

# 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

## Event Management (72205)

### Student Demand<sup>1</sup>

• **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:

#### Diploma

- George Brown is the only school to offer this program, and has experienced a mean growth rate of **10%** and a high average registration of **189 students**

#### Graduate Certificate

- Nine colleges offer this certificate program, including one of Fleming's main competitors
- Fleming has a **2%** mean growth rate
- Georgian, a key competitor, received **19 registrations** in 2011 when it offered this program for the first time
- Overall, Centennial has the highest mean growth rate (**15%**) and Algonquin has the lowest rate (**-1%**)
- Algonquin has the highest average registration with **83 students** and La Cite has the lowest with **4 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

## Diploma

Program: 52205 - SPECIAL EVENTS PLANNING - DESTINATION TOURISM														
	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
GEORGE BROWN	144	211	47	211	209	-1	209	187	-11	187	194	4	10	189
Total	144	211	47	211	209	-1	209	187	-11	187	194	4		

## Graduate Certificate

Program: 72205 - FESTIVAL/COMMUNITY EVENTS MANAGEMENT														
	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
ALGONQUIN	79	86	9	86	90	5	90	86	-4	86	76	-12	-1	83
CENTENNIAL	12			12	18	50	18	20	11	20	17	-15	15	17
CONESTOGA	26	35	35	35	37	6	37	31	-16	31	28	-10	4	31
FLEMING	16	15	-6	15	26	73	26	16	-38	16	13	-19	2	17
GEORGIAN										19				19
LA CITÉ COLLÉGIAL										4				4
LAMBTON														
MOHAWK	31	17	-45	17	33	94	33	17	-48	17	20	18	5	24
NIAGARA	36	36	0	36	32	-11	32	34	6	34	35	3	0	35
Total	188	201	7	201	236	17	236	204	-14	204	212	4		

# Key Research Findings

## Labour Market

• **STRONG**

### Employment Ontario

- Not Available

### HRSDC<sup>2</sup>

#### Conference and Event Planners (NOC – 1226)

	Level	Share
<b>Expansion Demand:</b>	57,705	28%
<b>Retirements:</b>	124,657	61%
<b>Other Replacement Demand:</b>	12,596	6%
<b>Emigration:</b>	9,136	4%
<b>Projected Job Openings:</b>	204,093	100%
	Level	Share
<b>School Leavers:</b>	95,912	71%
<b>Immigration:</b>	13,301	10%
<b>Other</b>	25,500	19%
<b>Projected Job Seekers:</b>	134,714	100%

- “Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Administrative And Regulatory Occupations**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **204,093** and **134,714** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.”
- “Based on projections and considering that labour supply and demand in this occupation were balanced over the 2008-2010 period, it is expected that the number of job seekers will become insufficient to fill the job openings over the 2011-2020 period. Retirements will account for the majority (61%) of these job openings. The retirement rate for this occupation will be high over the projection period, surpassing the average retirement rate for all occupations. This is due to the fact that workers in this occupation are on average older than those in other occupations and retire somewhat earlier. Demand arising from economic growth will also be an appreciable source of job openings over the projection period. However, the creation of new jobs will be much weaker than over the 2001-2010 period. The relatively weak employment growth is largely attributable to a slowdown in economic activity relative to recent years, which leads to a decreased demand for administrative workers. With regard to labour supply, the majority of job seekers will come from the school system.”

<sup>2</sup> "Administrative And Regulatory Occupations (122)." *Canadian Occupational Projection System (COPS)*. N.p., n.d. Web. 23 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=21>>.

# Key Research Findings

## US Bureau of Labour<sup>3</sup>

### Meeting, Convention, and Event Planners- (SOC –13-1121)

- Employment Growth (2010/2020): **Increase 44%**
  - **71,600** (2010) to **102,900** (2020)
- “Employment of meeting, convention, and event planners is expected to grow 44 percent from 2010 to 2020, much faster than the average for all occupations. As businesses and organizations become increasingly international, meetings and conventions are expected to become even more important. For many of these organizations, meetings are the only time they can bring their members together. Despite the spread of online communication, face-to-face interaction is irreplaceable. In addition, industries and businesses increasingly recognize the value of hiring professional meeting planners who can deliver top-notch meetings at the best available price.”
- “In addition to rapid employment growth, many job openings are expected to arise from the need to replace workers who leave the occupation. However, job seekers can expect strong competition because the occupation usually attracts more applicants than job openings.”
- “Job opportunities should be best for people with a bachelor's degree in hospitality management. A Certified Meeting Planner (CMP) credential is also viewed favorably by potential employers. Those who have experience with virtual meeting software and social media outlets also should have an advantage in the job search.”
- “Job opportunities for corporate planners go up and down with the economy. When the economy is poor, companies often cut budgets for meetings. Planners who get laid off during a recession often go to work as private contractors until they can get a full-time job again.”
- “Planners who work for the healthcare industry are least likely to experience cutbacks during a recession because attendance at medical meetings is often required for healthcare professionals to maintain their license.”
- “Event planners can also expect strong competition for jobs. Those with related work experience should have the best job opportunities.”

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<sup>3</sup> "Meeting, Convention, and Event Planners." *Occupational Outlook Handbook*. N.p., n.d. Web. 23 Aug. 2012. <<http://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm#tab-6>>.

# Key Research Findings

## Sector Councils and Reports

- **How Do You Compare?<sup>4</sup>**

“Averages help us gauge where we are in relation to our peers. Take a look at the overall national averages for meeting planners in Canada, and find out if you’re overpaid, underpaid or in line with the average annual salary for your experience, sector and age.”

By Experience:	
0–5 years	\$54,700
6–10 years	\$68,100
11–15 years	\$74,500
16–20 years	\$72,700
21+ years	\$85,000
By Sector:	
Corporate	\$65,100
Non-profit/Assoc.	\$66,400
Third party	\$79,300
By Age:	
30 & under	\$51,700
31–50	\$70,600
51+	\$71,900

- **Stress Levels<sup>5</sup>**

“Planning and executing meetings can be stressful. Common sense would dictate that stress levels become more manageable with age and experience. But our respondents told a different story. Surprisingly, stress levels appeared to increase with age and years of experience. Undoubtedly, meeting planners have felt the pressure of shrinking budgets and inflated expectations. Multitaskers by nature, meetings planners have yet to master one essential task: managing stress.”

By Experience:	Very High/High
0–5 years	20%
6–10 years	29%
11–15 years	23%
16–20 years	44%
21+ years	42%
By Age:	Very High/High
30 & under	18%
31–50	34%
51+	29%

<sup>4</sup> "How Do You Compare?." Meetings Canada. N.p., n.d. Web. 23 Aug. 2012. <[http://www.meetingscanada.com/wp-content/uploads/2011/04/MIT\\_SalarySurvey-4.pdf](http://www.meetingscanada.com/wp-content/uploads/2011/04/MIT_SalarySurvey-4.pdf)>.

<sup>5</sup> "How Do You Compare?." Meetings Canada. N.p., n.d. Web. 23 Aug. 2012. <[http://www.meetingscanada.com/wp-content/uploads/2011/04/MIT\\_SalarySurvey-4.pdf](http://www.meetingscanada.com/wp-content/uploads/2011/04/MIT_SalarySurvey-4.pdf)>.

# Key Research Findings

- **The Wage Gap<sup>6</sup>**

“Despite being a women-dominated industry, the men that enter the field earn more per year than their female counterparts, even when comparing similar experience in the meeting planning industry. In 2011, the wage gap still exists.”

	1-5 Years	6-10 Years	11-15 Years	16-20 Years	20+ Years
Men	\$73,600	\$76,400	\$90,600	\$86,300	\$96,700
Women	\$50,800	\$66,700	\$69,900	\$70,100	\$79,700

<sup>6</sup> "How Do You Compare?." Meetings Canada. N.p., n.d. Web. 23 Aug. 2012. <[http://www.meetingscanada.com/wp-content/uploads/2011/04/MIT\\_SalarySurvey-4.pdf](http://www.meetingscanada.com/wp-content/uploads/2011/04/MIT_SalarySurvey-4.pdf)>.

## M+IT's 2012 Market Report<sup>7</sup>



In a word, Canadian planners are conservative in their outlook for 2012, especially when it comes to forecasts in key areas such as meeting spend. Clearly, 2011 provided a reality check: in 2010, planners' forecast a 5.9-per-cent meeting-spend increase, and in fact, spending only grew by 3.8 per cent.

With a softer-than-expected 2011, planners have scaled back their outlook for 2012, predicting meeting-spend growth of 3.4 per cent—an increase, to be sure, but a smaller one.

Planners are predicting smaller and shorter meetings (smaller budgets equals smaller meetings). Moreover, fewer meetings are

expected to be held in Canada this year, with 53 per cent of respondents saying the number of meetings booked north of the 49th Parallel will not increase, but will stay the same.

This year's numbers also reveal that planners like having the best of both worlds, by embracing new meetings technology, while still seeing value in old-fashioned face-to-face meetings. Internal and external face-to-face meetings, requiring travel or off-site venues, are predicted to grow this year, as are webcast-driven meetings and virtual trade shows (or other virtual services used to conduct business).

FIG 1. NUMBER OF MEETINGS FORECAST

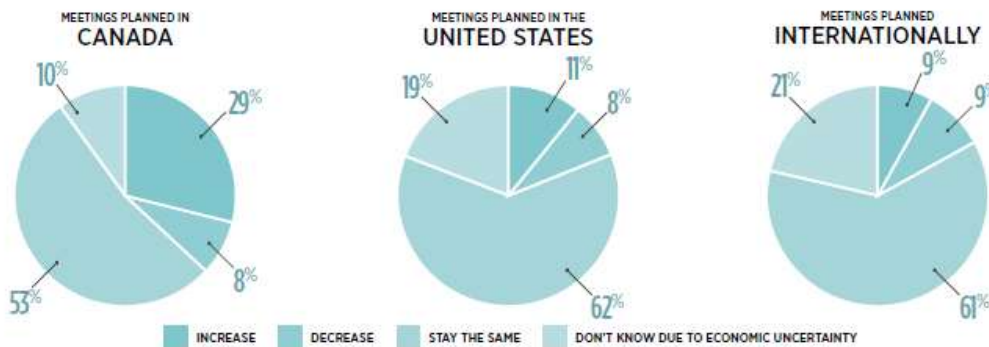
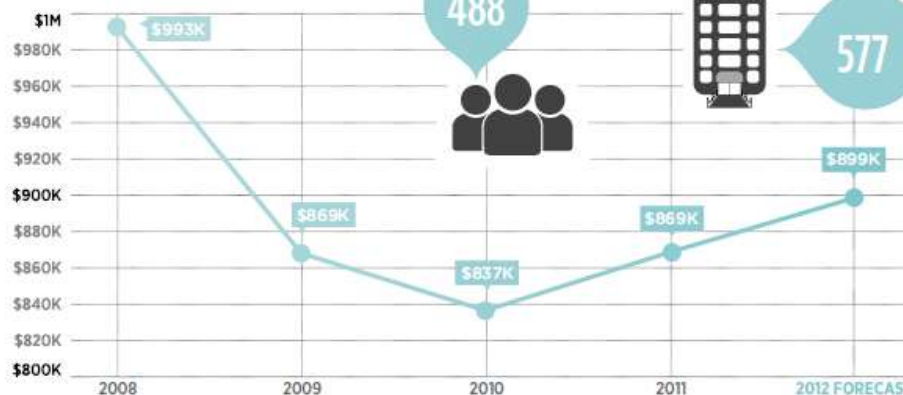


FIG 2. MEETING SPEND



\*FIG 3. AVERAGE NUMBER OF PEOPLE THAT ATTENDED RESPONDENTS' LARGEST EVENTS

FIG 3. AVG ATTENDEES\*



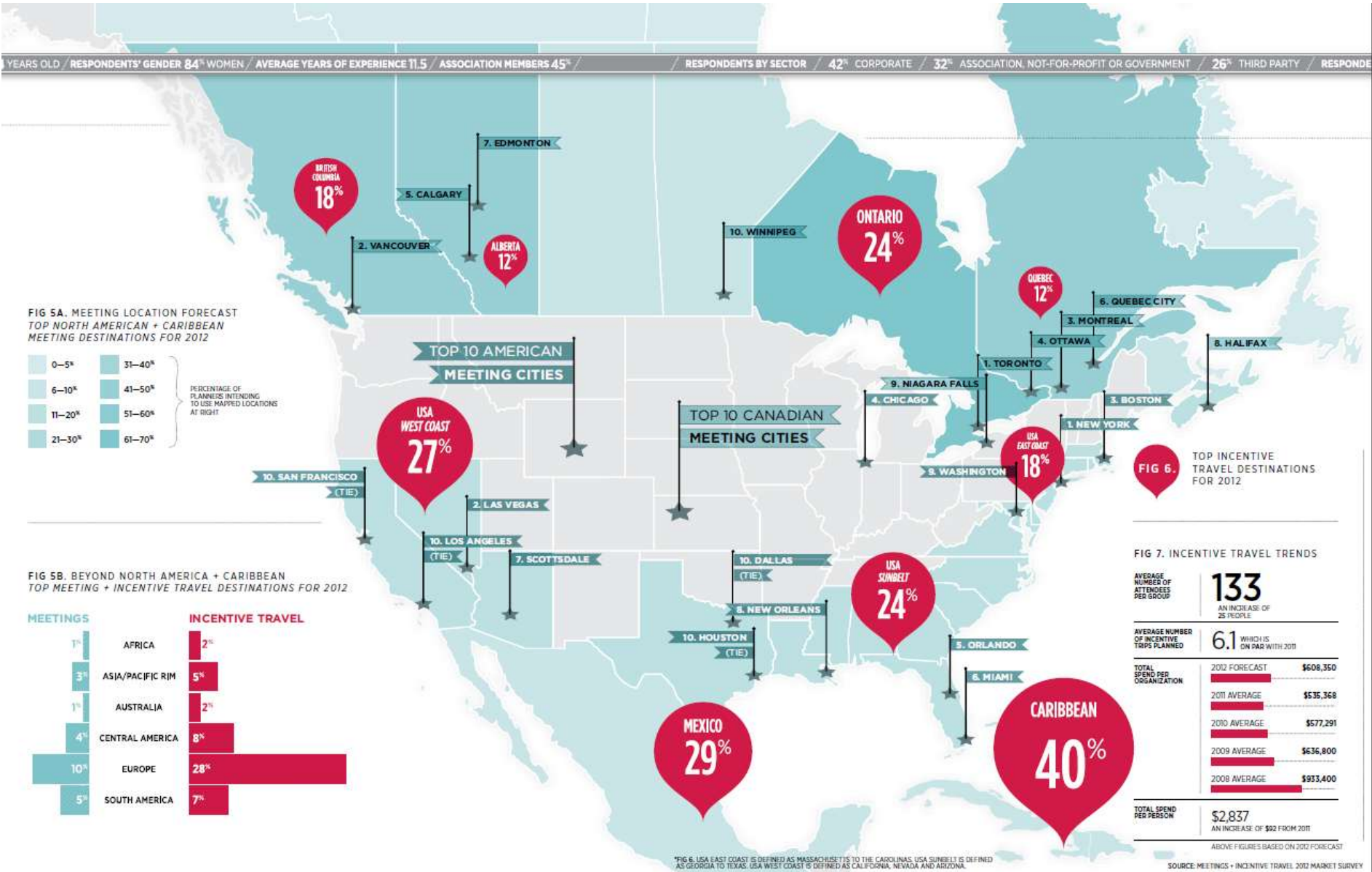
FIG 4. AVG ROOM NIGHTS\*



\*FIG 4. AVERAGE NUMBER OF TOTAL ROOM NIGHTS BOOKED FOR OR BY PEOPLE ATTENDING RESPONDENTS' EVENTS

<sup>7</sup> "M+IT's 2012 Market Report." Meetings Canada. N.p., n.d. Web. 23 Aug. 2012. <[http://www.meetingscanada.com/wp-content/uploads/2012/02/MIT01\\_MarketReport2012.pdf](http://www.meetingscanada.com/wp-content/uploads/2012/02/MIT01_MarketReport2012.pdf)>.

# Key Research Findings



TS WHO HELP DETERMINE EDUCATIONAL CONTENT OR BUSINESS MESSAGE FOR EVENT / 46%

## INCENTIVE TRAVEL + REWARDS

**The big story this year:** there's been a massive shift in incentives, with a huge jump in the number of programs expected to take place in Canada and the U.S. Massive, indeed, with 71 per cent of respondents indicating they expect to hold incentives in Canada this year (versus 35 per cent last year) and 68 per cent saying they'll favour the U.S. (versus the 46 per cent figure seen previously).

This aligns with the conservative, scaled-back mood of our respondents, as Canadian planners are expecting to stick close to home for their 2012 incentives, as a way to simplify logistics and, more importantly, reduce program costs.

That's a natural, further fallout from the last few years of recession-battered meetings and events, which have caused planners to embrace caution.

FIG 8. TOP TYPES OF INCENTIVE TRAVEL TRIPS



**Professional development** ranked high on the list of targeted rewards, and in a down economy, that makes good business sense.

"Rewarding employees is especially important when the economic news is negative," says Barbara Mitchell, of The Mitchell Group, and co-author of *The Essential HR Handbook*. "Employees crave personal development, so encourage key staffers by letting them take advantage of training and development opportunities," writes Mitchell.

The good news is, our industry offers plenty of professional-development options, from training programs and continuing education courses, to trade show education sessions, and accreditation programs. So investing in employees has never been easier to do, or more important.

Another key facet of rewards, recognition awards, also placed near the top of this year's list.

"Rewards and recognition are effective ways to 'glue' your employees to your organization at any time, but are even more important in today's difficult times," writes Mitchell. "It costs a lot to replace a valued employee, so why not invest just a little to keep them with your organization."

But on top of that, it's key that these programs don't operate in a vacuum.

To have staying power, and to be effective, programs should be highly publicized; have a short shelf life and be changed frequently; should have variety; and don't necessarily have to involve cash, which is a short-term motivator, writes Mitchell.

FIG 9. MOST OFFERED REWARDS IN 2011



# Key Research Findings

## ROI

FIG 10. TACTICS USED TO MEASURE SUCCESS

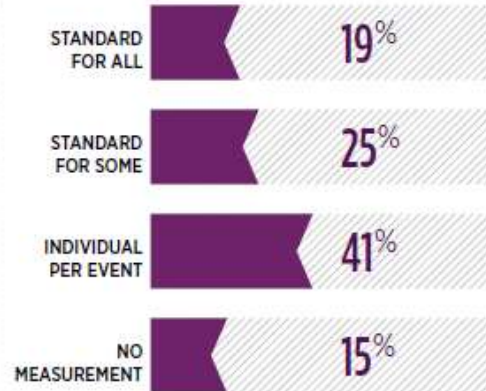
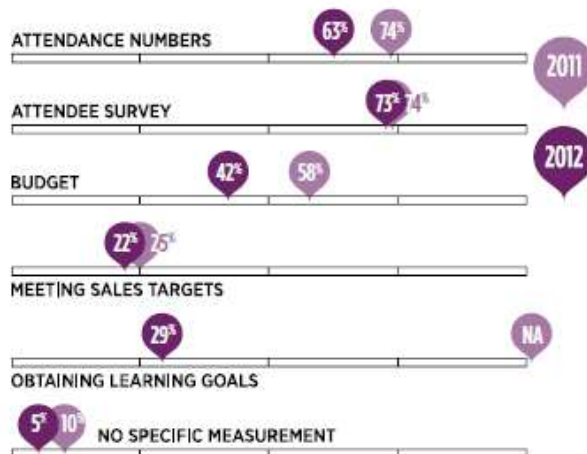
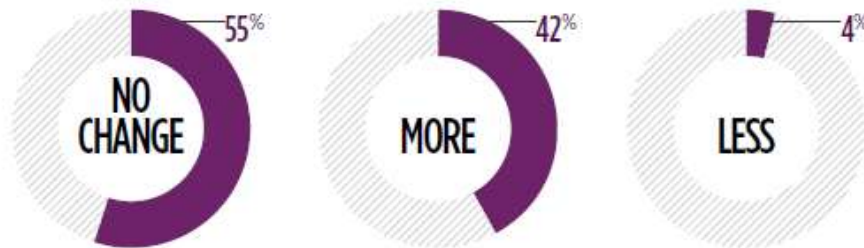


FIG 11. DO YOU USE A STANDARD FORMAT TO MEASURE ROI?

FIG 12. DO YOU HAVE MORE PRESSURE TO CALCULATE ROI?



## THE PROOF

"Our company manages conferences and meetings only in Canada. We are seeing increased competition to land small to mid-sized conferences in a larger way than we have ever seen before. This will allow our clients to go to cities that may have been too expensive in the past. Our clients are looking closely at AV and F&B costs and we are looking for ways to save money on both. Attendance for events in 2012 for our clients will be at or above 2011 levels and we see this growth continuing, especially as we have seen group room rates plateau and even drop."

**Jonathan Strauss**, president,  
Strauss Event and Association  
Management

"I'd agree that there is smaller meeting spend predictions for 2012, especially as it relates to government events. I'd agree to a small decrease in meeting size, maybe in the neighbourhood of about 10 per cent as organizations control how many people they sent to conferences. We saw this in 2011 and it will continue. Mergers and acquisitions will also impact this."

"I can't comment on incentives destinations, but anecdotally I would agree this makes sense."

"At this point I don't necessarily agree that there will be fewer meetings in Canada. We are seeing activity from groups that we have not worked with before, so I think there is potentially an uptake in the number of meetings from 2011. I just had lunch with a hotel sales rep and she

definitely felt this way for her property."

"Some other predictions I would have:

- + Virtual / Hybrid meetings will augment face to face. I don't think they will replace physical meetings, but as the technology gets better, they will be part of the mix, in part to help with the decreased participation at the actual event.
- + Mobile Apps replace printed materials, particularly as it relates to the program and sponsor kit inserts
- + Tablets replace binders, again as the technology gets better and you can "write" on the documents."

**Phil Ecclestone**, CMP,  
vice-president,  
Golden Planners Inc.

### fig 4.1 Geographical Differences

Canada's a big country and the following shows average salaries for each of our primary regions.

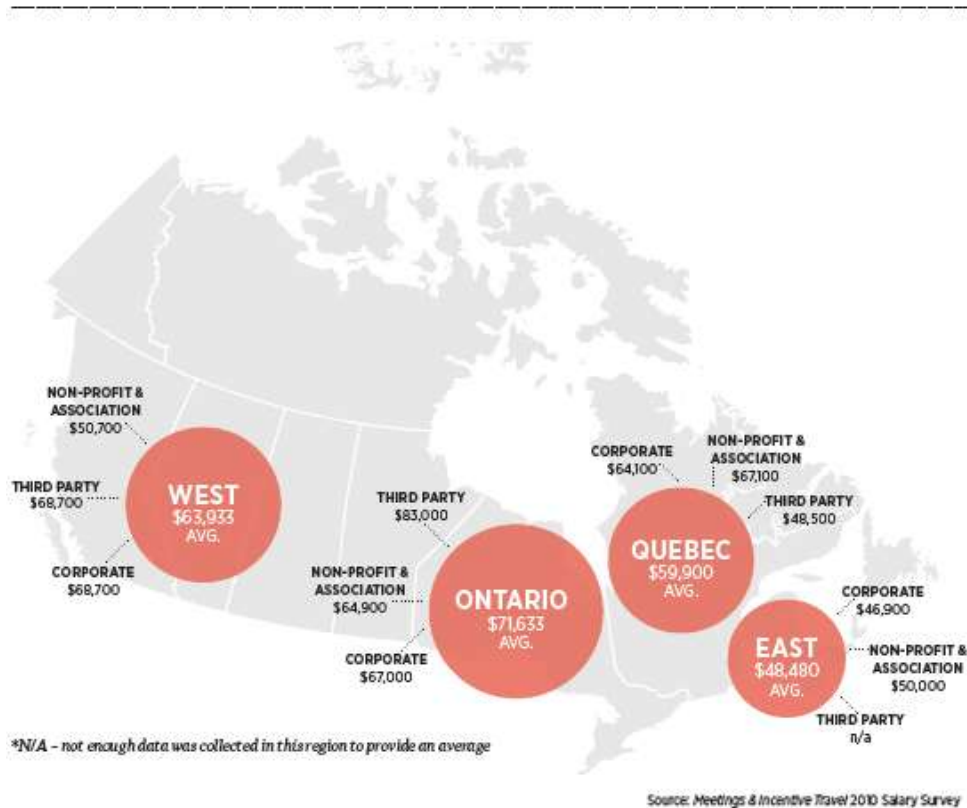


Figure 1 Salary Survey Part 4: Geographical Differences<sup>8</sup>

<sup>8</sup> "M&IT Salary Survey Part 4: Geographical Differences." *Meetings Canada*. N.p., n.d. Web. 23 Aug. 2012. <<http://www.meetingscanada.com/magazine/research/salary-report/mit-salary-survey-part-4-geographical-differences/>>.

# Key Research Findings

## Employment Profile<sup>9</sup>

In 2010-2011, **30.9%** of graduates were employed in a full time position which related to this program of study provincially

Travel/Tourism			
Total Graduates:	1,209	Total Graduates in Survey:	823
		Response Rate:	68.9%

194 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 Travel/Tourism

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Event Management	Post Diploma	246	162	144	Algonquin, Centennial, Conestoga, Mohawk, Niagara, Seneca, Sir Sandford Fleming
Outdoor Adventure Skills	1 Year	33	24	13	Sir Sandford Fleming
Recreational Tourism Management	2 Years	53	31	25	Algonquin, Cambrian
Special Events Planning – Destination Tourism	2 Years	179	112	99	George Brown
Tourism	2 Years	36	25	18	Niagara
Tourism And Travel	2 Years	606	429	362	Algonquin, Cambrian, Centennial, Confederation, Fanshawe, Georgian, Humber, La Cité, Mohawk, Seneca, Sheridan, Sir Sandford Fleming, St. Clair, St. Lawrence
Tourism Management	3 Years	25	16	13	Georgian
Travel Counsellor	1 Year	31	24	12	Canadore, Seneca

### Summary of Survey Data

	Program Cluster	All Programs
Survey Population	823	50,622
Labour Force Participation	83%	74%
Employment Rate <sup>a</sup>	86%	83%
Employed Part-time <sup>a</sup>	20%	18%
Employed Full-time <sup>a</sup>	66%	65%
Average Annual Earnings – Total	\$26,547	\$33,199
Average Annual Earnings – Female	\$26,011	\$31,897
Average Annual Earnings – Male	\$29,079	\$34,607
Graduate Satisfaction	69%	79%
Employer Satisfaction	93%	93%

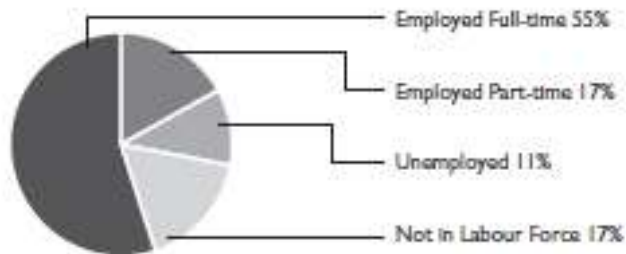
a. As a percentage of graduates in the labour force.

<sup>9</sup> "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

## Travel/Tourism

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



### Top Five Industries of Employment

	#	%
Administrative and Support Services	139	24.4%
Food Services and Drinking Places	75	13.2%
Accommodation Services	49	8.6%
Amusement, Gambling and Recreation Industries	28	4.9%
Clothing and Clothing Accessories Stores	23	4.0%

### Top Five Occupational Categories

	#	%
Travel Counsellors	86	14.9%
Retail Salespersons and Sales Clerks	57	9.9%
Food and Beverage Servers	43	7.4%
Conference and Event Planners	42	7.3%
Hotel Front Desk Clerks	28	4.8%

# Key Research Findings

## Travel/Tourism

### 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	
	#	%	#	%	#	%	#	%	#	%	#	%
Event Management	50	30.9	50	30.9	11	6.8	14	8.6	19	11.7	18	11.1
Outdoor Adventure Skills	—	—	6	25.0	—	—	4	16.7	3	12.5	11	45.8
Recreational Tourism Management	13	41.9	5	16.1	3	9.7	—	—	4	12.9	6	19.4
Special Events Planning – Destination Tourism	34	30.4	30	26.8	8	7.1	16	14.3	11	9.8	13	11.6
Tourism	6	24.0	7	28.0	3	12.0	1	4.0	1	4.0	7	28.0
Tourism And Travel	154	35.9	79	18.4	28	6.5	47	11.0	54	12.6	67	15.6
Tourism Management	6	37.5	3	18.8	1	6.3	2	12.5	1	6.3	3	18.8
Travel Counsellor	3	12.5	8	33.3	1	4.2	—	—	—	—	12	50.0
<b>All Programs in Cluster</b>	<b>266</b>	<b>32.3</b>	<b>188</b>	<b>22.8</b>	<b>55</b>	<b>6.7</b>	<b>84</b>	<b>10.2</b>	<b>93</b>	<b>11.3</b>	<b>137</b>	<b>16.6</b>

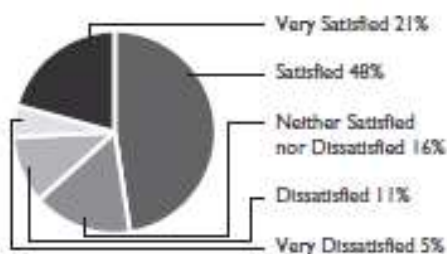
### Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Event Management	\$29,351	\$36,168	\$29,900	\$36,500	\$30,090	\$30,000
Outdoor Adventure Skills	—	\$32,715	—	\$31,286	\$32,715	\$31,286
Recreational Tourism Management	\$26,253	\$23,829	\$26,072	\$22,995	\$25,041	\$25,550
Special Events Planning – Destination Tourism	\$28,113	\$33,315	\$29,330	\$37,543	\$28,813	\$29,390
Tourism	\$24,830	—	\$23,047	—	\$24,830	\$23,047
Tourism And Travel	\$24,203	\$25,637	\$23,881	\$25,029	\$24,414	\$24,000
Tourism Management	\$22,879	—	\$22,000	—	\$24,697	\$25,000
Travel Counsellor	\$22,713	—	\$17,559	—	\$27,635	\$22,542
<b>All Programs in Cluster</b>	<b>\$26,011</b>	<b>\$29,079</b>	<b>\$25,000</b>	<b>\$28,000</b>	<b>\$26,530</b>	<b>\$25,029</b>

## Travel/Tourism

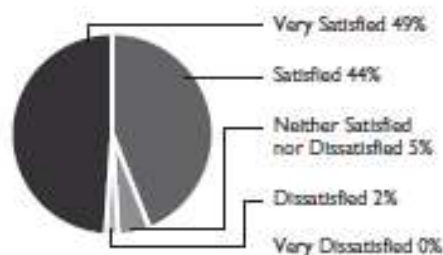
### Program Cluster Satisfaction

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



\* 776 graduates participated in this question.

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



\* 117 employers participated in the 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	87.0%	85.7%	86.8%	86.6%	85.9%	89.7%	89.7%	88.2%	85.3%	86.4%
Percentage Employed Full-time	73.7%	74.3%	75.2%	74.4%	72.6%	76.4%	75.4%	72.9%	67.3%	66.2%
Percentage Employed Full-time Related Jobs	46.4%	49.5%	46.1%	45.4%	47.6%	50.9%	53.4%	49.5%	38.2%	38.8%
Average Annual Salary Full-time Related Jobs	\$21,580	\$22,405	\$22,903	\$23,573	\$24,304	\$25,168	\$25,714	\$27,219	\$26,760	\$26,317

# Key Research Findings

## Working in Canada<sup>10</sup>

### Conference and Event Planners (NOC-1226)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	12.00	19.78	31.00
Hamilton--Niagara Peninsula Region	12.00	19.78	31.00
Kingston - Pembroke Region	12.00	19.78	31.00
Kitchener--Waterloo--Barrie Region	12.00	19.78	31.00
London Region	12.00	19.78	31.00
Muskoka-Kawartha Region	N/A	N/A	N/A
Northeast Region	N/A	N/A	N/A
Northwest Region	N/A	N/A	N/A
Ottawa Region	12.00	19.78	31.00
Stratford--Bruce Peninsula Region	N/A	N/A	N/A
Toronto Region	11.54	20.19	32.81
Windsor-Sarnia Region	N/A	N/A	N/A

<sup>10</sup> "Conference and Event Planners (NOC 1226)." *Working In Canada*. N.p., n.d. Web. 23 Aug. 2012.

<<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=1226&action=final&ln=p@ionKeyword=Peterborough%2COntario&s=2&source=0&titleKeyword=event+planner#outlook>>.

# Key Research Findings

## Competitive Analysis<sup>11</sup>

• **WEAK**

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

### Diploma

- George Brown has had a relatively consistent conversion ratio throughout the last five years, the ratio in 2011 was **4:1**

### Graduate Certificate

- Fleming's ratio (**8:1**) was lower than the system's (**5:1**) in 2011,
- Georgian, the only direct competitor offering this program, had a **2:1** ratio in 2011, which was the first year that the program was offered at this school
- Overall, Georgian had the best ratio in 2011 (**2:1**), and Centennial had the lowest (**9:1**)

<sup>11</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

## Diploma

Program: 52205 - SPECIAL EVENTS PLANNING - DESTINATION TOURISM															
	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
GEORGE BROWN	526	144	4:1	685	211	3:1	719	209	3:1	786	187	4:1	830	194	4:1
Total	526	144	4:1	685	211	3:1	719	209	3:1	786	187	4:1	830	194	4:1

## Graduate Certificate

Program: 72205 - FESTIVAL/COMMUNITY EVENTS MANAGEMENT															
	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	279	79	4:1	298	86	3:1	280	90	3:1	271	86	3:1	280	76	4:1
CENTENNIAL	0			82	12	7:1	168	18	9:1	147	20	7:1	150	17	9:1
CONESTOGA	109	26	4:1	127	35	4:1	165	37	4:1	138	31	4:1	155	28	6:1
FLEMING	66	16	4:1	77	15	5:1	109	26	4:1	92	16	6:1	108	13	8:1
GEORGIAN	0			0			0			0			46	19	2:1
LA CITÉ COLLÉGIAL	0			0			0			0			25	4	6:1
LAMBTON	0			25			0			0			0		
MOHAWK	116	31	4:1	110	17	6:1	134	33	4:1	125	17	7:1	114	20	6:1
NIAGARA	168	36	5:1	173	36	5:1	190	32	6:1	166	34	5:1	192	35	5:1
Total	738	188	4:1	892	201	4:1	1046	236	4:1	939	204	5:1	1070	212	5:1

## Financial Analysis

**NO CONTRIBUTION**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 7.7%
- Program Weight: 1.00
- Funding Unit: 1.40

# 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	+4% above system
KPI2-Working	-3% below system
KPI3-Working Related	-9% below system
KPI4-Grad. Satisfaction	-3% below system
KPI8-Student Satisfaction-Learning	+8% above system
KPI9-Student Satisfaction- Teachers	+11% above system
KPI11-Grad. Satisfaction-Program	-6% below system

## Resource Analysis

### Equipment

### Staffing

### Space