

# B.C. University Student Outcomes 2006 Survey of 2004 Baccalaureate Graduates

Detailed Summary of Survey Results

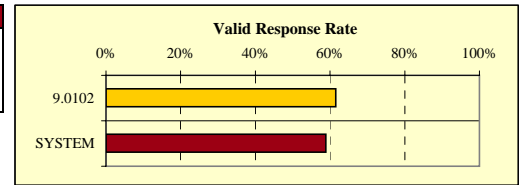
All Institutions

6 Digit CIP: 09.0102: Mass Communication/Media Studies

SYSTEM  
09.0102

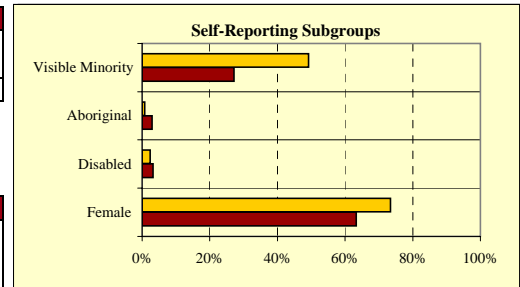
## RESPONSE RATE

1. Survey Response Rate:	09.0102	SYSTEM
2004 Baccalaureate Graduates Survey Cohort	232	15,605
Net Frame	208	13,595
Survey Respondents and Valid Response Rate	128	8,009



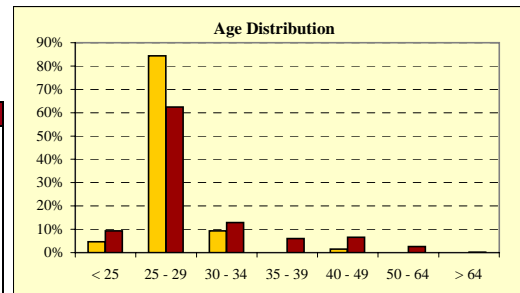
## DEMOGRAPHIC INFORMATION

2. Gender:	09.0102	SYSTEM
Male	34	2,941
Female	94	5,067
Total	128	8,008

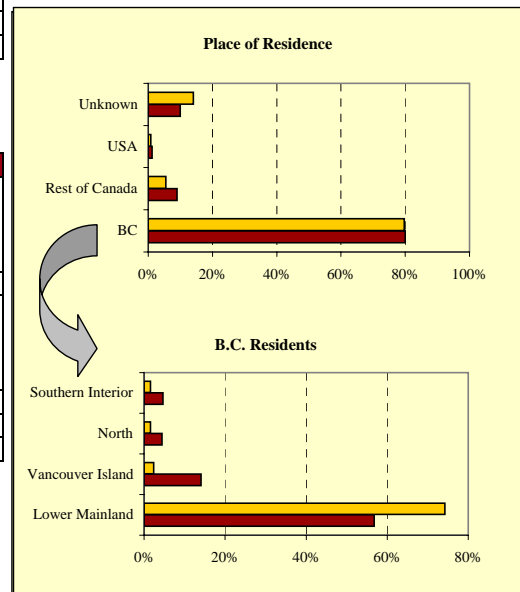


3. Self-Reporting Subgroups:	09.0102	SYSTEM
Disabled	3	260
Aboriginal	1	232
Visible Minority	63	2,172

4. Age (at time of survey):	09.0102	SYSTEM
< 25	6	748
25 to 29	108	4,997
30 to 34	12	1,036
35 to 39	-	478
40 to 49	2	528
50 to 64	-	213
> 64	-	9
Unknown	-	-
Total	128	8,009
Mean Age:	26.9	29.0



5. Place of Residence (at time of survey):	09.0102	SYSTEM
BC - Lower Mainland	95	4,549
BC - Vancouver Island	3	1,124
BC - North	2	353
BC - Southern Interior	2	376
BC Subtotal	102	6,402
Canada - Alberta	2	310
Canada - Ontario	3	240
Canada - Other	2	164
U.S.A.	1	94
Non-BC Subtotal	8	808
Unknown	18	799
Total	128	8,009



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All Institutions

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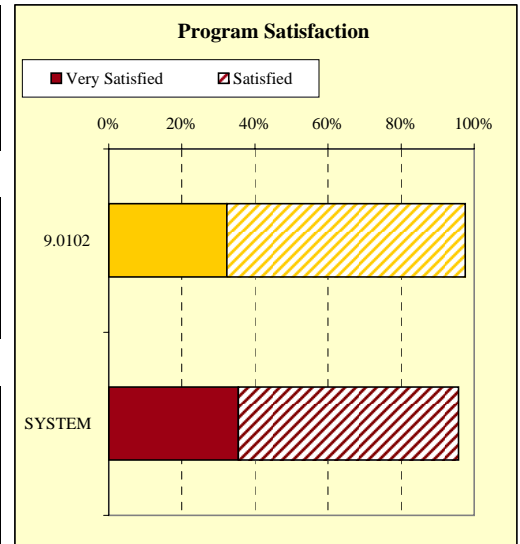
■ SYSTEM  
■ 09.0102

EDUCATION EVALUATION AND SKILL DEVELOPMENT

6. Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0102	SYSTEM
Very Useful	34 29%	2,934 44%
Somewhat Useful	73 62%	2,942 44%
Not Very Useful	7 6%	565 8%
Not at All Useful	3 3%	247 4%

7. Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Day-to-day Life:	09.0102	SYSTEM
Very Useful	41 35%	2,013 30%
Somewhat Useful	65 56%	3,611 54%
Not Very Useful	10 9%	890 13%
Not at All Useful	1 1%	179 3%

8. Program Satisfaction:	09.0102	SYSTEM
Very Satisfied	41 32%	2,832 35%
Satisfied	83 65%	4,816 60%
Dissatisfied	3 2%	288 4%
Very Dissatisfied	- 0%	51 1%
Total	127 100%	7,987 100%



9. Would you select the same program again?	09.0102	SYSTEM
Yes	109 90%	6,053 79%
No, because . . . (multiple response question)	12	1,565
. . . interests have changed	5 25%*	468 17%*
. . . courses were not practical	4 20%*	597 22%*
. . . little or no career opportunities	1 5%*	505 18%*
. . . other	10 50%*	1,197 43%*

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

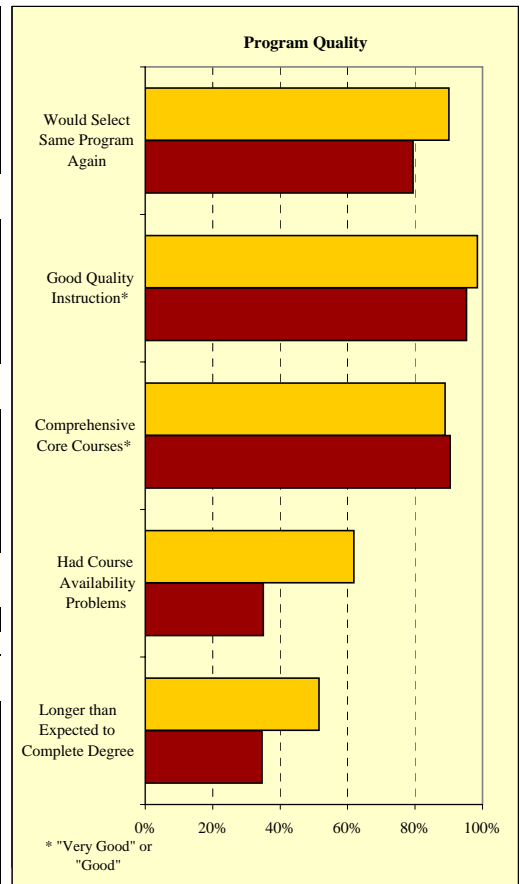
10. Quality of Instruction:	09.0102	SYSTEM
Very Good	43 34%	2,490 31%
Good	83 65%	5,096 64%
Poor	2 2%	348 4%
Very Poor	- 0%	28 0%
Total	128 100%	7,962 100%

11. Comprehensiveness of Core Courses:	09.0102	SYSTEM
Very Good	21 17%	2,045 26%
Good	91 72%	5,069 64%
Poor	12 10%	704 9%
Very Poor	2 2%	53 1%
Total	126 100%	7,871 100%

12. Course Availability:	09.0102	SYSTEM
Encountered course availability problems	78 62%	2,753 35%

13. Degree Completion:	09.0102	SYSTEM
Took longer than expected to complete degree	66 52%	2,770 35%
<b>Top 4 reasons for prolonged degree completion (multiple response question):</b>		
Personal or family reasons	4 3%*	401 8%*
Financial reasons / work	20 13%*	468 9%*
Change of major/program/specialization	12 8%*	403 8%*
Involvement in co-op program extended completion time	30 19%*	451 9%*
Other reason(s)	94 59%*	3,253 65%*

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



Detailed Summary of Survey Results

All Institutions

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■ 09.0102

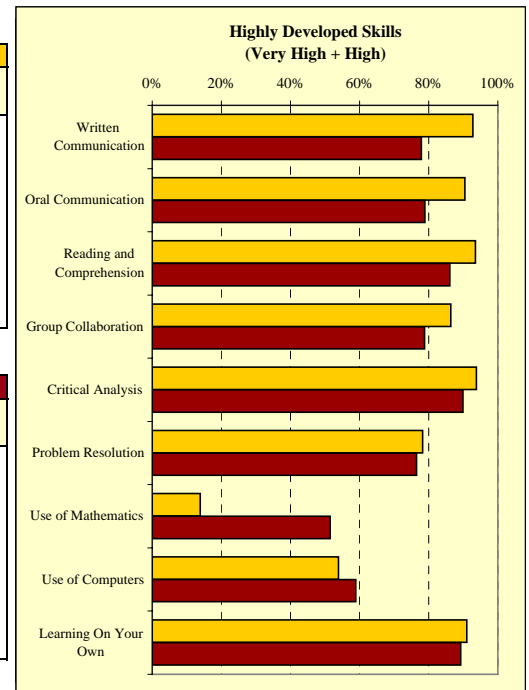
SKILL DEVELOPMENT

14a.

To what degree did program help you develop the following skills?	09.0102				# Resp.
	Very High	High	Low	Very Low	
	Written Communication	35%	58%	6%	
Oral Communication	31%	60%	9%	1%	126
Reading and Comprehension	40%	54%	6%	1%	123
Group Collaboration	38%	49%	12%	2%	125
Critical Analysis	55%	39%	4%	2%	128
Problem Resolution	23%	56%	22%	0%	124
Use of Mathematics Appropriate to Field	1%	13%	52%	34%	79
Use of Computers Appropriate to Field	9%	45%	34%	12%	102
Learning On Your Own	36%	55%	8%	1%	123

14b.

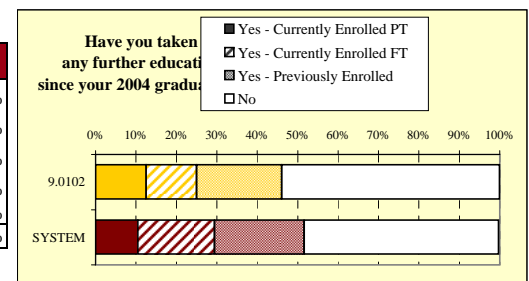
To what degree did program help you develop the following skills?	SYSTEM				# Resp.
	Very High	High	Low	Very Low	
	Written Communication	24%	54%	19%	
Oral Communication	23%	56%	19%	2%	7,662
Reading and Comprehension	31%	55%	12%	2%	7,627
Group Collaboration	32%	46%	18%	3%	7,670
Critical Analysis	41%	49%	9%	1%	7,885
Problem Resolution	21%	55%	21%	2%	7,577
Use of Mathematics Appropriate to Field	17%	35%	35%	14%	5,873
Use of Computers Appropriate to Field	20%	39%	31%	10%	6,615
Learning On Your Own	38%	52%	9%	2%	7,713



FURTHER EDUCATION

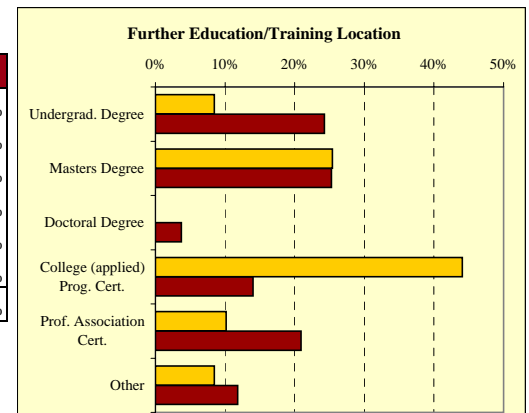
15.

Took further education since 2004 graduation	09.0102	SYSTEM
Yes:	59	41,588
Not currently enrolled	27	1,779
Currently enrolled full-time	16	1,520
Currently enrolled part-time	16	838
No	69	3,851
Total	128	8,009



16.

Type of Formal Post-Secondary Education	09.0102	SYSTEM
Undergraduate Degree	5	995
Masters Degree	15	1,036
Doctoral Degree	-	152
College (applied) Program Certification	26	575
Professional Association Certification	6	858
Other	5	485
Total Respondents	57	4,101



Detailed Summary of Survey Results

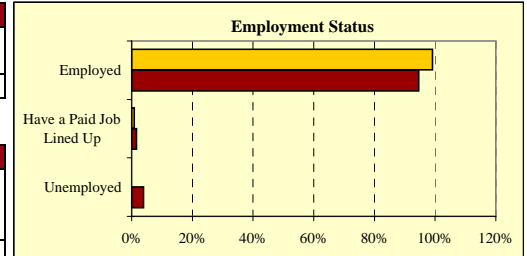
All Institutions

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■ 09.0102

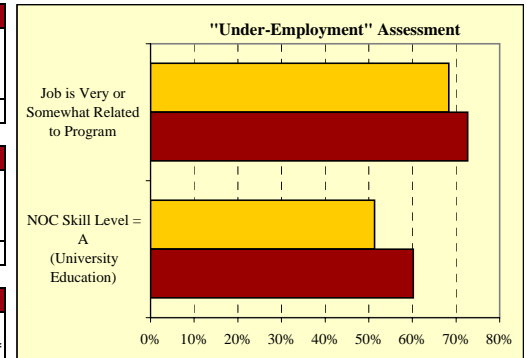
EMPLOYMENT

17. Labour Force Status:	09.0102	SYSTEM
In Labour Force (working or seeking work)	118 92%	7,092 89%
Not in Labour Force	10 8%	905 11%
Grand Total	128 100%	7,997 100%



18. Employment Status of those IN Labour Force:	09.0102	SYSTEM
Employed	117 99%	6,707 95%
Have a Paid Job Lined Up	1 1%	109 2%
Unemployed	- 0%	276 4%
Total Labour Force	118 100%	7,092 100%

19. Status of Graduates NOT in Labour Force:	09.0102	SYSTEM
Attending School FT	9 90%	677 75%
Attending School PT	- 0%	32 4%
Other	1 10%	196 22%
Total NOT in Labour Force	10 100%	905 100%

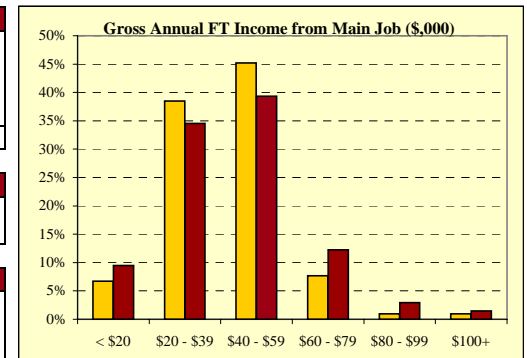


20. Employment Type:	09.0102	SYSTEM
Paid worker	104 89%	6,048 90%
Self-employed	6 5%	356 5%
Both a paid worker and self-employed	7 6%	300 4%
Total Employed	117 100%	6,707 100%

21. Job Characteristics:	09.0102	SYSTEM
I hold more than one job	22 19%*	1,333 20%
My main job is full-time (>= 30 hours per week)	107 92%**	5,464 84%*

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

22. How related is your main job to your program?:	09.0102	SYSTEM
Very Related	33 28%	3,006 45%
Somewhat Related	47 40%	1,865 28%
Not Very Related	23 20%	810 12%
Not At All Related	14 12%	1,020 15%
Total	117 100%	6,701 100%



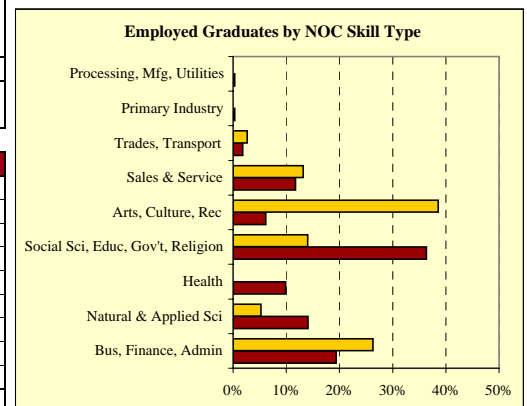
23. "Under-employment" Assessment:	09.0102	SYSTEM
Job is very or somewhat related to program	80 68%	4,871 73%
NOC Skill Level = A (University Education)	59 51%	3,972 60%

\* of total valid responses

24. Gross Annual Income from Main Job:*	09.0102	SYSTEM
Less than \$20,000	7 7%	552 9%
\$20,000 to \$39,999	40 38%	2,009 35%
\$40,000 to \$59,999	47 45%	2,290 39%
\$60,000 to \$79,999	8 8%	714 12%
\$80,000 to \$99,999	1 1%	171 3%
\$100,000 and Above	1 1%	85 1%
Total	104 100%	5,821 100%
Median Annual Income (full-time)	\$40,000	\$43,000
Average Annual Income (full-time)	\$42,430	\$46,444

\* where data provided

25. NOC Skill Type of Main Job:	09.0102	SYSTEM
Business, Finance and Administration	30 26%	1,274 19%
Natural and Applied Sciences and Related	6 5%	927 14%
Health	- 0%	650 10%
Social Sciences, Educ., Gov't Services, Religion	16 14%	2,389 36%
Arts, Culture, Recreation and Sport	44 39%	404 6%
Sales and Service	15 13%	772 12%
Trades, Transport and Equip. Operators and Related	3 3%	117 2%
Unique to the Primary Industry	- 0%	21 0%
Unique to Processing, Manufacturing and Utilities	- 0%	18 0%
Total	114 100%	6,572 100%



Detailed Summary of Survey Results

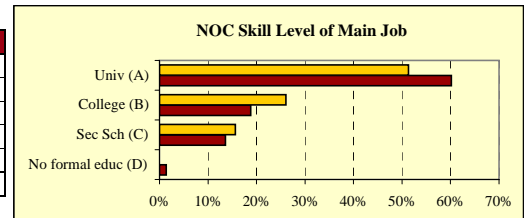
All Institutions

6 Digit CIP: 09.0102: Mass Communication/Media Studies

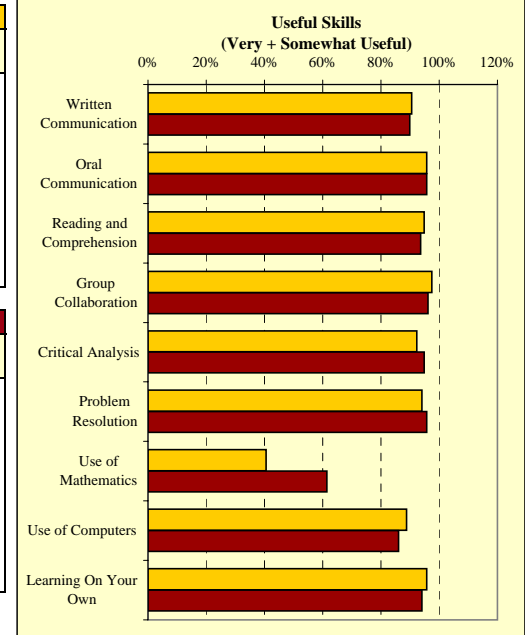
SYSTEM  
09.0102

EMPLOYMENT, continued

26. NOC Skill Level of Main Job:	09.0102		SYSTEM	
A. University education	59	51%	3,972	60%
B. College education/trade apprenticeship	30	26%	1,240	19%
C. Secondary school + job-specific training	18	16%	899	14%
D. No formal education	-	0%	92	1%
No skill level assigned (management)	8	7%	397	6%
Total	115	100%	6,600	100%



27a. How useful are the following skills and abilities in doing your main job?	09.0102					#
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful		Resp.
Written Communication	74%	16%	4%	5%		117
Oral Communication	79%	17%	3%	2%		117
Reading and Comprehension	69%	26%	4%	1%		117
Group Collaboration	81%	16%	3%	0%		117
Critical Analysis	72%	21%	4%	3%		117
Problem Resolution	66%	28%	4%	2%		117
Use of Mathematics Appropriate to Field	10%	30%	33%	27%		116
Use of Computers Appropriate to Field	62%	27%	7%	4%		116
Learning On Your Own	68%	28%	3%	2%		117



27b. How useful are the following skills and abilities in doing your main job?	SYSTEM					#
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful		Resp.
Written Communication	67%	23%	6%	4%		6,696
Oral Communication	77%	19%	3%	1%		6,696
Reading and Comprehension	70%	23%	4%	2%		6,696
Group Collaboration	79%	17%	3%	1%		6,699
Critical Analysis	74%	20%	3%	2%		6,698
Problem Resolution	75%	20%	3%	1%		6,693
Use of Mathematics Appropriate to Field	25%	36%	22%	17%		6,675
Use of Computers Appropriate to Field	56%	30%	8%	6%		6,688
Learning On Your Own	68%	26%	4%	2%		6,690

28a. Top 10 Full-time Occupations of 9.0102 Graduates:			09.0102	
NOC	NOC Skill Level Description		% Employed FT in this Occ.**	Median FT Salary
5124	A Occs in Public Relations & Comm		28%	\$40,000
1226	B Conference & Event Planners		4%	\$40,000
4163	A Econ Devt Officers, Etc		3%	\$39,000
4164	A Social Policy Researchers		3%	\$62,000
2175	A Web Designers and Developers		3%	\$40,000
6411	C Sales Reps, Wholesale Trade Non-Tech		3%	\$40,000
1223	B Personnel & Recruitment Officers		3%	\$38,000
0611	N/A Sales, Marketing & Advrt Managers		2%	\$77,500
5131	A Producers, Directors, & Related Occs		2%	\$48,880
4143	A School & Guidance Counselor		2%	\$46,000

\*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 All Institutions:			SYSTEM	
NOC	NOC Skill Level Description		% Employed FT in this Occ.**	Median FT Salary
4141	A Secondary School Teachers		8%	\$42,000
4142	A Elem & Kindergarten Teacher		7%	\$40,000
3152	A Registered Nurses		5%	\$56,330
1111	A Financial Auditors & Acnts		3%	\$42,500
2174	A Computer Programmers/Interactive Media Developers		2%	\$50,000
5124	A Occs in Public Relations & Comm		2%	\$42,000
4112	A Lawyers & Quebec Notaries		2%	\$70,000
1232	B Loan Officers		1%	\$40,000
2173	A Software Engineers		1%	\$56,000
4152	A Social Workers		1%	\$48,000

\*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

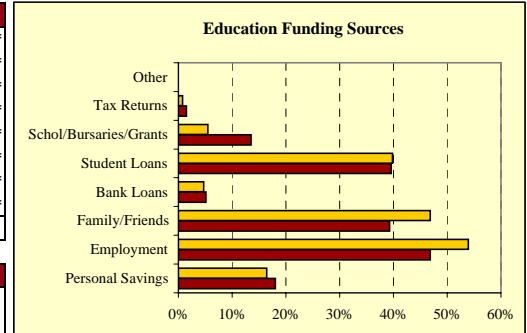
All Institutions

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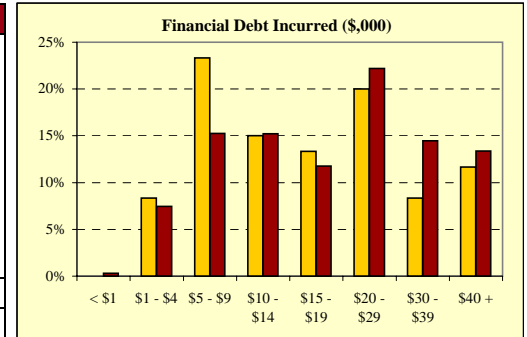
EDUCATION FINANCING

29. Education Funding Sources (2 sources per respondent):	09.0102	SYSTEM
Personal Savings	21 16%*	1,444 18%*
Employment	69 54%*	3,752 47%*
Family/Friends	60 47%*	3,146 39%*
Bank Loans	6 5%*	409 5%*
Student Loans	51 40%*	3,168 40%*
Scholarships/Bursaries/Grants	7 5%*	1,082 14%*
Tax Returns	1 1%*	120 1%*
Other	- 0%*	- 0%*
Total Respondents	128	8,009

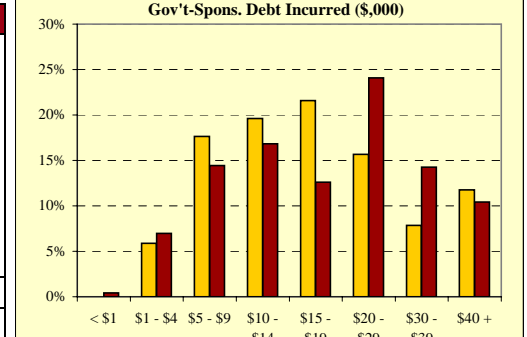


30. Financial Debt Incurred to Finance Univ. Education:	09.0102	SYSTEM
Incurred any form of financial debt	60 47%*	3,818 48%
Incurred government-sponsored student loan debt	51 40%*	3,190 40%

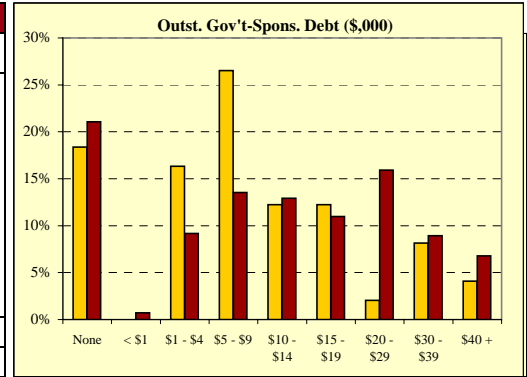
31. Financial Debt Amount:*	09.0102	SYSTEM
< \$1,000	- 0%	12 0%
\$1,000 to \$4,999	5 8%	284 7%
\$5,000 to \$9,999	14 23%	582 15%
\$10,000 to \$14,999	9 15%	581 15%
\$15,000 to \$19,999	8 13%	449 12%
\$20,000 to \$29,999	12 20%	847 22%
\$30,000 to \$39,999	5 8%	552 14%
\$40,000 or More	7 12%	511 13%
Total	60 100%	3,818 100%
Median Financial Debt	\$15,000	\$20,000



32. Government-Sponsored Student Loan Debt Amount:*	09.0102	SYSTEM
< \$1,000	- 0%	14 0%
\$1,000 to \$4,999	3 6%	222 7%
\$5,000 to \$9,999	9 18%	460 14%
\$10,000 to \$14,999	10 20%	537 17%
\$15,000 to \$19,999	11 22%	402 13%
\$20,000 to \$29,999	8 16%	768 24%
\$30,000 to \$39,999	4 8%	455 14%
\$40,000 or More	6 12%	332 10%
Total	51 100%	3,190 100%
Median Gov't-Sponsored Student Loan Debt	\$15,000	\$18,000



33. Outstanding Gov't-Sponsored Loan Debt Amount:*	09.0102	SYSTEM
None - Loan repaid in full	9 18%	644 21%
< \$1,000	- 0%	22 1%
\$1,000 to \$4,999	8 16%	280 9%
\$5,000 to \$9,999	13 27%	414 14%
\$10,000 to \$14,999	6 12%	395 13%
\$15,000 to \$19,999	6 12%	336 11%
\$20,000 to \$29,999	1 2%	487 16%
\$30,000 to \$39,999	4 8%	273 9%
\$40,000 or More	2 4%	207 7%
Total	49 100%	3,058 100%
Median Gov't-Sponsored Loan Debt Outstanding	\$7,500	\$11,000



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

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All Institutions

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SYSTEM  
09.0102

SPECIAL SECTION ON INTERNATIONAL EDUCATION

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

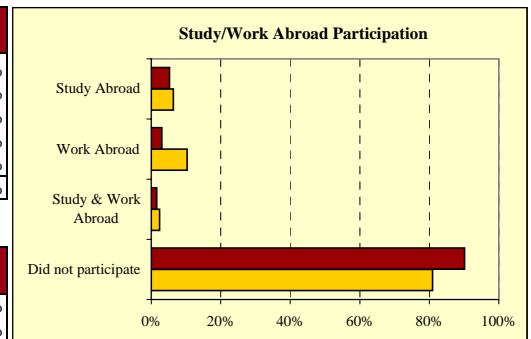
International Skill	9.0102						SYSTEM					
	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.
Speak a second language	26%	28%	28%	18%	1%	125	20%	22%	28%	28%	2%	7966
International Business Practices	28%	35%	24%	13%	0%	127	13%	27%	32%	28%	0%	7817
Global Issues	33%	39%	24%	5%	0%	127	26%	38%	22%	14%	0%	7835
Interconnections between local and global issues	43%	33%	20%	4%	0%	127	29%	41%	18%	12%	0%	7835
Knowledge and traditions of other countries and cultures	41%	39%	17%	2%	0%	127	40%	35%	16%	10%	0%	7840

43. How helpful was the institution in preparing you with the following international skills?

International Skill	9.0102						SYSTEM					
	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	2%	15%	22%	13%	47%	126	5%	12%	18%	18%	48%	7985
International Business Practices	5%	41%	32%	22%	0%	125	6%	23%	34%	37%	0%	7838
Global Issues	45%	47%	7%	2%	0%	128	20%	47%	20%	13%	0%	7946
Interconnections between local and global issues	42%	47%	9%	2%	0%	128	19%	47%	22%	12%	0%	7930
Knowledge and traditions of other countries and cultures	20%	56%	20%	4%	0%	128	20%	46%	22%	11%	0%	7942

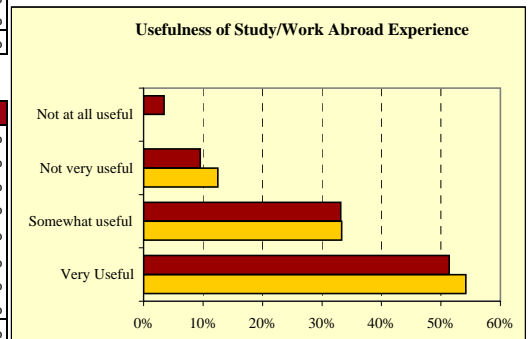
44. Did you study or work abroad during your program?

	9.0102	SYSTEM
Yes:		
Study Abroad	24	19%
Work Abroad	8	6%
Study and work abroad	13	10%
Study and work abroad	3	2%
No	102	81%
Total	126	100%



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

	9.0102	SYSTEM
Very Useful	13	54%
Somewhat useful	8	33%
Not very useful	3	13%
Not at all useful	-	0%
Total	24	100%



46. Reasons why you did not study or work abroad:

	9.0102	SYSTEM
Not aware these opportunities exist	9	9%
Financial reasons	22	22%
Extended degree completion time	11	11%
Personal reasons (i.e. employment, family)	21	21%
No opportunities/Limited opportunities	9	9%
Not interested/ relevant/ required/ attractive	17	17%
Conflicts with schooling (course load too heavy)	8	8%
Other	4	4%
Total	101	100%