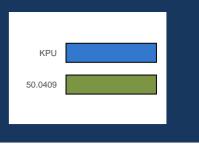
B.C. Baccalaureate Outcomes

### ☑ BC Student □ Outcomes

2024 Survey of 2022 Baccalaureate Graduates

Detailed Summary of Survey Results Kwantlen Polytechnic University 50.0409: Graphic design



#### **RESPONSE RATE** Response Rate Survey Response Rate: 50.0409 KPU Baccalaureate Graduates Survey Cohort 20 100% 1,019 100% KPU Survey Respondents and Response Rate 10 50% 236 23% 50.0409 40% 10% 20% 30% 50%

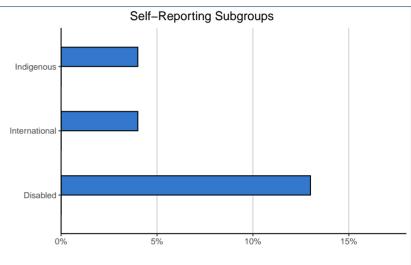
### DEMOGRAPHIC INFORMATION

0%

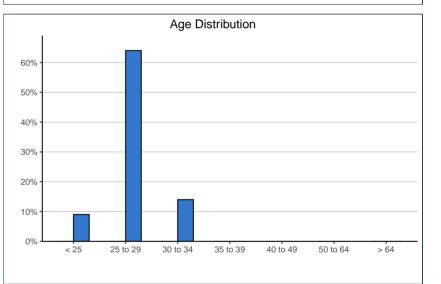
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Self-Reporting Subgroups:	50	50.0409		PU
Disabled	~	~	30	13%
International	0	0%	10	4%
Indigenous	0	0%	9	4%

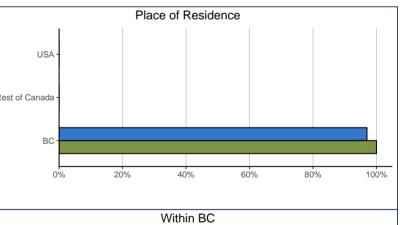
Gender:*	50.0409		K	PU		
Man/Boy	~	~	79	33%		
Woman/Girl	~	~	157	67%		
Total	10	100%	236	100%		
*Due to zero or low counts, institution-reported "Non-Binary" demographic data are not included						



Age (at time of survey):	50.0409		KI	PU
< 25	~	~	22	9%
25 to 29	~	~	151	64%
30 to 34	~	~	33	14%
35 to 39	0	0%	~	~
40 to 49	0	0%	~	~
50 to 64	0	0%	~	~
> 64	0	0%	0	0%
Total	10	100%	236	100%
Median Age	27		27	
Average (mean) Age	27		29	

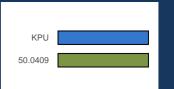


						Pla	ce of Resider	nce		
Place of Residence (at time of survey):	50.	0409	К	PU						
BC – Mainland/Southwest	8	100%	204	95%	USA -					
BC – Vancouver Island/Coast	0	0%	~	~						
BC – Northern B.C.	0	0%	0	0%	Rest of Canada -					
BC – Interior/Kootenays	0	0%	~	~						
BC Subtotal	8	100%	209	97%	BC -					
Canada – Alberta	0	0%	~	~						
Canada – Ontario	0	0%	~	~	0%	20%	40%	60%	80%	100%
Canada – Other	0	0%	~	~						
U.S.A.	0	0%	0	0%						
Non-BC Subtotal	0	0%	6	3%		1	Within BC		1	1
Total	8	100%	215	100%	Interior/Kootenays -					
					Northern B.C					
					Vancouver Island/Coast -					
					Mainland/Southwest -					
					iviainiand/SouthWest -					
						% 20%	40%	60%	80%	100%



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Detailed Summary of Survey Results Kwantlen Polytechnic University 50.0409: Graphic design

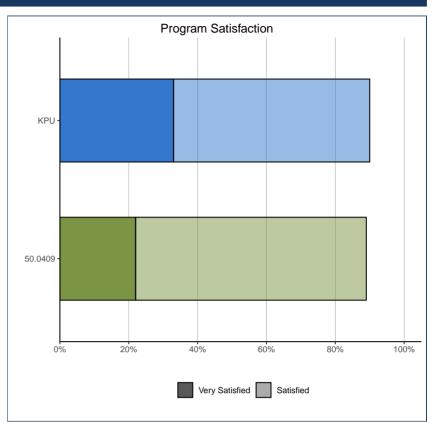


#### EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	50.0409		KPU	
Very Satisfied	2	22%	76	33%
Satisfied	6	67%	132	57%
Dissatisfied	1	11%	20	9%
Very Dissatisfied	0	0%	4	2%
Total	9	100%	232	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	50.0	)409	KPU		
Very Useful	6	86%	91	48%	
Somewhat Useful	1	14%	75	39%	
Not Very Useful	0	0%	20	10%	
Not at All Useful	0	0%	5	3%	
Total	7	100%	191	100%	

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	50.0409		ĸ	PU
Yes	1	10%	30	13%
No	9	90%	200	87%



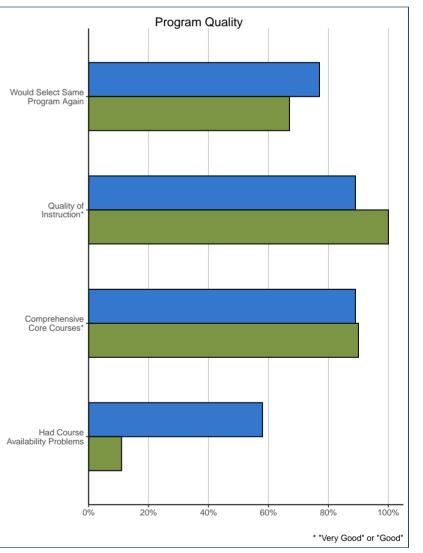
Would select the same program again:	50.0	0409	KPU		
Yes	6	67%	163	77%	
No	3	33%	49	23%	

Quality of Instruction:	50.0409		KPU	
Very Good	4	40%	64	27%
Good	6	60%	144	62%
Poor	0	0%	21	9%
Very Poor	0	0%	4	2%
Total	10	100%	233	100%

Comprehensiveness of Core Courses:	50.0409		KPU	
Very Good	3	30%	74	32%
Good	6	60%	133	57%
Poor	0	0%	18	8%
Very Poor	1	10%	7	3%
Total	10	100%	232	100%

Course Availability:	50.0409		KPU	
Encountered course availability problems	1	11%	132	58%

Financial Constraints:	50.0409		KI	PU
Had to interrupt studies for financial reasons	1	10%	25	11%
Had to take program part-time for financial reasons	2	20%	53	23%



Note:  $\sim$  indicates low cell count; data suppressed

Took further education since 2022 graduation:

Yes

No

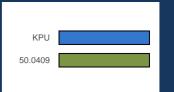
Total

Not currently enrolled

Currently enrolled full-time

Currently enrolled part-time

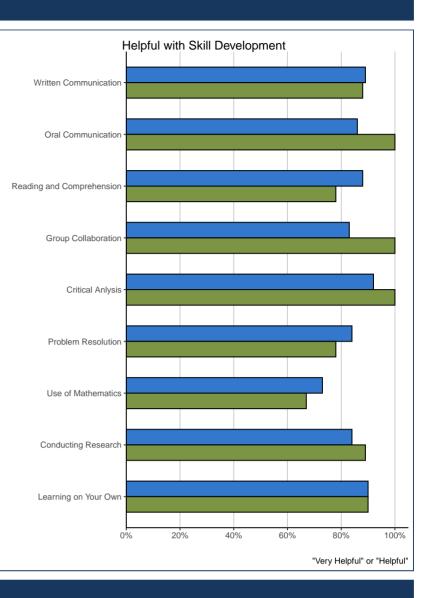
Detailed Summary of Survey Results Kwantlen Polytechnic University 50.0409: Graphic design

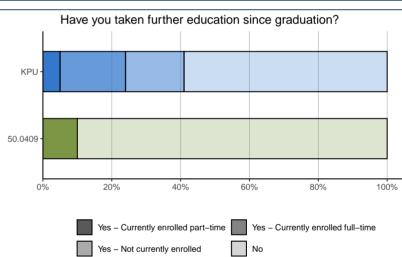


### SKILL DEVELOPMENT

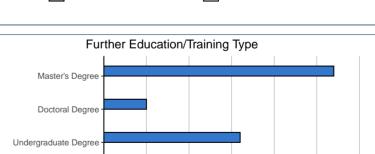
			50.0409		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	25%	63%	13%	0%	8
Oral Communication	40%	60%	0%	0%	10
Reading and Comprehension	22%	56%	22%	0%	9
Group Collaboration	20%	80%	0%	0%	10
Critical Anlysis	10%	90%	0%	0%	10
Problem Resolution	11%	67%	22%	0%	9
Use of Mathematics	0%	67%	33%	0%	3
Conducting Research	22%	67%	11%	0%	9
Learning on Your Own	20%	70%	10%	0%	10

			KPU		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	35%	54%	9%	2%	226
Oral Communication	29%	57%	12%	2%	228
Reading and Comprehension	29%	59%	11%	1%	227
Group Collaboration	30%	53%	12%	5%	230
Critical Anlysis	38%	54%	5%	3%	234
Problem Resolution	23%	61%	12%	4%	225
Use of Mathematics	13%	60%	21%	6%	174
Conducting Research	32%	52%	15%	1%	223
Learning on Your Own	32%	58%	6%	3%	231





Type of Formal Post–Secondary Education:	50.	50.0409		PU
Master's Degree	0	0%	26	27%
Doctoral Degree	0	0%	5	5%
Another Undergraduate Degree	0	0%	15	16%
Certificate or Diploma below Bachelor Level	0	0%	17	18%
Professional Association Certification	0	0%	13	14%
Postgraduate Certificate or Diploma	0	0%	16	17%
Other	1	100%	4	4%
Total	1	100%	96	100%



#### FURTHER EDUCATION

97

39

45

12

137

234

KPU

41%

17%

19%

5%

59%

100%

50.0409

10%

0%

0%

10%

90%

100%

1

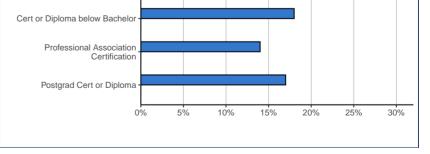
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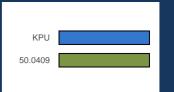
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Detailed Summary of Survey Results Kwantlen Polytechnic University 50.0409: Graphic design



EMPLOYMENT

19

8.9%

12.5%

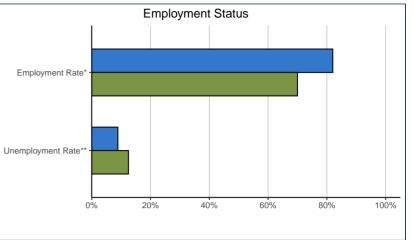
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Labour Fource Status:	50.0409		KPU	
In Labour Force (working or seeking work)	8	80%	213	92%
Not in Labour Force	2	20%	19	8%
Total	10	100%	232	100%
Employment:	50.0409		KPU	
Employment Rate*	7	70%	194	82%

Unemployment Rate\*\*

\*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:	50.0	0409	KPU	
Attending School FT	0	0%	12	63%
Attending School PT	0	0%	0	0%
Other	2	100%	7	37%
Total NOT in Labour Force	2	100%	19	100%

Primary Employment Type:	50.0409		KPU	
Paid Worker	7	100%	186	96%
Self-Employed	0	0%	8	4%
Total	7	100%	194	100%

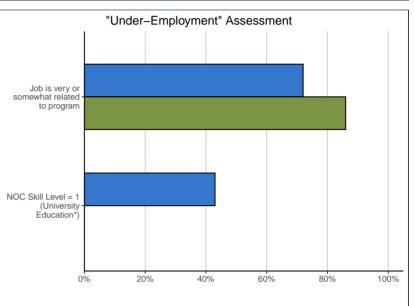
Job Characteristics:	50.	0409	KPU	
I hold more than one job*	3	43%	40	21%
My main job is full-time (>= 30 hours per week)**	5	83%	152	83%
*Of total employed				

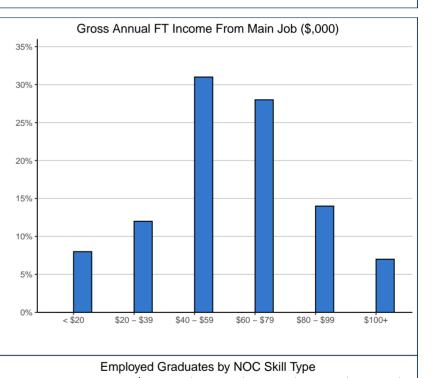


How related is your main job to your program?	50.0409		KPU	
Very Related	4	57%	80	41%
Somewhat Related	2	29%	58	30%
Not Very Related	0	0%	18	9%
Not at All Related	1	14%	37	19%
Total	7	100%	193	100%

"Under-Employment" Assessment:	50.0409		KPU	
Job is very or somewhat related to program	6	86%	138	72%
NOC Skill Level = 1 (University Education)*	0	0%	78	43%
*Of total valid responses; NOC 2021 (TEER)				

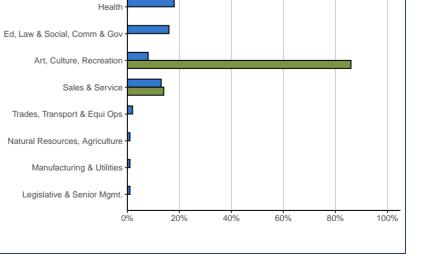
Gross Annual Income from Main Job:*	50.0	0409	KPU	
Less than \$20,000	0	0%	11	8%
\$20,000 to \$39,999	~	~	17	12%
\$40,000 to \$59,999	~	~	43	31%
\$60,000 to \$79,999	~	~	39	28%
\$80,000 to \$99,999	0	0%	20	14%
\$100,000 and Above	0	0%	10	7%
Total	7	100%	140	100%
Median Annual Income (full-time) (\$)	45,000		62,546	
Average Annual Income (full-time) (\$)	51,250		69,157	
*Where data provided				





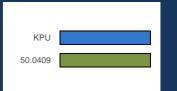
Business, Finance, Admin Natural & Applied sciences

NOC Skill Type of Main Job (NOC 2021):	50	50.0409		KPU	
Legislative and senior management	0	0%	1	1%	
Business, finance & administration	0	0%	58	32%	
Natural & applied sciences & related	0	0%	16	9%	
Health	0	0%	32	18%	
Education, law and social, community & government	0	0%	30	16%	
Art, culture, recreation & sport	6	86%	15	8%	
Sales & service	1	14%	24	13%	
Trades, transport & equipment operators & related	0	0%	4	2%	
Natural resources, agriculture & related production	0	0%	1	1%	
Manufacturing & utilities	0	0%	1	1%	
Total	7	100%	182	100%	



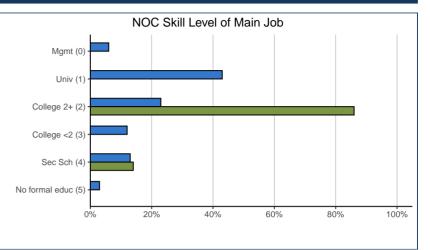
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Detailed Summary of Survey Results Kwantlen Polytechnic University 50.0409: Graphic design



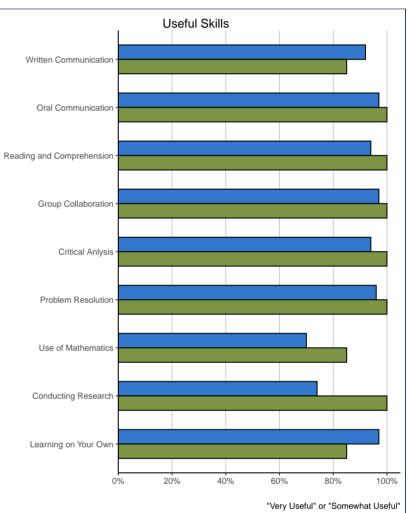
#### EMPLOYMENT, continued

NOC Skill Level of Main Job (NOC 2021 (TEER)):	50.	50.0409		PU
0. Management	0	0%	11	6%
1. University education	0	0%	78	43%
2. College education/trade apprenticeship (2+ years)	6	86%	41	23%
3. College education/trade apprenticeship (<2 years)	0	0%	22	12%
4. Secondary school + job-specific training	1	14%	24	13%
5. No formal education	0	0%	6	3%
Total	7	100%	182	100%



			50.0409		
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%	14%	14%	0%	7
Oral Communication	86%	14%	0%	0%	7
Reading and Comprehension	86%	14%	0%	0%	7
Group Collaboration	100%	0%	0%	0%	7
Critical Anlysis	86%	14%	0%	0%	7
Problem Resolution	100%	0%	0%	0%	7
Use of Mathematics	14%	71%	14%	0%	7
Conducting Research	67%	33%	0%	0%	6
Learning on Your Own	71%	14%	14%	0%	7

	KPU				
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	68%	24%	4%	4%	191
Oral Communication	79%	18%	1%	3%	192
Reading and Comprehension	70%	24%	4%	2%	192
Group Collaboration	79%	18%	2%	1%	193
Critical Anlysis	74%	20%	4%	2%	192
Problem Resolution	76%	20%	3%	1%	192
Use of Mathematics	32%	38%	20%	10%	183
Conducting Research	37%	37%	14%	12%	183
Learning on Your Own	64%	33%	3%	1%	193



Top 10 Full-Time	Occupations of 50.0409 (	Graduates*:	50.0409
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
*			
*			
*			
*			
*			
*			

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

Top 10 Full-Tin	ne Occupations of KPU Gr	raduates*:	KPU
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
31301	1	Registered nurses and registered psychiatric nurses	11%
11100	1	Financial auditors and accountants	8%
XXXXX	Х	Unclassified occupations	4%
11202	1	Professional occupations in advertising, marketing and public relations	3%
42201	2	Social and community service workers	3%
22221	2	User support technicians	3%
52120	2	Graphic designers and illustrators	3%
*			
*			
*			
* Doto not diaplay	ed where $n < 5$ : NOC 2021		

<sup>t</sup> Data not displayed where n < 5; NOC 2021 \*\* Percentages cited are of those employed

Detailed Summary of Survey Results Kwantlen Polytechnic University 50.0409: Graphic design

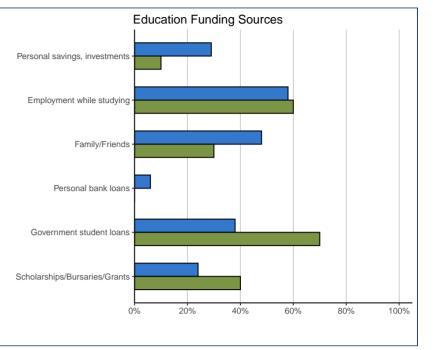


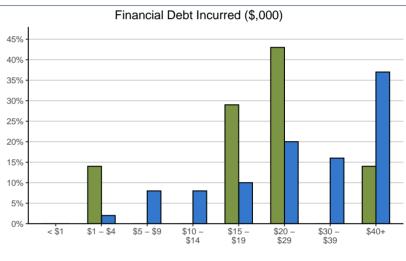
#### EDUCATION FINANCING

Funding Sources (3 sources allowed):*	50.	50.0409		PU		
Personal savings, investments	1	10%	67	29%		
Employment while studying	6	60%	133	58%		
Family/Friends	3	30%	110	48%		
Personal bank loans	0	0%	14	6%		
Government student loans	7	70%	87	38%		
Scholarships/Bursaries/Grants	4	40%	55	24%		
Other	3	30%	40	17%		
Total	10		229			
* Percentage of respondents who identified this source						

Financial Debt Incurred to Finance Bac. Ed.:*	50.0409		KPU	
Incurred any form of financial debt	8	80%	108	47%
Incurred government-sponsored student loan debt	8	80%	97	41%
* Percentage of respondents who provided data				

Financial Debt Amount:*	50.0409		KPU	
< \$1,000	0	0%	0	0%
\$1,000 to \$4,999	1	14%	2	2%
\$5,000 to \$9,999	0	0%	7	8%
\$10,000 to \$14,999	0	0%	7	8%
\$15,000 to \$19,999	2	29%	9	10%
\$20,000 to \$29,999	3	43%	18	20%
\$30,000 to \$39,999	0	0%	14	16%
\$40,000 or More	1	14%	33	37%
Total	7	100%	90	100%
Median Financial Debt (\$)	20,000		30,000	



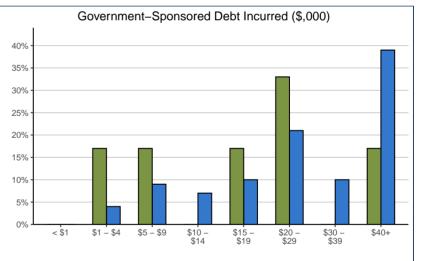


' Includes only cases where financial debt was incurred

Gov't-Sponsored Student Loan Debt Amount:*	50.0	0409	KPU	
< \$1,000	0	0%	0	0%
\$1,000 to \$4,999	1	17%	3	4%
\$5,000 to \$9,999	1	17%	6	9%
\$10,000 to \$14,999	0	0%	5	7%
\$15,000 to \$19,999	1	17%	7	10%
\$20,000 to \$29,999	2	33%	15	21%
\$30,000 to \$39,999	0	0%	7	10%
\$40,000 or More	1	17%	27	39%
Total	6	100%	70	100%
Median Gov't-Sponsored Loan Debt (\$)	20,500		28,000	

<sup>t</sup> Includes only cases where government–sponsored debt was incurred

Gov't-Sponsored Loan Debt Outstanding:*	50.	50.0409		KPU	
None – Loan repaid in full	1	14%	9	12%	
< \$1,000	0	0%	0	0%	
\$1,000 to \$4,999	1	14%	3	4%	
\$5,000 to \$9,999	0	0%	6	8%	
\$10,000 to \$14,999	2	29%	8	11%	
\$15,000 to \$19,999	0	0%	8	11%	
\$20,000 to \$29,999	2	29%	10	13%	
\$30,000 to \$39,999	1	14%	18	24%	
\$40,000 or More	0	0%	14	18%	
Total	7	100%	76	100%	
Median Gov't–Sponsored Loan Debt Outstanding** (\$)	18,000		27,700		



Outstanding Government–Sponsored Debt (\$,000)

30%

25%

\* 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

