

Total Graduates:	2,290	Total Graduates in Survey:	1,599	Response Rate:	69.8%
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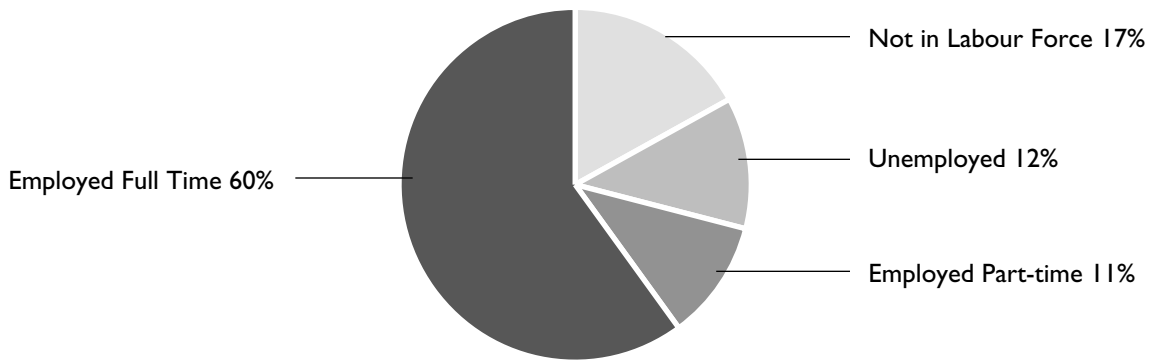
Programs in Media

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Location:
Advanced Television and Film	Post Diploma	37	24	20	Humber, Sheridan
Animation	3 Years	89	58	49	Boréal, Sheridan, St. Clair
Animation – Television	2 Years	41	30	28	Algonquin
Audio-Visual Technician	2 Years	47	31	27	Fanshawe, Seneca
Book and Magazine Publishing	Post Diploma	49	39	38	Centennial
Broadcasting – Radio	2 Years	146	100	82	Algonquin, Canadore, Fanshawe, Humber, La Cité, Loyalist, Seneca
Broadcasting – Radio and Television	2 Years	20	12	11	Seneca
Broadcasting – Radio and Television	3 Years	207	152	142	Centennial, Conestoga, Loyalist, Mohawk, Niagara
Broadcasting – Radio and Television	Post Diploma	29	20	17	Fanshawe, Humber
Broadcasting – Television	2 Years	207	151	115	Algonquin, Canadore, Confederation, Fanshawe, La Cité, Loyalist, Seneca
Computer Animation	Post Diploma	54	32	28	Sheridan
Computer Graphics	Post Diploma	34	25	24	Humber, La Cité, Sheridan
Dramatic Scriptwriting	Post Diploma	27	18	18	Algonquin, Niagara
Film Production	2 Years	24	13	13	Confederation
Film and Television Production	3 Years	117	90	82	Confederation, Durham, Humber, Sheridan
Journalism – Broadcasting	2 Years	63	45	25	Canadore, Fanshawe, Loyalist
Journalism – New Media	Post Diploma	43	27	26	Loyalist, Sheridan
Journalism – Print	2 Years	186	128	95	Algonquin, Cambrian, Canadore, Durham, Loyalist, Niagara, Sheridan, St. Clair
Journalism – Print	3 Years	33	25	22	Centennial, Conestoga
Journalism – Print and Broadcasting	2 Years	17	11	5	La Cité
Journalism – Print and Broadcasting	3 Years	90	68	67	Conestoga, Humber, Mohawk
Media Arts	2 Years	29	22	12	Grands Lacs, Humber, Seneca
Media Arts – Interactive Multimedia	Post Diploma	254	172	157	Algonquin, Canadore, Centennial, George Brown, Humber, Loyalist, Niagara, Sault, Sheridan
Media Fundamentals	1 Year	56	41	7	Humber, Lambton
Multimedia Techniques – Advanced	Post Diploma	17	10	10	Humber
Music Industry Arts	2 Years	61	43	28	Fanshawe
Photography	2 Years	180	129	93	Algonquin, Fanshawe, Humber, La Cité, Sheridan
Photography	Post Diploma	28	15	15	Fanshawe, Humber
Photojournalism	2 Years	30	21	21	Loyalist
Recording Industry – Digital Applications	Post Diploma	11	10	9	Fanshawe
Technical Writer	3 Years	18	10	10	Algonquin
Technical Writer	Post Diploma	21	15	15	Seneca
Telecommunications Management	Post Diploma	25	12	12	Sheridan

Summary of Survey Data

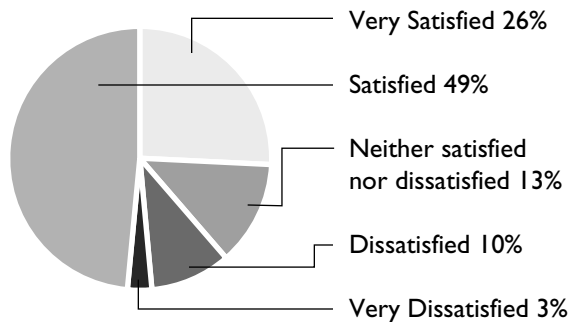
	Program Cluster	All Programs
Survey Population	1,599	35,033
Labour Force Participation	83%	81%
Employment Rate	85%	89%
Employment Part-time	13%	13%
Employment Full-time	72%	75%
Average Annual Earnings – Total	\$27,291	\$28,999
Average Annual Earnings – Female	\$26,634	\$27,709
Average Annual Earnings – Male	\$27,810	\$30,835
Graduate Satisfaction	75%	81%
Employer Satisfaction	92%	92%

Graduate Outcomes for Program Cluster

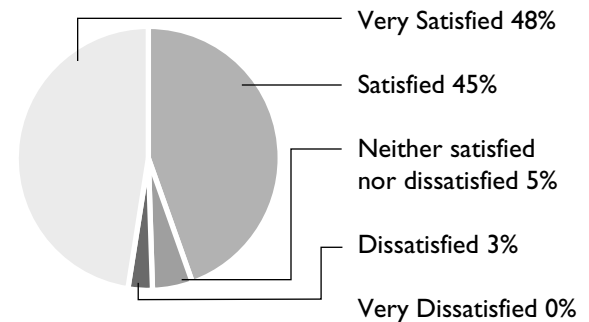


Program Cluster Satisfaction:

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation:



Employer Satisfaction with employee overall college preparation for the type of work he/she was doing*:



* 251 employers participated in this survey

Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Advanced Television and Film	13	54.2	3	12.5	–	–	–	–	4	16.7	4	16.7
Animation	28	48.3	7	12.1	2	3.4	1	1.7	11	19.0	9	15.5
Animation – Television	7	23.3	6	20.0	–	–	3	10.0	12	40.0	2	6.7
Audio-Visual Technician	10	32.3	10	32.3	4	12.9	1	3.2	2	6.5	4	12.9
Book and Magazine Publishing	29	74.4	4	10.3	2	5.1	–	–	3	7.7	1	2.6
Broadcasting – Radio	38	38.0	20	20.0	9	9.0	6	6.0	9	9.0	18	18.0
Broadcasting – Radio and Television – 2 Year	6	50.0	3	25.0	2	16.7	–	–	–	–	1	8.3
Broadcasting – Radio and Television – 3 Year	77	50.7	33	21.7	13	8.6	9	5.9	10	6.6	10	6.6
Broadcasting – Radio and Television – Post Diploma	9	45.0	2	10.0	2	10.0	1	5.0	3	15.0	3	15.0
Broadcasting – Television	66	43.7	23	15.2	12	7.9	2	1.3	12	7.9	36	23.8
Computer Animation	18	56.3	2	6.3	1	3.1	–	–	7	21.9	4	12.5
Computer Graphics	13	52.0	4	16.0	2	8.0	1	4.0	4	16.0	1	4.0
Dramatic Scriptwriting	2	11.1	11	61.1	1	5.6	4	22.2	–	–	–	–
Film Production	2	15.4	4	30.8	2	15.4	2	15.4	3	23.1	–	–
Film and Television Production	47	52.2	10	11.1	11	12.2	2	2.2	12	13.3	8	8.9
Journalism – Broadcasting	17	37.8	5	11.1	–	–	–	–	3	6.7	20	44.4
Journalism – New Media	10	37.0	3	11.1	3	11.1	3	11.1	7	25.9	1	3.7
Journalism – Print – 2 Year	33	25.8	37	28.9	6	4.7	7	5.5	12	9.4	33	25.8
Journalism – Print – 3 Year	13	52.0	5	20.0	1	4.0	1	4.0	2	8.0	3	12.0
Journalism – Print and Broadcasting – 2 Year	3	27.3	2	18.2	–	–	–	–	–	–	6	54.5
Journalism – Print and Broadcasting – 3 Year	34	50.0	12	17.6	5	7.4	6	8.8	10	14.7	1	1.5
Media Arts	8	36.4	1	4.5	–	–	–	–	3	13.6	10	45.5
Media Arts – Interactive Multimedia	64	37.2	37	21.5	13	7.6	5	2.9	38	22.1	15	8.7
Media Fundamentals	1	2.4	4	9.8	1	2.4	–	–	1	2.4	34	82.9
Multimedia Techniques – Advanced	9	90.0	1	10.0	–	–	–	–	–	–	–	–
Music Industry Arts	10	23.3	7	16.3	1	2.3	2	4.7	8	18.6	15	34.9
Photography – 2 Year	51	39.5	18	14.0	9	7.0	7	5.4	8	6.2	36	27.9
Photography – Post Diploma	8	53.3	4	26.7	1	6.7	–	–	2	13.3	–	–
Photojournalism	11	52.4	4	19.0	2	9.5	1	4.8	3	14.3	–	–
Recording Industry – Digital Applications	4	40.0	3	30.0	1	10.0	–	–	1	10.0	1	10.0
Technical Writer – 3 Year	4	40.0	2	20.0	–	–	1	10.0	3	30.0	–	–
Technical Writer – Post Diploma	13	86.7	1	6.7	–	–	–	–	1	6.7	–	–
Telecommunications Management	9	75.0	2	16.7	–	–	1	8.3	–	–	–	–
All Programs in Cluster	667	41.7	290	18.1	106	6.6	66	4.1	194	12.1	276	17.3

Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Advanced Television and Film	–	\$39,281	–	\$32,686	\$35,527	\$31,643
Animation	–	\$32,699	–	\$31,286	\$32,615	\$31,286
Animation – Television	–	\$21,175	–	\$19,386	\$23,630	\$19,386
Audio-Visual Technician	\$22,181	\$21,118	\$22,000	\$20,857	\$21,622	\$20,857
Book and Magazine Publishing	\$28,869	–	\$28,000	–	\$28,806	\$27,557
Broadcasting – Radio	\$19,249	\$22,827	\$19,698	\$19,177	\$21,528	\$19,895
Broadcasting – Radio and Television – 2 Years	–	–	–	–	\$31,238	\$30,500
Broadcasting – Radio and Television – 3 Years	\$27,482	\$26,036	\$30,000	\$24,000	\$26,626	\$25,029
Broadcasting – Radio and Television – Post Diploma	–	\$22,178	–	\$24,000	\$22,769	\$24,000
Broadcasting – Television	\$24,012	\$24,585	\$23,314	\$23,000	\$24,392	\$23,000
Computer Animation	–	\$42,692	–	\$37,000	\$41,506	\$37,000
Computer Graphics	\$30,206	\$27,348	\$27,000	\$26,072	\$28,907	\$26,072
Dramatic Scriptwriting	–	\$22,795	–	\$22,500	\$25,975	\$25,029
Film Production	–	–	–	–	–	–
Film and Television Production	\$28,450	\$31,816	\$26,072	\$29,600	\$30,455	\$28,800
Journalism – Broadcasting	\$21,280	\$30,588	\$19,907	\$28,183	\$23,870	\$22,663
Journalism – New Media	–	\$38,249	–	\$43,000	\$37,477	\$41,714
Journalism – Print – 2 Years	\$22,847	\$22,041	\$20,466	\$20,857	\$23,585	\$20,857
Journalism – Print – 3 Years	\$27,592	\$25,905	\$25,700	\$25,000	\$27,096	\$25,000
Journalism – Print and Broadcasting – 2 Years	–	–	–	–	–	–
Journalism – Print and Broadcasting – 3 Years	\$25,600	\$29,058	\$25,000	\$27,000	\$26,664	\$26,000
Media Arts	–	\$35,221	–	\$33,893	\$31,840	\$33,500
Media Arts – Interactive Multimedia	\$31,409	\$29,977	\$30,000	\$30,500	\$30,885	\$31,000
Media Fundamentals	–	–	–	–	\$23,839	\$20,857
Multimedia Techniques – Advanced	\$38,151	–	\$41,457	–	\$35,873	\$40,000
Music Industry Arts	–	\$24,406	–	\$24,500	\$23,891	\$24,000
Photography – 2 Years	\$22,286	\$24,073	\$20,857	\$23,993	\$23,001	\$21,900
Photography – Post Diploma	\$22,920	–	\$22,030	–	\$21,693	\$17,343
Photojournalism	–	\$25,660	–	\$22,750	\$22,516	\$20,857
Recording Industry – Digital Applications	–	\$27,284	–	\$27,022	\$27,284	\$27,022
Technical Writer – 3 Years	\$37,399	–	\$39,107	–	\$37,399	\$39,107
Technical Writer – Post Diploma	\$41,600	\$42,897	\$42,000	\$40,000	\$42,398	\$40,000
Telecommunications Management	–	\$42,159	–	\$41,714	\$41,850	\$40,857
All Programs in Cluster	\$26,634	\$27,810	\$26,036	\$25,029	\$27,291	\$25,586

Top Five Industries of Employment

	#	%
Broadcasting and Telecommunications	253	23.2
Professional, Scientific and Technical Services	129	11.8
Publishing Industries	115	10.6
Motion Picture and Sound Recording Industries	106	9.7
Personal and Laundry Services	49	4.5

Top Five Occupational Categories

	#	%
Graphic Designers and Illustrating Artists	106	9.8
Retail Salespersons and Sales Clerks	60	5.5
Producers, Directors, Choreographers and Related Occupations	57	5.2
Announcers and Other Broadcasters	54	5.0
Journalists	52	4.8

Program Cluster Historical Data

	91-92 Grads	92-93 Grads	93-94 Grads	94-95 Grads	95-96 Grads	96-97 Grads	97-98 Grads	98-99 Grads	99-00 Grads	00-01 Grads
Percentage Employed	77.6%	80.0%	81.3%	82.3%	84.4%	91.1%	88.7%	90.1%	90.7%	85.3%
Percentage Employed Full-time	58.2%	59.3%	63.7%	59.4%	62.0%	73.0%	75.8%	78.4%	78.1%	72.3%
Percentage in Full-time Related Jobs	41.5%	42.3%	43.4%	45.5%	43.7%	54.1%	56.3%	59.1%	60.5%	50.4%
Average Annual Salary Full-time Related Jobs	\$20,950	\$21,489	\$22,691	\$24,015	\$24,627	\$26,609	\$27,004	\$29,110	\$29,180	\$29,340