

# Key Research Findings

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

Section	Description	Measures
<b>Student Demand</b>	<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><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Enrollment Trend</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%</li> <li>● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%</li> <li>● Weak = Fleming enrolment growth is less than the system demand and is less than 1%</li> </ul>
<b>Labour Market</b>	<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"> <li>● Strong = Between 5-6 positive labour market indicators</li> <li>● Moderate = Between 3-5 positive labour market indicators</li> <li>● Weak = Between 1-2 or no positive labour market indicators</li> </ul>
<b>Competitive Analysis</b>	<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><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Conversion Report</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming conversion ratio is greater than 2 below the system</li> <li>● Moderate = Fleming conversion ratio is 1 above, below or equal to the system</li> <li>● Weak = Fleming conversion ratio is greater than 2 above than the system</li> </ul>
<b>Financial Analysis</b>	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Costing Analysis</a></p>	<ul style="list-style-type: none"> <li>● Strong = CTO is greater than 35%</li> <li>● Moderate = CTO is between 30 - 34%</li> <li>● Weak = CTO is between 20 – 30%</li> </ul> <p><b>No Contribution = 19% or less</b></p>

## Key Research Findings

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

# Key Research Findings

## University Transfer (44700)

<b>Student Demand<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• <b>MODERATE</b></li> </ul>
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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

- Twenty-four colleges offer this program, including all four of Fleming's main competitors
- Fleming has a **4%** mean growth rate, slightly lower than the system rate of **5%**
- Out of the key competitors, Georgian has the highest mean growth rate (**137%**) and Seneca has the lowest (**-5%**)
- Overall, Mohawk has the highest mean growth rate (**206%**) and St. Clair has the lowest mean growth rate (**-22%**)
- Algonquin has the highest average registration with **1061 students** and Boreal has the lowest with **14 students**

<sup>1</sup> 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: 44700 - GENERAL ARTS AND SCIENCE - ONE-YEAR														
	2007			2008			2009			2010			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)		
ALGONQUIN	879	1033	18	1033	1072	4	1072	1124	5	1124	1195	6	8	1061
CAMBRIAN	26	20	-23	20	36	80	36	26	-28	26	32	23	13	28
CANADORE	31	47	52	47	40	-15	40	44	10	44	36	-18	7	40
CENTENNIAL	127	127	0	127	173	36	173	158	-9	158	144	-9	5	146
COLLÈGE BORÉAL	15	19	27	19	8	-58	8	8	0	8	21	163	33	14
CONESTOGA	83	69	-17	69	80	16	80	75	-6	75	93	24	4	80
CONFEDERATION	56	32	-43	32	35	9	35	40	14	40	42	5	-4	41
DURHAM	289	264	-9	264	313	19	313	347	11	347	367	6	7	316
FANSHAWE	696	639	-8	639	687	8	687	654	-5	654	674	3	-1	670
FLEMING	203	205	1	205	217	6	217	255	18	255	235	-8	4	223
GEORGE BROWN	146	155	6	155	149	-4	149	150	1	150	129	-14	-3	146
GEORGIAN	7	42	500	42	61	45	61	79	30	79	57	-28	137	49
HUMBER	352	473	34	473	442	-7	442	511	16	511	533	4	12	462
LA CITÉ COLLÉGIAL	98	98	0	98	111	13	111	81	-27	81	93	15	0	96
LAMBTON	22	20	-9	20	30	50	30	17	-43	17	18	6	1	21
LOYALIST	18			26			26	25	-4	25	27	8	2	24
MOHAWK	9	13	44	13	111	754	111	161	45	161	129	-20	206	85
NIAGARA	150	186	24	186	185	-1	185	202	9	202	157	-22	3	176
NORTHERN	24	13	-46	13	13	0	13	12	-8	12	14	17	-9	15
SAULT	34	33	-3	33	44	33	44	49	11	49	30	-39	1	38
SENECA	289	240	-17	240	261	9	261	255	-2	255	229	-10	-5	255
SHERIDAN	169	196	16	196	259	32	259	306	18	306	233	-24	11	233
ST. CLAIR	136	96	-29	96	90	-6	90	89	-1	89	43	-52	-22	91
ST. LAWRENCE	100	105	5	105	130	24	130	123	-5	123	178	45	17	127
<b>Total</b>	<b>3959</b>	<b>4125</b>	<b>4</b>	<b>4125</b>	<b>4573</b>	<b>11</b>	<b>4573</b>	<b>4791</b>	<b>5</b>	<b>4791</b>	<b>4709</b>	<b>-2</b>	<b>5</b>	<b>4431</b>

**Labour Market**

**NOT APPLICABLE**

# Key Research Findings

## Competitive Analysis<sup>2</sup>

- **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

- Fleming's ratio was equal to the system's **(3:1)** in 2011, and the only direct competitor with a ratio that is not lower than the system is Georgian **(3:1)**
- Algonquin has had the highest number of applications but also registrations for the past 5 years
- Georgian had the best ratio in 2011 **(0:1)**, and Canadore had the lowest **(5:1)**

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<sup>2</sup> 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: 44700 - GENERAL ARTS AND SCIENCE - ONE-YEAR															
	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
ALGONQUIN	2420	879	3:1	3053	1033	3:1	3259	1072	3:1	3322	1124	3:1	3754	1195	3:1
CAMBRIAN	110	26	4:1	102	20	5:1	123	36	3:1	102	26	4:1	106	32	3:1
CANADORE	201	31	6:1	169	47	4:1	173	40	4:1	160	44	4:1	216	36	6:1
CENTENNIAL	681	127	5:1	661	127	5:1	629	173	4:1	624	158	4:1	574	144	4:1
COLLÈGE BORÉAL	51	15	3:1	52	19	3:1	42	8	5:1	37	8	5:1	39	21	2:1
CONESTOGA	353	83	4:1	321	69	5:1	296	80	4:1	256	75	3:1	274	93	3:1
CONFEDERATION	142	56	3:1	91	32	3:1	110	35	3:1	108	40	3:1	104	42	2:1
DURHAM	705	289	2:1	723	264	3:1	811	313	3:1	892	347	3:1	935	367	3:1
FANSHAWE	1645	696	2:1	1623	639	3:1	1651	687	2:1	1508	654	2:1	1545	674	2:1
FLEMING	647	203	3:1	626	205	3:1	628	217	3:1	691	255	3:1	735	235	3:1
GEORGE BROWN	679	146	5:1	640	155	4:1	675	149	5:1	640	150	4:1	614	129	5:1
GEORGIAN	3	7	0:1	13	42	0:1	16	61	0:1	9	79	0:1	7	57	0:1
HUMBER	2054	352	6:1	2172	473	5:1	2190	442	5:1	2257	511	4:1	2439	533	5:1
LA CITÉ COLLÉGIAL	165	98	2:1	248	98	3:1	254	111	2:1	199	81	2:1	190	93	2:1
LAMBTON	54	22	2:1	46	20	2:1	59	30	2:1	59	17	3:1	61	18	3:1
LOYALIST	59	18	3:1	65			72	26	3:1	64	25	3:1	87	27	3:1
MOHAWK	47	9	5:1	46	13	4:1	327	111	3:1	504	161	3:1	356	129	3:1
NIAGARA	506	150	3:1	626	186	3:1	608	185	3:1	637	202	3:1	525	157	3:1
NORTHERN	68	24	3:1	67	13	5:1	75	13	6:1	73	12	6:1	60	14	4:1
SAULT	107	34	3:1	105	33	3:1	89	44	2:1	92	49	2:1	91	30	3:1
SENECA	967	289	3:1	845	240	4:1	1209	261	5:1	849	255	3:1	791	229	3:1
SHERIDAN	678	169	4:1	681	196	3:1	887	259	3:1	1067	306	3:1	1034	233	4:1
ST. CLAIR	338	136	2:1	277	96	3:1	251	90	3:1	228	89	3:1	141	43	3:1
ST. LAWRENCE	294	100	3:1	287	105	3:1	367	130	3:1	291	123	2:1	398	178	2:1
<b>Total</b>	<b>12974</b>	<b>3959</b>	<b>3:1</b>	<b>13539</b>	<b>4125</b>	<b>3:1</b>	<b>14801</b>	<b>4573</b>	<b>3:1</b>	<b>14669</b>	<b>4791</b>	<b>3:1</b>	<b>15076</b>	<b>4709</b>	<b>3:1</b>

## Financial Analysis

• **MODERATE**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 33.0%
- Program Weight: –
- Funding Unit: –

# Key Research Findings

## Key Performance Indicators

• **MODERATE**

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	-
KPI2-Working	+7% above system
KPI3-Working Related	+12% above system
KPI4-Grad. Satisfaction	-7% below system
KPI8-Student Satisfaction-Learning	+9% above system
KPI9-Student Satisfaction- Teachers	+12% above system
KPI11-Grad. Satisfaction-Program	+5% above system

## Resource Analysis

### Equipment

### Staffing

### Space

# Key Research Findings

## Appendix

**The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.**

**General Arts & Science – University Transfer**  
Program Research 2012

### Overview of the Program

#### WHAT IS A UNIVERSITY TRANSFER

University transfer programs are specialized programs offered by most colleges in Canada. The programs allow you to begin your university studies at a community college and then transfer to a university to complete a bachelor's degree. Students can take anywhere from one year to half of their studies at a college before transferring. University transfer programs are available for most majors, depending on what programs are offered by the college and on which university you choose. Not all universities, however, recognize and accept the credits from all community colleges. For more, consult the section of formal agreements.

University transfer programs offer several advantages to international students beginning their studies in Canada. Community colleges are smaller than universities, which means more attention and help from professors, advisors and administration, and more flexibility in programs and assignments. This flexibility and personal attention can ease the transition and adjustment period for international students in Canada. However, despite being smaller, colleges offer a wide range of programs and courses, giving international students the full benefit of a quality Canadian education.

Additionally, some colleges offer what are known as "associate's degrees." In a 2-year associate's degree, the full 2 years of college study are generally transferable to a university, and the student earns a recognized academic credential in their chosen field of study. For instance, taking an Associate Degree in Science also gives the student the first two years of a Bachelor of Science.

University transfer programs are available at many, but not all, colleges in Canada. Students should contact their chosen college in advance to find out if a university transfer program is available

<http://www.schoolsincanada.com/What-is-a-University-Transfer.cfm>

### Educational Competitors

**Durham College General Arts and Science – University Articulation**

<http://www.durhamcollege.ca/programs/general-arts-and-science-university-articulation/>

## Key Research Findings

In this articulation program, you will complete an Ontario college diploma and be given credit for two years of university.

### A stepping stone on the path to university success

If you've always dreamt of going to university but don't know where to start in the maze of post-secondary learning, the chance to study communications, psychology, Canadian law, political science and more will give you a better idea of which direction you want to go.

### Program Description

#### Ontario college diploma (four-semester) Trent University articulation stream

In this articulation program, you will select courses that suit your individual needs and goals and receive an Ontario college diploma and year's worth of credits toward a three-year general degree at Trent University (Trent).

You will begin by completing the requirements of the certificate program with a minimum GPA of 3.5 (75 per cent or B). Following your first year, you will complete Trent's 100-level course with a minimum grade of 60 per cent.

These courses may be taken on the Durham College campus and can be integrated into the General Arts and Science curriculum, reducing your second-year program requirement for two semesters for a total of 18 hours per week.

Following successful completion of a two-year Ontario college diploma and the Trent 100-level course, four unassigned Trent credits and one credit for the completed 100-level course will be given.

In order to complete your certificate or diploma, electives must be selected from sample blocks of electives or from selected credit courses offered across the college curriculum. Electives typically include courses such as:

- Biology
- Canadian Law
- Chemistry
- Human Relations
- Issues and Ethics in Science
- Political Science
- Psychology
- Sociology

Please note: Each educational institution determines its own admission requirements. If you plan to attend any college other than Durham College, please ensure that courses taken meet its admission requirements.

### Humber College General Arts and Science - College and University Transfer Profile

<http://www.humbercollege.ca/program/general-arts-and-science-college->

School of Liberal Arts & Sciences

Type: Diploma  
Campus: North, Lakeshore

Program Code: 09051  
Length: Humber Lakeshore Campus - Beginning in September and

Program Availability  
Lakeshore  
Fall 2012:  
Open  
Winter 2013:  
Open

## Key Research Findings

January

Humber North Campus - Beginning in September and January

Certificate (2 semesters) or Diploma (4 semesters)

North

Fall 2012:

Open

Winter 2013:

Open

### CONTACT INFORMATION:

Lakeshore Campus: Barbara Morris, program co-ordinator | 416.675.6622 ext. 3280 | [barbara.morris@humber.ca](mailto:barbara.morris@humber.ca)

North Campus: Lisa Salem-Wiseman, program co-ordinator | 416.675.6622 ext. 4495 | [lisa.salem-wiseman@humber.ca](mailto:lisa.salem-wiseman@humber.ca)

- [Our Program](#)
- Humber's General Arts and Science – College and University Transfer Profile will lead you to further studies at the college or degree level.

If you're unsure of the next step along your educational path, General Arts and Sciences provides a firm foundation on which to build your options. Small class sizes and individual attention let you explore directions in a supportive environment before committing to college or degree studies. Academic advisors and course professors will guide you as you transition to postsecondary studies.

This program equips you with the tools you need to move forward, including critical thinking and writing skills, along with broad academic instruction in social sciences, literature and math. It's an ideal way to explore your path before deciding on a destination.

If your sights are set on degree studies, use your second semester to explore different fields in the humanities and social sciences. Students may choose to apply to a degree program after their second semester\* or continue to the second year of the program to maximize their choices and their potential transfer credits. Students who complete two semesters receive the General Arts and Science University Transfer Certificate; students who complete four semesters receive the General Arts and Science Diploma.

\*Visit [humber.ca/transferguide](http://humber.ca/transferguide) for the list of institutions that accept students from a two-semester certificate program.

### Niagara College General Arts & Science Degree Transfer Program

<http://www.niagaracollege.ca/content/Programs/AcademicandGeneralStudies/GeneralArtsandSciences/DegreeTransfer.aspx>

This program will help you to build the skills and practices necessary for success at university. A wide range of courses in Humanities, Social Sciences, Business and Science will allow you to discover and define your own specialized interests, while also earning you transferable university credits. Niagara College's articulation agreements allow you to secure entry into and advanced standing at our partner institutions:

- Athabasca University
- Bishop's University
- Brock University

## Key Research Findings

- D'Youville University
- Niagara University

### Seneca College Liberal Arts Program

<http://www.senecac.on.ca/fulltime/LAT.html>

**Program Code:** LAT

**Duration:** 4 Semesters (2 Years)

**Campus:** [Newnham](#), [Markham](#), [Seneca@York](#)

**Start Dates:** Fall, Winter

Start dates are subject to change

**Credential Awarded:** Ontario College Diploma

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### Program Description

This program is designed for those who wish to pursue a university education. After two semesters and provided that you meet all requirements, you'll have the opportunity to apply for joint university partnership status. Your studies in LAT feature a core program rooted in a variety of humanities and social science disciplines, and emphasize skills development in literacy, numeracy and critical thinking for university level studies.

### Sheridan College General Arts & Science University Profile

<http://www.sheridancollege.ca/Programs%20and%20Courses/Full-Time%20Programs/Programs%20A-Z%20Index/General%20Arts%20and%20Science%20-%20University%20Profile.aspx>

#### Faculty:

Faculty of Humanities and Social Sciences

#### Program Code:

PGASU

PGAUC

#### Duration:

2 Years Regular (PGASU)

or 16 months continuous\*; 1 Year Regular (PGAUC)

#### Designation:

Ontario College Diploma (PGASU)/Ontario College Certificate (PGAUC)

#### Campus:

Davis Campus

Trafalgar Road Campus

#### Start Date:

September, January

#### Program Information

Sheridan's General Arts and Science – University Profile is designed to build students' academic and critical thinking skills. The University Profile offers courses in a variety of disciplines and prepares you for a successful future in university and in the workplace. You'll take a range of courses in the humanities and social and behavioural sciences, and develop analytic skills that will help you succeed in your future studies in a university.

## Key Research Findings

Stay for ONE YEAR and earn a certificate and possible credits for university transfer

Stay for TWO YEARS and earn a diploma and credits for university transfer (see Transfer

Options below for details)

Develop written, critical thinking and interpersonal skills

Experience a multidisciplinary curriculum based on the disciplines of Psychology, Philosophy, Sociology, English and a wide range of electives

Get personalized attention in small class settings that help maximize learning

Study with exceptional faculty

Academic advisers will help you transition to college life, and will work with you to plan for your future academic Arts and Science career at university.