Key Research Findings

Culinary Management (53107)

Student Demand[1]	• 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

- Sixteen colleges offer this certificate program, including two of Fleming's main competitors
- Fleming has a **4%** mean growth rate, slightly higher than the system rate of **3%**
- Out of the key competitors, Durham has a higher mean growth rate **(27%)**, and Georgian has a higher average registration of **52 students**
- Overall, Loyalist has the highest mean growth rate **(79%)** and Fanshawe has the lowest growth rate **(-12%)**
- George Brown has the highest average registration with **229 students** and Boreal has the lowest with **12 students** (it should be noted that 2011 was the first year for Boreal to offer this program)

Diploma

- Six schools currently offer this program, none of which are direct competitors to Fleming
- La Cite has the highest mean growth rate **(29%)** and St. Lawrence has the lowest **(-12%)**
- St. Clair has the highest average registration of **84 students**, and Sault has the lowest with **8 students**

Advanced Diploma

- Only two schools offer this program, none of which are direct competitors to Fleming
- Humber has the highest mean growth rate **(15%)** and Canadore has the highest average registration of **11 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: 43107 - CHEF TRAINING

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
ALGONQUIN	76	69	-9	69	76	10	76	76	0	76	86	13	4	77
CANADORE	12	13	8	13	19	46	19	25	32	25	13	-48	10	16
COLLÈGE BORÉAL											12			12
CONESTOGA	16	24	50	24	25	4	25	22	-12	22	31	41	21	24
DURHAM								33		33	42	27	27	38
FANSHAWE	89	88	-1	88	70	-20	70	65	-7	65	53	-18	-12	73
FLEMING	27	31	15	31	31	0	31	33	6	33	31	-6	4	31
GEORGE BROWN	194	219	13	219	234	7	234	246	5	246	254	3	7	229
GEORGIAN	41	50	22	50	54	8	54	60	11	60	57	-5	9	52
HUMBER	34	49	44	49	43	-12	43	54	26	54	55	2	15	47
LA CITÉ COLLÉGIAL	17	27	59	27	18	-33	18	24	33	24	16	-33	6	20
LOYALIST	19				16		16	7	-56	7	22	214	79	16
NIAGARA	153	151	-1	151	155	3	155	161	4	161	183	14	5	161
SAULT	12	17	42	17	16	-6	16	18	13	18	10	-44	1	15
ST. CLAIR	54	53	-2	53	69	30	69						14	59
ST. LAWRENCE	23	25	9	25	6	-76	6	13	117	13	9	-31	5	15
Total	***767***	***816***	***6***	***816***	***832***	***2***	***832***	***837***	***1***	***837***	***874***	***4***	***3***	***825***

Diploma

Program: 53107 - CULINARY MANAGEMENT

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
LA CITÉ COLLÉGIAL	23	10	-57	10	27	170	27	23	-15	23	27	17	29	22
LAMBTON					20		20	20	0	20	27	35	18	22
LOYALIST	11				27		27	21	-22	21	21	0	-11	20
SAULT	6	7	17	7	11	57	11	9	-18	9	6	-33	6	8
ST. CLAIR								84		84	83	-1	-1	84
ST. LAWRENCE	46	41	-11	41	48	17	48	38	-21	38	25	-34	-12	40
Total	***86***	***58***	***-33***	***58***	***133***	***129***	***133***	***195***	***47***	***195***	***189***	***-3***	***35***	***132***

Advanced Diploma

Program: 63107 - CULINARY ADMINISTRATION

	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
CANADORE	12	12	0	12	8	-33	8	9	13	9	14	56	9	11
HUMBER	3	3	0	3	5	67	5	3	-40	3	4	33	15	4
Total	***15***	***15***	***0***	***15***	***13***	***-13***	***13***	***12***	***-8***	***12***	***18***	***50***	***7***	***15***