

Key Research Findings

This analysis was based on the pre-determined criteria listed below:

Section	Description	Measures
Student Demand	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p>Click Below to Access Full Source Document: Fall Enrollment Trend</p>	<ul style="list-style-type: none"> ● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3% ● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9% ● Weak = Fleming enrolment growth is less than the system demand and is less than 1%
Labour Market	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> ● Strong = Between 5-6 positive labour market indicators ● Moderate = Between 3-5 positive labour market indicators ● Weak = Between 1-2 or no positive labour market indicators
Competitive Analysis	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Click Below to Access Full Source Document: Fall Conversion Report</p>	<ul style="list-style-type: none"> ● Strong = Fleming conversion ratio is greater than 2 below the system ● Moderate = Fleming conversion ratio is 1 above, below or equal to the system ● Weak = Fleming conversion ratio is greater than 2 above than the system
Financial Analysis	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p>Click Below to Access Full Source Document: Costing Analysis</p>	<ul style="list-style-type: none"> ● Strong = CTO is greater than 35% ● Moderate = CTO is between 30 - 34% ● Weak = CTO is between 20 – 30% <p>No Contribution = 19% or less</p>

Key Research Findings

Key Performance Indicators	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p>Click Below to Access Full Source Document: Key Performance Indicators</p>	<ul style="list-style-type: none"> ● Strong = Above system average in 6-7 indicators ● Moderate = Above system average in 3-5 indicators ● Weak = Above system average in 0-2 indicators.
Resource Analysis	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

Key Research Findings

Community Integration through Cooperative Education (59650)

Student Demand¹

• **MODERATE**

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

Certificate

- Durham is the only school offering this program, which has experienced a mean growth rate of **1%** and an average registration of **21 students**

Diploma

- Four schools currently offer this program, including one of Fleming's key competitors
- Georgian, the main competitor, began offering this program in 2011 and received **18 registrations** during that first year
- Overall, Lambton has the highest mean growth rate (**10%**) and Sault has the lowest (**-6%**)
- Georgian and Lambton both have the highest average registration of **18 students**, and St. Lawrence, which began offering this program in 2011, has the lowest with **5 students**

Certificate

Program: 49650 - COMMUNITY INTEGRATION THROUGH CO-OPERATIVE EDUCATION														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
DURHAM	21	20	-5	20	20	0	20	21	5	21	22	5	1	21
Total	21	20	-5	20	20	0	20	21	5	21	22	5		

Diploma

Program: 59650 - COMMUNITY INTEGRATION THROUGH CO-OPERATIVE EDUCATION														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
GEORGIAN											18			18
LAMBTON	17	15	-12	15	19	27	19	17	-11	17	23	35	10	18
SAULT	13	15	15	15	15	0	15	17	13	17	8	-53	-6	14
ST. LAWRENCE											5			5
Total	30	30	0	30	34	13	34	34	0	34	54	59		

¹ Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

Key Research Findings

Labour Market

• **MODERATE**

Employment Ontario

Not Available

HRSDC²

Food Counter Attendants, Kitchen Helpers and Related Occupations (NOC – 6641)

- Job Openings (2011/2020): **65,110**
- Job Seekers(2011/2020): **60,582**
- Post Secondary Education Graduates: **110,066 (182%)**
- “Based on projections and considering that there was a labour surplus in this occupation, it is expected that the labour surplus will continue. In other words, the number of job seekers in this occupation will continue to exceed the number of job openings over the 2011-2020 period. Job openings will arise from both new positions due to economic growth and from retirements. Although retirements will be one of the main sources of job openings, the retirement rate will be very low. Workers in this occupation are very young and retire later than in other occupations. Employment growth for food counter attendants and kitchen helpers will be relatively good. The recent recession negatively affected this occupation in the short term since people tend to eat in restaurants less often in times of economic uncertainty. However, workers in this occupation mainly work in fast food restaurants, which are generally less affected by recessions. With the economic recovery, employment growth in this occupation is expected to regain its strength over the medium term. School leavers will be the main source of job seekers. Immigrants are also expected to represent a significant number of job seekers in this occupation as compared with other occupations. Since this occupation only requires on-the-job training, a number of workers choose to work in this occupation on a temporary basis while looking for a job that better matches their career goals. Consequently, in the coming years, a large number of workers in this occupation will leave for other occupations, which will compensate in part for the significant number of school leavers by creating replacement needs.”

US Bureau of Labour³

Food and Beverage Serving and Related Workers

- Employment Growth (2010/2020): **Increase 12%**
 - **4,110,400 (2010) to 4,602,000 (2020)**
- “Overall employment of food and beverage serving and related workers is projected to grow 12 percent from 2010 to 2020, about as fast as the average for all occupations. Employment growth will vary by specialty.”

² "Food Counter Attendants And Kitchen Helpers (664)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 27 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=87>>.

³ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Food and Beverage Serving and Related Workers, on the Internet at <http://www.bls.gov/ooh/food-preparation-and-serving/food-and-beverage-serving-and-related-workers.htm> (visited August 27, 2012).

Key Research Findings

- “Nonrestaurant servers, such as those who deliver food trays in hotels, hospitals, residential care facilities, and at catered events, are expected to have about as fast as average employment growth. Combined food preparation and serving workers, which includes fast-food workers, will also have about as fast as average employment growth. Because these workers are essential to the operation of a food-serving establishment, they will continue to be in demand.”
- “Employment growth of dining room and cafeteria attendants, counter attendants, and hosts and hostesses is expected to be slower than the average. Despite slower than average employment growth, these workers will still be needed to perform important duties at food-serving establishments as a growing population continues to eat outside of the home.”
- “Job opportunities for food and beverage serving and related workers are expected to be excellent, because of the large number of workers who need to be replaced.”
- “Workers with related work experience and excellent customer-service skills should have the best job opportunities at upscale restaurants. Still, those seeking positions at these establishments may face competition, as potential earnings from tips are greatest, so the number of job applicants often exceeds the number of job openings.”

Sector Council Report

Canada Pension Plan Disability Vocational Rehabilitation Program⁴

- “The Canada Pension Plan Disability Vocational Rehabilitation Program offers vocational counselling, financial support for training, and job search services to recipients of [Canada Pension Plan \(CPP\) Disability Benefits](#) to help them return to work.”

Opportunities Fund for Persons with Disabilities⁵

- Through funding for organizations, the Opportunities Fund for Persons with Disabilities program helps people with disabilities prepare for, obtain and maintain employment or self-employment.

About the Opportunities Fund for Persons with Disabilities program

- The Opportunities Fund for Persons with Disabilities program offers funding for local, regional, and national projects.
 - **Funding for local and regional projects** helps organizations create local or regional projects involving eligible activities. Through local and regional projects, recipient organizations deliver eligible activities to individuals.
 - **Funding for national projects** helps organizations create projects designed to provide and improve employment services and increase the labour market participation of people with disabilities across Canada. Through national projects, recipient organizations deliver eligible activities to individuals in various regions.

⁴ “Canada Pension Plan Disability Vocational Rehabilitation Program.” *Service Canada*. N.p., n.d. Web. 29 Aug. 2012. <http://www.servicecanada.gc.ca/eng/sc/cpp/disability/vocational_rehabilitation.shtml>.

⁵ “Opportunities Fund for Persons with Disabilities.” *Service Canada*. N.p., n.d. Web. 29 Aug. 2012. <<http://www.servicecanada.gc.ca/eng/of/index.shtml>>.

Key Research Findings

How is the program delivered?

- Funding for local and regional projects is distributed through a contribution agreement with a service provider. Funding for national projects is distributed by means of a [Call for Proposals](#). Individuals may contact an organization currently funded under the [National Projects](#) option to determine the location(s) and types of services offered (i.e. eligible activities).

Link Up Employment Services for Persons with Disabilities⁶

- “Link Up Employment Services for Persons with Disabilities is a charitable, not-for-profit employment services agency with a head office in the heart of Toronto, Ontario, and a branch office in Woodbridge, Ontario.”
- “When we first opened our doors in 1992, it was in response to two great needs; a need by disabled job seekers for employment suited to their skills and abilities and an equal need by Toronto businesses for qualified, able and committed employees. Since that first day almost two decades ago, we have been working steadily to meet and to go beyond meeting both of those needs. Since that day, we have been working steadily and tirelessly and over the years have succeeded in matching thousands of persons with disabilities to the labour market and have assisted hundreds of others in obtaining the skills necessary to set them solidly on a course towards employment.”
- “Link Up attributes much of its success to the wide array of cross-disability programs and services that we have developed and employed over the years. From our initial very thorough assessment of each job seeker’s skills and abilities to our equally thorough analysis of each employer’s particular requirements to our continuing support of job seekers through workshops, seminars and opportunities to meet local business recruiters to our willingness to assist with special needs accommodations, Link Up is ever present and available at every step along the way to employment. Administration of these programs and services by a dedicated staff, a strong clear vision from those who guide our organization and the constant cooperation, support and assistance of our labour market and service provider partners have all added to and multiplied this success.”
- “Every year since our start, we have expanded and grown and reached out further and further, and in 1999, our efforts, work and action on behalf of job seekers with disabilities was recognized when Toronto City Council chose us for their prestigious City of Toronto Access Award. This award, which is presented annually to an organization that has ‘significantly contributed to improving access for people with disabilities in the city of Toronto’, is a great source of pride to us and has since served as an impetus to even greater effort and action on behalf of our clients.”

⁶ "Overview." *Link Up Employment Services for Persons with Disabilities*. N.p., n.d. Web. 29 Aug. 2012. <<http://www.linkup.ca/index.html>>.

Key Research Findings

- “Link Up looks to the future with excitement and with hope, and always to new and better ways to serve our job seekers and our employers. In 2011, we plan to move in a number of directions. We will further our partnerships established with various community organizations and private sector businesses to create programs to assist job seekers in developing a solid work ethic, strong work habits, a positive attitude and a real appreciation of work and employment. Soon to follow and very high on our list of priorities are programs to address the very special employment needs of youth with disabilities. We are keenly aware of the substantial extra barriers this group faces, know well their potential and the diversity of skills and abilities they are able to offer and are determined to assist in any way we can to lower their barriers and allow them their chance to succeed. Link Up also, in growing recognition and appreciation of the importance of safety in the workplace, has been actively looking for fresh ways to address this issue and opportunities to make our contribution to the safety and security of employees and employers. This search has led to a partnership and close collaboration with the Workplace Safety and Insurance Board and rollout in 2005 of a health and safety awareness program, [SafeAbility](#), that is being taught to job seekers, disabled and non-disabled, across the Greater Toronto Area and beyond.”
- “Finally, in 2007, Link Up released [‘From Disabilities to Possibilities: A Guide to Hiring, Training and Retaining People with Disabilities’](#), an employer’s guide to successfully employing persons with disabilities. Link Up is thrilled to hear that this guide is now being used effectively by private and public sector employers across Ontario and is increasingly being requested by other Canadian provinces.”
- “Link Up’s aim is to reach out to an ever-widening circle of persons with disabilities and to offer an ever-widening range of services to this circle. By continuing to reach out and offer our services, we make it possible for more and more persons with disabilities to make a contribution towards the economic life of their city and allow more and more businesses access to the entire pool of talent available when filling their positions. We will consider ourselves truly successful when all persons with disabilities have been allowed this chance and all companies given access to all job candidates available.”

McDonalds Employment Facts

- “McDonald's Corporation and its franchisees are among the nation's largest employers of working parents, seniors, individuals with special needs and teenagers”⁷

⁷ “McDonald’s Employment Facts.” *McDonald's Electric Press Kit*. N.p., n.d. Web. 27 Aug. 2012. <http://mcdepk.com/fifthannualraykrocawards/downloads/employment_facts.pdf>.

Key Research Findings

Employment Profile⁸

In 2010-2011, **8.3%** of graduates were employed in a full time position which related to this program of study provincially

Developmental Services Worker

Total Graduates:	580	Total Graduates in Survey:	421	Response Rate:	73.0%
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^a 594 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

Programs in Developmental Services Worker

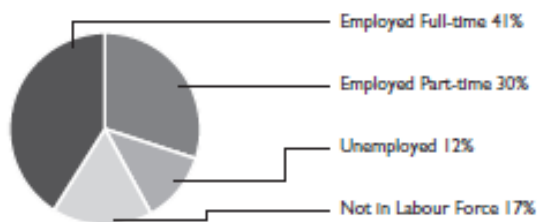
Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Community Integration Through Co-operative Education	2 Years	59	48	38	Durham, Humber, Lambton, Sault
Developmental Disabilities	1 Year	15	11	9	Lambton
Developmental Services Worker	2 Years	506	362	304	Algonquin, Cambrian, Centennial, Confederation, Fanshawe, Georgian, Humber, La Cité, Loyallist, Northern, St. Clair

Summary of Survey Data

	Program Cluster	All Programs
Survey Population	421	50,622
Labour Force Participation	83%	74%
Employment Rate^a	86%	83%
Employed Part-time ^a	37%	18%
Employed Full-time ^a	49%	65%
Average Annual Earnings – Total	\$32,265	\$33,199
Average Annual Earnings – Female	\$31,516	\$31,897
Average Annual Earnings – Male	\$37,430	\$34,607
Graduate Satisfaction	86%	79%
Employer Satisfaction	93%	93%

a. As a percentage of graduates in the labour force.

Graduate Outcomes for Program Cluster (as a percentage of all respondents)



⁸ "Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.

<<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>>.

Key Research Findings

Developmental Services Worker

Top Five Industries of Employment

	#	%
Social Assistance	94	33.3%
Nursing and Residential Care Facilities	89	31.6%
Educational Services	45	16.0%
Ambulatory Health Care Services	13	4.6%
Food Services and Drinking Places	7	2.5%

Top Five Occupational Categories

	#	%
Community and Social Service Workers	141	49.6%
Elementary and Secondary School Teacher Assistants	32	11.3%
Early Childhood Educators and Assistants	25	8.8%
Visiting Homemakers, Housekeepers and Related Occupations	19	6.7%
Nurse Aides, Orderlies and Patient Service Associates	9	3.2%

Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Community Integration Through Co-operative Education	4	8.3	2	4.2	3	6.3	7	14.6	22	45.8	10	20.8
Developmental Disabilities	1	9.1	—	—	5	45.5	2	18.2	1	9.1	2	18.2
Developmental Services Worker	146	40.3	19	5.2	93	25.7	18	5.0	28	7.7	58	16.0
All Programs in Cluster	151	35.9	21	5.0	101	24.0	27	6.4	51	12.1	70	16.6

Earnings of Full-time Employed Participants

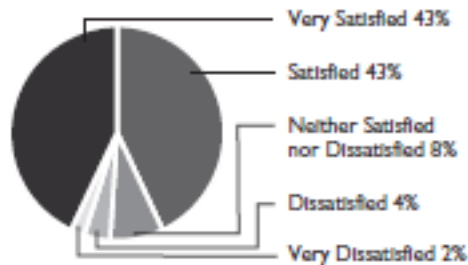
Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Community Integration Through Co-operative Education	—	—	—	—	\$21,026	\$20,711
Developmental Disabilities	—	—	—	—	—	—
Developmental Services Worker	\$31,767	\$39,947	\$31,286	\$40,000	\$32,733	\$31,969
All Programs in Cluster	\$31,516	\$37,430	\$31,286	\$37,022	\$32,265	\$31,317

Key Research Findings

Developmental Services Worker

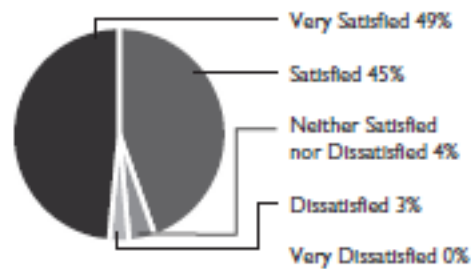
Program Cluster Satisfaction

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation.*



* 390 graduates participated in this questions.

Employer Satisfaction with employee overall college preparation for the type of work he/she was doing.*



* 74 employers participated in this survey.

Program Cluster Historical Data

	00-01 Grads	01-02 Grads	02-03 Grads	03-04 Grads	04-05 Grads	05-06 Grads	06-07 Grads	07-08 Grads	08-09 Grads	09-10 Grads
Percentage Employed	94.5%	93.6%	93.2%	91.2%	93.0%	90.5%	93.4%	92.1%	88.6%	85.5%
Percentage Employed Full-time	66.5%	65.2%	65.2%	64.5%	61.8%	59.3%	61.0%	57.4%	56.6%	49.0%
Percentage Employed Full-time Related Jobs	62.3%	58.5%	57.7%	57.2%	53.5%	51.8%	55.5%	50.8%	49.7%	43.0%
Average Annual Salary Full-time Related Jobs	\$25,391	\$25,914	\$27,467	\$29,160	\$29,943	\$30,016	\$31,859	\$32,444	\$34,620	\$33,200

Key Research Findings

Working in Canada⁹

Food Counter Attendants, Kitchen Helpers and Related Occupations (NOC – 6641)

- Ontario Rating: **Fair**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.25	10.25	16.48
Hamilton--Niagara Peninsula Region	10.25	10.25	12.83
Kingston - Pembroke Region	10.25	10.25	17.50
Kitchener--Waterloo--Barrie Region	10.25	10.25	15.00
London Region	10.25	10.25	16.00
Muskoka-Kawartha Region	10.25	10.25	18.00
Northeast Region	10.25	10.25	19.00
Northwest Region	10.25	10.25	20.25
Ottawa Region	10.25	10.25	15.00
Stratford--Bruce Peninsula Region	10.25	10.25	12.00
Toronto Region	10.25	10.25	16.98
Windsor-Sarnia Region	10.25	10.25	18.00

Competitive Analysis¹⁰

- **MODERATE**

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

Certificate

- Durham's conversion ratio has been high through the last five years, going down slightly in 2011 from **2:1** to **3:1**

Diploma

- Georgian, Lambton and Sault all had a **2:1** conversion ratio in 2011, and St. Lawrence had the lowest ratio out of the schools with **3:1**

⁹ "Food Counter Attendants, Kitchen Helpers and Related Occupations (NOC 6641)." *Working in Canada*. N.p., n.d. Web. 27 Aug. 2012. <<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6641&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=fast-food+preparer#wages>>.

¹⁰ Application data obtained from OCAS College Count Cube October 19, 2011 Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

Key Research Findings

Certificate

Program: 49650 - COMMUNITY INTEGRATION THROUGH CO-OPERATIVE EDUCATION															
	App. 2007 Reg. 2007 Conversion Ratio			App. 2008 Reg. 2008 Conversion Ratio			App. 2009 Reg. 2009 Conversion Ratio			App. 2010 Reg. 2010 Conversion Ratio			App. 2011 Reg. 2011 Conversion Ratio		
DURHAM	35	21	2:1	42	20	2:1	38	20	2:1	47	21	2:1	59	22	3:1
Total	35	21	2:1	42	20	2:1	38	20	2:1	47	21	2:1	59	22	3:1

Diploma

Program: 59650 - COMMUNITY INTEGRATION THROUGH CO-OPERATIVE EDUCATION															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
GEORGIAN	0			0			0			0			40	18	2:1
LAMBTON	20	17	1:1	26	15	2:1	30	19	2:1	20	17	1:1	40	23	2:1
SAULT	18	13	1:1	25	15	2:1	22	15	1:1	21	17	1:1	16	8	2:1
ST. LAWRENCE	0			0			0			0			17	5	3:1
Total	38	30	1:1	51	30	2:1	52	34	2:1	41	34	1:1	113	54	2:1

Financial Analysis	NOT AVAILABLE
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Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: –
- Program Weight: 8.30
- Funding Unit: 2.20

Key Performance Indicators	NOT AVAILABLE
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Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

Resource Analysis

Equipment

Staffing

Space