

Background

The *Employment Profile* of Ontario college graduates summarizes the employment experiences of 1997-98 graduates approximately six months after their graduation.

This year's edition of the *Profile* includes new data, available for the first time, with the introduction of the "Key Performance Indicator" (KPI) initiative, an innovative partnership between the ministry and the college sector. Enhanced surveying means that graduates and their employers are now able to provide valuable feedback to colleges about their programs and services, and colleges are able to clearly demonstrate their achievements in responding to clients' needs. The introduction of KPIs has enabled us to include information on graduate and employer satisfaction in this year's *Profile*.

The introduction of KPIs has been both challenging and rewarding for the ministry and for colleges. The ministry acknowledges the spirit of partnership and cooperation in which the project was launched, and trusts that the reader will find the new information included in this publication helpful.

Scope

This report covers graduates from approved ministry postsecondary certificate and diploma programs, who graduated in either August 1997, December 1997, or May 1998, at Ontario's 25 Colleges of Applied Arts and Technology. A complete list of colleges can be found in the section detailing the Career Planning and Placement Offices in the Ontario Colleges starting on page 21.

The data published in this report is based on a census survey. An attempt was made to contact every graduate from diploma and certificate programs. The overall response rate for 1997-98 graduates was 74%.

Methodology

Responses for the summer 1997 graduating class were collected in the Graduate Employment survey conducted by the 25 Colleges of Applied Arts and Technology in Ontario. The findings of the fall 1997 and winter 1998 graduating classes are based on the Graduate Outcomes/Graduate Satisfaction survey and the Employer Satisfaction survey administered by a third party contracted by the Ministry.

Students who graduated in 1997-98 were contacted to get their comments about their college and their experiences since leaving the college. A follow-up survey of graduates' employers was conducted to solicit employers' opinions on graduates' educational preparation for the workplace jobs being performed by the graduate. This information was collected under the authority of the Ministry of Colleges and Universities Act, and was used by the colleges for statistical purposes and by the Ministry to produce its annual employment profile of graduates.