

# B.C. University Student Outcomes 2000 Survey of 1998 Baccalaureate Graduates

Detailed Summary of Survey Results

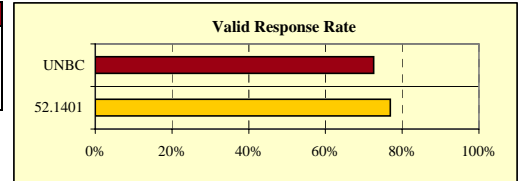
University of Northern British Columbia

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

UNBC  
52.1401

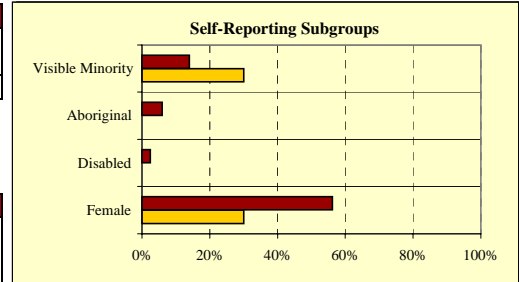
## RESPONSE RATE

Survey Response Rate:	52.1401	UNBC	
1998 Baccalaureate Graduates Survey Cohort	20	310	
Net Frame	13	277	
Survey Respondents and Valid Response Rate	10	77%	201 73%



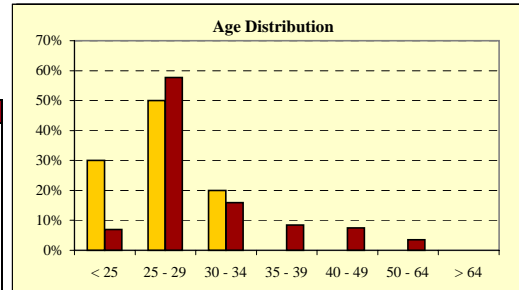
## DEMOGRAPHIC INFORMATION

Gender:	52.1401	UNBC	
Male	7	70%	88 44%
Female	3	30%	113 56%
Total	10	100%	201 100%

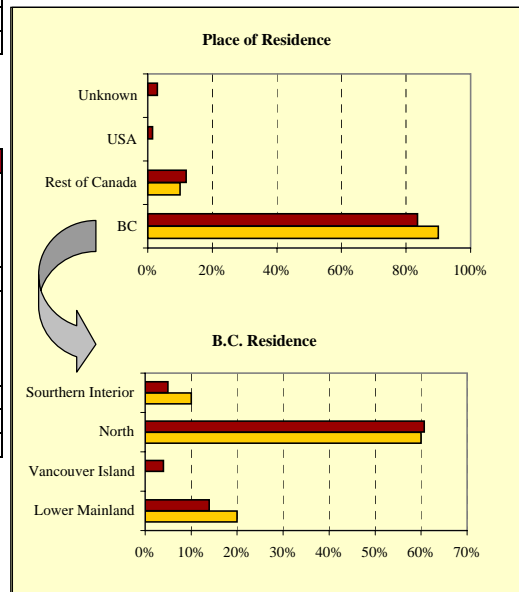


Self-Reporting Subgroups:	52.1401	UNBC	
Disabled	-	0%	5 2%
Aboriginal	-	0%	12 6%
Visible Minority	3	30%	28 14%

Age (at time of survey):	52.1401	UNBC	
< 25	3	30%	14 7%
25 to 29	5	50%	116 58%
30 to 34	2	20%	32 16%
35 to 39	-	0%	17 8%
40 to 49	-	0%	15 7%
50 to 64	-	0%	7 3%
> 64	-	0%	- 0%
Unknown	-	0%	- 0%
Total	10	100%	201 100%
Mean Age:	27.4		30.5



Place of Residence (at time of survey):	52.1401	UNBC	
BC - Lower Mainland	2	20%	28 14%
BC - Vancouver Island	-	0%	8 4%
BC - North	6	60%	122 61%
BC - Southern Interior	1	10%	10 5%
B.C. Subtotal	9	90%	168 84%
Canada - Alberta	-	0%	17 8%
Canada - Ontario	1	10%	3 1%
Canada - Other	-	0%	4 2%
U.S.A.	-	0%	3 1%
Non-B.C. Subtotal	1	10%	27 13%
Unknown	-	0%	6 3%
Total	10	100%	201 100%

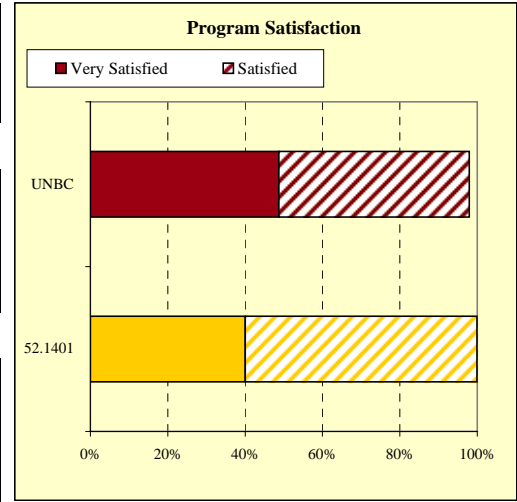


**EDUCATION SATISFACTION & PROGRAM EVALUATION**

6. Primary Goal for Enrolling at University (Top 3):	52.1401		UNBC	
Obtain a degree	5	50%	89	44%
Pursue a pre-chosen career decision / specific career	1	10%	43	21%
Find or decide on a career	2	20%	17	8%
All other goal(s) combined	2	20%	52	26%

7. % whose goal was completely or mostly ACHIEVED:	52.1401		UNBC	
Obtain a degree	5	100%	72	81%
Pursue a pre-chosen career decision / specific career	-	0%	38	88%
Find or decide on a career	1	50%	11	65%
All other goal(s) combined	2	100%	44	85%
Average Goal Achievement (All respondents, all goals)		80%		82%

8. Program Satisfaction:	52.1401		UNBC	
Very Satisfied	4	40%	98	49%
Satisfied	6	60%	99	49%
Dissatisfied	-	0%	4	2%
Very Dissatisfied	-	0%	-	0%
Total	10	100%	201	100%



9. Would you select the same program again?	52.1401		UNBC	
Yes	9	90%	158	79%
No, because . . . (multiple response question)	1		40	
. . . interests have changed	1	100%*	12	20%*
. . . courses were not practical	-	0%*	10	17%*
. . . little or no career opportunities	-	0%*	8	14%*
. . . other	-	0%*	29	49%*

\* Percent of total responses, among those who would not take program again



10. Quality of Instruction:	52.1401		UNBC	
Very Good	4	40%	94	47%
Good	6	60%	101	51%
Poor	-	0%	5	3%
Very Poor	-	0%	-	0%
Total	10	100%	200	100%

11. Comprehensiveness of core courses:	52.1401		UNBC	
Very Good	3	30%	53	29%
Good	7	70%	117	63%
Poor	-	0%	12	6%
Very Poor	-	0%	3	2%
Total	10	100%	185	100%

12. Course Availability:	52.1401		UNBC	
Encountered course availability problems	3	30%	114	57%

13. Degree completion:	52.1401		UNBC	
Took longer than expected to complete degree	2	20%	54	27%
<b>Top 4 reasons for prolonged degree completion (multiple response question):</b>				
Personal or family reasons	1	33%*	6	9%*
Financial reasons / work	-	0%*	7	11%*
Change of major/program/specialization	-	0%*	2	3%*
Involvement in co-op program extended completion time	-	0%*	3	5%*
Other reason(s)	2	67%*	48	73%*

\* Percent of total responses, among those who took longer than expected to complete degree

Detailed Summary of Survey Results

University of Northern British Columbia

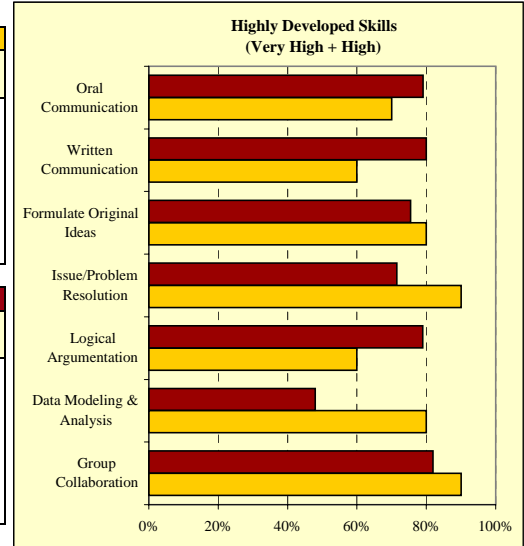
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SKILL DEVELOPMENT

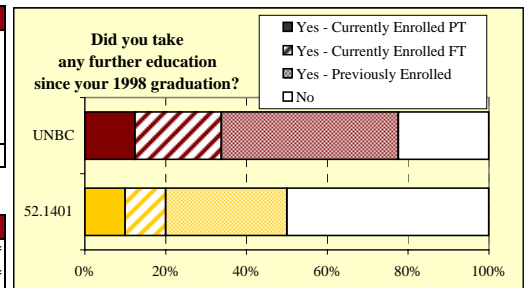
14a. To what degree did <university> help you develop the following skills?	52.1401					# Resp.
	Very High	High	Average	Low	Very Low	
	Oral Communication	30%	40%	30%	0%	
Written Communication	30%	30%	40%	0%	0%	10
Formulate Original Ideas	30%	50%	20%	0%	0%	10
Issue/Problem Resolution	40%	50%	10%	0%	0%	10
Logical Argumentation	10%	50%	40%	0%	0%	10
Data Modeling & Analysis	40%	40%	20%	0%	0%	10
Group Collaboration	60%	30%	10%	0%	0%	10

14b. To what degree did <university> help you develop the following skills?	UNBC					# Resp.
	Very High	High	Average	Low	Very Low	
	Oral Communication	25%	54%	18%	2%	
Written Communication	32%	49%	17%	3%	0%	200
Formulate Original Ideas	22%	54%	20%	4%	1%	200
Issue/Problem Resolution	30%	42%	26%	3%	0%	200
Logical Argumentation	25%	55%	17%	4%	0%	200
Data Modeling & Analysis	22%	26%	34%	15%	3%	175
Group Collaboration	42%	40%	17%	2%	0%	199

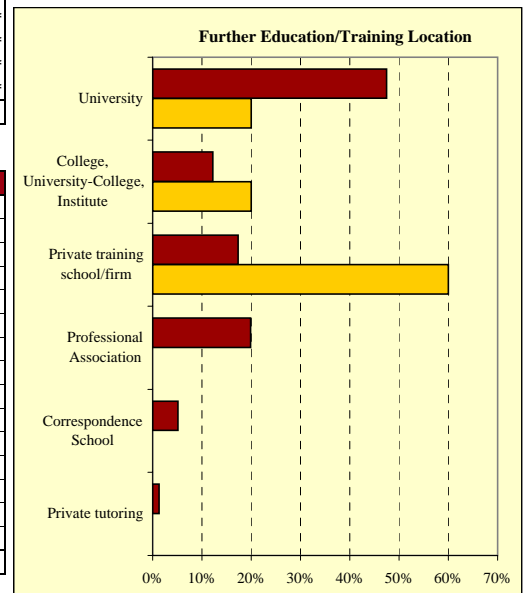


FURTHER EDUCATION

15. Took further education since 1998 graduation?	52.1401		UNBC	
Yes:	5	50%	156	78%
Not currently enrolled	3	30%	88	44%
Currently enrolled full-time	1	10%	43	21%
Currently enrolled part-time	1	10%	25	12%
No	5	50%	45	22%
Total	10	100%	201	100%



16. Further education/training location (multiple resp.):	52.1401		UNBC	
University	1	20%*	74	47%*
College, University-College, Institute	1	20%*	19	12%*
Private training school/firm	3	60%*	27	17%*
Professional Association	-	0%*	31	20%*
Correspondence School	-	0%*	8	5%*
Private tutoring	-	0%*	2	1%*
Other	-	0%*	2	1%*
Total Respondents	5		156	



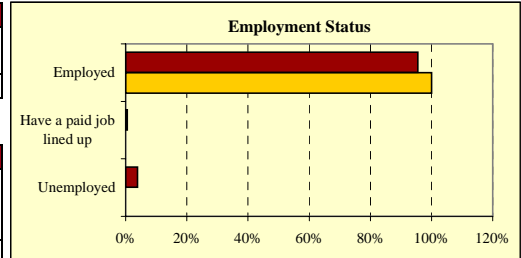
17. Main Reason for Further Education:	52.1401		UNBC	
Obtain a degree	-	0%	4	3%
Went back to university to complete my degree	-	0%	2	1%
Qualify for Masters or Doctoral Studies	-	0%	15	10%
Find or decide on a career	1	20%	4	3%
Pursue a pre-chosen/specific specific career	1	20%	31	20%
Change careers/pursue a new career/obtain a better job	1	20%	9	6%
Acquire skills that would lead to employment	2	40%	10	6%
Improve existing job skills	-	0%	48	31%
Broaden knowledge in a specific field of study	-	0%	21	13%
Challenge myself intellectually	-	0%	5	3%
To fill my time with a worthwhile activity	-	0%	3	2%
To please parents/family	-	0%	-	0%
Required by employer	-	0%	2	1%
Did not have a primary goal	-	0%	-	0%
Other	-	0%	2	1%
Total	5	100%	156	100%

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■ 52.1401

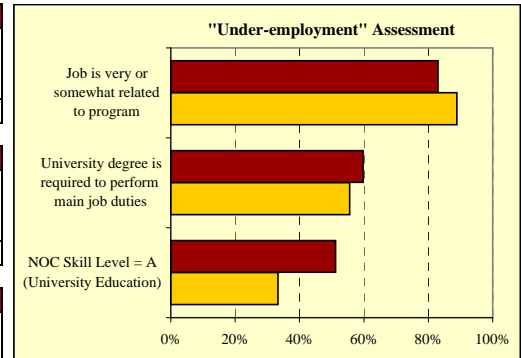
**EMPLOYMENT**

18. <b>Labour Force Status:</b>	52.1401	UNBC
In Labour Force (working or seeking work)	9 90%	179 90%
Not in Labour Force	1 10%	21 11%
Grand Total	10 100%	200 100%



19. <b>Employment Status of those IN Labour Force:</b>	52.1401	UNBC
Employed	9 100%	171 96%
Have a paid job lined up	- 0%	1 1%
Unemployed	- 0%	7 4%
Total Labour Force	9 100%	179 100%

20. <b>Status of Graduates NOT in Labour Force:</b>	52.1401	UNBC
Attending School FT	1 100%	16 76%
Attending School PT	- 0%	1 5%
Other	- 0%	4 19%
Total NOT in Labour Force	1 100%	21 100%

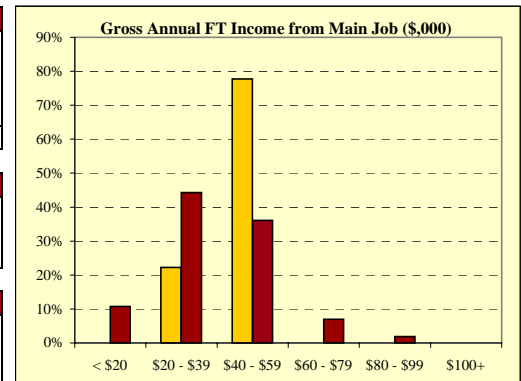


21. <b>Employment Type:</b>	52.1401	UNBC
Paid worker	7 78%	155 91%
Self-employed	- 0%	10 6%
Both a paid worker and self-employed	2 22%	6 4%
Total Employed	9 100%	171 100%

22. <b>Job Characteristics:</b>	52.1401	UNBC
I hold more than one job	1 11%*	31 18%
My main job is full-time (>= 30 hours per week)	9 100%**	147 87%**

\* of total employed      \*\* of those who provided data on hours/week worked

23. <b>How related is your main job to your program?</b>	52.1401	UNBC
Very Related	3 33%	87 51%
Somewhat Related	5 56%	55 32%
Not Very Related	1 11%	12 7%
Not At All Related	- 0%	17 10%
Total	9 100%	171 100%



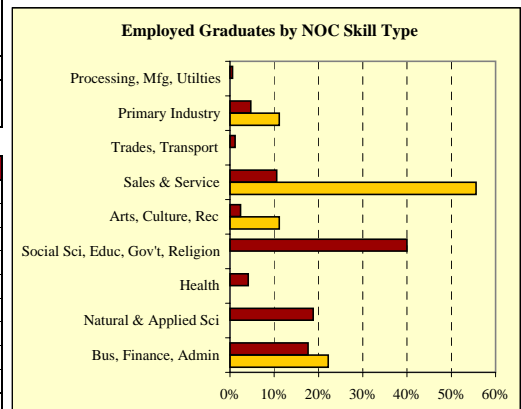
24. <b>"Under-employment" Assessment:</b>	52.1401	UNBC
Job is very or somewhat related to program	8 89%	142 83%
University degree is required to perform main job duties	5 56%*	95 60%
NOC Skill Level = A (University Education)	3 33%	87 51%

\* of total valid responses

25. <b>Gross Annual Income from Main Job:*</b>	52.1401	UNBC
Less than \$20,000	- 0%	17 11%
\$20,000 to \$39,999	2 22%	70 44%
\$40,000 to \$59,999	7 78%	57 36%
\$60,000 to \$79,999	- 0%	11 7%
\$80,000 to \$99,999	- 0%	3 2%
\$100,000 and Above	- 0%	- 0%
Total	9 100%	158 100%
Median Annual Income (full-time)	\$42,000	\$40,000
Average Annual Income (full-time)	\$43,944	\$41,499

\* where data provided

26. <b>NOC Skill Type of Main Job:</b>	52.1401	UNBC
Business, Finance and Administration	2 22%	30 18%
Natural and Applied Sciences and Related	- 0%	32 19%
Health	- 0%	7 4%
Social Sciences, Educ., Gov't Services, Religion	- 0%	68 40%
Arts, Culture, Recreation and Sport	1 11%	4 2%
Sales and Service	5 56%	18 11%
Trades, Transport and Eqp. Operators and Related	- 0%	2 1%
Unique to the Primary Industry	1 11%	8 5%
Unique to Processing, Manufacturing and Utilities	- 0%	1 1%
Total	9 100%	170 100%

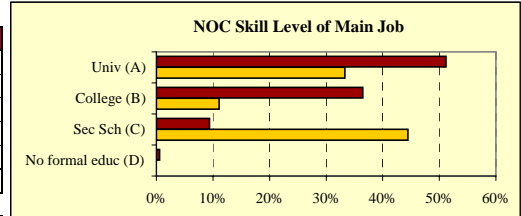


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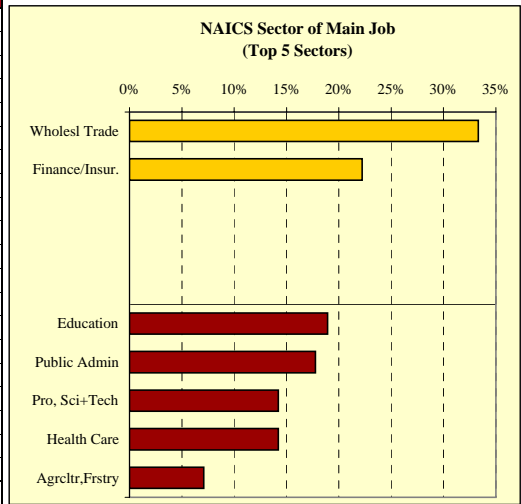
■ UNBC  
 ■ 52.1401

**EMPLOYMENT, continued**

27. NOC Skill Level of Main Job:	52.1401		UNBC	
A. University education	3	33%	87	51%
B. College education/trade apprenticeship	1	11%	62	36%
C. Secondary school + job-specific training	4	44%	16	9%
D. No formal education	-	0%	1	1%
No Skill Level assigned (management)	1	11%	4	2%
Total	9	100%	170	100%



28. NAICS Sector of Main Job:	52.1401		UNBC	
Agriculture, Forestry, Fishing and Hunting	*	*	12	7%
Mining and Oil and Gas Extraction	*	*	*	*
Utilities	*	*	*	*
Construction	*	*	*	*
Manufacturing	*	*	9	5%
Wholesale Trade	3	33%	6	4%
Retail Trade	*	*	*	*
Transportation and Warehousing	*	*	3	2%
Information and Cultural Industries	*	*	6	4%
Finance and Insurance	2	22%	12	7%
Real Estate and Rental and Leasing	*	*	*	*
Professional, Scientific and Technical Services	*	*	24	14%
Management of Companies and Enterprises	*	*	*	*
Admin., Support, Waste Mgmt., Remediation Svcs.	*	*	*	*
Education Services	*	*	32	19%
Health Care and Social Assistance	*	*	24	14%
Arts, Entertainment and Recreation	*	*	2	1%
Accommodation and Food services	*	*	3	2%
Other Service (except Public Administration)	*	*	4	2%
Public Administration	*	*	30	18%
Total	9	100%	169	100%



\*data not displayed where n < 2

29a. Top 10 Full-time Occupations of 52.1401 Graduates:	52.1401		
NOC	NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary
6411	C Sales Reps, Wholesale Trade Non-Tech	44%	\$51,500
*			
*			
*			
*			
*			
*			
*			
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\*data not displayed where n < 2

\*\*percentages cited are of those for whom occupational data was provided, full-time and part-time

29b. Top 10 Full-time Occupations of Graduates from University of Northern British Columbia:	UNBC		
NOC	NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary
4212	B Community & Social Srvc Workers	9%	\$35,284
1111	A Financial Auditors & Acnts	6%	\$39,000
2223	B Forestry Technologists & Technicians	6%	\$40,110
4152	A Social Workers	6%	\$39,867
2122	A Forestry Professionals	5%	\$52,500
6411	C Sales Reps, Wholesale Trade Non-Tech	2%	\$51,500
3152	A Registered Nurses	2%	\$48,000
8211	B Supervisors-Logging & Forestry	2%	\$47,300
4142	A Elem & Kindergarten Teacher	2%	\$25,500
4122	A Post-Sec Teaching & Research Asstnts	2%	\$21,163

\*data not displayed where n < 2

\*\*percentages cited are of those for whom occupational data was provided, full-time and part-time

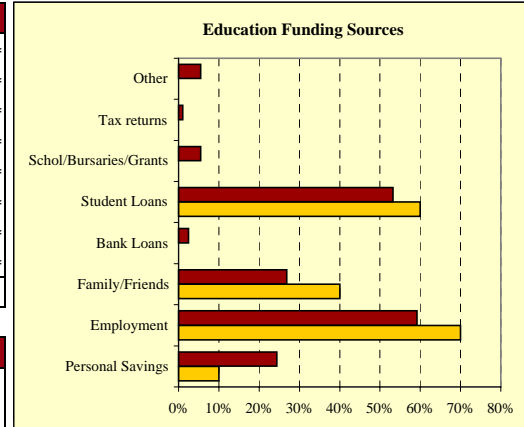
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■ UNBC  
 ■ 52.1401

**EDUCATION FINANCING**

30. Education Funding Sources (2 sources per respondent):	52.1401		UNBC	
Personal Savings	1	10%*	49	24%*
Employment	7	70%*	119	59%*
Family/Friends	4	40%*	54	27%*
Bank Loans	-	0%*	5	2%*
Student Loans	6	60%*	107	53%*
Scholarships/Bursaries/Grants	-	0%*	11	5%*
Tax returns	-	0%*	2	1%*
Other	-	0%*	11	5%*
<b>Total Respondents</b>	<b>10</b>		<b>201</b>	

\* Percentage of respondents who identified this source

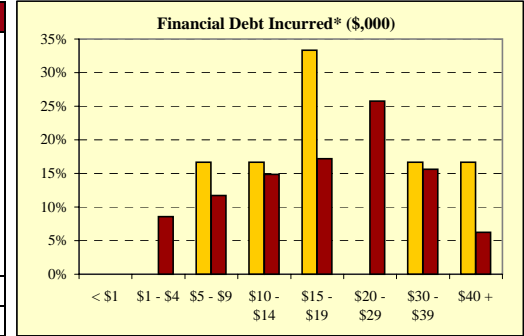


31. Financial Debt Incurred to Finance Univ. Education:	52.1401		UNBC	
Incurred any form of financial debt	6	60%*	128	65%
Incurred government-sponsored student loan debt	6	60%*	114	59%

\* Percentage of respondents who provided data

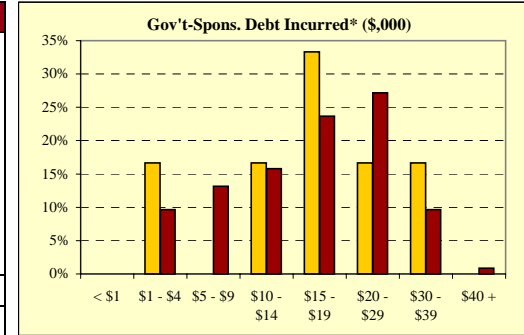
32. Financial Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	-	0%	11	9%
\$5,000 to \$9,999	1	17%	15	12%
\$10,000 to \$14,999	1	17%	19	15%
\$15,000 to \$19,999	2	33%	22	17%
\$20,000 to \$29,999	-	0%	33	26%
\$30,000 to \$39,999	1	17%	20	16%
\$40,000 or More	1	17%	8	6%
<b>Total</b>	<b>6</b>	<b>100%</b>	<b>128</b>	<b>100%</b>
<b>Median Financial Debt</b>	<b>\$15,000</b>		<b>\$18,000</b>	

\*includes only cases where financial debt was incurred



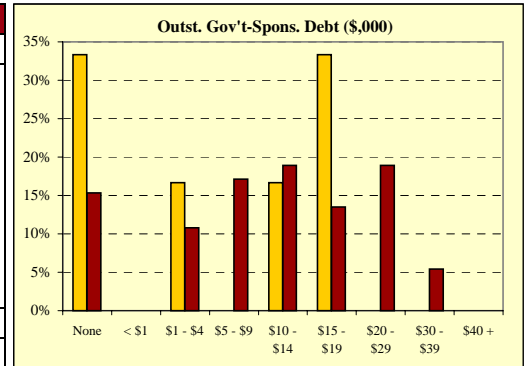
33. Government-Sponsored Student Loan Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	1	17%	11	10%
\$5,000 to \$9,999	-	0%	15	13%
\$10,000 to \$14,999	1	17%	18	16%
\$15,000 to \$19,999	2	33%	27	24%
\$20,000 to \$29,999	1	17%	31	27%
\$30,000 to \$39,999	1	17%	11	10%
\$40,000 or More	-	0%	1	1%
<b>Total</b>	<b>6</b>	<b>100%</b>	<b>114</b>	<b>100%</b>
<b>Median Gov't-Sponsored Student Loan Debt</b>	<b>\$15,000</b>		<b>\$16,500</b>	

\*includes only cases where government-sponsored debt was incurred



34. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401		UNBC	
None - Loan repaid in full	2	33%	17	15%
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	1	17%	12	11%
\$5,000 to \$9,999	-	0%	19	17%
\$10,000 to \$14,999	1	17%	21	19%
\$15,000 to \$19,999	2	33%	15	14%
\$20,000 to \$29,999	-	0%	21	19%
\$30,000 to \$39,999	-	0%	6	5%
\$40,000 or More	-	0%	-	0%
<b>Total</b>	<b>6</b>	<b>100%</b>	<b>111</b>	<b>100%</b>
<b>Median Gov't-Sponsored Loan Debt Outstanding</b>	<b>\$6,000</b>		<b>\$12,000</b>	

\*includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided



**SPECIAL SECTION ON INTERNATIONAL EDUCATION**

**35. In your employment since graduation, how important has it been for you to understand the following international skills/issues?**

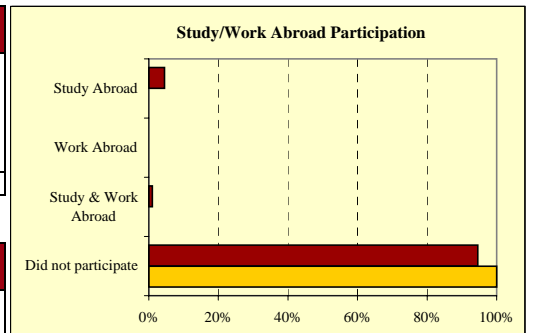
International Skill	52.1401						UNBC					
	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.
Speak a second language	10%	30%	10%	50%	0%	10	8%	14%	20%	55%	2%	201
International Business Practices	10%	50%	30%	10%	0%	10	6%	28%	22%	42%	2%	201
Global Issues	20%	50%	20%	10%	0%	10	23%	42%	15%	17%	2%	201
Interconnections between local and global issues	20%	60%	10%	10%	0%	10	29%	44%	13%	12%	2%	201
Knowledge and traditions of other countries and cultures	20%	40%	20%	20%	0%	10	34%	33%	16%	14%	2%	201

**36. How helpful was the university in preparing you with the following international skills?**

International Skill	52.1401						UNBC					
	Very Helpful	Helpful	Not Very Helpful	Not at all Helpful	Not Applicable	Total Resp.	Very Helpful	Helpful	Not Very Helpful	Not at all Helpful	Not Applicable	Total Resp.
Speak a second language	0%	0%	0%	40%	60%	10	2%	5%	7%	23%	62%	201
International Business Practices	20%	60%	20%	0%	0%	10	7%	34%	23%	36%	0%	199
Global Issues	10%	90%	0%	0%	0%	10	19%	61%	12%	10%	0%	200
Interconnections between local and global issues	20%	70%	10%	0%	0%	10	20%	61%	12%	8%	0%	200
Knowledge and traditions of other countries and cultures	20%	40%	40%	0%	0%	10	22%	49%	20%	11%	0%	200

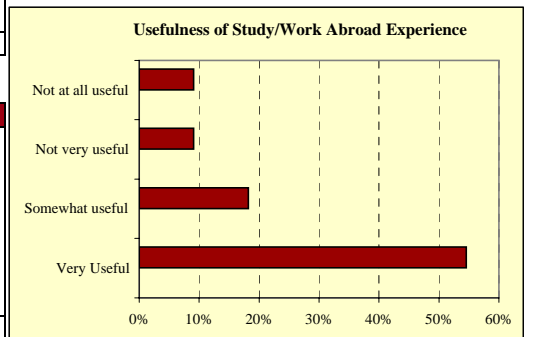
**37. Did you study or work abroad while attending university?**

	52.1401	UNBC
Yes:		
Study Abroad	-	0%
Work Abroad	-	0%
Study and work abroad	-	0%
No	10	100%
Total	10	100%



**38. Usefulness of study or work abroad experiences to current job:**

	52.1401	UNBC
Very Useful	N/A	6
Somewhat useful	N/A	2
Not very useful	N/A	1
Not at all useful	N/A	1
Total	-	11



**39. Reasons why you did not study or work abroad:**

	52.1401	UNBC
Not aware these opportunities exist	2	20%
Financial reasons	-	0%
Extended degree completion time	2	20%
Personal reasons (i.e. employment, family)	6	60%
No opportunities/Limited opportunities	-	0%
Not interested/ relevant/ required/ attractive	-	0%
Conflicts with schooling (course load too heavy)	-	0%
Other	-	0%
Total	10	100%