

2015-16 Key Performance Indicator Results

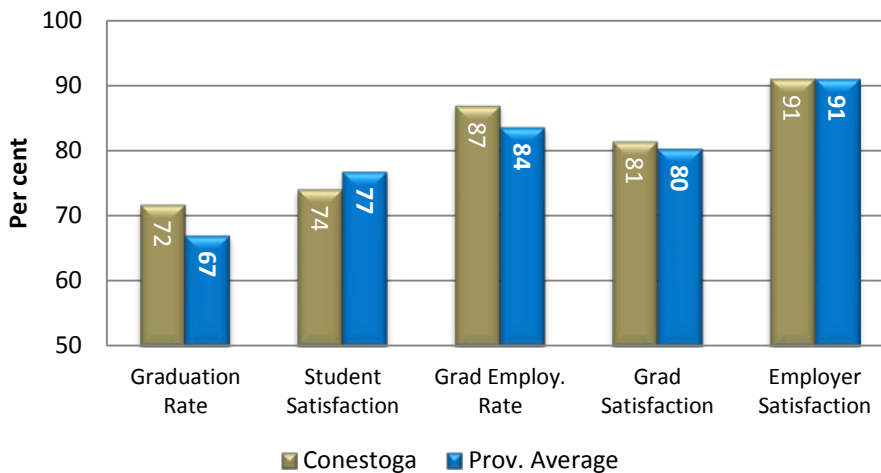
Report-Back to Students and Staff

Since 1998, Ontario's 24 colleges have been mandated to collect and report performance data from full-time post-secondary programs in the areas of graduate satisfaction, student satisfaction, employer satisfaction, employment rate and graduation rate. These Key Performance Indicators (KPIs) provide important insights into our strengths and help identify areas where improvements can be made. The annual KPI survey is just one of the quality assessment mechanisms we use to gauge our success and improve program quality. Examples of other measures include external program review, stakeholder input provided through our Program Advisory Committees, and student appraisals of teaching.

Conestoga has consistently performed well in the KPIs, thanks to the efforts of our faculty and staff who develop and deliver quality programming and services that result in career-ready graduates with the skills required for success in today's marketplace.

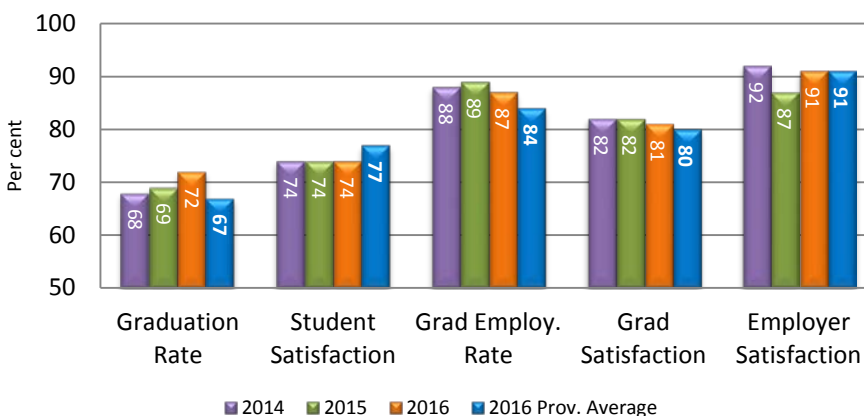
In 2015-16, Conestoga again compares well to the provincial averages with details provided below:

2015-16 Key Performance Indicators



- Conestoga's **Graduation rate** has risen steadily in the last three years and is well above the provincial average.
- Overall **Student satisfaction** has remained unchanged since last year, and is slightly below the provincial average.
- **Graduate employment rate**, measured at 6 months after graduation, is 86.9% - 3.3 percentage points above the provincial average. Despite a challenging job market, Conestoga's rate has consistently exceeded the graduate employment rate of most regional competitors and all colleges in the Greater Toronto and Hamilton Area (GTHA).
- **Graduate satisfaction** has also remained strong over the last three years and continues to be above the provincial average and the highest among the same group of GTHA colleges. Eighty-two per cent of Conestoga graduates indicated that their college experience was useful in achieving their goals after graduation.
- 91% of **Employers** indicate they are satisfied with the preparation of their recently hired Conestoga graduates. The drop in 2015 was consistent with a broader provincial trend and therefore unlikely to be reflective of anything specific to Conestoga's programs or graduates.

Key Performance Indicators; 3-Year Trend



KPI Student Satisfaction Survey



Satisfaction is measured on a 5-point scale where 1=very dissatisfied, 2=dissatisfied, 3=neither satisfied nor dissatisfied, 4=satisfied, and 5=satisfied. It is important to recognize that very few students who are less than satisfied are actually dissatisfied – most are neither satisfied nor dissatisfied.

The summary question for satisfaction with how well the overall program is providing the **knowledge and skills** required for future career shows very consistent results across our various campus locations with ratings in the high 80's; these are consistent with the provincial average. Ratings for the overall quality of the **learning experiences** in the program are again consistently in the high 70s or low 80s across our various campuses and equivalent to the provincial average. With increased student numbers at Brantford, results are becoming more reliable and showing substantial improvements.

Satisfaction ratings for the overall **quality of facilities/resources** have remained high in Ingersoll and close to the provincial average at both Doon and Cambridge campuses. Results for Waterloo, Guelph and Brantford continue to display steady improvements. While slightly below the provincial average, satisfaction with the overall **quality of services** has remained steady at Doon and Cambridge, while Guelph, Waterloo and Brantford display improvements and Ingersoll displays a dip in satisfaction.

Conestoga has been one of Ontario's fastest growing colleges, serving approximately 12,000 full-time students and 30,000 part-time and continuing education registrations each year. While the college's rapid growth has been essential to meet our community and local labour force needs, Conestoga continues to seek enhancements to services and facilities to support the learning experiences of our students. Significant improvements have been made to the Recreation Centre and Library as well as improvements to the virtual services offered by the Library Resource Centre and the Learning Commons to improve service access across all campuses. Ongoing review and development of Conestoga's facilities and services is guided in part by student input provided through focus groups and the Annual Student Feedback survey.

Conestoga would like to send a special thank you to the Media and Design students who created the KPI instruction video, more than 100 staff members who volunteered as survey administrators, Conestoga Students Inc. for monitoring the survey implementation, and all the students who took the time to provide feedback.