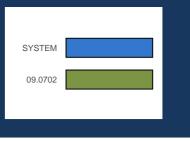
B.C. Baccalaureate Outcomes

2023 Survey of 2021 Baccalaureate Graduates

☑ BC Student □ Outcomes

Detailed Summary of Survey Results All Institutions 09.0702: Digital communication and media/multimedia

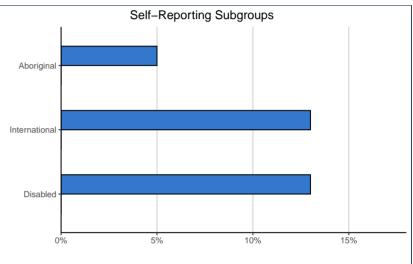


RESPONSE RATE									
09.0702 SYSTEM					Respons	e Rate			
41	100%	25,962	100%	SYSTEM -					
16	39%	8,603	33%	OTOTEIN					
				09.0702 -					
				0%	1/	0%/ 2	0.0%	20%	40%
	41	09.0702 41 100%	09.0702 SYS	09.0702 SYSTEM 41 100% 25,962 100%	09.0702 SYSTEM 41 100% 25,962 100% 16 39% 8,603 33%	09.0702 SYSTEM 41 100% 25,962 100% 16 39% 8,603 33% 09.0702	09.0702 SYSTEM Response 41 100% 25,962 100% 16 39% 8,603 33%	09.0702 SYSTEM Response Rate 41 100% 25,962 100% 16 39% 8,603 33%	09.0702 SYSTEM Response Rate 41 100% 25,962 100% 16 39% 8,603 33%

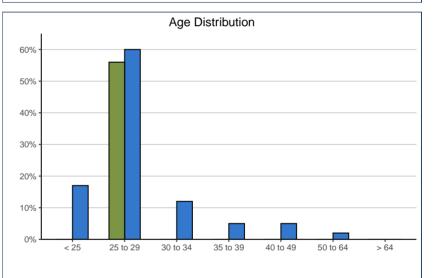
DEMOGRAPHIC INFORMATION

Self-Reporting Subgroups: 09.0702 SYSTEM Disabled 1,079 13% ~ ~ International 1,153 13% Aboriginal 330 5%

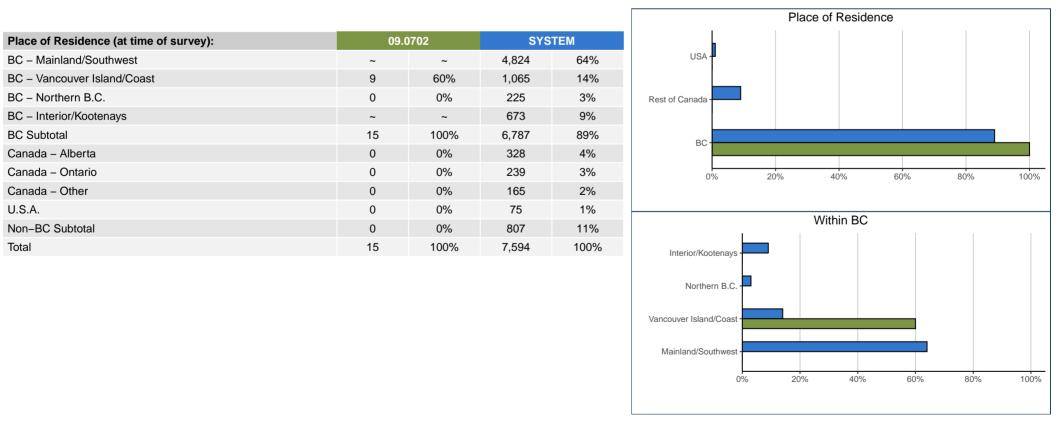
Gender:*	09.0702		SYS	ТЕМ	
Male	9	64%	3,534	41%	
Female	5	36%	5,051	59%	
Total	14	100%	8,585	100%	
*Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.					



Age (at time of survey):	09.0702		SYS	ТЕМ
< 25	~	~	1,417	17%
25 to 29	9	56%	5,150	60%
30 to 34	~	~	994	12%
35 to 39	~	~	417	5%
40 to 49	0	0%	407	5%
50 to 64	~	~	175	2%
> 64	0	0%	26	0%
Total	16	100%	8,586	100%
Median Age	28		26	
Average (mean) Age	29		28	



Place of Residence (at time of survey):	09.	09.0702 SYSTE		TEM
BC – Mainland/Southwest	~	~	4,824	64%
BC – Vancouver Island/Coast	9	60%	1,065	14%
BC – Northern B.C.	0	0%	225	3%
BC – Interior/Kootenays	~	~	673	9%
BC Subtotal	15	100%	6,787	89%
Canada – Alberta	0	0%	328	4%
Canada – Ontario	0	0%	239	3%
Canada – Other	0	0%	165	2%
U.S.A.	0	0%	75	1%
Non-BC Subtotal	0	0%	807	11%



1

Detailed Summary of Survey Results All Institutions 09.0702: Digital communication and media/multimedia

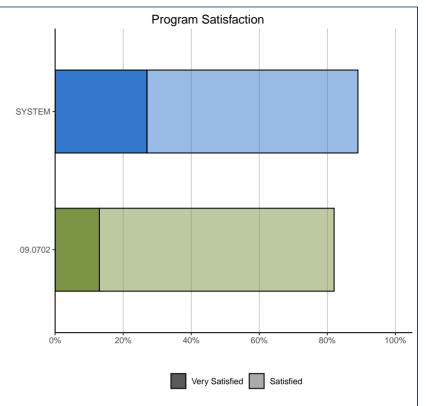
SYSTEM	
09.0702	

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	09.0	09.0702		TEM
Very Satisfied	2	13%	2,262	27%
Satisfied	11	69%	5,296	62%
Dissatisfied	3	19%	740	9%
Very Dissatisfied	0	0%	184	2%
Total	16	100%	8,482	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0702		SYS	ТЕМ
Very Useful	3	20%	2,704	39%
Somewhat Useful	7	47%	3,247	46%
Not Very Useful	4	27%	814	12%
Not at All Useful	1	7%	250	4%
Total	15	100%	7,015	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.0702		SYSTEM	
Yes	3	20%	818	10%
No	12	80%	7,545	90%



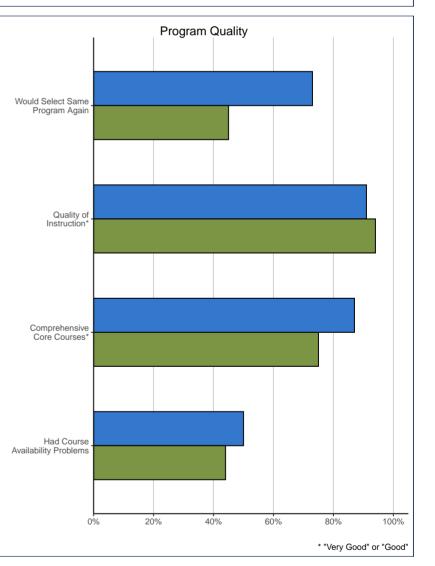
Would select the same program again:	09.0702		SYS	ТЕМ
Yes	5	45%	5,501	73%
No	6	55%	2,019	27%

Quality of Instruction:	09.0702		SYS	ТЕМ
Very Good	4	25%	2,328	27%
Good	11	69%	5,423	64%
Poor	1	6%	649	8%
Very Poor	0	0%	131	2%
Total	16	100%	8,531	100%

Comprehensiveness of Core Courses:	09.0702		SYS	ТЕМ
Very Good	1	6%	2,206	26%
Good	11	69%	5,161	61%
Poor	4	25%	862	10%
Very Poor	0	0%	171	2%
Total	16	100%	8,400	100%

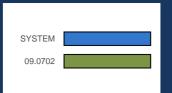
Course Availability:	09.0702		SYSTEM	
Encountered course availability problems	7	44%	4,193	50%

Financial Constraints:	09.0702		SYSTEM	
Had to interrupt studies for financial reasons	1	6%	926	11%
Had to take program part-time for financial reasons	3	19%	1,545	18%



Note: \sim indicates low cell count; data suppressed

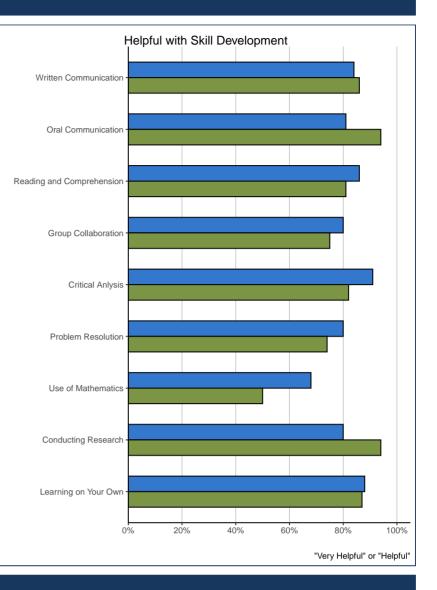
Detailed Summary of Survey Results All Institutions 09.0702: Digital communication and media/multimedia



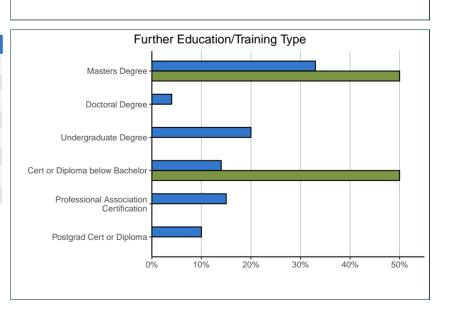
SKILL DEVELOPMENT

			09.0702		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	33%	53%	13%	0%	15
Oral Communication	25%	69%	6%	0%	16
Reading and Comprehension	25%	56%	19%	0%	16
Group Collaboration	31%	44%	19%	6%	16
Critical Anlysis	44%	38%	19%	0%	16
Problem Resolution	27%	47%	27%	0%	15
Use of Mathematics	0%	50%	50%	0%	2
Conducting Research	27%	67%	7%	0%	15
Learning on Your Own	47%	40%	13%	0%	15

			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



Have you taken further education since graduation?



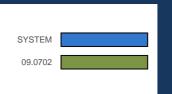
FURTHER EDUCATION

Took further education since 2021 graduation:	09.0	09.0702		ТЕМ
Yes	4	25%	3,668	43%
Not currently enrolled	3	19%	1,580	19%
Currently enrolled full-time	1	6%	1,472	17%
Currently enrolled part-time	0	0%	565	7%
No	12	75%	4,870	57%
Total	16	100%	8,538	100%

Type of Formal Post-Secondary Education:	09.0702		SYSTEM	
Masters Degree	2	50%	1,184	33%
Doctoral Degree	0	0%	153	4%
Another Undergraduate Degree	0	0%	718	20%
Certificate or Diploma below Bachelor level	2	50%	510	14%
Professional Association Certification	0	0%	538	15%
Postgraduate Certificate or Diploma	0	0%	359	10%

r oolgradato oortinoato or Dipionia	Ũ	0,0	000	1070
Other	0	0%	162	4%
Total	4	100%	3,624	100%

Detailed Summary of Survey Results All Institutions 09.0702: Digital communication and media/multimedia

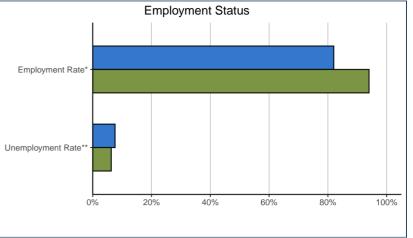


EMPLOYMENT

Labour Fource Status:	00 (1702	SYSTEM		
Labour Fource Status.	09.0	09.0702			
In Labour Force (working or seeking work)	16	100%	7,643	90%	
Not in Labour Force	0	0%	803	10%	
Total	16	100%	8,446	100%	
Employment:	09.0702		09.0702 SYSTEM		TEM

Employment:	09.0702		SYSTEM	
Employment Rate*	15	94%	7,062	82%
Unemployment Rate**	1	6.3%	581	7.6%
*Percent = Total employed divided by total number of respondents				

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



Status of Graduates NOT in Labour Force:	09.0702		SYS	ТЕМ
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:	09.0702		SYS	ТЕМ
Paid worker	14	93%	6,623	94%
Self-employed	1	7%	412	6%
Total	15	100%	7,035	100%

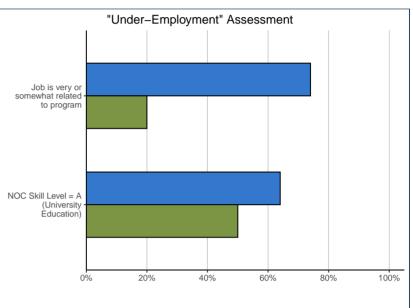
Job Characteristics:	09.	09.0702		ТЕМ
I hold more than one job*	2	13%	1,243	18%
My main job is full-time (>= 30 hours per week)**	8	62%	5,922	89%
*Of total Employed				

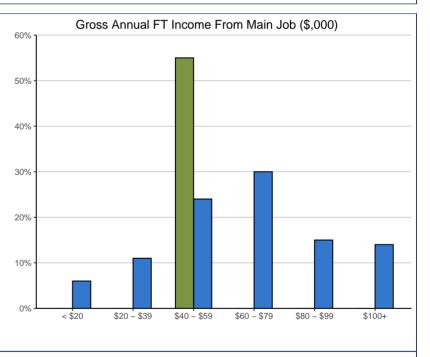


How related is your main job to your program?	09.	09.0702		TEM
Very Related	1	7%	3,081	44%
Somewhat Related	2	13%	2,151	31%
Not Very Related	3	20%	901	13%
Not at All Related	9	60%	910	13%
Total	15	100%	7,043	100%

"Under-employment" Assessment:	09.0702		SYS	ТЕМ
Job is very or somewhat related to program	3	20%	5,232	74%
NOC Skill Level = A (University Education)*	7	50%	4,148	64%
*Of total valid responses				

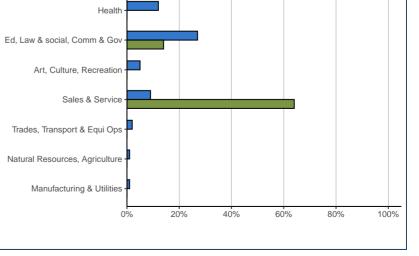
Gross Annual Income from Main Job:*	09.0	09.0702		SYSTEM	
Less than \$20,000	~	~	310	6%	
\$20,000 to \$39,999	~	~	593	11%	
\$40,000 to \$59,999	6	55%	1,303	24%	
\$60,000 to \$79,999	~	~	1,609	30%	
\$80,000 to \$99,999	~	~	805	15%	
\$100,000 and Above	0	0%	729	14%	
Total	11	100%	5,349	100%	
Median Annual Income (full-time) (\$)	42,907		68,000		
Average Annual Income (full-time) (\$)	53,325		74,015		
Where data provided	00,020				
)702	SYS	ТЕМ	
Where data provided NOC Skill Type of Main Job:		0 702 14%	SYS 1,558	TEM 24%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration	09.0				
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related	09.0	14%	1,558	24%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health	09.0 2 1	14% 7%	1,558 1,354	24% 21%	
Where data provided	09.0 2 1 0	14% 7% 0%	1,558 1,354 761	24% 21% 12%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government	09.0 2 1 0 2	14% 7% 0% 14%	1,558 1,354 761 1,787	24% 21% 12% 27%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport	09.0 2 1 0 2 2 0	14% 7% 0% 14% 0%	1,558 1,354 761 1,787 296	24% 21% 12% 27% 5%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport Sales & service	09.0 2 1 0 2 2 0 9	14% 7% 0% 14% 0% 64%	1,558 1,354 761 1,787 296 559	24% 21% 12% 27% 5% 9%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport Sales & service Trades, transport & equipment operators & related	09.0 2 1 0 2 0 9 0	14% 7% 0% 14% 0% 64% 0%	1,558 1,354 761 1,787 296 559 114	24% 21% 12% 27% 5% 9% 2%	





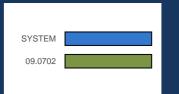
Employed Graduates by NOC Skill Type

Business, Finance, Admin



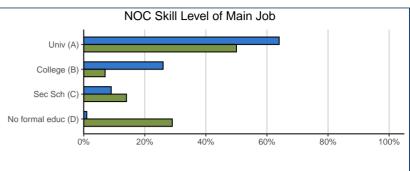
4

Detailed Summary of Survey Results All Institutions 09.0702: Digital communication and media/multimedia



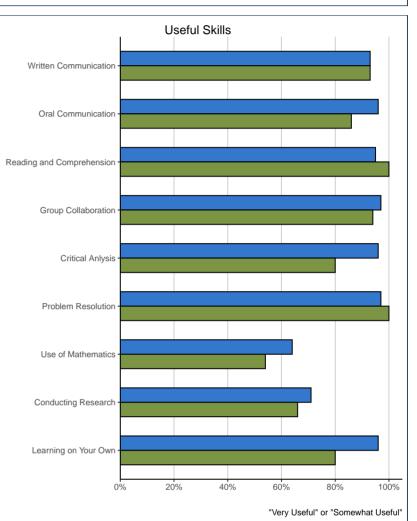
EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0702 SYSTEM		ТЕМ	
A. University education	7	50%	4,148	64%
B. College education/trade apprenticeship	1	7%	1,713	26%
C. Secondary school + job-specific training	2	14%	564	9%
D. No formal education	4	29%	90	1%
Total	14	100%	6,515	100%



			09.0702		
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	60%	33%	7%	0%	15
Oral Communication	73%	13%	13%	0%	15
Reading and Comprehension	60%	40%	0%	0%	15
Group Collaboration	87%	7%	7%	0%	15
Critical Anlysis	53%	27%	13%	7%	15
Problem Resolution	87%	13%	0%	0%	15
Use of Mathematics	8%	46%	8%	38%	13
Conducting Research	33%	33%	7%	27%	15
Learning on Your Own	53%	27%	20%	0%	15

			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



Top 10 Full-time Oce	cupations of 09.0702 Gr	aduates:	09.0702
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
*			
*			
*			
*			
*			
*			
*			
*			
*			
*			
* Determent die deue deut	-		

* Data not displayed where n < 5

** Percentages cited are of those employed

•	•		
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
3012	A	Registered nurses and registered psychiatric nurses	6%
XXXX	0	Unclassified occupations	5%
2173	A	Software engineers and designers	3%
1111	A	Financial auditors and accountants	3%
4032	A	Elementary school and kindergarten teachers	3%
4212	В	Social and community service workers	3%
1123	A	Professional occupations in advertising, marketing and public relations	3%
2174	A	Computer programmers and interactive media developers	3%
1221	В	Administrative officers	2%
4031	A	Secondary school teachers	2%
* D (

* Data not displayed where n < 5

** Percentages cited are of those employed

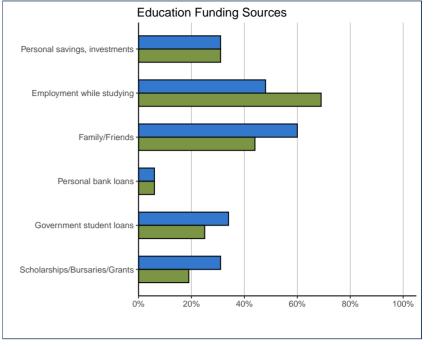
Detailed Summary of Survey Results All Institutions 09.0702: Digital communication and media/multimedia

SYSTEM	
09.0702	

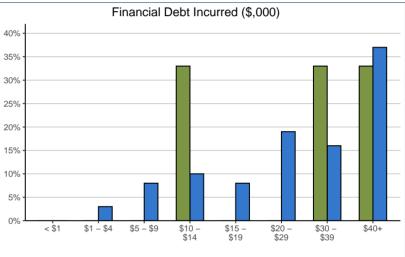
EDUCATION FINANCING

Funding Sources (3 sources allowed):*	09.0702		SYS	ТЕМ
Personal savings, investments	5	31%	2,643	31%
Employment while studying	11	69%	4,042	48%
Family/Friends	7	44%	5,041	60%
Personal bank loans	1	6%	535	6%
Government student loans	4	25%	2,834	34%
Scholarships/Bursaries/Grants	3	19%	2,631	31%
Other	4	25%	1,990	24%
Total	16		8,391	
* Percentage of respondents who identified this source				

Financial Debt Incurred to Finance Bac. Ed.:*	09.	09.0702		ТЕМ
Incurred any form of financial debt	6	38%	3,736	44%
Incurred government-sponsored student loan debt	5	31%	3,105	37%
* Percentage of respondents who provided data				



Financial Debt Amount:* SYSTEM 09.0702 < \$1,000 0 0% 4 0% \$1,000 to \$4,999 0 0% 85 3% 219 \$5,000 to \$9,999 0 0% 8% \$10,000 to \$14,999 33% 298 10% 1 \$15,000 to \$19,999 0 0% 233 8% \$20,000 to \$29,999 0 0% 545 19% \$30,000 to \$39,999 33% 1 455 16% \$40,000 or More 33% 1,064 37% 1 100% Total 3 2,903 100% Median Financial Debt (\$) 33,000 30,000

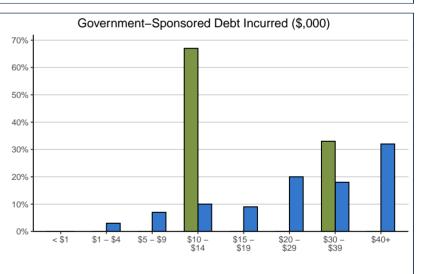


* Includes only cases where financial debt was incurred

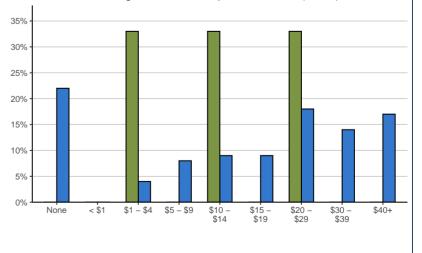
Gov't-Sponsored Student Loan Debt Amount:*	t-Sponsored Student Loan Debt Amount:* 09.0702 S		SYS	YSTEM	
< \$1,000	0	0%	6	0%	
\$1,000 to \$4,999	0	0%	66	3%	
\$5,000 to \$9,999	0	0%	156	7%	
\$10,000 to \$14,999	2	67%	219	10%	
\$15,000 to \$19,999	0	0%	189	9%	
\$20,000 to \$29,999	0	0%	424	20%	
\$30,000 to \$39,999	1	33%	394	18%	
\$40,000 or More	0	0%	687	32%	
Total	3	100%	2,141	100%	
Median Gov't-Sponsored Loan Debt (\$)	12,000		30,000		

* Includes only cases where government-sponsored debt was incurred

Gov't-Sponsored Loan Debt Outstanding:*	09.0	09.0702		TEM
None – Loan repaid in full	0	0%	524	22%
< \$1,000	0	0%	9	0%
\$1,000 to \$4,999	1	33%	103	4%
\$5,000 to \$9,999	0	0%	189	8%
\$10,000 to \$14,999	1	33%	213	9%
\$15,000 to \$19,999	0	0%	208	9%
\$20,000 to \$29,999	1	33%	447	18%
\$30,000 to \$39,999	0	0%	330	14%
\$40,000 or More	0	0%	406	17%
Total	3	100%	2,429	100%
Median Gov't-Sponsored Loan Debt Outstanding** (\$)	10,000		24,000	



Outstanding Government-Sponsored Debt (\$,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