



**2024 SURVEY OF 2023 GRADUATES
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 *2024 Survey of 2023 Graduates of the New Brunswick College of Craft and Design*. The survey was conducted with 25 graduates over a 10-week period starting October 2, 2024. This represents a response rate of 45%.¹

The reference week for the survey was September 22 to 28, 2024. Survey results indicate that graduates of NBCCD from the class of 2023 were again successful in locating employment, with an employment rate of 78%.

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: https://www2.gnb.ca/content/gnb/en/departments/post-secondary_education_training_and_labour/People/content/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) 453-2597

¹ The population for this year's survey consisted of those who graduated during the 2023 *calendar* year **and** who provided their consent for use of their contact information. Four respondents indicated during surveying that they did not graduate from NBCCD in 2023 and were removed from the sample, thus, the graduate population (n=59) was reduced to a sampling frame of 55 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)

http://www2.gnb.ca/content/gnb/en/services/services_renderer.5097.html

The Department of Post-Secondary Education, Training and Labour provides support through TSD 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.

NBjobs.ca

www.nbjobs.ca

NBjobs.ca provides a wide range of information on the New Brunswick labour market for 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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2024 Survey of 2023 Graduates of NBCCD

Executive Summary

This report presents the findings of the *2024 Survey of 2023 Graduates of the New Brunswick College of Craft and Design*. The survey generated information from 25 graduates, representing 45% of the 55 graduates to be contacted for this survey.²

The points that follow present key information obtained through the 2024 survey:

- ▶ The labour force participation rate in the reference week for graduates one year following graduation decreased from 83% the previous year to 72% in 2024.
- ▶ The employment rate in the 2024 reference week for graduates one year following graduation was 78%, which is down considerably from 97% in 2023. Conversely, the unemployment rate in 2024 increased to 22%, up from 3% in 2023.
- ▶ The percentage of graduates who have been employed at some point since graduation (84%) has decreased only slightly over the past year (89% in 2023).
- ▶ Sixty-two percent (62%) had employment related to their training in the reference week, which is similar to what was reported in 2023 (61%). However, there was a considerable drop in those reporting employment that was directly related to their training (8%, down from 43% in 2023).
- ▶ The percentage of employed graduates who reported being solely self-employed in the reference week (7%) was lower than the proportion from the previous year (30% in 2023).
- ▶ During the reference week, 50% of graduates were practising their craft or preparing for an exhibit for which they were not being paid (down slightly from 56% in 2023).

One should interpret results throughout this report with caution due to small sample sizes (25 respondents in 2024 and 36 respondents in 2023).

² The population for this year's survey consisted of those who graduated during the 2023 *calendar* year **and** who provided their consent for use of their contact information. Four respondents indicated during surveying that they did not graduate from NBCCD in 2023 and were removed from the sample, thus, the graduate population (n=59) was reduced to a sampling frame of 55 graduates.

2024 Survey of 2023 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 2024 survey, interviews were completed with 25 graduates from a total listing of 55 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 *2024 Survey of 2023 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 2024 survey and provides a profile of the graduates contacted.
- **Section 3.0** presents the information highlights from the 2024 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 2023 *calendar* year and who provided their consent for use of their contact information. Four respondents indicated during surveying that they did not graduate from NBCCD in 2023 and were removed from the sample, thus, the graduate population (n=59) was reduced to a sampling frame of 55 graduates.

2024 Survey of 2023 Graduates of NBCCD

2.0 Methodology

The 2024 Survey of 2023 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 2024, the New Brunswick College of Craft and Design (NBCCD) generated a database with background and current contact information for 59 graduates from the Class of 2023.⁴ The background data and required contact information was retrieved from the NBCCD's student information management system.

During surveying, four graduates were removed from the original list⁵, leaving 55 eligible respondents. The 25 interviews completed represent 45% 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 2024 survey was September 22 to 28, 2024.***

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 2, 2024 to December 12, 2024.

In total 25 NBCCD graduates completed the 2024 survey. Of those completed surveys, 15 (60%) were completed online and 10 (40%) 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 2023 *calendar year* and who provided their consent for use of their contact information.

⁵ These four graduates were removed from the list because they indicated that they were not graduates of 2023.

3.0 Survey Highlights

The information in this section presents a summary of research findings for the Class of 2023 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 dropped from 83% the previous year to 72% in 2024.

Table 1 presents comparative labour market information for the 2024 survey⁶ and the population of New Brunswick. As shown, NBCCD graduates had a much higher unemployment rate than the province as a whole (7%).

Labour Market Indicators	Labour Force Survey ⁷	2024 Survey (Reference Week) ⁸
Labour force	n=430,100	n=18
Employed	n=400,400	n=14
Unemployed	n=29,700	n=4
Participation rate	60%	72%
Unemployed rate	7%	22%

Overall, the employment rate has decreased considerably over the past year (78% in 2024 versus 97% in 2023). It should not be noted, however, that these proportions are impacted by very small sample sizes. In 2024, the number of respondents classified as unemployed was only four graduates.

During the reference week, 86% of employed graduates were employed in New Brunswick, compared to 82% who were employed in New Brunswick in the previous survey.

3.2 Additional Education / Training for Graduates

The majority of graduates (71%) were attending or planning to attend an educational institution or training program at the time of survey.⁹ The percentage of graduates attending or planning to attend an educational institution or training program has increased considerably compared to the past year (42% in 2023).

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

⁷ Statistics Canada Labour Force Survey, November 2024, seasonally adjusted. CANSIM table 14-10-0287-01. Retrieved from <https://www150.statcan.gc.ca/n1/daily-quotidien/241206/dq241206a-eng.htm>. For youth aged 15-24 the unadjusted unemployment rate was 7.0% in November 2024.

⁸ Results should be interpreted with caution due to small sample sizes.

⁹ Respondents who did not provide a response were excluded; percentage based on n=24.

2024 Survey of 2023 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. This is only slightly lower than last year's rate of 89%.

Among those graduates with one or more months of employment since completing their training, 81% reported that at least some of their employment was related to their training.¹⁰ On average, 61% of those months were in positions related to their training.¹¹

Year	Percentage
2024	81%
2023	77%
2022	54%
2021	47%
2020	61%

3.4 Geographic Location of Graduates

At the time of the survey, 88% of graduates who responded were residing in New Brunswick, which is similar to the previous class of graduates (86%). Five respondents (20%) had lived outside New Brunswick since graduation, four of which 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
2024	72% (n=18/25)	20% (n=5/25)	80% (n=4/5)	75% (n=3/4)
2023	57% (n=20/35)	17% (n=6/36)	50% (n=3/6)	67% (n=2/3)
2022	71% (n=24/34)	9% (n=3/35)	67% (n=2/3)	100% (n=1/1)
2021	82% (n = 18/22)	5% (n = 1/22)	100% (n = 1/1)	0% (n = 0/1)
2020	63% (n = 44/70)	17% (n = 12/69)	45% (n = 5/11)	100% (n = 6/6)

At the time of the survey, 60% of respondents resided in Fredericton, while 28% were living in other communities across New Brunswick.

¹⁰ Respondents who did not provide a response were excluded; percentages based on n=16.

¹¹ 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=16.

¹² Respondents who did not provide a response were excluded.

2024 Survey of 2023 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 7% (n=1) of employed graduates were solely self-employed during the reference week and none were both employed and self-employed. The respondent who was solely self-employed did not report having any employees.

Total employed	One employer	More than one employer	One employer and self-employed	Self-employed
n=14	79%	14%	0%	7%

Employed graduates held a variety of positions including permanent (57%), temporary (36%), and self-employment (7%). The proportion of employed graduates working in permanent positions has increased compared to last year (48%), while the proportion of self-employed graduates has decreased from last year (32%).

	Permanent	Temporary	Self-employed
2024	57%	36%	7%
2023	48%	20%	32%
2022	56%	28%	16%
2021	50%	40%	10%
2020	61%	37%	2%

As shown in Table 6, 62% of employed graduates were employed in the reference week in positions that were related to their training (8% directly related; 54% indirectly related) while 38% 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 virtually unchanged compared to the past year (61% in 2023), however, there was a considerable drop in those in directly related positions (43% in 2023).

	Directly related	Indirectly related	Not at all related
2024	8%	54%	38%
2023	43%	18%	39%
2022	40%	20%	40%
2021	20%	30%	50%
2020	31%	14%	55%

¹³ Respondents who did not provide a response were excluded; percentages in 2024 based on n=13.

2024 Survey of 2023 Graduates of NBCCD

Overall, 38% of employed graduates were in full-time positions during the reference week, which is a decline from the previous year's rate of 59%.

	Full-time	Part-time
2024	38%	62%
2023	59%	41%
2022	61%	39%
2021	56%	44%
2020	46%	54%

Graduates working full-time averaged 39 hours during the reference week with an average weekly wage of \$1,118. Graduates working part-time averaged 15 hours with an average weekly wage of \$219.¹⁵

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. The majority of employed graduates (56%) have been employed in the reference week job for at least 51 weeks.

	1-10 weeks	11-30 weeks	31-50 weeks	51+ weeks
2024	22%	22%	0%	56%
2023	14%	19%	10%	57%
2022	5%	30%	15%	50%
2021	10%	40%	0%	50%
2020	23%	26%	9%	43%

Occupational Classification of Employment

Given the small sample size of employed respondents (n=14), detailed information about graduates' occupations during the reference week is not provided. Only three occupations were reported by more than one respondent; *retail salespersons and visual merchandisers* (21%, n=3), *graphic designers and illustrators* (14%, n=2), and *painters, sculptors and other visual artists* (14%, n=2).

Industrial Classification of Employment

The four industries mentioned by more than one employed respondent were the *arts, entertainment and recreation* (29%, n=4), *retail trade* (21%, n=3), *health care and social assistance* (14%, n=2), and *accommodation and food services* (14%, n=2) industries.

¹⁴ Respondents who did not provide a response were excluded; percentages for 2024 based on n=13.

¹⁵ Respondents who did not provide a response were excluded. Results should be interpreted with caution due to small sample sizes.

¹⁶ Respondents who did not provide a response were excluded; percentages for 2024 based on n=9.

2024 Survey of 2023 Graduates of NBCCD

Unemployed and Not in the Labour Force

Overall, 44% of graduates (n=11) reported not working during the reference week. Of those who were not working, 36% (n=4) were classified as unemployed and 64% were not in the labour force (n=7).

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 part- or full-time* (73%), *own illness or disability* (9%), *inability to find jobs related to their training* (9%), or *no jobs available* (9%) as the reasons that they were not working during the reference week.

Eighty-two percent (82%; n=9) 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. These graduates reported that they *wanted to upgrade existing skills* (56%, n=5), *wanted to learn a new trade or occupation* (33%, n=3), or *wanted to learn something new out of personal interest* (11%, n=1).

2024 Survey of 2023 Graduates of NBCCD

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. Those who had been employed since graduation averaged nearly two jobs (1.6).

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:

- 43% of graduates reported that they were aware of these services; and
- 57% were not aware of these services.¹⁷

Among those who were aware of these services (n=10)¹⁸:

- 90% heard about PLAR through their *college campus*;
- 30% heard about PLAR through *word of mouth*; and
- 10% heard about PLAR through *a university*.

Of graduates who were aware of these services, three (30%, n=3) said they had used them. All three graduates reported applying for the Credit Transfer but not Prior Learning Assessment services. Of those three, one reported receiving course credit that resulted in reduced course load and one reported in resulted in reduced tuition.

About 22% (n=2) of graduates who were not aware of these services said they believe these services would have been useful to them had they been aware of them.¹⁹

Post Program Artistic Involvement of NBCCD Graduates

During the reference week, half of graduates (50%, n=12) were practising their craft or preparing for an exhibit for which they were not being paid.²⁰

¹⁷ Respondents who did not provide a response were excluded; percentages based on n=23.

¹⁸ Respondents could provide multiple responses; therefore, percentages may not sum to 100%.

¹⁹ Respondents who did not provide a response were excluded; percentage based on n=9.

²⁰ Respondents who did not provide a response were excluded; percentage based on n=24.

4.0 Survey Results

The following section contains a fact sheet for the NBCCD Class of 2023 overall, fact sheets for male and female respondents, and fact sheets for programs for which a sufficient number were interviewed.²¹

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

²¹ Only academic groups and programs that had graduates who consented to be contacted are represented in these numbers.

2024 Survey of 2023 Graduates of NBCCD

Survey Respondents	All Programs
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EMPLOYMENT RATE	Related Earnings	Program Evaluations	
(Reference Week)	(Reference Week)	Net Promoter Score	+56
78%	Full-time	Program content	Excellent/good 92%
	Part-time	Facilities available	88%
	Total / wt. average	Equipment available	88%
		Quality of instruction	88%
		Student services	75%
		Job preparation	79%

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

71	Arts, entertainment and recreation	29%
44-45	Retail trade	21%

Top Occupations (NOC) for Graduates

64100	Retail salespersons and visual merchandisers	21%
52120	Graphic designers and illustrators	14%
53122	Painters, sculptors and other visual artists	14%

Labour Force Status

Employed	14	78%	Not in the labour force	7
Unemployed	4	22%		

Employed in NB 86%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	15%	\$1,117	15%
	Temporary	-	8%		-
Part-time	Permanent	-	15%	\$155	15%
	Temporary	-	15%		8%
Self-employed		8%	-	-	-
Total / wt. average		8%	54%	\$567	38%

Since Graduation

Percent Employed Since Graduation 84% Percent of Total Employment Related to Training 61%

Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	55	25	45%
Male	12	5	
Female	32	15	

2024 Survey of 2023 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

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

Reference Week

Top Employment Sectors (NAICS)

44-45	Retail trade	50%
72	Accommodation and food services	50%

Top Occupations (NOC) for Graduates

64100	Retail salespersons and visual merchandisers	50%
63200	Cooks	50%

Labour Force Status

Employed	2	50%	Not in the labour force	1
Unemployed	2	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 33%

Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	12	5	42%
Male	12	5	
Female	-	-	

2024 Survey of 2023 Graduates of NBCCD

Female Respondents

All Programs

EMPLOYMENT
RATE

(Reference Week)

91%

Related Earnings

(Reference Week)

Full-time	\$1,117
Part-time	\$136
Total / wt. average	\$626

Program Evaluations

	Excellent/good
Program content	93%
Facilities available	80%
Equipment available	87%
Quality of instruction	87%
Student services	71%
Job preparation	93%

Reference Week

Top Employment Sectors (NAICS)

71	Arts, entertainment and recreation	40%
62	Health care and social assistance	20%

Top Occupations (NOC) for Graduates

52120	Graphic designers and illustrators	20%
53122	Painters, sculptors and other visual artists	20%

Labour Force Status

Employed	10	91%	Not in the labour force	4
Unemployed	1	9%		

Employed in NB 80%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	22%	\$1,117	22%
	Temporary	-	11%		-
Part-time	Permanent	-	11%	\$136	-
	Temporary	-	22%		-
Self-employed		11%	-	-	-
Total / wt. average		11%	67%	\$626	22%

Since Graduation

Percent Employed Since Graduation 87% Percent of Total Employment Related to Training 61%

Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	32	15	47%
Male	-	-	
Female	32	15	

2024 Survey of 2023 Graduates of NBCCD

Foundation Visual Arts

Summary

EMPLOYMENT RATE

(Reference Week)

75%

Related Earnings

(Reference Week)

Full-time	\$1,117
Part-time	\$155
Total / wt. average	\$567

Program Evaluations

	Excellent/good
Program content	96%
Facilities available	86%
Equipment available	87%
Quality of instruction	96%
Student services	78%
Job preparation	82%

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

44-45 Retail trade 25%

Top Occupations (NOC) for Graduates

64100	Retail salespersons and visual merchandisers	25%
52120	Graphic designers and illustrators	17%

Labour Force Status

Employed	12	75%	Not in the labour force	7
Unemployed	4	25%		

Employed in NB

92%

Employment / Earnings Information		Employment related to training			Not at all related
		Directly	Indirectly	Avg. weekly earnings	
Full-time	Permanent	-	17%	\$1,117	17%
	Temporary	-	8%		-
Part-time	Permanent	-	17%	\$155	17%
	Temporary	-	17%		8%
Self-employed		-	-	\$567	-
Total / wt. average		-	58%	\$480	42%

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

Since Graduation

Percent Employed Since Graduation	83%	Percent of Total Employment Related to Training	58%
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Response Information

	GRADUATES	RESPONDENTS	RESPONSE RATE
TOTAL	52	23	44%
Male	12	5	
Female	29	13	

2024 Survey of 2023 Graduates of NBCCD

5.0 Labour Market Information

The following table presents program-level information.

REFERENCE WEEK (September 22 nd – 28 th , 2024)									
LABOUR FORCE ²²									
	# Graduates	# Respondents	Response Rate	Participation Rate	# Unemployed	# Employed	Employment Rate	Related Employment	Employed Since Graduation
OVERALL	55	25	45%	72%	4	14	78%	61%	84%
Advanced Studio Practice	3	2	67%	-	-	-	-	-	-
Foundation Visual Arts	52	23	44%	70%	4	12	75%	58%	83%

²² Respondents who did not provide a response were excluded.

2024 Survey of 2023 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=25)	Excellent	Good	Fair	Poor	Don't know/ Prefer not to answer
Program Content	64%	28%	8%	-	-
Facilities Available	58%	29%	8%	4%	4%
Equipment Available	52%	36%	12%	-	-
Quality of Instruction	68%	20%	12%	-	-
Student Services	38%	38%	25%	-	4%
Job Preparation	46%	33%	17%	4%	4%

6.1 Likelihood to recommend NBCCD

Starting in the 2024 survey, graduates were asked to rate their likelihood to recommend their institution to friends or family, using a scale from 0 to 10 where 0 means "Not at all likely" and 10 means "Extremely likely."

As shown in the table below, over half (60%) of graduates were considered 'Promoters' of NBCCD, providing a rating of 9 or 10 out of 10. The Net Promoter Score (NPS) is calculated by subtracting the proportion of 'Detractors' (those providing a rating of less than 7) from the proportion of 'Promoters'. In the 2024 survey, the overall NPS among graduates was +54.

	Promoter (9 or 10)	Passive (7 or 8)	Detractor (0 to 6)	Net Promoter Score
2024	60%	36%	4%	+54

Appendix A - Terminology

Terminology

NBCCD

During the 2023 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, 2023.

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.

2024 Survey of 2023 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) 2021

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 22 to September 28, 2024 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.