

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>

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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

Environmental Visual Communication (72011)

Student Demand¹ **NOT AVAILABLE**

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

- Loyalist is the only school to offer the Photojournalism program, which is the only program that is comparable to the Environmental Visual Communication program that Fleming offers
- Loyalist has experienced a **-16%** growth rate and an average registration of **56 students**

Diploma

Program: 51832 - PHOTOJOURNALISM														
	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
LOYALIST	63			60			60 57 -5			57 42 -26			-16	56
Total	63			60			60 57 -5			57 42 -26				

Labour Market • **STRONG**

Employment Ontario²

Professional Occupations in Public Relations and Communications (NOC - 5124)

- Employment Ontario Rating (2009-2013):
 - **Average**
- Education and Training
 - "A university degree or college diploma in public relations, communications, journalism or a discipline related to a particular subject matter is usually required. Practitioners in public relations may require an APR (Accredited in Public Relations) designation."
- Demand
 - "Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013. The number of qualified individuals is expected to exceed the number of job openings as many people are attracted to this profession due to the high-profile nature of the work and the relative ease of entry."

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)

² "5124 Professional Occupations in Public Relations and Communications." *Employment Ontario*. N.p., n.d. Web. 24 Aug. 2012. <http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/5124_e.pdf>.

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- “Organizations of all sizes recognize the need to sustain a positive public image as businesses become more competitive particularly during periods of economic downturn. Routine public relations work can be outsourced because of computer and telecommunications technologies which allow freelancers to work off-site. This should create additional opportunities for workers.”
- “Professionals with a degree in journalism, public relations or communications with related work experience and excellent communication skills will have the best employment prospects. Since competition will be keen for new graduates, internships are highly valuable and recommended.”

HRSDC³

Writing, Translating and Public Relations Professionals (NOC-512)

	Level	Share
Expansion Demand:	19,337	33%
Retirements:	31,316	54%
Other Replacement Demand:	4,720	8%
Emigration:	2,888	5%
Projected Job Openings:	58,262	100%
	Level	Share
School Leavers:	46,754	86%
Immigration:	6,181	11%
Other	1,523	3%
Projected Job Seekers:	54,459	100%

- “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. Retirements will be the main source of job openings over the projection period. The retirement rate will still be on par with the average, as, although many workers in this occupation are in general slightly older than those in other occupations, they also retire a little later. Moreover, nearly one third of job openings over the projection period will arise from expansion demand, which will be distinctly lower than during the 2001-2010 period, but will nevertheless remain an essential source of labour demand. New technologies such as search engines, machine translation, and the Internet in general will be the cause of weaker job creation over the projection period. These new technologies increase workers' productivity, resulting in a decrease in demand for writing, translation and journalism professionals. In addition, media mergers have reduced the need for journalists. However, in an increasingly competitive economy, public relations professionals remain in high demand. In terms of supply, the vast majority of job seekers will come from the school system.”

³ “5124 Professional Occupations in Public Relations and Communications.” *Employment Ontario*. N.p., n.d. Web. 24 Aug. 2012. <http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/5124_e.pdf>.

Key Research Findings

US Bureau of Labour⁴

Public Relations Managers and Specialists (SOC – 11-2031, 27-3031)

- “Employment of public relations managers and specialists is expected to grow 21 percent from 2010 to 2020, faster than the average for all occupations. Employment of public relations specialists is expected to grow 23 percent during the same period, faster than the average for all occupations. Employment of public relations managers is expected to grow 16 percent from 2010 to 2020, about as fast as the average for all occupations. The trends affecting public relations specialists will also affect managers, as the increasing importance of public relations will require more managers to plan and direct public relations departments.”
- “Organizations are increasingly emphasizing community outreach and customer relations as a way to enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spreads rapidly through the Internet. Consequently, public relations specialists are expected to be needed to respond to news developments and maintain their organization’s reputation.”
- “Increased use of social media also is expected to increase employment growth for public relations specialists. These new media outlets will create more work for public relations workers, increasing the number and kinds of avenues of communication between organizations and the public. Public relations specialists will be needed to help their clients use these new types of media effectively.”
- “Employment is likely to grow in public relations firms as organizations contract out public relations services rather than support more full-time staff when additional work is needed.”
- In addition to job growth for other reasons, opportunities should come from the need to replace public relations managers and specialists who retire or leave the occupation. “
- “Competition for entry-level jobs will likely be strong.”

Occupational Title	SOC Code	Employment, 2010	Projected Employment, 2020	Change, 2010-20	
				%	Numeric
Public Relations Managers and Specialists	—	320,000	388,300	21%	68,300
Public Relations and Fundraising Managers	11-2031	61,900	72,100	16%	10,200
Public Relations Specialists	27-3031	258,100	316,200	23%	58,200

⁴ “Public Relations Managers and Specialists.” *Occupational Outlook Handbook*. N.p., n.d. Web. 24 Aug. 2012. <<http://www.bls.gov/ooh/Management/Public-relations-managers-and-specialists.htm#tab-6>>.

Key Research Findings

HRSDC⁵

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 Labour⁶

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.”
- “Photographers will face strong competition for most jobs. Because of reduced barriers to entry, there will be many qualified candidates for relatively few positions.

⁵ "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>>.

⁶ "Photographers." *Occupational Outlook Handbook*. N.p., n.d. Web. 21 Aug. 2012. <<http://www.bls.gov/ooh/media-and-communication/photographers.htm>>.

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- “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](#)

[International League of Conservation Photographers](#)

Key Research Findings

Employment Profile⁷

In a provincial study in 2010-2011, **32.1%** of graduates were employed in a full time position which related to the Photography program, which is similar to this program

Media					
Total Graduates:	3,794	Total Graduates in Survey:	2,732	Response Rate:	72.9%
<small>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.</small>					
Programs in Media					
Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Advanced Television And Film	Post Diploma	92	64	58	Fanshawe, Humber, Sheridan
Animation	3 Years	99	67	59	Algonquin, Boreal, Durham, Seneca, St. Clair
Animation – Bachelor Of Applied Arts	4 Years	92	70	59	Sheridan
Animation – Television	2 Years	58	53	29	Centennial, Durham, Humber, La Cité
Audio-visual Technician	2 Years	89	63	29	Fanshawe
Book And Magazine Publishing	Post Diploma	58	43	38	Centennial
Broadcast – New Media	Post Diploma	9	4	4	Cambrian
Broadcasting – Radio	2 Years	229	167	129	Algonquin, Canadore, Conestoga, Fanshawe, Humber, La Cité, Loyalist, Mohawk, Seneca
Broadcasting – Radio And Television	3 Years	171	126	114	Centennial, Mohawk, Niagara
Broadcasting – Radio And Television	Post Diploma	72	52	47	Fanshawe, Humber
Broadcasting – Television	2 Years	274	190	163	Algonquin, Canadore, Conestoga, Confederation, Fanshawe, Humber, La Cité, Seneca
Canadian Journalism For Internationally Trained Writers	Post Diploma	11	7	7	Sheridan
Computer Animation	Post Diploma	139	95	83	Confederation, Fanshawe, Humber, Seneca, Sheridan
Computer Graphics	Post Diploma	19	15	13	Sheridan
Corporate Media Production	2 Years	19	14	13	Seneca
Creative Book Publishing	Post Diploma	31	22	22	Humber
Creative Writing	Post Diploma	102	71	56	Humber
Digital Arts For Musicians	2 Years	8	6	2	St. Lawrence
Digital Photography And Imaging	2 Years	46	31	29	Georgian, Seneca
Dramatic Scriptwriting	Post Diploma	13	10	9	Algonquin
Film And Television Production	3 Years	256	189	171	Confederation, Durham, Humber, Loyalist, Sheridan
Film Production	2 Years	21	18	13	Confederation
Game Design And Development	2 Years	8	8	8	Centennial

⁷ "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

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

Key Research Findings

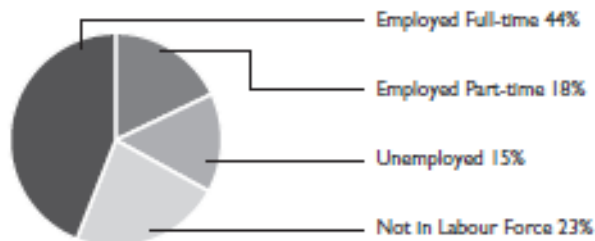
Media

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%

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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

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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

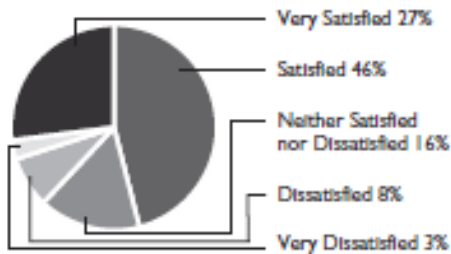
* Does not include 4 programs with fewer than 5 graduates in the labour force.

Key Research Findings

Media

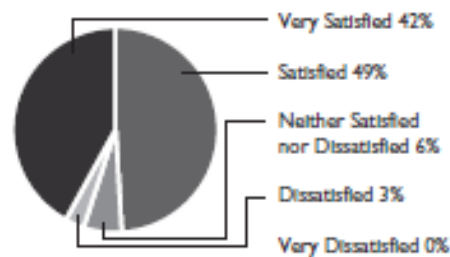
Program Cluster Satisfaction

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%	80.7%	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 Canada⁸

Professional Occupations in Public Relations and Communications (NOC 5124)

- Ontario Rating: **Not Available** (Except “FAIR” in the **Ottawa Region**)

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	15.38	29.74	46.15
Hamilton--Niagara Peninsula Region	N/A	N/A	N/A
Kingston - Pembroke Region	15.38	29.74	46.15
Kitchener--Waterloo--Barrie Region	N/A	N/A	N/A
London Region	15.38	29.74	46.15
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	19.05	31.79	46.15
Stratford--Bruce Peninsula Region	15.38	29.74	46.15
Toronto Region	N/A	N/A	N/A
Windsor-Sarnia Region	15.38	29.74	46.15

Working in Canada⁹

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

⁸ "Professional Occupations in Public Relations and Communications (NOC 5124)." *Working In Canada*. N.p., n.d. Web. 24 Aug. 2012. <<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5124&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=2&source=2&titleKeyword=public+relations+officer#outlook>>.

⁹ "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 Analysis¹⁰

NOT AVAILABLE

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

- Loyalist has had a relatively consistent conversion ratio throughout the past five years, however it lowered in 2011 to **5:1**

Diploma

Program: 51832 - PHOTOJOURNALISM															
	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		
LOYALIST	229	63	4:1	240			221	60	4:1	209	57	4:1	197	42	5:1
Total	229	63	4:1	240			221	60	4:1	209	57	4:1	197	42	5:1

Financial Analysis

NOT AVAILABLE

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: –
- Program Weight: 1.10
- Funding Unit: 1.00

Key Performance Indicators

NOT AVAILABLE

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

Resource Analysis

Equipment

Staffing

Space

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