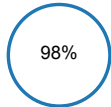


**Program:**

Broadcast and Media Communications (Broadcast & Online Journalism Option)\_6135\_DIP..

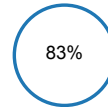
**In Labour Force**



**Currently Working**



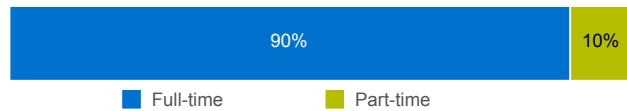
**Employed in job related program**



Those who responded "yes" they were currently working at a job or business at the time of the survey.  
(The number employed as a percentage of all respondents.)

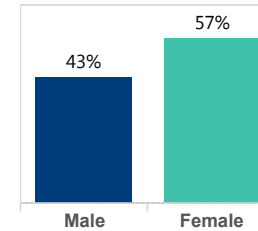
Graduating Year		
2014	2015	2016
<b>Eligible Students</b>	<b>110</b>	
<b>Respondents</b>	<b>58</b>	
<b>Response Rate</b>	<b>53%</b>	

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



<i>Of Those Employed..</i>	
<b>employed in a permanent job</b>	69%
<b>had current job before/during studies</b>	17%

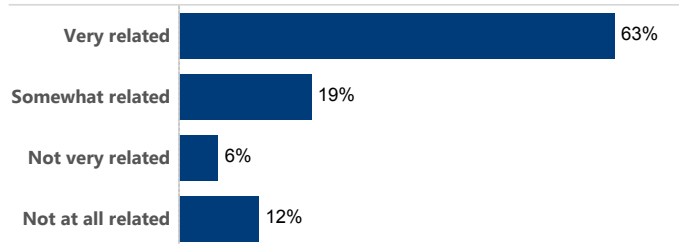
**Gender**



**Age**

20-24	45%
25-29	45%
30-34	7%
35-39	2%
40-44	0%
45-49	2%
50-54	0%

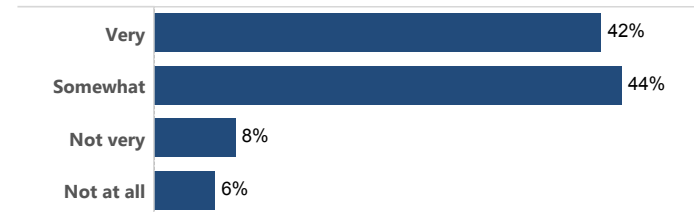
**How related is your (main) job to the program you took?**



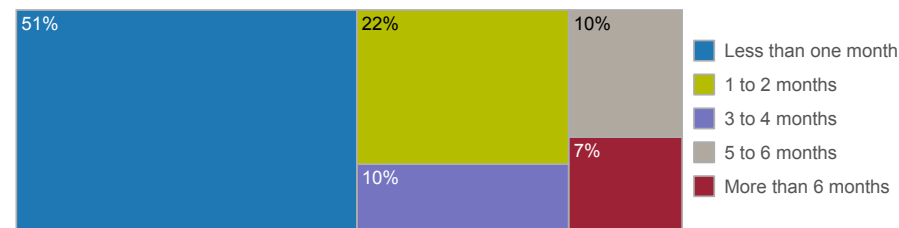
**Median Hourly Wage (of main job)**

**\$19**

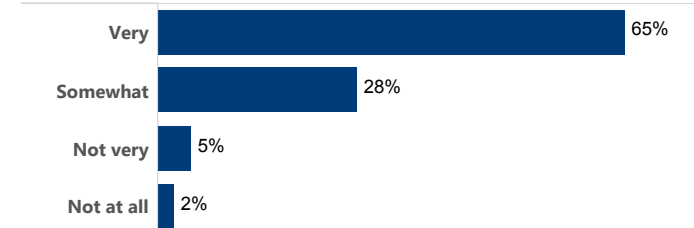
**How useful were the knowledge and skills you gained in your program in performing your (main) job?**



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



**How useful was your program in getting your (main) job? (obtained after studies)**



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.



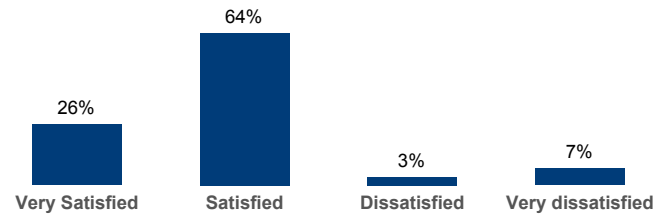
# A Summary of Survey Results - BC Diploma, Associate Degree and Certificate Student Outcomes

Survey Year  
2015 2016 2017

## Program:

Broadcast and Media Communications (Broadcast & Online Journalism Option)\_6135\_DIP..

### How satisfied are you with your education?



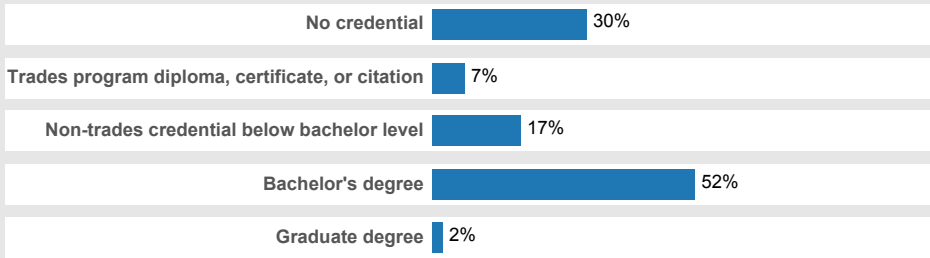
#### Further Studies After Completing Program

**Of Surveyed Students:**

are currently studying	3%
have taken further studies	3%

### Of those respondents had taken previous post-secondary education:

Note: Credentials are based on those who had taken previous post-secondary education. Respondents could report more than one type of post-secondary credential.



### Top 5 Jobs Obtained Related to Program

NOC	Occupation	Percent of those employed in program related jobs	Median hourly wage (main job)
5123	Journalists	30%	\$17
5131	Producers, directors, choreographers and related occupations	23%	\$19
5121	Authors and writers	14%	\$23
1123	Professional occupations in advertising, marketing and public relations	9%	\$18
5222	Film and video camera operators	7%	\$17

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

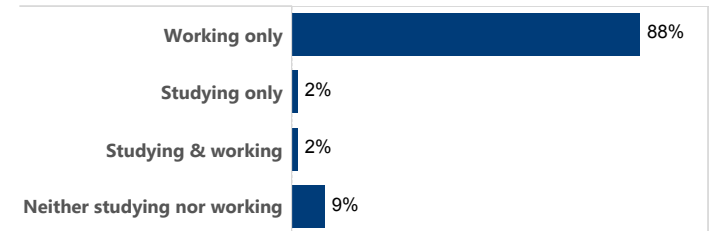
When assessing a program, please consider researching other programs within the Post-Secondary Sector, reaching out to those within that industry and connecting with current students in the selected program.

NOTE: All percentages are rounded to whole numbers.

### Graduating Year

	2014	2015	2016
<b>Eligible Students</b>			<b>110</b>
<b>Respondents</b>			<b>58</b>
<b>Response Rate</b>			<b>53%</b>

### Current Activity



### How well were you prepared for further studies?



somewhat

### Where are you studying or where did you take further studies?

#### Top B.C. Public Post-Secondary Institutions

Simon Fraser University (SFU)	50%
University of British Columbia	50%



# A Summary of Survey Results - BC Diploma, Associate Degree and Certificate Student Outcomes

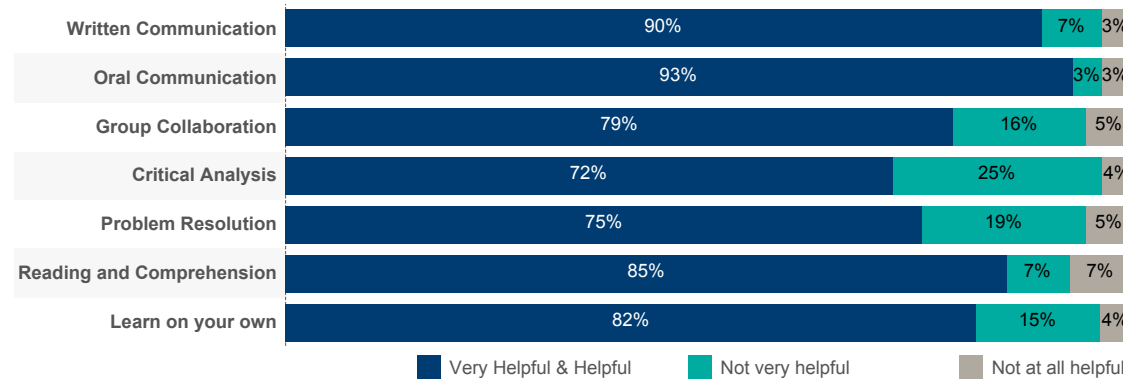
Survey Year  
2015 2016 2017

## Program:

Broadcast and Media Communications (Broadcast & Online Journalism Option)\_6135\_DIP..

### Skill Development

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



### Aspects of Program

How did students rate:

Aspect	Very Good	Good	Adequate	Poor	Very Poor
Skill Development and Experience					
Quality of Instruction	17%	31%	33%	12%	7%
Amount of practical experience	55%	22%	16%	5%	2%
Organization of program	9%	22%	33%	17%	19%

### Aspects of Courses

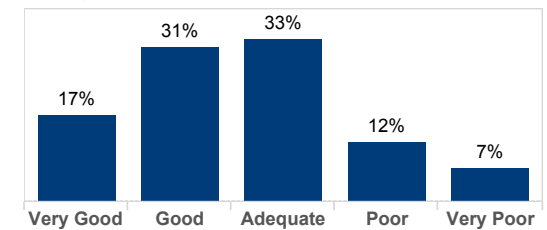
How did students rate:

Aspect	Very Good	Good	Adequate	Poor	Very Poor
Skill Development and Experience					
Covering topics relevant to field	14%	41%	34%	10%	0%
Covering standards used	14%	29%	40%	16%	2%

Graduating Year		
2014	2015	2016
Eligible Students		110
Respondents		58
Response Rate		53%

### Aspects of Program

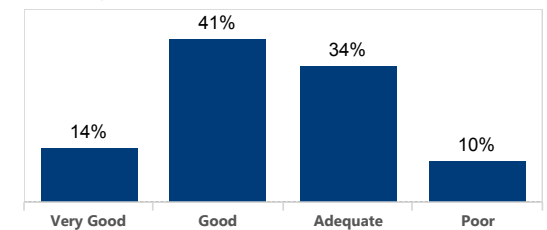
How did students rate:  
Quality of Instruction



### Aspects of Courses

How did students rate:

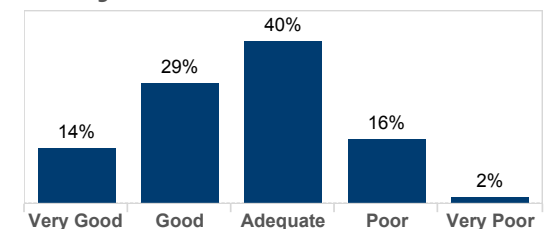
Covering topics relevant to field



### Aspects of Courses

How did students rate:

Covering standards used



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:

01/06/2018

### This report shows data from:

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

Survey year(s): 2015, 2016, 2017

Results are from previous **graduating years 2014 - 2016** 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.*

**% In Labour Force:** Respondents who were in the labour force. The labour force includes people who were employed as well as those who were looking and available for work at the time of the survey.

**% Employed in a Job Related Program:** Respondents that were currently employed in an occupation that was either "very" or "somewhat" related to their past training.

**% Of those employed: (in labour force)** 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.

**% 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 show (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.

**% 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.

**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.

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

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

**% 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.

**% How well students were prepared to:** (Questions changed to a 4-point scale in 2015) - Respondents who felt skill development was applicable responded "very helpful", "helpful", "not very helpful" or "not at all helpful" to the skills listed.