

Key Research Findings

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

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

Key Research Findings

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

Key Research Findings

Photo Arts (41831)

Student Demand¹

• **MODERATE**

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

Certificate

- Fleming is the only college to offer this program
- Fleming has a mean growth rate of **8%** and an average registration of **8 students**

Diploma

- Six colleges offer this certificate program, including one of Fleming's main competitors
- Sheridan, the key competitor, has experienced mean growth rate of **0%**, however has a fairly high average registration of **79 students**
- Overall, Fanshawe has the highest mean growth rate (**12%**) and La Cite has the lowest growth rate (**-3%**)
- Fanshawe has the highest average registration with **117 students** and La Cite has the lowest with **37 students**

Graduate Certificate

- Fanshawe is the only school that was offering a graduate certificate program, which was cancelled after 2009
- This program experienced a **-12%** mean growth rate and an average registration of **8 students**

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

Certificate

Program: 41831 - PHOTOGRAPHIC LABORATORY OPERATOR																		
	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	8	12	50		12	6	-50		6	6	0		6	8	33		8	8
Total	8	12	50		12	6	-50		6	6	0		6	8	33		8	8

Diploma

Program: 51831 - PHOTOGRAPHY																		
	2007			% Change (07-08)	2008			% Change (08-09)	2009			% Change (09-10)	2010			% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
	2007	2008			2008	2009			2009	2010			2010	2011				
ALGONQUIN	71	71	0		71	75	6		75	64	-15		64	74	16		-2	71
FANSHAWE	87	115	32		115	115	0		115	134	17		134	133	-1		12	117
HUMBER	71	76	7		76	96	26		96	82	-15		82	84	2		5	82
LA CITÉ COLLÉGIAL	42	37	-12		37	31	-16		31	42	35		42	34	-19		-3	37
MOHAWK														39				39
SHERIDAN	78	80	3		80	79	-1		79	79	0		79				0	79
Total	349	379	9		379	396	4		396	401	1		401	364	-9		1	378

Graduate Certificate

Program: 71831 - PHOTOGRAPHY																		
	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
FANSHAWE	8				8		7	-13	7								-12	8
Total	8				8		7	-13	7								-12	8

Key Research Findings

Labour Market

Employment Ontario

Not Available

HRSDC²

Photographers, Graphic Arts Technicians and Technical Occupations (NOC-522)

- Job Openings (2011/2020): **21,328**
- Job Seekers(2011/2020): **20,385**
- Post Secondary Education Graduates: **16,882**
- “Based on projections and considering that labour supply and demand in this occupation were balanced, it is expected that the number of job seekers will remain sufficient to fill job openings over the 2011-2020 period. The main source of job openings will be expansion demand. The number of new jobs will be higher than over the 2001-2010 period. Although the retirement rate in this occupation is below the overall economic average, the majority of job openings over the projection period will arise from replacement needs due to retirement. The relatively low retirement rate in this occupation is due to the fact that workers are generally younger and retire later than in other occupations. In terms of supply, the majority of job seekers will come from the school system. However, a rather large number of workers will leave this occupation for others because of the often precarious nature of employment in motion pictures, performing arts, broadcasting and photography.”

US Bureau of Labour³

Photographers (SOC –27-4021)

- Employment Growth (2010/2020): **Increase 13%**
 - **139,500** (2010) to **156,900** (2020)
- “Employment of photographers is projected to grow by 13 percent from 2010 to 2020, about as fast as the average for all occupations. Overall growth will be limited because of the decreasing cost of digital cameras and the increasing number of amateur photographers and hobbyists. Improvements in digital technology reduce barriers of entry into this profession and allow more individual consumers and businesses to produce, store, and access photographic images on their own.”
- “Employment of self-employed photographers is expected to grow by 15 percent from 2010 to 2020. Demand for wedding and portrait photographers will continue as people continue to get married and need new portraits. In addition, corporations will continue to require the services of commercial photographers to develop compelling advertisements to sell products.”
- “Declines in the newspaper industry will reduce demand for news photographers to provide still images for print. Employment of news photographers in newspaper publishing is expected to decline by 30 percent from 2010 to 2020.”

² "Photographers, Graphic Arts Technicians And Technical Occupations (522)." *Canadian Occupational Projection System (COPS)*. N.p., n.d. Web. 21 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=66>>.

³ "Photographers." *Occupational Outlook Handbook*. N.p., n.d. Web. 21 Aug. 2012. <<http://www.bls.gov/ooh/media-and-communication/photographers.htm>>.

Key Research Findings

- “Photographers will face strong competition for most jobs. Because of reduced barriers to entry, there will be many qualified candidates for relatively few positions.
- “In addition, salaried jobs may be more difficult to obtain as companies increasingly contract with freelancers rather than hire their own photographers. Job prospects will be best for candidates who are multitalented and possess related skills such as picture editing and capturing digital video.”

Sector Councils and Reports

- [Professional Photographers of Canada](#)

Key Research Findings

Employment Profile⁴

In 2010-2011, **14.3%** of graduates were employed in a full time position which related to this program of study provincially

Media

Programs in Media (cont.)

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Game Design And Development	Post Diploma	19	15	13	Seneca
Game Development	3 Years	48	36	30	Algonquin, Durham
Independent Documentary Production	Post Diploma	25	12	11	Algonquin
Independent Music Production	1 Year	42	32	27	Seneca
Illustration – Bachelor Of Applied Arts	4 Years	62	39	36	Sheridan
Journalism – Broadcast	2 Years	116	83	55	Conestoga, Fanshawe, La Cité, Loyalist, Seneca
Journalism – New Media	Post Diploma	45	30	25	Algonquin, Loyalist, Sheridan
Journalism – Print	2 Years	179	129	102	Algonquin, Conestoga, Durham, La Cité, Loyalist, Niagara, St. Clair, St. Lawrence
Journalism – Print	3 Years	32	18	16	Centennial
Journalism – Print And Broadcast	3 Years	142	101	90	Canadore, Durham, Humber, Mohawk
Journalism – Print And Broadcasting	2 Years	92	67	52	Cambrian, Sheridan
Media Arts	2 Years	189	139	108	Algonquin, Georgian, Humber, Niagara, Seneca
Media Arts – Interactive Multimedia	Post Diploma	90	64	60	Algonquin, Fanshawe, George Brown, Sheridan
Media Fundamentals	1 Year	211	169	47	Humber, Lambton, Sheridan
Music Industry Arts	2 Years	87	57	38	Fanshawe
Photographic Laboratory Operator	1 Year	7	7	6	Sir Sandford Fleming
Photography	2 Years	180	131	113	Algonquin, Fanshawe, Humber, La Cité, Sheridan
Photography	Post Diploma	6	2	2	Fanshawe
Photojournalism	2 Years	36	21	20	Loyalist
Post-production	Post Diploma	13	9	9	Humber
Pre-media	1 Year	145	104	30	Conestoga, Durham, La Cité, Loyalist, Mohawk, Seneca
Professional Writing	2 Years	23	18	15	Algonquin
Recording Industry – Digital Applications	Post Diploma	15	9	7	Fanshawe
Sports Journalism	Post Diploma	30	22	22	Centennial, Loyalist
Technical Writer	Post Diploma	31	24	23	Algonquin, Seneca
Video Journalism And Documentary Production	Post Diploma	13	9	3	Conestoga

⁴ "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

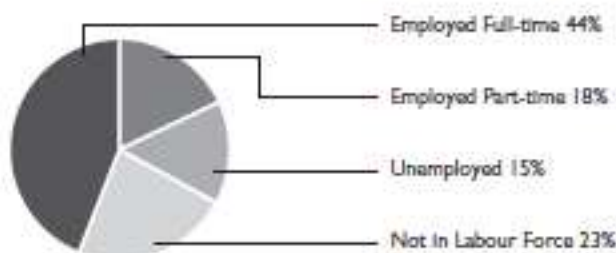
Media

Summary of Survey Data

	Program Cluster	All Programs
Survey Population	2,732	50,622
Labour Force Participation	77%	74%
Employment Rate^a	80%	83%
Employed Part-time ^a	23%	18%
Employed Full-time ^a	57%	65%
Average Annual Earnings – Total	\$30,589	\$33,199
Average Annual Earnings – Female	\$29,681	\$31,897
Average Annual Earnings – Male	\$31,359	\$34,607
Graduate Satisfaction	73%	79%
Employer Satisfaction	92%	93%

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

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



Top Five Industries of Employment

	#	%
Professional, Scientific and Technical Services	265	16.3%
Broadcasting (except Internet)	199	12.3%
Motion Picture and Sound Recording Industries	165	10.2%
Food Services and Drinking Places	129	7.9%
Publishing Industries (except Internet)	111	6.8%

Top Five Occupational Categories

	#	%
Graphic Designers and Illustrators	178	10.9%
Retail Salespersons and Sales Clerks	172	10.5%
Audio and Video Recording Technicians	70	4.3%
Web Designers and Developers	70	4.3%
Producers, Directors, Choreographers and Related Occupations	67	4.1%

Key Research Findings

Media

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	
	#	%	#	%	#	%	#	%	#	%	#	%
Advanced Television And Film	22	34.4	14	21.9	5	7.8	7	10.9	10	15.6	6	9.4
Animation	19	28.4	20	29.9	—	—	7	10.4	13	19.4	8	11.9
Animation – Bachelor Of Applied Arts	29	41.4	5	7.1	4	5.7	2	2.9	19	27.1	11	15.7
Animation – Television	13	24.5	7	13.2	3	5.7	—	—	6	11.3	24	45.3
Audio-visual Technician	15	23.8	3	4.8	2	3.2	3	4.8	6	9.5	34	54.0
Book And Magazine Publishing	24	55.8	2	4.7	4	9.3	2	4.7	6	14.0	5	11.6
Broadcasting – Radio	30	18.0	40	24.0	14	8.4	19	11.4	26	15.6	38	22.8
Broadcasting – Radio And Television — 3 Year	51	40.5	22	17.5	12	9.5	15	11.9	14	11.1	12	9.5
Broadcasting – Radio And Television — Post Diploma	19	36.5	13	25.0	7	13.5	6	11.5	2	3.8	5	9.6
Broadcasting – Television	54	28.4	26	13.7	27	14.2	19	10.0	37	19.5	27	14.2
Canadian Journalism For Internationally Trained Writers	2	28.6	2	28.6	—	—	—	—	3	42.9	—	—
Computer Animation	34	35.8	16	16.8	4	4.2	2	2.1	27	28.4	12	12.6
Computer Graphics	8	53.3	1	6.7	—	—	1	6.7	3	20.0	2	13.3
Corporate Media Production	3	21.4	5	35.7	2	14.3	2	14.3	1	7.1	1	7.1
Creative Book Publishing	11	50.0	3	13.6	4	18.2	—	—	4	18.2	—	—
Creative Writing	10	14.1	22	31.0	4	5.6	15	21.1	5	7.0	15	21.1
Digital Photography And Imaging	6	19.4	6	19.4	6	19.4	4	12.9	7	22.6	2	6.5
Dramatic Scriptwriting	2	20.0	3	30.0	1	10.0	2	20.0	1	10.0	1	10.0
Film And Television Production	71	37.6	22	11.6	21	11.1	22	11.6	35	18.5	18	9.5
Film Production	1	5.6	4	22.2	1	5.6	2	11.1	5	27.8	5	27.8
Game Design And Development — 2 Year	3	37.5	4	50.0	—	—	—	—	1	12.5	—	—
Game Design And Development — Post Diploma	7	46.7	1	6.7	—	—	3	20.0	2	13.3	2	13.3
Game Development	9	25.0	12	33.3	—	—	3	8.3	6	16.7	6	16.7
Illustration – Bachelor Of Applied Arts	12	30.8	9	23.1	3	7.7	6	15.4	6	15.4	3	7.7
Independent Documentary Production	1	8.3	6	50.0	1	8.3	1	8.3	2	16.7	1	8.3
Independent Music Production	4	12.5	8	25.0	2	6.3	7	21.9	6	18.8	5	15.6
Journalism – Broadcast	10	12.0	20	24.1	6	7.2	9	10.8	10	12.0	28	33.7
Journalism – New Media	7	23.3	7	23.3	3	10.0	2	6.7	6	20.0	5	16.7
Journalism – Print — 2 Year	28	21.7	25	19.4	10	7.8	17	13.2	22	17.1	27	20.9
Journalism – Print — 3 Year	3	16.7	3	16.7	3	16.7	—	—	7	38.9	2	11.1
Journalism – Print And Broadcast	27	26.7	21	20.8	4	4.0	12	11.9	26	25.7	11	10.9

Media

Summary of Graduate Outcomes by Program (cont.)

	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	
	#	%	#	%	#	%	#	%	#	%	#	%
Journalism – Print And Broadcasting	18	26.9	10	14.9	8	11.9	7	10.4	9	13.4	15	22.4
Media Arts	50	36.0	18	12.9	6	4.3	12	8.6	22	15.8	31	22.3
Media Arts – Interactive Multimedia	33	51.6	7	10.9	8	12.5	2	3.1	10	15.6	4	6.3
Media Fundamentals	2	1.2	20	11.8	1	0.6	13	7.7	11	6.5	122	72.2
Music Industry Arts	8	14.0	10	17.5	3	5.3	5	8.8	12	21.1	19	33.3
Photographic Laboratory Operator	1	14.3	2	28.6	–	–	2	28.6	1	14.3	1	14.3
Photography	42	32.1	32	24.4	16	12.2	20	15.3	3	2.3	18	13.7
Photojournalism	7	33.3	8	38.1	1	4.8	1	4.8	3	14.3	1	4.8
Post-production	5	55.6	1	11.1	2	22.2	–	–	1	11.1	–	–
Pre-media	4	3.8	8	7.7	1	1.0	6	5.8	11	10.6	74	71.2
Professional Writing	3	16.7	2	11.1	2	11.1	5	27.8	3	16.7	3	16.7
Recording Industry – Digital Applications	3	33.3	1	11.1	–	–	2	22.2	1	11.1	2	22.2
Sports Journalism	4	18.2	5	22.7	5	22.7	5	22.7	3	13.6	–	–
Technical Writer	13	54.2	2	8.3	1	4.2	2	8.3	5	20.8	1	4.2
All Programs In Cluster*	728	26.9	478	17.6	207	7.6	272	10.0	419	15.5	607	22.4

* Does not include 4 programs with fewer than 5 graduates in the labour force.

Key Research Findings

Media

Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Advanced Television And Film	\$33,226	\$34,125	\$35,000	\$33,600	\$33,736	\$35,000
Animation	\$29,332	\$31,857	\$29,079	\$31,286	\$31,015	\$30,764
Animation – Bachelor Of Applied Arts	\$36,114	\$37,353	\$36,500	\$37,250	\$36,857	\$37,250
Animation – Television	\$30,336	\$37,616	\$34,727	\$36,000	\$34,583	\$34,864
Audio-visual Technician	\$30,633	\$31,112	\$27,000	\$32,329	\$30,902	\$31,643
Book And Magazine Publishing	\$33,071	–	\$30,000	–	\$31,800	\$30,000
Broadcasting – Radio	\$26,552	\$25,920	\$24,000	\$23,230	\$26,103	\$23,516
Broadcasting – Radio And Television – 3 Year	\$29,533	\$30,481	\$30,000	\$30,000	\$30,216	\$30,000
Broadcasting – Radio And Television – Post Diploma	\$34,676	\$30,645	\$35,000	\$27,375	\$32,392	\$30,000
Broadcasting – Television	\$30,275	\$31,351	\$29,600	\$30,000	\$30,946	\$30,000
Canadian Journalism For Internationally Trained Writers	–	–	–	–	–	–
Computer Animation	\$29,033	\$36,521	\$26,732	\$36,500	\$35,369	\$36,500
Computer Graphics	\$44,296	–	\$46,929	–	\$45,802	\$48,000
Corporate Media Production	\$23,579	–	\$24,000	–	\$25,862	\$27,000
Creative Book Publishing	\$28,539	–	\$31,000	–	\$28,539	\$31,000
Creative Writing	\$32,541	–	\$32,100	–	\$37,968	\$36,419
Digital Photography And Imaging	\$24,203	–	\$23,400	–	\$24,203	\$23,400
Dramatic Scriptwriting	–	–	–	–	\$24,817	\$21,379
Film And Television Production	\$27,112	\$31,794	\$28,375	\$30,000	\$30,291	\$30,000
Film Production	–	–	–	–	\$26,398	\$28,800
Game Design And Development – 2 Year	–	\$24,034	–	\$24,273	\$23,550	\$23,516
Game Design And Development – Post Diploma	–	\$35,523	–	\$36,425	\$34,317	\$33,925
Game Development	–	\$30,176	–	\$34,259	\$28,820	\$33,621
Illustration – Bachelor Of Applied Arts	\$26,481	\$32,248	\$19,775	\$33,893	\$29,364	\$23,725
Independent Documentary Production	–	–	–	–	\$34,883	\$25,029
Independent Music Production	–	\$16,845	–	\$15,838	\$22,180	\$19,814
Journalism – Broadcast	\$26,466	\$36,290	\$20,531	\$28,314	\$30,559	\$25,550
Journalism – New Media	\$35,469	–	\$32,000	–	\$33,315	\$26,600
Journalism – Print – 2 Year	\$26,372	\$28,549	\$25,126	\$29,200	\$27,678	\$27,375
Journalism – Print – 3 Year	–	–	–	–	\$40,010	\$39,107
Journalism – Print And Broadcast	\$28,423	\$36,369	\$25,550	\$35,000	\$31,998	\$30,000
Journalism – Print And Broadcasting	\$27,546	\$27,190	\$28,557	\$26,384	\$27,403	\$26,906
Media Arts	\$29,607	\$29,548	\$29,200	\$30,500	\$29,560	\$30,000
Media Arts – Interactive Multimedia	\$44,513	\$39,717	\$46,000	\$40,000	\$40,649	\$40,000

Key Research Findings

Media

Earnings of Full-time Employed Participants (cont.)

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Media Fundamentals	\$29,813	\$22,359	\$28,939	\$21,379	\$25,341	\$24,018
Music Industry Arts	–	\$25,495	–	\$25,811	\$25,565	\$25,811
Photographic Laboratory Operator	–	–	–	–	–	–
Photography	\$25,214	\$30,420	\$23,464	\$30,000	\$26,539	\$25,029
Photojournalism	\$24,606	–	\$22,943	–	\$23,505	\$20,689
Post-production	–	–	–	–	–	–
Pre-media	\$24,984	–	\$24,051	–	\$22,316	\$20,857
Professional Writing	–	–	–	–	–	–
Recording Industry – Digital Applications	–	–	–	–	–	–
Sports Journalism	–	\$26,429	–	\$29,200	\$26,810	\$29,200
Technical Writer	\$45,704	\$40,202	\$48,000	\$40,000	\$43,165	\$40,000
All Programs in Cluster*	\$29,722	\$31,362	\$28,500	\$30,000	\$30,676	\$30,000

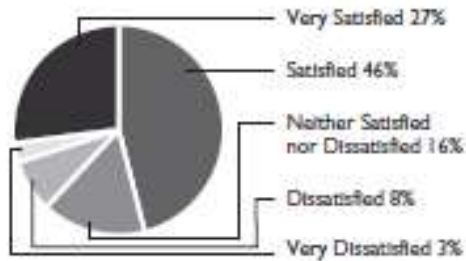
* Does not include 4 programs with fewer than 5 graduates in the labour force.

Key Research Findings

Media

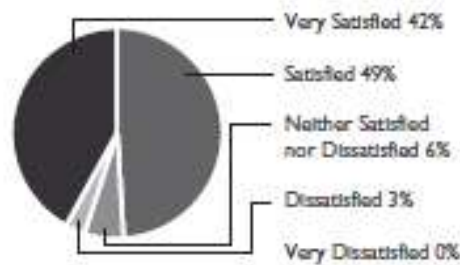
Program Cluster Satisfaction

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



* 2,570 graduates participated in this question.

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



* 271 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	85.3%	83.5%	84.7%	86.7%	87.0%	87.3%	87.9%	85.2%	90.7%	80.1%
Percentage Employed Full-time	72.3%	66.8%	67.9%	69.2%	69.4%	71.1%	70.5%	68.1%	60.2%	57.4%
Percentage Employed Full-time Related Jobs	50.4%	43.6%	38.2%	41.6%	44.2%	43.9%	46.3%	44.0%	33.4%	34.6%
Average Annual Salary Full-time Related Jobs	\$29,340	\$29,363	\$29,326	\$29,503	\$31,054	\$31,793	\$33,311	\$32,879	\$33,528	\$34,026

Key Research Findings

Working in Canada⁵

Photographers, Graphic Arts Technicians and Technical Occupations (NOC-522)

- Ontario Rating: **Not Available**
- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.65	17.00	46.88
Hamilton--Niagara Peninsula Region	10.25	13.00	17.01
Kingston - Pembroke Region	N/A	N/A	N/A
Kitchener--Waterloo--Barrie Region	N/A	N/A	N/A
London Region	10.65	17.00	46.88
Muskoka-Kawartha Region	11.25	15.00	30.52
Northeast Region	N/A	N/A	N/A
Northwest Region	N/A	N/A	N/A
Ottawa Region	N/A	N/A	N/A
Stratford--Bruce Peninsula Region	10.65	17.00	46.88
Toronto Region	N/A	N/A	N/A
Windsor-Sarnia Region	N/A	N/A	N/A

⁵ "Photographers, Graphic Arts Technicians And Technical Occupations (522)." *Working In Canada*. N.p., n.d. Web. 21 Aug. 2012. <<http://www.workingincanada.gc.ca/report-eng.do?area=27236&lang=eng&noc=5221&action=final&ln=p&page=1@ionKeyword=Peterborough%2C+Ontario&s=2&source=3&titleKeyword=photographer#outlook>>.

Key Research Findings

Competitive Analysis⁶

• **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 fairly low in 2011 (**6:1**), however it has improved from the previous years' ratios

Diploma

- Sheridan, the only direct competitor, has not offered the program since 2011; the last conversion ratio before this was fairly low (**9:1**)
- Overall, La Cite and Mohawk had the best ratio in 2011 (**3:1**) which is higher than the system ratio (**5:1**), and Humber had the lowest (**8:1**)

Graduate Certificate

- Fanshawe had a **5:1** conversion ratio in 2009, before it stopped offering the program

Certificate

Program: 41831 - PHOTOGRAPHIC LABORATORY OPERATOR												
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio
FLEMING	78	8	10:1	68	12	6:1	69	6	12:1	43	6	7:1
Total	78	8	10:1	68	12	6:1	69	6	12:1	43	6	7:1

⁶ 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: 51831 - PHOTOGRAPHY												
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio
ALGONQUIN	563	71	8:1	457	71	6:1	510	75	7:1	430	64	7:1
FANSHAWE	488	87	6:1	627	115	5:1	646	115	6:1	593	134	4:1
HUMBER	514	71	7:1	555	76	7:1	586	96	6:1	608	82	7:1
LA CITÉ COLLEGIAl	133	42	3:1	123	37	3:1	129	31	4:1	126	42	3:1
MOHAWK	0			0			0			0		
SHERIDAN	582	78	7:1	612	80	8:1	615	79	8:1	699	79	9:1
Total	2280	349	7:1	2374	379	6:1	2486	396	6:1	2456	401	6:1

Graduate Certificate

Program: 71831 - PHOTOGRAPHY												
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio
FANSHAWE	27			35	8	4:1	35	7	5:1	3		
Total	27			35	8	4:1	35	7	5:1	3		

Financial Analysis

• **STRONG**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 36.2%
- Program Weight: 1.30
- Funding Unit: 1.50

Key Performance Indicators

• **MODERATE**

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

KPI1-Graduation Rate	+22% above system
KPI2-Working	-4% below system
KPI3-Working Related	-29% below system
KPI4-Grad. Satisfaction	Even with system
KPI8-Student Satisfaction-Learning	+6% above system
KPI9-Student Satisfaction- Teachers	+10% above system
KPI11-Grad. Satisfaction-Program	+7% above system

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.

Photo Arts

Program Research 2012-07-27

“The Photo Arts program will help you develop basic to intermediate skills in the photo arts, focusing on primarily black and white darkroom arts photography.”

Fleming College

Overview of the Program

NOC: 5221 Photographers

Photographers operate still cameras to photograph people, events, scenes, materials, products and other subjects. Photographers are employed by photographic studios, newspapers, magazines, museums and government, or they may be self-employed.

Photographers perform some or all of the following duties:

- Study requirements of a particular assignment and decide on type of camera, film, lighting and background accessories to be used
- Determine picture composition, make technical adjustments to equipment and photograph subject
- May operate scanners to transfer photographic images to computers
- May operate computers to manipulate photographic images
- May adapt existing photographic images and create new digitized images to be included in multimedia/newmedia products
- May use delicate instruments, such as optical microscopes attached to cameras
- May process exposed film
- May use airbrush, computer or other techniques to retouch negatives
- Medical photographers may work closely with medical illustrators.

Photographers may specialize in areas such as portrait photography, commercial photography, scientific photography, forensic photography, medical photography, digitized photography, multimedia photography or photojournalism.

The following list represents the list of common job titles that belong to the grouping: **Photographers (NOC 5221)**

- aerial photographer
- chief photographer
- commercial photographer
- evidence photographer - forensic
- fashion photographer
- finish photographer

Key Research Findings

- forensic photographer
- industrial photographer
- medical photographer
- multimedia photographer
- multimedia picture illustrator
- news photographer
- photographer
- photography supervisor
- photography technician - military
- photojournalist
- photomicrographer
- police photographer
- portrait photographer
- racetrack finish photographer
- retoucher - photography
- scientific photographer
- still photographer
- street photographer
- supervisor, photography
- wildlife photographer

http://www.workingincanada.gc.ca/job_titles-eng.do?area=9219&lang=eng&noc=5221&action=final&backurl=%2Freport-eng.do%3Farea%3D9219%26lang%3Deng%26noc%3D5221%26action%3Dfinal%26regionKeyword%3DToronto%252C%2BOntario%26s%3D1%26source%3D0%26titleKeyword%3Dphotographer®ionKeyword=Toronto%2C+Ontario&s=1&source=0&titleKeyword=photographer

Labour Market

.

Photographers, Graphic Arts Technicians And Technical Occupations (522)

Skill Level:

Occupations Usually Requiring College or Apprenticeship Training

Occupations in this Group:

Photographers (5221), Film and Video Camera Operators (5222), Graphic Arts Technicians (5223), Broadcast Technicians (5224), Audio and Video Recording Technicians (5225), Other Technical Occupations in Motion Pictures, Broadcasting and the Performing Arts (5226), Support and Assisting Occupations in Motion Pictures, Broadcasting and the Performing Arts (5227)

Employment (non-student) in 2010:

47,307

Median Age of workers in 2010:

37.9 years old

Average Retirement Age in 2010:

60 years old

Over the 2008-2010 period, this occupation experienced slight employment growth, but its unemployment rate remained stable at a level near the average for all occupations in 2010. The average

Key Research Findings

hourly wage in this occupation increased slightly more quickly than in all occupations over this period. 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 **Photographers, Graphic Arts Technicians And Technical Occupations**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **21,328** and **20,385** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

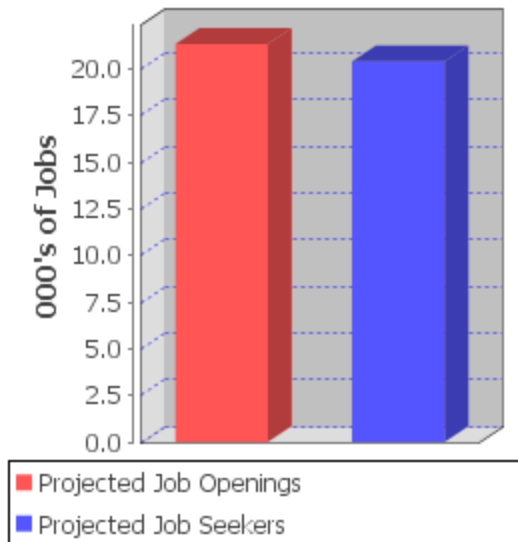
Based on projections and considering that labour supply and demand in this occupation were balanced, it is expected that the number of job seekers will remain sufficient to fill job openings over the 2011-2020 period. The main source of job openings will be expansion demand. The number of new jobs will be higher than over the 2001-2010 period. Although the retirement rate in this occupation is below the overall economic average, the majority of job openings over the projection period will arise from replacement needs due to retirement. The relatively low retirement rate in this occupation is due to the fact that workers are generally younger and retire later than in other occupations. In terms of supply, the majority of job seekers will come from the school system. However, a rather large number of workers will leave this occupation for others because of the often precarious nature of employment in motion pictures, performing arts, broadcasting and photography.

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

	Level	Share
Expansion Demand:	11,409	53%
Retirements:	7,576	36%
Other Replacement Demand:	1,210	6%
Emigration:	1,134	5%
Projected Job Openings:	21,328	100%

	Level	Share
School Leavers:	16,882	83%
Immigration:	2,578	13%
Other	925	5%
Projected Job Seekers:	20,385	100%

Key Research Findings



<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=66>

U.S. Bureau of Labour Statistics Occupational Outlook

Quick Facts: Photographers

2010 Median Pay

\$29,130 per year
\$14.00 per hour

Entry-Level Education

High school diploma or equivalent

Work Experience in a Related Occupation

None

On-the-job Training

Long-term on-the-job training

Number of Jobs, 2010

139,500

Job Outlook, 2010-20

13% (About as fast as average)

Employment Change, 2010-20

17,500

What Photographers Do

Photographers use their technical expertise, creativity, and composition skills to produce and preserve images that visually tell a story or record an event.

Work Environment

Working conditions for photographers vary considerably depending on their specialty. Some travel for photoshoots; others work in their own studios. Still others work in laboratories and use microscopes to photograph subjects.

How to Become a Photographer

Key Research Findings

Postsecondary education is not required for portrait photographers. Photojournalists and industrial and scientific photographers often need a bachelor's degree. Employers usually seek applicants with a "good eye" and creativity, as well as a good technical understanding of photography.

[Pay](#)

The median hourly wage of photographers was \$14.00 in May 2010.

[Job Outlook](#)

Employment of photographers is projected to grow by 13 percent from 2010 to 2020, about as fast as the average for all occupations. Salaried jobs in particular may be more difficult to find as more companies contract with freelancers rather than hire their own photographers.

Educational Competitors

[Photography Programs at Ontario Colleges](#)

Employment Opportunities

Associate – Photography/Photographer and Post Production

Company :	*****	Date Posted :	Wed 01 Aug
Position :	Internship	Location :	Toronto, Ontario
Experience :	Internship	Post Id :	1360263
Category :	Photographer	Apply Now	

Build your portfolio with photos captured from one of North America's most innovative professional development programs with other passionate photographers.

Apply the creative photography and lighting techniques that you have learned from your educational and personal experience in a highly dynamic team based creative setting.

Engage in a broad range of shoots with other photographers from portrait, product, event, architecture, environment and people within our studio, campus buildings and outdoor settings.

Interact with other photographers/videographers and receive guidance, feedback and trade tips for a well rounded developmental experience in a highly interactive creative setting.

Learn from and network with the Creative team consisting of graphic designers, 3D-animators, videographers and other photographers.

Positive attitude, motivated, organized and outgoing personality

Great communication skills, detailed-oriented, problem solver, critical thinking abilities

Performs well in a rapidly evolving environment with strict deadlines

Working knowledge of Adobe Creative Suite (preferably CS5)

Working knowledge of Microsoft Office (Word, Excel, PowerPoint)

Photographers should be familiar with product, event and portrait photography

Helpful qualifications include fluency in French, vehicle access and evening/weekend availability

Print or electronic portfolios should be presented at your interview

Key Research Findings