

**2021 SURVEY OF GRADUATES OF 2020  
OF THE NEW BRUNSWICK COLLEGE OF  
CRAFT AND DESIGN (NBCCD)**

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## FOREWORD

The annual graduate follow-up survey collects information from graduates of regular and non-regular community college training programs approximately one year following graduation. The information gathered provides valuable feedback on the success of graduates in the labour market and is an important tool for decision-makers. This tool, along with other sources, is incorporated into the colleges' planning process.

This report presents the findings of the *2021 Survey of 2020 Graduates of the New Brunswick College of Craft and Design*. The survey was conducted with 22 graduates over an 11-week period starting October 3, 2021. This represents a response rate of 31%.<sup>1</sup>

The reference week for the survey was September 26 to October 2, 2021. Survey results indicate that graduates of NBCCD from the class of 2020 were again successful in locating employment, with an employment rate of 91%.

The Department would like to thank the New Brunswick College of Craft and Design graduates who participated in this survey; their input has been invaluable.

Graduate follow-up survey results will be located on our website at the following location: [http://www2.gnb.ca/content/gnb/en/departments/post-secondary\\_education\\_training\\_and\\_labour/People/content/LabourMarketInfo/follow-up\\_surveys.html](http://www2.gnb.ca/content/gnb/en/departments/post-secondary_education_training_and_labour/People/content/LabourMarketInfo/follow-up_surveys.html).

As always, your comments and suggestions are welcome. Please forward all communication on this year's survey to:

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Department of Post-Secondary Education, Training and Labour  
[Karen.Finley@gnb.ca](mailto:Karen.Finley@gnb.ca)  
(506) 444-2213

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<sup>1</sup> The population for this year's survey consisted of those who graduated during the 2020 *calendar* year **and** who provided their consent for use of their contact information. Nine respondents indicated during surveying that they did not graduate from NBCCD in 2020 and were removed from the sample, thus, the graduate population (n=79) was reduced to a sampling frame of 70 graduates.

## SOURCES OF INFORMATION

In addition to the *Survey of New Brunswick College of Craft and Design Graduates*, the following are selected New Brunswick sources of on-line career, learning and labour market information. The list is not all-inclusive, as there are a multitude of information sources available. Not all of the following sources are related to the Department of Post-Secondary Education, Training and Labour, unless otherwise indicated. The descriptions have been adapted from the publications themselves.

### **NBCCD Calendar On-line**

<http://www.nbccd.ca/>

This is the official website for the New Brunswick College of Craft and Design. It provides general information on admission to the campus, as well as a complete on-line calendar.

### **New Brunswick Student Financial Assistance**

<http://www.studentaid.gnb.ca/>

The Student Financial Services Branch of the Department of Post-Secondary Education, Training and Labour administers and delivers all government student loan programs and most associated bursaries and grants. Student Financial Assistance is designed to assist eligible New Brunswick residents to access post-secondary educational opportunities. This website provides links to the Student Financial Assistance Information Guide and on-line forms.

### **Training and Skills Development (TSD) Program**

[http://www2.gnb.ca/content/gnb/en/services/services\\_renderer.5097.html](http://www2.gnb.ca/content/gnb/en/services/services_renderer.5097.html)

The Department of Post-Secondary Education, Training and Labour provides support through its TSD Program to eligible clients who require training or academic upgrading as part of their employment action plan. This site provides details on the program, who is eligible, the level of support available, and who to contact for further information.

### **Department of Post-Secondary Education, Training and Labour – Labour Market Information Products**

[http://www2.gnb.ca/content/gnb/en/departments/post-secondary\\_education\\_training\\_and\\_labour.html](http://www2.gnb.ca/content/gnb/en/departments/post-secondary_education_training_and_labour.html)

The Department of Post-Secondary Education, Training and Labour provides links to a wide variety of on-line labour market information products, including the on-line version of this publication.

### **NB Jobs**

[www.nbjobs.ca](http://www.nbjobs.ca)

This website promotes job opportunities in New Brunswick. It also provides valuable New Brunswick Information to job seekers, employers, learners and newcomers to the province.

## New Brunswick College of Craft and Design Campus Location

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Information on programs offered through the New Brunswick College of Craft and Design can be obtained at the campus:

457 Queen Street  
PO Box 6000  
Fredericton, NB  
E3B 5H1  
(506) 453-2305  
Toll Free: 1-877-400-1107  
Fax: (506) 457-7352

Alternatively, information can be obtained at the following website:

<http://www.nbccd.ca/>

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Appendix A - Terminology

## 2021 Survey of 2020 Graduates of NBCCD

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### Executive Summary

This report presents the findings of the *2021 Survey of 2020 Graduates of the New Brunswick College of Craft and Design*. The survey generated information from 22 graduates, representing 31% of the 70 graduates to be contacted for this survey.<sup>2</sup>

The points that follow present key information obtained through the 2021 survey:

- ▶ The labour force participation rate in the 2021 reference week for graduates one year following graduation (55%) decreased from the previous year (72% in 2020).
- ▶ The employment rate in the 2021 reference week for graduates one year following graduation was 91%, which is up slightly from 88% in 2020. Conversely, the unemployment rate in 2021 decreased to 9%, down from 13% in 2020.
- ▶ The percentage of graduates who have been employed at some point since graduation (84%) has decreased slightly over the past year (87% in 2020).
- ▶ Fifty percent (50%) had employment related to their training in the reference week, which is up from what was reported in 2020 (45%).
- ▶ The percentage of graduates who reported being self-employed in the reference week (10%) was higher than the previous year (2% in 2020).
- ▶ During the reference week, 63% of graduates were practising their craft or preparing for an exhibit for which they were not being paid (up from 53% in 2020).

One should interpret these results with caution due to small sample sizes (22 respondents in 2021 and 71 in 2020).

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<sup>2</sup> The population for this year's survey consisted of those who graduated during the 2020 *calendar* year **and** who provided their consent for use of their contact information. Nine respondents indicated during surveying that they did not graduate from NBCCD in 2020 and were removed from the sample, thus, the graduate population (n=79) was reduced to a sampling frame of 70 graduates.

## 2021 Survey of 2020 Graduates of NBCCD

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### 1.0 Introduction

Follow-up surveys with graduates of New Brunswick's community college system have been conducted since 1983. For the first twenty-eight years the survey was conducted by telephone; however, since 2011, an online survey has also been added. The survey is conducted annually with graduates of regular and non-regular programs of the colleges. In 2010, the governance structure of the community college system was converted from that of a Special Operating Agency (SOA) into two separate, autonomous Crown corporations: New Brunswick Community College (NBCC) and Collège communautaire du Nouveau-Brunswick (CCNB). The New Brunswick College of Craft and Design (NBCCD) retained its Special Operating Agency status within the Department of Post-Secondary Education, Training and Labour.

For the 2021 survey, interviews were completed with 22 graduates from a total listing of 70 graduates who were eligible to participate in the survey.<sup>3</sup>

The data supplied by these surveys provides valuable feedback on the success of New Brunswick College of Craft and Design graduates in the labour market, which, in turn, serves as an important indicator of how well the training provided by NBCCD corresponds to the demands of the labour market.

This report provides detailed information gathered from the *2021 Survey of 2020 Graduates of the New Brunswick College of Craft and Design* through five sections, which are summarized in the material which follows.

- **Section 2.0** presents the methodology of the 2021 survey and provides a profile of the graduates contacted with a comparison with the overall population of graduates.
- **Section 3.0** presents the information highlights from the 2021 survey.
- **Section 4.0** presents a fact sheet that summarizes overall survey information.
- **Section 5.0** presents information for specific programs.
- **Section 6.0** presents the evaluations provided by graduates of programs and services offered at NBCCD.

A list of the terminology used in this report is provided in Appendix A.

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<sup>3</sup> The population for this year's survey consisted of those who graduated during the 2020 *calendar* year and who provided their consent for use of their contact information. Nine respondents indicated during surveying that they did not graduate from NBCCD in 2020 and were removed from the sample, thus, the graduate population (n=79) was reduced to a sampling frame of 70 graduates.

## 2021 Survey of 2020 Graduates of NBCCD

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### 2.0 Methodology

*The 2021 Survey of 2020 Graduates of the New Brunswick College of Craft and Design* was guided by researchers from the Policy, Research and Labour Market Analysis Branch of the Department of Post-Secondary Education, Training and Labour (PETL, or the Department). Any comments or questions about the information contained in this document should be forwarded to the Department.

In 2021, the New Brunswick College of Craft and Design (NBCCD) generated a database with background and current contact information for 79 graduates from the Class of 2020.<sup>4</sup> The background data and required contact information was retrieved from the NBCCD's student information management system.

During surveying, nine graduates were removed from the original list<sup>5</sup>, leaving 70 eligible respondents. The 22 interviews completed represent 31% of the total number of graduates who were eligible to participate in this survey.

As in previous surveys, graduates were asked about their activities during a specific week of the year (the reference week). Reference week information is an indicator of graduates' current activities. ***The reference week for the 2020 survey was September 26 to October 2, 2021.***

In addition to reference week information and information collected on activities since completing their training, graduates were also asked to evaluate their NBCCD training program and various facilities and services available at their campus.

This survey was conducted by telephone and online using a Computer Assisted Telephone/Web Interviewing (CATI/CAWI) system. An attempt was made to contact all eligible graduates regardless of their current area of residence.

All graduates with an email address were emailed a link to complete the survey online. In addition, all graduates with a cell phone number were sent a text with a link to the online survey. Approximately one week after the initial email and/or text, attempts were made to contact graduates by telephone to complete the survey by phone.

Over the course of surveying, six additional email reminders and two reminder texts were sent to individuals who had not yet completed the survey.

Graduates were assured of absolute confidentiality of responses and were informed of their valuable contribution to the study. A toll-free number and a survey-specific email address were provided to graduates if they had any questions or apprehensions about the survey. Graduates were given the option to complete the survey in French or English. Data for this study was collected from October 3, 2021 to December 20, 2021.

In total 22 NBCCD graduates completed the 2021 survey. Of those completed surveys, 17 (77%) were completed online and 5 (23%) were completed by telephone.

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<sup>4</sup> The survey typically includes graduates of regular and some non-regular (or contract) training programs of approximately 12 weeks or longer. The population for this year's survey consisted of those who graduated during the 2020 *calendar year* and who provided their consent for use of their contact information.

<sup>5</sup> These nine graduates were removed from the list because they indicated that they were not graduates of 2020.



### 3.0 Survey Highlights

The information in this section presents a summary of research findings for the Class of 2020 along with a comparison of key variables in relation to research findings from the previous year.

#### 3.1 Labour Force Information (Reference Week)

The labour force participation rate for all graduates in the reference week decreased from the previous year (55% in 2021 versus 72% in 2020).

Table 1 presents comparative labour market information for the 2021 survey<sup>6</sup> and the population of New Brunswick. As shown, NBCCD graduates had the same unemployment rate as the province as a whole (9%).

Labour Market Indicators	Labour Force Survey <sup>7</sup>	2021 Survey (Reference Week) <sup>8</sup>
Labour force	n = 398,900	n = 11
Employed	n = 365,700	n = 10
Unemployed	n = 34,100	n = 1
Participation rate	62%	55%
Unemployed rate	9%	9%

Overall, the employment rate has increased over the past year (91% in 2021 versus 88% in 2020).<sup>9</sup> During the reference week, 90% of employed graduates were employed in New Brunswick, compared to 88% who were employed in New Brunswick in the previous survey.

#### 3.2 Additional Education / Training for Graduates

Over half of the graduates (60%) were attending or planning to attend an educational institution or training program at the time of survey.<sup>10</sup> The percentage of graduates attending or planning to attend an educational institution or training program has increased slightly over the past year (56% in 2020).

<sup>6</sup> Results should be interpreted with caution due to small sample sizes.

<sup>7</sup> Statistics Canada Labour Force Survey, November 2021, seasonally adjusted. CANSIM table 14-10-0287-03. Retrieved from <https://www150.statcan.gc.ca/n1/daily-quotidien/210108/dq210108a-eng.htm>. For youth aged 15-24 the unadjusted unemployment rate was 15.1% in November 2021.

<sup>8</sup> Due to a lack of information provided, two respondents were not able to be classified, and were therefore removed from the calculations.

<sup>9</sup> Results should be interpreted with caution due to small sample sizes.

<sup>10</sup> Two respondents who did not provide a response were excluded.

## 2021 Survey of 2020 Graduates of NBCCD

### 3.3 Overall Employment for Graduates

Since graduation, 84% of graduates have been employed in at least one job of one month or longer, including jobs they continued working at after finishing their training.<sup>11</sup> This is slightly lower than last year's rate of 87%.

Among those graduates with one or more months of employment since completing their training, 47% reported that at least some of their employment was related to their training.<sup>12</sup> On average, 44% of those months were in positions related to their training.<sup>13</sup>

Year	Percentage
2021	47%
2020	61%
2019	63%
2018	53%
2017	57%

### 3.4 Geographic Location of Graduates

At the time of the survey, 95% of graduates who responded were residing in New Brunswick, which is higher than the previous class of graduates (89%). Only one respondent (5%) had lived outside New Brunswick since graduation and left the province for potential employment.

Year	Currently living in same community as before NBCCD	Lived outside NB at some point since completing training	Percentage who left for employment reasons	Percentage with a job to go to
2021	82% (n = 18/22)	5% (n = 1/22)	100% (n = 1/1)	0% (n = 0/1)
2020	63%	17%	45%	100%
2019	64%	24%	56%	67%
2018	67%	20%	36%	55%
2017	79%	17%	57%	75%

At the time of the survey, 62% of respondents resided in Fredericton.<sup>14</sup>

<sup>11</sup> Three respondents who did not provide a response were excluded.

<sup>12</sup> Respondents who did not provide a response were excluded; percentages based on n=15.

<sup>13</sup> Respondents who did not report the number of months employed or the number of months employed in a position that was related to their training were excluded; percentages based on n=15.

<sup>14</sup> One respondent who did not provide a response was excluded.

## 2021 Survey of 2020 Graduates of NBCCD

### 3.5 Reference Week Employment

#### Employed

The following tables present an overview of information that describes employment during the reference week. As shown in the table below, 10% of graduates were solely self-employed during the reference week.

Total employed	One employer	More than one employer	One employer and self-employed	Self-employed
n = 10	50%	20%	20%	10%

Employed graduates held a variety of positions including permanent (50%), temporary (40%), and self-employment (10%). The proportion of employed graduates working in permanent positions has decreased compared to last year (61%).

	Permanent	Temporary	Self-employed
<b>2021</b>	50%	40%	10%
<b>2020</b>	61%	37%	2%
<b>2019</b>	71%	21%	8%
<b>2018</b>	39%	42%	18%
<b>2017</b>	52%	22%	26%

As shown in Table 6, 50% of employed graduates were employed in the reference week in positions that were related to their training (20% directly related; 30% indirectly related) while 50% were in positions not at all related to their training. The number of those employed in positions related to their training, either directly or indirectly, is higher than the past year (45% in 2020).

	Directly related	Indirectly related	Not at all related
<b>2021</b>	20%	30%	50%
<b>2020</b>	31%	14%	55%
<b>2019</b>	33%	25%	42%
<b>2018</b>	21%	27%	53%
<b>2017</b>	38%	8%	54%

## 2021 Survey of 2020 Graduates of NBCCD

Overall, over half of employed graduates (56%) were in full-time positions during the reference week, higher than the previous year's rate of 46%.

	Full-time	Part-time
<b>2021</b>	56%	44%
<b>2020</b>	46%	54%
<b>2019</b>	70%	30%
<b>2018</b>	54%	46%
<b>2017</b>	63%	37%

Graduates working full-time averaged 36 hours during the reference week with an average weekly wage of \$1,123. Graduates working part-time averaged 20 hours with an average weekly wage of \$303.<sup>16</sup>

Due to small sample sizes, more detailed information on wages by job classification was not possible.

Table 8 summarizes the length of time graduates have been employed in the reference week job. Half of employed graduates (50%) have been employed in the reference week job for at least 51 weeks.

	1-10 Weeks	11-30 Weeks	31-50 Weeks	51+ Weeks
<b>2021</b>	10%	40%	0%	50%
<b>2020</b>	23%	26%	9%	43%
<b>2019</b>	25%	25%	6%	44%
<b>2018</b>	19%	23%	0%	58%
<b>2017</b>	5%	21%	21%	53%

### Occupational Classification of Employment

Given the very small sample size of employed respondents (n=10), detailed information about graduates' occupations during the reference week is not provided. Other customer and information services representatives was the only occupation reported by more than one respondent (20%, n=2).

### Industrial Classification of Employment

Only six industries were mentioned by employed respondents, most commonly the *arts, entertainment and recreation* (30%), *retail trade* (20%), and *health care and social assistance* (20%) industries.

<sup>15</sup> Respondents who did not provide a response were excluded; percentages for 2021 based on n=9.

<sup>16</sup> Respondents who did not provide a response were excluded. Results should be interpreted with caution due to small sample sizes.

## 2021 Survey of 2020 Graduates of NBCCD

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### Unemployed and Not in the Labour Force

Overall, 55% of graduates (n = 12) reported not working during the reference week. Of those who were not working, 10% were classified as unemployed (n = 1) and 90% were not in the labour force (n = 9).<sup>17</sup>

Graduates who were not working during the reference week were asked to provide the main reason that they were not working. These respondents cited *being in school full-time* (70%), *own illness or disability* (10%), *parental leave* (10%), or *not able to find work* (10%) as the reasons that they were not working during the reference week.<sup>18</sup>

Respondents who were not working during the reference week were asked specifically if the main reason they were not working was related to the COVID-19 pandemic, none of which said that it was.<sup>19</sup>

Seventy percent (70%) of graduates not working during the reference week were attending or planning to attend an educational institution or training program within the next four months.<sup>20</sup> These graduates most commonly reported that they wanted to *learn a new trade or occupation* (29%) or *upgrade existing skills* (29%).

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<sup>17</sup> Due to a lack of information provided, two respondents were not able to be classified, and were therefore removed from the calculations.

<sup>18</sup> Two respondents who did not provide a response were excluded.

<sup>19</sup> One respondent who did not provide a response was excluded.

<sup>20</sup> Two respondents who did not provide a response were excluded.

## 2021 Survey of 2020 Graduates of NBCCD

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### 3.6 Other Survey Findings

#### Employment Since Graduation

The majority of graduates (84%) had been employed for a period of at least one month since graduation.<sup>21</sup> Those who had been employed since graduation averaged just one job.

#### Prior Learning Assessment and Recognition (PLAR) and Credit Transfer Services

Graduates were asked questions to determine their awareness of and use and evaluation of PLAR and Credit Transfer Services. Overall:

- 35% of graduates reported that they were aware of these services; and
- 65% were not aware of these services.<sup>22</sup>

Among those who were aware of these services (n = 7)<sup>23</sup>:

- 57% heard about PLAR through their *college campus*;
- 43% heard about PLAR through *word of mouth*;
- 14% heard about PLAR through their *high school*; and
- 14% heard about PLAR through *an information session or orientation*.

Of graduates who were aware of these services, only two (29%) had used them (9% of all graduates surveyed). Both respondents indicated they used the credit transfer service. One indicated they received course credit, but claimed it did not affect their progress in their program.<sup>24</sup> This respondent reported that they were satisfied with the services they received.

About one-third of graduates who were not aware of these services (33%) said they believe these services would have been useful to them had they been aware of them.

#### Post Program Artistic Involvement of NBCCD Graduates

During the reference week, 63% of graduates (n = 12) were practising their craft or preparing for an exhibit for which they were not being paid.<sup>25</sup>

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<sup>21</sup> Three respondents who did not provide a response were excluded.

<sup>22</sup> Two respondents who did not provide a response were excluded.

<sup>23</sup> Respondents could provide multiple responses; therefore, percentages may not sum to 100%.

<sup>24</sup> Respondents could provide multiple responses; therefore, percentages may not sum to 100%.

<sup>25</sup> Three respondents who did not provide a response were excluded.

**4.0 Survey Results**

The following section contains a fact sheet for the NBCCD Class of 2020 overall, fact sheets for male and female respondents, and fact sheets for programs for which a sufficient number were interviewed.<sup>26</sup>

All programs with the number of graduates and the number of respondents may be found in Section 5.0.

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<sup>26</sup> Only academic groups and programs that had graduates who consented to be contacted are represented in these numbers.

## 2021 Survey of 2020 Graduates of NBCCD

## Survey Respondents

All Programs

EMPLOYMENT  
RATE

(Reference Week)

91%

## Related Earnings

(Reference Week)

Full-time	\$569
Part-time	*
Total / wt. average	\$941

## Program Evaluations

Program content	Excellent/good	86%
Facilities available		95%
Equipment available		95%
Quality of instruction		86%
Student services		100%
Job preparation		71%

## Reference Week

## Top Employment Sectors (NAICS)

71	Arts, entertainment and recreation	30%
44-45	Retail trade	20%
62	Health care and social assistance	20%

## Top Occupations (NOC) for Graduates

6552	Other customer and information services representatives	20%
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## Labour Force Status

Employed	10	91%	Not in the labour force	9
Unemployed	1	9%		

## Employed in NB

90%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	11%	\$569	11%
	Temporary	-	22%		-
Part-time	Permanent	-	-	*	22%
	Temporary	11%	-		11%
Self-employed		11%	-	*	-
Total / wt. average		20%	30%	\$941	50%

\* Due to small sample size (n=1), average weekly wage was not reported.

## Since Graduation

Percent Employed Since Graduation	84%	Percent of Total Employment Related to Training	44%
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## Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	70	22	31%
Male	17	5	
Female	53	17	



## 2021 Survey of 2020 Graduates of NBCCD

## Male Respondents

All Programs

**EMPLOYMENT RATE**

(Reference Week)

50%

**Related Earnings**

(Reference Week)

Full-time	-
Part-time	-
Total / wt. average	-

**Program Evaluations**

	<b>Excellent/good</b>
Program content	80%
Facilities available	100%
Equipment available	100%
Quality of instruction	80%
Student services	100%
Job preparation	60%

**Reference Week****Top Employment Sectors (NAICS)**

44-45 Retail trade 100%

**Top Occupations (NOC) for Graduates**

6552 Other customer and information services representatives 100%

**Labour Force Status**

Employed 1 50%

Not in the labour force 2

Unemployed 1 50%

**Employed in NB** 100%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	-	-	-
	Temporary	-	-		-
Part-time	Permanent	-	-	-	100%
	Temporary	-	-		-
Self-employed		-	-	-	-
Total / wt. average		-	-	-	100%

**Since Graduation**

Percent Employed Since Graduation 100% Percent of Total Employment Related to Training 50%

**Response Information**

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	17	5	29%
Male	17	5	
Female	-	-	

## 2021 Survey of 2020 Graduates of NBCCD

## Female Respondents

All Programs

EMPLOYMENT  
RATE

(Reference Week)

100%

## Related Earnings

(Reference Week)

Full-time	\$569
Part-time	*
Total / wt. average	\$941

## Program Evaluations

	<b>Excellent/good</b>
Program content	88%
Facilities available	94%
Equipment available	93%
Quality of instruction	88%
Student services	100%
Job preparation	75%

## Reference Week

## Top Employment Sectors (NAICS)

71	Arts, entertainment and recreation	33%
62	Health care and social assistance	22%

## Top Occupations (NOC) for Graduates

- - -

## Labour Force Status

Employed	9	100%	Not in the labour force	7
Unemployed	0	-		

## Employed in NB

89%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	13%	\$569	13%
	Temporary	-	25%		-
Part-time	Permanent	-	-	*	13%
	Temporary	13%	-		13%
Self-employed		13%	-	*	-
Total / wt. average		22%	33%	\$941	44%

## Since Graduation

Percent Employed Since Graduation	80%	Percent of Total Employment Related to Training	42%
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## Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	53	17	32%
Male	-	-	
Female	53	17	

## 2021 Survey of 2020 Graduates of NBCCD

## Foundation Visual Arts

Summary

**EMPLOYMENT RATE**

(Reference Week)

100%

**Related Earnings**

(Reference Week)

Full-time	-
Part-time	-
Total / wt. average	-

**Program Evaluations**

	<b>Excellent/good</b>
Program content	100%
Facilities available	100%
Equipment available	100%
Quality of instruction	100%
Student services	100%
Job preparation	63%

**Reference Week****Top Employment Sectors (NAICS)**

44-45 Retail trade 100%

**Top Occupations (NOC) for Graduates**

6552 Other customer and information services representatives 100%

**Labour Force Status**

Employed	2	100%	Not in the labour force	6
Unemployed	0	-		

**Employed in NB** 100%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	-	-	-
	Temporary	-	-		-
Part-time	Permanent	-	-	-	100%
	Temporary	-	-		-
Self-employed		-	-	-	-
Total / wt. average		-	-	-	100%

**Since Graduation**

Percent Employed Since Graduation 71% Percent of Total Employment Related to Training 0%

**Response Information**

	GRADUATES	RESPONDENTS	RESPONSE RATE
<b>TOTAL</b>	<b>23</b>	<b>9</b>	<b>39%</b>
Male	7	2	
Female	16	7	

## 2021 Survey of 2020 Graduates of NBCCD

### 5.0 Labour Market Information

The following table presents program-level information.

REFERENCE WEEK (September 26 <sup>th</sup> – October 2 <sup>nd</sup> , 2021)									
LABOUR FORCE <sup>27</sup>									
	# Graduates	# Respondents	Response Rate	Participation Rate	# Unemployed	# Employed	Employment Rate	Related Employment	Employed Since Graduation
<b>OVERALL</b>	<b>70</b>	<b>22</b>	<b>31%</b>	<b>55%</b>	<b>1</b>	<b>10</b>	<b>91%</b>	<b>50%</b>	<b>84%</b>
Aboriginal Visual Arts	2	1	50%	-	-	-	-	-	-
Advanced Studio Practice	5	2	40%	-	-	-	-	-	-
Digital Media	6	3	50%	-	-	-	-	-	-
Fashion Design	9	2	22%	-	-	-	-	-	-
Fine Craft: Ceramics	1	0	0%	-	-	-	-	-	-
Fine Craft: Jewellery and Metal Arts	2	1	50%	-	-	-	-	-	-
Foundation Visual Arts	23	9	39%	25%	0	2	100%	0%	71%
Graphic Design	13	2	15%	-	-	-	-	-	-
Photography	3	0	0%	-	-	-	-	-	-
Textile Design	6	2	33%	-	-	-	-	-	-

<sup>27</sup> Respondents who did not provide a response were excluded.

## 2021 Survey of 2020 Graduates of NBCCD

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### 6.0 Graduate Assessments of Programs and Services

In the table below, the percentages for each assessment are based on those who provided a concrete rating (excellent/good/fair/poor); those percentages total to 100%. Respondents who selected 'don't know/prefer not to answer' are excluded from those calculations. The numbers in the final column are presented for informational purposes only, and simply indicate the percentage of respondents who did not provide a concrete rating for that particular assessment.

<b>NBCCD - Overall (n = 22)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know/ Prefer not to answer</b>
Program Content	57%	29%	-	14%	5%
Facilities Available	71%	24%	5%	-	5%
Equipment Available	65%	30%	5%	-	9%
Quality of Instruction	71%	14%	-	14%	5%
Student Services	53%	47%	-	-	14%
Job Preparation	38%	33%	10%	19%	5%

## **Appendix A - Terminology**

## Terminology

### **NBCCD**

During the 2020 calendar year, the New Brunswick College of Craft and Design fell under the auspices of the Department of Post-Secondary Education, Training and Labour.

### **Average Weekly Earnings**

Refers to the average of the gross earnings that graduates reported for the reference week. The information presented in the fact sheets are based on earnings reported by graduates who indicated that their employment was either *directly or indirectly* related to their training.

### **Employed**

The number of respondents who had a job during the reference week.

### **Employment**

Defined in terms of full-time/part-time and permanent/temporary as follows:

- Full-time: Employment of 30 hours or more per week.
- Part-time: Employment of less than 30 hours per week.
- Permanent: Employment which has no prearranged termination date.
- Temporary: Employment which ends at a prearranged date.

### **Employment Rate**

The number of employed graduates as a percentage of those in the labour force.

### **Employment Related to Training**

Employed graduates were asked about the extent to which their employment during the reference week was related to their training program. Options presented to the respondent included directly related, indirectly related and not at all related.

Related Employment - includes employment that graduates reported as either directly related or indirectly related to their training program.

Not at all related- means that graduates were in jobs that were not at all related to their training.

### **Graduate Population**

Graduates of regular training programs or non-regular (contract or distance) training programs of twelve weeks or more in duration that terminated between January 1, and December 31, 2020.

### **Labour Force**

In the context of this survey, Labour Force is composed of respondents who were either employed or unemployed, but looking for work during the reference week.

### **Not in the Labour Force**

Respondents who were not working and not looking for work, during the reference week.

### **Labour Force Participation Rate**

The percentage of respondents who were actively participating in the labour force during the reference week (based on the total number of respondents).

### **Labour Force Survey**

A monthly survey by Statistics Canada which collects labour force information from a representative sample of the working age population.

## **2021 Survey of 2020 Graduates of NBCCD**

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### **NAICS (North American Industrial Classification System) 2017**

NAICS was used to categorize the industrial sectors/industries in which graduates were employed in the reference week. Fact sheets list the top industries for employment.

### **NOC (National Occupational Classification) 2016**

The National Occupational Classification was used to categorize the kind of work done by graduates. The top responses are given.

### **Programs**

Regular - programs that operated throughout the year on a year-to-year basis. Regular training programs are listed in the annual NBCCD Calendar.

Non-Regular - programs that are offered through NBCCD that are not part of the regular program listing in the Calendar. These programs may or may not have the same content as regular training programs of the same name.

Co-op - Cooperative Education Programs integrate periods of classroom study with periods of training in related work. Each work situation is developed and approved by the College as a suitable learning situation. Co-op trainees are placed in productive work, receive wages and have their progress monitored by the employers and representatives of the College.

### **Reference Week**

The week of September 26 to October 2, 2021 served as the reference week for this survey. During the survey all graduates were asked about their activities during this week.

### **Response Rate**

The number of respondents as a percentage of the number of eligible graduates.

### **Self-Employed**

Someone who is working but has no employer other than her/himself.

### **Total Employment since Graduation**

The total number of graduates who reported that they had been employed, at some time for a period of one month or more, since completing their training at NBCCD.

### **Relation of Employment since Graduation to Training**

The percentage of graduates who reported that they held at least one employment position since graduation which was either directly or indirectly related to their training program at NBCCD.