

6 Month Graduate Outcomes Survey Brandon University

2017 Graduating Cohort Selected Results

INSTITUTIONAL DATA
& ANALYSIS OFFICE



6 Month Graduate Outcomes Survey – 2017 Graduating Cohort

This survey is intended to provide insight into the satisfaction of our students with the education received, their transition into the workforce and employment success after graduation. It also provides information on interest in continuing further education and the type of credential or discipline students might be interested in.

2018 was the 2nd year the graduate outcomes survey was distributed to graduated students. The survey, completed in January, 2018, was sent electronically to 441 valid email addresses of students who graduated during the October 2016, February 2017 and May 2017 convocations. The response rate was 29.7% which is an improvement on the 25.9% response rate of the 2016 graduating cohort survey. The survey, distributed to undergraduate and graduate students, asks that answers be based on what the respondent was doing 6 months after completing their program of study.

The longitudinal survey will be administered 2 years after the May 2017 convocation.

For complete results or additional information related to this survey contact the Institutional Data & Analysis Office.

Highlights

Of the students responding:

- The main reason for engaging in university education was to prepare for a career.
- The top 2 reasons for choosing BU were location and the small size of the University.
- 67.1% of respondents who were seeking further education after graduation planned to return to BU.
- 62.1% used online employment searches.
- 57.1% work in the city of Brandon and Westman area.
- 67.5% were in the labour force within 6 months of graduation.
- 86.1% were employed at least 31 hours per week.
- 85% said their employment related to, or moderately related to, their field of study.

Demographics of Respondents

Demographic Data		2017 Graduating Cohort		2016 Graduating Cohort	
		Respondents	Cohort	Respondents	Cohort
Gender	Female	65.7%	66.0%	76.3 %	68.7 %
	Male	30.5%	34.0%	19.6 %	31.3 %
	Decline	3.8%	-	4.1 %	-
Indigenous		14.6%	9.19%	5.2 %	8.2 %
Age	20 – 24	39.9%	39.2%	57.9 %	33.9 %
	25 – 29	32.8%	31.4%	20.0 %	41.4 %
	30 – 39	21.9%	19.7%	11.6 %	16.6 %
	40 – 49	2.3%	5.9%	9.5 %	7.0 %
	>50	3.1%	3.8%	1.0 %	1.1 %
Faculty	Arts	25.8%	22.5%	32.6%	22.8%
	Science	16.1%	18.2%	15.8%	17.3%
	Education	17.7%	19.7%	9.5%	23.2%
	Health Studies	24.2%	22.4%	24.2%	21.6%
	Music	5.7%	3.4%	10.5%	5.6%
	Graduate	10.5%	13.8%	7.4%	9.5%

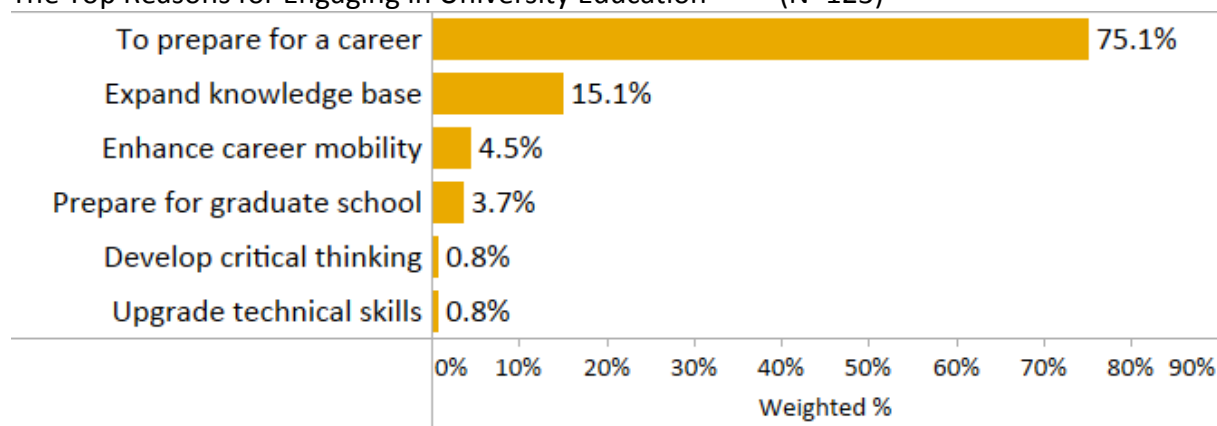
Weighting has been used to adjust the results of the survey to be representative of the actual graduating cohort population. Tables shaded in grey use unweighted data.

Academics

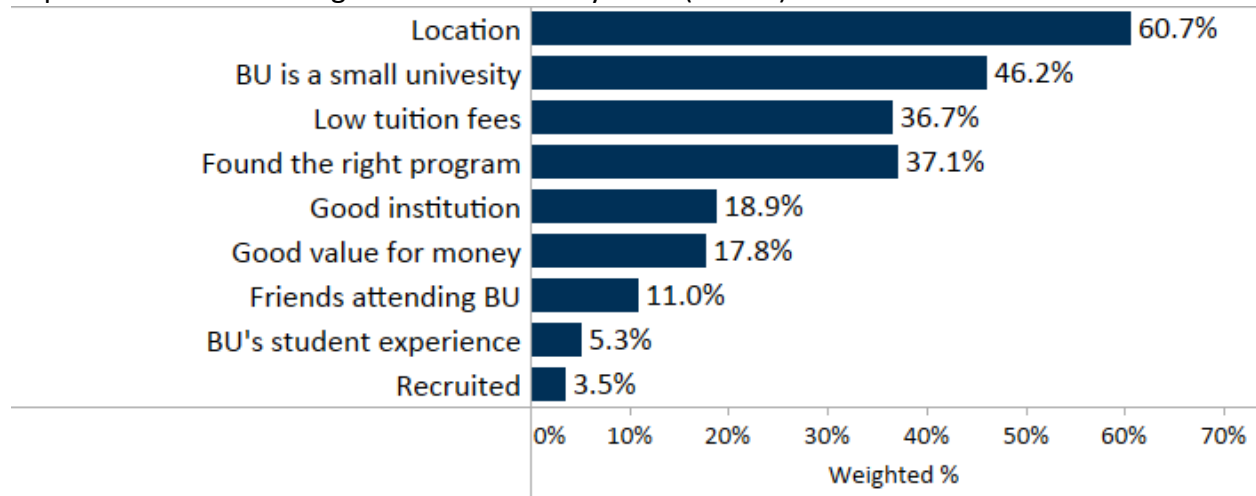
Years to Graduate	
2 years or less	24.1%
3 to 4 years	46.6%
4 to 5 years	22.1%
6+ years	7.2%

Took longer than expected	
Yes	25.2%
No	74.8%

The Top Reasons for Engaging in University Education (N=123)



Top Reasons for Choosing Brandon University* (N=125)

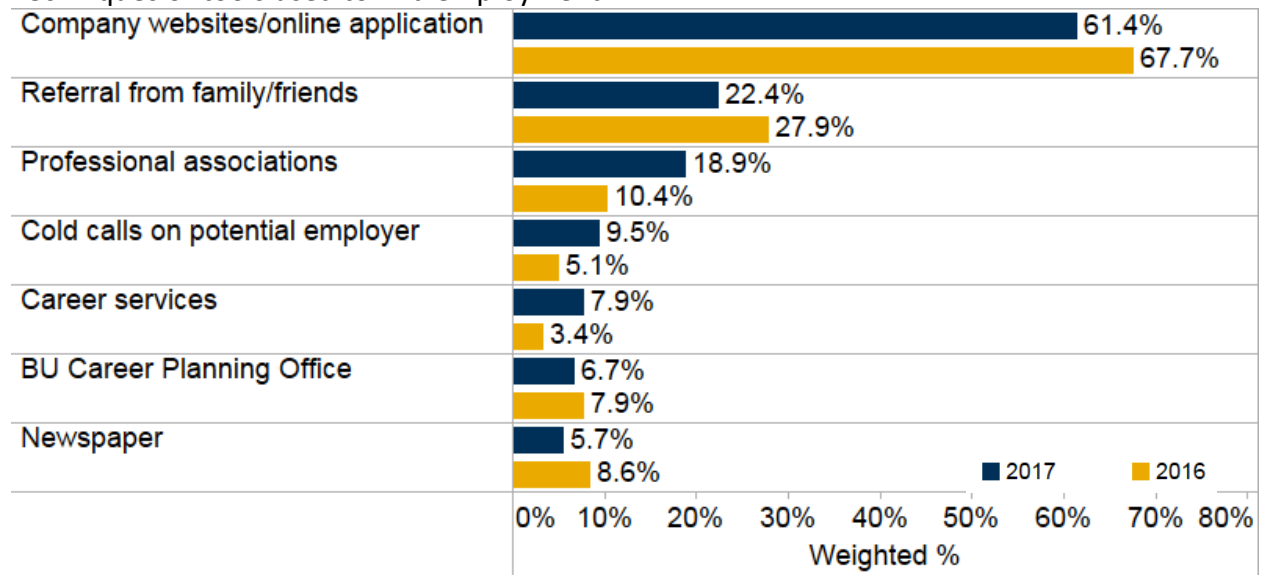


*Multiple responses per respondent allowed.

Employment

67.5% of respondents were working 6 months after graduation.

Techniques or tools used to find employment. *



*Multiple responses per respondent allowed.

Type of Employment	
Permanent	48.0%
Term/Contract	42.6%
Seasonal	9.4%
Casual	0.0%

Time to Find Employment	
1 month or less	48.3%
2 - 3 months	10.4%
3+ months	4.0%
Worked there prior to graduation	37.3%

Faculty	Degree Completed		Currently Employed		Employment Related to Field of Study ¹		Degree Required for Current Job		Degree Prepared for Employment ²	
	%	Count	%	Count	%	Count	%	Count	%	Count
Arts	25.8%	32	40.6%	13	76.9%	10	41.7%	5	53.8%	7
Science	16.1%	20	36.8%	7	42.9%	3	16.7%	1	42.9%	3
Education	17.7%	22	81.8%	18	100.0%	18	93.8%	15	94.4%	17
Health St.	24.2%	30	96.4%	27	100.0%	27	100.0%	26	92.3%	24
Music	5.7%	7	57.1%	4	50.0%	2	50.0%	2	100.0%	4
Graduate	10.5%	13	84.6%	11	72.7%	8	54.5%	6	80.0%	8

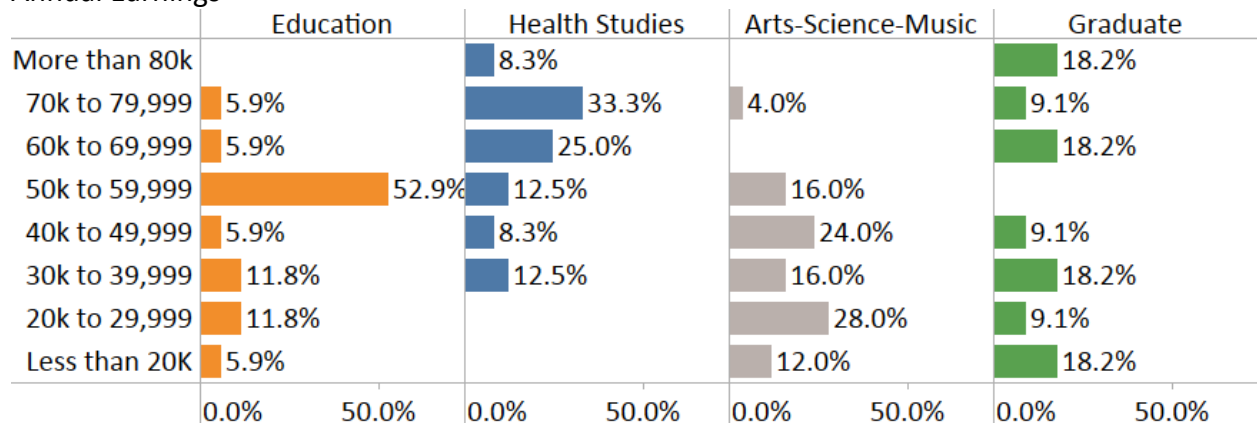
¹ % who replied "Yes" or "Moderately"

² % who replied "To a great extent" or "To some extent".

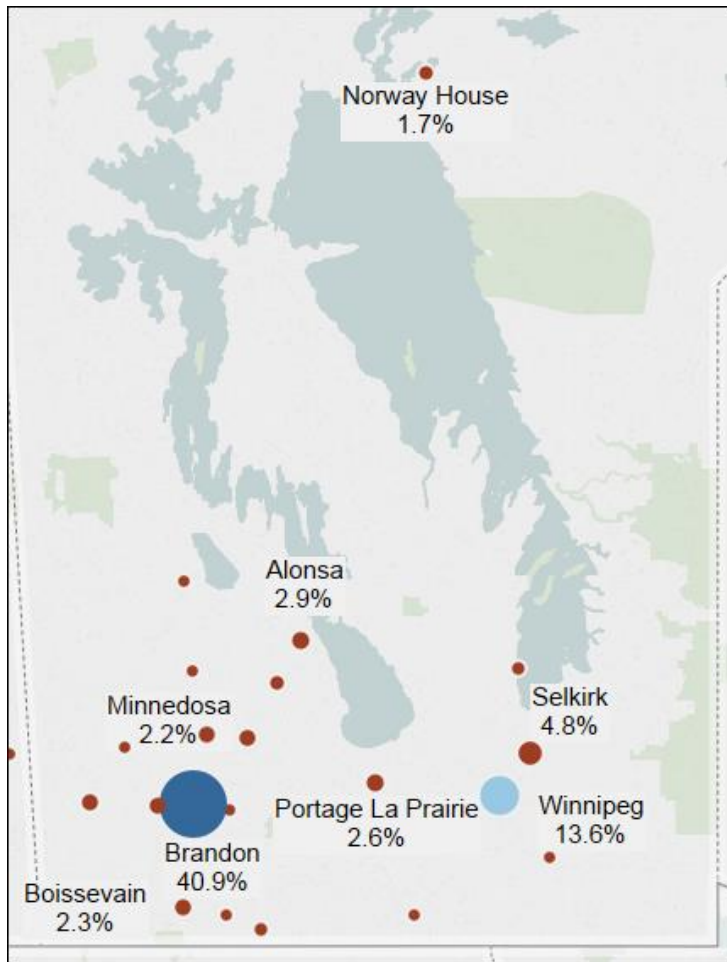
Field of Employment



Annual Earnings



City of Employment – Manitoba (2017)

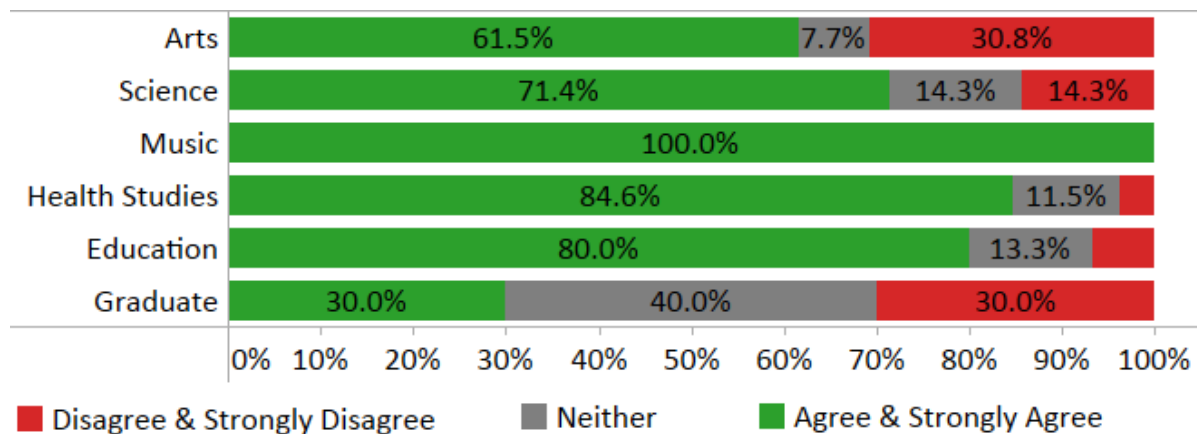


Hours Worked Per Week	2017	2016
< than 10	2.4%	-
11 to 20	2.2%	10.6%
21 to 30	9.3%	18.3%
31 to 40	51.4%	33.0%
> than 40	34.7%	38.1%

Region of Employment*	2017	2016
Brandon	40.9%	34.1%
Winnipeg	13.6%	16.9%
Westman	16.2%	13.5%
Central	6.8%	6.6%
Eastman	7.4%	9.3%
Parkland	4.1%	-
Northern	1.7%	5.7%
Outside MB	8.2%	13.9%
International	1.1%	-

*MB groupings based on census division

Career Will Require Ongoing Education



Seeking Further Education – at 6 months (n= 25)

Institution Attending / Plan to Attend	2017
Brandon University	67.1%
U of Manitoba	15.2%
U of Saskatchewan	9.1%
U of Waterloo	4.3%
Red River College	4.3%

Further Studies

- 89.5% of the respondents, who were not seeking further education 6 months after graduating, will consider taking additional post-secondary courses.
- 41.1% said they will return to BU.

Program/courses interest	2017	2016
M.Ed.	16.0%	11.9%
Master/Ph.D. Nursing or Psych Nursing	16.0%	31.0%
Graduate School	12.0%	11.9%
Business, Administration, Economics, HR	13.4%	14.3%
STEM	4.0%	2.4%
Social Work, Community Worker	5.3%	-
Psychology	4.0%	2.4%
Masters- Arts or Humanities	4.0%	4.8%
Music Graduate Studies	4.0%	7.1%
Medicine, Chiro, Physio, Other	2.7%	7.1%
Law	1.3%	
Other or Unsure	17.3%	7.1%