

B.C. University Student Outcomes 2002 Survey of 2000 Baccalaureate Graduates

Detailed Summary of Survey Results

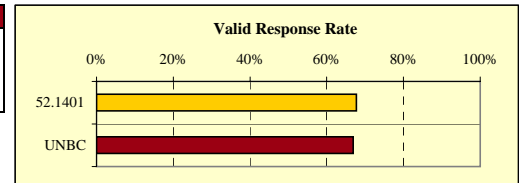
University of Northern British Columbia

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

UNBC
52.1401

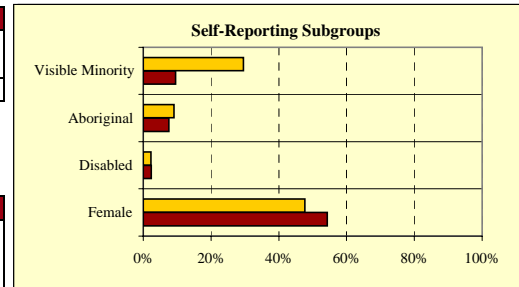
RESPONSE RATE

1. Survey Response Rate:	52.1401	UNBC
2000 Baccalaureate Graduates Survey Cohort	68	464
Net Frame	65	438
Survey Respondents and Valid Response Rate	44	293
	68%	67%



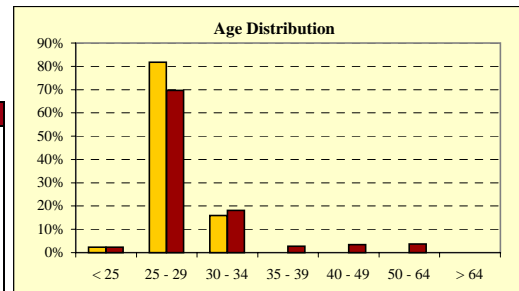
DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	UNBC
Male	23	134
Female	21	159
Total	44	293
	100%	100%

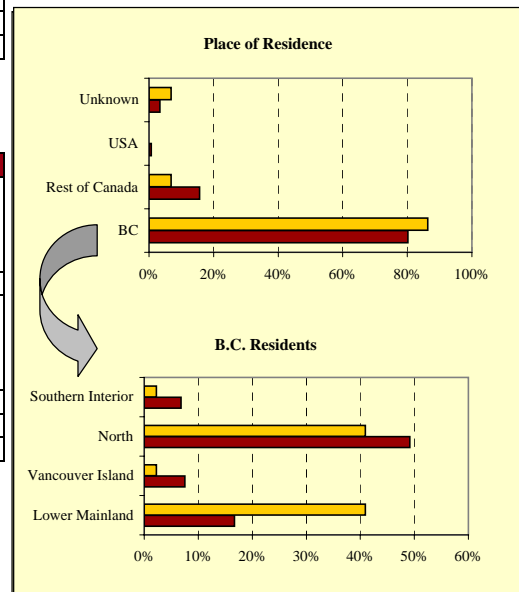


3. Self-Reporting Subgroups:	52.1401	UNBC
Disabled	1	7
Aboriginal	4	22
Visible Minority	13	28
	2%	8%
	30%	10%

4. Age (at time of survey):	52.1401	UNBC
< 25	1	7
25 to 29	36	204
30 to 34	7	53
35 to 39	-	8
40 to 49	-	10
50 to 64	-	11
> 64	-	-
Unknown	-	-
Total	44	293
Mean Age:	27.0	29.2



5. Place of Residence (at time of survey):	52.1401	UNBC
BC - Lower Mainland	18	49
BC - Vancouver Island	1	22
BC - North	18	144
BC - Southern Interior	1	20
BC Subtotal	38	235
Canada - Alberta	2	22
Canada - Ontario	-	13
Canada - Other	1	11
U.S.A.	-	2
Non-BC Subtotal	3	48
Unknown	3	10
Total	44	293

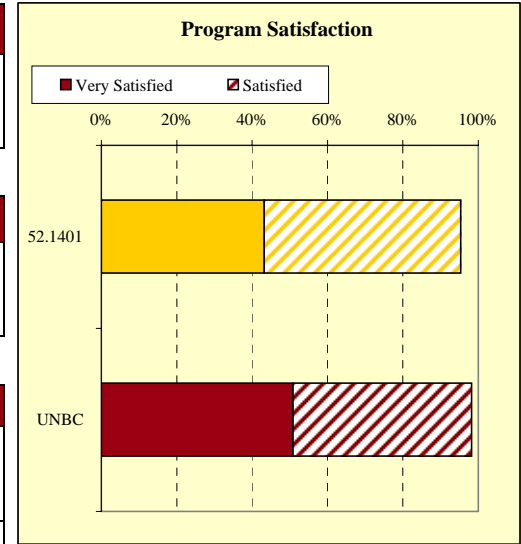


EDUCATION EVALUATION AND SKILL DEVELOPMENT

6. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Work:	52.1401		UNBC	
Very Useful	15	41%	114	50%
Somewhat Useful	20	54%	96	42%
Not Very Useful	2	5%	13	6%
Not at All Useful	-	0%	7	3%

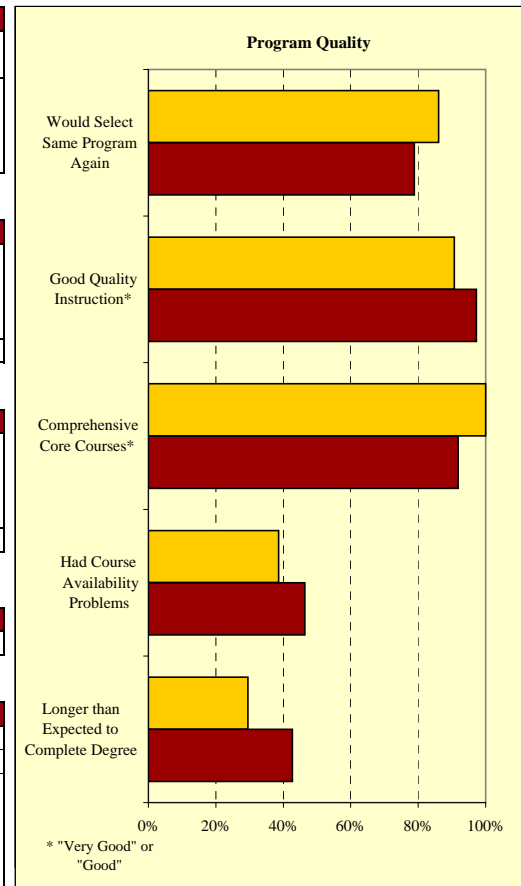
7. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Day-to-day Life:	52.1401		UNBC	
Very Useful	8	22%	67	29%
Somewhat Useful	28	76%	143	62%
Not Very Useful	1	3%	19	8%
Not at All Useful	-	0%	2	1%

8. Program Satisfaction:	52.1401		UNBC	
Very Satisfied	19	43%	149	51%
Satisfied	23	52%	139	47%
Dissatisfied	2	5%	4	1%
Very Dissatisfied	-	0%	1	0%
Total	44	100%	293	100%



9. Would you select the same program again?	52.1401		UNBC	
Yes	37	86%	223	79%
No, because . . . (multiple response question)	6		60	
. . . interests have changed	3	33%*	11	14%*
. . . courses were not practical	-	0%*	10	13%*
. . . little or no career opportunities	1	11%*	27	35%*
. . . other	5	56%*	29	38%*

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



10. Quality of Instruction:	52.1401		UNBC	
Very Good	12	28%	114	39%
Good	27	63%	170	58%
Poor	4	9%	8	3%
Very Poor	-	0%	-	0%
Total	43	100%	292	100%

11. Comprehensiveness of Core Courses:	52.1401		UNBC	
Very Good	8	20%	81	29%
Good	33	80%	177	63%
Poor	-	0%	20	7%
Very Poor	-	0%	3	1%
Total	41	100%	281	100%

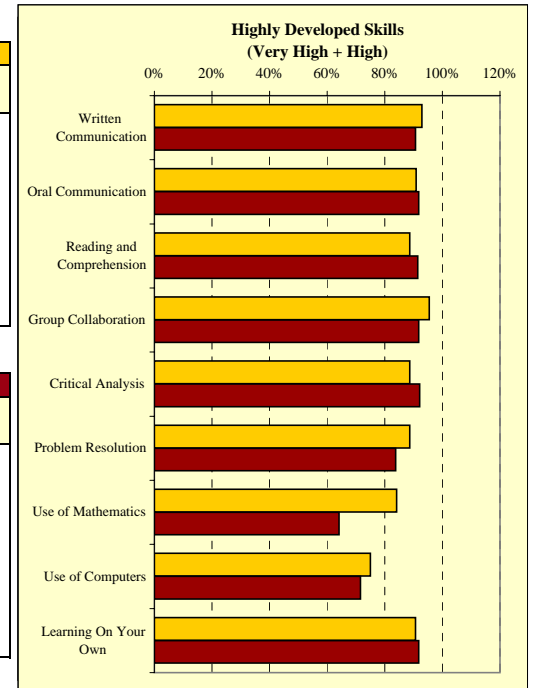
12. Course Availability:	52.1401		UNBC	
Encountered course availability problems	17	39%	136	46%

13. Degree Completion:	52.1401		UNBC	
Took longer than expected to complete degree	13	30%	125	43%
Top 4 reasons for prolonged degree completion (multiple response question):				
Personal or family reasons	2	13%*	8	5%*
Financial reasons / work	-	0%*	15	9%*
Change of major/program/specialization	3	20%*	10	6%*
Involvement in co-op program extended completion time	3	20%*	18	11%*
Other reason(s)	7	47%*	117	70%*

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

SKILL DEVELOPMENT

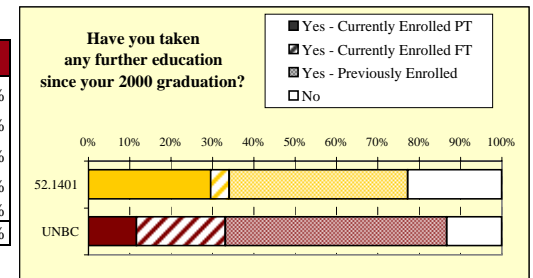
14a. To what degree did university help you develop the following skills?	52.1401				
	Very High	High	Low	Very Low	# Resp.
	Written Communication	26%	67%	7%	0%
Oral Communication	34%	57%	9%	0%	44
Reading and Comprehension	30%	59%	9%	2%	44
Group Collaboration	45%	50%	2%	2%	44
Critical Analysis	36%	52%	9%	2%	44
Problem Resolution	32%	57%	11%	0%	44
Use of Mathematics Appropriate to Field	23%	61%	14%	2%	44
Use of Computers Appropriate to Field	25%	50%	18%	7%	44
Learning On Your Own	44%	47%	9%	0%	43



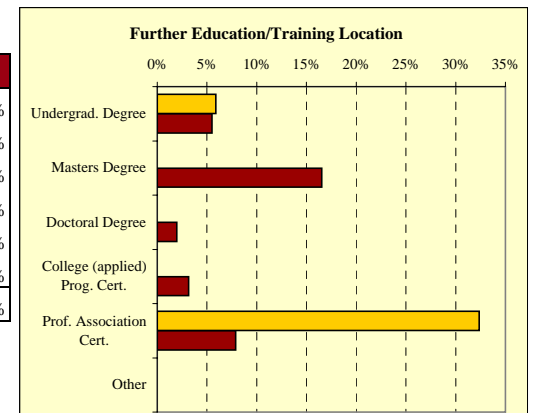
14b. To what degree did university help you develop the following skills?	UNBC				
	Very High	High	Low	Very Low	# Resp.
	Written Communication	45%	46%	8%	2%
Oral Communication	40%	52%	8%	1%	291
Reading and Comprehension	41%	51%	7%	2%	291
Group Collaboration	38%	54%	7%	1%	291
Critical Analysis	50%	42%	6%	1%	293
Problem Resolution	25%	59%	16%	1%	290
Use of Mathematics Appropriate to Field	17%	47%	26%	10%	265
Use of Computers Appropriate to Field	23%	49%	24%	4%	281
Learning On Your Own	45%	47%	7%	1%	291

FURTHER EDUCATION

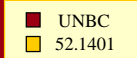
15. Took further education since 2000 graduation	52.1401	UNBC
Yes:	34	254
Not currently enrolled	19	157
Currently enrolled full-time	2	63
Currently enrolled part-time	13	34
No	10	39
Total	44	293



16. Type of Formal Post-Secondary Education	52.1401	UNBC
Undergraduate Degree	2	14
Masters Degree	-	42
Doctoral Degree	-	5
College (applied) Program Certification	-	8
Professional Association Certification	11	20
Other	-	-
Total Respondents	34	254

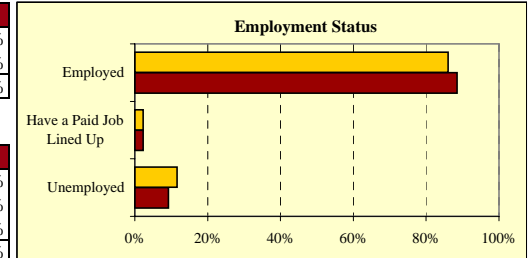


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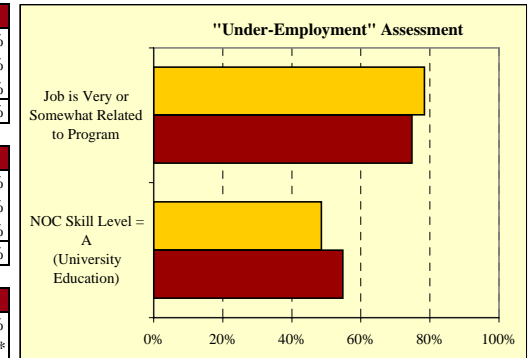
EMPLOYMENT

17. Labour Force Status:	52.1401		UNBC	
In Labour Force (working or seeking work)	43	98%	261	89%
Not in Labour Force	1	2%	32	11%
Grand Total	44	100%	293	100%



18. Employment Status of those IN Labour Force:	52.1401		UNBC	
Employed	37	86%	231	89%
Have a Paid Job Lined Up	1	2%	6	2%
Unemployed	5	12%	24	9%
Total Labour Force	43	100%	261	100%

19. Status of Graduates NOT in Labour Force:	52.1401		UNBC	
Attending School FT	-	0%	23	72%
Attending School PT	-	0%	-	0%
Other	1	100%	9	28%
Total NOT in Labour Force	1	100%	32	100%

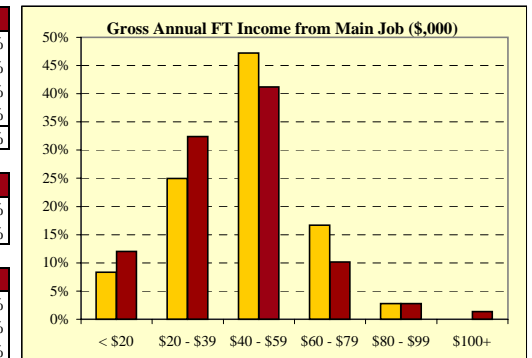


20. Employment Type:	52.1401		UNBC	
Paid worker	34	92%	205	89%
Self-employed	2	5%	13	6%
Both a paid worker and self-employed	1	3%	13	6%
Total Employed	37	100%	231	100%

21. Job Characteristics:	52.1401		UNBC	
I hold more than one job	2	5%*	41	18%
My main job is full-time (>= 30 hours per week)	34	94%**	190	83%**

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

22. How related is your main job to your program?	52.1401		UNBC	
Very Related	17	46%	104	45%
Somewhat Related	12	32%	68	30%
Not Very Related	5	14%	21	9%
Not At All Related	3	8%	37	16%
Total	37	100%	230	100%



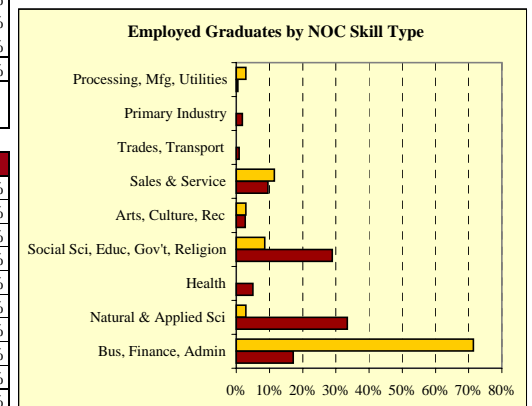
23. "Under-employment" Assessment:	52.1401		UNBC	
Job is very or somewhat related to program	29	78%	172	75%
NOC Skill Level = A (University Education)	17	49%	121	55%

* of total valid responses

24. Gross Annual Income from Main Job:*	52.1401		UNBC	
Less than \$20,000	3	8%	26	12%
\$20,000 to \$39,999	9	25%	70	32%
\$40,000 to \$59,999	17	47%	89	41%
\$60,000 to \$79,999	6	17%	22	10%
\$80,000 to \$99,999	1	3%	6	3%
\$100,000 and Above	-	0%	3	1%
Total	36	100%	216	100%
Median Annual Income (full-time)	\$45,500		\$42,950	
Average Annual Income (full-time)	\$47,137		\$45,978	

* where data provided

25. NOC Skill Type of Main Job:	52.1401		UNBC	
Business, Finance and Administration	25	71%	38	17%
Natural and Applied Sciences and Related	1	3%	74	33%
Health	-	0%	11	5%
Social Sciences, Educ., Gov't Services, Religion	3	9%	64	29%
Arts, Culture, Recreation and Sport	1	3%	6	3%
Sales and Service	4	11%	21	10%
Trades, Transport and Eqp. Operators and Related	-	0%	2	1%
Unique to the Primary Industry	-	0%	4	2%
Unique to Processing, Manufacturing and Utilities	1	3%	1	0%
Total	35	100%	221	100%

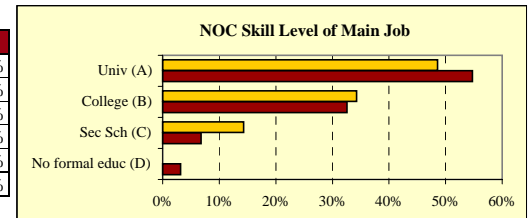


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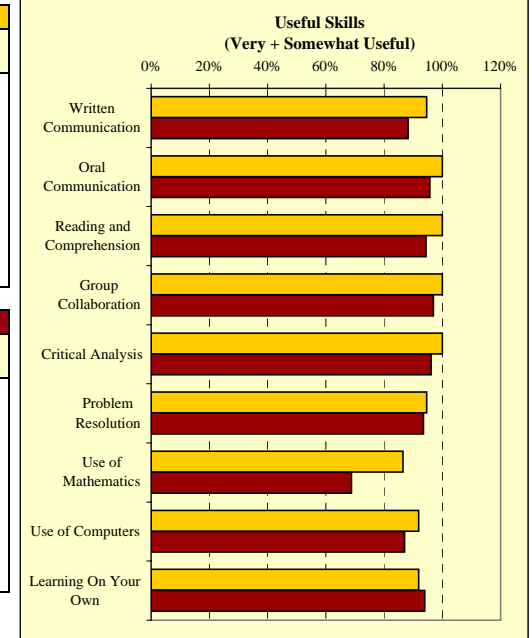
■ UNBC
■ 52.1401

EMPLOYMENT, continued

26. NOC Skill Level of Main Job:	52.1401	UNBC
A. University education	17 49%	121 55%
B. College education/trade apprenticeship	12 34%	72 33%
C. Secondary school + job-specific training	5 14%	15 7%
D. No formal education	- 0%	7 3%
No skill level assigned (management)	1 3%	6 3%
Total	35 100%	221 100%



27a. How useful are the following skills and abilities in doing your main job?	52.1401				#
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful	Resp.
Written Communication	51%	43%	5%	0%	37
Oral Communication	59%	41%	0%	0%	37
Reading and Comprehension	62%	38%	0%	0%	37
Group Collaboration	76%	24%	0%	0%	37
Critical Analysis	76%	24%	0%	0%	37
Problem Resolution	62%	32%	5%	0%	37
Use of Mathematics Appropriate to Field	46%	41%	5%	8%	37
Use of Computers Appropriate to Field	57%	35%	3%	5%	37
Learning On Your Own	65%	27%	8%	0%	37



27b. How useful are the following skills and abilities in doing your main job?	UNBC				#
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful	Resp.
Written Communication	67%	21%	7%	5%	229
Oral Communication	72%	23%	3%	2%	231
Reading and Comprehension	69%	26%	3%	1%	230
Group Collaboration	78%	19%	3%	0%	231
Critical Analysis	74%	23%	2%	2%	231
Problem Resolution	64%	29%	6%	1%	230
Use of Mathematics Appropriate to Field	33%	36%	18%	13%	215
Use of Computers Appropriate to Field	52%	35%	7%	6%	224
Learning On Your Own	70%	24%	3%	3%	230

28a. Top 10 Full-time Occupations of 52.1401 Graduates:	52.1401	
NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary
1111 A Financial Auditors & Acnts	22%	\$51,750
1232 B Loan Officers	19%	\$36,250
1114 A Other Financial Officers	5%	\$50,000
* * * * *		

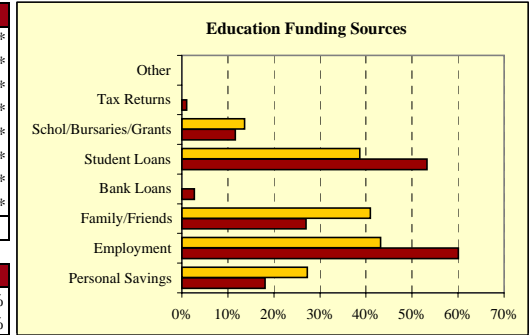
*data not displayed where n < 2 **percentages cited are of those for whom occupational data was provided, full-time and part-time

28b. Top 10 Full-time Occupations of Graduates from University of Northern British Columbia:	UNBC	
NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary
2122 A Forestry Professionals	8%	\$47,500
2223 B Forestry Technologists & Technicians	6%	\$45,000
4212 B Community & Social Srvc Workers	4%	\$35,200
1111 A Financial Auditors & Acnts	4%	\$51,000
2121 A Biologists & Related Scientists	4%	\$41,600
4141 A Secondary School Teachers	3%	\$36,950
1232 B Loan Officers	3%	\$36,250
3152 A Registered Nurses	3%	\$55,612
1114 A Other Financial Officers	2%	\$50,000
2174 A Computer Programmers/Interactive Media Developers	2%	\$51,500

*data not displayed where n < 2 **percentages cited are of those for whom occupational data was provided, full-time and part-time

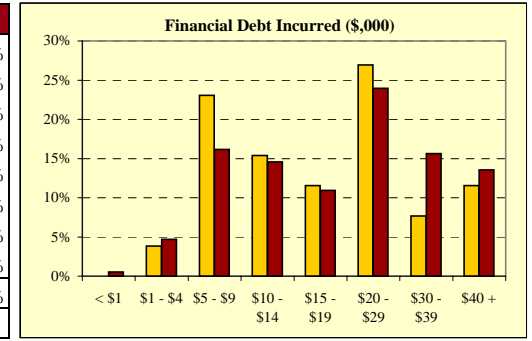
EDUCATION FINANCING

29. Education Funding Sources (2 sources per respondent):	52.1401		UNBC	
Personal Savings	12	27%*	53	18%*
Employment	19	43%*	176	60%*
Family/Friends	18	41%*	79	27%*
Bank Loans	-	0%*	8	3%*
Student Loans	17	39%*	156	53%*
Scholarships/Bursaries/Grants	6	14%*	34	12%*
Tax Returns	-	0%*	3	1%*
Other	-	0%*	-	0%*
Total Respondents	44		293	

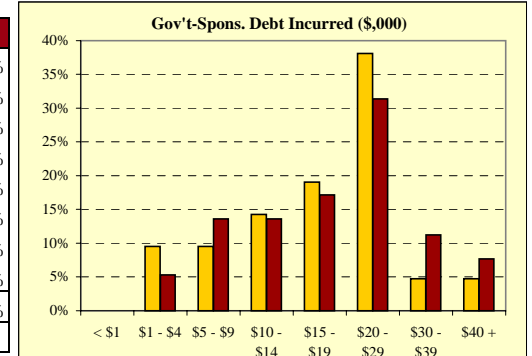


30. Financial Debt Incurred to Finance Univ. Education:	52.1401		UNBC	
Incurred any form of financial debt	26	59%*	192	66%
Incurred government-sponsored student loan debt	21	49%*	169	59%

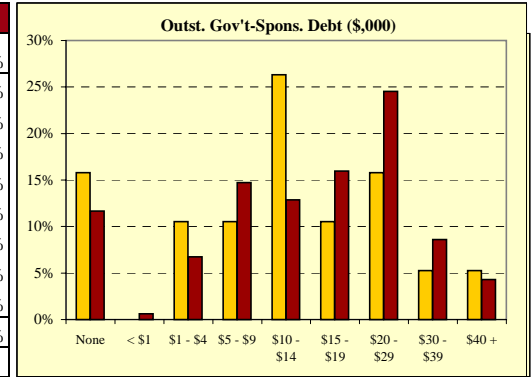
31. Financial Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	1	1%
\$1,000 to \$4,999	1	4%	9	5%
\$5,000 to \$9,999	6	23%	31	16%
\$10,000 to \$14,999	4	15%	28	15%
\$15,000 to \$19,999	3	12%	21	11%
\$20,000 to \$29,999	7	27%	46	24%
\$30,000 to \$39,999	2	8%	30	16%
\$40,000 or More	3	12%	26	14%
Total	26	100%	192	100%
Median Financial Debt	\$15,000		\$20,000	



32. Government-Sponsored Student Loan Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	2	10%	9	5%
\$5,000 to \$9,999	2	10%	23	14%
\$10,000 to \$14,999	3	14%	23	14%
\$15,000 to \$19,999	4	19%	29	17%
\$20,000 to \$29,999	8	38%	53	31%
\$30,000 to \$39,999	1	5%	19	11%
\$40,000 or More	1	5%	13	8%
Total	21	100%	169	100%
Median Gov't-Sponsored Student Loan Debt	\$17,000		\$20,000	



33. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401		UNBC	
None - Loan repaid in full	3	16%	19	12%
< \$1,000	-	0%	1	1%
\$1,000 to \$4,999	2	11%	11	7%
\$5,000 to \$9,999	2	11%	24	15%
\$10,000 to \$14,999	5	26%	21	13%
\$15,000 to \$19,999	2	11%	26	16%
\$20,000 to \$29,999	3	16%	40	25%
\$30,000 to \$39,999	1	5%	14	9%
\$40,000 or More	1	5%	7	4%
Total	19	100%	163	100%
Median Gov't-Sponsored Loan Debt Outstanding	\$12,000		\$15,000	



* Percentage of respondents who identified this source

* Percentage of respondents who provided data

*includes only cases where financial debt was incurred

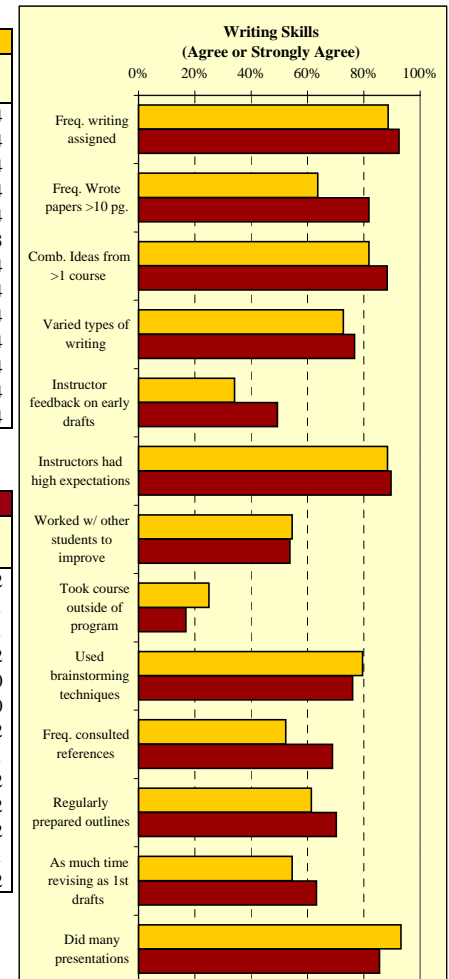
*includes only cases where government-sponsored debt was incurred

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

SPECIAL SECTION ON WRITING AND COMMUNICATION SKILLS

34a. To what extent do you agree or disagree with the following:	52.1401					# Resp.
	Strongly Agree	Agree	Disagree	Strongly Disagree		
Program included frequent writing assignments	41%	48%	11%	0%		44
Frequently wrote papers longer than 10 pages	20%	43%	34%	2%		44
Assignments combined ideas from >1 course	34%	48%	16%	2%		44
Assignments required varied types of writing	14%	59%	27%	0%		44
Instructors frequently commented on early drafts *	5%	30%	57%	9%		44
Instructors had high expectations *	23%	65%	12%	0%		43
Worked with other students to improve my writing	20%	34%	30%	16%		44
Took a writing course outside of my program	14%	11%	25%	50%		44
Learned & used techniques for coming up with ideas	11%	68%	18%	2%		44
Frequently consulted references on writing	20%	32%	36%	11%		44
Regularly prepared outlines prior to writing	25%	36%	30%	9%		44
Spent as much time revising as I did on first drafts	14%	41%	41%	5%		44
Was required to do many presentations	45%	48%	7%	0%		44

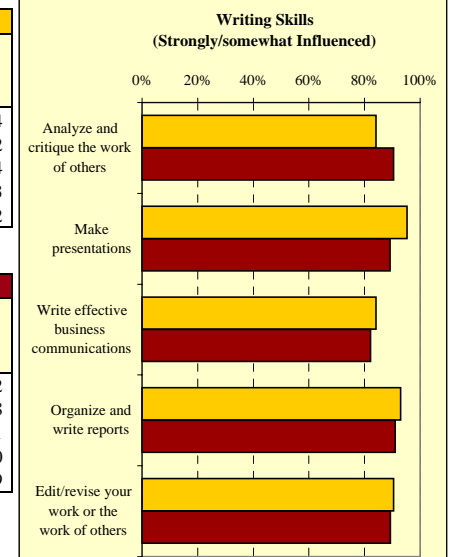
* "...with regard to my writing/writing assignments."



34b. To what extent do you agree or disagree with the following:	UNBC				# Resp.
	Strongly Agree	Agree	Disagree	Strongly Disagree	
Program included frequent writing assignments	68%	24%	8%	0%	292
Frequently wrote papers longer than 10 pages	44%	38%	17%	1%	291
Assignments combined ideas from >1 course	44%	45%	11%	1%	291
Assignments required varied types of writing	33%	43%	21%	2%	292
Instructors frequently commented on early drafts *	15%	34%	38%	13%	290
Instructors had high expectations *	49%	41%	9%	1%	290
Worked with other students to improve my writing	21%	33%	29%	17%	292
Took a writing course outside of my program	10%	7%	23%	60%	291
Learned & used techniques for coming up with ideas	22%	54%	17%	7%	292
Frequently consulted references on writing	28%	40%	22%	10%	292
Regularly prepared outlines prior to writing	39%	31%	22%	8%	292
Spent as much time revising as I did on first drafts	23%	40%	29%	8%	291
Was required to do many presentations	46%	39%	14%	0%	292

* "...with regard to my writing/writing assignments."

35a. To what extent have the writing and communication skills you gained in university positively influenced your ability to:	52.1401				# Resp.
	Strongly Influenced	Somewhat Influenced	Barely Influenced	Not at all Influenced	
Analyze and critique the work of others	25%	59%	16%	0%	44
Make presentations	43%	52%	5%	0%	42
Write effective memos, emails and other business	34%	50%	14%	2%	44
Organize and write reports	33%	60%	7%	0%	43
Edit/revise your work or the work of others	29%	62%	7%	2%	42



35a. To what extent have the writing and communication skills you gained in university positively influenced your ability to:	UNBC				# Resp.
	Strongly Influenced	Somewhat Influenced	Barely Influenced	Not at all Influenced	
Analyze and critique the work of others	42%	49%	8%	1%	292
Make presentations	58%	31%	9%	2%	288
Write effective memos, emails and other business	36%	46%	13%	5%	291
Organize and write reports	54%	37%	7%	2%	290
Edit/revise your work or the work of others	50%	39%	9%	2%	289