

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

SYSTEM 09.0999

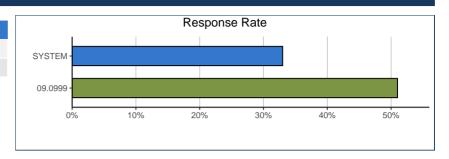
Detailed Summary of Survey Results

All Institutions

09.0999: Public relations, advertising and applied communication, other

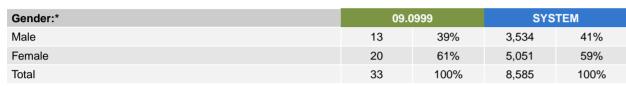
## RESPONSE RATE

Survey Response Rate:	09.0999		SYSTEM	
Baccalaureate Graduates Survey Cohort	65	100%	25,962	100%
Survey Respondents and Response Rate	33	51%	8,603	33%

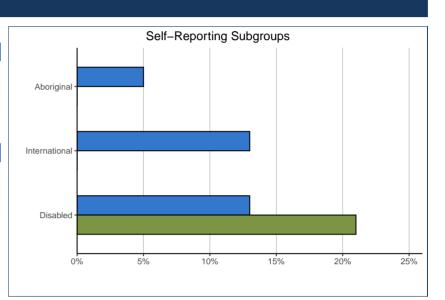


#### **DEMOGRAPHIC INFORMATION**

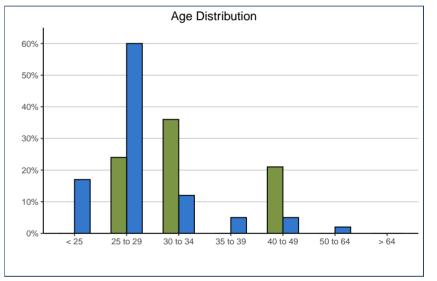
Self-Reporting Subgroups:	09.0999		SYSTEM	
Disabled	6	21%	1,079	13%
International	0	0%	1,153	13%
Aboriginal	0	0%	330	5%



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

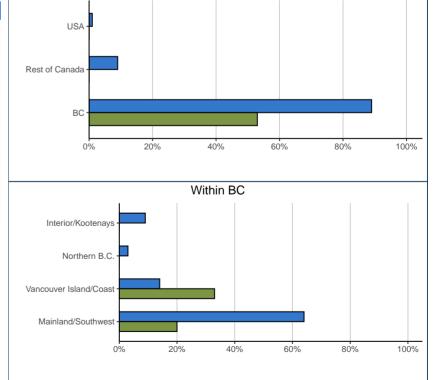


Age (at time of survey):	09.0999		SYSTEM	
< 25	~	~	1,417	17%
25 to 29	8	24%	5,150	60%
30 to 34	12	36%	994	12%
35 to 39	~	~	417	5%
40 to 49	7	21%	407	5%
50 to 64	~	~	175	2%
> 64	~	~	26	0%
Total	33	100%	8,586	100%
Median Age	31		26	
Average (mean) Age	35		28	



Place of Residence

Place of Residence (at time of survey):	09.	09.0999		SYSTEM	
BC – Mainland/Southwest	6	20%	4,824	64%	
BC - Vancouver Island/Coast	10	33%	1,065	14%	
BC – Northern B.C.	0	0%	225	3%	
BC – Interior/Kootenays	0	0%	673	9%	
BC Subtotal	16	53%	6,787	89%	
Canada – Alberta	~	~	328	4%	
Canada – Ontario	~	~	239	3%	
Canada – Other	0	0%	165	2%	
U.S.A.	~	~	75	1%	
Non-BC Subtotal	14	47%	807	11%	
Total	30	100%	7,594	100%	





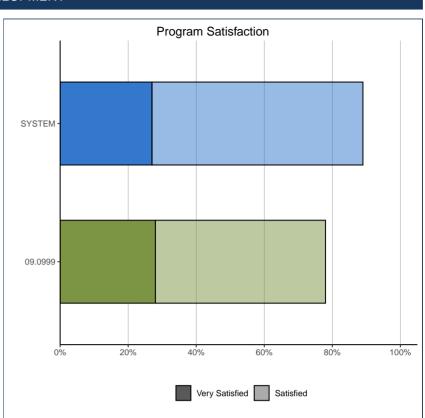


## **EDUCATION EVALUATION AND SKILL DEVELOPMENT**

Program Satisfaction:	09.0999		SYSTEM	
Very Satisfied	9	28%	2,262	27%
Satisfied	16	50%	5,296	62%
Dissatisfied	5	16%	740	9%
Very Dissatisfied	2	6%	184	2%
Total	32	100%	8,482	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0999		SYSTEM	
Very Useful	12	40%	2,704	39%
Somewhat Useful	11	37%	3,247	46%
Not Very Useful	6	20%	814	12%
Not at All Useful	1	3%	250	4%
Total	30	100%	7,015	100%
Total	30	100%	7,015	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.	09.0999		SYSTEM		
Yes	2	6%	818	10%		
No	30	94%	7,545	90%		



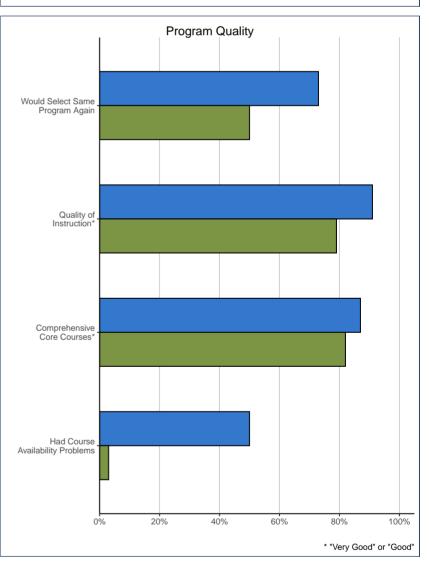
Would select the same program again:	09.0999		SYSTEM	
Yes	14	50%	5,501	73%
No	14	50%	2,019	27%

Quality of Instruction:	09.0	09.0999		TEM
Very Good	6	18%	2,328	27%
Good	20	61%	5,423	64%
Poor	6	18%	649	8%
Very Poor	1	3%	131	2%
Total	33	100%	8.531	100%

Comprehensiveness of Core Courses:	09.0	)999	SYSTEM	
Very Good	6	18%	2,206	26%
Good	21	64%	5,161	61%
Poor	5	15%	862	10%
Very Poor	1	3%	171	2%
Total	33	100%	8,400	100%

Course Availability:	09.0	999	SYS	TEM
Encountered course availability problems	1	3%	4.193	50%

Financial Constraints:	09.0999		SYSTEM	
Had to interrupt studies for financial reasons	4	13%	926	11%
Had to take program part-time for financial reasons	8	25%	1,545	18%



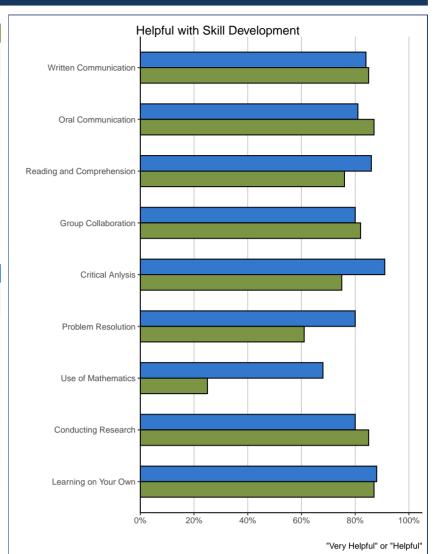


SYSTEM 09.0999

## SKILL DEVELOPMENT

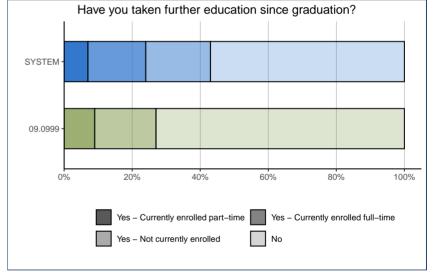
	09.0999				
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	27%	58%	12%	3%	33
Oral Communication	31%	56%	6%	6%	32
Reading and Comprehension	23%	53%	20%	3%	30
Group Collaboration	30%	52%	9%	9%	33
Critical Anlysis	28%	47%	19%	6%	32
Problem Resolution	19%	42%	35%	3%	31
Use of Mathematics	0%	25%	38%	38%	8
Conducting Research	19%	66%	16%	0%	32
Learning on Your Own	26%	61%	10%	3%	31

			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

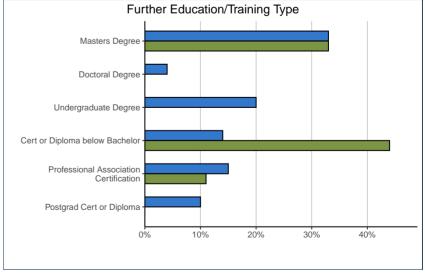


# FURTHER EDUCATION

Took further education since 2021 graduation:	09.0999		SYSTEM	
Yes	9	27%	3,668	43%
Not currently enrolled	6	18%	1,580	19%
Currently enrolled full-time	3	9%	1,472	17%
Currently enrolled part-time	0	0%	565	7%
No	24	73%	4,870	57%
Total	33	100%	8,538	100%



Type of Formal Post–Secondary Education:	09.	09.0999 SYSTE		TEM
Masters Degree	3	33%	1,184	33%
Doctoral Degree	0	0%	153	4%
Another Undergraduate Degree	0	0%	718	20%
Certificate or Diploma below Bachelor level	4	44%	510	14%
Professional Association Certification	1	11%	538	15%
Postgraduate Certificate or Diploma	0	0%	359	10%
Other	1	11%	162	4%
Total	9	100%	3,624	100%





# Detailed Summary of Survey Results All Institutions

SYSTEM 09.0999

09.0999: Public relations, advertising and applied communication, other

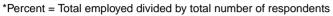
### **EMPLOYMENT**

581

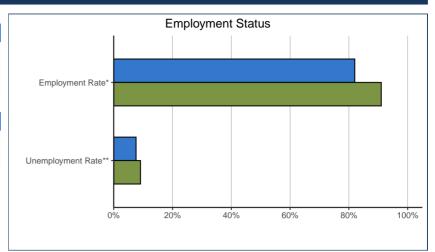
7.6%

9.1%

Labour Fource Status:	09.0999		SYSTEM	
In Labour Force (working or seeking work)	33	100%	7,643	90%
Not in Labour Force	0	0%	803	10%
Total	33	100%	8,446	100%
Employment:	09.0999		SYSTEM	
Employment Rate*	30	91%	7,062	82%



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



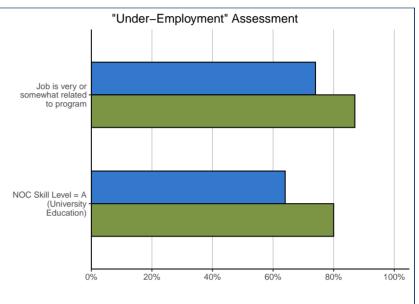
Status of Graduates NOT in Labour Force:	09.0999		SYSTEM	
Attending School FT	0	0%	565	70%
Attending School PT	0	0%	20	2%
Other	0	0%	218	27%
Total NOT in Labour Force	0	0%	803	100%

Primary Employment Type:	09.0	999	SYS	TEM
Paid worker	27	90%	6,623	94%
Self-employed	3	10%	412	6%
Total	30	100%	7,035	100%

Job Characteristics:	09.0999		SYSTEM	
I hold more than one job*	4	13%	1,243	18%
My main job is full-time (>= 30 hours per week)**	27	93%	5,922	89%

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

Unemployment Rate\*\*



How related is your main job to your program?	09.0999		SYSTEM	
Very Related	15	50%	3,081	44%
Somewhat Related	11	37%	2,151	31%
Not Very Related	2	7%	901	13%
Not at All Related	2	7%	910	13%
Total	30	100%	7,043	100%

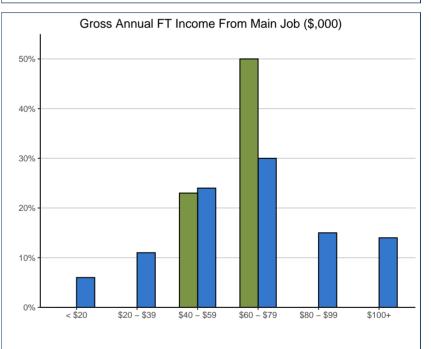
"Under-employment" Assessment:	09.0	999	SYS	TEM
Job is very or somewhat related to program	26	87%	5,232	74%
NOC Skill Level = A (University Education)*	20	80%	4,148	64%

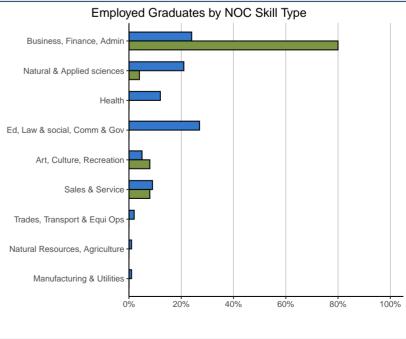
<sup>\*</sup>Of total valid responses

Gross Annual Income from Main Job:*	0	09.0999		SYSTEM	
Less than \$20,000	0	0%	310	6%	
\$20,000 to \$39,999	~	~	593	11%	
\$40,000 to \$59,999	5	23%	1,303	24%	
\$60,000 to \$79,999	11	50%	1,609	30%	
\$80,000 to \$99,999	~	~	805	15%	
\$100,000 and Above	~	~	729	14%	
Total	22	100%	5,349	100%	
Median Annual Income (full-time) (\$)	65,604		68,000		
Average Annual Income (full-time) (\$)	87,966		74,015		
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<sup>\*</sup>Where data provided

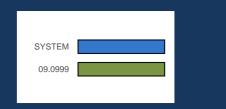
NOC Skill Type of Main Job:	09	09.0999		SYSTEM	
Business, finance & administration	20	80%	1,558	24%	
Natural & applied sciences & related	1	4%	1,354	21%	
Health	0	0%	761	12%	
Education, law and social, community & government	0	0%	1,787	27%	
Art, culture, recreation & sport	2	8%	296	5%	
Sales & service	2	8%	559	9%	
Trades, transport & equipment operators & related	0	0%	114	2%	
Natural resources, agriculture & related production	0	0%	35	1%	
Manufacturing & utilities	0	0%	35	1%	
Total	25	100%	6,499	100%	





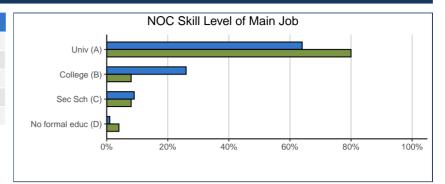
<sup>\*\*</sup>Of those who provided data on hours/week worked





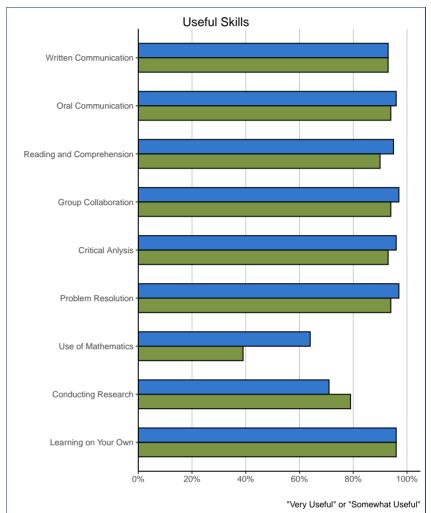
## EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0999		SYSTEM	
A. University education		80%	4,148	64%
B. College education/trade apprenticeship	2	8%	1,713	26%
C. Secondary school + job-specific training	2	8%	564	9%
D. No formal education	1	4%	90	1%
Total	25	100%	6,515	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	80%	13%	3%	3%	30
Oral Communication	77%	17%	3%	3%	30
Reading and Comprehension	70%	20%	10%	0%	30
Group Collaboration	67%	27%	3%	3%	30
Critical Anlysis	73%	20%	7%	0%	30
Problem Resolution	67%	27%	3%	3%	30
Use of Mathematics	13%	26%	26%	35%	23
Conducting Research	43%	36%	14%	7%	28
Learning on Your Own	63%	33%	3%	0%	30

	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 Occupations of 09.0999 Graduates:		09.0999	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
1123	A	Professional occupations in advertising, marketing and public relations	43%
*			
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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 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	Α	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%

<sup>\*</sup> Data not displayed where n < 5

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



SYSTEM 09.0999

#### **EDUCATION FINANCING**

Funding Sources (3 sources allowed):*	09.0999		SYSTEM	
Personal savings, investments	10	10 31%		31%
Employment while studying	12	38%	4,042	48%
Family/Friends	11	34%	5,041	60%
Personal bank loans	4	13%	535	6%
Government student loans	15	47%	2,834	34%
Scholarships/Bursaries/Grants	11	34%	2,631	31%
Other	3	9%	1,990	24%
Total	32		8,391	

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

Financial Debt Incurred to Finance Bac. Ed.:*	09.0999		SYSTEM	
Incurred any form of financial debt	20	61%	3,736	44%
Incurred government-sponsored student loan debt	16	50%	3,105	37%

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



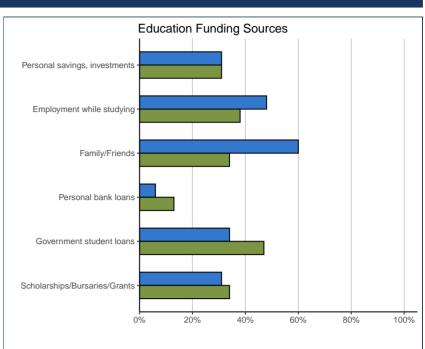
<sup>\*</sup> Includes only cases where financial debt was incurred

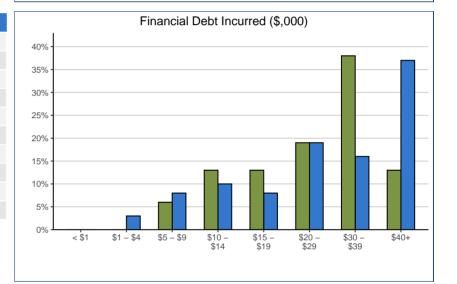


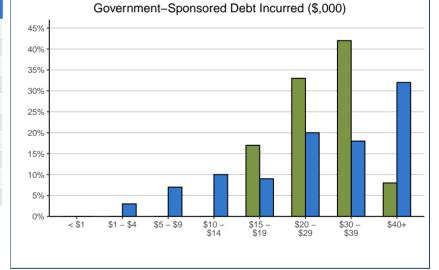
<sup>\*</sup> Includes only cases where government-sponsored debt was incurred

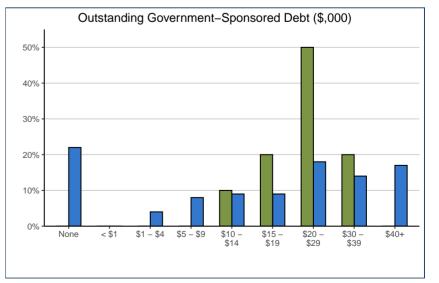


<sup>\*</sup> Includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided









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