

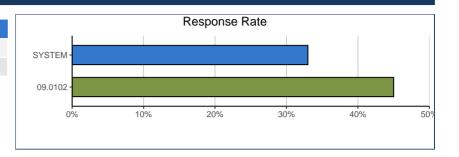
B.C. Baccalaureate Outcomes 2023 Survey of 2021 Baccalaureate Graduates

SYSTEM 09.0102

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

RESPONSE RATE

Survey Response Rate:	09.0102		SYSTEM	
Baccalaureate Graduates Survey Cohort	38	100%	25,962	100%
Survey Respondents and Response Rate	17	45%	8,603	33%

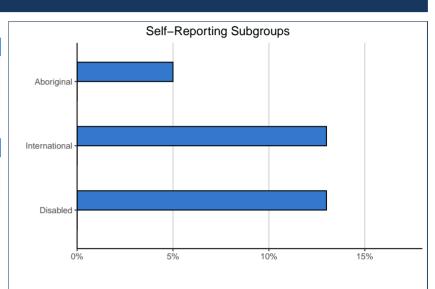


DEMOGRAPHIC INFORMATION

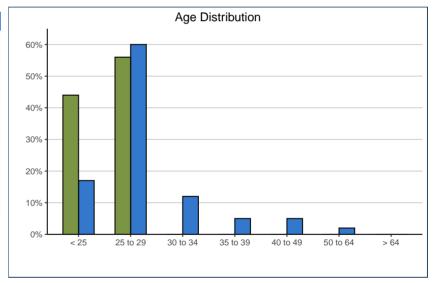
Self-Reporting Subgroups:	09.0102		SYSTEM	
Disabled	~	~	1,079	13%
International	~	~	1,153	13%
Aboriginal	0	0%	330	5%

Gender:*	09.0102		SYSTEM	
Male	~	~	3,534	41%
Female	~	~	5,051	59%
Total	17	100%	8,585	100%

^{*}Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.

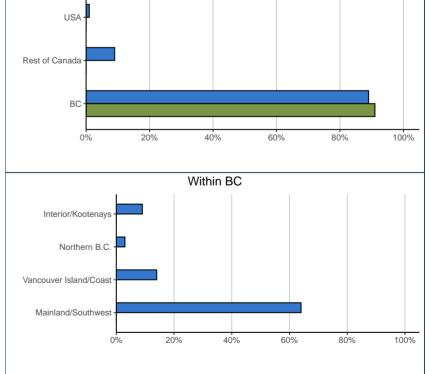


Age (at time of survey):	09.0102		SYSTEM	
< 25	7	44%	1,417	17%
25 to 29	9	56%	5,150	60%
30 to 34	0	0%	994	12%
35 to 39	0	0%	417	5%
40 to 49	0	0%	407	5%
50 to 64	0	0%	175	2%
> 64	0	0%	26	0%
Total	16	100%	8,586	100%
Median Age	25		26	
Average (mean) Age	25		28	



Place of Residence

Place of Residence (at time of survey):	09.0102		SYSTEM	
BC - Mainland/Southwest	~	~	4,824	64%
BC - Vancouver Island/Coast	0	0%	1,065	14%
BC – Northern B.C.	0	0%	225	3%
BC – Interior/Kootenays	~	~	673	9%
BC Subtotal	10	91%	6,787	89%
Canada – Alberta	~	~	328	4%
Canada – Ontario	0	0%	239	3%
Canada – Other	0	0%	165	2%
U.S.A.	0	0%	75	1%
Non-BC Subtotal	~	~	807	11%
Total	~	~	7,594	100%





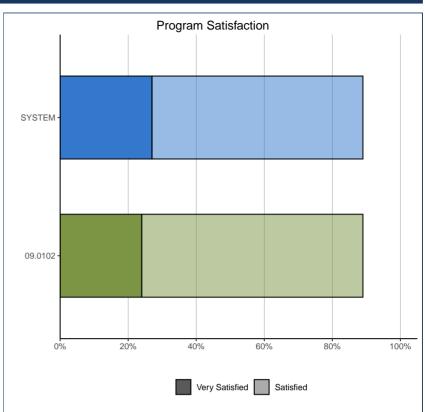


EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	09.0102		SYSTEM	
Very Satisfied	4	24%	2,262	27%
Satisfied	11	65%	5,296	62%
Dissatisfied	2	12%	740	9%
Very Dissatisfied	0	0%	184	2%
Total	17	100%	8,482	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0	09.0102		SYSTEM	
Very Useful	4	25%	2,704	39%	
Somewhat Useful	8	50%	3,247	46%	
Not Very Useful	4	25%	814	12%	
Not at All Useful	0	0%	250	4%	
Total	16	100%	7,015	100%	

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.	09.0102		SYSTEM	
Yes	0	0%	818	10%	
No	17	100%	7,545	90%	



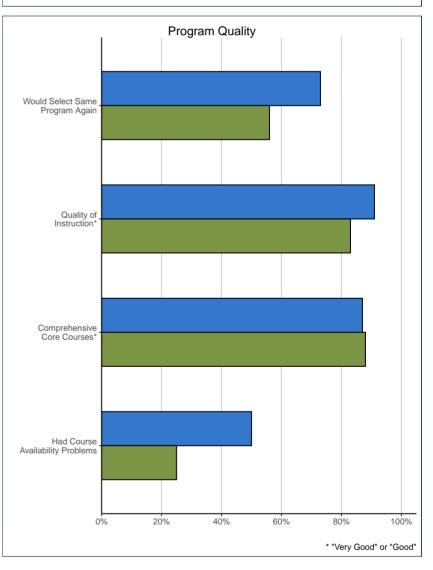
Would select the same program again:	09.0102		SYSTEM	
Yes	9	56%	5,501	73%
No	7	44%	2,019	27%

Quality of Instruction:	09.0102		SYSTEM	
Very Good	2	12%	2,328	27%
Good	12	71%	5,423	64%
Poor	3	18%	649	8%
Very Poor	0	0%	131	2%
Total	17	100%	8.531	100%

Comprehensiveness of Core Courses:	09.	09.0102		SYSTEM	
Very Good	1	6%	2,206	26%	
Good	14	82%	5,161	61%	
Poor	2	12%	862	10%	
Very Poor	0	0%	171	2%	
Total	17	100%	8.400	100%	

Course Availability:	09.0102		SYSTEM	
Encountered course availability problems	4	25%	4.193	50%

Financial Constraints:	09.0102		SYS	TEM
Had to interrupt studies for financial reasons	0	0%	926	11%
Had to take program part-time for financial reasons	0	0%	1,545	18%



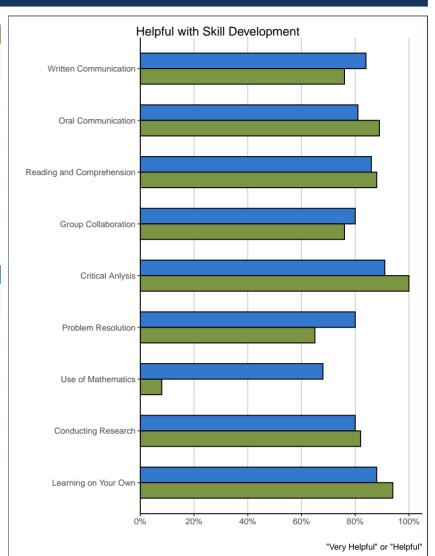




SKILL DEVELOPMENT

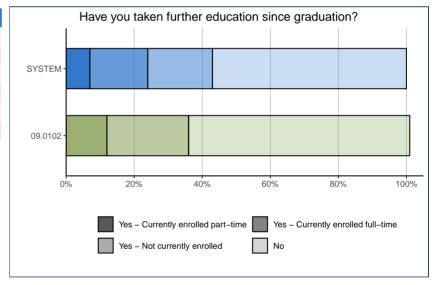
			09.0102		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	13%	63%	25%	0%	16
Oral Communication	24%	65%	12%	0%	17
Reading and Comprehension	29%	59%	12%	0%	17
Group Collaboration	35%	41%	24%	0%	17
Critical Anlysis	47%	53%	0%	0%	17
Problem Resolution	12%	53%	35%	0%	17
Use of Mathematics	0%	8%	50%	42%	12
Conducting Research	29%	53%	12%	6%	17
Learning on Your Own	41%	53%	6%	0%	17

			SYSTEM		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	27%	57%	13%	3%	8,300
Oral Communication	25%	56%	17%	3%	8,321
Reading and Comprehension	30%	56%	13%	2%	8,343
Group Collaboration	28%	52%	17%	4%	8,403
Critical Anlysis	42%	49%	7%	2%	8,503
Problem Resolution	25%	55%	17%	3%	8,293
Use of Mathematics	21%	47%	24%	8%	6,569
Conducting Research	30%	50%	17%	4%	8,092
Learning on Your Own	38%	50%	9%	3%	8,397

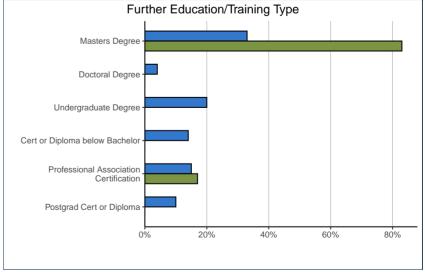


FURTHER EDUCATION

Took further education since 2021 graduation:	09.0102		SYS	TEM
Yes	6	35%	3,668	43%
Not currently enrolled	4	24%	1,580	19%
Currently enrolled full-time	2	12%	1,472	17%
Currently enrolled part-time	0	0%	565	7%
No	11	65%	4,870	57%
Total	17	100%	8,538	100%



Type of Formal Post–Secondary Education:	09	09.0102		TEM
Masters Degree	5	83%	1,184	33%
Doctoral Degree	0	0%	153	4%
Another Undergraduate Degree	0	0%	718	20%
Certificate or Diploma below Bachelor level	0	0%	510	14%
Professional Association Certification	1	17%	538	15%
Postgraduate Certificate or Diploma	0	0%	359	10%
Other	0	0%	162	4%
Total	6	100%	3,624	100%







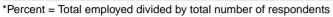
EMPLOYMENT

581

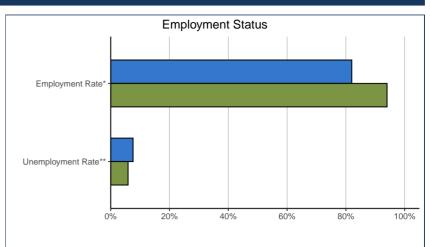
7.6%

5.9%

Labour Fource Status:	0	09.0102		TEM		
In Labour Force (working or seeking work)	17	100%	7,643	90%		
Not in Labour Force	0	0%	803	10%		
Total	17	100%	8,446	100%		
Employment:	0	09.0102		09.0102 SY		TEM
Employment Rate*	16	94%	7.062	82%		



^{**}Percent = Total unemployed divided by total number in Labour Force



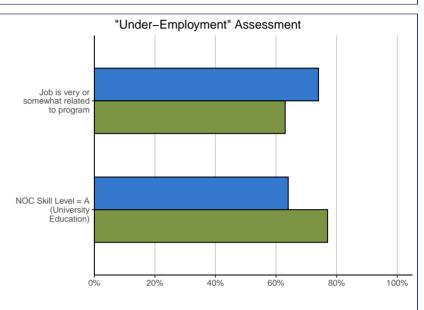
Status of Graduates NOT in Labour Force:	09.0102		SYSTEM	
Attending School FT	0	0%	565	70%
Attending School PT	0	0%	20	2%
Other	0	0%	218	27%
Total NOT in Labour Force	0	0%	803	100%

Primary Employment Type:	09.0102		SYS	TEM
Paid worker	16	100%	6,623	94%
Self-employed	0	0%	412	6%
Total	16	100%	7,035	100%

Job Characteristics:	09.0102		SYS	TEM
I hold more than one job*	1	6%	1,243	18%
My main job is full-time (>= 30 hours per week)**	11	85%	5,922	89%

^{*}Of total Employed

Unemployment Rate**



How related is your main job to your program?	09.0102		SYS	TEM
Very Related	1	6%	3,081	44%
Somewhat Related	9	56%	2,151	31%
Not Very Related	5	31%	901	13%
Not at All Related	1	6%	910	13%
Total	16	100%	7,043	100%

"Under-employment" Assessment:	09.0102		SYSTEM	
Job is very or somewhat related to program	10	63%	5,232	74%
NOC Skill Level = A (University Education)*	10	77%	4,148	64%

^{*}Of total valid responses

Manufacturing & utilities

Total

Gross Annual Income from Main Job:*	09	09.0102		TEM
Less than \$20,000	~	~	310	6%
\$20,000 to \$39,999	~	~	593	11%
\$40,000 to \$59,999	~	~	1,303	24%
\$60,000 to \$79,999	~	~	1,609	30%
\$80,000 to \$99,999	~	~	805	15%
\$100,000 and Above	~	~	729	14%
Total	11	100%	5,349	100%
Median Annual Income (full-time) (\$)	63,248		68,000	
Average Annual Income (full-time) (\$)	70,557		74,015	
*Where data provided				

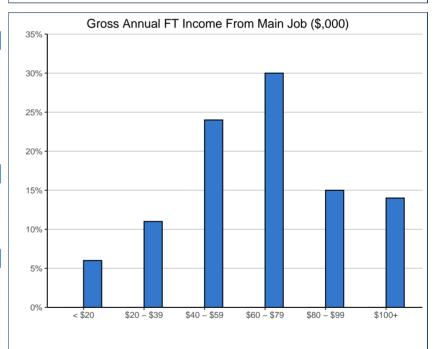
^{09.0102} SYSTEM NOC Skill Type of Main Job: Business, finance & administration 7 54% 1,558 24% 2 15% Natural & applied sciences & related 1,354 21% Health 0 0% 761 12% Education, law and social, community & government 15% 1,787 27% Art, culture, recreation & sport 1 8% 296 5% Sales & service 8% 559 9% Trades, transport & equipment operators & related 0 0% 114 2% Natural resources, agriculture & related production 0 0% 35

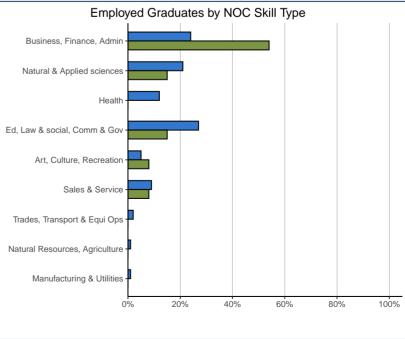
0

13

0%

100%





35

6,499

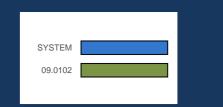
1%

1%

100%

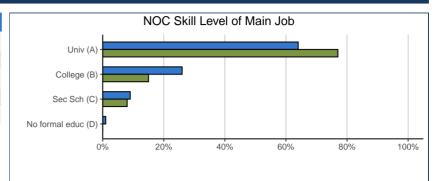
^{**}Of those who provided data on hours/week worked





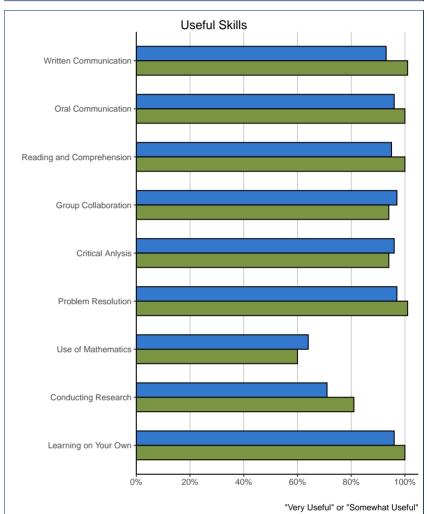
EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0102		SYSTEM	
A. University education		77%	4,148	64%
B. College education/trade apprenticeship	2	15%	1,713	26%
C. Secondary school + job-specific training	1	8%	564	9%
D. No formal education	0	0%	90	1%
Total	13	100%	6,515	100%



	09.0102				
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	88%	13%	0%	0%	16
Oral Communication	94%	6%	0%	0%	16
Reading and Comprehension	94%	6%	0%	0%	16
Group Collaboration	75%	19%	6%	0%	16
Critical Anlysis	69%	25%	6%	0%	16
Problem Resolution	88%	13%	0%	0%	16
Use of Mathematics	33%	27%	27%	13%	15
Conducting Research	50%	31%	19%	0%	16
Learning on Your Own	81%	19%	0%	0%	16

	SYSTEM				
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	71%	22%	4%	2%	7,014
Oral Communication	78%	18%	2%	1%	7,014
Reading and Comprehension	72%	23%	4%	1%	7,014
Group Collaboration	79%	18%	2%	1%	7,016
Critical Anlysis	76%	20%	3%	1%	7,016
Problem Resolution	80%	17%	2%	1%	7,013
Use of Mathematics	27%	37%	22%	14%	6,834
Conducting Research	37%	34%	17%	11%	6,904
Learning on Your Own	70%	26%	3%	2%	6,997
254111119 511 1541 51111	. 370	2370	370	270	3,301



Top 10 Full-time O	09.0102		
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
1123	A	Professional occupations in advertising, marketing and public relations	31%
*			
*			
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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	Α	Registered nurses and registered psychiatric nurses	6%
XXXX	0	Unclassified occupations	5%
2173	Α	Software engineers and designers	3%
1111	Α	Financial auditors and accountants	3%
4032	A	Elementary school and kindergarten teachers	3%
4212	В	Social and community service workers	3%
1123	Α	Professional occupations in advertising, marketing and public relations	3%
2174	Α	Computer programmers and interactive media developers	3%
1221	В	Administrative officers	2%
4031	A	Secondary school teachers	2%

^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed





EDUCATION FINANCING

Funding Sources (3 sources allowed):*	09.	09.0102		TEM
Personal savings, investments	1	6%	2,643	31%
Employment while studying		56%	4,042	48%
Family/Friends		94%	5,041	60%
Personal bank loans	0	0%	535	6%
Government student loans	4	25%	2,834	34%
Scholarships/Bursaries/Grants	4	25%	2,631	31%
Other	5	31%	1,990	24%
Total	16		8,391	

^{*} Percentage of respondents who identified this source

Financial Debt Incurred to Finance Bac. Ed.:*	09.0102		SYSTEM	
Incurred any form of financial debt	4	29%	3,736	44%
Incurred government-sponsored student loan debt	4	27%	3,105	37%

^{*} Percentage of respondents who provided data



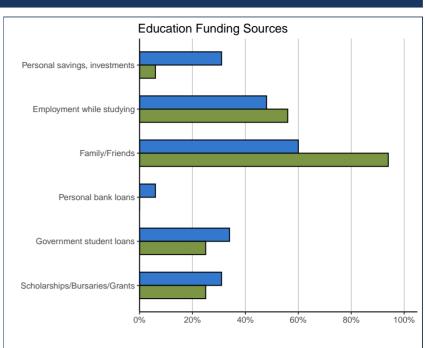
^{*} Includes only cases where financial debt was incurred

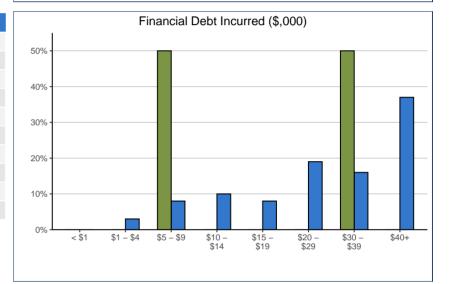


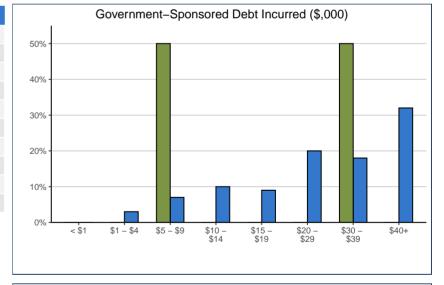
^{*} Includes only cases where government-sponsored debt was incurred

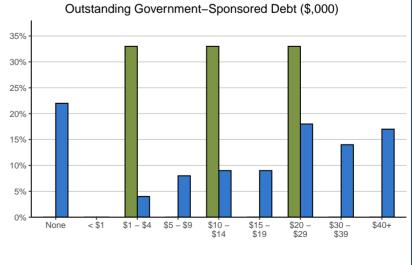


 $^{^{\}star}$ Includes only cases where government–sponsored debt was incurred, and valid "amount remaining" was provided









 $^{^{\}star\star}$ Median amounts shown are based on those who had remaining government student loan debt