

B.C. University Student Outcomes 2003 Survey of 1998 Baccalaureate Graduates

Detailed Summary of Survey Results

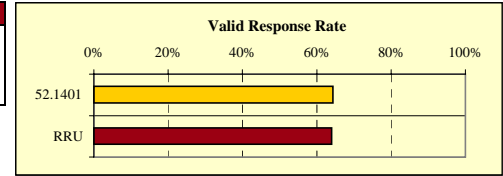
Royal Roads University

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ RRU
■ 52.1401

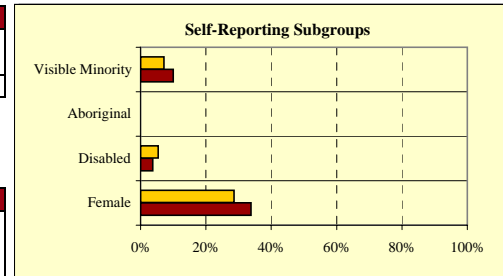
RESPONSE RATE

1. Survey Response Rate:	52.1401	RRU		
1998 Baccalaureate Graduates Survey Cohort	94		134	
Net Frame	87		125	
Survey Respondents and Valid Response Rate	56	64%	80	64%



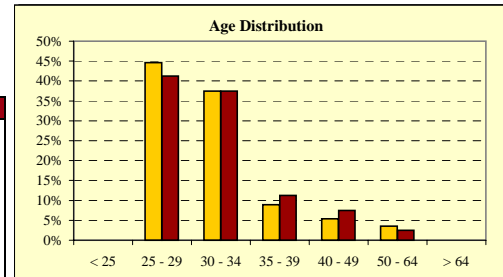
DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	RRU		
Male	40	71%	53	66%
Female	16	29%	27	34%
Total	56	100%	80	100%

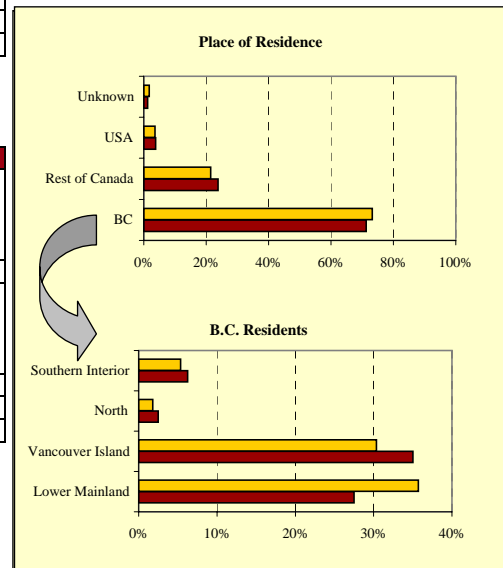


3. Self-Reporting Subgroups:	52.1401	RRU		
Disabled	3	5%	3	4%
Aboriginal	-	0%	-	0%
Visible Minority	4	7%	8	10%

4. Age (at time of survey):	52.1401	RRU		
< 25	-	0%	-	0%
25 to 29	25	45%	33	41%
30 to 34	21	38%	30	38%
35 to 39	5	9%	9	11%
40 to 49	3	5%	6	8%
50 to 64	2	4%	2	3%
> 64	-	0%	-	0%
Unknown	-	0%	-	0%
Total	56	100%	80	100%
Mean Age:	31.9		32.1	

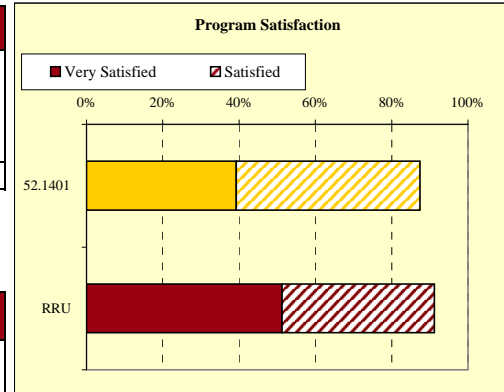


5. Place of Residence (at time of survey):	52.1401	RRU		
BC - Lower Mainland	20	36%	22	28%
BC - Vancouver Island	17	30%	28	35%
BC - North	1	2%	2	3%
BC - Southern Interior	3	5%	5	6%
BC Subtotal	41	73%	57	71%
Canada - Alberta	8	14%	12	15%
Canada - Ontario	2	4%	4	5%
Canada - Other	2	4%	3	4%
U.S.A.	2	4%	3	4%
Non-BC Subtotal	14	25%	22	28%
Unknown	1	2%	1	1%
Total	56	100%	80	100%

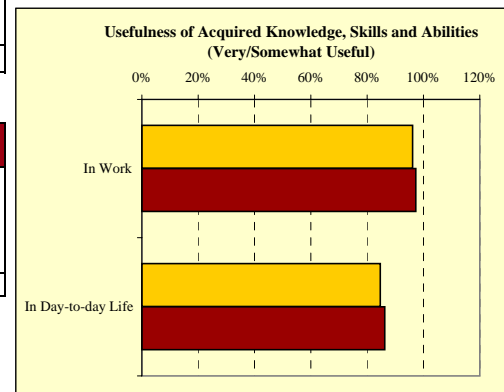


EDUCATION EVALUATION

8. Program Satisfaction:	52.1401		RRU	
Very Satisfied	22	39%	41	51%
Satisfied	27	48%	32	40%
Dissatisfied	6	11%	6	8%
Very Dissatisfied	1	2%	1	1%
Total	56	100%	80	100%

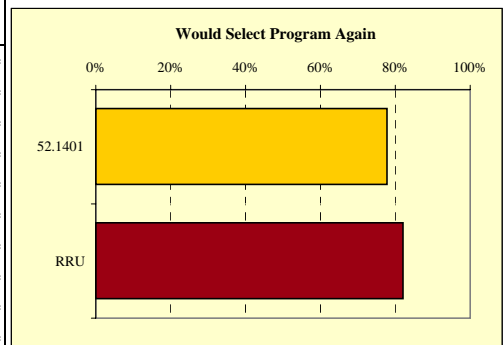


6. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Work:	52.1401		RRU	
Very Useful	18	35%	32	44%
Somewhat Useful	32	62%	39	53%
Not Very Useful	1	2%	1	1%
Not at All Useful	1	2%	1	1%
Total	52	100%	73	100%



7. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Day-to-day Life:	52.1401		RRU	
Very Useful	11	21%	18	25%
Somewhat Useful	33	63%	45	62%
Not Very Useful	7	13%	8	11%
Not at All Useful	1	2%	2	3%
Total	52	100%	73	100%

9. Would you select the same program again?	52.1401		RRU	
Yes	42	78%	64	82%
No, because . . . (multiple response question)	12		14	
. . . interests have changed	-	0%*	-	0%*
. . . courses were not practical	3	21%*	3	18%*
. . . little or no career opportunities	2	14%*	3	18%*
. . . not enough course variety	1	7%*	1	6%*
. . . skills acquired were not very useful	-	0%*	-	0%*
. . . courses were poorly taught	2	14%*	2	12%*
. . . program was too general	3	21%*	4	24%*
. . . did not agree with grading system	1	7%*	1	6%*
. . . did not like institution	-	0%*	-	0%*
. . . other	2	14%*	3	18%*



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

Detailed Summary of Survey Results

Royal Roads University

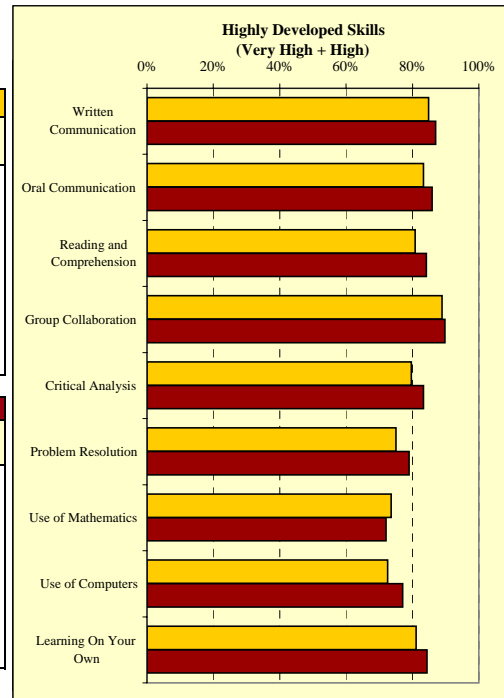
6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ RRU
■ 52.1401

SKILL DEVELOPMENT

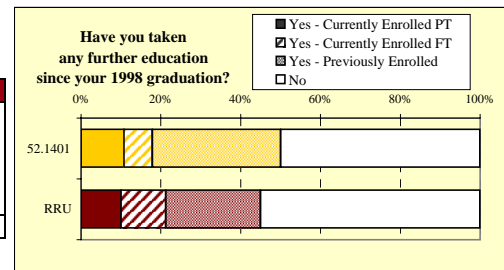
14a. To what degree did university help you develop the following skills?	52.1401				# Resp.
	Very High	High	Low	Very Low	
Written Communication	38%	47%	15%	0%	53
Oral Communication	33%	50%	17%	0%	54
Reading and Comprehension	19%	62%	17%	2%	52
Group Collaboration	54%	35%	11%	0%	54
Critical Analysis	35%	44%	17%	4%	54
Problem Resolution	29%	46%	21%	4%	52
Use of Mathematics Appropriate to Field	26%	47%	15%	11%	53
Use of Computers Appropriate to Field	35%	37%	24%	4%	51
Learning On Your Own	42%	40%	11%	8%	53

14b. To what degree did university help you develop the following skills?	RRU				# Resp.
	Very High	High	Low	Very Low	
Written Communication	48%	39%	13%	0%	77
Oral Communication	38%	47%	14%	0%	78
Reading and Comprehension	29%	55%	14%	1%	76
Group Collaboration	60%	29%	9%	1%	78
Critical Analysis	44%	40%	14%	3%	78
Problem Resolution	30%	49%	18%	3%	76
Use of Mathematics Appropriate to Field	29%	43%	20%	8%	75
Use of Computers Appropriate to Field	45%	32%	20%	3%	74
Learning On Your Own	51%	34%	8%	8%	77

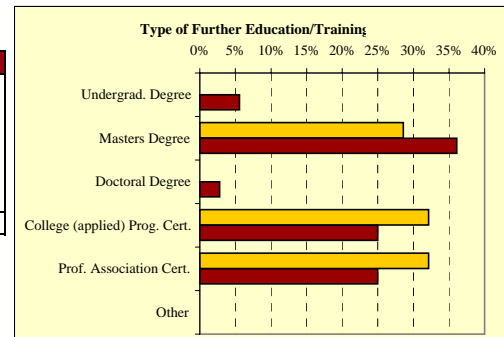


FURTHER EDUCATION

15. Took further formal education since 1998 graduation	52.1401		RRU	
Yes:	28	50%	36	45%
Not currently enrolled	18	32%	19	24%
Currently enrolled full-time	4	7%	9	11%
Currently enrolled part-time	6	11%	8	10%
No	28	50%	44	55%
Total	56	100%	80	100%



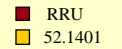
16. Type of Formal Post-Secondary Education	52.1401		RRU	
Undergraduate Degree	-	0%	2	6%
Masters Degree	8	29%	13	36%
Doctoral Degree	-	0%	1	3%
College (applied) Program Certification	9	32%	9	25%
Professional Association Certification	9	32%	9	25%
Other	-	0%	-	0%
Total Respondents	28	100%	36	100%



Detailed Summary of Survey Results

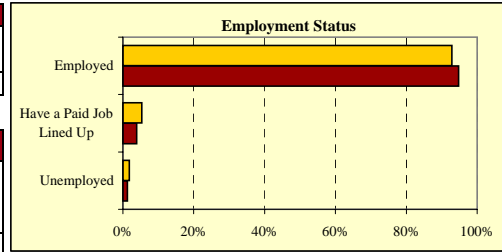
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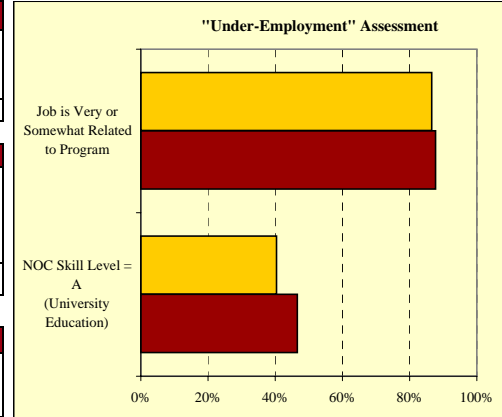
EMPLOYMENT

17. Labour Force Status:	52.1401	RRU
In Labour Force (working or seeking work)	56 100%	77 96%
Not in Labour Force	- 0%	3 4%
Grand Total	56 100%	80 100%



18. Employment Status of those IN Labour Force:	52.1401	RRU
Employed	52 93%	73 95%
Have a Paid Job Lined Up	3 5%	3 4%
Unemployed	1 2%	1 1%
Total Labour Force	56 100%	77 100%

19. Status of Graduates NOT in Labour Force:	52.1401	RRU
Attending School FT	N/A	2 67%
Attending School PT	N/A	- 0%
Other	N/A	1 33%
Total NOT in Labour Force	-	3 100%

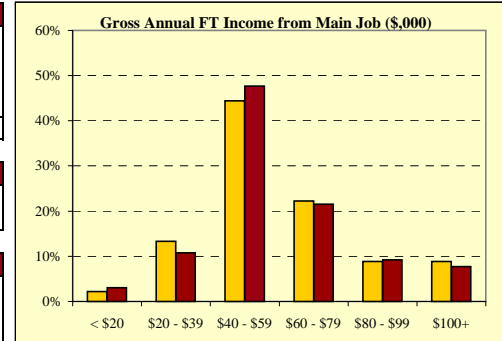


20. Employment Type:	52.1401	RRU
Paid worker	43 83%	64 88%
Self-employed	7 13%	7 10%
Both a paid worker and self-employed	2 4%	2 3%
Total Employed	52 100%	73 100%

21. Job Characteristics:	52.1401	RRU
I hold more than one job	8 15%*	9 12%*
My main job is full-time (>= 30 hours per week)	49 96%**	69 96%**

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

22. How related is your main job to your program?	52.1401	RRU
Very Related	18 35%	28 38%
Somewhat Related	27 52%	36 49%
Not Very Related	4 8%	5 7%
Not At All Related	3 6%	4 5%
Total	52 100%	73 100%

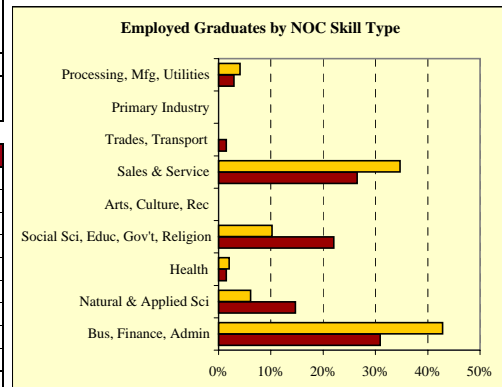


23. "Under-employment" Assessment:	52.1401	RRU
Job is very or somewhat related to program	45 87%	64 88%
NOC Skill Level = A (University Education)	21 40%	34 47%

* of total valid responses

24. Gross Annual Income from Main Job:*	52.1401	RRU
Less than \$20,000	1 2%	2 3%
\$20,000 to \$39,999	6 13%	7 11%
\$40,000 to \$59,999	20 44%	31 48%
\$60,000 to \$79,999	10 22%	14 22%
\$80,000 to \$99,999	4 9%	6 9%
\$100,000 and Above	4 9%	5 8%
Total	45 100%	65 100%
Median Annual Income (full-time)	\$52,000	\$52,000
Average Annual Income (full-time)	\$70,264	\$66,281

* where data provided

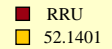


25. NOC Skill Type of Main Job:	52.1401	RRU
Business, Finance and Administration	21 43%	21 31%
Natural and Applied Sciences and Related	3 6%	10 15%
Health	1 2%	1 1%
Social Sciences, Educ., Gov't Services, Religion	5 10%	15 22%
Arts, Culture, Recreation and Sport	- 0%	- 0%
Sales and Service	17 35%	18 26%
Trades, Transport and Eqp. Operators and Related	- 0%	1 1%
Unique to the Primary Industry	- 0%	- 0%
Unique to Processing, Manufacturing and Utilities	2 4%	2 3%
Total	49 100%	68 100%

Detailed Summary of Survey Results

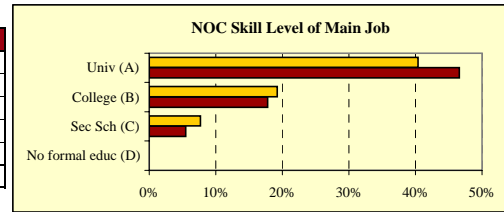
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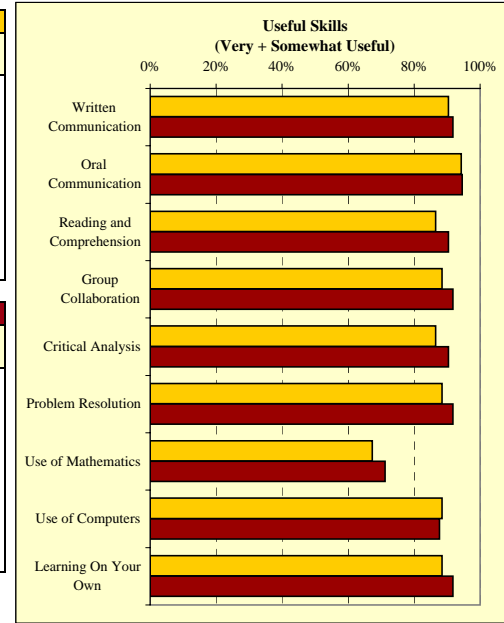


EMPLOYMENT, continued

NOC Skill Level of Main Job:		52.1401		RRU	
A. University education		21	40%	34	47%
B. College education/trade apprenticeship		10	19%	13	18%
C. Secondary school + job-specific training		4	8%	4	5%
D. No formal education		-	0%	-	0%
No skill level assigned (management)		17	33%	22	30%
Total		52	100%	73	100%



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	69%	21%	8%	2%	52
Oral Communication	67%	27%	6%	0%	52
Reading and Comprehension	63%	23%	10%	4%	52
Group Collaboration	65%	23%	6%	6%	52
Critical Analysis	65%	21%	6%	8%	52
Problem Resolution	63%	25%	8%	4%	52
Use of Mathematics Appropriate to Field	38%	29%	25%	8%	52
Use of Computers Appropriate to Field	63%	25%	8%	4%	52
Learning On Your Own	63%	25%	4%	8%	52



How useful are the following skills and abilities in doing your main job?	RRU				
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful	# Resp.
Written Communication	75%	16%	5%	3%	73
Oral Communication	73%	22%	5%	0%	73
Reading and Comprehension	67%	23%	7%	3%	73
Group Collaboration	71%	21%	4%	4%	73
Critical Analysis	74%	16%	4%	5%	73
Problem Resolution	71%	21%	5%	3%	73
Use of Mathematics Appropriate to Field	40%	32%	22%	7%	73
Use of Computers Appropriate to Field	67%	21%	8%	4%	73
Learning On Your Own	67%	25%	3%	5%	73

Top 10 Full-time Occupations of 52.1401 Graduates:				52.1401	
NOC	NOC	Skill Level Description		% Employed FT in this Occ.**	Median FT Salary
0611	N/A	Sales, Marketing & Advrt Managers		10%	\$150,000
1122	A	Oces in Bus Svcs to Mgmt		10%	\$43,000
1111	A	Financial Auditors & Acnts		8%	\$39,000
6221	B	Tech Sales Specialists, Wholesale		6%	\$75,000
1114	A	Other Financial Officers		6%	\$50,000
6411	C	Sales Reps, Wholesale Trade Non-Tech		4%	\$135,000
0911	N/A	Manufacturing Managers		4%	\$77,000
0621	N/A	Retail Trade Managers		4%	\$65,000
0651	N/A	Other Svcs Managers		4%	\$54,000
1112	A	Financial & Investment Analysts		4%	\$46,000

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

Top 10 Full-time Occupations of Graduates from Royal Roads University:				RRU	
NOC	NOC	Skill Level Description		% Employed FT in this Occ.**	Median FT Salary
4161	A	Natural/App Sci Policy Rsrchrs		11%	\$47,000
0611	N/A	Sales, Marketing & Advrt Managers		7%	\$150,000
1122	A	Oces in Bus Svcs to Mgmt		7%	\$43,000
1111	A	Financial Auditors & Acnts		5%	\$39,000
6221	B	Tech Sales Specialists, Wholesale		4%	\$75,000
1114	A	Other Financial Officers		4%	\$50,000
0013	N/A	Sr Mgrs-Finance, Comm & Business Srv		3%	\$140,000
6411	C	Sales Reps, Wholesale Trade Non-Tech		3%	\$135,000
0911	N/A	Manufacturing Managers		3%	\$77,000
0621	N/A	Retail Trade Managers		3%	\$65,000

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

Detailed Summary of Survey Results

Royal Roads University

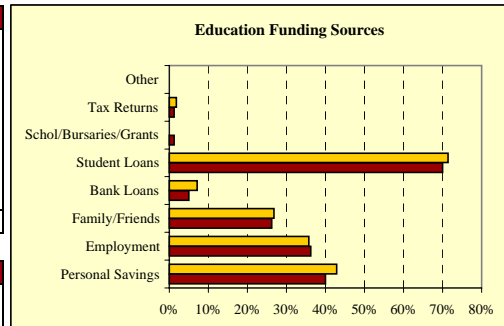
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■ RRU
■ 52.1401

EDUCATION FINANCING

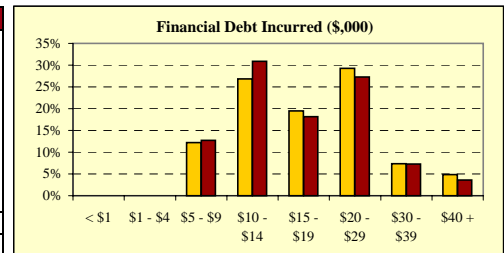
29. Education Funding Sources (2 sources per respondent):	52.1401	RRU
Personal Savings	24 43%*	32 40%*
Employment	20 36%*	29 36%*
Family/Friends	15 27%*	21 26%*
Bank Loans	4 7%*	4 5%*
Student Loans	40 71%*	56 70%*
Scholarships/Bursaries/Grants	- 0%*	1 1%*
Tax Returns	1 2%*	1 1%*
Other	- 0%*	- 0%*
Total Respondents	56	80

* Percentage of respondents who identified this source



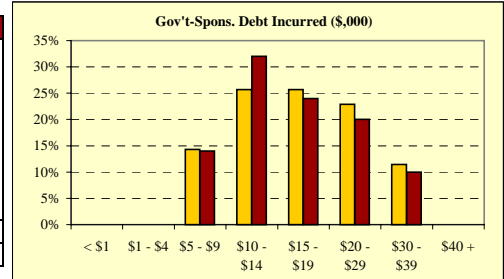
30. Financial Debt Incurred to Finance Univ. Education:	52.1401	RRU
Incurred any form of financial debt	41 73%*	55 69%*
Incurred government-sponsored student loan debt	35 63%*	50 63%*

* Percentage of respondents who provided data



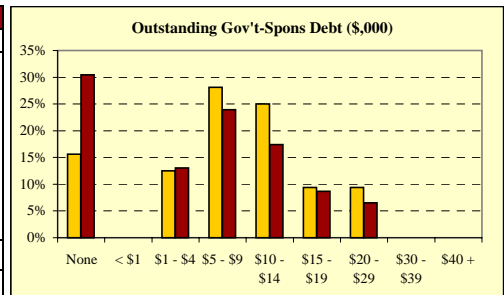
31. Financial Debt Amount:*	52.1401	RRU
< \$1,000	- 0%	- 0%
\$1,000 to \$4,999	- 0%	- 0%
\$5,000 to \$9,999	5 12%	7 13%
\$10,000 to \$14,999	11 27%	17 31%
\$15,000 to \$19,999	8 20%	10 18%
\$20,000 to \$29,999	12 29%	15 27%
\$30,000 to \$39,999	3 7%	4 7%
\$40,000 or More	2 5%	2 4%
Total	41 100%	55 100%
Median Financial Debt	\$18,000	\$15,000

*includes only cases where financial debt was incurred



32. Government-Sponsored Student Loan Debt Amount:*	52.1401	RRU
< \$1,000	- 0%	- 0%
\$1,000 to \$4,999	- 0%	- 0%
\$5,000 to \$9,999	5 14%	7 14%
\$10,000 to \$14,999	9 26%	16 32%
\$15,000 to \$19,999	9 26%	12 24%
\$20,000 to \$29,999	8 23%	10 20%
\$30,000 to \$39,999	4 11%	5 10%
\$40,000 or More	- 0%	- 0%
Total	35 100%	50 100%
Median Gov't-Sponsored Student Loan Debt	\$15,500	\$15,000

*includes only cases where government-sponsored debt was incurred

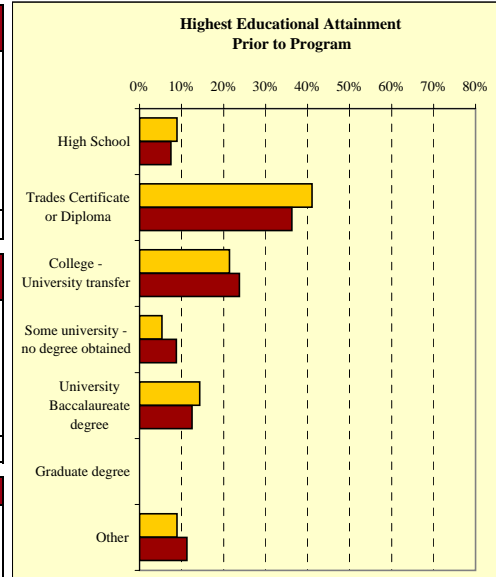


33. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401	RRU
None - Loan repaid in full	5 16%	14 30%
< \$1,000	- 0%	- 0%
\$1,000 to \$4,999	4 13%	6 13%
\$5,000 to \$9,999	9 28%	11 24%
\$10,000 to \$14,999	8 25%	8 17%
\$15,000 to \$19,999	3 9%	4 9%
\$20,000 to \$29,999	3 9%	3 7%
\$30,000 to \$39,999	- 0%	- 0%
\$40,000 or More	- 0%	- 0%
Total	32 100%	46 100%
Median Gov't-Sponsored Loan Debt Outstanding	\$8,250	\$5,000

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

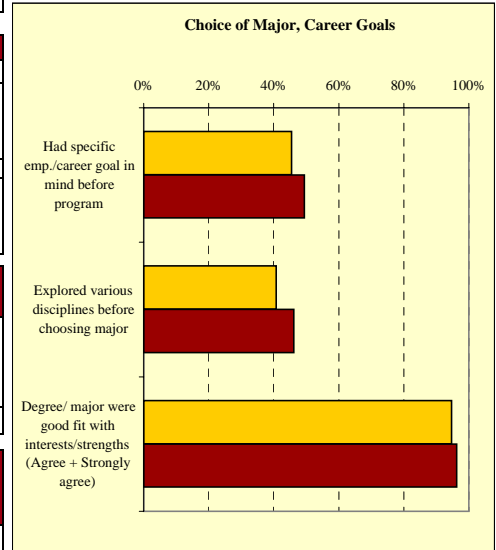
SPECIAL SECTION ON CAREER TRANSITIONS

34. Prior to starting [program], what was your highest level of educational attainment?	52.1401		RRU	
High School	5	9%	6	8%
Trades Certificate or Diploma	23	41%	29	36%
College - University transfer	12	21%	19	24%
Some university - no degree obtained	3	5%	7	9%
University Baccalaureate degree	8	14%	10	13%
Graduate degree	-	0%	-	0%
Other	5	9%	9	11%
Total	56	100%	80	100%



35. Prior to starting [program], what best describes your employment background?	52.1401		RRU	
I was happily employed in a chosen career	4	7%	9	11%
I held one or more unsatisfying jobs	22	40%	29	37%
I was never employed on a steady basis	9	16%	12	15%
I held one or more satisfying jobs (but not a career)	11	20%	15	19%
I was a student	9	16%	14	18%
Other	-	0%	-	0%
Total	55	100%	79	100%

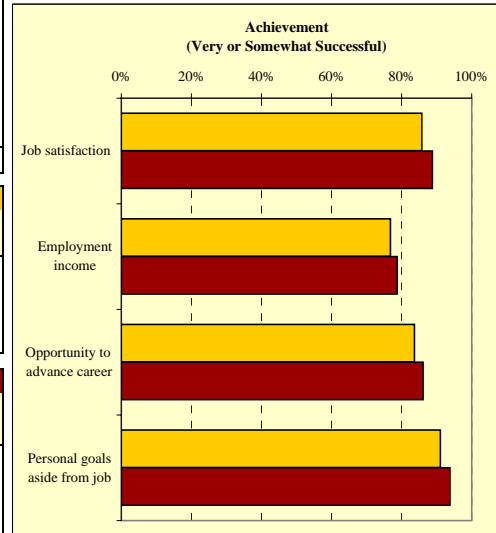
36. Deciding on career, university major:	52.1401		RRU	
When I started [program], I had a specific career/employment goal in mind	25	45%*	39	49%*
I explored a variety of disciplines at university before deciding/confirming choice of major	22	41%*	36	46%*



37. Change in career/employment expectations:	52.1401		RRU	
During Program:				
Changed significantly	13	23%	18	23%
Changed somewhat	19	34%	28	35%
Did not change at all	24	43%	34	43%
Since Graduation:				
Changed significantly	20	36%	28	35%
Changed somewhat	23	41%	33	41%
Did not change at all	13	23%	19	24%

38. Were your degree and major a good fit with your own interests and strengths?	52.1401		RRU	
Strongly agree	24	43%	39	49%
Agree	29	52%	38	48%
Disagree	3	5%	3	4%
Strongly disagree	-	0%	-	0%
Total	56	100%	80	100%

39. While completing [program], which of the following significantly influenced or shaped your career and program choices?	52.1401		RRU	
Work experience during studies	8	6%	17	9%
Work experience prior to studies	25	19%	39	20%
Personal experiences	43	33%	60	31%
Professors	23	18%	33	17%
Other counselling or advice	11	9%	15	8%
Study abroad	3	2%	4	2%
Travel (not for study)	10	8%	16	8%
Other	6	5%	8	4%
Total	129	100%	192	100%



40. How successful have you been in achieving the following:	52.1401				# Resp.
	Very successful	Somewhat successful	Not very successful	Not at all successful	
Job satisfaction	48%	38%	9%	5%	56
Employment income	27%	50%	16%	7%	56
Opportunity to advance career	49%	35%	15%	2%	55
Personal goals aside from job	43%	48%	9%	0%	56

41. How successful have you been in achieving the following:	RRU				# Resp.
	Very successful	Somewhat successful	Not very successful	Not at all successful	
Job satisfaction	53%	36%	8%	4%	80
Employment income	36%	43%	16%	5%	80
Opportunity to advance career	54%	32%	13%	1%	79
Personal goals aside from job	51%	43%	6%	0%	80