B.C. Baccalaureate Outcomes
2024 Survey of 2022 Baccalaureate Graduates

Detailed Summary of Survey Results
All Institutions
50.0401: Design and visual communications, general

SYSTEM	▬ (blue)	
50.0401	▬ (green)	

RESPONSE RATE

Survey Response Rate:	50.0401		SYSTEM	
Baccalaureate Graduates Survey Cohort	83	100%	24,572	100%
Survey Respondents and Response Rate	21	25%	6,200	25%

Response Rate
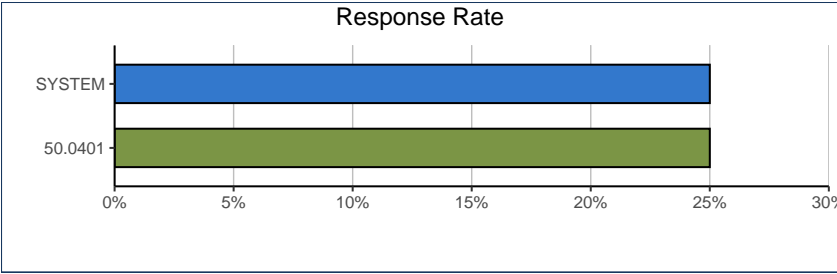
DEMOGRAPHIC INFORMATION

Self–Reporting Subgroups:	50.0401		SYSTEM	
Disabled	7	37%	851	14%
International	5	24%	878	14%
Indigenous	0	0%	264	5%

Gender:*	50.0401		SYSTEM	
Man/Boy	5	24%	2,656	43%
Woman/Girl	16	76%	3,527	57%
Total	21	100%	6,183	100%

*Due to zero or low counts, institution–reported "Non–Binary" demographic data are not included

Self–Reporting Subgroups
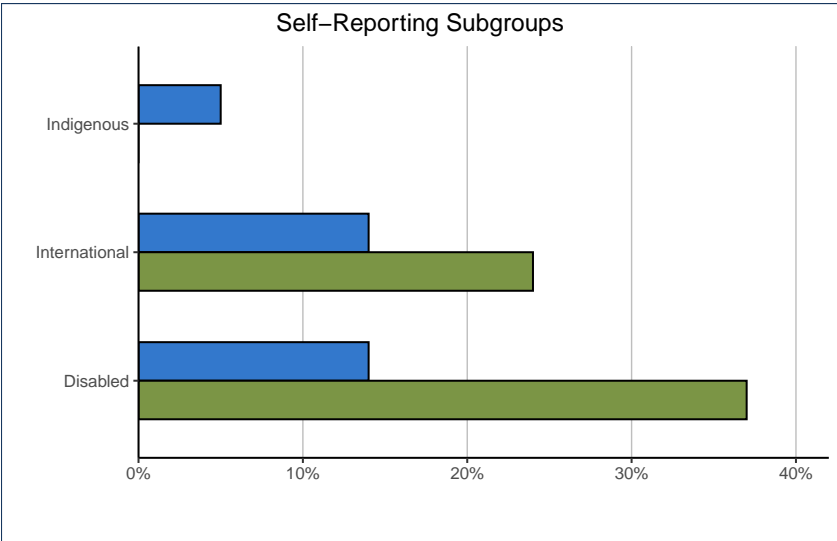
Age (at time of survey):	50.0401		SYSTEM	
< 25	~	~	1,133	18%
25 to 29	11	52%	3,740	60%
30 to 34	~	~	617	10%
35 to 39	0	0%	271	4%
40 to 49	~	~	279	5%
50 to 64	0	0%	129	2%
> 64	0	0%	17	0%
Total	21	100%	6,186	100%
Median Age	25		26	
Average (mean) Age	26		28	

Age Distribution
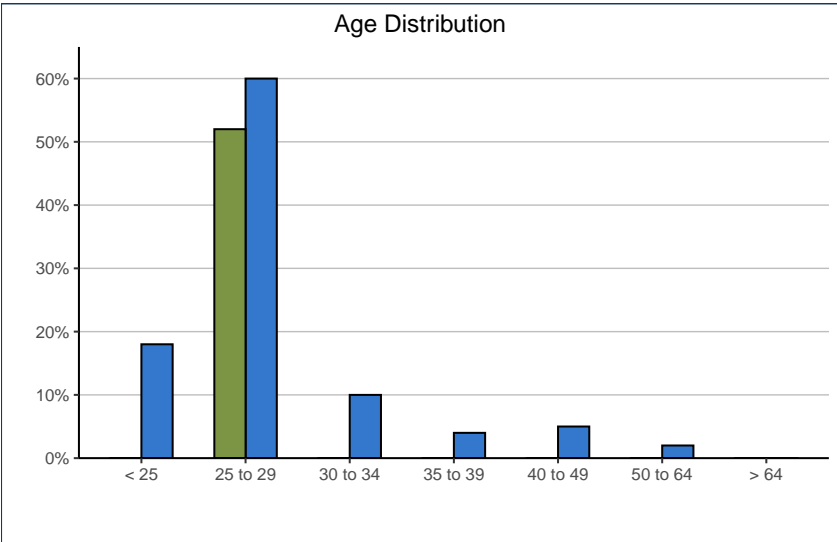
Place of Residence (at time of survey):	50.0401		SYSTEM	
BC – Mainland/Southwest	~	~	3,405	61%
BC – Vancouver Island/Coast	0	0%	809	15%
BC – Northern B.C.	0	0%	160	3%
BC – Interior/Kootenays	~	~	459	8%
BC Subtotal	21	100%	4,833	87%
Canada – Alberta	0	0%	266	5%
Canada – Ontario	0	0%	212	4%
Canada – Other	0	0%	139	3%
U.S.A.	0	0%	100	2%
Non–BC Subtotal	0	0%	717	13%
Total	21	100%	5,550	100%

Place of Residence

Within BC

BC Student Outcomes
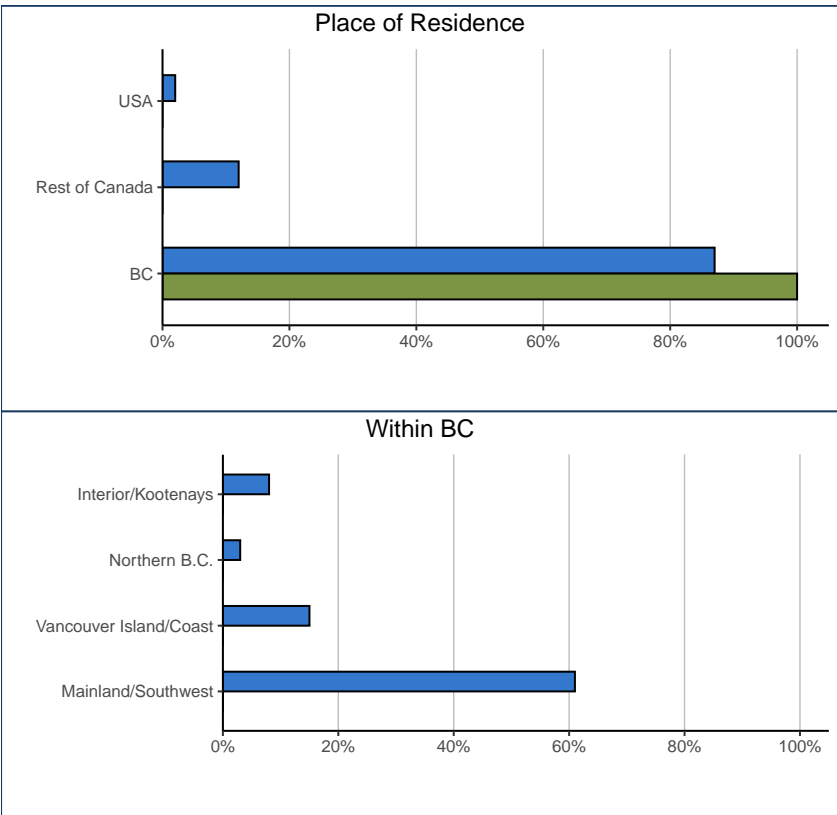
SYSTEM	
50.0401	

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	50.0401		SYSTEM	
Very Satisfied	3	16%	1,771	29%
Satisfied	13	68%	3,775	62%
Dissatisfied	1	5%	469	8%
Very Dissatisfied	2	11%	110	2%
Total	19	100%	6,125	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	50.0401		SYSTEM	
Very Useful	7	44%	1,989	40%
Somewhat Useful	7	44%	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:	50.0401		SYSTEM	
Yes	3	14%	515	9%
No	18	86%	5,527	91%

Would select the same program again:	50.0401		SYSTEM	
Yes	12	67%	4,137	75%
No	6	33%	1,363	25%

Quality of Instruction:	50.0401		SYSTEM	
Very Good	3	15%	1,727	28%
Good	15	75%	3,934	64%
Poor	0	0%	402	7%
Very Poor	2	10%	77	1%
Total	20	100%	6,140	100%

Comprehensiveness of Core Courses:	50.0401		SYSTEM	
Very Good	3	15%	1,667	27%
Good	13	65%	3,645	60%
Poor	2	10%	649	11%
Very Poor	2	10%	115	2%
Total	20	100%	6,076	100%

Course Availability:	50.0401		SYSTEM	
Encountered course availability problems	8	40%	2,918	48%

Financial Constraints:	50.0401		SYSTEM	
Had to interrupt studies for financial reasons	3	15%	565	9%
Had to take program part–time for financial reasons	1	5%	955	16%
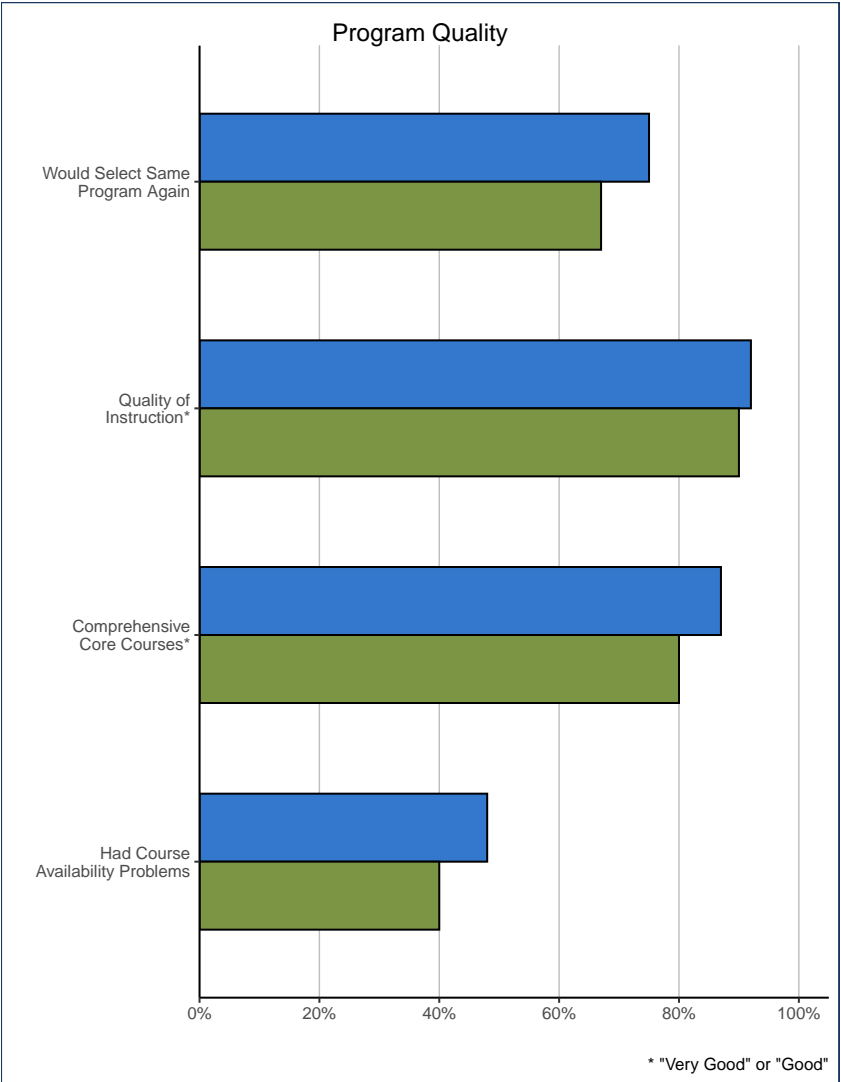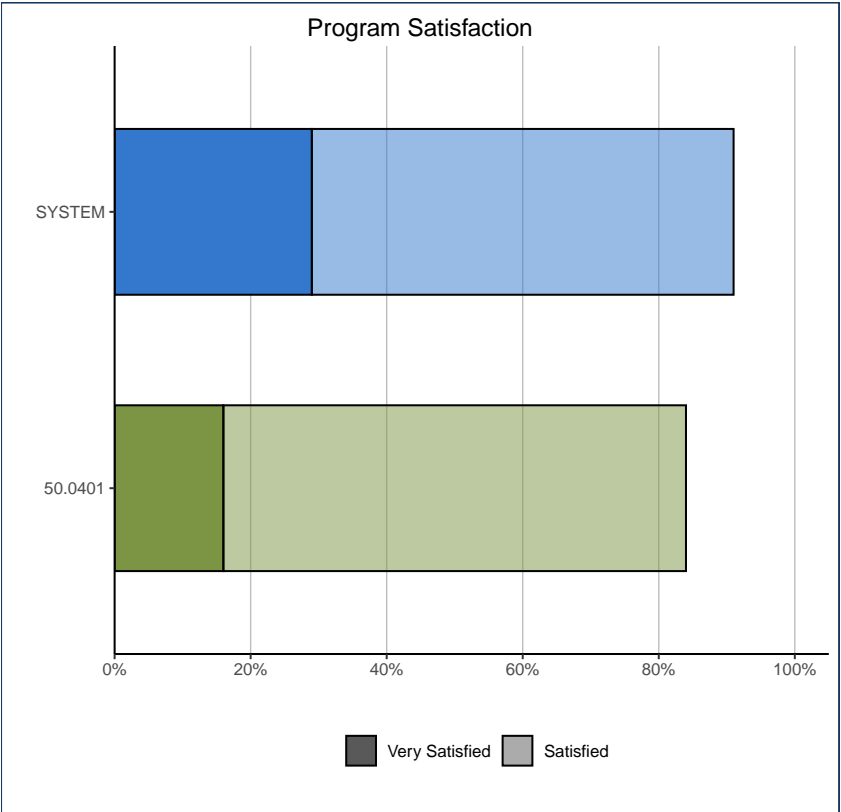
Program Satisfaction

Legend: Very Satisfied, Satisfied

Program Quality

* "Very Good" or "Good"

| SYSTEM | |
| 50.0401 | |

SKILL DEVELOPMENT

Skill Development: How helpful was institution?	50.0401				
	Very Helpful	**Helpful**	**Not Very Helpful**	**Not at All Helpful**	**# Resp.**
Written Communication	6%	59%	24%	12%	17
Oral Communication	19%	71%	10%	0%	21
Reading and Comprehension	0%	59%	35%	6%	17
Group Collaboration	29%	57%	0%	14%	21
Critical Anlysis	48%	43%	5%	5%	21
Problem Resolution	5%	75%	10%	10%	20
Use of Mathematics	0%	0%	57%	43%	7
Conducting Research	10%	75%	15%	0%	20
Learning on Your Own	29%	57%	14%	0%	21

Skill Development: How helpful was institution?	SYSTEM				
	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

Helpful with Skill Development

"Very Helpful" or "Helpful"
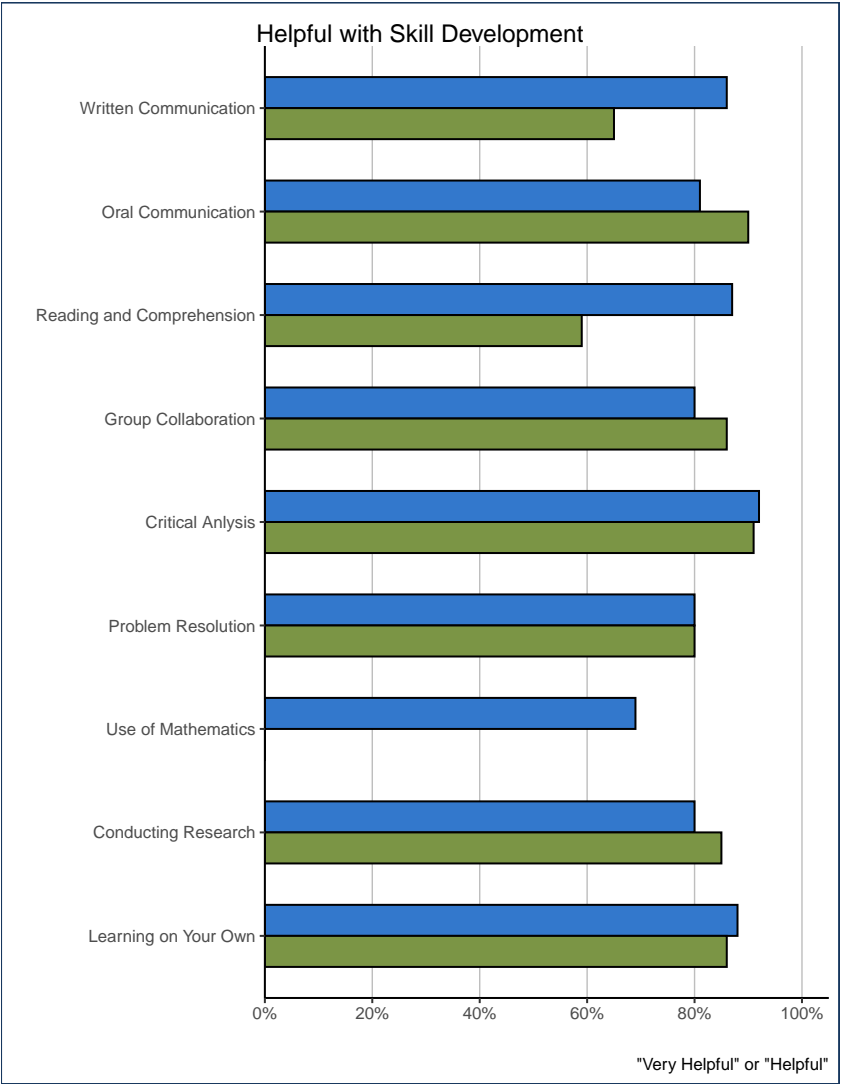
FURTHER EDUCATION

Took further education since 2022 graduation:	50.0401		SYSTEM	
Yes	6	30%	2,708	44%
Not currently enrolled	3	15%	1,069	17%
Currently enrolled full–time	1	5%	1,219	20%
Currently enrolled part–time	2	10%	389	6%
No	14	70%	3,459	56%
Total	20	100%	6,167	100%

Have you taken further education since graduation?

Legend:
- Yes – Currently enrolled part–time
- Yes – Currently enrolled full–time
- Yes – Not currently enrolled
- No
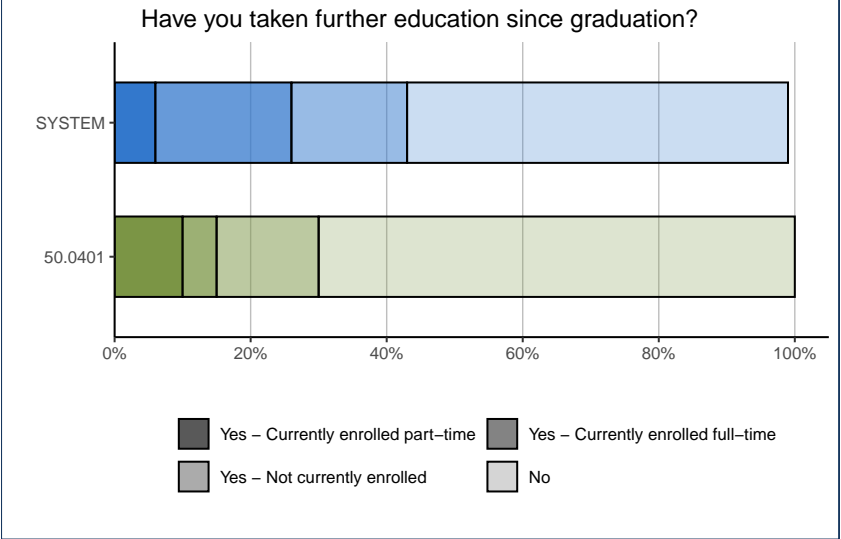
Type of Formal Post–Secondary Education:	50.0401		SYSTEM	
Master's Degree	2	33%	979	37%
Doctoral Degree	0	0%	155	6%
Another Undergraduate Degree	1	17%	543	20%
Certificate or Diploma below Bachelor Level	2	33%	374	14%
Professional Association Certification	1	17%	274	10%
Postgraduate Certificate or Diploma	0	0%	238	9%
Other	0	0%	119	4%
Total	6	100%	2,682	100%

Further Education/Training Type

BC Student Outcomes

Detailed Summary of Survey Results
All Institutions
50.0401: Design and visual communications, general
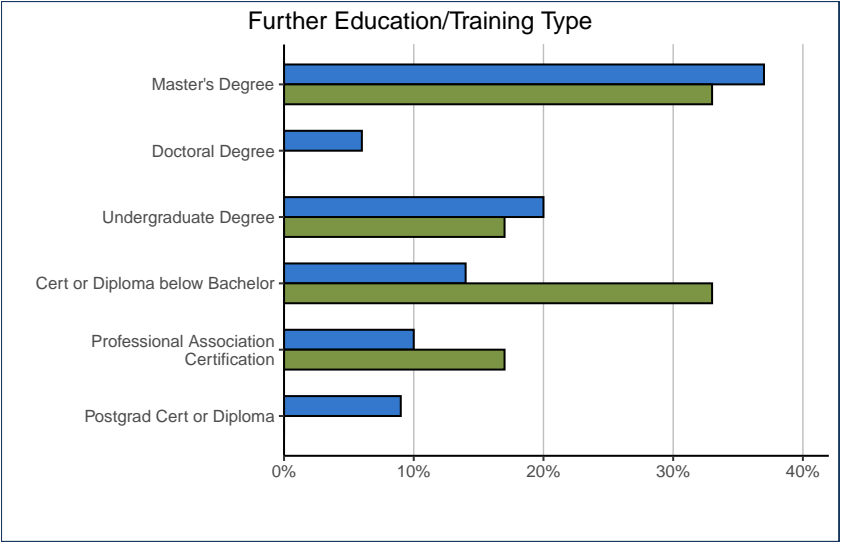
	SYSTEM
	50.0401

EMPLOYMENT

Labour Fource Status:	50.0401		SYSTEM	
In Labour Force (working or seeking work)	18	90%	5,472	90%
Not in Labour Force	2	10%	613	10%
Total	20	100%	6,085	100%

Employment:	50.0401		SYSTEM	
Employment Rate*	16	76%	4,982	80%
Unemployment Rate**	2	11.1%	490	9.0%

*Percent = Total employed divided by total number of respondents

**Percent = Total unemployed divided by total number in labour force
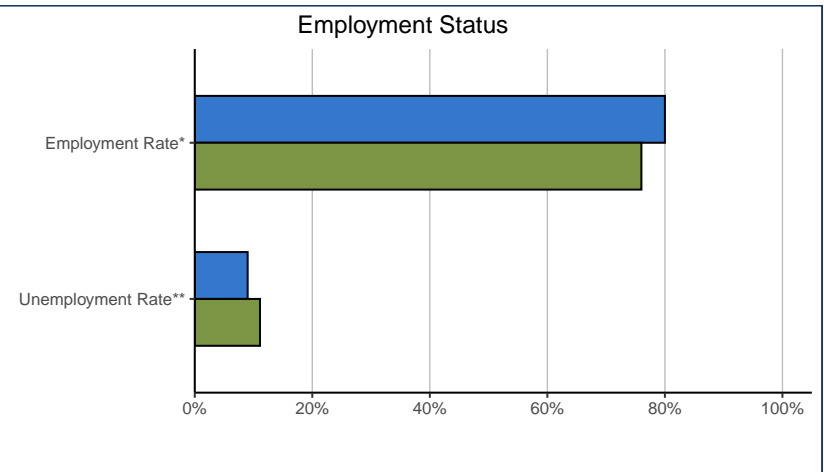
Employment Status

Status of Graduates NOT in Labour Force:	50.0401		SYSTEM	
Attending School FT	0	0%	446	73%
Attending School PT	0	0%	19	3%
Other	2	100%	148	24%
Total NOT in Labour Force	2	100%	613	100%

Primary Employment Type:	50.0401		SYSTEM	
Paid Worker	10	63%	4,678	94%
Self−Employed	6	38%	296	6%
Total	16	100%	4,974	100%

Job Characteristics:	50.0401		SYSTEM	
I hold more than one job*	4	25%	941	19%
My main job is full−time (>= 30 hours per week)**	11	73%	4,109	87%

*Of total employed

**Of those who provided data on hours/week worked

"Under−Employment" Assessment
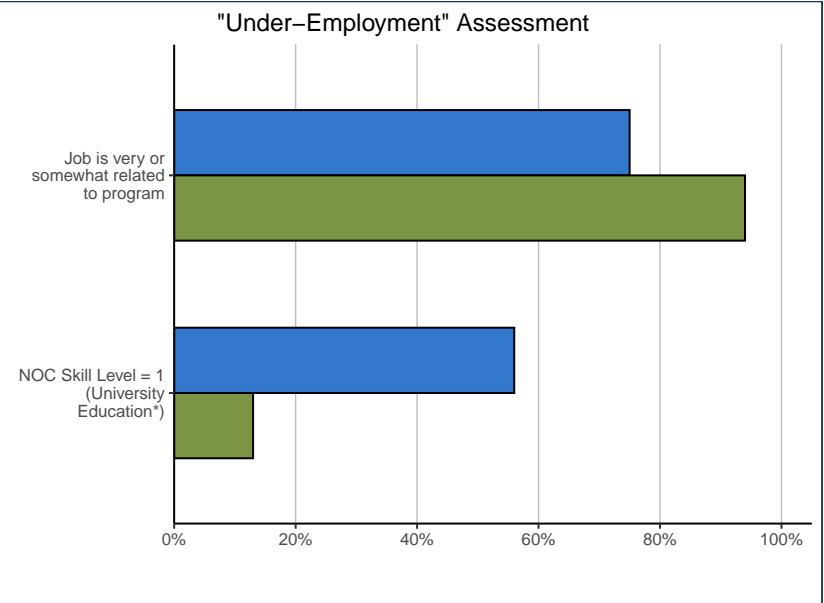
How related is your main job to your program?	50.0401		SYSTEM	
Very Related	13	81%	2,190	44%
Somewhat Related	2	13%	1,532	31%
Not Very Related	1	6%	579	12%
Not at All Related	0	0%	668	13%
Total	16	100%	4,969	100%

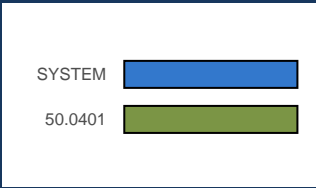| "Under−Employment" Assessment:	50.0401		SYSTEM	
Job is very or somewhat related to program	15	94%	3,722	75%
NOC Skill Level = 1 (University Education)*	2	13%	2,648	56%

*Of total valid responses; NOC 2021 (TEER)

Gross Annual Income from Main Job:*	50.0401		SYSTEM	
Less than $20,000	~	~	208	6%
$20,000 to $39,999	~	~	406	11%
$40,000 to $59,999	~	~	818	22%
$60,000 to $79,999	~	~	1,081	29%
$80,000 to $99,999	~	~	627	17%
$100,000 and Above	~	~	623	17%
Total	11	100%	3,763	100%
Median Annual Income (full−time) ($)	52,900		71,127	
Average Annual Income (full−time) ($)	73,698		78,771	

*Where data provided

Gross Annual FT Income From Main Job ($,000)
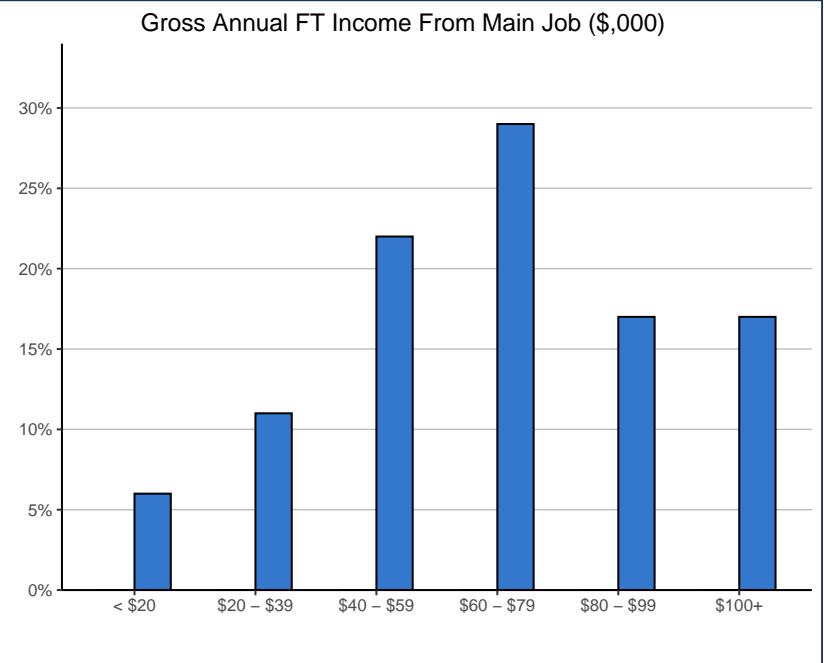
NOC Skill Type of Main Job (NOC 2021):	50.0401		SYSTEM	
Legislative and senior management	2	13%	59	1%
Business, finance & administration	0	0%	982	21%
Natural & applied sciences & related	1	6%	966	21%
Health	0	0%	527	11%
Education, law and social, community & government	1	6%	1,323	28%
Art, culture, recreation & sport	12	75%	239	5%
Sales & service	0	0%	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%

Employed Graduates by NOC Skill Type

BC Student Outcomes

Detailed Summary of Survey Results
All Institutions
50.0401: Design and visual communications, general
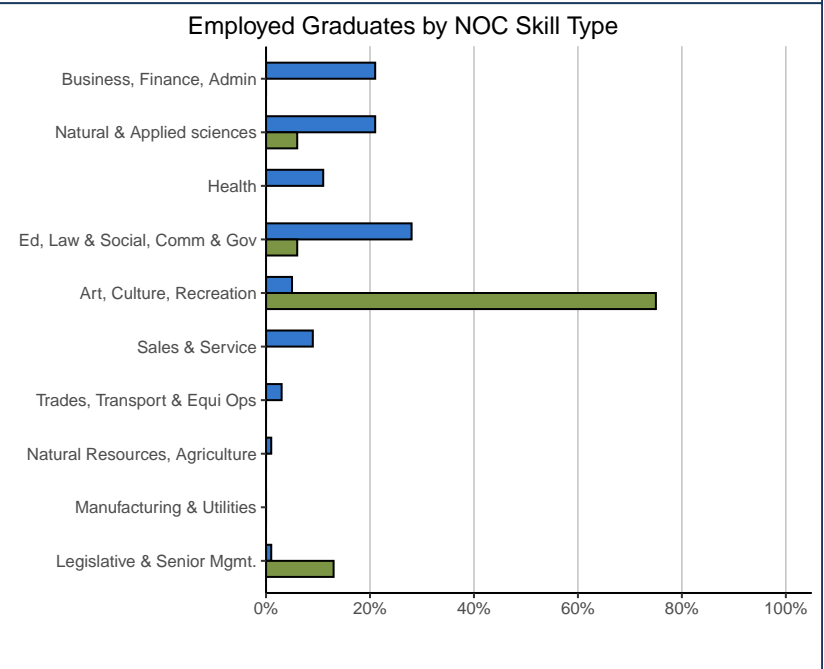
SYSTEM	
50.0401	

EMPLOYMENT, continued

NOC Skill Level of Main Job (NOC 2021 (TEER)):	50.0401		SYSTEM	
0. Management	2	13%	382	8%
1. University education	2	13%	2,648	56%
2. College education/trade apprenticeship (2+ years)	11	69%	748	16%
3. College education/trade apprenticeship (<2 years)	1	6%	476	10%
4. Secondary school + job–specific training	0	0%	322	7%
5. No formal education	0	0%	127	3%
Total	16	100%	4,703	100%
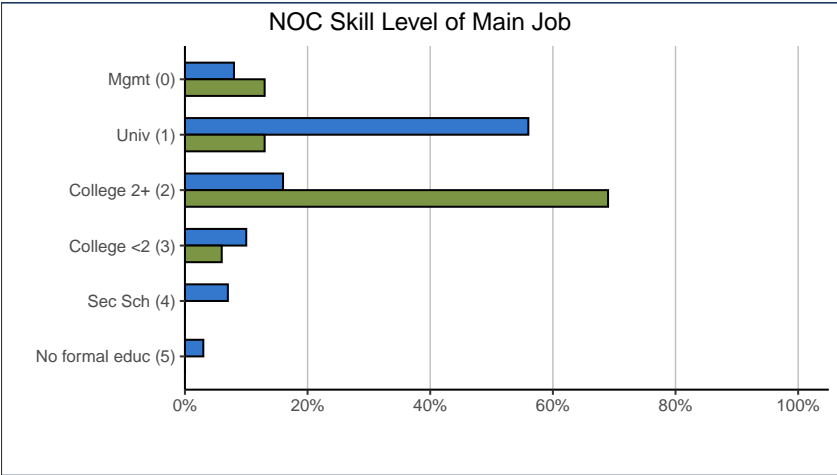
NOC Skill Level of Main Job

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.
50.0401					
Written Communication	44%	44%	0%	13%	16
Oral Communication	69%	31%	0%	0%	16
Reading and Comprehension	50%	38%	6%	6%	16
Group Collaboration	75%	19%	6%	0%	16
Critical Anlysis	80%	13%	7%	0%	15
Problem Resolution	75%	25%	0%	0%	16
Use of Mathematics	0%	36%	36%	29%	14
Conducting Research	40%	40%	7%	13%	15
Learning on Your Own	75%	19%	0%	6%	16

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.
SYSTEM					
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

Useful Skills

"Very Useful" or "Somewhat Useful"

Top 10 Full–Time Occupations of 50.0401 Graduates*:			50.0401
NOC_2021	**NOC Skill Level**	**Description**	**% Employed FT in this Occ.****
52120	2	Graphic designers and illustrators	44%
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*			
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*			
*			

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

Top 10 Full–Time Occupations of SYSTEM 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	X	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 displayed where n < 5; NOC 2021
** Percentages cited are of those employed

BC Student Outcomes

Detailed Summary of Survey Results
All Institutions
50.0401: Design and visual communications, general

SYSTEM
50.0401

EDUCATION FINANCING

Funding Sources (3 sources allowed):*	50.0401		SYSTEM	
Personal savings, investments	9	43%	1,927	32%
Employment while studying	11	52%	3,012	50%
Family/Friends	13	62%	3,627	60%
Personal bank loans	1	5%	337	6%
Government student loans	6	29%	2,007	33%
Scholarships/Bursaries/Grants	6	29%	1,988	33%
Other	9	43%	1,362	22%
Total	21		6,073	

* Percentage of respondents who identified this source

Education Funding Sources

Financial Debt Incurred to Finance Bac. Ed.:*	50.0401		SYSTEM	
Incurred any form of financial debt	6	29%	2,595	43%
Incurred government–sponsored student loan debt	6	29%	2,232	36%

* Percentage of respondents who provided data

Financial Debt Amount:*	50.0401		SYSTEM	
< $1,000	0	0%	4	0%
$1,000 to $4,999	0	0%	69	3%
$5,000 to $9,999	0	0%	165	8%
$10,000 to $14,999	1	20%	199	10%
$15,000 to $19,999	0	0%	162	8%
$20,000 to $29,999	0	0%	394	19%
$30,000 to $39,999	4	80%	353	17%
$40,000 or More	0	0%	740	35%
Total	5	100%	2,086	100%
Median Financial Debt ($)	35,000		30,000	

* Includes only cases where financial debt was incurred

Financial Debt Incurred ($,000)

Gov't–Sponsored Student Loan Debt Amount:*	50.0401		SYSTEM	
< $1,000	0	0%	5	0%
$1,000 to $4,999	0	0%	48	3%
$5,000 to $9,999	0	0%	121	8%
$10,000 to $14,999	0	0%	155	10%
$15,000 to $19,999	0	0%	133	9%
$20,000 to $29,999	0	0%	299	19%
$30,000 to $39,999	2	100%	296	19%
$40,000 or More	0	0%	500	32%
Total	2	100%	1,557	100%
Median Gov't–Sponsored Loan Debt ($)	36,500		30,000	

* Includes only cases where government–sponsored debt was incurred

Government–Sponsored Debt Incurred ($,000)

Gov't–Sponsored Loan Debt Outstanding:*	50.0401		SYSTEM	
None – Loan repaid in full	0	0%	361	20%
< $1,000	0	0%	3	0%
$1,000 to $4,999	0	0%	75	4%
$5,000 to $9,999	0	0%	137	8%
$10,000 to $14,999	1	33%	151	9%
$15,000 to $19,999	0	0%	174	10%
$20,000 to $29,999	0	0%	291	16%
$30,000 to $39,999	2	67%	279	16%
$40,000 or More	0	0%	303	17%
Total	3	100%	1,774	100%
Median Gov't–Sponsored Loan Debt Outstanding** ($)	30,000		25,000	

* 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

Outstanding Government–Sponsored Debt ($,000)