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

E BC Student ■Outcomes

Detailed Summary of Survey Results
Thompson Rivers University
52.1401: Marketing/marketing management, general


RESPONSE RATE

| Survey Response Rate: | 52.1401 |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
| Baccalaureate Graduates Survey Cohort | 35 | $100 \%$ | 1,195 | TRU |
| Survey Respondents and Response Rate | 13 | $37 \%$ | 496 | $42 \%$ |




## EDUCATION EVALUATION AND SKILL DEVELOPMENT

| Program Satisfaction: | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| Very Satisfied | 1 | 8\% | 156 | 32\% |
| Satisfied | 10 | 77\% | 292 | 60\% |
| Dissatisfied | 2 | 15\% | 31 | 6\% |
| Very Dissatisfied | 0 | 0\% | 11 | 2\% |
| Total | 13 | 100\% | 490 | 100\% |
| Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work: | 52.1401 |  | TRU |  |
| Very Useful | 2 | 17\% | 198 | 46\% |
| Somewhat Useful | 8 | 67\% | 195 | 45\% |
| Not Very Useful | 1 | 8\% | 23 | 5\% |
| Not at All Useful | 1 | 8\% | 16 | 4\% |
| Total | 12 | 100\% | 432 | 100\% |
| Took upgrading, access, bridging, or other preparatory courses during or prior to studies: | 52.1401 |  | TRU |  |
| Yes | 3 | 25\% | 70 | 14\% |
| No | 9 | 75\% | 413 | 86\% |



## SKILL DEVELOPMENT

|  | 52.1401 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Skill Development: How helpful was institution? | Very Helpful | Helpful | Not Very Helpful | Not at All Helpful | \# Resp. |
| Written Communication | 8\% | 85\% | 8\% | 0\% | 13 |
| Oral Communication | 8\% | 75\% | 17\% | 0\% | 12 |
| Reading and Comprehension | 8\% | 67\% | 25\% | 0\% | 12 |
| Group Collaboration | 8\% | 83\% | 8\% | 0\% | 12 |
| Critical Anlysis | 23\% | 77\% | 0\% | 0\% | 13 |
| Problem Resolution | 0\% | 83\% | 17\% | 0\% | 12 |
| Use of Mathematics | 8\% | 67\% | 17\% | 8\% | 12 |
| Conducting Research | 8\% | 46\% | 46\% | 0\% | 13 |
| Learning on Your Own | 23\% | 77\% | 0\% | 0\% | 13 |
|  |  |  | TRU |  |  |
| Skill Development: How helpful was institution? | Very Helpful | Helpful | Not Very Helpful | Not at All Helpful | \# Resp. |
| Written Communication | 29\% | 57\% | 12\% | 2\% | 471 |
| Oral Communication | 25\% | 58\% | 15\% | 2\% | 469 |
| Reading and Comprehension | 30\% | 56\% | 12\% | 2\% | 472 |
| Group Collaboration | 23\% | 58\% | 16\% | 4\% | 463 |
| Critical Anlysis | 43\% | 48\% | 7\% | 2\% | 486 |
| Problem Resolution | 25\% | 58\% | 13\% | 4\% | 472 |
| Use of Mathematics | 22\% | 49\% | 22\% | 6\% | 357 |
| Conducting Research | 33\% | 49\% | 15\% | 3\% | 463 |
| Learning on Your Own | 41\% | 48\% | 8\% | 3\% | 480 |




| Type of Formal Post-Secondary Education: | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| Masters Degree | 1 | 50\% | 60 | 30\% |
| Doctoral Degree | 0 | 0\% | 8 | 4\% |
| Another Undergraduate Degree | 0 | 0\% | 43 | 21\% |
| Certificate or Diploma below Bachelor level | 0 | 0\% | 15 | 7\% |
| Professional Association Certification | 1 | 50\% | 34 | 17\% |
| Postgraduate Certificate or Diploma | 0 | 0\% | 24 | 12\% |
| Other | 0 | 0\% | 17 | 8\% |
| Total | 2 | 100\% | 201 | 100\% |



| Labour Fource Status: | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| In Labour Force (working or seeking work) | 13 | 100\% | 460 | 93\% |
| Not in Labour Force | 0 | 0\% | 32 | 7\% |
| Total | 13 | 100\% | 492 | 100\% |
| Employment: | 52.1401 |  | TRU |  |
| Employment Rate* | 12 | 92\% | 437 | 88\% |
| Unemployment Rate** | 1 | 7.7\% | 23 | 5.0\% |
| *Percent = Total employed divided by total number of respondents <br> **Percent = Total unemployed divided by total number in Labour F |  |  |  |  |



| Status of Graduates NOT in Labour Force: | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| Attending School FT | 0 | 0\% | 20 | 63\% |
| Attending School PT | 0 | 0\% | 3 | 9\% |
| Other | 0 | 0\% | 9 | 28\% |
| Total NOT in Labour Force | 0 | 0\% | 32 | 100\% |
| Primary Employment Type: | 52.1401 |  | TRU |  |
| Paid worker | 11 | 92\% | 408 | 94\% |
| Self-employed | 1 | 8\% | 28 | 6\% |
| Total | 12 | 100\% | 436 | 100\% |
| Job Characteristics: | 52.1401 |  | TRU |  |
| I hold more than one job* | 2 | 17\% | 73 | 17\% |
| My main job is full-time (>= 30 hours per week)** | 11 | 92\% | 376 | 89\% |


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

| How related is your main job to your program? | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| Very Related | 5 | 42\% | 244 | 56\% |
| Somewhat Related | 5 | 42\% | 116 | 27\% |
| Not Very Related | 1 | 8\% | 42 | 10\% |
| Not at All Related | 1 | 8\% | 34 | 8\% |
| Total | 12 | 100\% | 436 | 100\% |
| "Under-employment" Assessment: | 52.1401 |  | TRU |  |
| Job is very or somewhat related to program | 10 | 83\% | 360 | 83\% |
| NOC Skill Level = A (University Education)* | 8 | 73\% | 264 | 65\% |
| *Of total valid responses |  |  |  |  |
| Gross Annual Income from Main Job:* | 52.1401 |  | TRU |  |
| Less than \$20,000 | 0 | 0\% | 15 | 4\% |
| \$20,000 to \$39,999 | ~ | ~ | 30 | 9\% |
| \$40,000 to \$59,999 | ~ | ~ | 64 | 19\% |
| \$60,000 to \$79,999 | ~ | ~ | 117 | 34\% |
| \$80,000 to \$99,999 | ~ | ~ | 59 | 17\% |
| \$100,000 and Above | ~ | ~ | 59 | 17\% |
| Total | 10 | 100\% | 344 | 100\% |
| Median Annual Income (full-time) (\$) | 59,000 |  | 72,000 |  |
| Average Annual Income (full-time) (\$) | 65,781 |  | 76,953 |  |
| *Where data provided |  |  |  |  |
| NOC Skill Type of Main Job: | 52.1401 |  | TRU |  |
| Business, finance \& administration | 8 | 73\% | 80 | 20\% |
| Natural \& applied sciences \& related | 0 | 0\% | 50 | 12\% |
| Health | 0 | 0\% | 73 | 18\% |
| Education, law and social, community \& government | 0 | 0\% | 159 | 39\% |
| Art, culture, recreation \& sport | 0 | 0\% | 5 | 1\% |
| Sales \& service | 3 | 27\% | 34 | 8\% |
| Trades, transport \& equipment operators \& related | 0 | 0\% | 4 | 1\% |
| Natural resources, agriculture \& related production | 0 | 0\% | 1 | 0\% |
| Manufacturing \& utilities | 0 | 0\% | 1 | 0\% |
| Total | 11 | 100\% | 407 | 100\% |



| NOC Skill Level of Main Job: | 50 |  |  | 52.1401 |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
| A. University education | 8 | $73 \%$ | 264 | $65 \%$ |  |
| B. College education/trade apprenticeship | 3 | $27 \%$ | 122 | $30 \%$ |  |
| C. Secondary school + job-specific training | 0 | $0 \%$ | 15 | $4 \%$ |  |
| D. No formal education | 0 | $0 \%$ | 7 | $2 \%$ |  |
| Total | 11 | $100 \%$ | 408 | $100 \%$ |  |



|  | 52.1401 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| How useful are the following skills and abilities in doing your main job? | Very Usefu | Somewhat Useful | Not Very Useful | Not at All Useful | \# Resp. |
| Written Communication | 42\% | 42\% | 8\% | 8\% | 12 |
| Oral Communication | 67\% | 25\% | 8\% | 0\% | 12 |
| Reading and Comprehension | 67\% | 25\% | 8\% | 0\% | 12 |
| Group Collaboration | 58\% | 25\% | 8\% | 8\% | 12 |
| Critical Anlysis | 58\% | 25\% | 8\% | 8\% | 12 |
| Problem Resolution | 58\% | 25\% | 8\% | 8\% | 12 |
| Use of Mathematics | 0\% | 42\% | 42\% | 17\% | 12 |
| Conducting Research | 8\% | 50\% | 8\% | 33\% | 12 |
| Learning on Your Own | 50\% | 33\% | 8\% | 8\% | 12 |
|  | TRU |  |  |  |  |
| How useful are the following skills and abilities in doing your main job? | Very <br> Useful | Somewhat Useful | Not Very Useful | Not at All Useful | \# Resp. |
| Written Communication | 77\% | 18\% | 3\% | 2\% | 432 |
| Oral Communication | 83\% | 14\% | 3\% | 0\% | 433 |
| Reading and Comprehension | 84\% | 13\% | 2\% | 0\% | 432 |
| Group Collaboration | 83\% | 15\% | 1\% | 1\% | 432 |
| Critical Anlysis | 83\% | 14\% | 1\% | 1\% | 432 |
| Problem Resolution | 83\% | 15\% | 1\% | 0\% | 433 |
| Use of Mathematics | 32\% | 39\% | 18\% | 12\% | 425 |
| Conducting Research | 45\% | 35\% | 13\% | 7\% | 431 |
| Learning on Your Own | 77\% | 19\% | 3\% | 1\% | 432 |



Top 10 Full-time Occupations of 52.1401 Graduates:
52.1401

| 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 TRU Graduates: |  |  | TRU |
| :---: | :---: | :---: | :---: |
| NOC | NOC Skill Level | Description | \% Employed FT in this Occ.** |
| 4112 | A | Lawyers and Quebec notaries | 9\% |
| 3012 | A | Registered nurses and registered psychiatric nurses | 7\% |
| 4032 | A | Elementary school and kindergarten teachers | 4\% |
| XXXX | O | Unclassified occupations | 4\% |
| 3214 | B | Respiratory therapists, clinical perfusionists and cardiopulmonary technologists | 4\% |
| 4152 | A | Social workers | 3\% |
| 1111 | A | Financial auditors and accountants | 3\% |
| 4031 | A | Secondary school teachers | 3\% |
| 4212 | B | Social and community service workers | 3\% |
| 403X | A | Secondary and elementary school teachers and educational counsellors | 2\% |

* Data not displayed where $\mathrm{n}<5$
** Percentages cited are of those employed


## EBC Student - Outcomes



| Financial Debt Amount:* | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| < \$1,000 | 0 | 0\% | 2 | 1\% |
| \$1,000 to \$4,999 | 1 | 17\% | 5 | 2\% |
| \$5,000 to \$9,999 | 0 | 0\% | 13 | 6\% |
| \$10,000 to \$14,999 | 1 | 17\% | 19 | 9\% |
| \$15,000 to \$19,999 | 0 | 0\% | 17 | 8\% |
| \$20,000 to \$29,999 | 1 | 17\% | 34 | 16\% |
| \$30,000 to \$39,999 | 0 | 0\% | 15 | 7\% |
| \$40,000 or More | 3 | 50\% | 108 | 51\% |
| Total | 6 | 100\% | 213 | 100\% |
| Median Financial Debt (\$) | 42,500 |  | 40,000 |  |

* Includes only cases where financial debt was incurred

| Gov't-Sponsored Student Loan Debt Amount:* | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| < \$1,000 | 0 | 0\% | 0 | 0\% |
| \$1,000 to \$4,999 | 0 | 0\% | 1 | 1\% |
| \$5,000 to \$9,999 | 0 | 0\% | 11 | 7\% |
| \$10,000 to \$14,999 | 0 | 0\% | 13 | 9\% |
| \$15,000 to \$19,999 | 0 | 0\% | 7 | 5\% |
| \$20,000 to \$29,999 | 1 | 25\% | 26 | 17\% |
| \$30,000 to \$39,999 | 0 | 0\% | 26 | 17\% |
| \$40,000 or More | 3 | 75\% | 65 | 44\% |
| Total | 4 | 100\% | 149 | 100\% |
| Median Gov't-Sponsored Loan Debt (\$) | 57,500 |  | 35,000 |  |



| Gov't-Sponsored Loan Debt Outstanding:* | 52.1401 |  | TRU |  |
| :---: | :---: | :---: | :---: | :---: |
| None - Loan repaid in full | 0 | 0\% | 34 | 20\% |
| < \$1,000 | 0 | 0\% | 1 | 1\% |
| \$1,000 to \$4,999 | 0 | 0\% | 6 | 4\% |
| \$5,000 to \$9,999 | 0 | 0\% | 8 | 5\% |
| \$10,000 to \$14,999 | 0 | 0\% | 9 | 5\% |
| \$15,000 to \$19,999 | 1 | 25\% | 16 | 9\% |
| \$20,000 to \$29,999 | 0 | 0\% | 29 | 17\% |
| \$30,000 to \$39,999 | 0 | 0\% | 27 | 16\% |
| \$40,000 or More | 3 | 75\% | 39 | 23\% |
| Total | 4 | 100\% | 169 | 100\% |
| Median Gov't-Sponsored Loan Debt Outstanding** (\$) | 50,000 |  | 29,000 |  |



* 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



