

# **D. & R. MACINTOSH ASSOCIATES INC.**

## **2014 Key Performance Indicator Report**



Prepared by CCI Research Inc. for Forum Research Inc.

## 2014 KEY PERFORMANCE INDICATOR REPORT D. & R. MACINTOSH ASSOCIATES INC.

### Introductory Comments

This report was developed by CCI Research Inc., a subcontractor of Forum Research Inc. ("Forum"). Forum is the third-party service provider working on behalf of the Superintendent of Private Career Colleges ("Superintendent") to deliver the services required to calculate and publish Key Performance Indicators ("KPIs") for Ontario's private career colleges ("PCCs").

### Private Career College Key Performance Indicators

For the 2014 Collection Cycle, five Superintendent-defined "PCC KPIs" are posted at the institution, campus, and program levels for PCCs approved to enrol students funded by the Ontario Student Assistance Program ("OSAP"):

1. **Graduation Rate:** the percentage of students that enrolled in a vocational program and successfully graduated from the program within a period that is no more than twice as long as the program's approved duration. The Graduation Rate KPI will not include enrolled students who withdraw from a vocational program within the allowed Grace Period (25% of program duration to a maximum of eight weeks) or those who transfer from one vocational program to another provided at the same institution;
2. **Graduate Employment Rate:** the percentage of graduates of a vocational program in the labour force who were employed six months after graduation; and
3. **Graduate Employment Rate in the Field of Study:** the percentage of graduates of a vocational program in the labour force who were employed in a related or partially related field six months after graduation;
4. **Graduate Satisfaction Rate:** the percentage of PCC graduates who indicated that they were satisfied with their program; and
5. **Employer Satisfaction Rate:** the percentage of employers of PCC graduates who indicate that they are satisfied with the graduate's overall PCC preparedness.

The PCC KPIs included in this report represent outcomes for (a) students who graduated during the 2014 calendar year and (b) students who were enrolled in programs for which 200% of the program's approved duration was scheduled to be completed during the 2014 calendar year. Graduate employment data was collected using a Graduate Outcomes Survey conducted during three survey windows in the 2014 KPI Collection Cycle. Employer satisfaction data was collected using an Employer Satisfaction Survey conducted during three survey windows following each of the associated Graduate Outcomes Survey windows:

1. Students with graduation dates between January 1 and April 30, 2014 were surveyed from October 1, 2014 – January 31, 2015.  
Employers of these graduates were surveyed from February 1 – February 28, 2015;
2. Students with graduation dates between May 1 and August 31, 2014 were surveyed from February 1 and May 30, 2015.  
Employers of these graduates were surveyed from June 1 – June 30, 2015; and,
3. Students with graduation dates between September 1 and December 31, 2014 were surveyed between June 1 and September 30, 2015.  
Employers of these graduates were surveyed from October 1 – October 31, 2015.

### OSAP Default Rate

This report also provides OSAP Default Rates for vocational programs provided by PCCs approved to enrol students funded by OSAP. The Default Rate is measured by the number of borrowers who received a Canada-Ontario Integrated Student Loan (COISL) in 2011-12 and did not receive COISL funding in 2012-13, and were in default of their loan repayment obligations as of July 2014.

### Notes & Contact Information

Graduate Outcomes Survey results for the PCC sector are accurate within a 0.97% Margin of Error at the 99% confidence level. Employer Satisfaction Survey results for the PCC sector are accurate within a 3.78% Margin of Error at the 99% confidence level. Margins of error are calculated using unweighted data and include a small population adjustment factor.

To ensure the protection of students' privacy, Graduation Rate KPI results for programs with fewer than five (5) enrolled students have been marked "SS" to indicate that results are based on a small sample size. Similarly, for the Graduate Employment Rate, Graduate Employment Rate in the Field of Study and Graduate Satisfaction Rate, programs with fewer than five reported graduates and fewer than five graduates included in the survey results have been marked "SS". For programs with no applicable entrants, or in which no graduates completed the survey, results are shown as "ND" to indicate that no data is available.

Relevant footnotes have been included at the bottom of each page. These usually indicate the respondents who were considered for the current question based on responses to earlier questions.

Please note that only graduates who were contacted by phone, agreed to complete the Graduate Outcomes Survey, and were validated by the Date of Birth question (Q. 44) were eligible to be included in the KPI calculations. For more detail around the Graduate Outcomes Survey and reporting methodology, please refer to the [KPI Operating Procedure](#) and [Frequently Asked Questions](#).

For assistance regarding data, report or policy issues relating to the PCC KPI initiative please contact:

**Data Issues:** Forum Research Inc., [pcckpi@forumresearch.com](mailto:pcckpi@forumresearch.com)

**Report Issues:** CCI Research Inc., [pcckpi@cci-research.com](mailto:pcckpi@cci-research.com)

**Policy Issues:** PCC KPI Policy Support Team, [PCCKPI-Policy@ontario.ca](mailto:PCCKPI-Policy@ontario.ca)

**INSTITUTIONAL AND CAMPUS LEVEL KEY PERFORMANCE INDICATORS FOR  
D. & R. MACINTOSH ASSOCIATES INC.**

	2014 DEFAULT RATE (%)	GRADUATION RATE (KPI %)	Q6. GRADUATE EMPLOYMENT RATE (KPI %)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %)	Q34. GRADUATE SATISFACTION RATE (KPI %) (% Satisfied)	Q.74 EMPLOYER SATISFACTION RATE (KPI %) (% Satisfied)
OVERALL - SURVEY POPULATION (All 2014 OSAP- APPROVED PCCS)	16.2%	74.4%	73.0%	50.3%	73.0%	90.9%
OVERALL - D. & R. MACINTOSH ASSOCIATES INC.	12.5%	79.4%	91.3%	91.3%	69.7%	60.0%
CAMPUS - VERSAILLES ACADEMY OF MAKE-UP ARTS & ESTHETICS, OTTAWA	12.5%	79.4%	91.3%	91.3%	69.7%	60.0%

**PROGRAM LEVEL KEY PERFORMANCE INDICATORS FOR  
VERSAILLES ACADEMY OF MAKE-UP ARTS & ESTHETICS, OTTAWA**

APPROVED VOCATIONAL PROGRAM NAME	"OSAP" CODE	NUMBER OF 2011 - 2012 LOAN RECIPIENTS <sup>1</sup> (A)	NUMBER OF 2014 DEFAULTS <sup>2</sup> (B)	2014 DEFAULT RATE (%) (C = B/A)	NUMBER GRADUATES IN LABOUR FORCE (D)	NUMBER GRADUATES EMPLOYED (E)	Q6. GRADUATE EMPLOYMENT RATE (KPI %) (F = E/D)	NUMBER OF GRADUATES EMPLOYED IN FIELD OF STUDY (G)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %) (H = G/D)	NUMBER OF PROGRAM ENTRANTS <sup>3</sup> (I)	NUMBER OF PROGRAM GRADUATES <sup>4</sup> (J)	GRADUATION RATE (KPI %) (K = J/I)	Q34. GRADUATES INCLUDED IN GRADUATE SATISFACTION RATE (L)	Q34. NUMBER OF 'VERY SATISFIED' AND 'SATISFIED' GRADUATES (M)	Q34. GRADUATE SATISFACTION RATE (KPI %) (% Satisfied) (N = M/L)	Q.74 EMPLOYERS INCLUDED IN EMPLOYER SATISFACTION RATE (O)	Q74. NUMBER OF 'VERY SATISFIED' AND 'SATISFIED' EMPLOYERS (P)	Q.74 EMPLOYER SATISFACTION RATE (KPI %) (% Satisfied) (Q = P/O)
OVERALL - SURVEY POPULATION (All 2014 OSAP-APPROVED PCCS)	ND	5,250	850	16.2%	4,326	3,159	73.0%	2,176	50.3%	16,331	12,157	74.4%	5,589	4,081	73.0%	459	417	90.9%
CAMPUS - VERSAILLES ACADEMY OF MAKE-UP ARTS & ESTHETICS, OTTAWA	EPFG	8	1	12.5%	23	21	91.3%	21	91.3%	102	81	79.4%	33	23	69.7%	5	3	60.0%
PROGRAM - PROFESSIONAL ESTHETICIAN (FT)	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND
PROGRAM - PROFESSIONAL ESTHETICIAN (FT, 40 WEEKS)	EPFG	8	1	12.5%	6	5	83.3%	5	83.3%	39	31	79.5%	11	7	63.6%	ND	ND	ND
PROGRAM - PROFESSIONAL HAIRSTYLIST (FT, 44 WEEKS)	EPFG	ND	ND	ND	17	16	94.1%	16	94.1%	63	50	79.4%	22	16	72.7%	5	3	60.0%

1 Number of borrowers who received COISL in 2011-12 and did not receive funding through OSAP in 2012-13.

2 Number of borrowers who received COISL in 2011-12 and did not receive funding through OSAP in 2012-13 and were in default of the loan repayment obligations as of July 2014.

3 Program Entrants exclude students that withdrew from a program prior to the program's Grace Period (25% of program duration to a maximum of eight weeks).

4 A Program Graduate is defined as a former student who has completed all of the necessary requirements for an approved vocational program, including all academic and practical requirements as approved by the Superintendent.