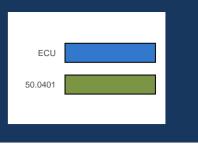
B.C. Baccalaureate Outcomes

2024 Survey of 2022 Baccalaureate Graduates

☑ BC Student ☑ Outcomes

Detailed Summary of Survey Results Emily Carr University of Art and Design 50.0401: Design and visual communications, general

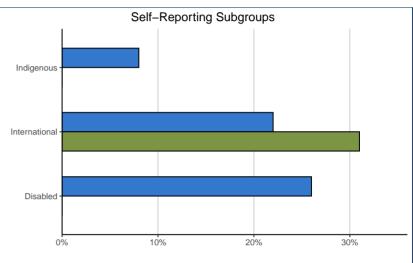


		F	RESPONSE	RATE						
Survey Response Rate:	50.	0401	E	CU			Respon	se Rate		
Baccalaureate Graduates Survey Cohort	68	100%	335	100%	ECU -					
Survey Respondents and Response Rate	16	24%	81	24%	200					
					50.0401 -					
					0%	5%	10%	15%	20%	25%

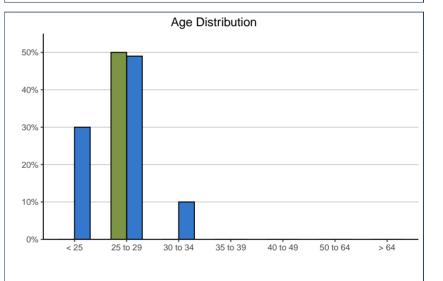
DEMOGRAPHIC INFORMATION

Self-Reporting Subgroups:	50.0401		ECU	
Disabled	~	~	19	26%
International	5	31%	18	22%
Indigenous	0	0%	5	8%

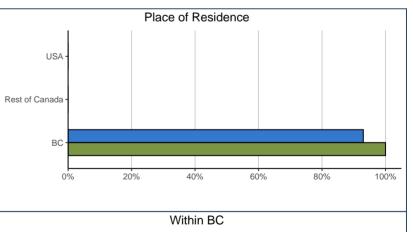
Gender:*	50.0401		ECU		
Man/Boy	5	31%	21	26%	
Woman/Girl	11	69%	60	74%	
Total	16	100%	81	100%	
*Due to zero or low counts, institution-reported "Non-Binary" demographic data are not included					



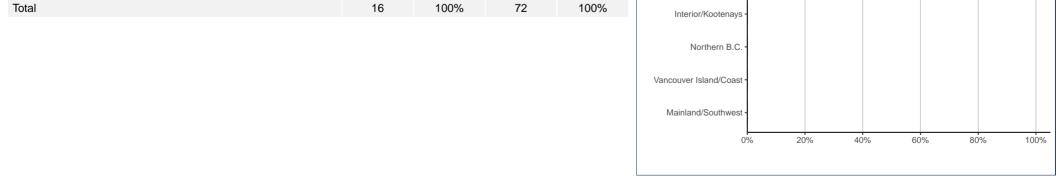
Age (at time of survey):	50.0401		ECU	
< 25	~	~	24	30%
25 to 29	8	50%	40	49%
30 to 34	~	~	8	10%
35 to 39	0	0%	0	0%
40 to 49	~	~	~	~
50 to 64	0	0%	~	~
> 64	0	0%	~	~
Total	16	100%	81	100%
Median Age	25		25	
Average (mean) Age	27		29	



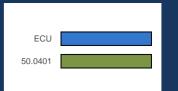
Place of Residence (at time of survey):	50.	50.0401		ECU	
BC – Mainland/Southwest	~	~	~	~	
BC – Vancouver Island/Coast	0	0%	0	0%	
BC – Northern B.C.	0	0%	~	~	
BC – Interior/Kootenays	~	~	~	~	
BC Subtotal	16	100%	67	93%	
Canada – Alberta	0	0%	~	~	
Canada – Ontario	0	0%	~	~	
Canada – Other	0	0%	~	~	
U.S.A.	0	0%	0	0%	
Non-BC Subtotal	0	0%	5	7%	



1



Detailed Summary of Survey Results Emily Carr University of Art and Design 50.0401: Design and visual communications, general

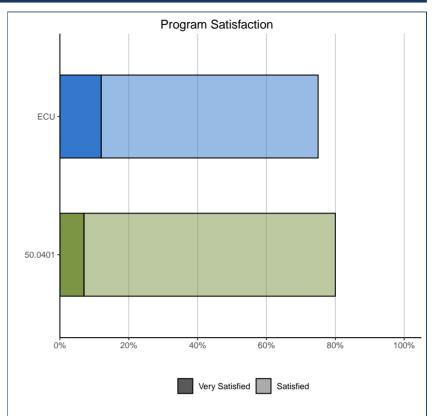


EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	50.0401		ECU	
Very Satisfied	1	7%	9	12%
Satisfied	11	73%	49	63%
Dissatisfied	1	7%	15	19%
Very Dissatisfied	2	13%	5	6%
Total	15	100%	78	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	50.0401		ECU	
Very Useful	3	25%	12	22%
Somewhat Useful	7	58%	27	50%
Not Very Useful	2	17%	11	20%
Not at All Useful	0	0%	4	7%
Total	12	100%	54	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	50.0401		ECU		
Yes	3	19%	11	14%	
No	13	81%	67	86%	



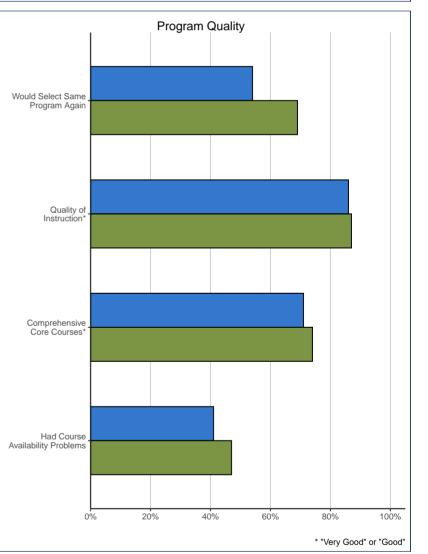
Would select the same program again:	50.0401		ECU	
Yes	9	69%	38	54%
No	4	31%	32	46%

Quality of Instruction:	50.0401		ECU	
Very Good	1	7%	19	24%
Good	12	80%	48	62%
Poor	0	0%	7	9%
Very Poor	2	13%	4	5%
Total	15	100%	78	100%

Comprehensiveness of Core Courses:	50.0401		ECU	
Very Good	1	7%	12	15%
Good	10	67%	44	56%
Poor	2	13%	15	19%
Very Poor	2	13%	7	9%
Total	15	100%	78	100%

Course Availability:	50.0401		ECU	
Encountered course availability problems	7	47%	33	41%

Financial Constraints:	50.0401		E	CU
Had to interrupt studies for financial reasons	3	20%	10	13%
Had to take program part-time for financial reasons	1	7%	14	18%



Note: \sim indicates low cell count; data suppressed

Took further education since 2022 graduation:

Yes

No

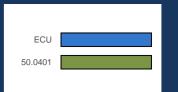
Total

Not currently enrolled

Currently enrolled full-time

Currently enrolled part-time

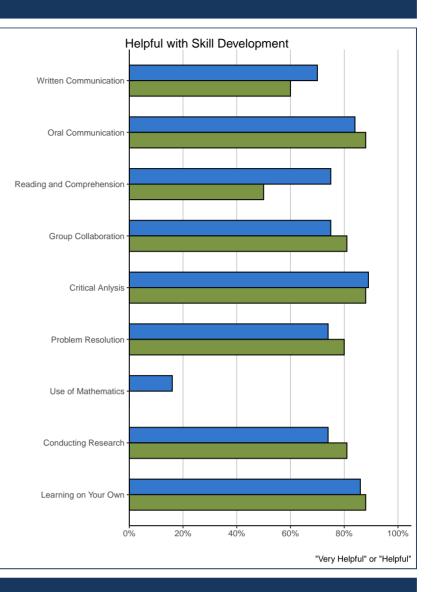
Detailed Summary of Survey Results Emily Carr University of Art and Design 50.0401: Design and visual communications, general



SKILL DEVELOPMENT

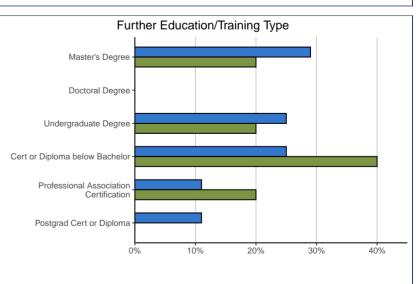
			50.0401		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	7%	53%	27%	13%	15
Oral Communication	13%	75%	13%	0%	16
Reading and Comprehension	0%	50%	43%	7%	14
Group Collaboration	25%	56%	0%	19%	16
Critical Anlysis	38%	50%	6%	6%	16
Problem Resolution	0%	80%	7%	13%	15
Use of Mathematics	0%	0%	60%	40%	5
Conducting Research	6%	75%	19%	0%	16
Learning on Your Own	19%	69%	13%	0%	16

			ECU		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	21%	49%	25%	5%	77
Oral Communication	32%	52%	14%	2%	81
Reading and Comprehension	24%	51%	23%	1%	78
Group Collaboration	25%	50%	16%	9%	80
Critical Anlysis	49%	40%	7%	4%	81
Problem Resolution	15%	59%	19%	6%	78
Use of Mathematics	6%	10%	35%	48%	31
Conducting Research	21%	53%	20%	7%	76
Learning on Your Own	35%	51%	12%	3%	77



Have you taken further education since graduation?

Type of Formal Post–Secondary Education:	50.0401 ECU		CU	
Master's Degree	1	20%	8	29%
Doctoral Degree	0	0%	0	0%
Another Undergraduate Degree	1	20%	7	25%
Certificate or Diploma below Bachelor Level	2	40%	7	25%
Professional Association Certification	1	20%	3	11%
Postgraduate Certificate or Diploma	0	0%	3	11%
Other	0	0%	0	0%
Total	5	100%	28	100%



FURTHER EDUCATION

29

14

11

4

52

81

ECU

36%

17%

14%

5%

64%

100%

50.0401

31%

19%

0%

13%

69%

100%

5

3

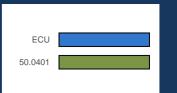
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Detailed Summary of Survey Results Emily Carr University of Art and Design 50.0401: Design and visual communications, general

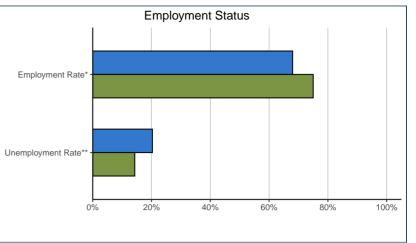


EMPLOYMENT

Labour Fource Status:	50.	50.0401		CU
In Labour Force (working or seeking work)	14	88%	69	87%
Not in Labour Force	2	13%	10	13%
Total	16	100%	79	100%
Employment:	50.	0401	E	CU
Employment Rate*	12	75%	55	68%
Unemployment Rate**	2	14.3%	14	20.3%

*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:	50.0401		ECU	
Attending School FT	0	0%	3	30%
Attending School PT	0	0%	0	0%
Other	2	100%	7	70%
Total NOT in Labour Force	2	100%	10	100%

Primary Employment Type:	50.0401		E	CU
Paid Worker	7	58%	46	85%
Self-Employed	5	42%	8	15%
Total	12	100%	54	100%

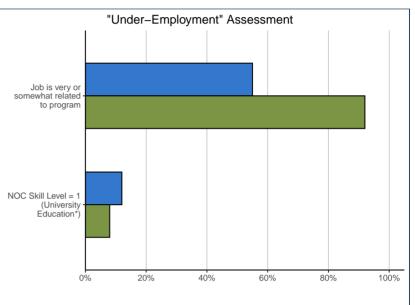
Job Characteristics:	50.	50.0401		CU
I hold more than one job*	2	17%	15	27%
My main job is full-time (>= 30 hours per week)**	9	75%	38	75%
*Of total employed				

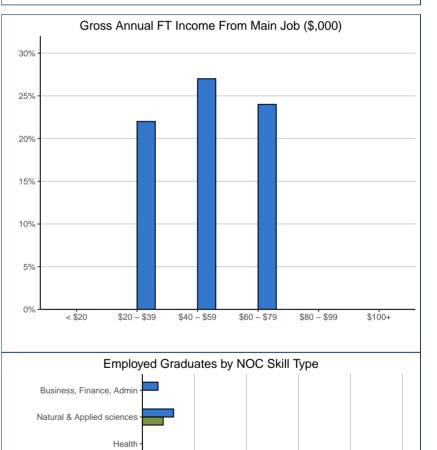


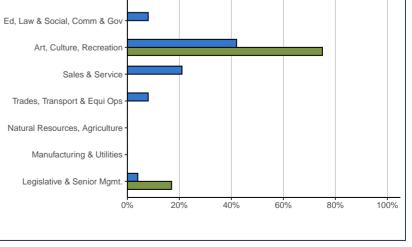
How related is your main job to your program?	50.0401		ECU	
Very Related	9	75%	19	35%
Somewhat Related	2	17%	11	20%
Not Very Related	1	8%	12	22%
Not at All Related	0	0%	13	24%
Total	12	100%	55	100%

"Under-Employment" Assessment:	50.0401		E	CU
Job is very or somewhat related to program	11	92%	30	55%
NOC Skill Level = 1 (University Education)*	1	8%	6	12%
*Of total valid responses; NOC 2021 (TEER)				

Gross Annual Income from Main Job:*	50.	50.0401		ECU	
_ess than \$20,000	0	0%	~	~	
\$20,000 to \$39,999	~	~	8	22%	
\$40,000 to \$59,999	~	~	10	27%	
\$60,000 to \$79,999	~	~	9	24%	
\$80,000 to \$99,999	~	~	~	~	
\$100,000 and Above	~	~	~	~	
Total	8	100%	37	100%	
Median Annual Income (full-time) (\$)	72,275		56,117		
Average Annual Income (full-time) (\$)	80,055		57,027		
Nhara data providad					
Where data provided	50.0	0401	F	cu	
Where data provided NOC Skill Type of Main Job (NOC 2021): _egislative and senior management	50.	0401 17%	E(CU 4%	
NOC Skill Type of Main Job (NOC 2021):					
NOC Skill Type of Main Job (NOC 2021): _egislative and senior management	2	17%	2	4%	
NOC Skill Type of Main Job (NOC 2021): Legislative and senior management Business, finance & administration	2 0	17% 0%	2 3	4% 6%	
NOC Skill Type of Main Job (NOC 2021): Legislative and senior management Business, finance & administration Natural & applied sciences & related	2 0 1	17% 0% 8%	2 3 6	4% 6% 12%	
NOC Skill Type of Main Job (NOC 2021): Legislative and senior management Business, finance & administration Natural & applied sciences & related Health	2 0 1 0	17% 0% 8% 0%	2 3 6 0	4% 6% 12% 0%	
NOC Skill Type of Main Job (NOC 2021): Legislative and senior management Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government	2 0 1 0 0	17% 0% 8% 0% 0%	2 3 6 0 4	4% 6% 12% 0% 8%	
NOC Skill Type of Main Job (NOC 2021): Legislative and senior management Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport	2 0 1 0 0 9	17% 0% 8% 0% 0% 75%	2 3 6 0 4 22	4% 6% 12% 0% 8% 42%	
NOC Skill Type of Main Job (NOC 2021): Legislative and senior management Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport Sales & service	2 0 1 0 0 9 0	17% 0% 8% 0% 0% 75% 0%	2 3 6 0 4 22 11	4% 6% 12% 0% 8% 42% 21%	
NOC Skill Type of Main Job (NOC 2021): Legislative and senior management 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	2 0 1 0 0 9 0 0 0	17% 0% 8% 0% 0% 75% 0%	2 3 6 0 4 22 11 4	4% 6% 12% 0% 8% 42% 21% 8%	

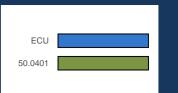






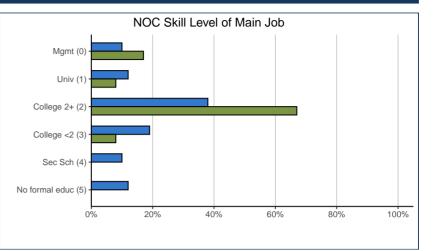
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Detailed Summary of Survey Results Emily Carr University of Art and Design 50.0401: Design and visual communications, general



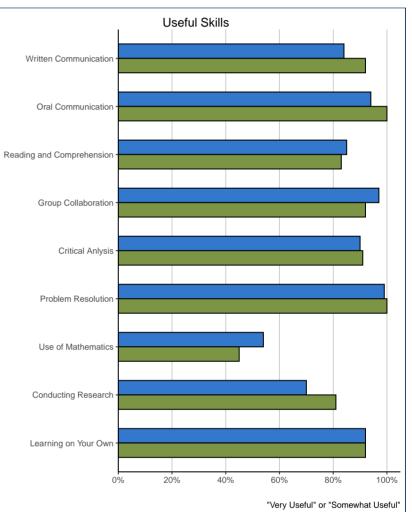
EMPLOYMENT, continued

NOC Skill Level of Main Job (NOC 2021 (TEER)):	50.	50.0401		CU
0. Management	2	17%	5	10%
1. University education	1	8%	6	12%
2. College education/trade apprenticeship (2+ years)	8	67%	20	38%
3. College education/trade apprenticeship (<2 years)	1	8%	10	19%
4. Secondary school + job-specific training	0	0%	5	10%
5. No formal education	0	0%	6	12%
Total	12	100%	52	100%



			50.0401		
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	42%	50%	0%	8%	12
Oral Communication	58%	42%	0%	0%	12
Reading and Comprehension	33%	50%	8%	8%	12
Group Collaboration	75%	17%	8%	0%	12
Critical Anlysis	73%	18%	9%	0%	11
Problem Resolution	67%	33%	0%	0%	12
Use of Mathematics	0%	45%	36%	18%	11
Conducting Research	45%	36%	9%	9%	11
Learning on Your Own	67%	25%	0%	8%	12

	ECU					
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	44%	40%	11%	5%	55	
Oral Communication	58%	36%	4%	2%	55	
Reading and Comprehension	58%	27%	11%	4%	55	
Group Collaboration	82%	15%	4%	0%	55	
Critical Anlysis	70%	20%	9%	0%	54	
Problem Resolution	75%	24%	0%	2%	55	
Use of Mathematics	10%	44%	23%	23%	52	
Conducting Research	40%	30%	19%	11%	53	
Learning on Your Own	67%	25%	5%	2%	55	



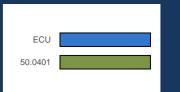
Top 10 Full-Time O	ccupations of 50.0401 G	iraduates*:	50.0401
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
52120	2	Graphic designers and illustrators	42%
*			
*			
*			
*			
*			
*			
*			

* Data not displayed where n < 5; NOC 2021 ** Percentages cited are of those employed

Top 10 Full-Time O	ccupations of ECU Grad	luates*:	ECU
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
52120	2	Graphic designers and illustrators	13%
*			
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* Data not displayed w	here n < 5; NOC 2021		

** Percentages cited are of those employed

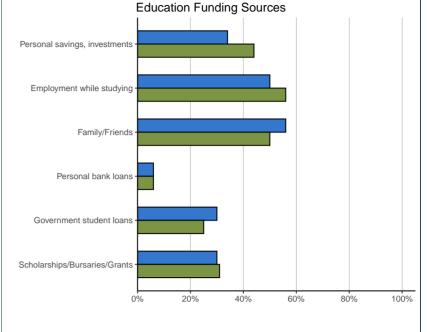
Detailed Summary of Survey Results Emily Carr University of Art and Design 50.0401: Design and visual communications, general



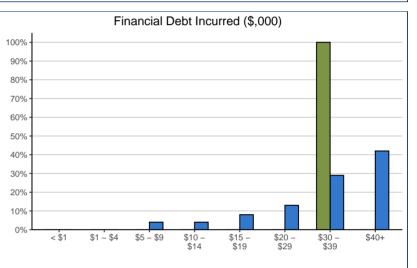
EDUCATION FINANCING

Funding Sources (3 sources allowed):*	50.0401		E	CU			
Personal savings, investments	7	44%	27	34%			
Employment while studying	9	56%	40	50%			
Family/Friends	8	50%	45	56%			
Personal bank loans	1	6%	5	6%			
Government student loans	4	25%	24	30%			
Scholarships/Bursaries/Grants	5	31%	24	30%			
Other	9	56%	23	29%			
Total	16		80				
* Percentage of respondents who identified this source							

Financial Debt Incurred to Finance Bac. Ed.:*	50.	50.0401		ECU	
Incurred any form of financial debt	4	4 25%		42%	
Incurred government-sponsored student loan debt	4	4 25%		34%	
* Percentage of respondents who provided data					



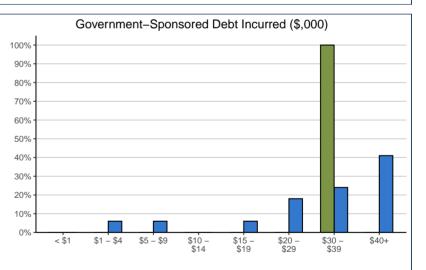
Financial Debt Amount:*	50.0401		E	CU			
< \$1,000	0	0%	0	0%			
\$1,000 to \$4,999	0	0%	0	0%			
\$5,000 to \$9,999	0	0%	1	4%			
\$10,000 to \$14,999	0	0%	1	4%			
\$15,000 to \$19,999	0	0%	2	8%			
\$20,000 to \$29,999	0	0%	3	13%			
\$30,000 to \$39,999	3	100%	7	29%			
\$40,000 or More	0	0%	10	42%			
Total	3	100%	24	100%			
Median Financial Debt (\$)	38,000		38,000				
* Includes only cases where financial debt was incurred							



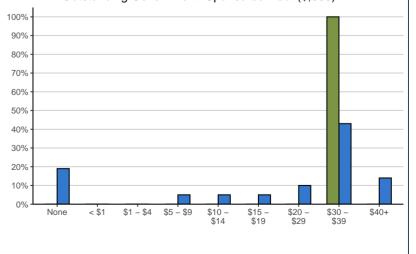
Gov't-Sponsored Student Loan Debt Amount:*	50.0401		ECU			
< \$1,000	0	0%	0	0%		
\$1,000 to \$4,999	0	0%	1	6%		
\$5,000 to \$9,999	0	0%	1	6%		
\$10,000 to \$14,999	0	0%	0	0%		
\$15,000 to \$19,999	0	0%	1	6%		
\$20,000 to \$29,999	0	0%	3	18%		
\$30,000 to \$39,999	1	100%	4	24%		
\$40,000 or More	0	0%	7	41%		
Total	1	100%	17	100%		
Median Gov't-Sponsored Loan Debt (\$)	38,000		36,000			
* Includes only eases where government, enoncored debt was inclured						

* Includes only cases where government-sponsored debt was incurred

Gov't-Sponsored Loan Debt Outstanding:*	50.	0401	E	CU
None – Loan repaid in full	0	0%	4	19%
< \$1,000	0	0%	0	0%
\$1,000 to \$4,999	0	0%	0	0%



Outstanding Government–Sponsored Debt (\$,000)



\$5,000 to \$9,999	0	0%	1	5%
\$10,000 to \$14,999	0	0%	1	5%
\$15,000 to \$19,999	0	0%	1	5%
\$20,000 to \$29,999	0	0%	2	10%
\$30,000 to \$39,999	2	100%	9	43%
\$40,000 or More	0	0%	3	14%
Total	2	100%	21	100%
Median Gov't–Sponsored Loan Debt Outstanding** (\$)	34,500		30,000	

* 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