B.C. Baccalaureate Outcomes

2024 Survey of 2022 Baccalaureate Graduates

☑ BC Student ☑ Outcomes

Detailed Summary of Survey Results

All Institutions

09.0999: Public relations, advertising and applied communication, other

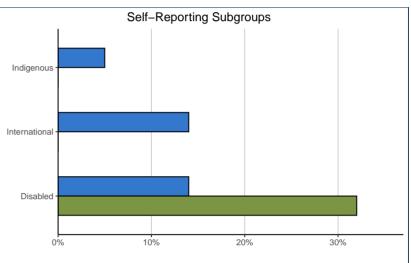


		F	RESPONSE	RATE					
Survey Response Rate:	09.	09.0999 SYSTEM					Response R	ate	
Baccalaureate Graduates Survey Cohort	43	100%	24,572	100%	SYSTEM -			1	
Survey Respondents and Response Rate	19	44%	6,200	25%	STSTEM				
					09.0999 -				
					0%	10%	20%	30%	40%

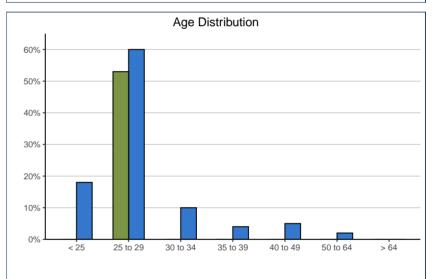
DEMOGRAPHIC INFORMATION

Self-Reporting Subgroups:	09.0999		SYSTEM	
Disabled	6	32%	851	14%
International	0	0%	878	14%
Indigenous	~	~	264	5%

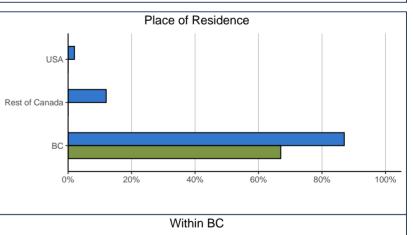
Gender:*	09.0999		SYSTEM		
Man/Boy	5	26%	2,656	43%	
Woman/Girl	14	74%	3,527	57%	
Total	19	100%	6,183	100%	
*Due to zero or low counts, institution-reported "Non-Binary" demographic data are not included					



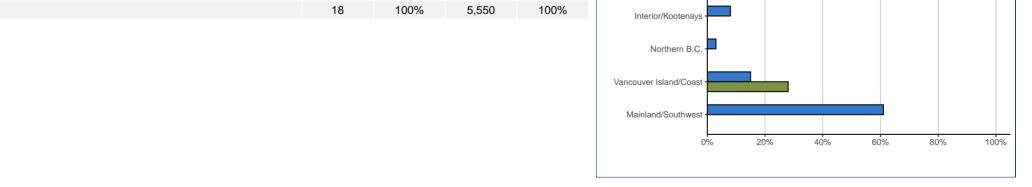
Age (at time of survey):	09.	09.0999		ТЕМ
< 25	0	0%	1,133	18%
25 to 29	10	53%	3,740	60%
30 to 34	~	~	617	10%
35 to 39	~	~	271	4%
40 to 49	~	~	279	5%
50 to 64	~	~	129	2%
> 64	0	0%	17	0%
Total	19	100%	6,186	100%
Median Age	29		26	
Average (mean) Age	34		28	



Place of Residence (at time of survey):	09.0999		SYSTEM	
BC – Mainland/Southwest	~	~	3,405	61%
BC – Vancouver Island/Coast	5	28%	809	15%
BC – Northern B.C.	~	~	160	3%
BC – Interior/Kootenays	~	~	459	8%
BC Subtotal	12	67%	4,833	87%
Canada – Alberta	~	~	266	5%
Canada – Ontario	~	~	212	4%
Canada – Other	~	~	139	3%
U.S.A.	0	0%	100	2%
Non-BC Subtotal	6	33%	717	13%



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Total

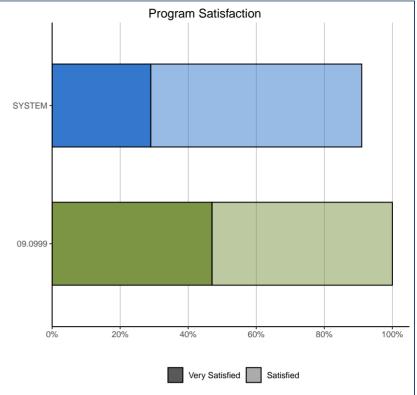
Detailed Summary of Survey Results All Institutions 09.0999: Public relations, advertising and applied communication, other

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	09.0999		SYSTEM	
Very Satisfied	9	47%	1,771	29%
Satisfied	10	53%	3,775	62%
Dissatisfied	0	0%	469	8%
Very Dissatisfied	0	0%	110	2%
Total	19	100%	6,125	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0999		SYSTEM	
Very Useful	9	56%	1,989	40%
Somewhat Useful	5	31%	2,266	46%
Not Very Useful	2	13%	531	11%
Not at All Useful	0	0%	158	3%
Total	16	100%	4,944	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.0999		SYSTEM	
Yes	1	5%	515	9%
No	18	95%	5,527	91%



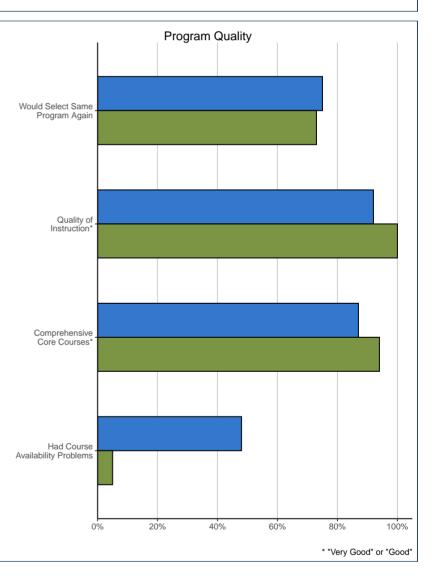
Would select the same program again:	09.0999		SYSTEM	
Yes	11	73%	4,137	75%
No	4	27%	1,363	25%

Quality of Instruction:	09.0999		SYSTEM	
Very Good	5	26%	1,727	28%
Good	14	74%	3,934	64%
Poor	0	0%	402	7%
Very Poor	0	0%	77	1%
Total	19	100%	6,140	100%

Comprehensiveness of Core Courses:	09.0999		SYSTEM	
Very Good	6	33%	1,667	27%
Good	11	61%	3,645	60%
Poor	1	6%	649	11%
Very Poor	0	0%	115	2%
Total	18	100%	6,076	100%

Course Availability:	09.0999		SYSTEM	
Encountered course availability problems	1	5%	2,918	48%

Financial Constraints:	09.0999		SYSTEM	
Had to interrupt studies for financial reasons	2	11%	565	9%
Had to take program part-time for financial reasons	0	0%	955	16%



Note: \sim indicates low cell count; data suppressed

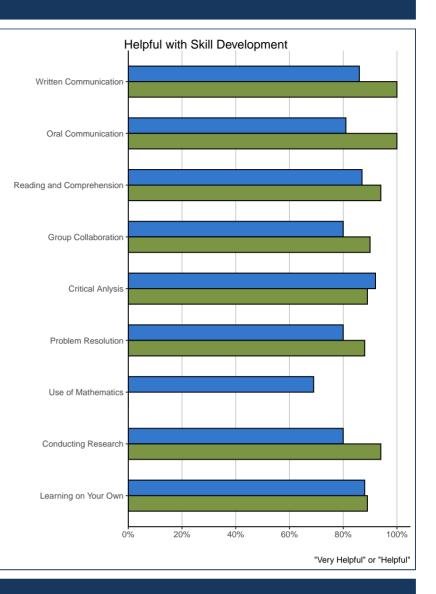
Detailed Summary of Survey Results All Institutions 09.0999: Public relations, advertising and applied communication, other

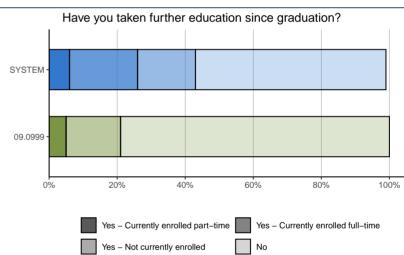
SYSTEM ______

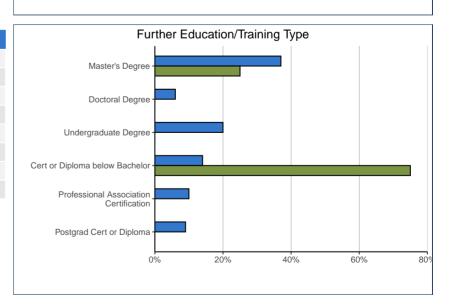
SKILL DEVELOPMENT

		09.0999				
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.	
Written Communication	47%	53%	0%	0%	19	
Oral Communication	37%	63%	0%	0%	19	
Reading and Comprehension	26%	68%	5%	0%	19	
Group Collaboration	58%	32%	11%	0%	19	
Critical Anlysis	26%	63%	11%	0%	19	
Problem Resolution	29%	59%	12%	0%	17	
Use of Mathematics	0%	0%	33%	67%	3	
Conducting Research	5%	89%	5%	0%	19	
Learning on Your Own	28%	61%	11%	0%	18	

			SYSTEM		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	29%	57%	13%	2%	6,011
Oral Communication	25%	56%	16%	2%	6,039
Reading and Comprehension	32%	55%	12%	1%	6,026
Group Collaboration	30%	50%	17%	4%	6,055
Critical Anlysis	43%	49%	7%	2%	6,142
Problem Resolution	25%	55%	18%	3%	5,966
Use of Mathematics	22%	47%	24%	7%	4,674
Conducting Research	32%	48%	17%	3%	5,806
Learning on Your Own	39%	49%	9%	2%	6,059







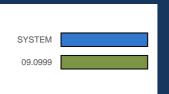
FURTHER EDUCATION

09.0999		SYSTEM	
4	21%	2,708	44%
3	16%	1,069	17%
0	0%	1,219	20%
1	5%	389	6%
15	79%	3,459	56%
19	100%	6,167	100%
	4 3 0 1 15	4 21% 3 16% 0 0% 1 5% 15 79%	421%2,708316%1,06900%1,21915%3891579%3,459

Type of Formal Post-Secondary Education:	09	09.0999		TEM
Master's Degree	1	25%	979	37%
Doctoral Degree	0	0%	155	6%
Another Undergraduate Degree	0	0%	543	20%
Certificate or Diploma below Bachelor Level	3	75%	374	14%
Professional Association Certification	0	0%	274	10%
Postgraduate Certificate or Diploma	0	0%	238	9%

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Other	0	0%	119	4%
Total	4	100%	2,682	100%

Detailed Summary of Survey Results All Institutions 09.0999: Public relations, advertising and applied communication, other



EMPLOYMENT

490

9.0%

5.9%

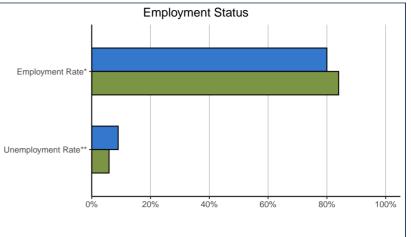
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Labour Fource Status:	09.	09.0999		TEM
In Labour Force (working or seeking work)	17	89%	5,472	90%
Not in Labour Force	2	11%	613	10%
Total	19	100%	6,085	100%
Employment:	09.	09.0999		TEM
Employment Rate*	16	84%	4,982	80%

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:	09.0999		SYSTEM	
Attending School FT	0	0%	446	73%
Attending School PT	1	50%	19	3%
Other	1	50%	148	24%
Total NOT in Labour Force	2	100%	613	100%

Primary Employment Type:	09.0999		SYS	ТЕМ
Paid Worker	15	94%	4,678	94%
Self-Employed	1	6%	296	6%
Total	16	100%	4,974	100%

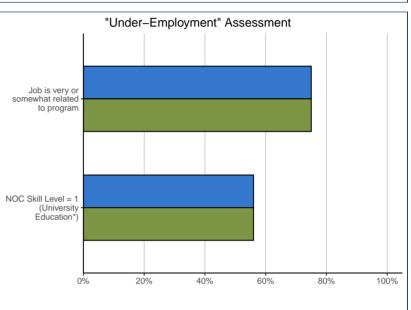
Job Characteristics:	09.	09.0999		09.0999 SYSTE		TEM
I hold more than one job*	5	31%	941	19%		
My main job is full-time (>= 30 hours per week)**	13	81%	4,109	87%		
*Of total employed						

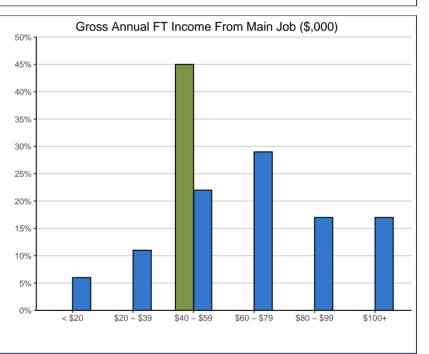


How related is your main job to your program?	09.0999		SYSTEM	
Very Related	6	38%	2,190	44%
Somewhat Related	6	38%	1,532	31%
Not Very Related	3	19%	579	12%
Not at All Related	1	6%	668	13%
Total	16	100%	4,969	100%

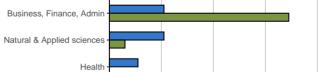
"Under-Employment" Assessment:	09.0999		SYS	ТЕМ
Job is very or somewhat related to program	12	75%	3,722	75%
NOC Skill Level = 1 (University Education)*	9	56%	2,648	56%
*Of total valid responses; NOC 2021 (TEER)				

Gross Annual Income from Main Job:*	09.	0999	SYS	TEM
Less than \$20,000	0	0%	208	6%
\$20,000 to \$39,999	~	~	406	11%
\$40,000 to \$59,999	5	45%	818	22%
\$60,000 to \$79,999	~	~	1,081	29%
\$80,000 to \$99,999	~	~	627	17%
\$100,000 and Above	0	0%	623	17%
Total	11	100%	3,763	100%
Median Annual Income (full-time) (\$)	56,240		71,127	
Average Annual Income (full-time) (\$)	61,306		78,771	
*Where data provided				

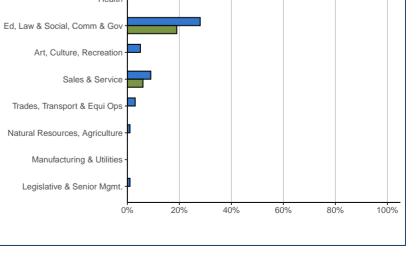




Employed Graduates by NOC Skill Type



NOC Skill Type of Main Job (NOC 2021):	09.	09.0999 SYSTEM		TEM
Legislative and senior management	0	0%	59	1%
Business, finance & administration	11	69%	982	21%
Natural & applied sciences & related	1	6%	966	21%
Health	0	0%	527	11%
Education, law and social, community & government	3	19%	1,323	28%
Art, culture, recreation & sport	0	0%	239	5%
Sales & service	1	6%	435	9%
Trades, transport & equipment operators & related	0	0%	119	3%
Natural resources, agriculture & related production	0	0%	34	1%
Manufacturing & utilities	0	0%	19	0%
Total	16	100%	4,703	100%



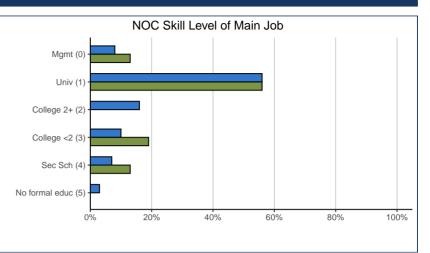
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Detailed Summary of Survey Results All Institutions 09.0999: Public relations, advertising and applied communication, other

SYSTEM	
09.0999	

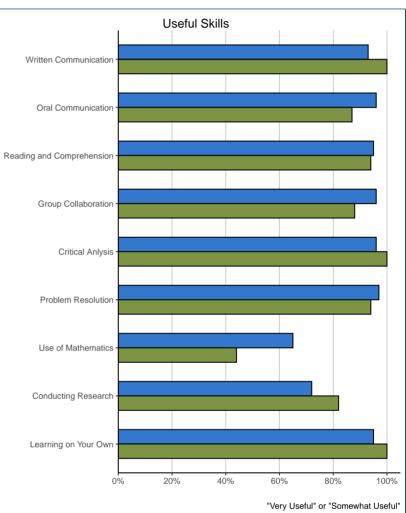
EMPLOYMENT, continued

NOC Skill Level of Main Job (NOC 2021 (TEER)):	09.	09.0999		TEM
0. Management	2	13%	382	8%
1. University education	9	56%	2,648	56%
2. College education/trade apprenticeship (2+ years)	0	0%	748	16%
3. College education/trade apprenticeship (<2 years)	3	19%	476	10%
4. Secondary school + job-specific training	2	13%	322	7%
5. No formal education	0	0%	127	3%
Total	16	100%	4,703	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	75%	25%	0%	0%	16	
Oral Communication	81%	6%	13%	0%	16	
Reading and Comprehension	63%	31%	6%	0%	16	
Group Collaboration	63%	25%	13%	0%	16	
Critical Anlysis	69%	31%	0%	0%	16	
Problem Resolution	63%	31%	6%	0%	16	
Use of Mathematics	6%	38%	19%	38%	16	
Conducting Research	38%	44%	6%	13%	16	
Learning on Your Own	56%	44%	0%	0%	16	

	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%	5%	2%	4,946
Oral Communication	77%	19%	3%	1%	4,956
Reading and Comprehension	73%	22%	3%	1%	4,946
Group Collaboration	78%	18%	2%	1%	4,952
Critical Anlysis	77%	19%	3%	1%	4,949
Problem Resolution	79%	18%	2%	1%	4,949
Use of Mathematics	30%	35%	22%	14%	4,790
Conducting Research	39%	33%	17%	11%	4,847
Learning on Your Own	69%	26%	3%	1%	4,942



Top 10 Full-Tir	Top 10 Full-Time Occupations of 09.0999 Graduates*:				
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**		
11202	1	Professional occupations in advertising, marketing and public relations	38%		
*					
*					
*					
*					
*					
*					
*					

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

Top 10 Full-Tin	me Occupations of SYSTE	M Graduates*:	SYSTEM
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
31301	1	Registered nurses and registered psychiatric nurses	5%
21231	1	Software engineers and designers	4%
XXXXX	Х	Unclassified occupations	4%
41221	1	Elementary school and kindergarten teachers	3%
11202	1	Professional occupations in advertising, marketing and public relations	2%
11100	1	Financial auditors and accountants	2%
42201	2	Social and community service workers	2%
21232	1	Software developers and programmers	2%
13100	3	Administrative officers	2%
41220	1	Secondary school teachers	2%
* Data not display	ed where $n < 5$: NOC 2021		

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

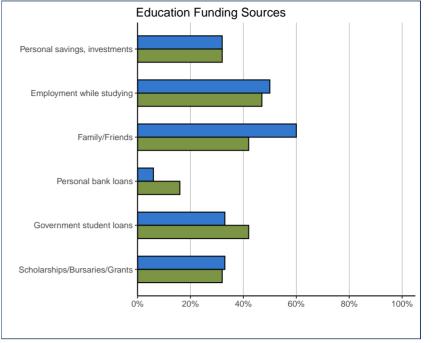
Detailed Summary of Survey Results **All Institutions** 09.0999: Public relations, advertising and applied communication, other

SYSTEM 09.0999

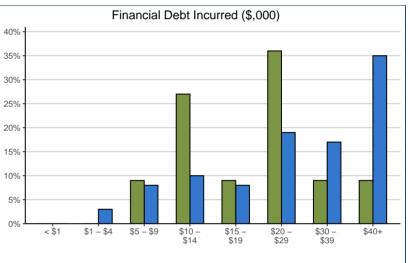
EDUCATION FINANCING

Funding Sources (3 sources allowed):*	09.	09.0999		ТЕМ
Personal savings, investments	6	32%	1,927	32%
Employment while studying	9	47%	3,012	50%
Family/Friends	8	42%	3,627	60%
Personal bank loans	3	16%	337	6%
Government student loans	8	42%	2,007	33%
Scholarships/Bursaries/Grants	6	32%	1,988	33%
Other	4	21%	1,362	22%
Total	19		6,073	
* Percentage of respondents who identified this source				

Financial Debt Incurred to Finance Bac. Ed.:*	09.	09.0999		ТЕМ
Incurred any form of financial debt	14	74%	2,595	43%
Incurred government-sponsored student loan debt	10	53%	2,232	36%
* Percentage of respondents who provided data				



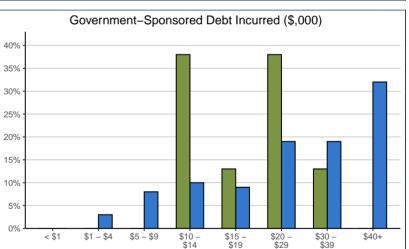
Financial Debt Amount:* SYSTEM 09.0999 < \$1,000 0 0% 4 0% \$1,000 to \$4,999 0 0% 69 3% \$5,000 to \$9,999 1 9% 165 8% \$10,000 to \$14,999 27% 199 3 10% \$15,000 to \$19,999 9% 162 1 8% \$20,000 to \$29,999 36% 394 4 19% \$30,000 to \$39,999 1 9% 353 17% \$40,000 or More 9% 740 35% 1 100% Total 11 2,086 100% Median Financial Debt (\$) 23,000 30,000 * Includes only cases where financial debt was incurred



Gov't-Sponsored Student Loan Debt Amount:* 09.0999 SYSTEM < \$1,000 0 0% 5 0% 40% \$1,000 to \$4,999 0 0% 48 3% 35% \$5,000 to \$9,999 0 0% 121 8% 30% 38% \$10,000 to \$14,999 3 155 10% \$15,000 to \$19,999 1 13% 133 9% 25% \$20,000 to \$29,999 3 38% 299 19% 20% \$30,000 to \$39,999 13% 1 296 19% 15% \$40,000 or More 0 0% 500 32% 10% 100% 8 1,557 100% 5% Median Gov't-Sponsored Loan Debt (\$) 21,000 30,000

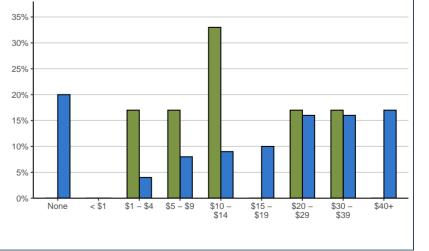
* Includes only cases where government-sponsored debt was incurred

Total



Gov't-Sponsored Loan Debt Outstanding:*	-Sponsored Loan Debt Outstanding:* 09.0999		0999 SYSTEM	
None – Loan repaid in full	0	0%	361	20%
< \$1,000	0	0%	3	0%
\$1,000 to \$4,999	1	17%	75	4%
\$5,000 to \$9,999	1	17%	137	8%
\$10,000 to \$14,999	2	33%	151	9%
\$15,000 to \$19,999	0	0%	174	10%
\$20,000 to \$29,999	1	17%	291	16%
\$30,000 to \$39,999	1	17%	279	16%
\$40,000 or More	0	0%	303	17%
Total	6	100%	1,774	100%
Median Gov't-Sponsored Loan Debt Outstanding** (\$)	10,500		25,000	

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