

Key Research Findings

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

<p>Key Performance Indicators</p>	<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.
<p>Resource Analysis</p>	<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

Artist Blacksmith (41802)

Student Demand¹	• MODERATE
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The following information consists of OCAS yearly student winter registration data as well as a mean growth rate and average student registration for each program under these categories:

Certificate

- Fleming is the only school to offer this program, which has experienced a mean growth rate of **1%** and an average registration of **15 students**

Certificate

Program: 41802 - ARTIST BLACKSMITH														
	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
→ FLEMING	15	14	-7	14	16	14	16	14	-13	14	15	7	1	15
<i>Total</i>	<i>15</i>	<i>14</i>	<i>-7</i>	<i>14</i>	<i>16</i>	<i>14</i>	<i>16</i>	<i>14</i>	<i>-13</i>	<i>14</i>	<i>15</i>	<i>7</i>	<i>1</i>	<i>15</i>

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 Ontario²

Not Available

HRSDC³

Blacksmiths and Die Setters (NOC – 7266)

- Job Openings (2011/2020): **46,725**
- Job Seekers(2011/2020): **52,751**
- Post Secondary Education Graduates: **42,130**

- “Based on projections and considering that there was surplus labour supply in this occupation, it is expected that the surplus labour supply will continue. In other words, the number of job seekers will be more than sufficient to fill the job openings over the 2011-2020 period. Job openings will arise from both new positions due to economic growth and replacement needs due to retirement. Although the retirement rate is lower than the rate for all occupations, more than 45% of job openings over the projection period will arise from retirements. The low retirement rate in this occupation is due to the fact that workers are generally somewhat younger than the average and retire later than those in other occupations. Consequently, the gap between the average age of workers and the retirement age is greater than the average for all occupations. The number of job openings arising from economic growth will be much higher than over the 2001-2010 period, during which, after the construction industry was stimulated by the building of new housing units, a substantial increase in renovation spending and, more recently, the increase in non-residential construction spending, the construction industry and especially the manufacturing sector were hit hard by the recession. Over the projection period, activities in the construction industry will slow down, primarily as a result of the aging population, and the manufacturing sector will continue to experience difficulties, particularly in the metal and machinery fabricating industry. This will have a negative impact on the number of job openings in metal forming, shaping and erecting trades. With regard to labour supply, the majority of job seekers will come from the school system.”

² "1243 Medical Secretaries." *Employment Ontario*. N.p., n.d. Web. 17 July 2012. <http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/1243_e.pdf>.

³ "Metal Forming, Shaping And Erecting Occupations (726)." *Human Resources and Skills Development Canada* . N.p., n.d. Web. 24 July 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=97>>.

Key Research Findings

HRSDC⁴

Artisans and Craftspersons (NOC – 5244)

- Job Openings (2011/2020): **46,486**
- Job Seekers(2011/2020): **39,518**
- Post Secondary Education Graduates: **38,028**

- “Based on projections and considering that labour supply and demand in this occupation were balanced, the number of job seekers is expected to remain sufficient to fill job openings over the 2011-2020 period. The job openings for artistic designers and craftspersons will arise primarily from expansion demand. New computer and telecommunications technologies will continue to create new jobs in graphic design. Moreover, interior designers will continue to benefit from high renovation expenditures, though lower than in previous years. Retirements will result in fewer job openings than in other occupations. The retirement rate will be below the average, mainly because the workers in this occupation are typically younger. In terms of labour supply, job seekers will come primarily from the school system. However, a large number of workers will leave this occupation for another because of the often precarious employment conditions.”

US Bureau of Labour⁵

Craft and Fine Artists (SOC – 27-1012)

- Employment Growth : **Increase 5%**
 - **56,900 (2010) to 59,900 (2020)**

- “Employment of craft and fine artists is projected to grow by 5 percent from 2010 to 2020, slower than the average for all occupations.”

- “Employment growth of artists depends in large part on the overall state of the economy, because purchases of art are usually optional. During good economic times, more people and businesses are interested in buying artwork; during economic downturns, they buy less.”

- “Although there is always a demand for art by collectors and museums, the employment of artists is also impacted by the level of charitable giving to the arts—which has been decreasing in recent years.”

- “In addition, job growth for craft artists may be limited by the sale of inexpensive, mass-produced items designed to look like handmade American crafts. However, consumers’ continued interest in locally-made products will likely offset some of these employment losses.”

- “Demand for illustrators who work on a computer will increase as media companies use more detailed images and backgrounds in their designs. Illustrators and cartoonists who work in publishing may see job opportunities decline as traditional print publications lose ground to other media forms. However, new opportunities are expected to arise as the number of electronic magazines and Internet-based publications grows.”

⁴ “Creative Designers And Craftspersons .” *Human Resources and Skills Development Canada* . N.p., n.d. Web. 24 July 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=68>>.

⁵ “Craft and Fine Artists.” *US Bureau of Labour*. N.p., n.d. Web. 25 July 2012. <<http://www.bls.gov/ooh/arts-and-design/craft-and-fine-artists.htm#tab-6>>.

Key Research Findings

- “Competition for jobs as craft and fine artists is expected to be strong because there are more qualified candidates than available jobs. Only the most successful craft and fine artists receive major commissions for their work.”
- “Despite the competition, studios, galleries, and individual clients are always on the lookout for artists who display outstanding talent, creativity, and style. Talented individuals who have developed a mastery of artistic techniques and skills will have the best job prospects.”
- “Competition among artists for the privilege of being shown in galleries is expected to remain intense, as will competition for grants from funders such as private foundations, state and local arts councils, and the National Endowment for the Arts. Because of their reliance on grants, and because the demand for artwork is dependent on consumers having extra income to spend, many of these artists will find that their income changes with the overall economy.”

Occupational Title	SOC Code	Employment, 2010	Projected Employment, 2020	Change, 2010-20	
				Percent	Numeric
Craft and Fine Artists	—	56,900	59,900	5	3,100
Craft Artists	27-1012	11,800	12,700	7	900
Fine Artists, Including Painters, Sculptors, and Illustrators	27-1013	25,700	27,700	8	2,000
Artists and Related Workers, All Other	27-1019	19,300	19,500	1	200

Sector Councils and Report⁶

[Ontario Artist Blacksmith Association](#)
[Artist Blacksmith Association of North America](#)
[Maritime Blacksmiths Association](#)
[Appalachian Blacksmiths Association](#)
[Vancouver Island Blacksmiths Association](#)

Taken from the Cultural Human Resources Council of Canada-Cultural HR Study 2010

Fast Facts

“Exports for visual arts and crafts in 2008 totalled \$207 million.”

“Total federal government support for the visual arts and crafts subsector was \$24.6 million for 2007/08.”

Impact of 2008 Economic Downtown

“The impact of the 2008 economic downturn and subsequent changes to consumer and business spending has led to significant challenges for the visual arts and crafts subsector. It was seen as the top issue by almost half of survey respondents. By 2009, the subsector consisted of 16 per cent fewer registered businesses than in 2006.”

Public Appreciation

“The public's view of visual arts and crafts as non-essential goods or services was ranked by survey respondents as the top trend or issue affecting the subsector.”

⁶ “2010 Cultural HR Study.” *Cultural Human Resources Council*. N.p., n.d. Web. 14 Aug. 2012. <<http://www.culturalhrc.ca/research/HRStudy2010/hr-trends-e.asp>>.

Key Research Findings

New Technologies

“New technologies are altering and influencing the ways in which visual artists and craftspeople work. Their traditional tools of canvas and paint are now augmented and expanded by pixels and animation. New technologies are also creating concerns over intellectual property rights.”

Need for Collaboration

“A lack of collaboration among subsector stakeholders was a significant issue in visual arts and crafts. Achieving common goals as a unified community is challenging for visual artists and craftspeople since they tend to work in isolation.”

Lack of opportunities

“Employers such as art galleries indicated that a substantial challenge for them was in attracting and retaining qualified workers due to the low levels of compensation and a lack of opportunities in the subsector.”

Low, unstable incomes

“Visual artists and craftspeople face the challenges of lower earnings levels and unstable work. Insufficient earnings topped the list of visual arts survey respondent issues. Self-employment brings a host of human resource challenges in the areas of income security, financial management, time management, and "employment" benefits including insurance, health coverage, and retirement plans.”

Training needed

“Beyond artistic skills, artists need technological and marketing skills to understand how best to distribute and promote their work. Many workers in the visual arts and crafts subsector have good "technical" and "creative" skills but lack business skills. They would benefit from enhancing their entrepreneurial skills, especially in the areas of marketing, negotiation, and financial management.”

“Recommendations”

- “Undertake research on models for ensuring social benefits for aging artists, including pension schemes, retirement funds and income guarantees.”
- “Support the establishment and sharing of fee schedules and codes of practice for artists and galleries.”
- “Support business skills training for employers, visual artists and craftspeople, in the areas of digital technology opportunities.”
- “Support training for visual artists and craftspeople on intellectual property and copyright laws.”
- “Support training in export marketing to leverage emerging market opportunities and to develop new markets.”
- “Undertake labour market research for visual artists and craftspeople, including the establishment of occupational codes for craftspeople, and methodology for gathering statistics on both employers and artists and craftspeople.”

Key Research Findings

- “Develop internship opportunities for emerging artists in arts practice issues and management.”
- “Undertake research into the training/mentorship needed for skills associated with art forms, First Nations and ethno-cultural traditions that are at risk of being lost.”

This is the executive summary taken from a Report from **WorkInCulture** on **Artists’ Business Skill Needs**.⁷

“WorkInCulture continues its work on business skills issues for artists and cultural workers which it began with *Enriching Our Work In Culture: Professional Development in Ontario’s Cultural Sector* in 2008. The current report is the first of a series of skills check-in. This one polled more than 500 artists from various disciplines around the province.”

“Survey questions were organized into four brief sections, covering general employment issues and career goals, perceived challenges to career, professional development needs, and WorkInCulture programs and services. Survey summary results showed a number of trends which will affect training and development around the province:”

- “Slightly **more than one out of three artists work in two or more media**”
- “Despite the challenges of creating a living, **artists are highly motivated, entrepreneurial and resilient**, continuing to practise art in lifelong careers which will require lifelong training”
- “Artists see their **top challenges as finding sources of funds, making sales, marketing and promotion**”
- “Although artists rely on word of mouth and networking to further their careers, increasingly they **take advantage of online sources** to network, market and to learn”
- “Acquiring business skills to manage an entrepreneurial life is extremely important to them; **more than half of respondents have taken some kind of business skill training**”
- “Artists prefer face-to-face learning but increasingly they are **taking advantage of online learning (41%)** and one in four recognize the value of business skill learning that blends styles and technologies. There are only **minor differences between artistic disciplines or regions** on the issues, suggesting that more generic training is possible and that training opportunities can be rolled out regionally and provincially. But survey results showed the variety of training providers in communities, suggesting that **there are many potential partners and collaborators** to deliver more systematic business skills training across the province.”

“The report will be shared with WorkInCulture’s professional training partners – its members, other arts discipline associations, community arts councils and others, as well as with its funders.”

⁷ “SKILLS CHECK-IN: A Report from WorkInCulture on Artists’ Business Skill Needs.” *WorkInCulture*. N.p., n.d. Web. 14 Aug. 2012. <<http://www.workinculture.ca/documents/Check-inFinal2012.pdf>>.

Key Research Findings

Employment Profile⁸

In 2010-2011, **0%** of graduates were employed in a full time position which related to this program of study provincially

Total Graduates:	1,050	Total Graduates in Survey:	810	Response Rate:	77.1%
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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 Art

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Art Fundamentals	1 Year	668	534	127	Cambrian, Centennial, Conestoga, Durham, Fanshawe, George Brown, Georgian, Humber, Loyaltst, Mohawk, Seneca, Sheridan, Sir Sandford Fleming
Artist Blacksmith	1 Year	13	9	7	Sir Sandford Fleming
Collections Conservation And Management	2 Years	18	12	12	Sir Sandford Fleming
Design And Visual Arts – General	2 Years	44	34	9	Georgian, Sheridan
Fine Arts And Crafts	2 Years	38	26	18	Centennial, Georgian, Sir Sandford Fleming, St. Lawrence
Fine Arts And Crafts – Advanced	3 Years	174	117	81	Cambrian, Fanshawe, Georgian, Sheridan
Museum Management	Post Diploma	30	23	23	Sir Sandford Fleming
Museum Technology	3 Years	36	31	31	Algonquin
Textile Surface Design	1 Year	4	3	2	Sir Sandford Fleming
Visual And Digital Arts	2 Years	25	21	16	Humber

Summary of Survey Data

	Program Cluster	All Programs
Survey Population	810	50,622
Labour Force Participation	40%	74%
Employment Rate^a	75%	83%
Employed Part-time ^a	28%	18%
Employed Full-time ^a	47%	65%
Average Annual Earnings – Total	\$25,494	\$33,199
Average Annual Earnings – Female	\$25,546	\$31,897
Average Annual Earnings – Male	\$25,200	\$34,607
Graduate Satisfaction	80%	79%
Employer Satisfaction	88%	93%

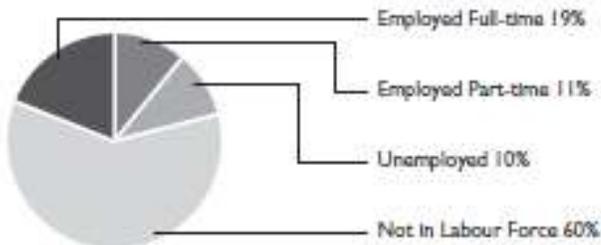
a. As a percentage of graduates in the labour force.

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

Art

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



Top Five Industries of Employment

	#	%
Food Services and Drinking Places	28	11.8%
Heritage Institutions	25	10.5%
Professional, Scientific and Technical Services	20	8.4%
Food and Beverage Stores	17	7.1%
General Merchandise Stores	14	5.9%

Top Five Occupational Categories

	#	%
Retail Salespersons and Sales Clerks	46	19.2%
Technical Occupations Related to Museums and Art Galleries	21	8.8%
Graphic Designers and Illustrators	16	6.7%
Cashiers	14	5.9%
Various* (each at this level of participation)	11	4.6%

* Food Counter Attendants, Kitchen Helpers and Related Occupations; Grocery Clerks and Store Shelf Stockers

Art

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	
	#	%	#	%	#	%	#	%	#	%	#	%
Art Fundamentals	8	1.5	51	9.6	2	0.4	34	6.4	32	6.0	407	76.2
Artist Blacksmith	–	–	2	22.2	2	22.2	2	22.2	1	11.1	2	22.2
Collections Conservation And Management	7	58.3	–	–	1	8.3	3	25.0	1	8.3	–	–
Design And Visual Arts – General	3	8.8	3	8.8	–	–	2	5.9	1	2.9	25	73.5
Fine Arts And Crafts	3	11.5	3	11.5	2	7.7	5	19.2	5	19.2	8	30.8
Fine Arts And Crafts – Advanced	21	17.9	19	16.2	14	12.0	11	9.4	16	13.7	36	30.8
Museum Management	9	39.1	5	21.7	2	8.7	2	8.7	5	21.7	–	–
Museum Technology	12	38.7	4	12.9	1	3.2	5	16.1	9	29.0	–	–
Visual And Digital Arts	2	9.5	1	4.8	1	4.8	2	9.5	10	47.6	5	23.8
All Programs in Cluster*	65	8.1	88	10.9	25	3.1	66	8.2	80	9.9	483	59.9

* Does not include 1 program with fewer than 5 graduates in the labour force.

Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Art Fundamentals	\$22,403	\$22,035	\$20,857	\$21,118	\$22,233	\$20,857
Artist Blacksmith	–	–	–	–	–	–
Collections Conservation And Management	\$23,062	–	\$22,630	–	\$23,062	\$22,630
Design And Visual Arts – General	–	–	–	–	–	–
Fine Arts And Crafts	–	–	–	–	–	–
Fine Arts And Crafts – Advanced	\$26,897	\$26,946	\$25,000	\$25,029	\$26,912	\$25,014
Museum Management	\$25,555	–	\$27,375	–	\$26,629	\$27,375
Museum Technology	\$35,868	–	\$31,286	–	\$32,717	\$30,000
Visual And Digital Arts	–	–	–	–	–	–
All Programs in Cluster*	\$25,546	\$25,200	\$23,829	\$23,464	\$25,427	\$23,516

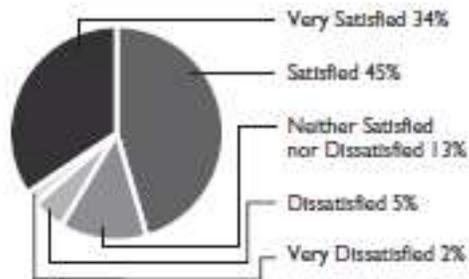
* Does not include 1 program with fewer than 5 graduates in the labour force.

Key Research Findings

Art

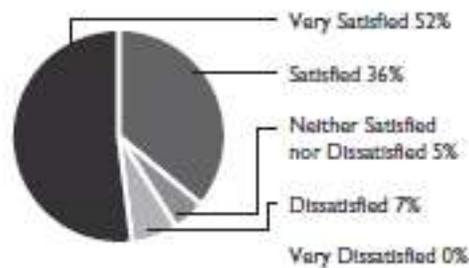
Program Cluster Satisfaction

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



* 771 graduates participated in this question.

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



* 42 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	81.9%	83.6%	88.4%	84.7%	86.5%	85.2%	86.9%	84.5%	77.7%	75.2%
Percentage Employed Full-time	63.3%	63.8%	65.7%	61.7%	66.8%	59.5%	67.8%	57.1%	54.5%	46.9%
Percentage Employed Full-time Related Jobs	26.6%	23.7%	19.3%	22.5%	22.1%	24.1%	21.0%	25.6%	27.5%	19.9%
Average Annual Salary Full-time Related Jobs	\$23,859	\$23,531	\$26,454	\$26,761	\$25,131	\$29,521	\$26,970	\$30,638	\$30,212	\$28,664

Key Research Findings

Working in Canada⁹

Blacksmiths and Die Setters (NOC – 7266)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.25	22.78	36.70
Hamilton--Niagara Peninsula Region	16.97	23.34	28.35
Kingston - Pembroke Region	N/A	N/A	N/A
Kitchener--Waterloo--Barrie Region	13.41	22.32	37.31
London Region	N/A	N/A	N/A
Muskoka-Kawartha Region	N/A	N/A	N/A
Northeast Region	10.25	23.51	33.37
Northwest Region	N/A	N/A	N/A
Ottawa Region	N/A	N/A	N/A
Stratford--Bruce Peninsula Region	N/A	N/A	N/A
Toronto Region	14.02	20.59	35.69
Windsor-Sarnia Region	17.42	29.77	49.70

Working in Canada¹⁰

Artisans and Craftspersons (NOC – 5244)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	11.00	15.00	25.00
Hamilton--Niagara Peninsula Region	11.00	15.75	23.65
Kingston - Pembroke Region	11.00	15.00	25.00
Kitchener--Waterloo--Barrie Region	10.88	14.15	20.50
London Region	11.00	15.00	25.00
Muskoka-Kawartha Region	11.75	15.00	20.00
Northeast Region	11.00	25.00	31.00
Northwest Region	N/A	N/A	N/A
Ottawa Region	11.00	14.97	25.00
Stratford--Bruce Peninsula Region	10.25	13.68	19.63
Toronto Region	10.89	15.00	23.00
Windsor-Sarnia Region	10.59	14.50	20.00

⁹ "Blacksmith and Die Setters." *Working In Canada*. N.p., n.d. Web. 24 July 2012. <<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=7266&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=blacksmith#wages>>.

¹⁰ "Artisans and Craftspersons." *Working In Canada*. N.p., n.d. Web. 24 July 2012. <http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5244&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&source=0&titleKeyword=artisan#job_opps>.

Key Research Findings

Competitive Analysis¹¹

• **MODERATE**

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

Certificate

- In 2011, Fleming had a **3:1** conversion ratio, which is approximately the same as the past 5 years

Certificate

Program: 41802 - ARTIST BLACKSMITH															
	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
FLEMING	39	15	3:1	37	14	3:1	37	16	2:1	44	14	3:1	46	15	3:1
Total	39	15	3:1	37	14	3:1	37	16	2:1	44	14	3:1	46	15	3:1

Financial Analysis

• **MODERATE**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 27.6%
- Program Weight: 1.10
- Funding Unit: 1.00

Key Performance Indicators

• **MODERATE**

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

KPI1-Graduation Rate	+13% above system
KPI2-Working	-5% below system
KPI3-Working Related	-24% below system
KPI4-Grad. Satisfaction	-6% below system
KPI8-Student Satisfaction-Learning	+7% above system
KPI9-Student Satisfaction- Teachers	+9% above system
KPI11-Grad. Satisfaction-Program	+2% above system

¹¹ 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

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.

Artist Blacksmith

Program Research 2012-06-27

Overview of the Profession

“The Artist Blacksmith program teaches students to design, draw and shape three-dimensional metal works of art using traditional and contemporary tools, materials and processes.”

Fleming College

NOC: 5244 Artists and Craftpersons

5244 Artisans and craftpersons

This unit group includes those who use manual and artistic skills to design and make ornamental objects, pottery, stained glass, jewellery, rugs, blankets, other handicrafts and artistic floral arrangements. Makers of musical instruments are also included in this unit group. Most craftpersons are self-employed. Artistic floral arrangers are usually employed in florist shops and floral departments of retail establishments, or may be self-employed. Craft instructors are also included in this unit group and are employed by artisan guilds, colleges, private studios and recreational organizations.

Example Titles

artistic floral arranger

carver

craft instructor (except education)

craftsperson

glass blower

lace weaver – arts and crafts

leather worker

metal arts worker

potter

screen printing artisan

silversmith

stained glass artist

stringed instrument maker

totem pole carver

weaver – arts and crafts

[View all titles](#)

Main duties

The following is a summary of main duties for some occupations in this unit group:

Key Research Findings

Carvers use hand tools and woodworking machines to produce carvings from wood, stone and other materials and to carve ornamental designs into wooden furniture and other objects. Glass blowers design and create glass objects using blowpipes and artisan's hand tools and equipment.

Metal arts workers design metal jewellery, utensils, implements, wall hangings and other objects and create them from gold, silver, copper, pewter and other metals.

Potters design ornamental and ceramic functional earthenware pieces and create them using clay, moulds, potter's wheels and other equipment, glazing materials and kilns.

Stained glass artists design stained glass windows, lampshades and other objects and cut, paint, fire and assemble pieces of stained glass to create such products.

Instrument makers construct instruments applying their knowledge of wood, ebonite, metal properties and other materials and instrument design using hand and power tools.

Weavers use hands or loom to interlace strips of flexible material such as wool, cotton, silk, grasses, bark and rawhide to make baskets, wreaths, wall hangings, clothing, rugs, blankets and other objects.

Craft instructors prepare craftmaking lessons, gather the required working materials and demonstrate and teach craftmaking techniques.

Artistic floral arrangers design bouquets, corsages, sprays, wreaths and other floral arrangements and select natural and artificial flowers, foliage and decorative accessories to create arrangements or other floral items to suit customers' requirements.

Employment requirements

Skills are often learned through apprenticeship with a master craftsman.

Training programs are offered by artisan guilds, colleges and private studios.

Creative ability and talent, as demonstrated by a portfolio of work, and knowledge of safe handling of material, tools and equipment are required.

A college diploma in fine craft techniques may be required.

7266 - Blacksmiths and Die Setters

Analytical text

Type of work

Blacksmiths forge a variety of metal items, such as tools, chains, wrought iron fixtures, agricultural implements and structural components. Die setters set up forging machines, such as forging presses, drop hammers, forging rolls and upsetters.

For the full and official description of this occupation according to the National Occupational Classification, visit the NOC site

at: <http://www5.hrsdc.gc.ca/NOC/English/NOC/2006/QuickSearch.aspx?val65=7266>

Examples of Occupational Titles

Anvilsmith;

blacksmith;

die setter;

hammersmith;

toolsmith.

Outlook

Key Research Findings

Job prospects in this occupation have not been determined. It is impossible to come to a reliable conclusion regarding the prospects because the number of jobs in that occupation in Quebec is insufficient.

7266 - Blacksmiths and Die Setters

Statistics

Main Labour Market Indicators	7266	All occupations
Employment, average 2007- 2009	100	3,859,200
EI Claimants in 2009	15	168,350
Average Annual Growth Rate 2010- 2014	0.0%	0.9%
Annual Employment Variation 2010- 2014	0	36,650
Annual Attrition 2010- 2014	5	122,850
Total Annual Needs 2010- 2014	5	159,500

Employment Distribution by Gender 7266 All occupations

Males	91.3%	52.7%
Females	8.7%	47.3%

Employment Distribution by Age 7266 All occupations

15- 24 years	0.0%	14.1%
25- 44 years	60.0%	45.1%
45- 64 years	40.0%	38.8%
65 years and over	0.0%	2.0%

Employment Distribution by Status 7266 All occupations

Full-time	100.0%	79.2%
Part-time	0.0%	20.8%

Average Annual Employment Income (Full-Time, Full-Year) 7266 All occupations

Full-time, full-year	75.0%	53.2%
Average income	41,142	45,157
0- 19999\$	25.0%	16.5%
20000- 49999\$	32.1%	52.4%
50000\$ and over	42.9%	31.1%

Employment Distribution by Highest Level of Schooling 7266 All occupations

Less than high-school	19.0%	14.1%
High-school	38.1%	21.9%
Post-secondary	42.9%	43.1%
Bachelors	0.0%	20.9%

Key Research Findings

Employment Distribution by Region 7266 All occupations

Gaspésie-îles-de-la-Madeleine	0.0%	1.1%
Bas-St-Laurent	0.0%	2.5%
Capitale-Nationale	0.0%	9.1%
Chaudière-Appalaches	0.0%	5.4%
Estrie	8.0%	3.9%
Centre-du-Québec	16.0%	2.9%
Montérégie	32.0%	18.7%
Montréal	8.0%	24.1%
Laval	0.0%	5.0%
Lanaudière	8.0%	5.8%
Laurentides	16.0%	7.0%
Outaouais	0.0%	4.7%
Abitibi-Témiscamingue	0.0%	1.8%
Mauricie	0.0%	3.1%
Saguenay-Lac-St-Jean	12.0%	3.3%
Côte-Nord-Nord du Québec	0.0%	1.7%

7266 All occupations

Employment Distribution by Self-employment 19.2% 11.2%

7266 All occupations

Employment Distribution by Immigration 8.3% 12.2%

Main Areas of Employment	(%)	(%)
Manufacturing	87.0	
- Fabricated Metal Product Manufacturing		34.8
- Aerospace Product and Parts Manufacturing		21.7

http://www.servicecanada.gc.ca/eng/qc/job_futures/statistics/7266.shtml

Labour Market

the [National Occupational Classification](#) site.

Search Result : Creative Designers And Craftspersons (524)

Skill Level:

Occupations Usually Requiring College or Apprenticeship Training

Occupations in this Group:

Key Research Findings

Graphic Designers and Illustrating Artists (5241), Interior Designers (5242), Theatre, Fashion, Exhibit and Other Creative Designers (5243), **Artisans and Craftspersons (5244)**, Patternmakers - Textile, Leather and Fur Products (5245)

Employment (non-student) in 2010:

105,471

Median Age of workers in 2010:

39.9 years old

Average Retirement Age in 2010:

60 years old

Over the 2008-2010 period, employment in this occupation increased slightly and the average hourly wage increased a little more quickly than the average for all occupations. However, the unemployment rate remained stable at 4.0%. According to key labour market indicators, the number of job seekers was sufficient to fill job openings in this occupation.

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 **Creative Designers And Craftspersons**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **46,500** and **39,518** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

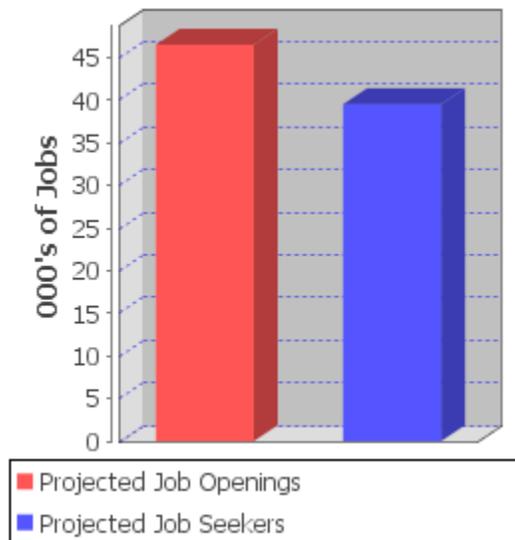
Based on projections and considering that labour supply and demand in this occupation were balanced, the number of job seekers is expected to remain sufficient to fill job openings over the 2011-2020 period. The job openings for artistic designers and craftspersons will arise primarily from expansion demand. New computer and telecommunications technologies will continue to create new jobs in graphic design. Moreover, interior designers will continue to benefit from high renovation expenditures, though lower than in previous years. Retirements will result in fewer job openings than in other occupations. The retirement rate will be below the average, mainly because the workers in this occupation are typically younger. In terms of labour supply, job seekers will come primarily from the school system. However, a large number of workers will leave this occupation for another because of the often precarious employment conditions.

Projection of Cumulative Job Openings and Job Seekers over the Period of 2011-2020

	Level	Share
Expansion Demand:	21,500	46%
Retirements:	18,930	41%
Other Replacement Demand:	3,579	8%
Emigration:	2,454	5%
Projected Job Openings:	46,500	100%

	Level	Share
School Leavers:	38,028	96%
Immigration:	6,694	17%
Other	-5,204	-13%
Projected Job Seekers:	39,518	100%

Key Research Findings



NOC: 7266

Search Result : Metal Forming, Shaping And Erecting Occupations (726)

Skill Level:

Occupations Usually Requiring College or Apprenticeship Training

Occupations in this Group:

Sheet Metal Workers (7261),Boilermakers (7262),Structural Metal and Platework Fabricators and Fitters (7263),Ironworkers (7264),Welders and Related Machine Operators (7265),**Blacksmiths** and Die Setters (7266)

Employment (non-student) in 2010:

123,305

Median Age of workers in 2010:

39.4 years old

Average Retirement Age in 2010:

64 years old

Over the 2008-2010 period, employment in this occupation dropped significantly while the unemployment rate increased sharply to 17.7% in 2010, which is much higher than the average. The average hourly wage for this occupation increased at a rate similar to the rate for all other occupations. According to key labour market indicators, the number of job seekers was more than sufficient to fill the job openings in this occupation.

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 Metal Forming, Shaping And Erecting Occupations, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total 46,700 and 52,751 job

Key Research Findings

seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

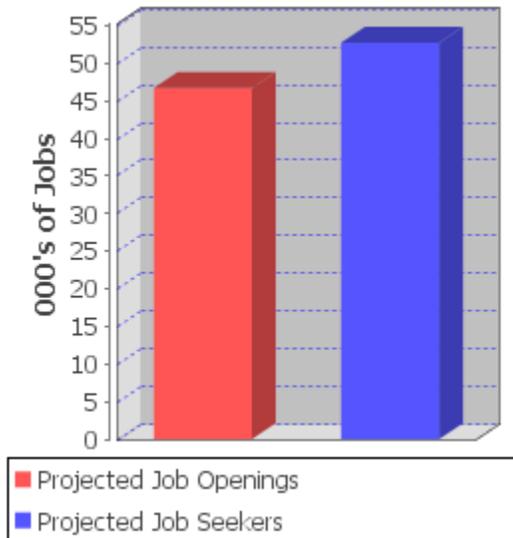
Based on projections and considering that there was surplus labour supply in this occupation, it is expected that the surplus labour supply will continue. In other words, the number of job seekers will be more than sufficient to fill the job openings over the 2011-2020 period. Job openings will arise from both new positions due to economic growth and replacement needs due to retirement. Although the retirement rate is lower than the rate for all occupations, more than 45% of job openings over the projection period will arise from retirements. The low retirement rate in this occupation is due to the fact that workers are generally somewhat younger than the average and retire later than those in other occupations. Consequently, the gap between the average age of workers and the retirement age is greater than the average for all occupations. The number of job openings arising from economic growth will be much higher than over the 2001-2010 period, during which, after the construction industry was stimulated by the building of new housing units, a substantial increase in renovation spending and, more recently, the increase in non-residential construction spending, the construction industry and especially the manufacturing sector were hit hard by the recession. Over the projection period, activities in the construction industry will slow down, primarily as a result of the aging population, and the manufacturing sector will continue to experience difficulties, particularly in the metal and machinery fabricating industry. This will have a negative impact on the number of job openings in metal forming, shaping and erecting trades. With regard to labour supply, the majority of job seekers will come from the school system.

[Projection of Cumulative Job Openings and Job Seekers over the Period of 2011-2020](#)

	Level	Share
Expansion Demand:	18,800	40%
Retirements:	21,657	46%
Other Replacement Demand:	3,362	7%
Emigration:	2,878	6%
Projected Job Openings:	46,700	100%

	Level	Share
School Leavers:	42,130	80%
Immigration:	7,558	14%
Other	3,063	6%
Projected Job Seekers:	52,751	100%

Key Research Findings



Top of Form

Bottom of Form

Blacksmiths and Die Setters (NOC 7266)

Muskoka-Kawartha Region, Ontario

Labour Market Information Dashboard



Jobs	Median Wage	Outlook	Certification
0 Job View Job Opportunities section	N/A View Wages section	N/A View Outlook section	Not regulated

Description

Blacksmiths forge a variety of metal items, such as tools, chains, wrought iron fixtures, agricultural implements and structural components. Die setters set up forging machines, such as forging presses, drop hammers, forging rolls and upsetters. They are employed primarily by fabricated metal products, machinery and transportation equipment manufacturing companies.

Included Job Titles

anvilsmith, **blacksmith**, die setter, hammersmith, toolsmith.

[+ View more](#)

Job Duties

Blacksmiths perform some or all of the following duties:

Heat metal items in forge

Hammer, punch, cut or otherwise form metal workpieces into desired shapes and sizes

Forge special tools from metal or devise special jigs or fixtures

Temper, harden or anneal forged items

Shape metal using power forging machinery.

Die setters perform some or all of the following duties:

Select dies for forging according to work order and specifications

Position, align and bolt dies to ram and anvil of power presses and hammers

Check initial operation of forging machine to ensure that machine is set up properly for use by forging machine operators.

Related Occupations

Key Research Findings

[Other Trades and Related Occupations](#)

[Forging Machine Operators](#)

[Contractors and Supervisors, Metal Forming, Shaping and Erecting Trades](#)

Jobs - Muskoka-Kawartha Region

There are currently no job offers available in Muskoka-Kawartha Region for this occupation. For local job offers, you may also visit [other job sites](#).

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Professional Associations

[Ontario Artist Blacksmith Association](#)

[Artist Blacksmith Association of North America](#)

[Maritime Blacksmiths Association](#)

[Appalachian Blacksmiths Association](#)

[Vancouver Island Blacksmiths Association](#)

Educational Competitors

[ARTIST BLACKSMITH](#)

[FLEMING](#) HALIBURTON WAITLISTED 15 WEEKS 2012 – Sep

[List of Places to Learn Blacksmithing](#)

Employment Opportunities

Job Number: 6513735

Title: Die setter (Automotive Metal Stamping) ([NOC: 7266](#))

Terms of Employment: Permanent, Full Time, Shift, Overtime, Weekend

Salary: \$16.00 to \$20.00 Hourly for 40 hours per week

Anticipated Start Date: As soon as possible

Location: Windsor, Ontario (2 vacancies)

Skill Requirements:

Education: Not required

Key Research Findings

Experience: 3 years to less than 5 years

Languages: Speak English, Read English, Write English

Major Work Area: Heavy machinery manufacturing

Specific Skills: Hammer, punch, cut or form metal into desired shapes, Position, align and bolt dies to ram and anvil, Check machine set-up for proper usage

Own Tools/Equipment: Steel-toed safety boots

Employer: Core Team Staffing (Placement Agency)

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: resumes@ctstaffing.ca

Web Site: <http://coreteamstaffing.com/job-opportunities/>

Advertised until: 2012/07/21

This job advertisement has been provided by an external employer. Service Canada is not responsible for the accuracy, authenticity or reliability of the content.

Of Interest

[Blacksmith Essential Skills Student Notes](#)