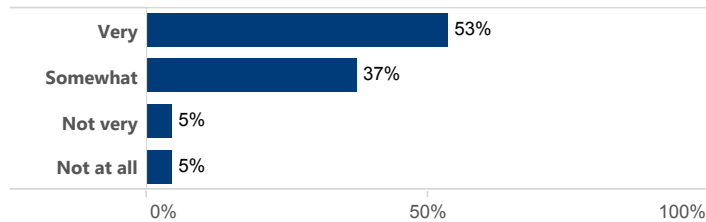




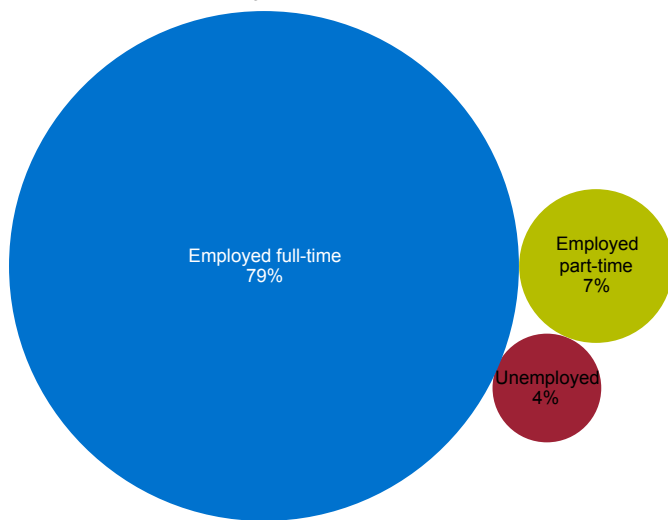
A Summary of Survey Results - BC Diploma, Associate Degree and Certificate Student Outcomes 2013 to 2015

Program Code 610D_DIPMA	Broadcast and Media Communications (Broadcast & Online Journalism Option)
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How useful was your program in getting your (main) job? (obtained after studies)

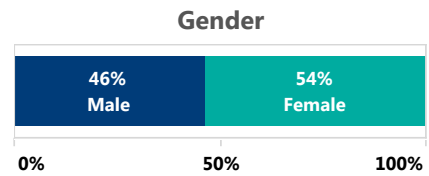


Of Those Employed (in labour force): **Job Status**



Of Those Employed

Job Status	
employed in a permanent job	81%
employed in a job related program	80%
had current job before/during studies	16%

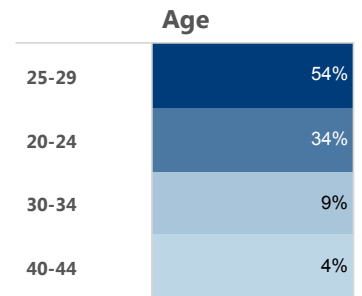


Median Hourly Wage (of main job)

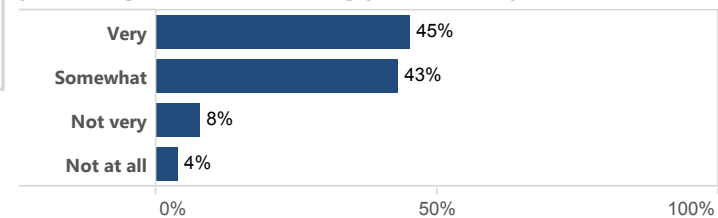
\$18

Graduates

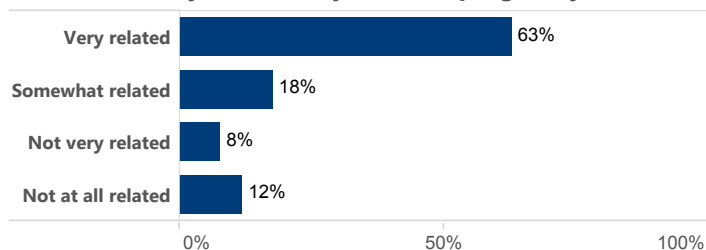
2012	2013	2014
Eligible Students		96
Respondents		56
Response Rate		58%



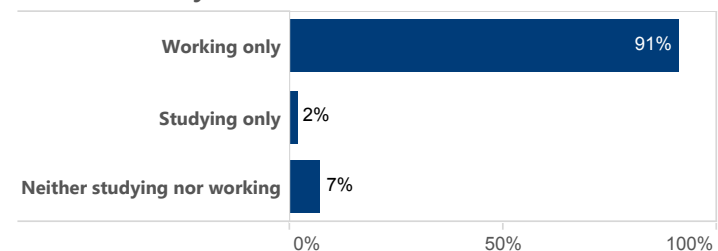
How useful were the knowledge and skills you gained in your program in performing your (main) job?



How related is your (main) job to the program you took?



Current Activity



Please note results are from previous graduating years and are subject to industry and occupational trends.

When assessing a program, please consider researching other programs within the Post-Secondary Sector, reaching out to those within that industry and connecting with current students in the selected program.

NOTE: All percentages are rounded to whole numbers.



A Summary of Survey Results - BC Diploma, Associate Degree and Certificate Student Outcomes 2013 to 2015

Program Code
610D_DIPMA

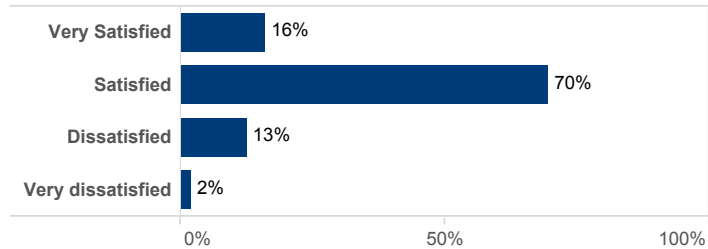
Broadcast and Media Communications
(Broadcast & Online Journalism Option)

Graduates

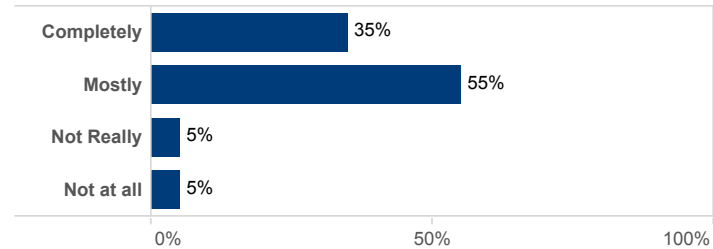
2012 2013 2014

Eligible Students 96
Respondents 56
Response Rate 58%

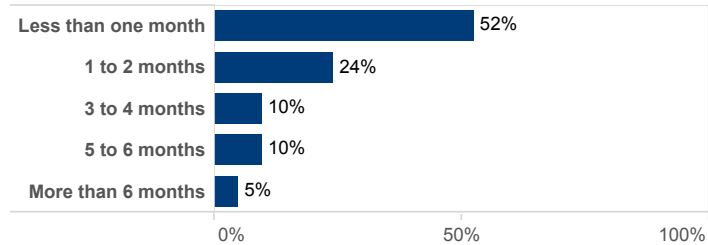
How satisfied are you with your education?



Was your main goal for enrolling met?



How long did it take you to find your program-related job?



Further Studies After Completing Program
Of Surveyed Students:

are currently studying	2%
have taken further studies	2%

How well were you prepared for further studies?



Top 5 Jobs Obtained Related to Program

NOC	Job Title	Percent of those employed in program related jobs	Median hourly wage (main job)
5123	Journalists	32%	\$17
5131	Producers, directors, choreographers and related occupations	22%	\$20
5231	Announcers and other broadcasters	12%	\$13
5121	Authors and writers	10%	\$20
0124	Advertising, marketing and public relations managers	5%	\$24

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NOTE: All percentages are rounded to whole numbers.



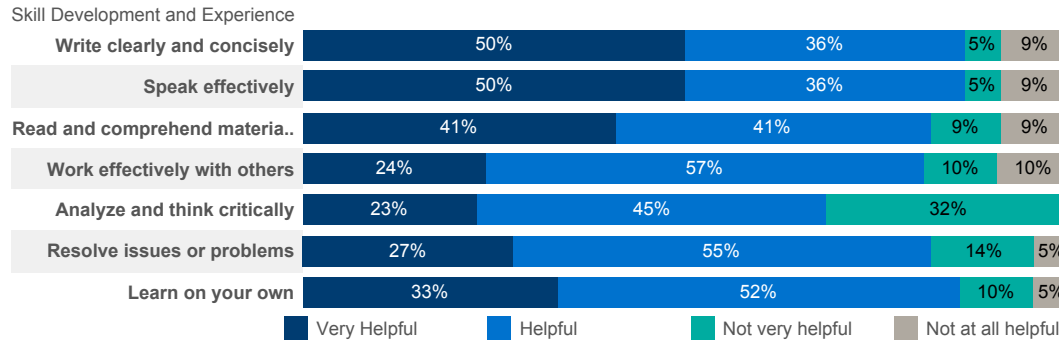
A Summary of Survey Results - BC Diploma, Associate Degree and Certificate Student Outcomes 2013 to 2015

Program Code
610D_DIPMA

Broadcast and Media Communications
(Broadcast & Online Journalism Option)

Skill Development

How well are students prepared to:
(changed to 4-point Helpful scale in 2015)



Aspects of Program

How did students rate:

Skill Development and Experience	Very Good	Good	Adequate	Poor	Very Poor
Quality of Instruction	15%	36%	35%	11%	4%
Amount of practical experience	54%	29%	13%	4%	2%
Organization of program	5%	21%	41%	13%	20%

Aspects of Courses

How did students rate:

Skill Development and Experience	Very Good	Good	Adequate	Poor	Very Poor
Being up to date (not asked in 2014)	20%	15%	55%	5%	5%
Covering topics relevant to field	20%	39%	34%	7%	0%
Covering standards used	20%	30%	32%	16%	2%

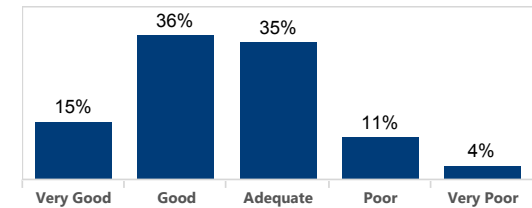
Graduates

	2012	2013	2014
Eligible Students			96
Respondents			56
Response Rate			58%

Aspects of Program

How did students rate:

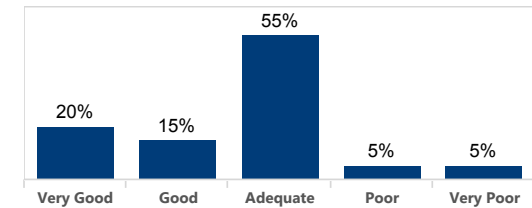
Quality of Instruction



Aspects of Courses

How did students rate:

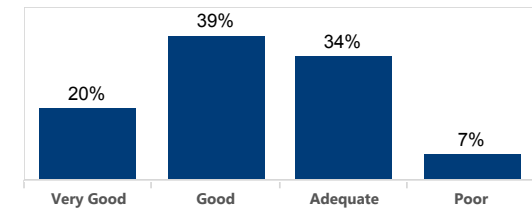
Being up to date



Aspects of Courses

How did students rate:

Covering topics relevant to field



Please note results are from previous graduating years and are subject to industry and occupational trends.

When assessing a program, please consider researching other programs within the Post-Secondary Sector, reaching out to those within that industry and connecting with current students in the selected program.

NOTE: All percentages are rounded to whole numbers.

Student Outcomes Reporting System (SORS)

This report was run by:

British Columbia Institute of Technology

This report was run on:

01/06/2016

This report shows data from:

Survey name: BC Diploma, Associate Degree, and Certificate Student Outcomes Survey (DACSO)

Survey year(s): 2013, 2014, 2015

Results are from previous **graduating years 2012 - 2014** and are subject to industry and occupational trends

About the DACSO survey:

The DACSO Survey is conducted annually from January to June, with funding from the ministry responsible for post-secondary education and B.C.'s public post-secondary institutions. The eligible cohort for the DACSO Survey consists of former students from public post-secondary institutions who have completed or nearly completed their diploma, associate degree, or certificate programs 9 to 20 months before the survey. The annual questionnaire is built on a set of core questions based on the major themes of the survey: employment outcomes, further education, ratings of programs, and student satisfaction. Please note the DACSO survey does not include apprenticeship, short certificate, baccalaureate, or developmental (Adult Basic Education, English as a Second Language, and Adult Special Education) programs.

Data Definitions:

Information provided through BC Student Outcomes

*** Please take caution when interpreting the results with a response rate less than 30 may not be statistically be valid.**

Eligible Students: Count of total graduates in program

Respondents: Former students who responded to the DACSO survey.

Response Rate: Percentage of survey respondents to all graduates surveyed.

Programs less than 8 respondents are excluded from Summary Outcomes individual program reports.

% How useful was your program in getting your (main) job: Percent of respondents who felt their program was "very", "somewhat", "not very" or "not at all" useful in getting their job.

% Of those employed: Employment Status: Percent of respondents who were currently working in labour force full-time (30 hours or more per week), part-time (less than 30 hours per week), or unemployed and looking for work.

% Of those employed: Job Status: Percent of respondents who were currently employed and their position was permanent, does not include graduates who identified themselves as "self-employed". Job related respondents that were currently employed in an occupation that was either "very" or "somewhat" related to their past training. Further, graduates who enter an occupation related to their program have been shown (on average) to have a higher incidence of full-time work, and higher salaries than those in a job "not related" to their program. Had current job before/during studies respondents that were currently employed and had their current position before or while completing their program studies.

% How related is your (main) job to the program you took: Percent of respondents who felt their program was "very", "somewhat", "not very" or "not at all" related to their past training. Further, graduates who enter an occupation related to their program have been shown (on average) to have a higher incidence of full-time work, and have higher salaries than those in a job "not related to their program."

% How useful were the knowledge and skills you gained in your program in performing your job: Percent of respondents who felt the knowledge and skills gained from their program were "very", "somewhat", "not very" or "not at all" useful in performing their job.

Median Hourly wage (main job): Median (middle value) hourly wage of main full-time or part-time job.

% Satisfied with Education: Percent of respondents who felt "very", "satisfied", "dissatisfied" or "very dissatisfied" with education received.

% Was your main goal for enrolling met: Percent of respondents who felt their main reason for enrolling was "completely", "mostly", "not really" or "not at all" met.

% How well were you prepared for further studies after completing program: Percent of respondents who felt their further studies were related to their program and felt that they were "very well", "somewhat", "not very" or "not at all" prepared for further study due to the program.

% Have taken further studies since leaving program: Percent of respondents have taken any further studies since the last course at their institution.

% Are currently studying: Percent of respondents that they were currently studying on a full-time or part-time basis.