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0102		SYSTEM	
Very Useful	2	22%	3,011	38%
Somewhat Useful	4	44%	3,664	47%
Not Very Useful	1	11%	886	11%
Not at All Useful	2	22%	283	4%
Total	9	100%	7,844	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.0102		SYSTEM	
Yes	0	0%	902	10%
No	10	100%	8,298	90%
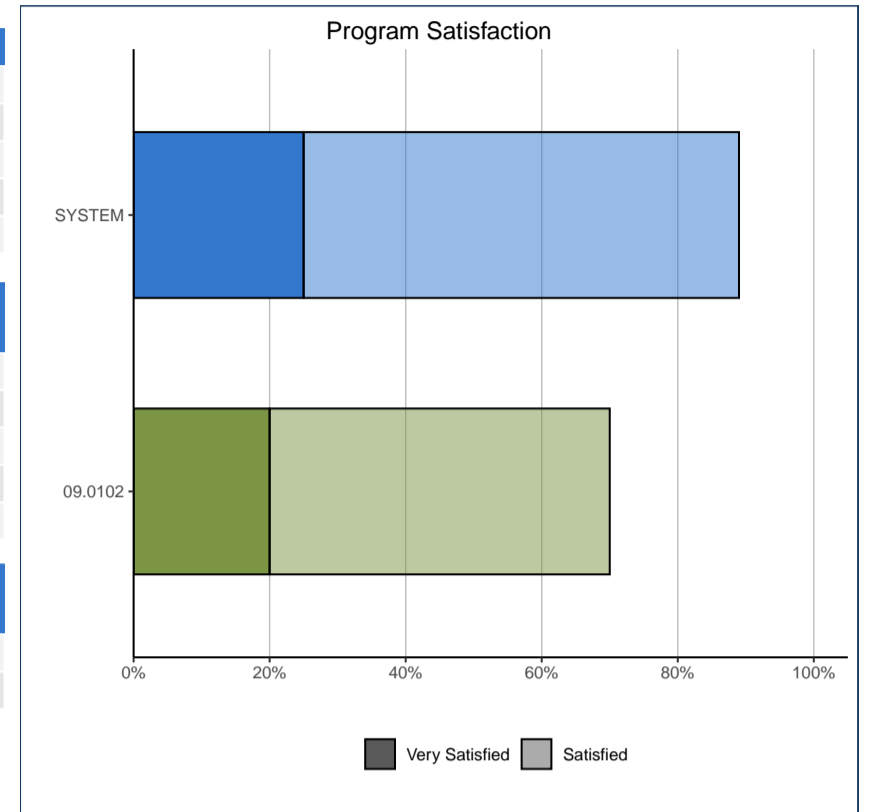
Would select the same program again:	09.0102		SYSTEM	
Yes	4	50%	5,963	72%
No	4	50%	2,334	28%

Quality of Instruction:	09.0102		SYSTEM	
Very Good	3	30%	2,498	27%
Good	6	60%	6,007	64%
Poor	1	10%	685	7%
Very Poor	0	0%	131	1%
Total	10	100%	9,321	100%
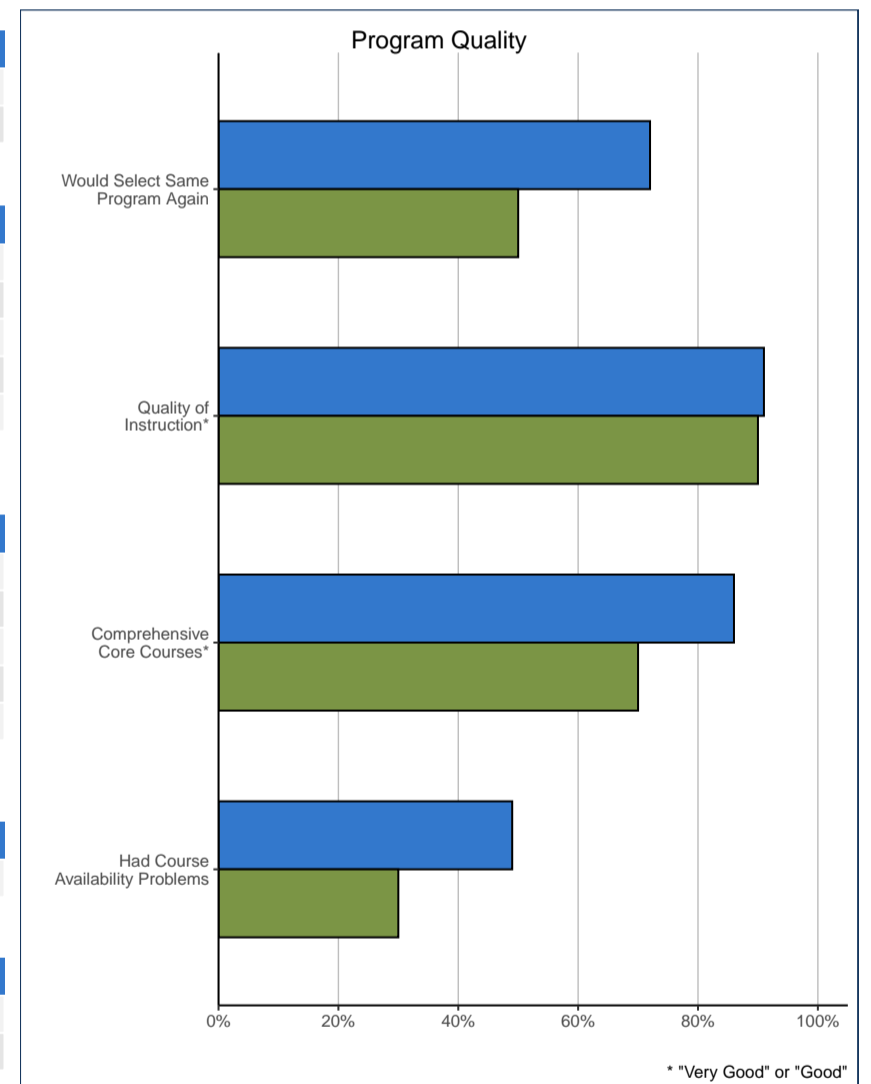
Comprehensiveness of Core Courses:	09.0102		SYSTEM	
Very Good	2	20%	2,303	25%
Good	5	50%	5,649	61%
Poor	2	20%	1,073	12%
Very Poor	1	10%	172	2%
Total	10	100%	9,197	100%

Course Availability:	09.0102		SYSTEM	
Encountered course availability problems	3	30%	4,485	49%

| Financial Constraints:	09.0102		SYSTEM	
Had to interrupt studies for financial reasons	1	10%	987	11%
Had to take program part–time for financial reasons	2	20%	1,629	18%

Program Satisfaction

Legend: Very Satisfied, Satisfied

Program Quality

* "Very Good" or "Good"

BCStudent Outcomes
Shaping Post-Secondary Education

SYSTEM	
09.0102	
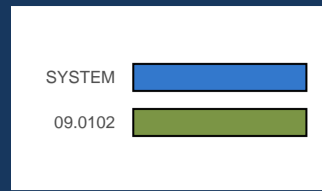
SKILL DEVELOPMENT

	09.0102				
Skill Development: How helpful was institution?	**Very Helpful**	**Helpful**	**Not Very Helpful**	**Not at All Helpful**	**# Resp.**
Written Communication	22%	67%	0%	11%	9
Oral Communication	20%	60%	10%	10%	10
Reading and Comprehension	50%	20%	20%	10%	10
Group Collaboration	22%	56%	22%	0%	9
Critical Anlysis	40%	50%	10%	0%	10
Problem Resolution	20%	50%	10%	20%	10
Use of Mathematics	0%	50%	0%	50%	4
Conducting Research	22%	44%	22%	11%	9
Learning on Your Own	22%	67%	11%	0%	9

	SYSTEM				
Skill Development: How helpful was institution?	**Very Helpful**	**Helpful**	**Not Very Helpful**	**Not at All Helpful**	**# Resp.**
Written Communication	27%	57%	14%	3%	9,025
Oral Communication	24%	57%	17%	3%	9,114
Reading and Comprehension	28%	57%	13%	2%	9,119
Group Collaboration	28%	53%	17%	3%	9,187
Critical Anlysis	41%	50%	8%	2%	9,297
Problem Resolution	23%	56%	17%	3%	9,057
Use of Mathematics	20%	47%	25%	9%	7,165
Conducting Research	30%	50%	17%	4%	8,871
Learning on Your Own	38%	50%	10%	2%	9,189

Helpful with Skill Development

"Very Helpful" or "Helpful"
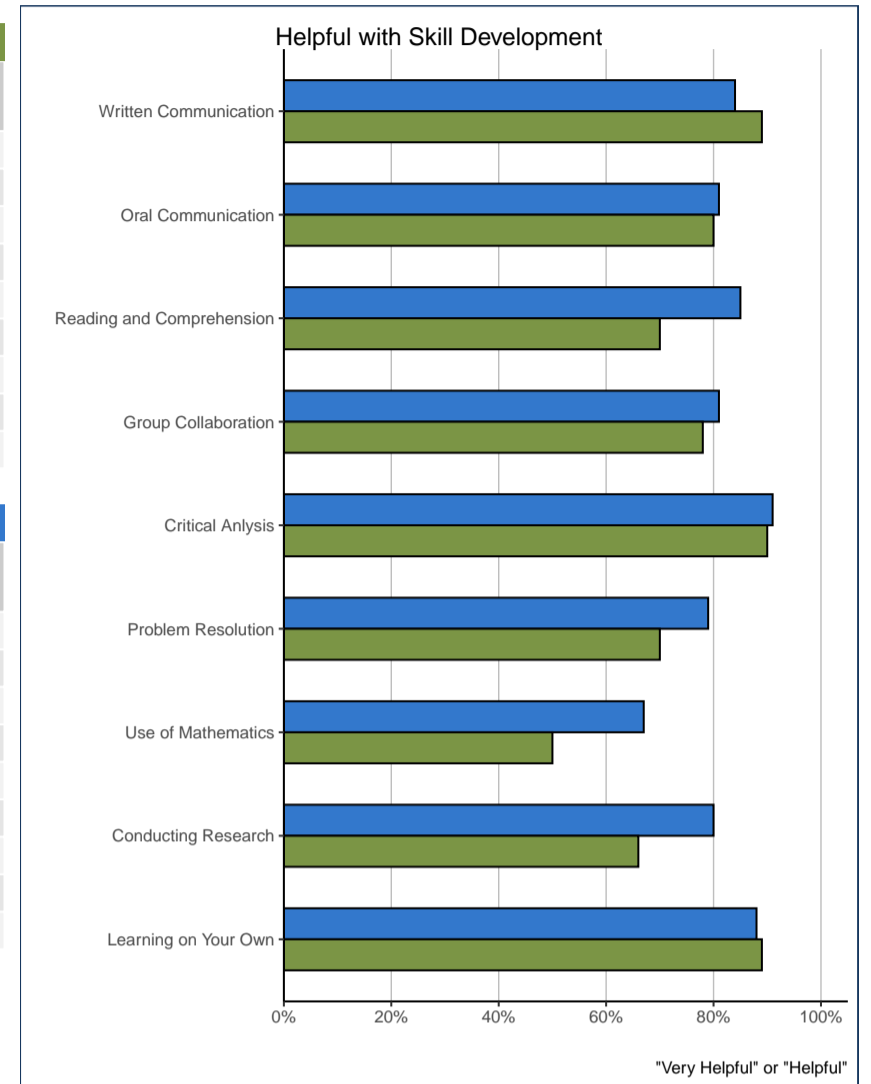
FURTHER EDUCATION

Took further education since 2020 graduation:	09.0102		SYSTEM	
Yes	2	20%	4,119	44%
Not currently enrolled	2	20%	1,831	20%
Currently enrolled full–time	0	0%	1,602	17%
Currently enrolled part–time	0	0%	637	7%
No	8	80%	5,244	56%
Total	10	100%	9,363	100%

Have you taken further education since graduation?

- Yes – Currently enrolled part–time
- Yes – Currently enrolled full–time
- Yes – Not currently enrolled
- No
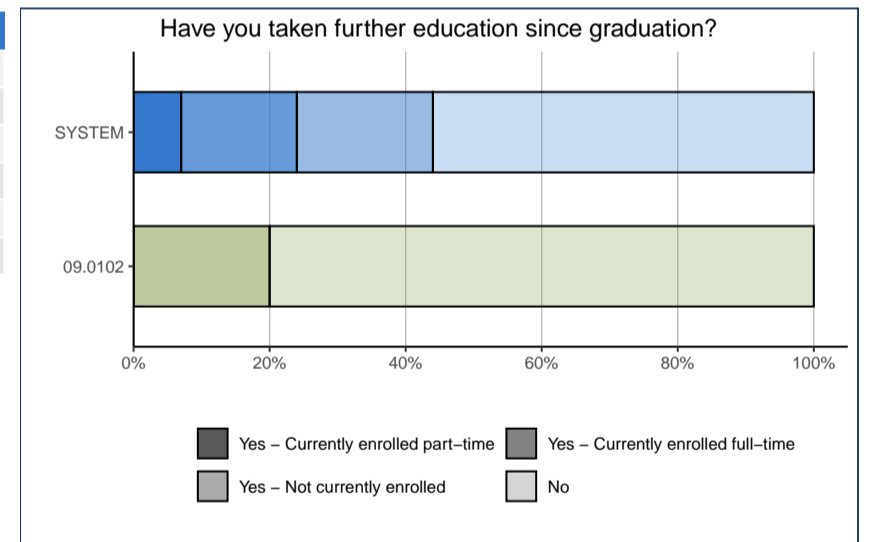
Type of Formal Post–Secondary Education:	09.0102		SYSTEM	
Masters Degree	1	50%	1,307	32%
Doctoral Degree	0	0%	167	4%
Another Undergraduate Degree	0	0%	789	19%
Certificate or Diploma below Bachelor level	1	50%	527	13%
Professional Association Certification	0	0%	603	15%
Postgraduate Certificate or Diploma	0	0%	431	11%
Other	0	0%	236	6%
Total	2	100%	4,060	100%

Further Education/Training Type

BCStudent Outcomes
Shaping Post-Secondary Education

Detailed Summary of Survey Results
All Institutions
09.0102: Mass communication/media studies
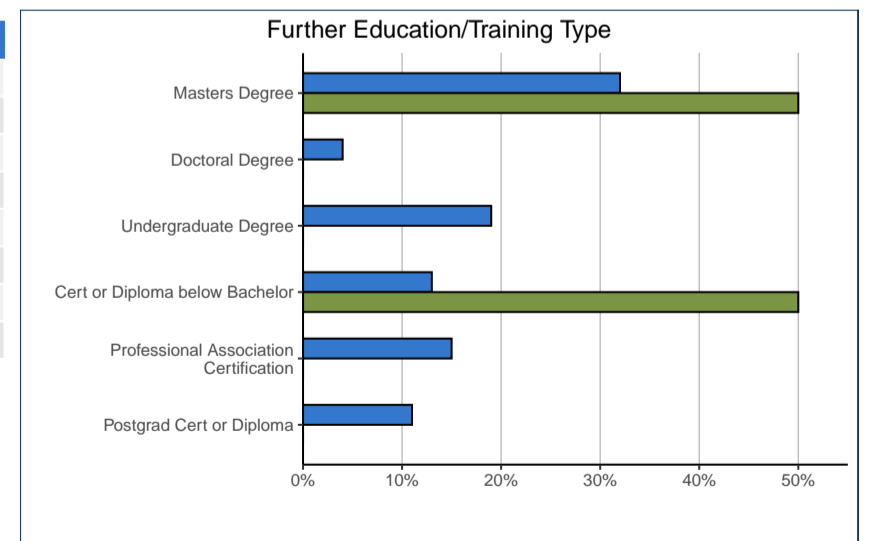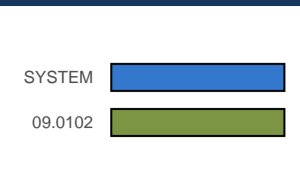
SYSTEM
09.0102

EMPLOYMENT

Labour Fource Status:	09.0102		SYSTEM	
In Labour Force (working or seeking work)	10	100%	8,412	91%
Not in Labour Force	0	0%	857	9%
Total	10	100%	9,269	100%

Employment:	09.0102		SYSTEM	
Employment Rate*	9	90%	7,900	84%
Unemployment Rate**	1	10.0%	512	6.1%

*Percent = Total employed divided by total number of respondents
**Percent = Total unemployed divided by total number in Labour Force
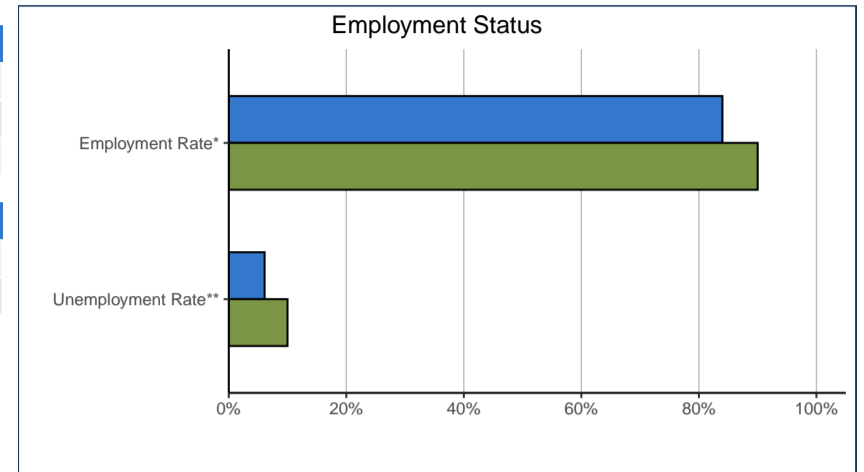
Employment Status

Status of Graduates NOT in Labour Force:	09.0102		SYSTEM	
Attending School FT	0	0%	597	70%
Attending School PT	0	0%	23	3%
Other	0	0%	237	28%
Total NOT in Labour Force	0	0%	857	100%

Primary Employment Type:	09.0102		SYSTEM	
Paid worker	9	100%	7,394	94%
Self–employed	0	0%	493	6%
Total	9	100%	7,887	100%

Job Characteristics:	09.0102		SYSTEM	
I hold more than one job*	1	11%	1,463	19%
My main job is full–time (>= 30 hours per week)**	8	89%	6,655	89%

*Of total Employed
**Of those who provided data on hours/week worked

"Under–Employment" Assessment
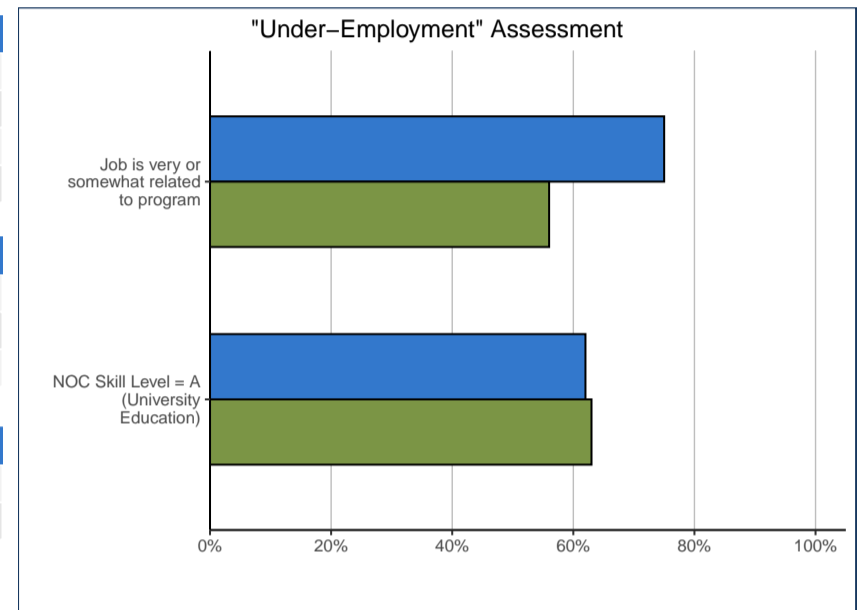
How related is your main job to your program?	09.0102		SYSTEM	
Very Related	1	11%	3,386	43%
Somewhat Related	4	44%	2,530	32%
Not Very Related	1	11%	1,013	13%
Not at All Related	3	33%	954	12%
Total	9	100%	7,883	100%

"Under–employment" Assessment:	09.0102		SYSTEM	
Job is very or somewhat related to program	5	56%	5,916	75%
NOC Skill Level = A (University Education)*	5	63%	4,631	62%

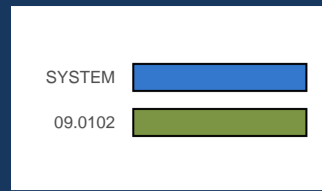*Of total valid responses

Gross Annual FT Income From Main Job ($,000)

Gross Annual Income from Main Job:*	09.0102		SYSTEM	
Less than $20,000	0	0%	328	6%
$20,000 to $39,999	~	~	725	12%
$40,000 to $59,999	~	~	1,773	30%
$60,000 to $79,999	~	~	1,673	28%
$80,000 to $99,999	0	0%	799	13%
$100,000 and Above	0	0%	659	11%
Total	7	100%	5,957	100%
Median Annual Income (full–time) ($)	59,910		63,000	
Average Annual Income (full–time) ($)	61,663		70,455	

*Where data provided
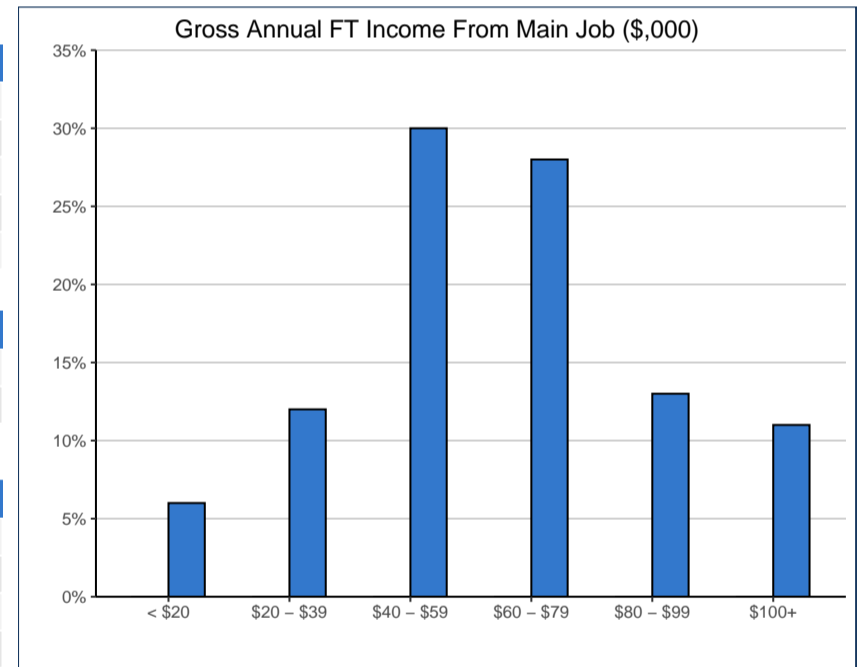
NOC Skill Type of Main Job:	09.0102		SYSTEM	
Business, finance & administration	2	25%	1,844	25%
Natural & applied sciences & related	1	13%	1,422	19%
Health	0	0%	933	13%
Education, law and social, community & government	2	25%	1,946	26%
Art, culture, recreation & sport	2	25%	438	6%
Sales & service	0	0%	658	9%
Trades, transport & equipment operators & related	1	13%	104	1%
Natural resources, agriculture & related production	0	0%	42	1%
Manufacturing & utilities	0	0%	39	1%
Total	8	100%	7,426	100%

Employed Graduates by NOC Skill Type

BCStudent Outcomes
Shaping Post-Secondary Education

Detailed Summary of Survey Results
All Institutions
09.0102: Mass communication/media studies
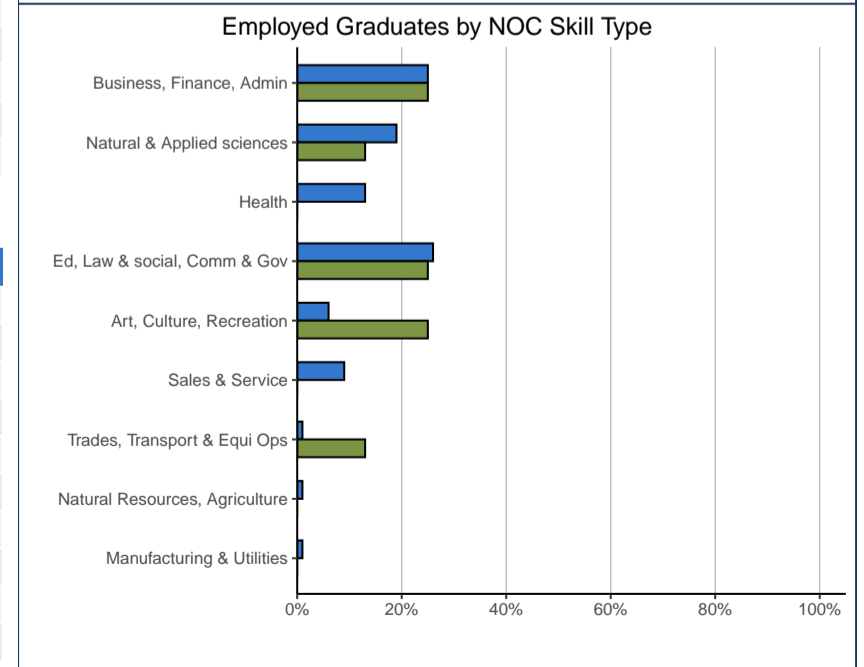
SYSTEM
09.0102

EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0102		SYSTEM	
A. University education	5	63%	4,631	62%
B. College education/trade apprenticeship	3	38%	2,082	28%
C. Secondary school + job–specific training	0	0%	647	9%
D. No formal education	0	0%	86	1%
Total	8	100%	7,446	100%

NOC Skill Level of Main Job
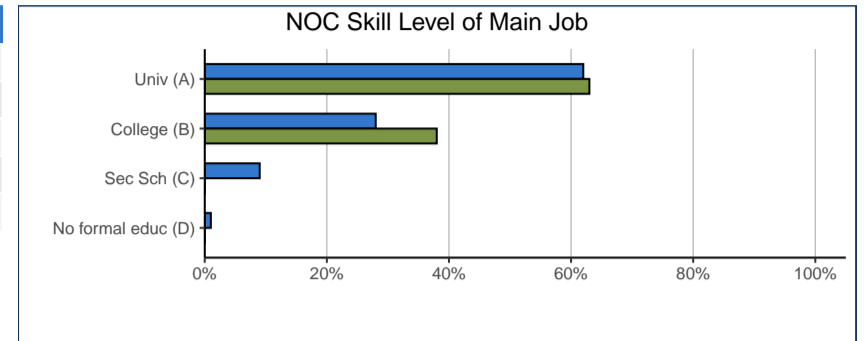
How useful are the following skills and abilities in doing your main job?	09.0102				
	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	89%	0%	0%	11%	9
Oral Communication	78%	11%	0%	11%	9
Reading and Comprehension	89%	0%	11%	0%	9
Group Collaboration	78%	22%	0%	0%	9
Critical Anlysis	78%	22%	0%	0%	9
Problem Resolution	89%	11%	0%	0%	9
Use of Mathematics	22%	56%	0%	22%	9
Conducting Research	22%	44%	11%	22%	9
Learning on Your Own	56%	44%	0%	0%	9
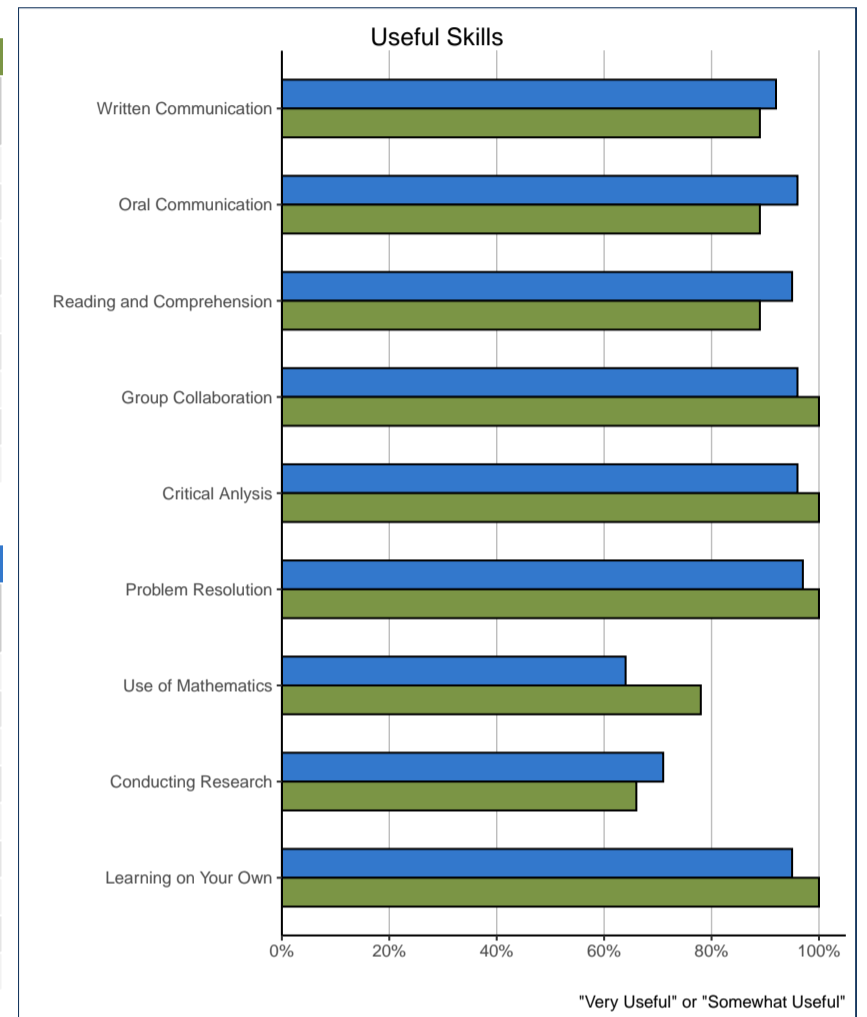
How useful are the following skills and abilities in doing your main job?	SYSTEM				
	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	67%	25%	5%	3%	7,839
Oral Communication	75%	21%	3%	1%	7,837
Reading and Comprehension	70%	25%	4%	1%	7,836
Group Collaboration	76%	20%	3%	1%	7,841
Critical Anlysis	74%	22%	3%	1%	7,838
Problem Resolution	77%	20%	2%	1%	7,833
Use of Mathematics	28%	36%	21%	15%	7,634
Conducting Research	36%	35%	17%	12%	7,717
Learning on Your Own	68%	27%	3%	2%	7,819

Useful Skills

"Very Useful" or "Somewhat Useful"

Top 10 Full–time Occupations of 09.0102 Graduates:			09.0102
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
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* Data not displayed where n < 5
** Percentages cited are of those employed

Top 10 Full–time Occupations of SYSTEM Graduates:			SYSTEM
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
3012	A	Registered nurses and registered psychiatric nurses	6%
1111	A	Financial auditors and accountants	4%
XXXX	O	Unclassified occupations	3%
2173	A	Software engineers and designers	3%
4032	A	Elementary school and kindergarten teachers	3%
1123	A	Professional occupations in advertising, marketing and public relations	3%
4212	B	Social and community service workers	3%
2174	A	Computer programmers and interactive media developers	2%
4031	A	Secondary school teachers	2%
1221	B	Administrative officers	2%

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

BCStudent
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09.0102: Mass communication/media studies

SYSTEM
09.0102

EDUCATION FINANCING

Funding Sources (3 sources allowed):*	09.0102		SYSTEM	
Personal savings, investments	1	10%	2,849	31%
Employment while studying	6	60%	4,716	51%
Family/Friends	8	80%	5,423	59%
Personal bank loans	0	0%	600	7%
Government student loans	1	10%	3,008	33%
Scholarships/Bursaries/Grants	5	50%	2,803	31%
Other	5	50%	1,997	22%
Total	10		9,180	

* Percentage of respondents who identified this source

Education Funding Sources

Financial Debt Incurred to Finance Bac. Ed.:*	09.0102		SYSTEM	
Incurred any form of financial debt	3	30%	4,031	44%
Incurred government–sponsored student loan debt	1	10%	3,331	36%

* Percentage of respondents who provided data

Financial Debt Amount:*	09.0102		SYSTEM	
< $1,000	0	0%	3	0%
$1,000 to $4,999	0	0%	106	3%
$5,000 to $9,999	0	0%	240	7%
$10,000 to $14,999	0	0%	332	10%
$15,000 to $19,999	0	0%	258	8%
$20,000 to $29,999	0	0%	644	20%
$30,000 to $39,999	1	100%	568	17%
$40,000 or More	0	0%	1,121	34%
Total	1	100%	3,272	100%
Median Financial Debt ($)	30,000		30,000	

* Includes only cases where financial debt was incurred

Financial Debt Incurred ($,000)

Gov't–Sponsored Student Loan Debt Amount:*	09.0102		SYSTEM	
< $1,000	0	0%	4	0%
$1,000 to $4,999	0	0%	78	3%
$5,000 to $9,999	0	0%	176	7%
$10,000 to $14,999	0	0%	239	10%
$15,000 to $19,999	0	0%	236	10%
$20,000 to $29,999	0	0%	514	21%
$30,000 to $39,999	0	0%	462	19%
$40,000 or More	0	0%	724	30%
Total	0	0%	2,433	100%
Median Gov't–Sponsored Loan Debt ($)	NA		28,000	

* Includes only cases where government–sponsored debt was incurred

Government–Sponsored Debt Incurred ($,000)

Gov't–Sponsored Loan Debt Outstanding:*	09.0102		SYSTEM	
None – Loan repaid in full	1	100%	754	27%
< $1,000	0	0%	7	0%
$1,000 to $4,999	0	0%	120	4%
$5,000 to $9,999	0	0%	202	7%
$10,000 to $14,999	0	0%	216	8%
$15,000 to $19,999	0	0%	221	8%
$20,000 to $29,999	0	0%	432	16%
$30,000 to $39,999	0	0%	338	12%
$40,000 or More	0	0%	459	17%
Total	1	100%	2,749	100%
Median Gov't–Sponsored Loan Debt Outstanding** ($)	NA		25,000	

* 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

Outstanding Government–Sponsored Debt ($,000)