

## INTRODUCTION

This report summarizes the results of the 2014 Graduate Follow-Up Survey, an extensive annual survey of NSCC graduates one year following graduation. Interviews were conducted through telephone and by online survey by Corporate Research Associates; this survey explores employment and other graduate activities, as well as graduates' satisfaction with their experience at NSCC. This is the fifteenth year that this survey has been commissioned directly by NSCC and results continue to demonstrate that graduates succeed after graduation.

The 2014 survey was conducted during the period of July 3, 2014 to September 15, 2014, and interviewed the graduates of the Class of 2012-2013. To create a snapshot of employment and continued learning experiences of graduates approximately one year after graduation, a reference week of June 22 – 28, 2014 was used. There were 3,828 graduates in the class of 2013<sup>1</sup> eligible for the survey, 1,379 of whom participated in the survey. This number of respondents produces results that are accurate 95% of the time to within 2.1% of the stated result.

## SUMMARY OF RESULTS

Results from the 2014 survey confirm that NSCC graduates continue to succeed after graduation.

2014 Graduate Follow-Up Survey Results							
Employment Outcomes	GFS 2008	GFS 2009	GFS 2010	GFS 2011	GFS 2012	GFS 2013	GFS 2014
% of graduates participating in the labour force	97%	97%	96%	96%	96%	97%	97%
% of graduates employed	92%	86%	87%	87%	86%	86%	86%
% of graduates employed in work related to field of studies	88%	83%	80%	83%	83%	83%	83%
% of graduates who worked three or more months in the year following graduation	94%	95%	90%	91%	93%	92%	92%
% of employed graduates living and working in Nova Scotia	92%	94%	94%	95%	94%	89%	91%
Average annual earnings of working graduates employed full time in work related to field of study <sup>2</sup>	\$33,029	\$30,357	\$31,855	\$33,841	\$36,204	\$39,455	\$38,556
% of graduates satisfied with the overall NSCC experience	96%	95%	95%	95%	93%	92%	92%

<sup>1</sup> This **excludes** graduates from the Adult Learning Program under School of Access as it is not a post-secondary program. Graduates who returned to NSCC full-time are also excluded because the primary purpose of the survey is to understand employment outcomes of NSCC graduates once they have left NSCC.

<sup>2</sup> During the data cleaning process, the annual salaries of respondents who reported earning less than the minimum wage were excluded. For 2014, this corresponded to an annual salary of \$16,224, which is a minimum wage of \$10.40 at 30 hours per week.

## EMPLOYMENT OUTCOMES

Since NSCC became a Board-governed college in 1996, there have been consistently favorable employment outcomes for students after graduation. Table 1 outlines the labour force participation rates, employment rates and employment relatedness for NSCC graduates for the last decade:

*Table 1: Labour Force Participation Rates, Employment Rates & Employment Relatedness*

Labour Force Participation, Employment & Employment Relatedness of Graduates											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Labour Force Participation Rates of Graduates	95%	97%	97%	97%	97%	97%	97%	96%	96%	97%	97%
Employment Rate of Graduates in Labour Force	88%	90%	91%	91%	92%	86%	87%	87%	86%	86%	86%
% of employed graduates in work related to studies	79%	81%	83%	86%	88%	83%	80%	83%	83%	83%	83%

NSCC continues to track employment rates of our graduates. NSCC graduate employment rates are relatively consistent with the current employment situation in the Province and the unemployment rate.

*Table 2: Employment Rates of Graduates in the Labour Force by School*

Employment Rate of Graduates in the Labour Force By School											
School	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Access <sup>3</sup>											70%
Applied Arts & New Media	85%	90%	89%	85%	91%	84%	88%	89%	87%	81%	79%
Business	88%	90%	91%	91%	91%	87%	89%	86%	83%	84%	86%
Health & Human Services	93%	90%	95%	95%	96%	96%	93%	93%	92%	93%	95%
Trades & Technology	87%	90%	90%	89%	90%	81%	80%	84%	86%	83%	87%
<b>OVERALL NSCC</b>	<b>88%</b>	<b>90%</b>	<b>91%</b>	<b>91%</b>	<b>92%</b>	<b>86%</b>	<b>87%</b>	<b>87%</b>	<b>86%</b>	<b>86%</b>	<b>86%</b>

<sup>3</sup>Graduates from the School of Access were included in the Graduate Follow-Up Survey results in 2014.

## GRADUATE SATISFACTION

The Graduate Follow-Up Survey asks questions that are related to College satisfaction. Overall graduate satisfaction with the NSCC experience remains very high at 92%. Additionally, 91% of graduates reported that they were satisfied that their NSCC program provided them with skills and knowledge to be successful in future careers.

The importance of portfolio continues to be significant. Result showed that 83% of graduates were satisfied with the portfolio experience at NSCC. The Class of 2012-2013 was the eleventh graduating class to participate in portfolio education.

Table 3: Graduate Satisfaction with NSCC

Graduate Satisfaction with NSCC											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Overall satisfaction with NSCC experience	94%	95%	95%	95%	96%	95%	95%	95%	93%	92%	92%
Overall satisfaction with Portfolio Learning	85%	87%	86%	89%	90%	87%	90%	90%	84%	83%	83%

## Summary by School and Credential

Employment relatedness fluctuates between 77% for Certificate graduates, 85% for Diploma and 100% for Advanced Diploma graduates.

	# grads eligible*	# of responses	In Labour Force	% Labour Force	Number Employed	Seeking Employment	% Employed	# Employed Related	% Employed Related	Average Annual Salary
<b>Certificate</b>	1688	516	490	95%	397	90	82%	280	77%	\$ 36,920
<b>Diploma</b>	1978	804	778	97%	688	83	89%	540	85%	\$ 38,680
<b>Advanced Diploma</b>	162	59	59	100%	50	9	85%	48	100%	\$ 45,003
<b>Overall NSCC</b>	<b>3828</b>	<b>1379</b>	<b>1327</b>	<b>97%</b>	<b>1135</b>	<b>182</b>	<b>86%</b>	<b>868</b>	<b>83%</b>	<b>\$ 38,556</b>

\* Number of graduates eligible to participate in the survey

Results from the 2014 survey are presented in more detail in the following summary tables, which break down results by academic school and by credential type.

Graduates from the School of Health & Human Services continue to have the highest employment rate (95%). It also has the highest percentage of graduates working in program-related occupations (90%). These results are consistent with the results from last year's survey.

Graduates from the School of Trades and Technology experienced the highest average annual earnings related to their field of study at \$43,752. The difference in average salaries by academic school varies, but the gap between the highest and lowest average salaries narrowed slightly from the previous year. The difference between the highest and lowest average annual salary by School in 2014 is \$10,683.

Below is a summary of survey results summarized by school and credential.

# Graduate Follow-Up Survey 2014

## Results in Brief

	# grads eligible*	# of responses	In Labour Force	% Labour Force	# Employed	Seeking Employment	% Employed	# Employed Related	% Employed Related	Average Annual Salary**
<b>Access</b>	<b>134</b>	<b>114</b>	<b>95</b>	<b>84%</b>	<b>64</b>	<b>28</b>	<b>70%</b>	<b>19</b>	<b>45%</b>	<b>-</b>
Certificate	134	114	95	84%	64	28	70%	19	45%	-
<b>Applied Arts &amp; New Media</b>	<b>298</b>	<b>121</b>	<b>119</b>	<b>98%</b>	<b>92</b>	<b>25</b>	<b>79%</b>	<b>59</b>	<b>69%</b>	<b>\$ 36,318</b>
Certificate	54	18	17	94%	13	4	76%	4	44%	-
Diploma	244	103	102	99%	79	21	79%	55	71%	\$ 36,765
<b>Business</b>	<b>979</b>	<b>376</b>	<b>363</b>	<b>97%</b>	<b>309</b>	<b>52</b>	<b>86%</b>	<b>234</b>	<b>85%</b>	<b>\$ 32,889</b>
Certificate	309	100	99	99%	84	15	85%	70	86%	\$ 28,918
Diploma	594	251	239	96%	205	32	86%	145	83%	\$ 33,998
Advanced Diploma	76	25	25	100%	20	5	80%	19	100%	\$ 36,535
<b>Health and Human Services</b>	<b>886</b>	<b>272</b>	<b>262</b>	<b>97%</b>	<b>246</b>	<b>14</b>	<b>95%</b>	<b>211</b>	<b>90%</b>	<b>\$ 34,155</b>
Certificate	460	65	64	100%	60	4	94%	48	83%	\$ 29,612
Diploma	401	197	188	96%	178	8	96%	155	92%	\$ 35,150
Advanced Diploma	25	10	10	100%	8	2	80%	8	100%	-
<b>Trades and Technology</b>	<b>1531</b>	<b>496</b>	<b>488</b>	<b>98%</b>	<b>424</b>	<b>63</b>	<b>87%</b>	<b>345</b>	<b>83%</b>	<b>\$ 43,752</b>
Certificate	731	219	215	98%	176	39	82%	139	79%	\$ 41,027
Diploma	739	253	249	98%	226	22	91%	185	85%	\$ 44,484
Advanced Diploma	61	24	24	100%	22	2	92%	21	100%	\$ 53,600
<b>Overall NSCC</b>	<b>3828</b>	<b>1379</b>	<b>1327</b>	<b>97%</b>	<b>1135</b>	<b>182</b>	<b>86%</b>	<b>868</b>	<b>83%</b>	<b>\$ 38,556</b>

\* Number of graduates eligible to participate in the survey

\*\* Average annual salary includes graduates in full-time work related to their employment. Those groups with less than 10 salary respondents show (-)

### Summary by School and Cluster

	# grads eligible*	# responses	In Labour Force	% Labour Force	# Employ	Seeking Employment	% Employed	# Employ Related	% Employ Related	Average Annual Salary**
<b>Access</b>	<b>134</b>	<b>114</b>	<b>95</b>	<b>84%</b>	<b>64</b>	<b>28</b>	<b>70%</b>	<b>19</b>	<b>45%</b>	<b>-</b>
<b>Applied Arts &amp; New Media</b>	<b>298</b>	<b>121</b>	<b>119</b>	<b>98%</b>	<b>92</b>	<b>25</b>	<b>79%</b>	<b>59</b>	<b>69%</b>	<b>\$ 36,318</b>
Applied Arts	199	78	76	97%	59	15	80%	32	60%	\$ 29,320
Information Technology	99	43	43	100%	33	10	77%	27	82%	\$ 41,473
<b>Business</b>	<b>979</b>	<b>376</b>	<b>363</b>	<b>97%</b>	<b>309</b>	<b>52</b>	<b>86%</b>	<b>234</b>	<b>85%</b>	<b>\$ 32,889</b>
Applied Business Technology	314	115	113	98%	93	20	82%	80	88%	\$ 30,871
Business Management	487	208	199	96%	169	28	86%	112	80%	\$ 36,028
Tourism and Culinary	178	53	51	96%	47	4	92%	42	95%	\$ 25,899
<b>Health and Human Services</b>	<b>886</b>	<b>272</b>	<b>262</b>	<b>97%</b>	<b>246</b>	<b>14</b>	<b>95%</b>	<b>211</b>	<b>90%</b>	<b>\$ 34,155</b>
Health	492	152	147	97%	143	4	97%	134	95%	\$ 35,348
Human Services	394	120	115	97%	103	10	91%	77	83%	\$ 31,550
<b>Trades and Technology</b>	<b>1531</b>	<b>496</b>	<b>488</b>	<b>98%</b>	<b>424</b>	<b>63</b>	<b>87%</b>	<b>345</b>	<b>83%</b>	<b>\$ 43,752</b>
Construction	767	217	215	99%	179	36	83%	149	83%	\$ 39,828
Geomatics	97	51	50	98%	49	1	98%	46	100%	\$ 62,148
Manufacturing	102	28	27	96%	23	4	85%	14	61%	\$ 40,309
Natural Resources	33	11	11	100%	10	1	91%	5	56%	-
Technology	255	105	103	98%	93	9	91%	75	86%	\$ 46,160
Transportation	277	84	82	98%	70	12	85%	56	80%	\$ 34,545
<b>Overall NSCC</b>	<b>3828</b>	<b>1379</b>	<b>1327</b>	<b>97%</b>	<b>1135</b>	<b>182</b>	<b>86%</b>	<b>868</b>	<b>83%</b>	<b>\$ 38,556</b>

\* Number of graduates eligible to participate in the survey

\*\* Average annual salary includes graduates in full-time work related to their employment. Those groups with less than 10 salary respondents show (-)

# Graduate Follow-Up Survey 2014

## Results in Brief

### BY CLUSTER AND CREDENTIAL

When survey results are broken down by cluster, differences in employment outcomes are more variable. The Geomatics cluster has the highest employment rate of 98% with 100% employed in a related field. The second highest employment rate is for the Health cluster with an employment rate of 97% and 95% in a related field.

	# grads eligible*	# of responses	In Labour Force	% Labour Force	# Employed	Seeking Employment	% Employed	# Employed Related	% Employed Related	Average Annual Salary**
<b>Access</b>	<b>134</b>	<b>114</b>	<b>95</b>	<b>84%</b>	<b>64</b>	<b>28</b>	<b>70%</b>	<b>19</b>	<b>45%</b>	<b>-</b>
<b>Applied Arts</b>	<b>199</b>	<b>78</b>	<b>76</b>	<b>97%</b>	<b>59</b>	<b>15</b>	<b>80%</b>	<b>32</b>	<b>60%</b>	<b>\$ 29,320</b>
Certificate	53	18	17	94%	13	4	76%	4	44%	-
Diploma	146	60	59	98%	46	11	81%	28	64%	\$ 29,883
<b>Geomatics</b>	<b>97</b>	<b>51</b>	<b>50</b>	<b>98%</b>	<b>49</b>	<b>1</b>	<b>98%</b>	<b>46</b>	<b>100%</b>	<b>\$ 62,148</b>
Certificate	8	6	6	100%	6	0	100%	6	100%	-
Diploma	37	23	22	96%	22	0	100%	20	100%	\$ 67,920
Advanced Diploma	52	22	22	100%	21	1	95%	20	100%	\$ 53,526
<b>Info Technology</b>	<b>99</b>	<b>43</b>	<b>43</b>	<b>100%</b>	<b>33</b>	<b>10</b>	<b>77%</b>	<b>27</b>	<b>82%</b>	<b>\$ 41,473</b>
Diploma	99	43	43	100%	33	10	77%	27	82%	\$ 41,473
<b>Applied Business Technology</b>	<b>314</b>	<b>115</b>	<b>113</b>	<b>98%</b>	<b>93</b>	<b>20</b>	<b>82%</b>	<b>80</b>	<b>88%</b>	<b>\$ 30,871</b>
Certificate	266	88	87	99%	73	14	84%	62	86%	\$ 29,801
Diploma	48	27	26	96%	20	6	77%	18	95%	\$ 34,347
<b>Business Management</b>	<b>487</b>	<b>208</b>	<b>199</b>	<b>96%</b>	<b>169</b>	<b>28</b>	<b>86%</b>	<b>112</b>	<b>80%</b>	<b>\$ 36,028</b>
Diploma	411	183	174	96%	149	23	87%	93	77%	\$ 35,899
Advanced Diploma	76	25	25	100%	20	5	80%	19	100%	\$ 36,535
<b>Tourism &amp; Culinary</b>	<b>178</b>	<b>53</b>	<b>51</b>	<b>96%</b>	<b>47</b>	<b>4</b>	<b>92%</b>	<b>42</b>	<b>95%</b>	<b>\$ 25,899</b>
Certificate	43	12	12	100%	11	1	92%	8	89%	-
Diploma	135	41	39	95%	36	3	92%	34	97%	\$ 27,077
<b>Health</b>	<b>492</b>	<b>152</b>	<b>147</b>	<b>97%</b>	<b>143</b>	<b>4</b>	<b>97%</b>	<b>134</b>	<b>95%</b>	<b>\$ 35,348</b>
Certificate	366	40	40	100%	37	3	93%	32	89%	\$ 31,756
Diploma	126	112	107	96%	106	1	99%	102	97%	\$ 36,206
<b>Human Services</b>	<b>394</b>	<b>120</b>	<b>115</b>	<b>97%</b>	<b>103</b>	<b>10</b>	<b>91%</b>	<b>77</b>	<b>83%</b>	<b>\$ 31,550</b>
Certificate	94	25	24	100%	23	1	96%	16	73%	-
Diploma	275	85	81	95%	72	7	91%	53	84%	\$ 32,708
Advanced Diploma	25	10	10	100%	8	2	80%	8	100%	-
<b>Construction</b>	<b>767</b>	<b>217</b>	<b>215</b>	<b>99%</b>	<b>179</b>	<b>36</b>	<b>83%</b>	<b>149</b>	<b>83%</b>	<b>\$ 39,828</b>
Certificate	454	130	129	99%	103	26	80%	80	78%	\$ 40,377
Diploma	313	87	86	99%	76	10	88%	69	91%	\$ 39,186
<b>Manufacturing</b>	<b>102</b>	<b>28</b>	<b>27</b>	<b>96%</b>	<b>23</b>	<b>4</b>	<b>85%</b>	<b>14</b>	<b>61%</b>	<b>\$ 40,309</b>
Certificate	31	7	7	100%	6	1	86%	6	100%	-
Diploma	71	21	20	95%	17	3	85%	8	47%	-

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## Graduate Follow-Up Survey 2014 Results in Brief

continued	# grads eligible*	# of responses	In Labour Force	% Labour Force	# Employed	Seeking Employ- ment	% Employed	# Employed Related	% Employed Related	Average Annual Salary**
<b>Natural Resources</b>	<b>33</b>	<b>11</b>	<b>11</b>	<b>100%</b>	<b>10</b>	<b>1</b>	<b>91%</b>	<b>5</b>	<b>56%</b>	<b>-</b>
Certificate	4	1	1	100%	1	0	100%	1	100%	-
Diploma	29	10	10	100%	9	1	90%	4	50%	-
<b>Technology</b>	<b>255</b>	<b>105</b>	<b>103</b>	<b>98%</b>	<b>93</b>	<b>9</b>	<b>91%</b>	<b>75</b>	<b>86%</b>	<b>\$ 46,160</b>
Certificate	54	17	16	94%	12	4	75%	8	67%	-
Diploma	192	86	85	99%	80	4	95%	66	89%	\$ 43,366
Advanced Diploma	9	2	2	100%	1	1	50%	1	100%	-
<b>Transportation</b>	<b>277</b>	<b>84</b>	<b>82</b>	<b>98%</b>	<b>70</b>	<b>12</b>	<b>85%</b>	<b>56</b>	<b>80%</b>	<b>\$ 34,545</b>
Certificate	180	58	56	97%	48	8	86%	38	79%	\$ 32,015
Diploma	97	26	26	100%	22	4	85%	18	82%	\$ 39,449
<b>Overall NSCC</b>	<b>3828</b>	<b>1379</b>	<b>1327</b>	<b>97%</b>	<b>1135</b>	<b>182</b>	<b>86%</b>	<b>868</b>	<b>83%</b>	<b>\$ 38,556</b>

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\*\* Average annual salary includes graduates in full-time work related to their employment. Those groups with less than 10 salary respondents show (-)