

**2020 SURVEY OF GRADUATES OF 2019
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 *2020 Survey of 2019 Graduates of the New Brunswick College of Craft and Design*. The survey was conducted with 71 graduates over a 13-week period starting November 29, 2020. This represents a response rate of 44%.¹

The reference week for the survey was November 22 – 28, 2020. Survey results indicate that graduates of NBCCD from the class of 2019 were again successful in locating employment, with an employment rate of 88%.

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.

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

Policy, Research and Labour Market Analysis Branch
Department of Post-Secondary Education, Training and Labour
LMI@gnb.ca
(506) 453-4155

¹ The population for this year's survey consisted of those who graduated during the 2019 *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 2019 and were removed from the sample, thus, the graduate population (n=171) was reduced to a sampling frame of 162 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

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

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

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

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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2020 Survey of 2019 Graduates of NBCCD

Executive Summary

This report presents the findings of the *2020 Survey of 2019 Graduates of the New Brunswick College of Craft and Design*. The survey generated information from 71 graduates, representing 44% of the 162 graduates to be contacted for this survey.²

The points that follow present key information obtained through the 2020 survey:

- ▶ The labour force participation rate in the 2020 reference week for graduates one year following graduation (72%) increased from the previous year (64% in 2019).
- ▶ The employment rate in the 2020 reference week for graduates one year following graduation was 88%, which is down from 96% in 2019. Conversely, the unemployment rate in 2020 increased to 13%, up from 4% in 2019.
- ▶ The percentage of graduates who have been employed at some point since graduation (87%) has decreased over the past year (95% in 2019).
- ▶ Forty-five percent (45%) had employment related to their training in the reference week, which is down from what was reported in 2019 (58%).
- ▶ The percentage of graduates who reported being self-employed in the reference week (2%) was lower than the previous year (8% in 2019).
- ▶ During the reference week, 53% of graduates were practising their craft or preparing for an exhibit for which they were not being paid (down from 61% in 2019).

Although there appear to be primarily decreases for the 2020 results compared to those reported in 2019, one should interpret the results with caution due to small sample sizes (71 respondents in 2020 and 39 in 2019).

² The population for this year's survey consisted of those who graduated during the 2019 *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 2019 and were removed from the sample, thus, the graduate population (n=171) was reduced to a sampling frame of 162 graduates.

2020 Survey of 2019 Graduates of NBCCD

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 2020 survey, interviews were completed with 71 graduates from a total listing of 162 graduates who were eligible to participate in the survey.³

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 *2020 Survey of 2019 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 2020 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 2020 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.

³ The population for this year's survey consisted of those who graduated during the 2019 *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 2019 and were removed from the sample, thus, the graduate population (n=171) was reduced to a sampling frame of 162 graduates.

2020 Survey of 2019 Graduates of NBCCD

2.0 Methodology

The 2020 Survey of 2019 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 2020, the New Brunswick College of Craft and Design (NBCCD) generated a database with background and current contact information for 171 graduates from the Class of 2019.⁴ 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 list⁵, leaving 162 eligible respondents. The 71 interviews completed represent 44% 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 2019 survey was November 22 - 28, 2020.***

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 November 29, 2020 to February 27, 2021.

In total 71 NBCCD graduates completed the 2020 survey. Of those completed surveys, 53 (75%) were completed online and 18 (25%) were completed by telephone.

⁴ 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 2019 *calendar year* and who provided their consent for use of their contact information.

⁵ These nine graduates were removed from the list because they indicated that they were not graduates of 2019.

3.0 Survey Highlights

The information in this section presents a summary of research findings for the Class of 2019 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 increased from the previous year (72% in 2020 versus 64% in 2019).

Table 1 presents comparative labour market information for the 2020 survey⁶ and the population of New Brunswick. As shown, NBCCD graduates had a higher unemployment rate (13%) compared with the province as a whole (10%).

Labour Market Indicators	Labour Force Survey ⁷	2020 Survey (Reference Week) ⁸
Labour force	n = 398,900	n = 48
Employed	n = 360,700	n = 42
Unemployed	n = 38,200	n = 6
Participation rate	62%	72%
Unemployed rate	10%	13%

Overall, the employment rate has decreased over the past year (88% in 2020 versus 96% in 2019).⁹ During the reference week, 88% of employed graduates were employed in New Brunswick¹⁰, compared to 71% who were employed in New Brunswick in the previous survey.

3.2 Additional Education / Training for Graduates

Over half of the graduates (56%) were attending or planning to attend an educational institution or training program at the time of survey.¹¹ The percentage of graduates attending or planning to attend an educational institution or training program has increased slightly over the past year (50% in 2019).

⁶ Results should be interpreted with caution due to small sample sizes.

⁷ Statistics Canada Labour Force Survey, December 2020, seasonally adjusted. CANSIM table 14-10-0287-01. Retrieved from <https://www150.statcan.gc.ca/n1/daily-quotidien/210108/dq210108a-eng.htm>. For youth aged 15-24 the unadjusted unemployment rate was 12.6% in December 2020.

⁸ Due to a lack of information provided, four respondents were not able to be classified, and were therefore removed from the calculations.

⁹ Results should be interpreted with caution due to small sample sizes.

¹⁰ One respondent who did not provide a response was excluded.

¹¹ Nine respondents who did not provide a response were excluded.

2020 Survey of 2019 Graduates of NBCCD

3.3 Overall Employment for Graduates

Since graduation, 87% 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.¹² This is lower than last year's rate of 95%.

Among those graduates with one or more months of employment since completing their training, 61% reported that at least some of their employment was related to their training.¹³ On average, 79% of those months were in positions related to their training.¹⁴

Year	Percentage
2020	61%
2019	63%
2018	53%
2017	57%
2016	46%

3.4 Geographic Location of Graduates

At the time of the survey, 89% of graduates who responded were residing in New Brunswick, which is higher than the previous class of graduates (80%).¹⁵ About 17% of graduates had lived outside New Brunswick since graduation. Of the eleven respondents who have lived outside the province, five left 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
2020	63% (n = 44/70) ¹⁶	17% (n = 12/69) ¹⁷	45% (n = 5/11) ¹⁸	100% (n = 6/6) ¹⁹
2019	64%	24%	56%	67%
2018	67%	20%	36%	55%
2017	79%	17%	57%	75%
2016	71%	10%	33%	0%

At the time of the survey, 71% of respondents resided in Fredericton.²⁰

¹² Two respondents who did not provide a response were excluded.

¹³ Respondents who did not provide a response were excluded; percentages based on n=49.

¹⁴ 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=30.

¹⁵ One respondent who did not provide a response was excluded.

¹⁶ One respondent who did not provide a response was excluded.

¹⁷ Two respondents who did not provide a response were excluded.

¹⁸ One respondent who did not provide a response was excluded.

¹⁹ Six respondents who did not provide a response were excluded.

²⁰ Two respondents who did not provide a response were excluded.

2020 Survey of 2019 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, only 2% 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 = 42	71%	15%	12%	2%

Employed graduates held a variety of positions including permanent (61%), temporary (37%), and self-employment (2%). The proportion of employed graduates working in permanent positions has decreased compared to last year (71%).

	Permanent	Temporary	Self-employed
2020	61%	37%	2%
2019	71%	21%	8%
2018	39%	42%	18%
2017	52%	22%	26%
2016	71%	14%	14%

As shown in Table 6, 45% of graduates were employed in the reference week in positions that were related to their training (31% directly related; 14% indirectly related) while 55% 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 lower than the past year (58% in 2019).

	Directly related	Indirectly related	Not at all related
2020	31%	14%	55%
2019	33%	25%	42%
2018	21%	27%	53%
2017	38%	8%	54%
2016	29%	0%	71%

²¹ Respondents who did not provide a response were excluded; percentages based on n=41.

²² Respondents who did not provide a response were excluded; percentages for 2020 based on n=41.

2020 Survey of 2019 Graduates of NBCCD

Overall, fewer than half of employed graduates (46%) were in full-time positions during the reference week, significantly lower than the previous year's rate of 70%.

	Full-time	Part-time
2020	46%	54%
2019	70%	30%
2018	54%	46%
2017	63%	37%
2016	31%	69%

Graduates working full-time averaged 38 hours during the reference week with an average weekly wage of \$854. Graduates working part-time averaged 14 hours with an average weekly wage of \$262.²⁴

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. Over 4 in 10 employed graduates (43%) have been employed in the reference week job for at least 51 weeks.

	1-10 Weeks	11-30 Weeks	31-50 Weeks	51+ Weeks
2020	23%	26%	9%	43%
2019	25%	25%	6%	44%
2018	19%	23%	0%	58%
2017	5%	21%	21%	53%
2016	14%	7%	7%	71%

²³ Respondents who did not provide a response were excluded; percentages for 2020 based on n=35.

²⁴ Respondents who did not provide a response were excluded. Results should be interpreted with caution due to small sample sizes.

²⁵ Respondents who did not provide a response were excluded; percentages for 2020 based on n=35.

2020 Survey of 2019 Graduates of NBCCD

Occupational Classification of Employment

The tables that follow present a summary of the top occupations in which graduates were employed in the reference week. Only six occupations were reported by more than one respondent. The most commonly reported occupation was *retail salespersons* (25%).

NOC²⁷	Occupations	Total	Full-time %	Full-time \$	Part-time %	Part-time \$
Overall		42	54%	\$854	46%	\$262
6421	Retail salespersons	10	50%	*	50%	\$175
5241	Graphic designers and illustrators	3	67%	*	33%	*
6622	Store shelf stockers, clerks and order fillers	3	33%	*	67%	\$300
4012	Post-secondary teaching and research assistants	2	0%	-	100%	*
5244	Artisans and craftspersons	2	100%	-	0%	-
6611	Cashiers	2	0%	-	100%	*

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

Industrial Classification of Employment

Employed graduates most commonly worked in the industries of *retail trade* (41%) and *arts, entertainment and recreation* (15%).

NAICS²⁹	Occupations	Total	Full-time %	Full-time \$	Part-time %	Part-time \$
Overall		42	54%	\$854	46%	\$262
44-45	Retail trade	16	42%	\$1,133	58%	\$216
71	Arts, entertainment and recreation	6	100%	\$675	0%	-
51	Information and cultural industries	3	0%	-	100%	\$275
61	Educational services	3	0%	-	100%	*
62	Health care and social assistance	3	100%	\$1,163	0%	-
72	Accommodation and food services	2	50%	*	50%	*

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

²⁶ Respondents who did not provide a response were excluded. Those who could not be determined as working full-time or part-time were excluded from the percentages.

²⁷ National Occupational Classification. For further information, see Terminology section.

²⁸ Respondents who did not provide a response were excluded. Those who could not be determined as working full-time or part-time were excluded from the percentages.

²⁹ North American Industrial Classification System. For further information, see Terminology section.

2020 Survey of 2019 Graduates of NBCCD

Unemployed and Not in the Labour Force

Overall, 41% of graduates (n = 29) reported not working during the reference week. Of those who were not working, 24% were classified as unemployed (n = 6) and 76% were not in the labour force (n = 19).³⁰

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* (46%), *own illness or disability* (12%), *inability to find a job related to their training* (8%), *being in school part-time* (8%), or *not able to find work* (8%) as the most common reasons that they were not working during the reference week. One respondent each (4%) also mentioned *parental leave, personal or family responsibilities, waiting for a recall after layoff, retired, or other reasons*.³¹

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, about 27% of which said that it was.³²

Sixty-five percent (65%) 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.³³ These graduates most commonly reported that they wanted to *upgrade existing skills* (67%).

³⁰ Due to a lack of information provided, four respondents were not able to be classified, and were therefore removed from the calculations.

³¹ Three respondents who did not provide a response were excluded.

³² Three respondents who did not provide a response were excluded.

³³ Six respondents who did not provide a response were excluded.

2020 Survey of 2019 Graduates of NBCCD

3.6 Other Survey Findings

Employment Since Graduation

The majority of graduates (87%) had been employed for a period of at least one month since graduation.³⁴ Those who had been employed since graduation averaged two different jobs.

Prior Learning Assessment and Recognition (PLAR) and Credit Transfer Services³⁵

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

- 56% of graduates reported that they were aware of these services; and
- 44% were not aware of these services.

Among those who were aware of these services (n = 35):

- 62% heard about PLAR through their *college campus*;
- 48% heard about PLAR through *word of mouth*;
- 10% heard about PLAR through their *high school*;
- 3% heard about PLAR through *a teacher or instructor*;
- 3% heard about PLAR through *an information session or orientation*; and
- 3% heard about PLAR through *other sources*.³⁶

Of graduates who were aware of these services, only one (3%) had used them (1% of all graduates surveyed). This respondent did not provide the service used, but indicated they received course credit, which resulted in reduced time to graduate. This respondent reported that they were very satisfied with the services they received.

Nearly half of graduates who were not aware of these services (48%) 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, 53% of graduates (n = 35) were practising their craft or preparing for an exhibit for which they were not being paid.³⁷

³⁴ Two respondents who did not provide a response were excluded.

³⁵ Respondents who did not provide a response were excluded.

³⁶ Six respondents who did not provide a response were excluded. Multiple responses were accepted, therefore percentages may not total to 100%.

³⁷ Five 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 2019 overall, fact sheets for male and female respondents, and fact sheets for programs for which a sufficient number were interviewed.³⁸

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

³⁸ Only academic groups and programs that had graduates who consented to be contacted are represented in these numbers.

2020 Survey of 2019 Graduates of NBCCD

Survey Respondents

All Programs

EMPLOYMENT RATE (Reference Week)	Related Earnings (Reference Week)	Program Evaluations		
88%	Full-time	\$854	Program content	Excellent/good 89%
	Part-time	\$262	Facilities available	89%
	Total / wt. average	\$531	Equipment available	90%
			Quality of instruction	89%
			Student services	75%
			Job preparation	68%

Reference Week

Top Employment Sectors (NAICS)

44-45	Retail trade	41%
71	Arts, entertainment and recreation	15%

Top Occupations (NOC) for Graduates

6421	Retail salespersons	25%
5241	Graphic designers and illustrators	8%
6622	Store shelf stockers, clerks and order fillers	8%

Labour Force Status

Employed	42	88%	Not in the labour force	19
Unemployed	6	13%		

Employed in NB

88%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	12%	6%	\$854	24%
	Temporary	3%	3%		3%
Part-time	Permanent	3%	-	\$262	18%
	Temporary	15%	9%		3%
Self-employed		3%	-	*	-
Total / wt. average		31%	14%	\$531	55%

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

Since Graduation

Percent Employed Since Graduation	87%	Percent of Total Employment Related to Training	48%
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Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	162	71	44%
Male	43	15	
Female	119	56	

2020 Survey of 2019 Graduates of NBCCD

Male Respondents

All Programs

EMPLOYMENT
RATE

(Reference Week)

89%

Related Earnings

(Reference Week)

Full-time	\$500
Part-time	\$410
Total / wt. average	\$440

Program Evaluations

Program content	Excellent/good	87%
Facilities available		80%
Equipment available		87%
Quality of instruction		87%
Student services		73%
Job preparation		71%

Reference Week

Top Employment Sectors (NAICS)

44-45	Retail trade	25%
72	Accommodation and food services	25%

Top Occupations (NOC) for Graduates

6622	Store shelf stockers, clerks and order fillers	25%
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Labour Force Status

Employed	8	89%	Not in the labour force	5
Unemployed	1	11%		

Employed in NB

100%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	13%	-	\$500	13%
	Temporary	-	13%		-
Part-time	Permanent	13%	-	\$410	13%
	Temporary	13%	13%		13%
Self-employed		-	-	-	-
Total / wt. average		38%	25%	\$440	38%

Since Graduation

Percent Employed Since Graduation	79%	Percent of Total Employment Related to Training	60%
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Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	43	15	35%
Male	43	15	
Female	-	-	

2020 Survey of 2019 Graduates of NBCCD

Female Respondents

All Programs

EMPLOYMENT RATE (Reference Week)	Related Earnings (Reference Week)	Program Evaluations		
87%	Full-time	\$915	Program content	Excellent/good 89%
	Part-time	\$246	Facilities available	91%
	Total / wt. average	\$550	Equipment available	91%
			Quality of instruction	89%
			Student services	75%
			Job preparation	67%

Reference Week

Top Employment Sectors (NAICS)

44-45	Retail trade	45%
71	Arts, entertainment and recreation	16%

Top Occupations (NOC) for Graduates

6421	Retail salespersons	28%
5241	Graphic designers and illustrators	9%

Labour Force Status

Employed	34	87%	Not in the labour force	14
Unemployed	5	13%		

Employed in NB

85%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	12%	8%	\$915	27%
	Temporary	4%	-		4%
Part-time	Permanent	-	-	\$246	19%
	Temporary	15%	8%		-
Self-employed		4%	-	-	-
Total / wt. average		29%	12%	\$550	59%

Since Graduation

Percent Employed Since Graduation	89%	Percent of Total Employment Related to Training	45%
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Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	119	56	47%
Male	-	-	
Female	119	56	

2020 Survey of 2019 Graduates of NBCCD

Foundation Visual Arts

Summary

EMPLOYMENT RATE

(Reference Week)

92%

Related Earnings

(Reference Week)

Full-time	\$400
Part-time	\$238
Total / wt. average	\$265

Program Evaluations

	Excellent/good
Program content	87%
Facilities available	100%
Equipment available	97%
Quality of instruction	89%
Student services	79%
Job preparation	65%

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

44-45	Retail trade	53%
51	Information and cultural industries	11%
72	Accommodation and food services	11%

Top Occupations (NOC) for Graduates

6421	Retail salespersons	29%
5241	Graphic designers and illustrators	10%

Labour Force Status

Employed	22	92%	Not in the labour force	13
Unemployed	2	8%		

Employed in NB 91%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	7%	\$400	20%
	Temporary	7%	-		-
Part-time	Permanent	7%	-	\$238	27%
	Temporary	13%	13%		7%
Self-employed		-	-	-	-
Total / wt. average		18%	14%	\$265	68%

Since Graduation

Percent Employed Since Graduation 82% Percent of Total Employment Related to Training 38%

Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	90	38	42%
Male	23	7	
Female	67	31	

2020 Survey of 2019 Graduates of NBCCD

5.0 Labour Market Information

The following table presents program-level information.

REFERENCE WEEK (November 22 nd – 28 th , 2020)									
LABOUR FORCE ³⁹									
	# Graduates	# Respondents	Response Rate	Participation Rate	# Unemployed	# Employed	Employment Rate	Related Employment	Employed Since Graduation
OVERALL	162	71	44%	72%	6	42	88%	45%	87%
Aboriginal Visual Arts	8	4	50%	-	-	-	-	-	-
Advanced Studio Practice	7	3	43%	-	-	-	-	-	-
Digital Media	12	4	33%	-	-	-	-	-	-
Fashion Design	8	5	63%	-	-	-	-	-	-
Fine Craft: Ceramics	8	4	50%	-	-	-	-	-	-
Fine Craft: Jewellery and Metal Arts	4	3	75%	-	-	-	-	-	-
Foundation Visual Arts	90	38	42%	65%	2	22	92%	32%	82%
Graphic Design	14	5	36%	-	-	-	-	-	-
Photography	6	4	67%	-	-	-	-	-	-
Textile Design	5	1	20%	-	-	-	-	-	-

³⁹ Respondents who did not provide a response were excluded.

2020 Survey of 2019 Graduates of NBCCD

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.

NBCCD - Overall (n = 71)	Excellent	Good	Fair	Poor	Don't know/ Prefer not to answer
Program Content	58%	31%	10%	1%	-
Facilities Available	62%	27%	7%	4%	-
Equipment Available	62%	28%	7%	3%	-
Quality of Instruction	52%	37%	10%	1%	-
Student Services	48%	27%	18%	7%	-
Job Preparation	42%	26%	20%	12%	7%

Appendix A - Terminology

Terminology

NBCCD

During the 2019 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, 2019.

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.

2020 Survey of 2019 Graduates of NBCCD

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 November 22-28, 2020 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.