

2014/2015

# Graduate Satisfaction and Employment Report



University College of the North

July 2016

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## INTRODUCTION

This report contains a summary of results from the Graduate Satisfaction and Employment Survey (**GSES**) (2014/2015 Grads). This report includes program satisfaction data from the Student Evaluation of Program Survey (**SEP**) that was conducted during the 2015/2016 year which surveyed students in the final year of their program.

The information in this report has a number of uses and applications and is used in the decision making processes for multiple departments within the institution. The report can be found on the University College of the North (UCN) website along with reports from previous academic years.

The following pages present the data in visual and narrative form. The sections are grouped by credential and faculty. This

report is made possible by means of the collective efforts of UCN graduates and UCN's Institutional Research Department. Graduates contributed their valuable time and feedback; the report is compiled by the Institutional Research team.

Through conducting these surveys we hope to gain insight into the following areas:

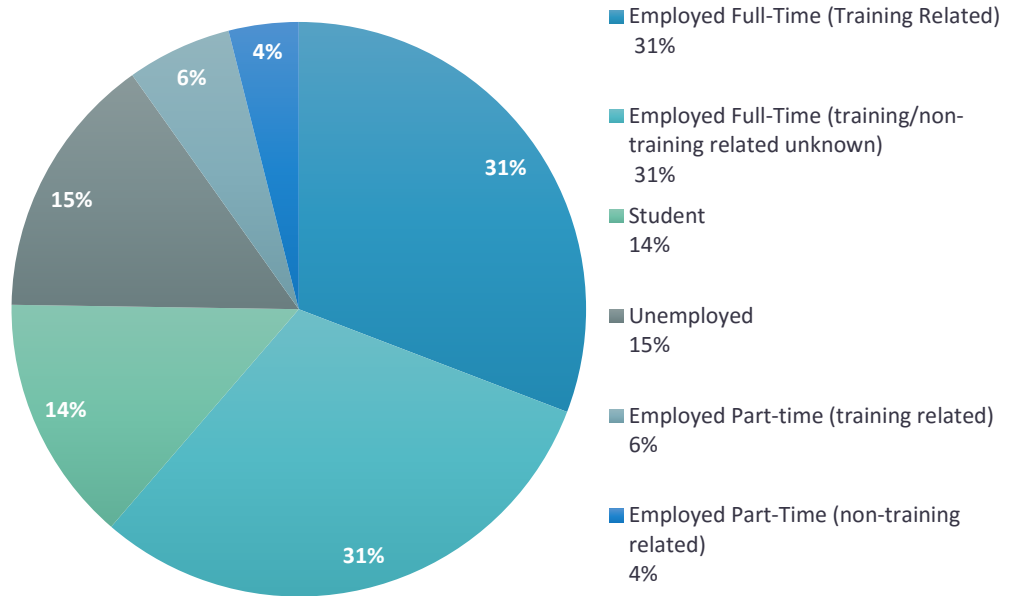
- Student employment, employment relevant to education/training and associated salaries and occupations.
- Graduate opinions and attitudes regarding their experiences in their programs.

Any comments regarding this report can be directed to the Department of Institutional Research, 55 UCN Drive, Thompson, MB, R89 1L7 or 204.677.7223. Toll free: 1.866.677.6450.

# REPORT HIGHLIGHTS

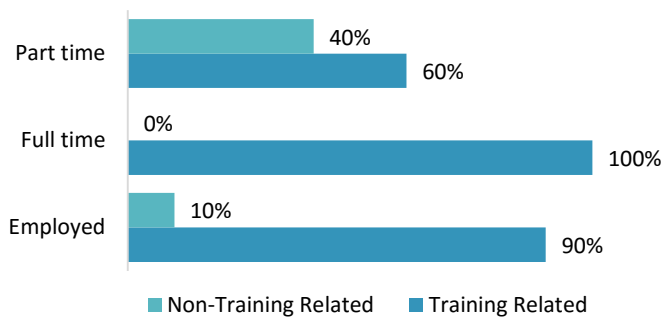
The 2014/2015 Graduate Satisfaction and Employment survey results continue to show improving rates of employment. Seventy-two percent (72%) of graduates reported as employed and 62% reported to be employed full-time. 14% of respondents reported that they are taking further education. Eighty-eight percent (88%) of respondents indicated they would recommend their program to others. Eighty-seven percent (87%) indicated that they were overall satisfied with their program.

## Current Status

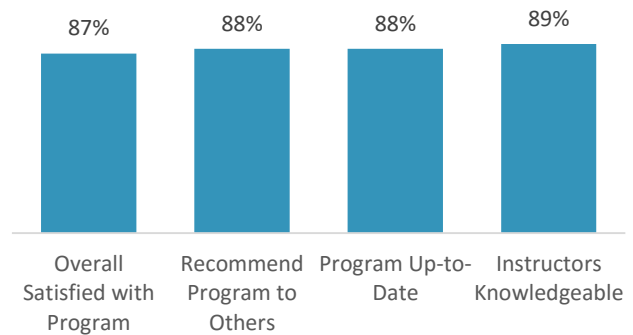


\*Percentages may vary throughout report due to rounding

## Graduates in Labour Force



\*\*"TRAINING/NON-TRAINING RELATED UNKNOWN" CATEGORY NOT ILLUSTRATED



**TABLE 1: RESPONSE RATE BY DEPARTMENT**

Department	# Programs	Number of Surveys Sent	Number Completed	Response Rate (%)	Undeliverable	Cooperation Rate (%)
Adult Learning	1	22	8	36%	4	44%
Arts, Business & Science	6	50	23	46%	3	49%
Education	4	83	26	31%	9	35%
Health	4	92	28	30%	14	36%
Trades and Technology (excl. Apprenticeship)	8	87	21	24%	15	29%
Aboriginal Languages	1	5	2	40%	0	40%
<b>Total</b>	<b>24</b>	<b>339</b>	<b>108</b>	<b>32%</b>	<b>45</b>	<b>37%</b>

## SURVEY PROCESS

UCN surveys its graduates each year. The aim of the *Graduate Satisfaction and Employment Survey* is to gather information regarding the experience of graduates in their programs at UCN and the post-graduation employment status of graduates.

### POPULATION SURVEYED

All students who graduated in the 2014/2015 academic year were included in the survey population for this report. The survey process is initialized 6 months following the date of conferral.

### METHODOLOGY

In an effort to increase response rates, several approaches were used to attempt to make effective contact with graduates. This year three methods of survey delivery were employed: Student email, post mail and telephone follow-up.

### RESPONSE RATES

A concerted effort was made to contact each graduate from the 2014/2015 academic year. Portions of UCN's student population tend to be transitory and a significant number of students move from their home communities to attend UCN. This fact creates a challenge to maintaining up-to-date contact information. This combined with the fact that a large number of students do not utilize their UCN student email accounts has contributed to a lower than preferred response rate for a number of program areas. The response rate in Table 1 (page 5) was calculated using the total number of grads and responses, whereas the

cooperation rate is calculated based on the number of surveys considered to be delivered to the intended recipient. The goal is to continue to improve the response rate from year to year.

### PROGRAMS SURVEYED

#### CERTIFICATE PROGRAMS (12 PROGRAMS):

- Automotive Technician
- Basic Business Principles
- Basic Electrical
- Carpentry/Woodworking
- Culinary Arts
- Dental Assisting
- Educational Assistant
- Facilities Basic Maintenance
- Health Care Aide
- Heavy Duty Mechanics
- Law Enforcement
- Office Assistant Certificate

#### DIPLOMA PROGRAMS (8 PROGRAMS)

- Business Administration
- Business Administration Accounting
- Business Administration Management
- Community Development and Administration
- Practical Nursing
- Early Childhood Education
- Mature High School
- Natural Resources Management Technology

#### DEGREE PROGRAMS (4 PROGRAMS)

- Bachelor of Arts 3-Year
- Bachelor of Arts/Education
- Bachelor of Education
- Bachelor of Nursing

## RESPONSES BY CREDENTIAL

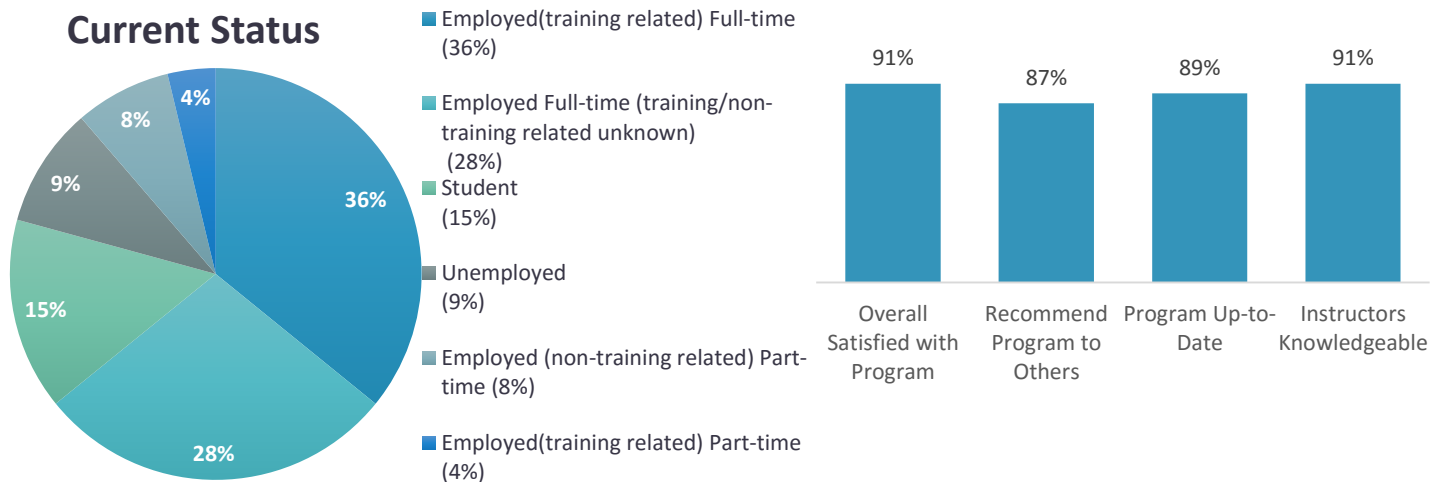
The table below summarizes the program types and response rates by credential. Overall, response rates have improved by 10% (29% to 32%) from the 2013/14 academic year. Certificate response rates are up from 22% in 2013/2014 to 26% in 2014/2015; Diploma response rates are up from 24% in 2013/2014 to 45% in 2014/2015. There was a drop in the Degree area from 54% in 2013/2014 to 31% in 2014/15.

**TABLE 2: RESPONSE RATE BY CREDENTIAL**

	#Programs Surveyed	# Graduates Surveyed	# Respondents	Response Rate
Certificate	12	201	53	26%
Diploma	8	86	39	45%
Degree	4	52	16	31%
<b>Total</b>	<b>24</b>	<b>339</b>	<b>108</b>	<b>32%</b>

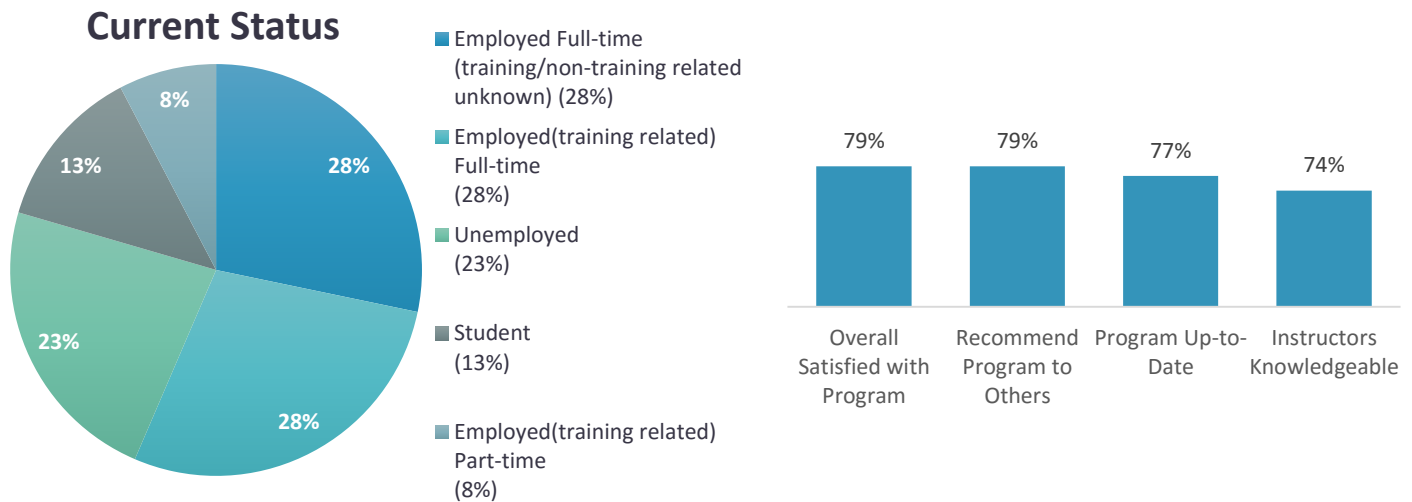
### CERTIFICATE PROGRAMS

Seventy-six percent (76%) of respondents from certificate programs reported being employed, 64% reported being employed full-time and 40% of employed graduates reported being employed in a field related to their education. Fifteen percent (15%) of graduates reported that they were currently continuing their education and 9% of respondents indicated that they were unemployed. Of those who responded, 91% were overall satisfied with their program and 87% would recommend their program to others.



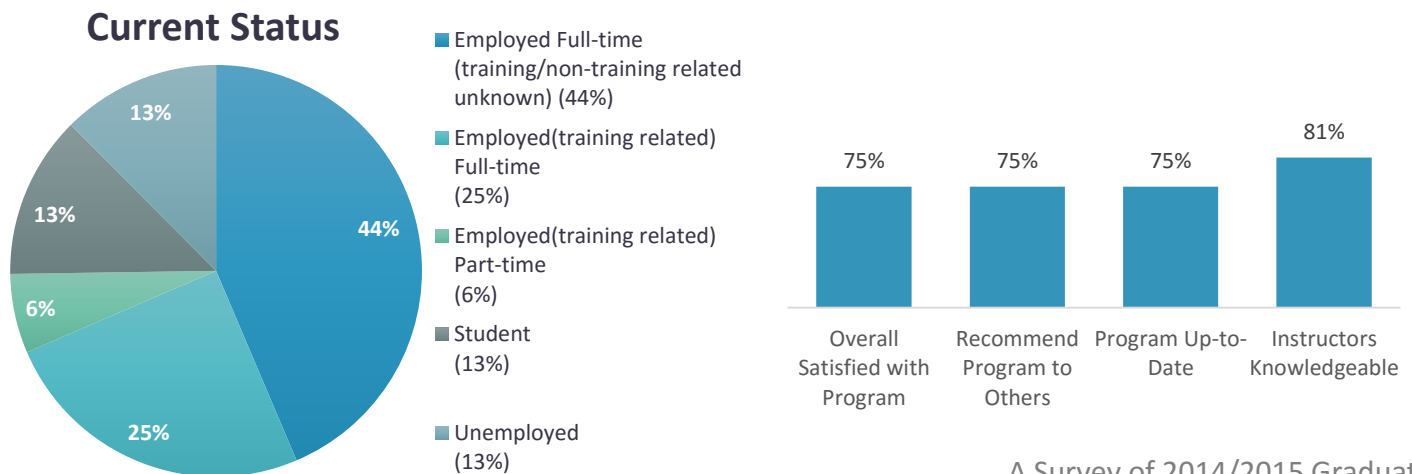
## DIPLOMA PROGRAMS

Sixty-four percent (64%) of respondents from diploma programs reported that they were employed. Thirty-six percent (36%) of employed respondents indicated that they were working in an area relevant to their training. Thirteen percent (13%) of respondents who graduated from diploma programs reported that they were currently continuing their education and 23% reported that they were unemployed. Of those who responded, 79% were overall satisfied with their program and 79% indicated that they would recommend their program to others.



## DEGREE PROGRAMS

Seventy-five percent (75%) of respondents from degree programs reported that they were employed. Of employed respondents, 31% indicated that they were employed in an area related to their education. Thirteen percent (13%) of respondents reported that they were currently continuing their education while another 13% reported that they were unemployed. Seventy-five percent (75%) of respondents reported that they were overall satisfied with their program and 75% indicated that they would recommend their program to others.





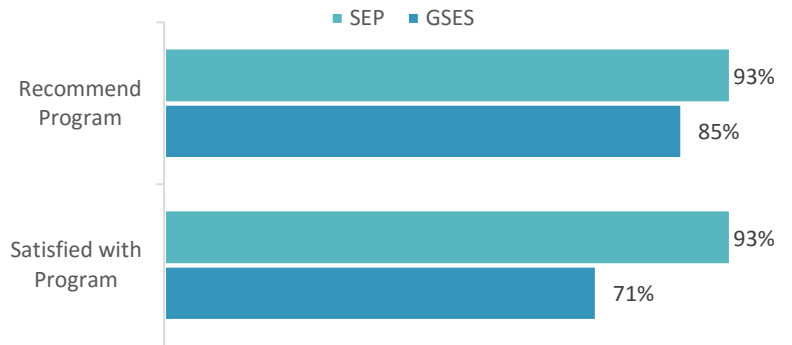
# ADULT LEARNING

**Employed: 75%**

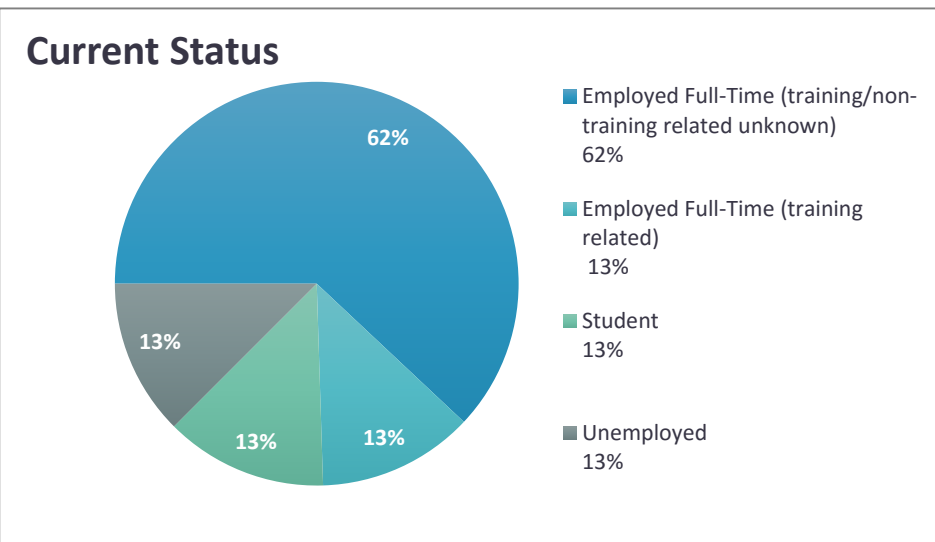
**PROGRAM SURVEYED:** Mature High School Diploma.

In 2014/2015, there were 22 graduates of the Mature High School Diploma. Eight (8) surveys were completed for a 36% response rate. Seventy-five percent (75%) of respondents indicated that they were employed with 13% employed in a job related to their training. Thirteen percent (13%) indicated that their main current activity was “student” and the remaining 13% indicated that they were unemployed at the time the survey was conducted.

- 85% of respondents indicated that they would recommend their program.
- 71% of respondents indicated that they were overall satisfied with their program.



## ACTIVITY OF RESPONDENTS



### Occupations

- Cargo handler
- Enrolment Services Advisor
- Janitor
- Stock and Cleaning

**Salary (Full-time employment)**

There are no salaries to report

Three Year Comparison of Employed Respondents	2012/13	2013/14	2014/15
Number of Graduates	21	21	22
Number of Respondents	8	7	8
Employed	2	0	6
% Employed	25%	0%	75%
Employed (training related)	-	-	1
%Employed (training related)	-	-	13%

# FACULTY OF ARTS BUSINESS & SCIENCE

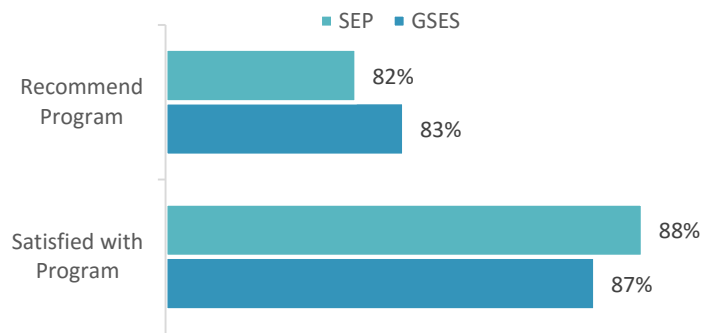
**Employed: 57%**  
**Top Salary: \$35,000**  
**In School: 17%**

## PROGRAMS SURVEYED:

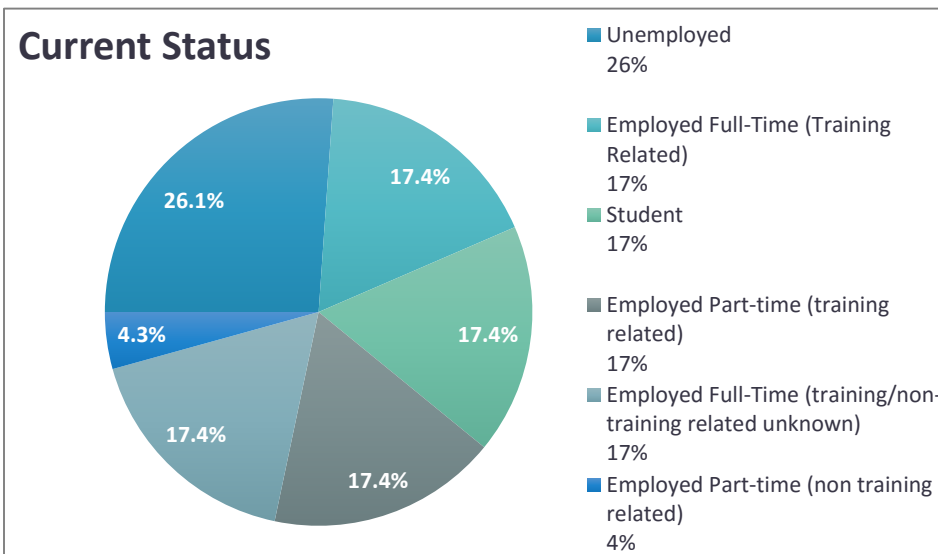
Bachelor of Arts 3 Year Degree, Business Administration Diploma, Community Development and Administration Diploma, Natural Resources Management Technology Diploma and Office Assistant Certificate.

There were 50 graduates within the faculty. Of the 50 surveyed, 23 responded resulting in a response rate of 46%. Of those who responded, 57% were employed and 35% of these indicated that their employment was related to their education. Seventeen percent (17%) of respondents were students and 26% reported as unemployed.

- 83% of respondents indicated that they would recommend their program to others.
- 87% of respondents indicated that they were overall satisfied with their program

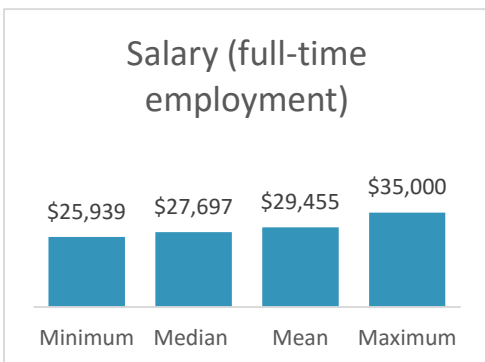


## ACTIVITY OF RESPONDENTS



### Occupations

- Accounts Payable Clerk
- Administrative Assistant
- Bartender
- Clerical Assistant
- Customer Services Rep
- Employment & Training Services Officer
- Initial Attack Crew Member
- Lands Officer
- Office Clerk
- Principal Secretary
- Project Coordinator



Three Year Comparison of Employed Respondents	2012/13	2013/14	2014/15
Number of Graduates	65	35	50
Number of Respondents	31	17	23
Employed	8	12	13
% Employed	26%	71%	57%
Employed (training related)	-	7	8
%Employed (training related)	-	57%	35%

A Survey of 2014/2015 Graduates

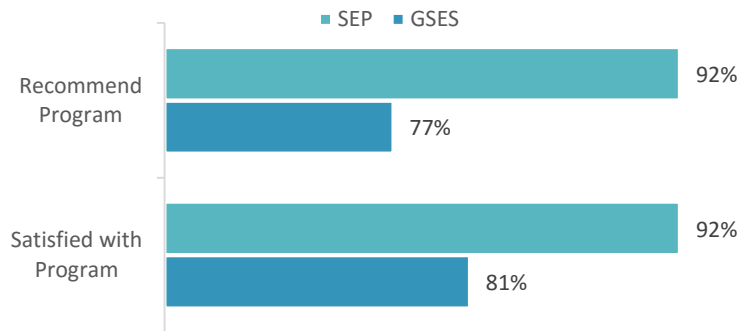
**Employed: 81%**  
**Top Salary: \$67,200**  
**In School: 8%**

# FACULTY OF EDUCATION

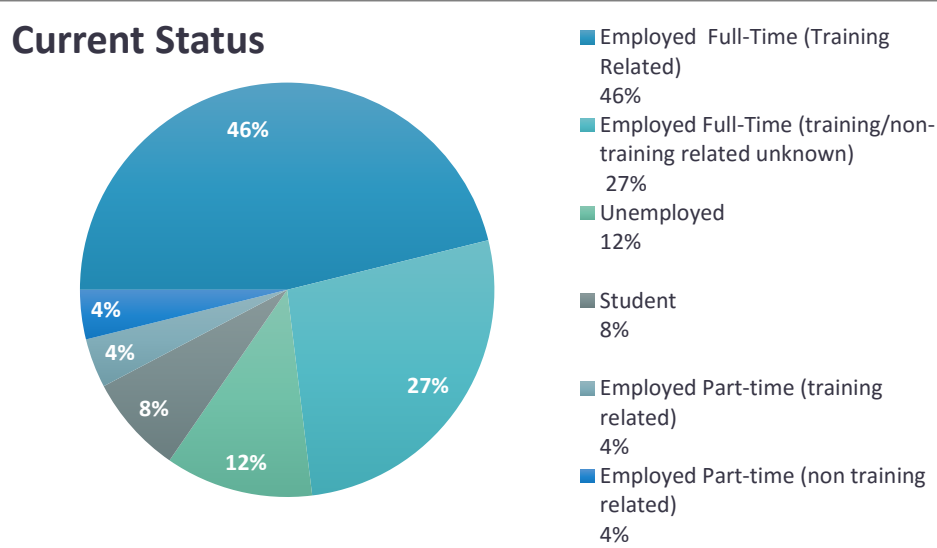
**PROGRAMS SURVEYED:** Bachelor of Education Degree, Early Childhood Education Diploma, Early Learning Childcare Certificate and an Educational Assistant Certificate.

We received 83 responses from this faculty. Of those who responded, 81% reported that they were employed and indicated that they 50% were employed in an occupation related to their education. Eight percent (8%) of respondents reported that they were taking further education and 12% reported to be unemployed.

- 77% of respondents indicated that they would recommend their program to others.
- 81% of respondents indicated that they were overall satisfied with their program

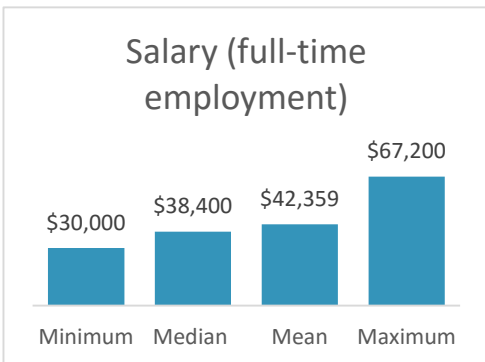


## ACTIVITY OF RESPONDENTS



### Occupations

- Administrative Assistant
- College Instructor
- Day Care Worker
- Early Childhood Educator
- ECE 2
- Educational Assistant
- Educational Assistant with Special Needs Children
- Guidance Officer
- Parent Support Child Worker
- Retail
- School Librarian
- Substitute Teacher/E.A.



Three Year Comparison of Employed Respondents	2012/13	2013/14	2014/15
Number of Graduates	62	88	83
Number of Respondents	28	20	26
Employed	25	16	21
% Employed	89%	80%	81%
Employed (training related)	-	16	13
%Employed (training related)	-	100%	50%

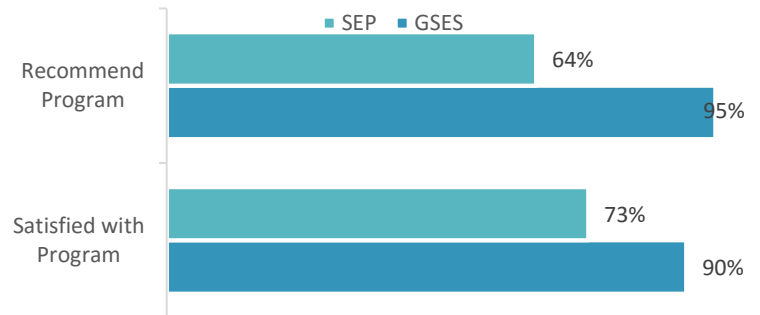
# FACULTY OF HEALTH

**Employed: 75%**  
**Top Salary: \$71,040**  
**In School: 7%**

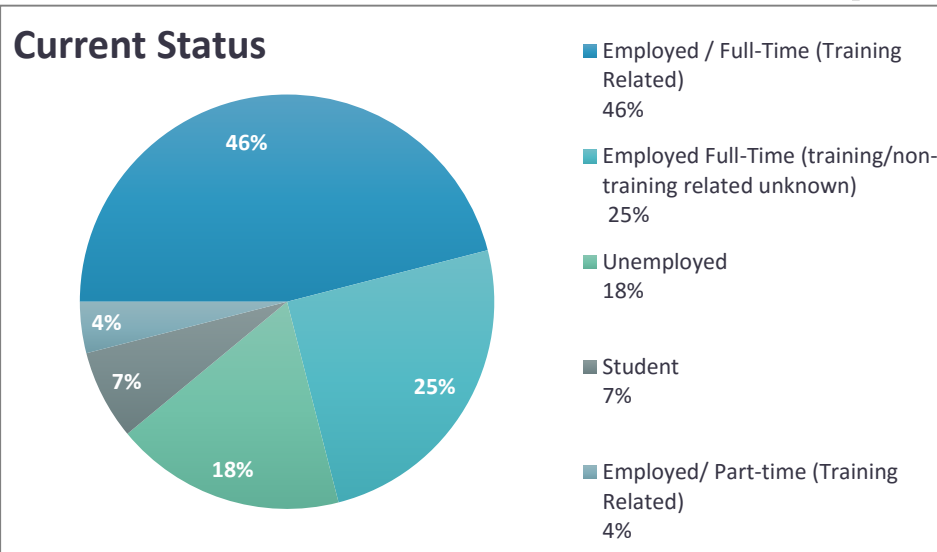
**PROGRAM SURVEYED:** Health Care Aide Certificate, Dental Assistant Certificate, Law Enforcement Certificate, Diploma of Practical Nursing (LPN) and the Bachelor of Nursing Degree (joint program with UCN and University of Manitoba).

Seventy-five percent (75%) of respondents indicated that they were employed and 50% reported that they were employed in an occupation related to their training. Seven percent (7%) of respondents indicated that they were continuing their education and 18% of respondents reported that they were unemployed.

- 95% of respondents indicated they would recommend their program.
- 90% of respondents indicated they were overall satisfied with their program.

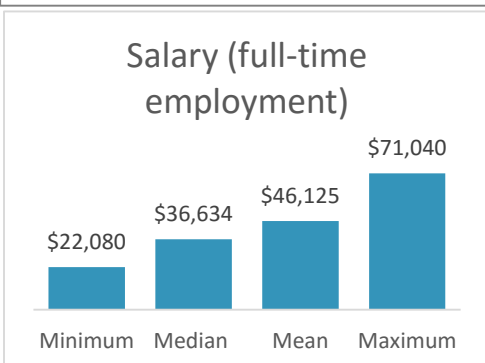


## ACTIVITY OF RESPONDENTS



### Occupations

- Cashier
- Dental Assistant
- Grad Nurse
- Health Care Aide
- Health Care Attendant
- Licensed Practical Nurse
- Maternity nurse
- Nurse



Three Year Comparison of Employed Respondents	2012/13	2013/14	2014/15
Number of Graduates	74	95	92
Number of Respondents	37	41	28
Employed	29	32	21
% Employed	78%	48%	75%
Employed (training related)	-	32	14
%Employed (training related)	-	100%	50%

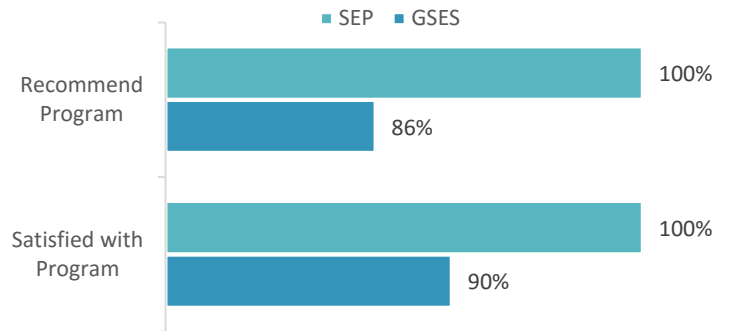
# FACULTY OF TRADES AND TECHNOLOGY

**Employed: 71%**  
**Top Salary: \$30,720**  
**In School: 24%**

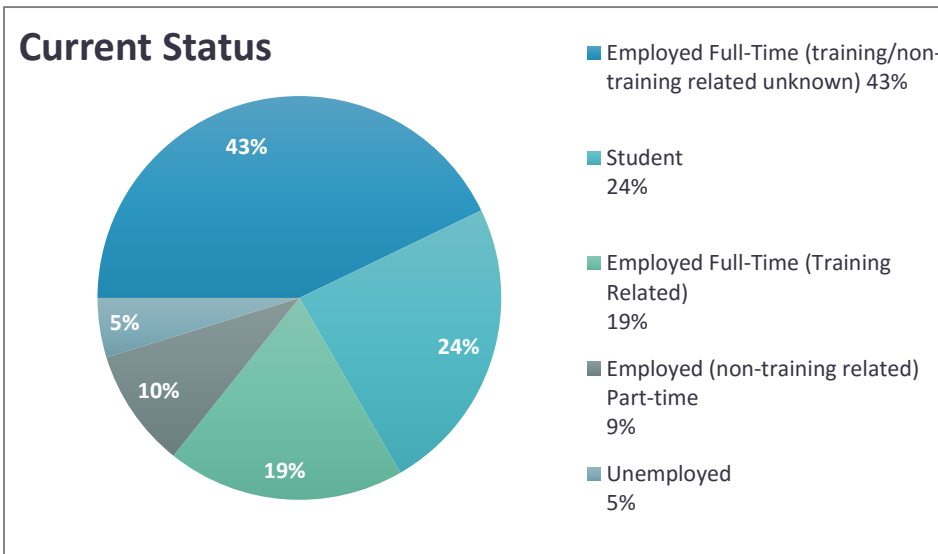
**PROGRAMS SURVEYED:** Automotive Technician Certificate, Basic Electrical Certificate, Carpentry/Woodworking Certificate, Culinary Arts Certificate, Electrical/Electronic Certificate, Facilities Basic Maintenance Certificate, Heavy Duty Mechanics Certificate and Industrial Welding Certificate,

Surveys were distributed to 87 graduates. Seventy-one 71% of respondents indicated that they were employed, of which 19% reported that they were employed in an occupation related to their training. Twenty-four (24%) of respondents indicated that they were continuing their education and 5% of respondents reported that they were unemployed.

- 86% of respondents indicated they would recommend their program.
- 90% of respondents indicated they were overall satisfied with their program.

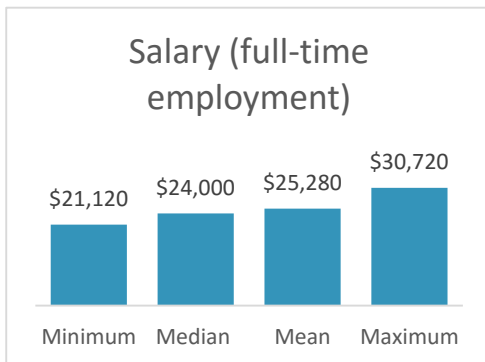


## ACTIVITY OF RESPONDENTS



### Occupations

- Cashier
- Crop Production Services
- Gas attendant
- Grocery Clerk
- Home Care
- Line Cook
- Respite Worker
- School Maintenance
- Service Technician
- Track and Transport Mechanic



Three Year Comparison of Employed Respondents	2012/13	2013/14	2014/15
Number of Graduates	99	112	87
Number of Respondents	27	19	21
Employed	18	13	15
% Employed	67%	68%	71%
Employed (training related)	-	8	4
%Employed (training related)	-	62%	19%

A Survey of 2014/2015 Graduates