



COLLEGES | COLLÈGES
ONTARIO | ONTARIO

Student and Graduate **PROFILES**

ENVIRONMENTAL SCAN 2014

Student and Graduate **PROFILES** 2014

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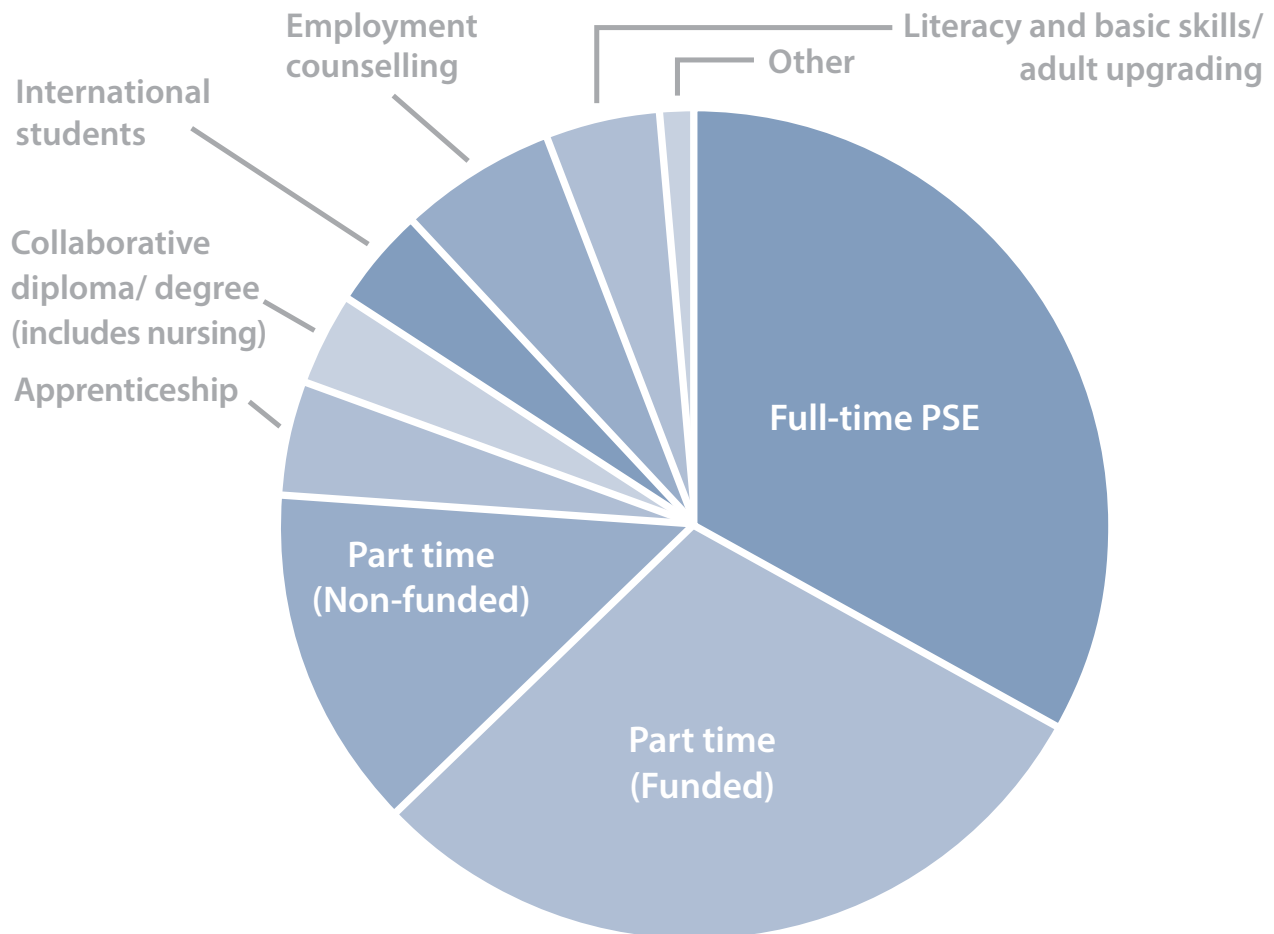
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3.0 HIGHLIGHTS

- Each year, more than 500,000 students and clients are served by Ontario's colleges of applied arts and technology (CAATs). Of this group, approximately 200,000 are full-time students.
- There were 197,433 distinct applicants for the 2012-13 academic year.
- Fifty-eight per cent of new fall 2013 entrants to Ontario post-secondary institutions enrolled in a college.
- Sixteen per cent of surveyed college applicants were not born in Canada; 22 per cent of these individuals came to Canada from 2002 to 2006, while another 40 per cent arrived since 2007.
- More than one-quarter of college applicants reported a household income of less than \$30,000 and 55 per cent had incomes of less than \$60,000.
- Total funded full-time equivalent (FTE) post-secondary enrolment in the colleges was 220,721 (including funded full-time, part-time and tuition-short programs).
- More than 23,000 international students enrolled in Ontario colleges in 2013.
- Fourteen per cent of Ontario college students indicated use of special needs/disability services, almost half of whom reported high usage.
- Colleges delivered 87 per cent of the apprenticeship in-school training in 2012-13.
- Last year, more than 82,000 students graduated from post-secondary programs, representing a 4.8 per cent increase over the previous year.
- Eighty-three per cent of 2011-12 graduates in the labour force were working six months after graduation.
- Twenty-four per cent of graduates continued their education with full- or part-time studies within six months of graduation.

3.1 COLLEGE ACTIVITY

Figure 1. Relative distribution of learners/clients served by Ontario's colleges



Sources: Ontario Ministry of Training, Colleges and Universities, OCAS, CSES, Continuing Education Surveys, College Sector Committee for Adult Upgrading and Colleges Ontario.

- Serving more than 500,000 people, learners at Ontario colleges comprise a diverse population. In addition to traditional post-secondary education (PSE), colleges offer many other types of programs and courses, including apprenticeship training, continuing education courses, collaborative programs with universities, and literacy and basic skills programs.

3.2 NUMBERS OF ONTARIO COLLEGE APPLICANTS, STUDENTS AND GRADUATES

APPLICANTS

Table 1. Per cent of CAAT applicants* direct from secondary school vs. non-direct by year

Year	Direct		Non-direct		Total
	Number	% of total	Number	% of total	
2004-05	61,389	38.6%	97,663	61.4%	159,052
2005-06	60,289	38.9%	94,596	61.1%	154,885
2006-07	60,225	38.6%	95,743	61.4%	155,968
2007-08	64,952	39.5%	99,652	60.5%	164,604
2008-09	68,056	38.9%	106,776	61.1%	174,832
2009-10	70,970	36.5%	123,597	63.5%	194,567
2010-11	71,480	36.6%	123,868	63.4%	195,348
2011-12	64,128	34.7%	120,921	65.3%	185,049
2012-13	68,077	34.5%	129,356	65.5%	197,433
2013-14**	69,882	34.7%	131,654	65.3%	201,536

*Distinct applicants for fall/winter/spring.

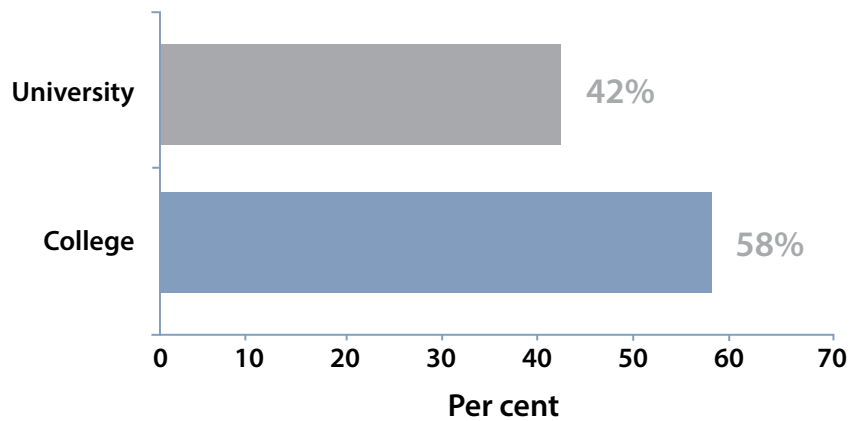
**Preliminary numbers; the application cycle is not complete. To date, April 2014.

Direct: Applicants applying directly from high school (for OCAS applicant data, this category includes school board-run adult day schools).

Non-direct: Applicants not applying directly from high school.

Source: OCAS.

Figure 2. New fall 2013 Ontario post-secondary entrants by sector



Note: University and college data include first-year full-time undergraduate head counts for fall 2013. Significant numbers of students also enrol in colleges during the winter and spring intake periods, not shown in the above figure. New full-time CAAT apprentices planned for 2013-14 are included with the college data.

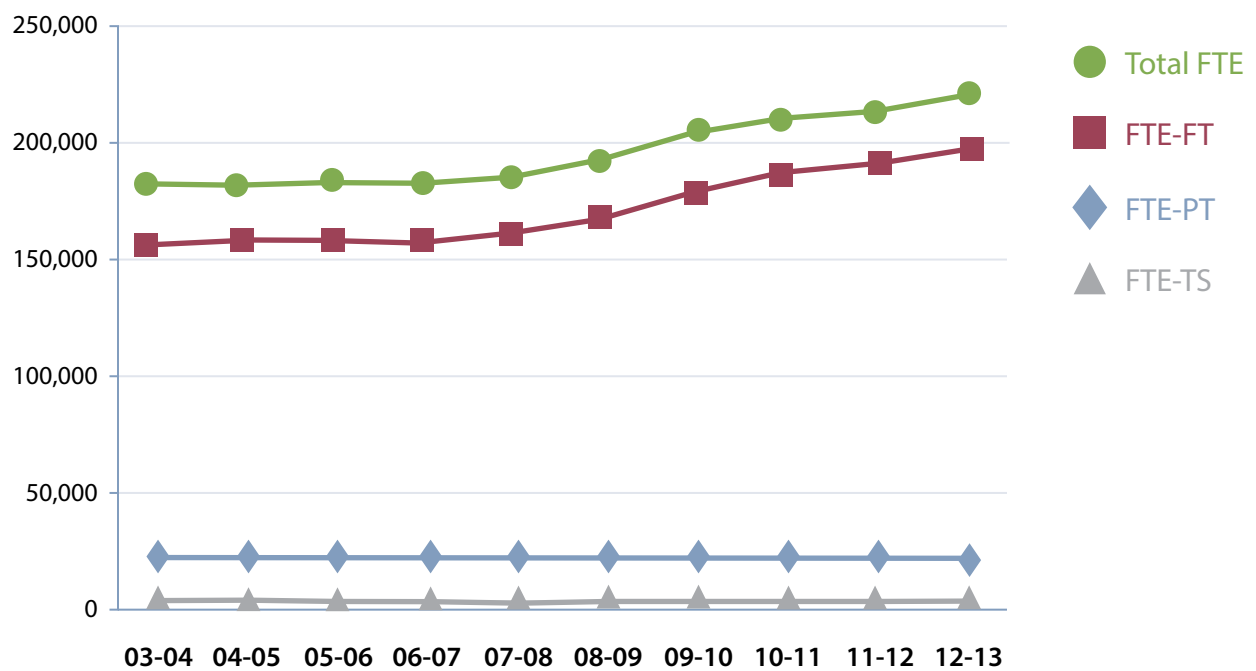
Sources: Ontario Ministry of Training, Colleges and Universities and OCAS.

- A majority (58 per cent) of new fall 2013 entrants to post-secondary education in Ontario enrolled in a college.

STUDENTS

Post-secondary-funded enrolment

Figure 3. Funded college enrolment as FTE* from 2003-04 to 2012-13



* FTE = full-time equivalent; FT = full time; PT = part time; TS = tuition short (typically, these programs are less than 52 weeks in duration). Note that funded students do not comprise the total college population.

Source: Ontario Ministry of Training, Colleges and Universities.

Table 2. Total funded college enrolment as FTE by college, 2012-13

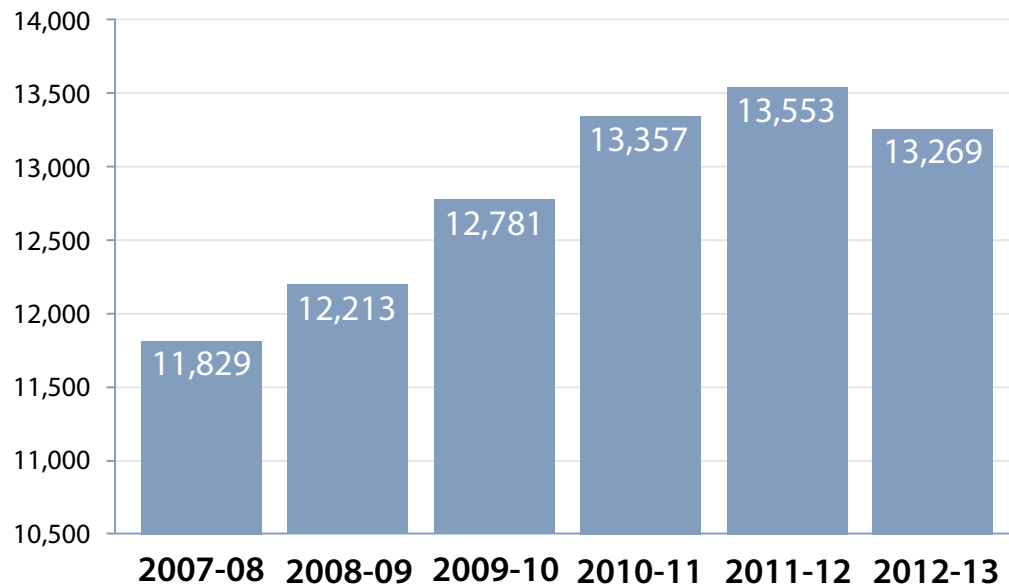
College	2012-13 FTE
Algonquin	19,175.1
Boréal	1,753.3
Cambrian	3,522.2
Canadore	2,656.0
Centennial	11,032.1
Confederation	3,125.7
Conestoga	10,336.4
Durham	9,678.5
Fanshawe	13,726.0
Fleming	6,621.3
Georgian	10,248.6
George Brown	19,912.1
Humber	21,735.3
La Cité	4,809.1
Lambton	2,900.7
Loyalist	3,254.7
Mohawk	11,698.6
Niagara	8,467.9
Northern	1,187.9
Sault	2,305.6
Seneca	21,337.5
Sheridan	16,870.7
St. Clair	8,738.5
St. Lawrence	5,627.2
Total	220,720.9

Note that funded students do not comprise the total college population.

Source: Ontario Ministry of Training, Colleges and Universities.

Collaborative nursing students

Figure 4. Ontario college-university collaborative nursing programs: total fall enrolment* by year



* Includes full- and part-time students reported either through the colleges or the universities.

Source: Ontario Ministry of Training, Colleges and Universities.

- Collaborative nursing programs are offered through college-university partnerships; although individual models vary, nursing students typically complete courses at both the college and university campuses. Students in these nursing programs are counted separately from the post-secondary-funded FTEs and enrolment numbers are reported either through the college or the university.

International students

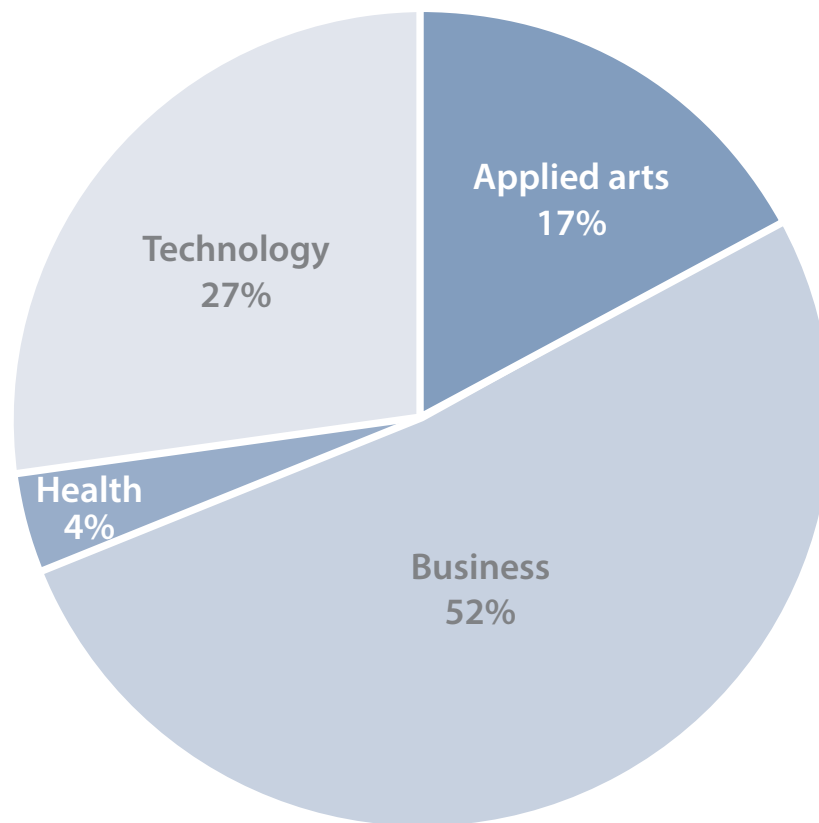
Table 3. International student full-time enrolment by year

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
6,193	6,172	6,722	6,958	8,025	9,861	14,576	17,889	20,371	23,273

Source: OCAS, November enrolment count.

- International enrolment in the colleges is continuing to increase year over year. More than 23,000 international students enrolled at colleges in 2013.

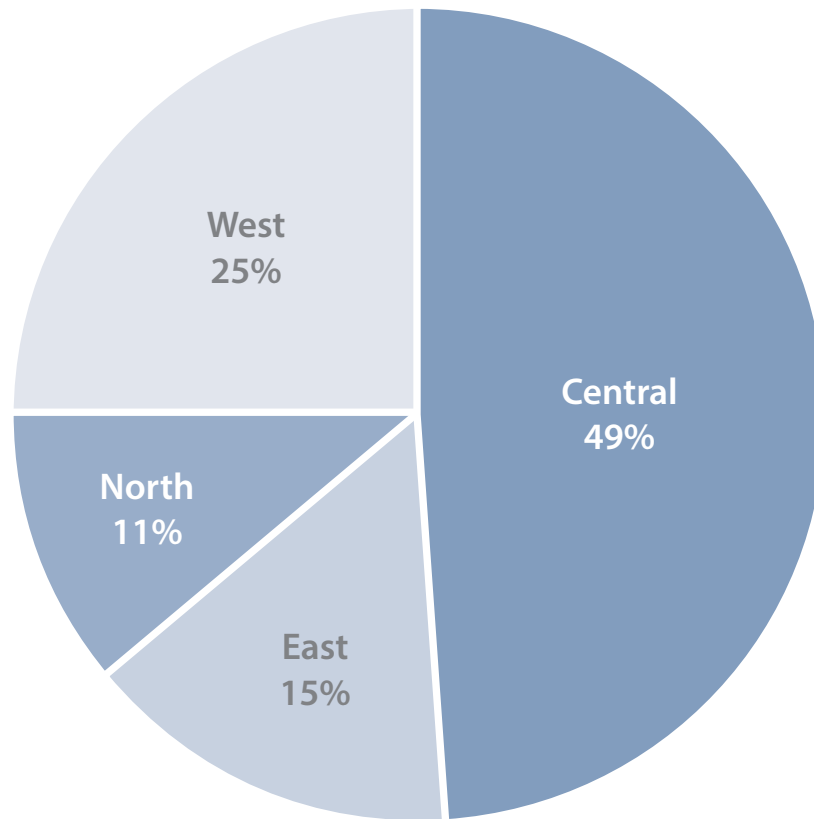
Figure 5. International student enrolment by program category



Source: OCAS enrolment cube, November enrolment count.

Second Career students

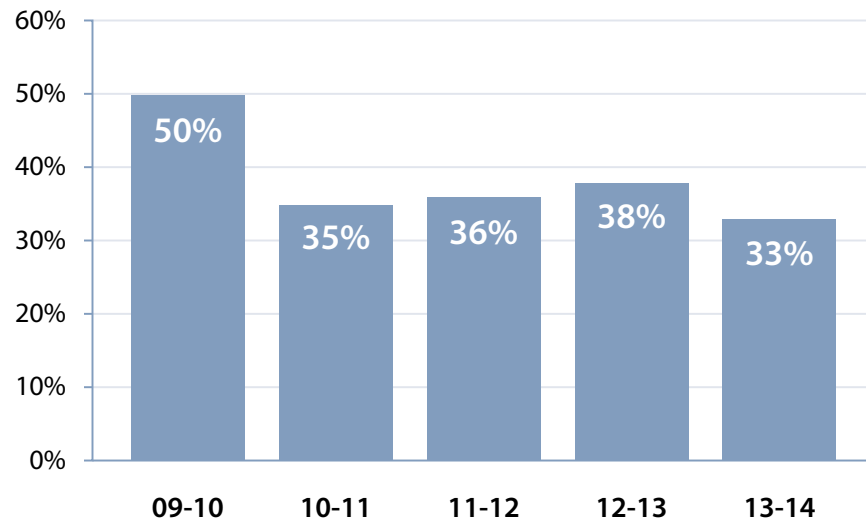
Figure 6. Relative distribution of Second Career clients by provincial region



Source: Ontario Ministry of Training, Colleges and Universities.

- The Ontario Government's Second Career program has provided funding for retraining of more than 66,000 individuals since 2008. Second Career clients can pursue their training at public or private colleges in Ontario. As shown in Figure 6, the relative distribution of these clients across provincial regions generally reflects local population densities.
- The average age of Second Career clients is approximately 41 years, with an almost equal distribution of males and females. Clients pursue a range of career options, with the top five most popular occupations currently being truck driving, nursing aides and orderlies, accounting, heavy equipment operators and social and community service workers.

Figure 7. Percentage of Second Career clients training at CAAT colleges



Source: Ontario Ministry of Training, Colleges and Universities.

- During the 2013-14 fiscal year, 33 per cent of Second Career clients received training at a public college.

GRADUATES

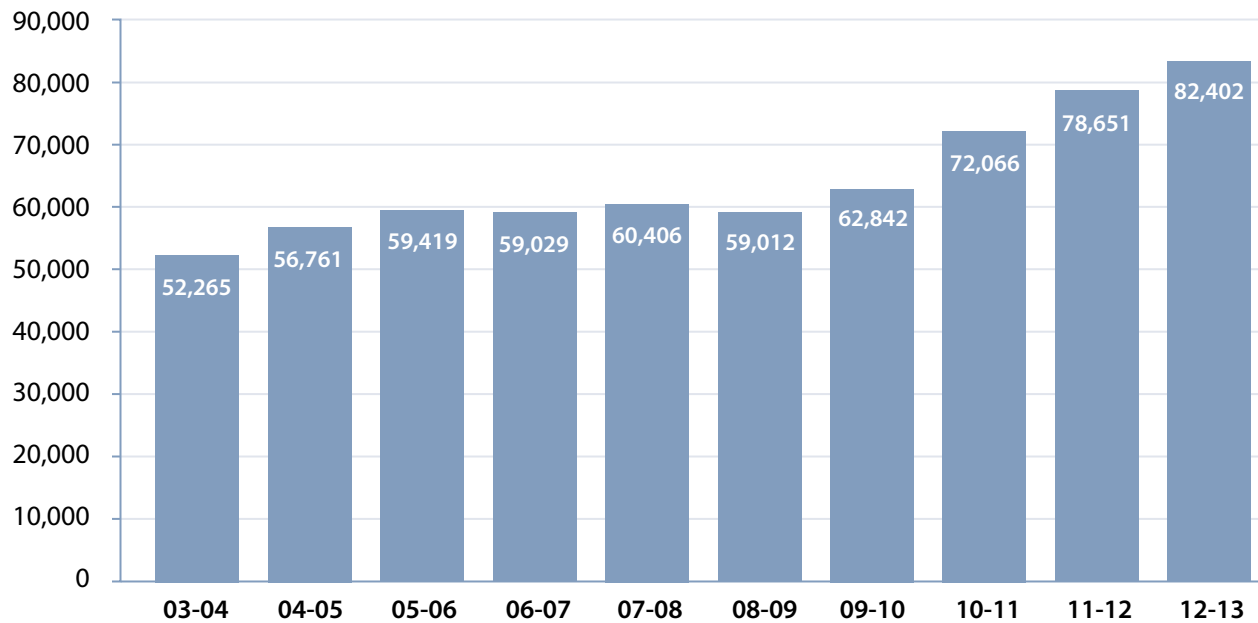
Table 4. Number of graduates by college and semester of graduation, 2011-12

College	Summer 2011	Fall 2011	Winter 2012	Total
Algonquin	1,524	567	3,955	6,046
Boréal	141	139	421	701
Cambrian	397	157	1,473	2,027
Canadore	166	64	983	1,213
Centennial	1,529	1,173	3,696	6,398
Conestoga	720	423	2,449	3,592
Confederation	238	73	1,088	1,399
Durham	607	103	2,464	3,174
Fanshawe	1,079	785	4,063	5,927
Fleming	515	296	1,946	2,757
George Brown	1,060	981	4,683	6,724
Georgian	1,372	566	1,732	3,670
Humber	1,456	1,075	4,706	7,237
La Cité	376	89	1,145	1,610
Lambton	290	112	836	1,238
Loyalist	151	31	1,183	1,365
Mohawk	741	577	3,215	4,533
Niagara	838	343	2,530	3,711
Northern	99	24	504	627
Sault	170	43	653	866
Seneca	1,594	1,199	3,568	6,361
Sheridan	890	724	4,334	5,948
St. Clair	1,211	78	1,820	3,109
St. Lawrence	586	147	1,436	2,169
Total	17,750	9,769	54,883	82,402

These totals exclude the graduates of collaborative nursing programs.

Source: Ontario Ministry of Training, Colleges and Universities.

Figure 8. Ontario college graduates by year*, 2003-04 to 2012-13



*Reporting year; actual year of graduation is the academic year prior to the reporting year.

Source: Ontario Ministry of Training, Colleges and Universities.

3.3 LEARNER DEMOGRAPHICS AND CHARACTERISTICS

Table 5. College applicants

	Per cent
Gender	
Female	54%
Male	46%
Average applicant age	24 years
Direct from secondary school	19.7 years
Non-direct	25.5 years
First-generation status*	34%
Immigrant status	
Born in Canada	84%
Immigrant	16%
• Immigrated prior to 2002	38%
• Between 2002-2006	22%
• Between 2007-2011	32%
• After 2011	8%
Employment status	
Full time	20%
Part time	43%
Unemployed	30%
Military	1%
Not in the labour force	7%

*First generation is defined as neither parent having completed a PSE credential. If defined as neither parent having attended PSE, then the value would be 21 per cent.

Sources: OCAS, 2013 applicant survey (Academica Group Inc.) and Colleges Ontario.

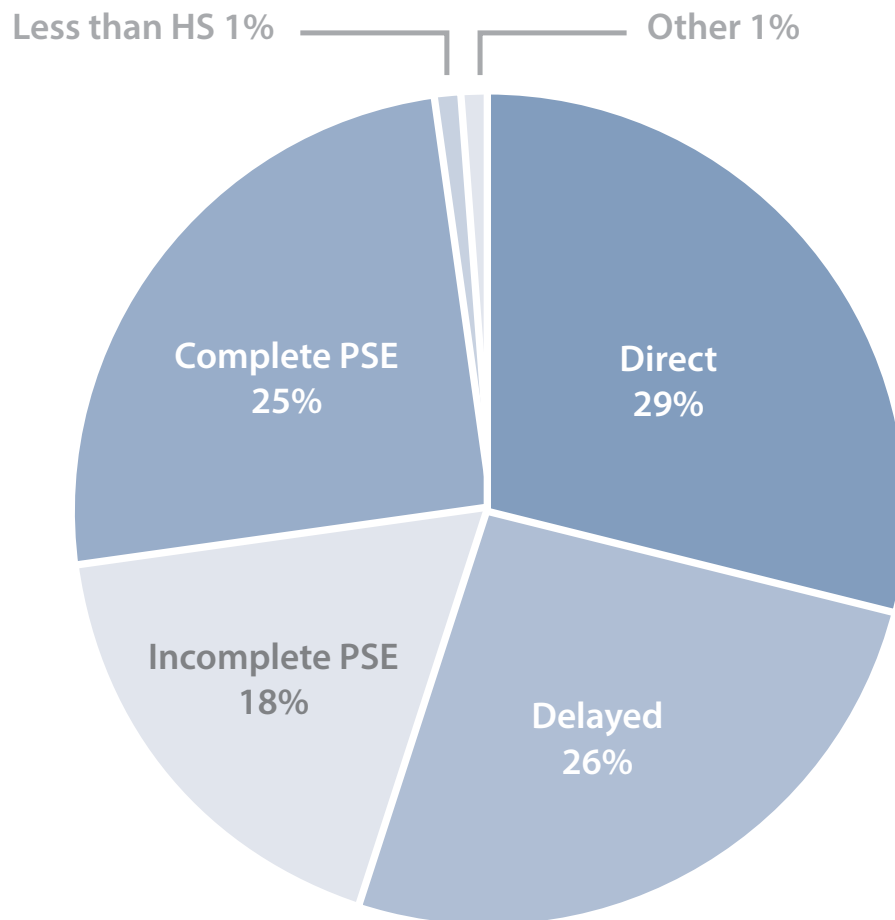
Table 6. College students

	Per cent
Gender	
Female	51%
Male	49%
Age	
<21 years	40%
21-25 years	41%
26-30 years	10%
31-35 years	4%
>35 years	6%
Ethnicity (multiple response)	
Caucasian	71%
Black	11%
South Asian	6%
Caribbean/West Indies	6%
Chinese	5%
Latin American/Hispanic	4%
Middle Eastern/Arab	4%
Filipino	4%
Southeast Asian	2%
Korean	2%
Japanese	1%
Other	1%
First language	
English	72%
French	8%
Other	20%

Sources: OCAS, 2013-14 Student Satisfaction Survey (Ontario Ministry of Training, Colleges and Universities), 2013 applicant survey (Academica Group Inc.) and Colleges Ontario.

LEVEL OF EDUCATION

Figure 9. Pathways to college



Direct: Entered college directly from secondary school.

Delayed: No prior PSE experience, but did not enter directly from secondary school.

Incomplete PSE: Previous PSE experience, without a completed credential.

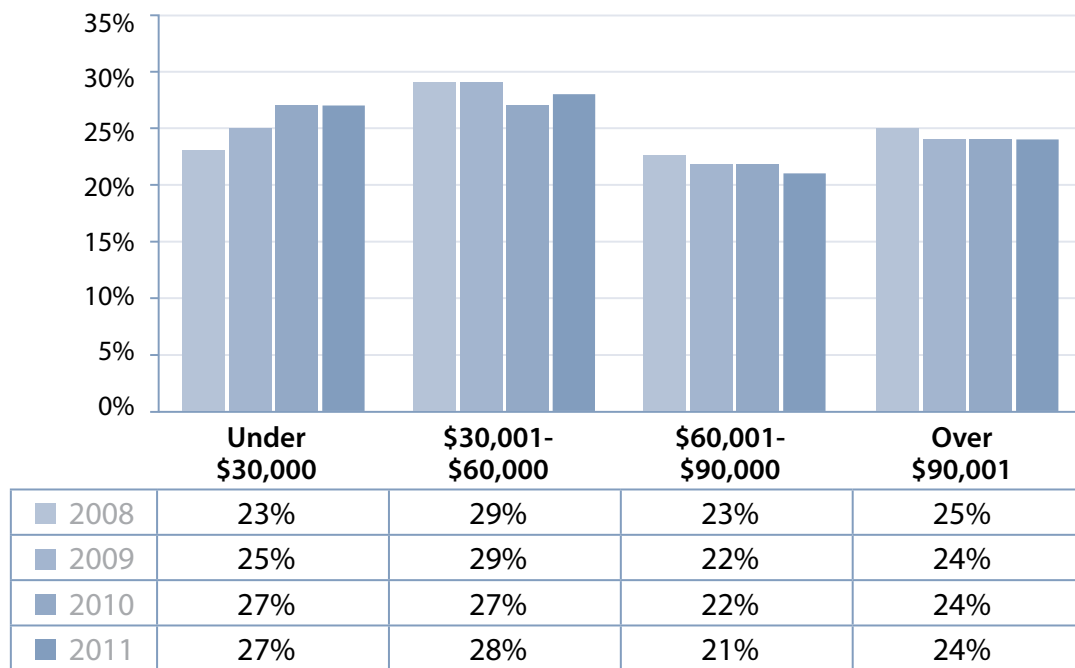
Complete PSE: Previous attainment of a diploma or degree.

Sources: 2013-14 Student Satisfaction Survey (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

- In 2013-14, 29 per cent of college students came directly from high school and an additional 26 per cent were delayed entrants (i.e., no prior PSE experience, but did not come directly from high school). Forty-three per cent of students had some previous post-secondary education, 25 per cent of whom previously completed a college and/or university credential (13 per cent from universities).

HOUSEHOLD INCOME

Figure 10. Per cent of college applicants by household income quartile over time



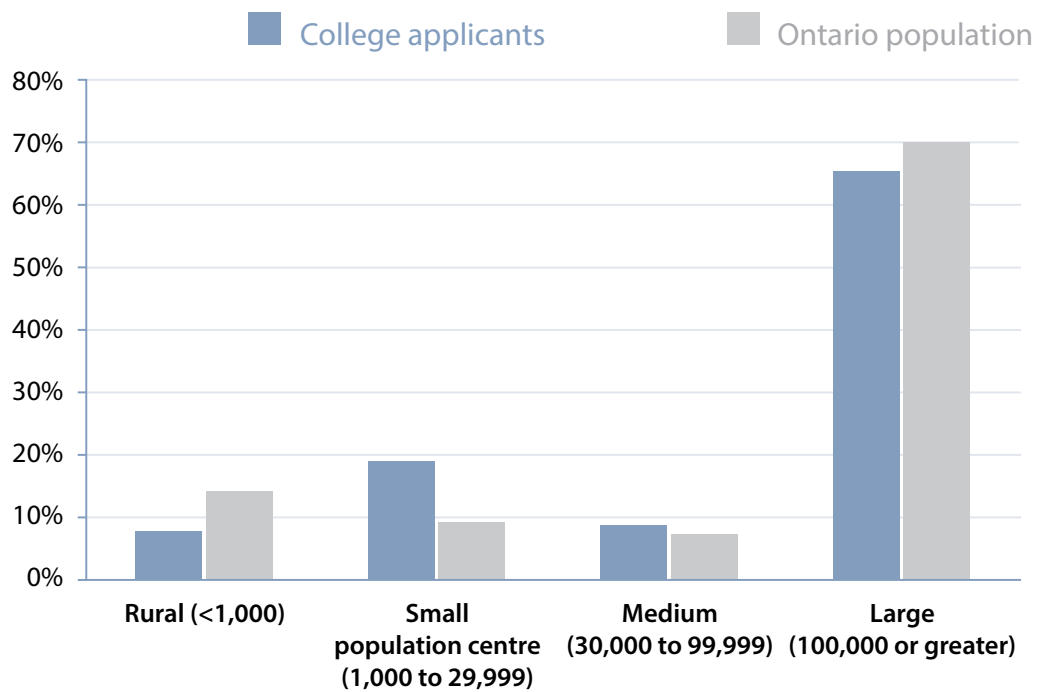
Respondents who did not know their household incomes were not included.

Source: Applicant surveys (Academica Group Inc.).

- The most recently available data show that more than 25 per cent of college applicants reported household incomes of less than \$30,000, and 55 per cent had incomes of less than \$60,000.

POPULATION OF APPLICANT COMMUNITIES

Figure 11. Approximate population of applicant community

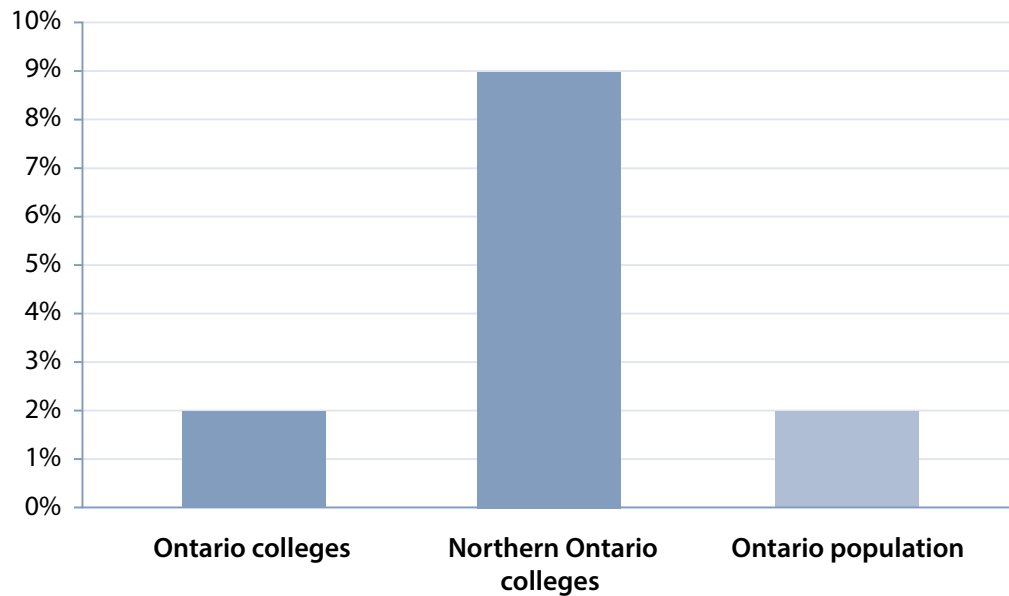


Sources: 2013 applicant survey (Academica Group Inc.) and National Household Survey, Statistics Canada.

- Approximately 35 per cent of applicants come from communities with fewer than 100,000 people. For comparison, only 30 per cent of the Ontario population live in communities of this size, based on the latest available census data.

ABORIGINAL STATUS

Figure 12. Proportion of college students of aboriginal identity.

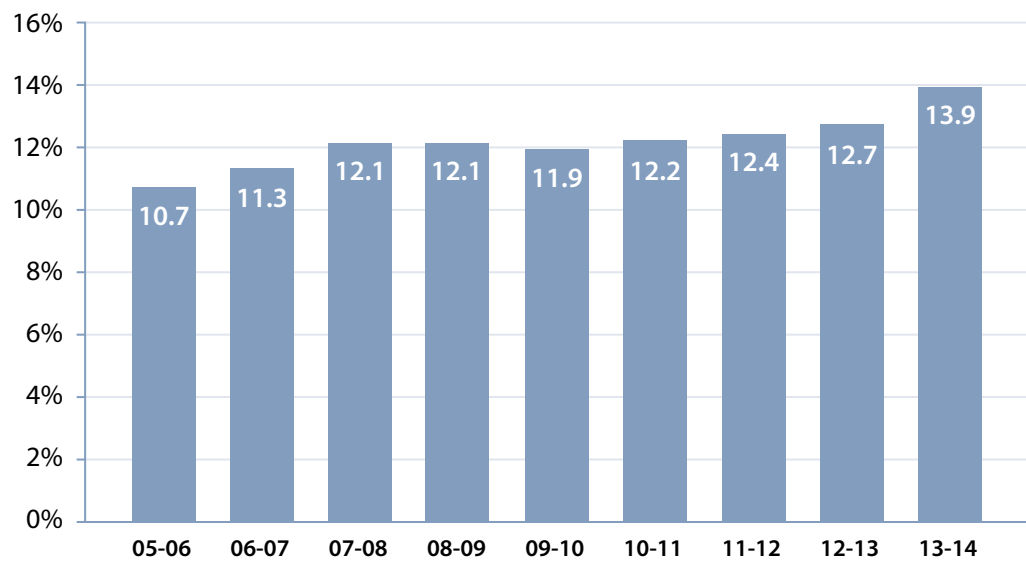


Sources: OCAS and National Household Survey, Statistics Canada.

- While the number of college students who self-identify as aboriginal is proportional to the Ontario population, surveys with anonymous responses suggest that aboriginals may represent as much as five per cent of the incoming student population (Academica applicant survey). The proportion of self-identifying aboriginal students is significantly higher for colleges in northern Ontario.

STUDENTS WITH DISABILITIES

Figure 13. Per cent of students self-reporting the use of special needs/disability services

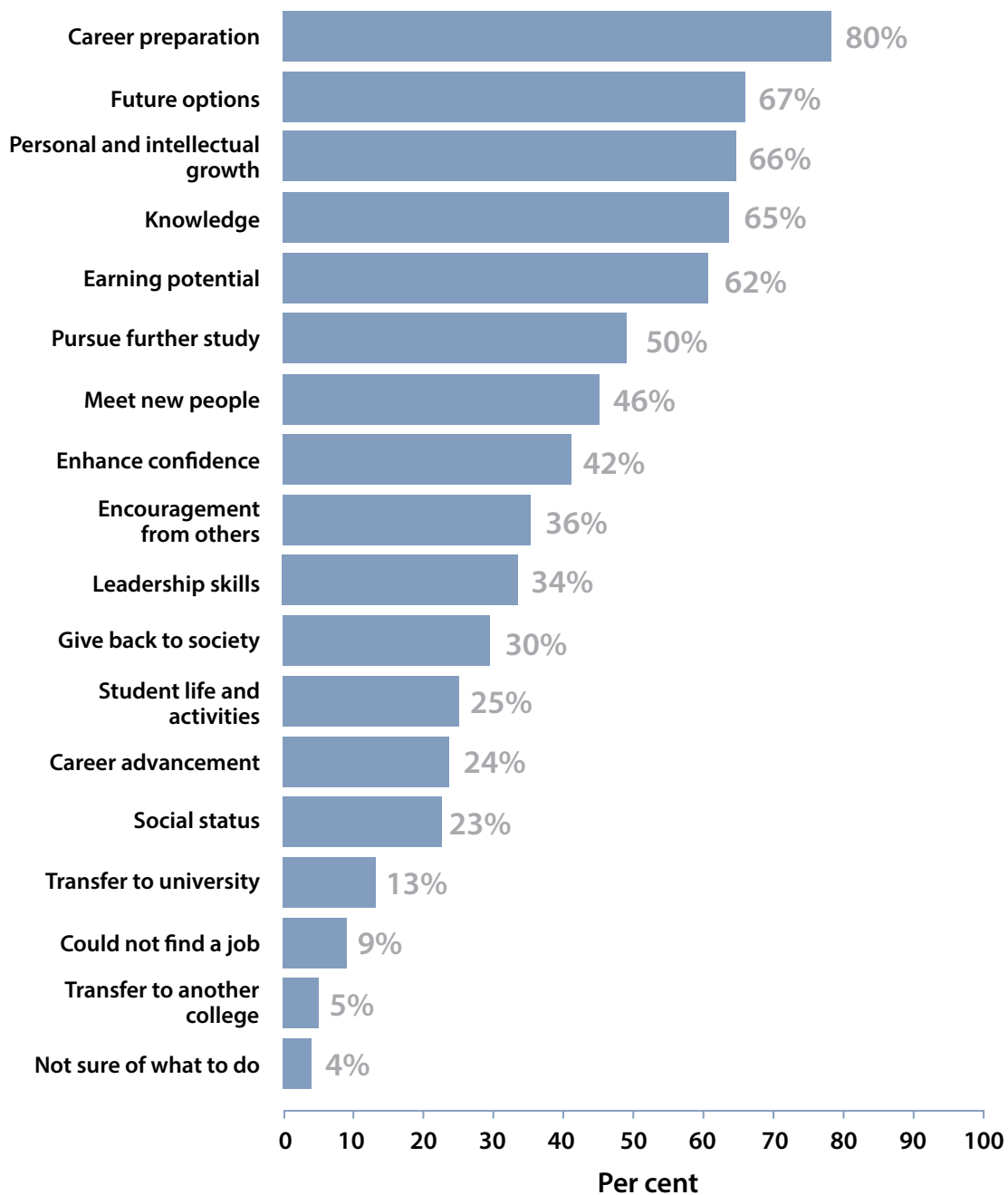


Sources: Student satisfaction surveys (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

- In 2013-14, 19 per cent of Ontario college students reported having a physical, intellectual, mental health or learning disability and 14 per cent indicated using their college's special needs/disability services office. Of those using these services, approximately half indicated high usage.

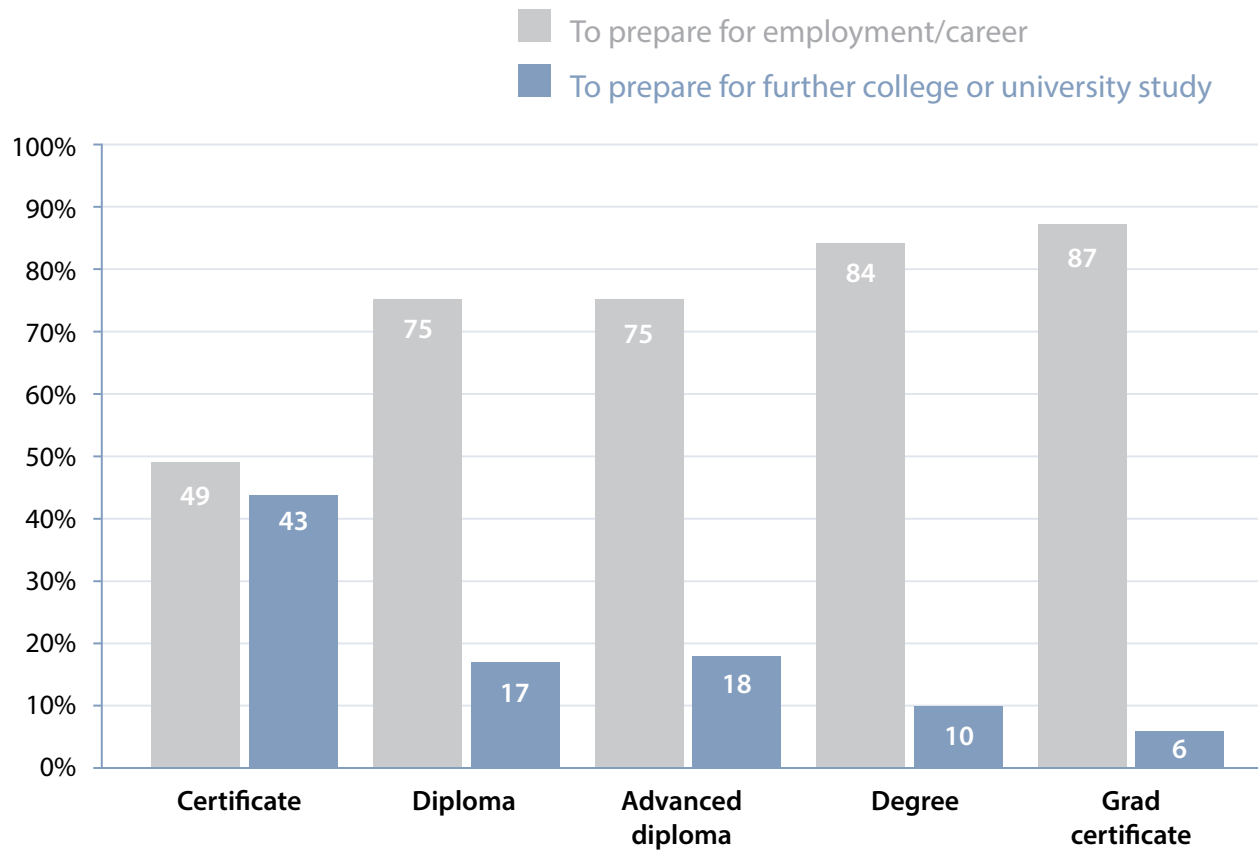
MAIN GOALS

Figure 14. Major reasons for applying to college as reported by college applicants



Source: 2013 applicant survey (Academic Group Inc.).

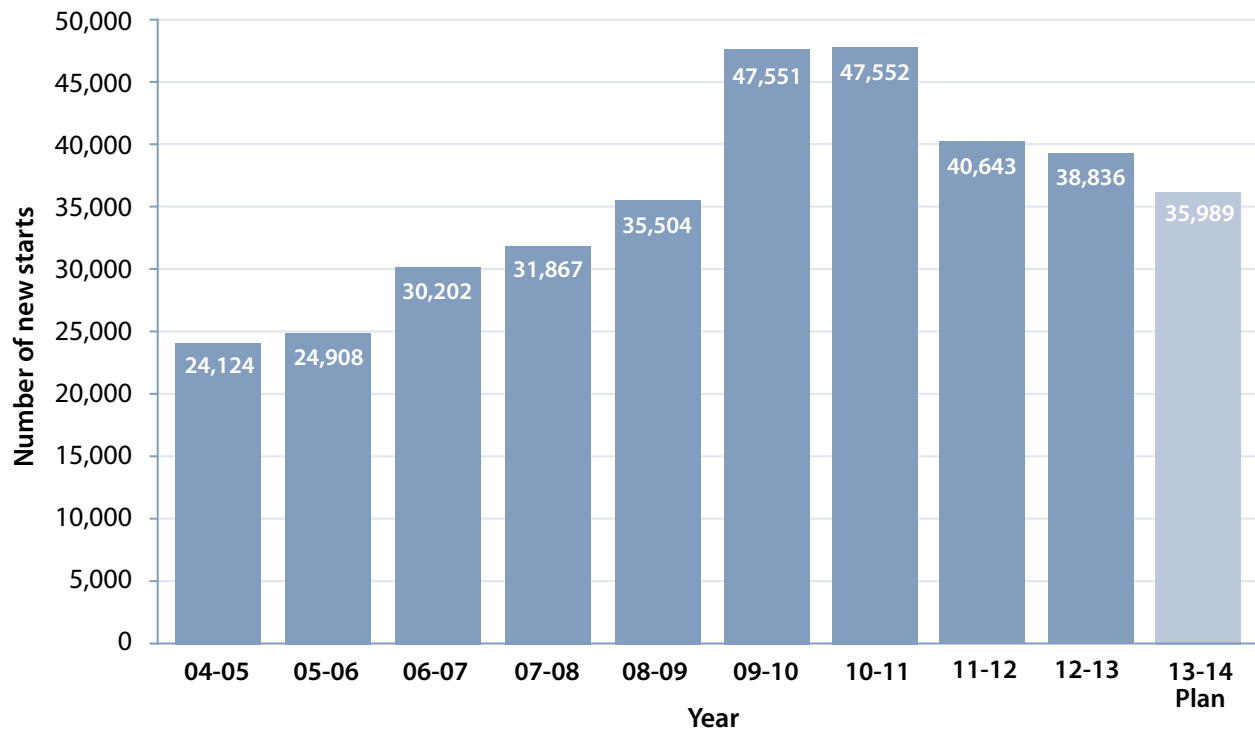
Figure 15. 'Main goal' of college students in enrolling in their programs by credential



Source: 2013-14 Student Satisfaction Survey (Ontario Ministry of Training, Colleges and Universities).

3.4 APPRENTICES

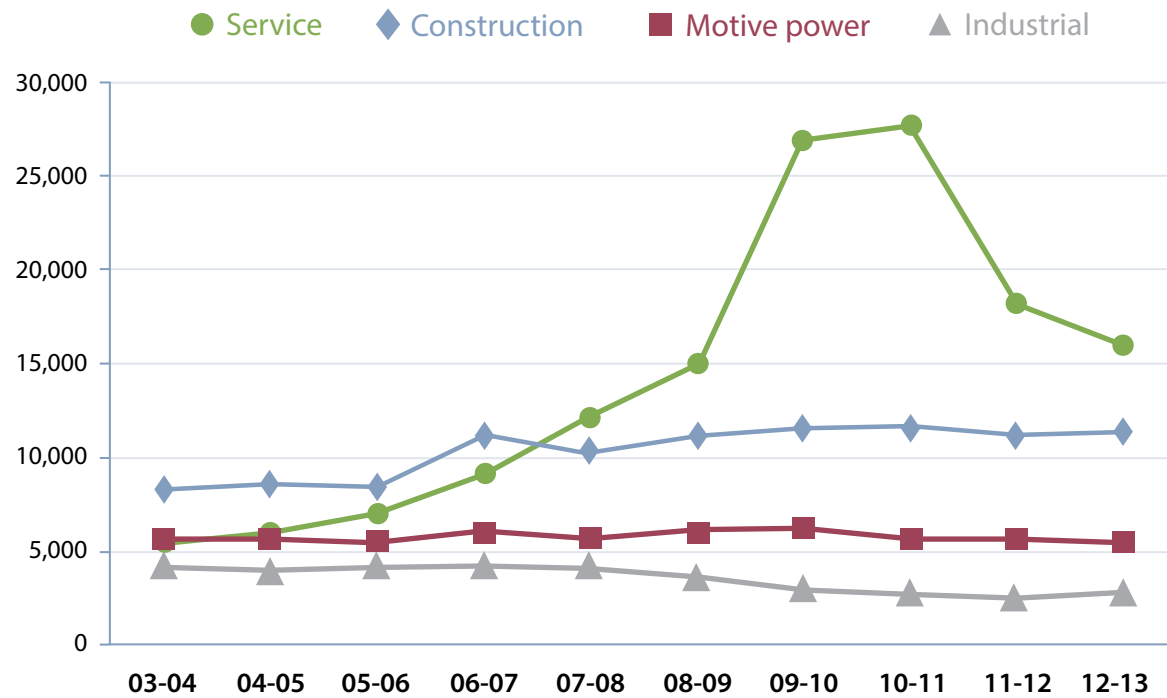
Figure 16. Total new CAAT apprenticeship starts by year



Source: Ontario Ministry of Training, Colleges and Universities.

- In 2012-13, 87 per cent of new apprenticeship seats in Ontario were allocated to the colleges for a CAAT total of 38,836.
- Recent changes in government policy have led to a decrease in the number of apprenticeship starts, particularly in the service sector.
- The Ontario Ministry of Training, Colleges and Universities is planning 35,989 new apprenticeship starts for 2013-14.

Figure 17. New CAAT apprenticeship starts* by sector and year

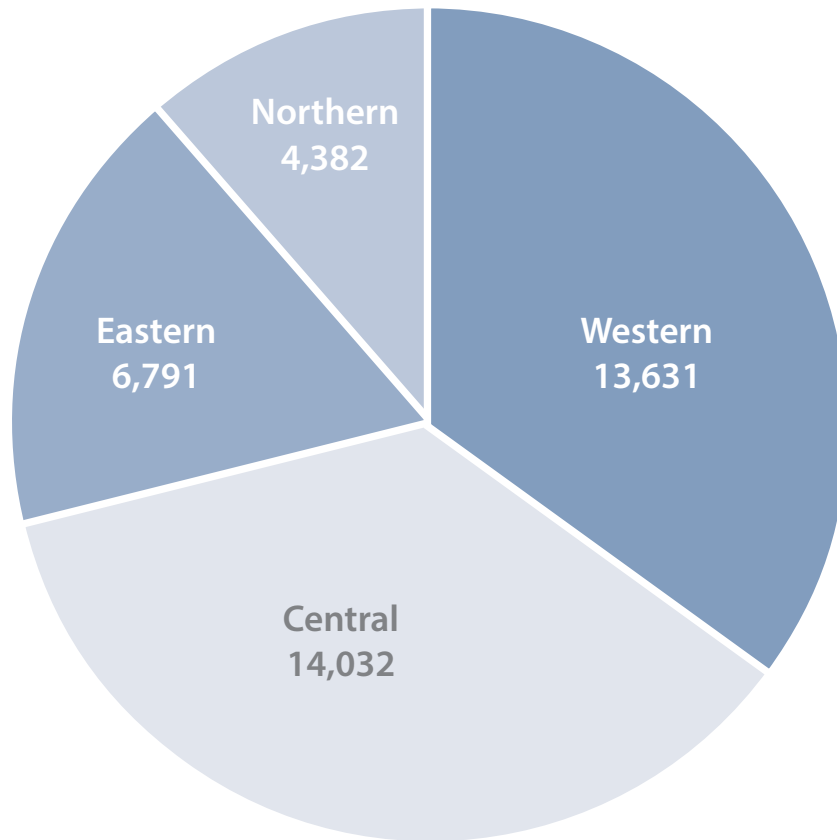


* Includes full and part time. Excludes starts in exam preparation.

Sources: Ontario Ministry of Training, Colleges and Universities and Colleges Ontario.

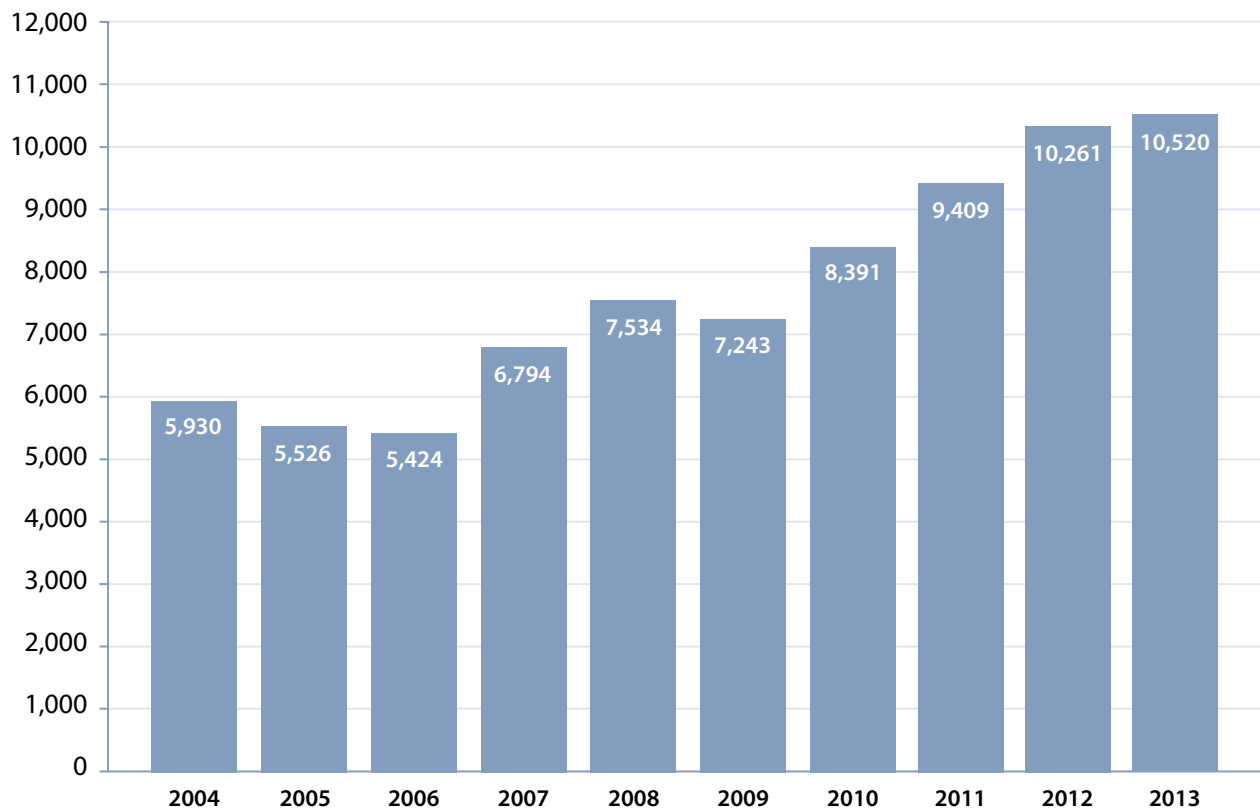
- Reflecting the needs of Ontario's economy, the distribution of new apprenticeship starts varies by sector.

Figure 18. New CAAT planned apprenticeship starts by region for 2013-14



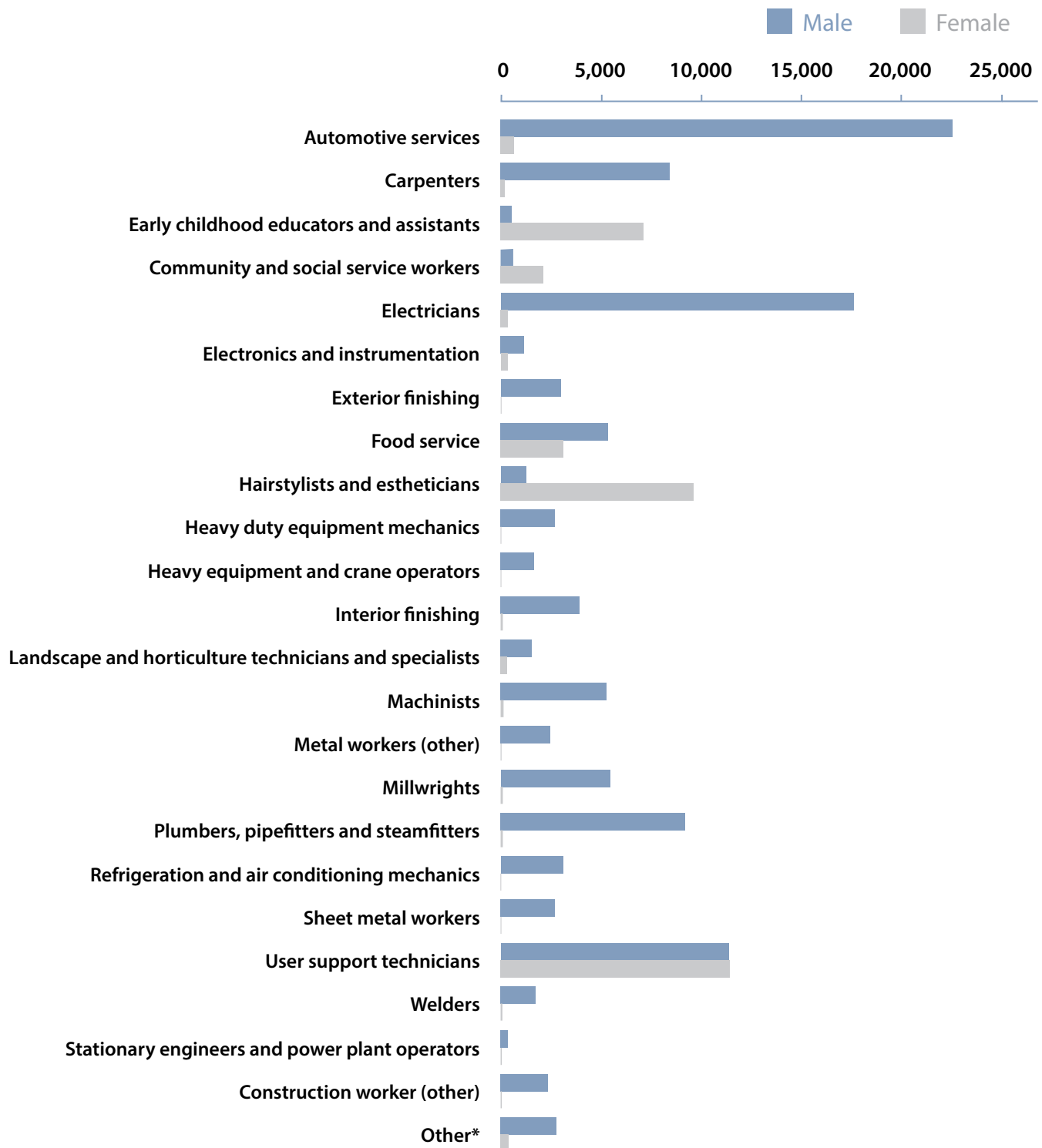
Source: Ontario Ministry of Training, Colleges and Universities.

Figure 19. Number of certificates* issued in Ontario by year



* Certificate of Qualification (C of Q) or a Certificate of Apprenticeship (C of A) where the C of A is the only requirement of the trade.
Source: Ontario Ministry of Training, Colleges and Universities.

Figure 20. Distribution of Ontario registered apprentices by gender



*Statistics Canada notes that the "other trades" category includes many of the apprenticeship trades and occupations that have been introduced since the 1990s. Examples provided include child and youth worker, pork production technician, and those related to motion picture and theatre.

Source: Statistics Canada 2011, Table 477-0053.

- Detailed information on the gender of registered apprentices is available from Statistics Canada. In Ontario, females comprise 24 per cent of total registered apprentices, and are under-represented in many trades.

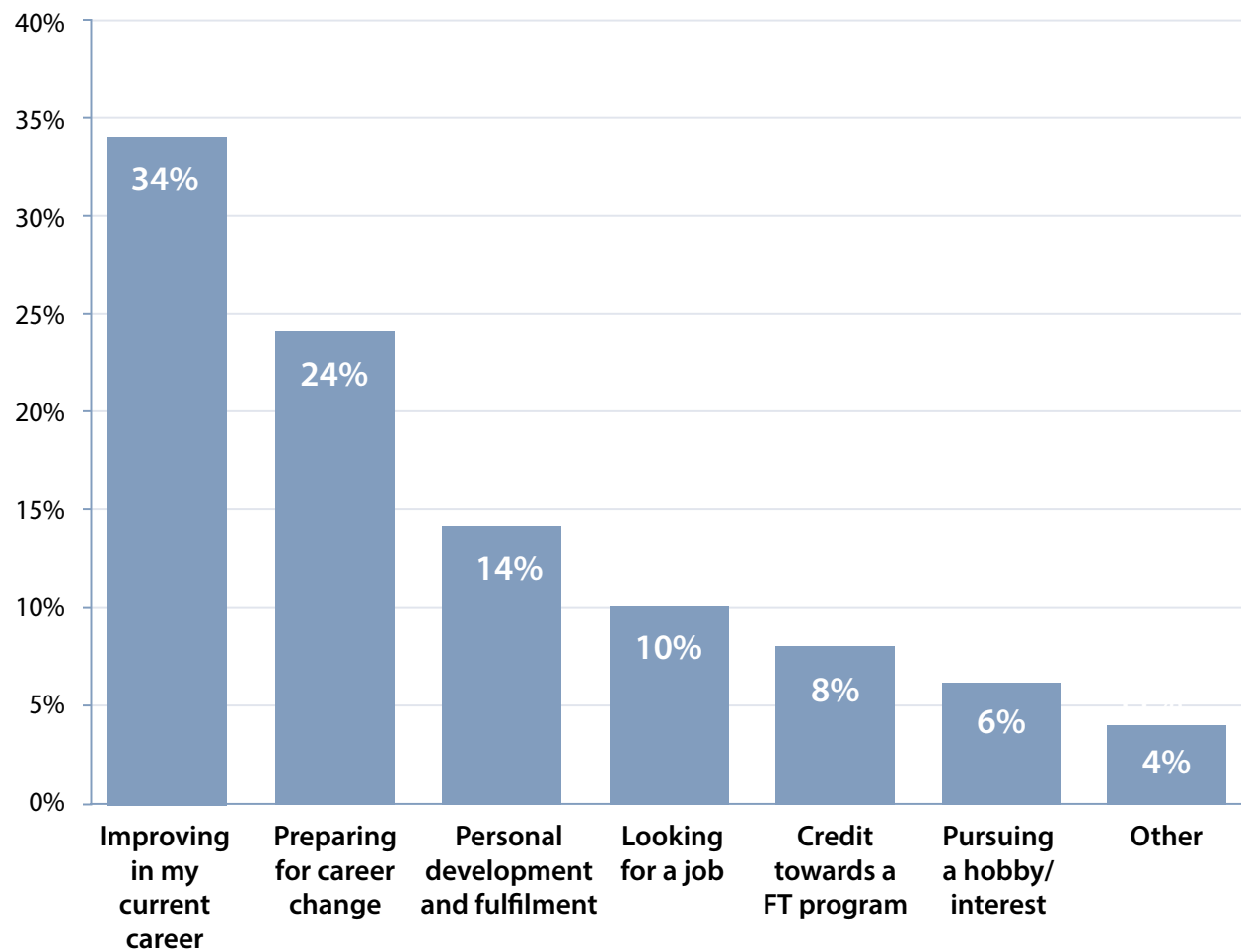
3.5 CONTINUING EDUCATION STUDENTS

Table 7. Background characteristics of college continuing education students

Gender	In-class	Online	Total
Female	64%	80%	68%
Male	36%	20%	32%
Age			
<20 years	3%	1%	3%
20-24 years	13%	11%	13%
25-29 years	18%	17%	17%
30-34 years	15%	14%	15%
35-44 years	26%	29%	26%
45-54 years	18%	22%	19%
>54 years	8%	5%	7%
First language			
English	63%	81%	67%
French	3%	3%	3%
Other	34%	16%	30%
Immigrant status			
Recent immigrant (last 10 years)	22%	10%	19%
Previous education			
High school or less	29%	27%	29%
College certificate	10%	13%	11%
College diploma	24%	27%	25%
University degree	38%	33%	37%
First-generation status			
Neither parents nor siblings attended college or university	35%	26%	33%
Employment status			
Full time	59%	59%	59%
Part time	19%	21%	19%
Unemployed	11%	9%	11%
Homemaker	4%	6%	4%
Retired	3%	1%	2%
Other	4%	4%	4%

Sources: 2012 Continuing Education Survey (CCI Research Inc.) and Colleges Ontario.

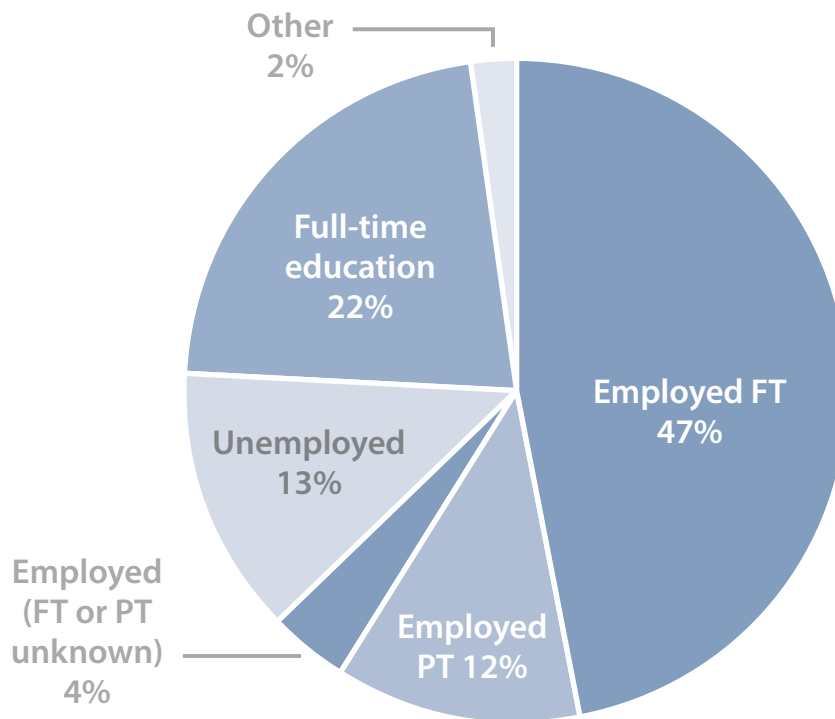
Figure 21. Main reason for taking a continuing education course



Source: 2012 Continuing Education Survey (CCI Research Inc.).

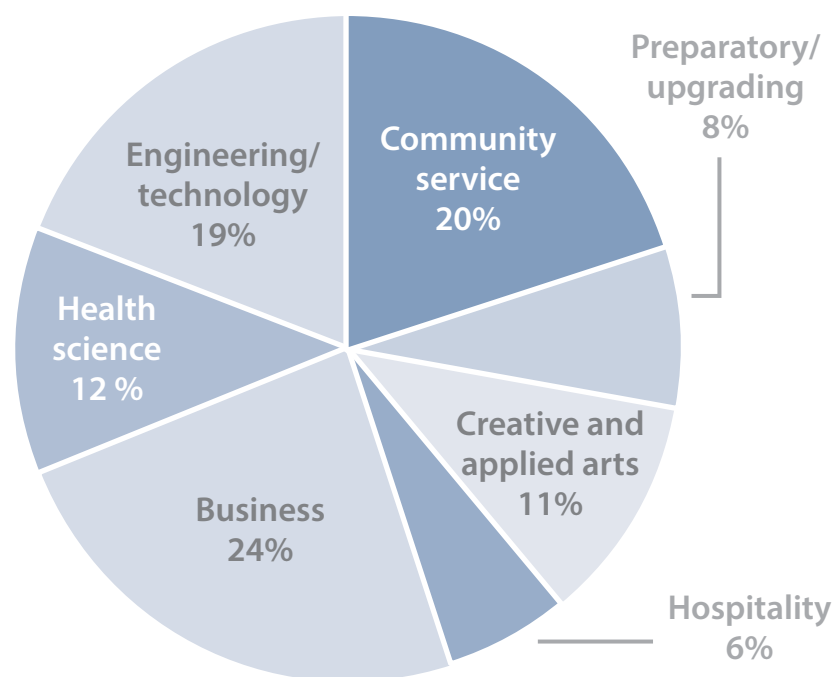
3.6 GRADUATES

Figure 22. Current status of 2011-12 graduates (six months after graduation)



Source: Employment Profile (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

Figure 23. College graduates by employment sector



Note that this chart does not include graduates of collaborative nursing programs.

Sources: Employment Profile (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

Table 8. Graduates by occupation cluster: 2011-12

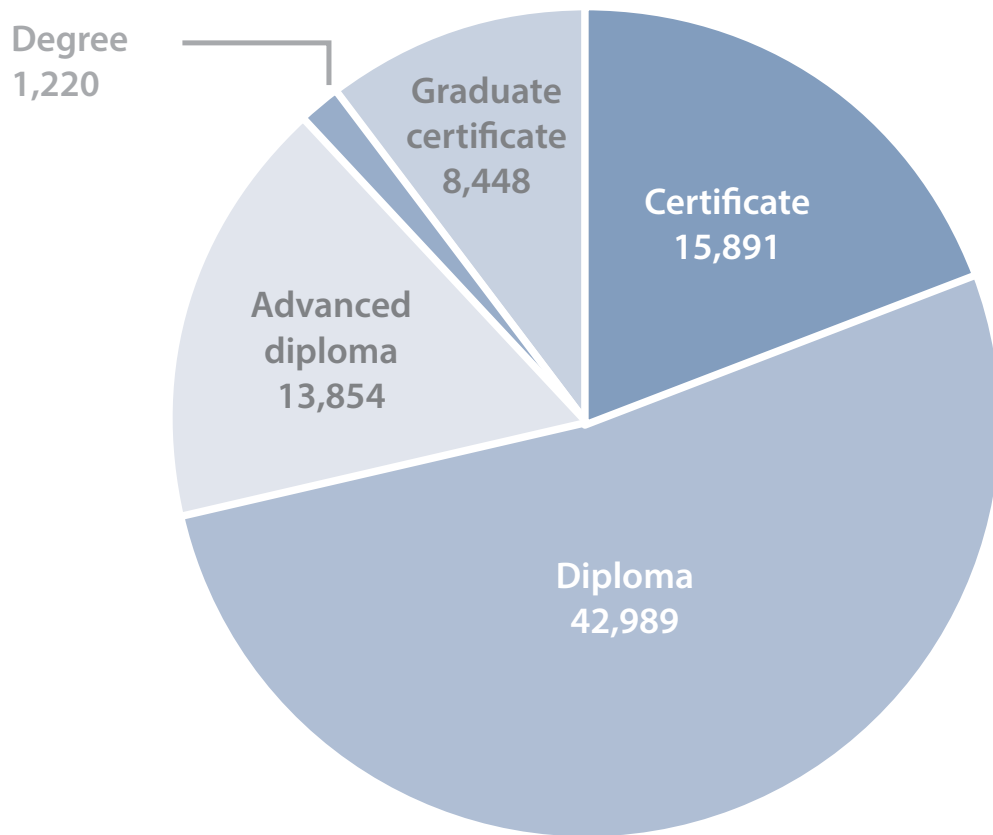
Applied arts	Number of graduates	% of total graduates	% change over previous year
Advertising and design	2,032	2.5%	1.5%
Art	1,070	1.3%	-0.8%
Child/youth worker	1,213	1.5%	6.6%
Community planning	30	0.0%	20.0%
Crafts	93	0.1%	-24.4%
Developmental services worker	635	0.8%	-6.8%
Education	3,988	4.8%	7.3%
Fashion	1,136	1.4%	0%
Graphic arts/printing	23	0.0%	0%
Horticulture	257	0.3%	-16.8%
Law and security	4,868	5.9%	4.1%
Library	94	0.1%	-11.3%
Media	3,801	4.6%	2.5%
Native community worker	30	0.0%	-26.8%
Performing arts	599	0.7%	3.1%
Preparatory/upgrading	6,558	8.0%	3.6%
Public relations	788	1.0%	22.4%
Recreation/fitness	1,438	1.7%	-0.1%
Social services	3,907	4.7%	3.2%

Business	Number of graduates	% of total graduates	% change over previous year
Accounting/finance	3,970	4.8%	0.8%
Aviation management	32	0.0%	6.7%
Business computer	1,119	1.3%	6.0%
Business legal	1,429	1.5%	12.4%
Business management	4,987	5.5%	10.7%
Culinary arts	2,012	2.1%	15.8%
Government/real estate	56	0.1%	12.0%
Hospitality management	1,994	2.1%	13.1%
Human resources/industrial relations	1,865	2.2%	4.6%
Marketing/retail sales	2,136	2.7%	-2.4%
Materials management	276	0.3%	10.8%
Office administration	1,386	1.7%	1.9%
Office administration – health	951	1.1%	8.7%
Office Administration – legal	264	0.3%	3.9%
Small business	204	0.3%	-9.3%
Travel/tourism	1,227	1.4%	7.5%
Health	Number of graduates	% of total graduates	% change over previous year
Animal care	600	0.7%	-1.5%
Health – miscellaneous	1,058	1.3%	-1.4%
Health technology	2,582	2.7%	15.6%
Nursing related	6,007	6.9%	5.1%

Technology	Number of graduates	% of total graduates	% change over previous year
Architectural	830	0.9%	15.6%
Automotive	888	1.0	4.1%
Aviation – flight	88	0.1%	-3.3%
Aviation – maintenance	361	0.4%	0.8%
Chemical/biological	1,304	1.4%	9.3%
Civil	1,979	2.4%	-0.1%
Drafting	51	0.1%	-10.5%
Electronics	4,043	4.6%	7.7%
Furniture/wood products	473	0.5%	10.5%
Geology/mining	79	0.1%	-9.2%
Industrial	55	0.1%	-3.5%
Instrumentation	91	0.1%	9.6%
Machining	286	0.4%	-3.4%
Marine	67	0.1%	45.7%
Mechanical	2,439	3.0%	-1.8%
Power	270	0.3%	13.0%
Resources	1,268	1.5%	4.1%
Technology miscellaneous	774	1.0%	-2.5%
Welding	341	0.4%	10.7%
Total	82,402	100%	4.8%

Sources: Employment Profile (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

Figure 24. 2011-12 graduates by credential

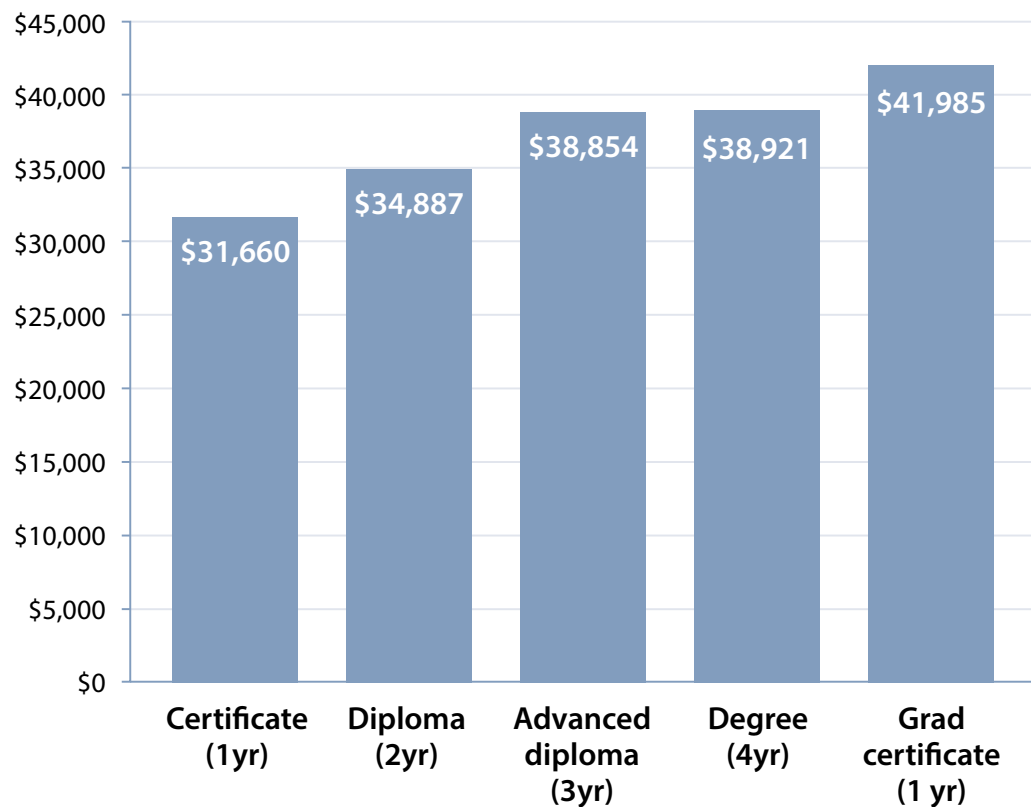


The degree category does not include collaborative college-university degree programs.

Source: Employment Profile (Ontario Ministry of Training, Colleges and Universities).

- There were 84,402 graduates in 2011-12, a 4.8 per cent increase over the previous year. The graduation rate was 65.4 per cent.

Figure 25. Average annual salaries of 2011-12 graduates (six months after graduation) by college credential earned

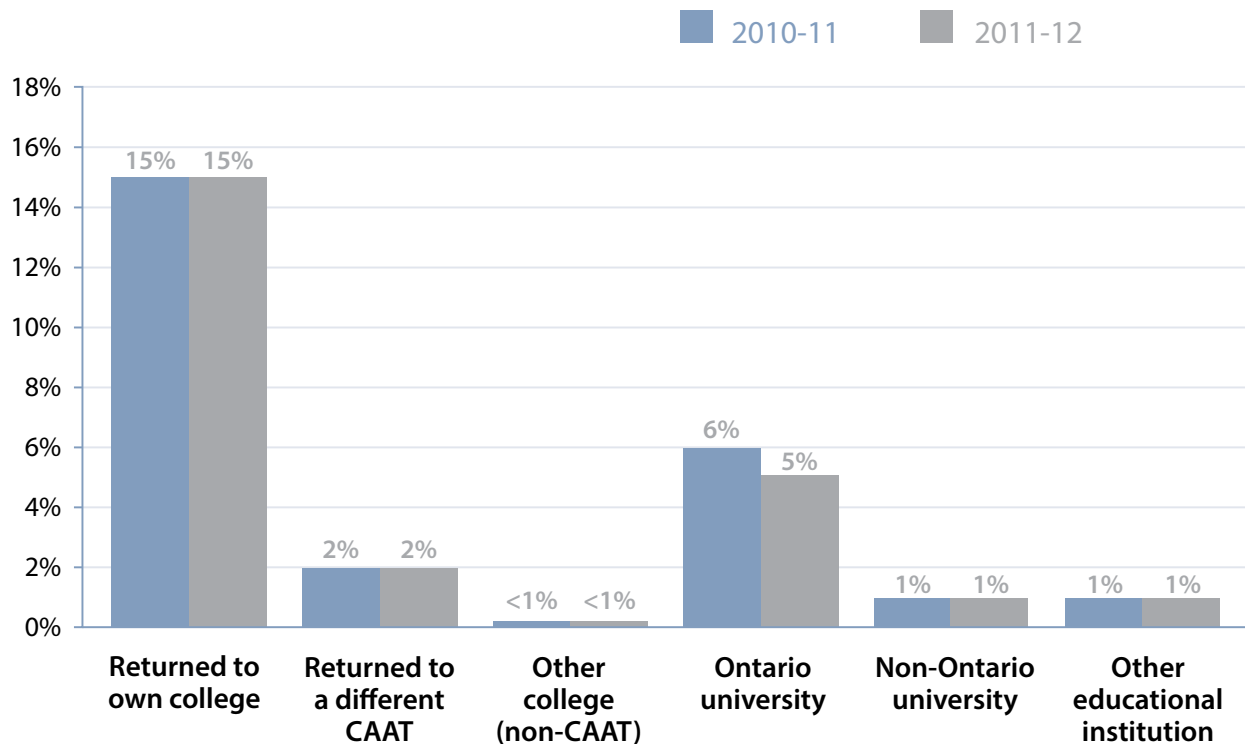


Salaries are for those working full time in jobs related to their fields of study, six months after graduation.

Source: Employment Profile (Ontario Ministry of Training, Colleges and Universities).

- Very early in their labour market experience, salaries of college graduates are clearly related to program duration and type of program. Graduates of one-year graduate certificate programs (specialist programs requiring a previous diploma or degree) earned the highest salaries on average (\$41,985), followed by degree programs, three-year advanced diploma programs, two-year diplomas, and one-year certificate programs, demonstrating a greater return on investment with a longer duration of study.

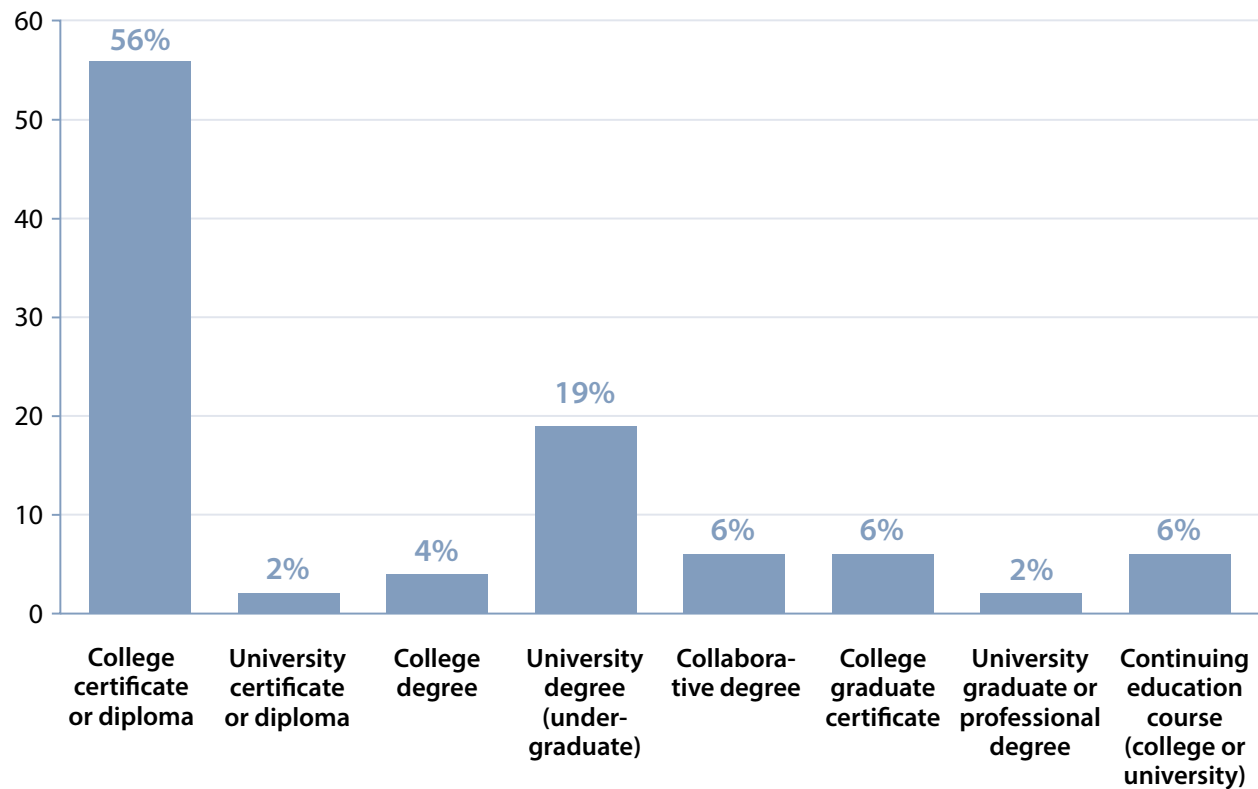
Figure 26. Further education of college graduates (within six months of college graduation)



Sources: Graduate satisfaction surveys (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

- As shown in Figure 26, last year almost one quarter of graduates chose to further their education immediately (i.e., within six months) after graduation. The percentages vary slightly from year to year, but returning to their college of graduation or enrolling in an Ontario university continues to be the most popular choices.

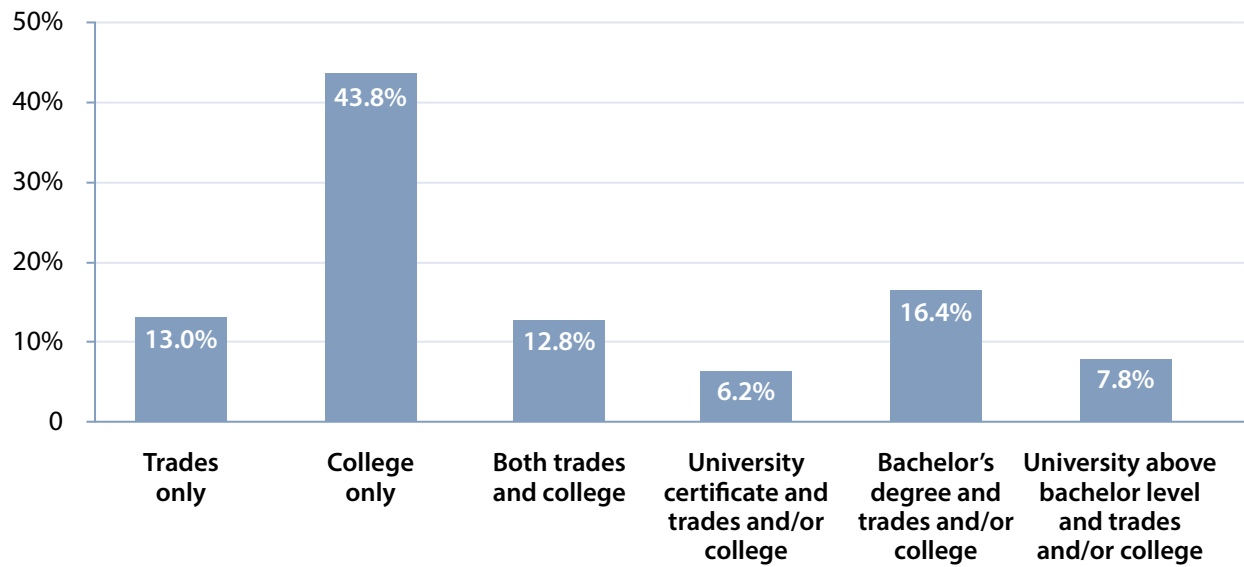
Figure 27. Further education credential choices of college graduates (within six months of college graduation)



Sources: Graduate Satisfaction Survey (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

- Of the 2011-12 college graduates who continue their education immediately after graduation, 56 per cent enrol in a college certificate or diploma program. Undergraduate degrees were chosen by 29 per cent of college graduates (four per cent college degrees, 19 per cent university degrees, and six per cent collaborative college-university degrees). A further eight per cent pursued graduate work, either through a college (six per cent) or university (two per cent).

Figure 28. Percentage of stand-alone trades or college credentials and in combination with other post-secondary credentials



Sources: Statistics Canada special tabulation, National Housing Survey, 2011 and Colleges Ontario.

- Of the Ontario population of 25- to 34-year-olds, 70 per cent have post-secondary credentials. Of that sub-population, more than 63 per cent hold some level of trades or college credential. And, of that sub-population, 57 per cent have only a stand-alone trades or college credential, with the remaining 43 per cent holding more than one credential.

3.7 PERCEPTIONS

STUDENTS

As part of the annual student satisfaction survey, college students are asked to rate their satisfaction with numerous aspects of their college experience. Student satisfaction with academic components specific to teaching and learning experiences tend to be rated very highly.

Table 9: Examples of student satisfaction survey items on teaching and learning

Student satisfaction survey item	Per cent very satisfied/satisfied
Provides you with skills and abilities specific to your chosen career	88%
Teachers are up-to-date/current in their fields	83%
Develops your ability to work with others	83%
Provides skills and abilities helpful for future life outside work	80%

The quality of other key areas of facilities/resources and services that impact students' experiences, however, have not been rated as highly. Examples of such responses include:

- Seventy-four per cent were very satisfied/satisfied with the overall quality of their colleges' facilities/resources.
- Sixty-four per cent were very satisfied/satisfied with the overall quality of the services in the colleges.

GRADUATES

In addition to the Key Performance Indicators, many other details regarding graduate experiences are available from the graduate and employer surveys. Some of the highlights from last year's survey include:

- Ninety-five per cent of graduates would recommend their colleges to someone else, and 88 per cent of graduates would recommend their specific programs.
- Ninety per cent of college graduates were very satisfied/satisfied that the course material in their programs was up to date.
- Eighty-eight per cent of graduates were very satisfied/satisfied with the course content and with the overall quality of instruction.
- Eighty-eight per cent of graduates were very satisfied/satisfied that the equipment was up to date.

Table 10. Graduate and employer beliefs about the importance of the following skills and abilities for the graduate's current position and their satisfaction with graduate's educational preparation (percentages)

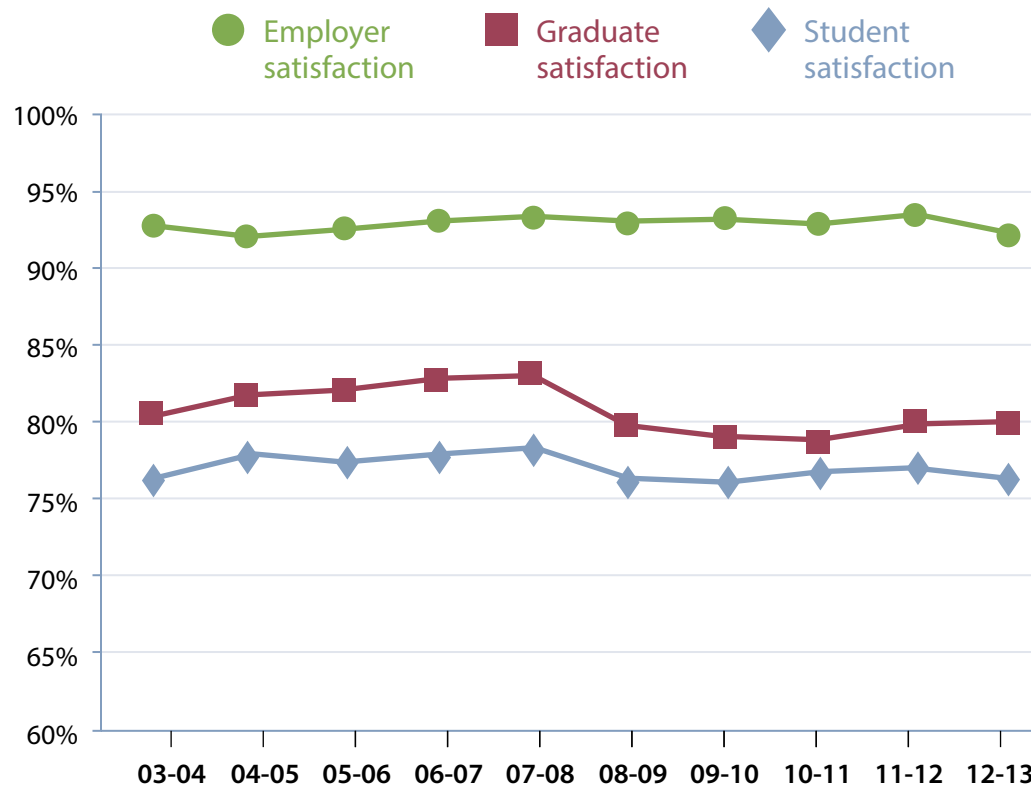
	Importance (Extremely important/important)		Satisfaction (Very satisfied/satisfied)	
	Graduate-rated	Employer-rated	Graduate-rated	Employer-rated
A. Specific job-related knowledge	91%	92%	84%	87%
B. Specific job-related skills	91%	93%	86%	88%
C. Oral communication	96%	98%	90%	93%
D. Written communications	82%	86%	88%	89%
E. Comprehension	95%	98%	92%	94%
F. Math skills	61%	66%	73%	78%
G. Computer skills	73%	76%	82%	88%
H. Critical thinking	92%	94%	90%	89%
I. Problem solving	95%	97%	91%	88%
J. Research and analysis	63%	60%	81%	73%
K. Teamwork	95%	99%	92%	95%
L. Organization and planning	94%	95%	89%	90%
M. Time management	97%	98%	90%	88%
N. Quality of work	98%	100%	91%	94%
O. Productivity	96%	98%	89%	91%
P. Creative and innovative	74%	79%	81%	80%
Q. Adaptable	94%	97%	89%	93%
R. Responsible	99%	99%	93%	95%

Sources: 2012-13 Graduate Satisfaction Survey (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

- Graduates and employers display very high agreement in their ratings of the relative importance of each of these components to the work the graduates are doing. Ratings of satisfaction with preparation are also quite high, with a somewhat greater difference between the ratings of graduates and employers.

3.8 KEY PERFORMANCE INDICATORS: STUDENTS AND GRADUATES

Figure 29. Satisfaction scores by year*

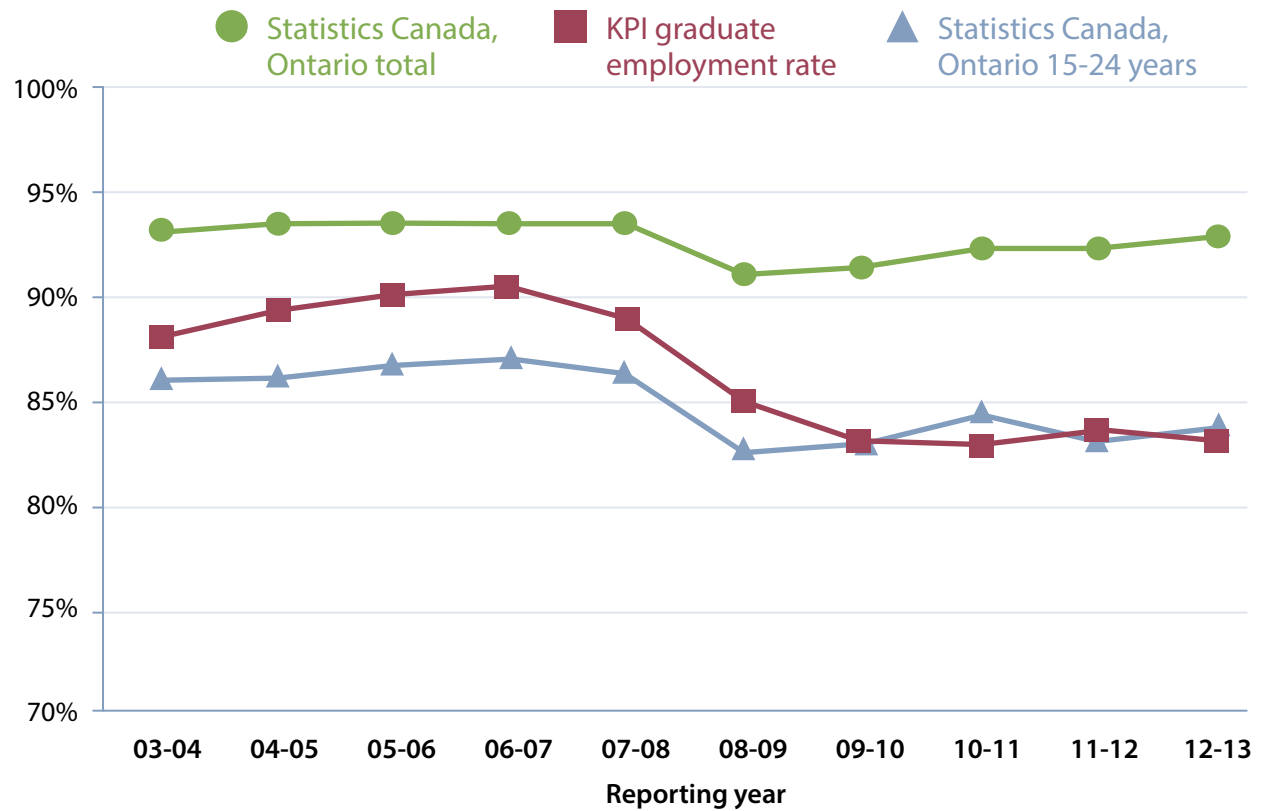


*Reporting year.

Sources: Student satisfaction surveys, graduate satisfaction surveys, employer satisfaction surveys (Ontario Ministry of Training, Colleges and Universities) and Colleges Ontario.

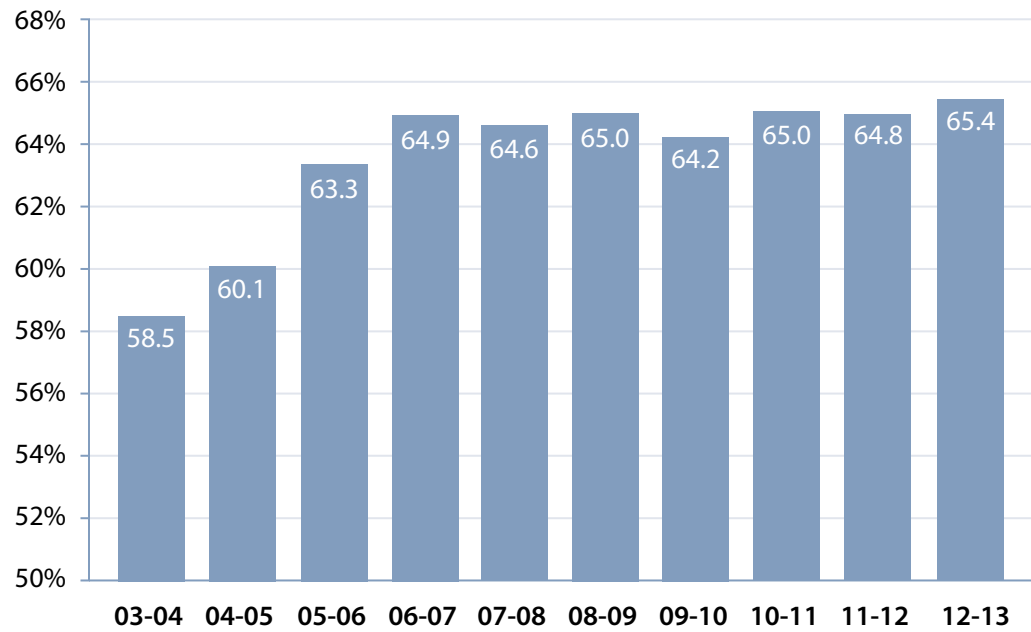
- Ontario college data include five key performance indicators (KPIs): the student satisfaction rate, the graduate satisfaction rate, the employer satisfaction rate, the graduate employment rate, and the graduation rate
- The student satisfaction rate is calculated from the average score on four key questions on the survey: the students' program is giving them the knowledge and skills that will be useful in their future careers; the overall quality of the learning experience; the overall quality of services; and the overall quality of facilities and resources.
- Graduation rates are reported by the colleges, while surveys are used to collect all other information. Independent research firms collect the survey data on behalf of the colleges and the ministry.

Figure 30. Employment rates: KPI graduate employment rates vs. provincial employment rates (Ontario total and Ontario age 15-24 years)



Sources: Ontario Ministry of Training, Colleges and Universities and Statistics Canada.

Figure 31. College graduation rates by year*



* Reporting year.

Source: Ontario Ministry of Training, Colleges and Universities.

Table 11. Key Performance Indicators 2003-04 to 2012-13*

	03-04	04-05	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13
Graduate employment rate (%)	88.0	89.3	90.1	90.5	88.9	84.8	83.0	83.0	83.6	83.4
Graduation rate (%)	58.5	60.1	63.3	64.9	64.6	65.0	64.2	65.0	64.8	65.4
Graduate satisfaction rate (%)										
Very satisfied/satisfied	80.5	81.6	82.0	82.8	82.7	79.8	79.1	78.9	80.0	80.1
Neither	10.3	9.9	10.0	10.0	9.6	11.4	11.8	11.4	11.2	11.3
Very dissatisfied/dissatisfied	9.2	8.5	8.0	7.2	7.7	8.8	9.1	9.6	8.8	8.6
Employer satisfaction rate (%)										
Very satisfied/satisfied	92.7	92.1	92.6	93.1	93.3	93.0	93.2	92.8	93.4	92.2
Neither	4.6	5.1	4.8	4.2	4.2	4.9	4.5	4.9	4.3	5.0
Very dissatisfied/dissatisfied	2.7	2.9	2.6	2.7	2.5	2.1	2.4	2.3	2.3	2.8
Student satisfaction rate (%)										
Very satisfied/satisfied	76.3	77.8	77.4	77.9	78.4	76.3	76.1	76.8	77.1	76.3
Neither	17.1	16.2	16.4	16.2	15.8	17.0	16.9	16.7	16.6	17.8
Very dissatisfied/dissatisfied	6.6	6.1	6.1	5.9	5.8	6.7	7.1	6.5	6.3	5.9
• Knowledge and skills gained (Question 13)										
Very satisfied/satisfied	86.3	87.3	87.2	87.5	88.1	87.2	87.1	87.4	87.2	87.2
Neither	9.7	8.8	9.0	8.8	8.4	8.9	8.9	8.9	9.0	9.0
Very dissatisfied/dissatisfied	4.0	3.9	3.8	3.7	3.4	3.9	4.0	3.7	3.8	3.8
• Quality of learning experience (Question 24)										
Very satisfied/satisfied	80.1	81.2	81.1	81.8	82.4	80.2	80.2	80.8	80.5	80.0
Neither	14.5	13.7	13.7	13.4	13.0	14.4	14.2	14.1	14.3	14.5
Very dissatisfied/dissatisfied	5.4	5.1	5.2	4.8	4.7	5.4	5.6	5.1	5.2	5.5
• Quality of facilities/resources (Question 39)										
Very satisfied/satisfied	70.0	71.7	71.0	71.3	71.8	69.3	68.8	70.1	71.0	64.2
Neither	21.4	20.5	20.9	20.8	20.4	21.5	21.4	21.1	20.7	27.6
Very dissatisfied/dissatisfied	8.6	7.8	8.0	7.8	7.8	9.2	9.7	8.8	8.3	8.1
• Quality of college services (Question 49)										
Very satisfied/satisfied	68.9	70.8	70.3	70.9	71.3	68.6	68.1	68.8	69.7	73.8
Neither	22.9	21.7	22.2	21.8	21.5	23.0	23.0	22.8	22.5	20.2
Very dissatisfied/dissatisfied	8.2	7.5	7.5	7.3	7.2	8.4	8.9	8.4	7.8	6.0

* Reporting year (graduate data refer to graduates of the previous academic year).

Source: Ontario Ministry of Training, Colleges and Universities.

3.9 NOTES ON DATA SOURCES

Data shown in this chapter were derived from the following sources:

- Applicants: Ontario College Application Service (OCAS) application data and responses to survey questions from the annual applicant survey (Academica Group Inc.).
- Students: Demographic and opinion data were obtained from OCAS enrolment reports, the annual applicant survey, and from the student satisfaction surveys (Ontario Ministry of Training, Colleges and Universities), an annual in-class survey of all funded students beyond first semester.
- Apprentices: Ontario Ministry of Training, Colleges and Universities.
- Continuing education students: Continuing education surveys conducted by CCI Research Inc. on behalf of the colleges.
- Graduates (and employers): The graduate satisfaction/outcomes survey (Ontario Ministry of Training, Colleges and Universities) provided data for college graduates six months after graduation.