

## INTRODUCTION

In the pages that follow, information is presented on graduates' employment experiences, both province-wide and for "program clusters" of related programs. The program cluster profiles provide information on graduate employment – full-time, part-time, earnings, graduate satisfaction, and employer satisfaction. This User's Guide is intended to help readers understand the terms, information, and layout contained in the program cluster profiles.

Readers are advised to keep in mind that graduates' employment experiences change over time as they progress through their work careers. The information presented in this report reflects the status of graduates six months after they have graduated.

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## PROGRAM INFORMATION NOT REPORTED

To maintain adequate confidentiality in light of the Ontario Freedom of Information and Protection of Individual Privacy Act, employment information is not presented for categories in which either the total number of graduates or the number in the labour force is equal to one. Salary information is not presented for categories in which fewer than four graduates reported salaries. For a list of the programs for which information is not reported, please see the table in Appendix A.

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## CHANGES TO THE REPORT

**Content:** The report this year contains all the information that has been presented in previous years, to facilitate year-over-year comparisons. In response to reader suggestions, the content on a program level has been expanded. Graduate satisfaction, employer satisfaction, and part-time employment information have now been made available. Industries of employment and occupational categories have been correlated to programs by presenting the top five industries and occupations for each program cluster.

**Format:** The format of the report has been changed to make the report more user-friendly. The information is presented so the user only needs to look up the program cluster to view all the information on a specific program and the cluster to which the program belongs. Divisional summaries are reported in the Overview of Survey Results.

**Note:** Percentages presented in this report may appear to not balance due to rounding.

## USER'S GUIDE

### DEFINITION OF TERMS...

To assist the reader, this section provides definitions of terms presented in the report.

**Average Annual Earnings:** Average starting annual salary of respondents who were employed in full time jobs.

**Employed:** Graduates who, during the reference week, were employed, whether: part-time or full-time, salaried or self-employed, permanent or temporary, related or unrelated to the program of study.

**Employment Rate:** The percentage of graduates who indicated they were in the labour force during the reference week and were employed.

**Employer Satisfaction:** The percentage of employers that completed the survey who are satisfied with the employees' educational preparation for the type of work being done.

**Full-time Employment:** At least 30 hours of work per week at one job, or less than 30 hours per week, if this is considered full-time employment in a particular field.

**Graduate Satisfaction:** The percentage of graduates that completed the survey who are satisfied with the usefulness of their college education in achieving their goals after graduation.

**In the Labour Force:** Graduates who were either employed or looking for work during the reference week.

**Industries of Employment:** Graduates' indication of the type of Business or Service offered by their employer coded on the basis of Statistics Canada's 1980 Standard Industrial Classification Code (SIC).

**Median Salary:** The middle annual earnings of graduates when the salaries are arranged in order of size.

**Not in the Labour Force:** Graduates who, during the reference week, were unemployed and not looking for work, including those attending school full-time, travelling, or staying home for health reasons or because of family responsibilities.

**Occupational Categories:** Graduates' occupations classified according to the 1993 Employment and Immigration Canada's National Occupational Classification Code (NOC).

**Participation Rate:** The percentage of graduates who completed the survey.

**Part-time Employment:** Less than 30 hours of work per week.

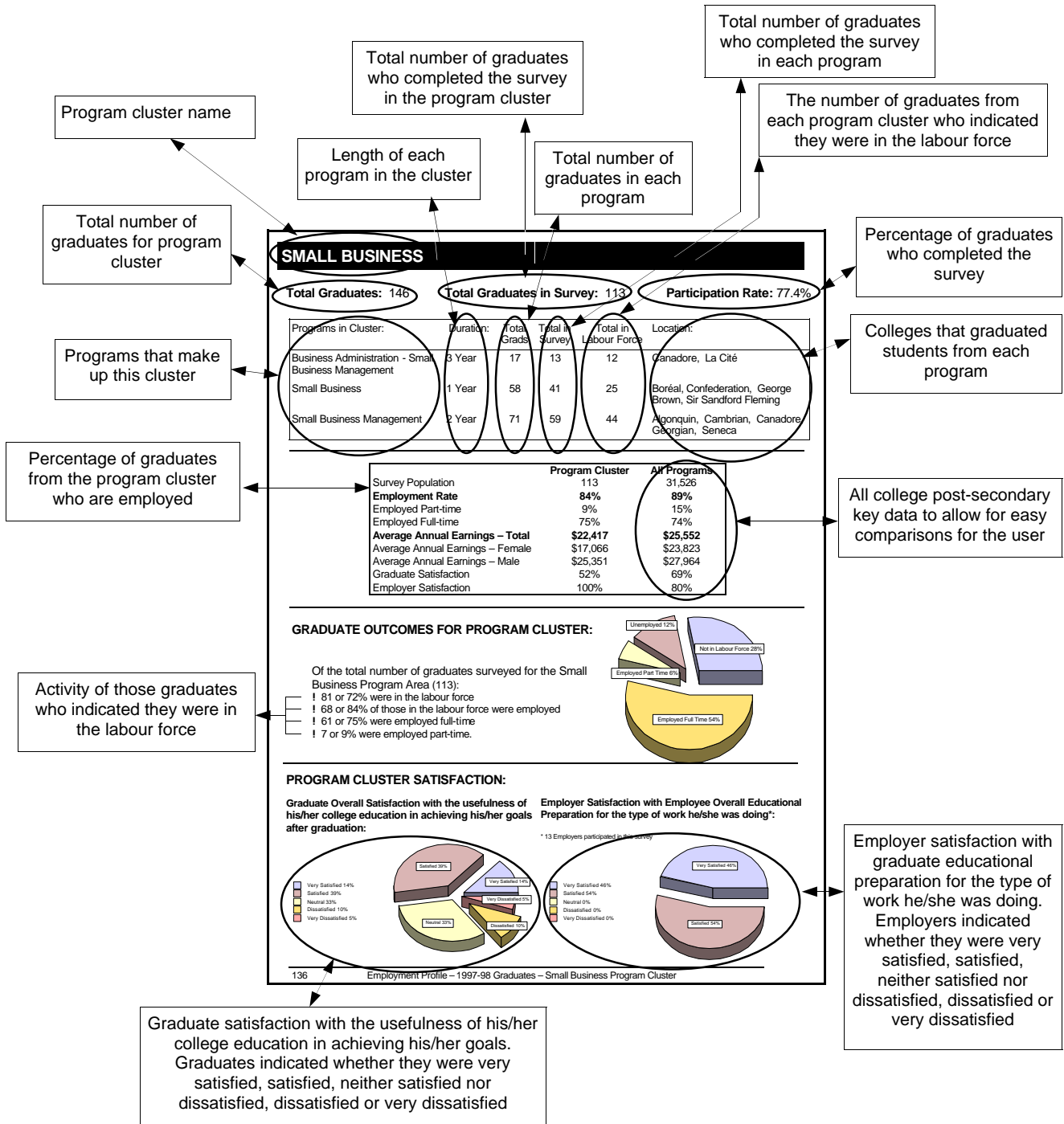
**Program Cluster:** A grouping of programs leading to related occupations.

**Program Cluster Profiles:** Information on graduate outcomes presented by program clusters.

**Reference Week:** The week for which the Graduates were asked to provide information for the Graduate Outcomes/Graduate Satisfaction Survey. (e.g. November 1st - November 7th, 1998, for winter 1998 graduates) All the information provided by graduates relates to their experience during this period.

**Unemployed:** Graduates who were without work but were looking for work during the reference week.

## Program Cluster Layout



**Program Cluster Layout continued...**

**SMALL BUSINESS**

**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	
	#	%	#	%	#	%	#	%	#	%	#	%
Business Administration - Small Business Management	10	76.9	1	7.7	-	-	-	-	1	7.7	1	7.7
Small Business	4	9.8	14	34.1	1	2.4	2	4.9	4	9.8	16	39
Small Business Management	23	39	9	15.3	1	1.7	3	5.1	8	13.6	15	25.4
<b>All programs in Cluster</b>	<b>37</b>	<b>39.7</b>	<b>24</b>	<b>21.2</b>	<b>2</b>	<b>1.8</b>	<b>5</b>	<b>4.4</b>	<b>13</b>	<b>11.5</b>	<b>32</b>	<b>28.3</b>

**Top Five Industries of Employment:**

	#	%
Other Retail Stores	8	11.9
Hardware, Paint, Glass and Wallpaper Stores	6	9.0
Food Services	6	9.0
Residential Building and Development	4	6.0
Computer and Related Services	3	4.5

**Top Five Occupational Categories:**

	#	%
Retail Trade Managers	7	10.3
Retail Salespersons & Sales Clerks	7	10.3
General Office Clerks	5	7.4
Restaurant & Food Service Managers	4	5.9
Cashiers	4	5.9

**CHARACTERISTICS OF EMPLOYED PARTICIPANTS:**

Earnings of those Employed Full-time	Average - Females		Average - Males		Median - Females		Median - Males		Average for Program		Median for Program	
Business Administration - Small Business Management									\$23,801		\$21,452	
Small Business	\$11,694	\$26,053	\$11,732	\$21,326	\$21,267	\$19,814						
Small Business Management	\$19,465	\$24,169	\$19,814	\$20,000	\$22,664	\$20,000						
<b>All programs in Cluster</b>	<b>\$17,066</b>	<b>\$25,351</b>	<b>\$17,207</b>	<b>\$21,600</b>	<b>\$22,417</b>	<b>\$20,352</b>						

**PROGRAM CLUSTER HISTORICAL DATA:**

	88-89 Grads	89-90 Grads	90-91 Grads	91-92 Grads	92-93 Grads	93-94 Grads	94-95 Grads	95-96 Grads	96-97 Grads	97-98 Grads
Percentage Employed	96.3%	82.4%	55.6%	73.3%	69.2%	71.9%	81.7%	82.3%	87.7%	84.0%
Percentage Employed Full-time	92.6%	76.5%	44.4%	60.0%	51.3%	61.4%	60.6%	62.0%	67.1%	79.3%
Percentage in Full-time Related Jobs	77.8%	58.8%	33.3%	40.0%	41.0%	36.8%	50.7%	38.0%	41.1%	45.7%
Average Annual Salary Full-time Related Jobs	\$20,757	\$20,548	\$21,336	\$25,473	\$20,725	\$18,485	\$22,552	\$25,418	\$20,673	\$23,779

Employment Profile - 1997-98 Graduates - Small Business Program Cluster 137

Employment status for each program in this cluster

Program cluster name

Top five major industry sectors employing Graduates in the program cluster. Graduates' indication of the type of business or service offered by their employer was coded on the basis of Statistics Canada's 1980 Standard Industrial Classification Code (SIC)

Top five occupational categories in which graduates in the program cluster were working. Their responses were coded using the 1993 Employment and Immigration Canada's National Occupational Classification Code (NOC)

Average earnings of graduates working full-time

Median of earnings of graduates working full-time

Annual earnings of graduates working full-time

Historical employment data of graduates who entered the labour market between 1989 and 1998

Average Annual Salary of graduates employed full-time in related jobs