



2012 ENROLMENT REPORT

PCTIA

Private Career Training
Institutions Agency

Reporting period:
Nov 1, 2011 to
Oct 31, 2012

Overview – Enrolment 2012

Each year in British Columbia over 51,000 students enroll in regulated private career training institutions.

Private career training institutions are defined as post-secondary institutions providing career focused training at the certificate and diploma level. Along with a wide variety of programs, private institutions offer flexible timetables and learning schedules, small teacher to student ratios, short duration programs, and multiple intakes during the year. This increases access to education for a wide range of adults interested in additional training.

The Private Career Training Institutions Agency's (PCTIA) mandate is to provide student protection and enforce basic education and quality standards.

The number of registered institutions in the province has decreased since 2008 from 401 to 321. The 2009 bylaw revisions requiring institutions to meet an increased set of education standards meant some institutions were either closed by PCTIA or voluntarily ceased operating. These tighter regulatory standards result in increased quality for the sector as a whole.

From November 1, 2011 to October 31, 2012, the private career training sector in BC reported approximately \$270 million in tuition revenue. This amount was self-reported amongst the 321 registered private career training institutions in British Columbia.

During the same period the previous year (2010-2011), tuition revenue reported was approximately \$274 million from 339 registered private career training institutions. Taking into consideration a decrease in the number of institutions by 18, total tuition in the sector stayed relatively constant with only a nominal decrease from the previous year. There has been a sector trend of consolidation with smaller institutions leaving the market and students are being absorbed by the larger institutions. Table 2 in this report shows the overall mean enrolments per institution have increased.

Inside

Overview – Enrolment 2012	1
Inside.....	2
Student Training Completion Fund.....	3
Number of Registered and Accredited Institutions	4
Comparison of Institution Demographics	5
Changes in Number of Registered Institutions	6
Enrolment Totals and Accredited Status	7
Estimated Sector Tuition Revenue.....	8
Historical Enrolments, Attrition, and Graduates	9
Institution Size	10
Regional Enrolments and Revenue	11
Regional Overview	12
Employment Outcomes	13
National Occupational Classification (NOC) Enrolment Analysis.....	14

Student Training Completion Fund

Under the *Private Career Training Institutions Act*, PCTIA administers the Student Training Completion Fund (STCF). This fund protects students' unearned tuition in the case of the closure of an institution.

The STCF is funded through contributions from registered institutions based on a percentage of their collected tuition.

For the 12 month period ending March 31, 2013, the total amount approved by the Board and to be paid out of the STCF for school closures was \$655,519.

A student complaint process exists where claims may also be made against the fund when a student is found to have been misled by an institution. The fund pays out the claim to the student and recovers the amount from the institution.

The total approved by the Board to be paid to students successful in complaints against institutions was \$92,075. This full amount was recovered from specific institutions on behalf of those complaints. An institution may close prior to a complaint decision being rendered; this may result in the claim being uncollectible.

The balance of the fund at March 31, 2013, was \$13,080,900.

Number of Registered and Accredited Institutions

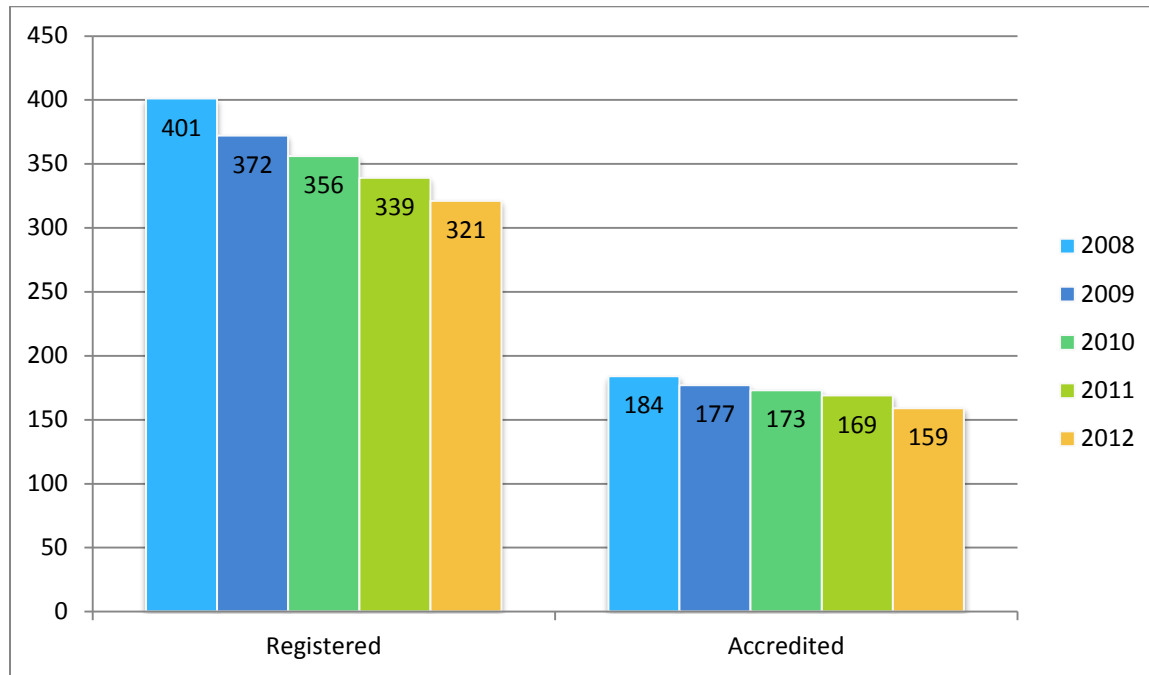


Table 1: Number of registered and accredited institutions 2008-2012

Data period: Nov 1, 2011 - Oct 31, 2012

NOTE: The accredited institutions above are a subset of the registered institutions

An institution must be registered for one year before applying for accreditation. Registration means an institution agrees to meet basic education standards as set by the *Private Career Training Institutions Act*. Some institutions voluntarily choose to also become accredited. By meeting additional quality standards on top of registration requirements, accredited institutions are eligible to apply to the Ministry of Advanced Education for StudentAid BC and/or Education Quality Assurance (EQA) designation.

As institutions must be registered before becoming accredited, this table reflects the accredited institutions as a subset of the registered totals. 159 of the 321 institutions in 2012 were accredited. At year end, there were 18 less institutions operating than in the previous year; this includes the closure of ten accredited institutions. The percentage of accredited institutions from the overall population of institutions remains at 50%.

Comparison of Institution Demographics

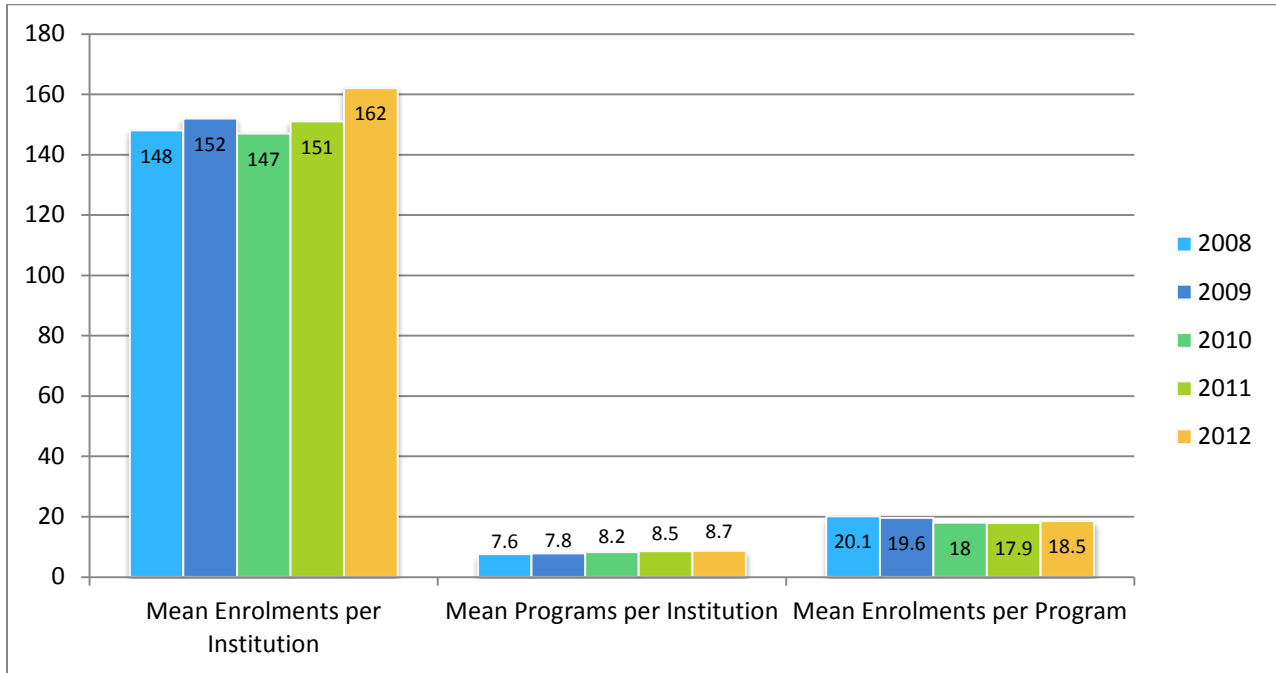


Table 2: Comparison of institution demographics 2008 – 2012
Data period: Nov 1, 2011 - Oct 31, 2012

The aggregate number of students in the sector has remained stable while the number of registered institutions has decreased. This resulted in the overall mean enrolments per institution increasing. At the same time, as the number of programs per institutions has increased slightly, there has been a negligible decrease in the mean number of enrolments per program since 2008.

Changes in Number of Registered Institutions

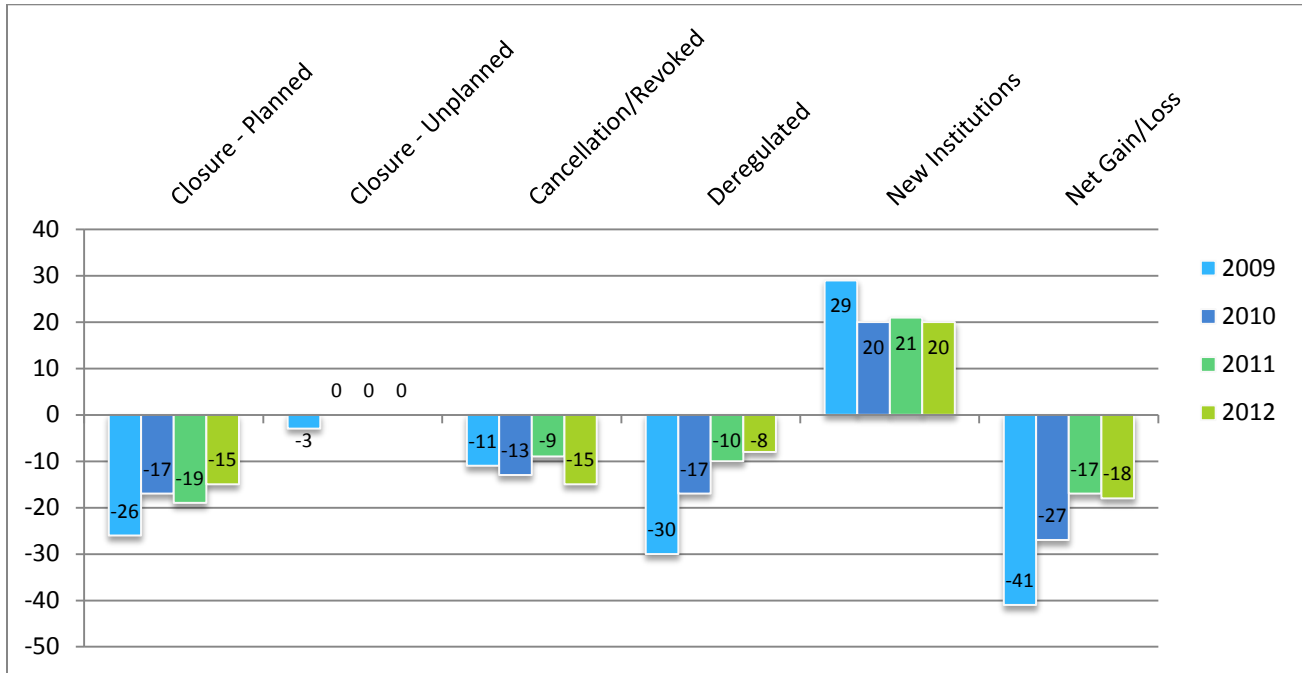


Table 3: Changes in number of registered institutions 2009 – 2012
Data period: Nov 1, 2011 - Oct 31, 2012

Status changes for registered institutions are defined as follows:

- **Closure - Planned** refers to an institution closure with notice and plans in place to assist student to complete their training.
- **Closure - Unplanned** refers to a closure of an institution (initiated by the institution) which was immediate and without warning.
- **Cancellation/Revoked** refers to institutions closed by PCTIA.
- **Deregulated** refers to an institution which continues to operate but is no longer required to be registered with PCTIA. This occurs when the programs they offer no longer fall under the definition contained in the *Private Career Training Institutions Act*.

Enrolment Totals and Accredited Status

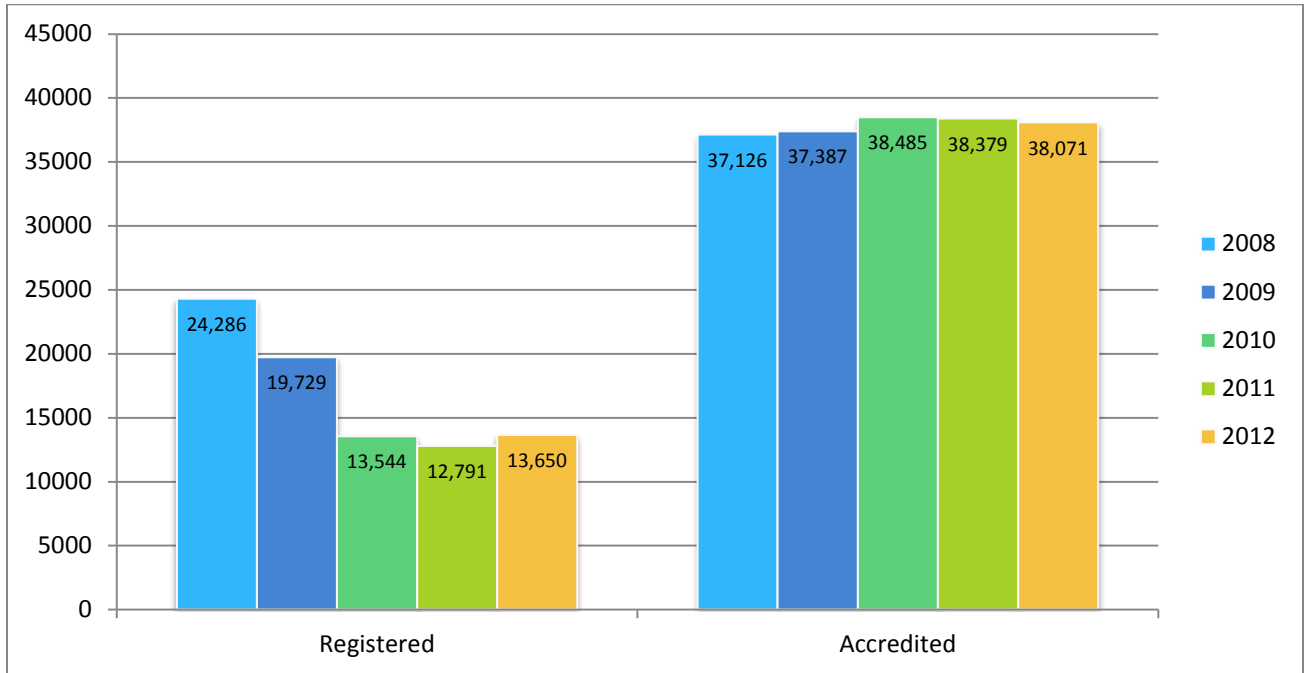


Table 4: Enrolment totals and accredited status
Data period: Nov 1, 2011 - Oct 31, 2012

Accredited institutions are larger, on average, than non-accredited institutions. Accreditation is one of the criteria for institutions wishing to apply for a StudentAid BC or EQA designation. This encourages institutions to pursue accreditation with PCTIA. Accreditation is particularly valuable to those institutions recruiting internationally.

Estimated Sector Tuition Revenue

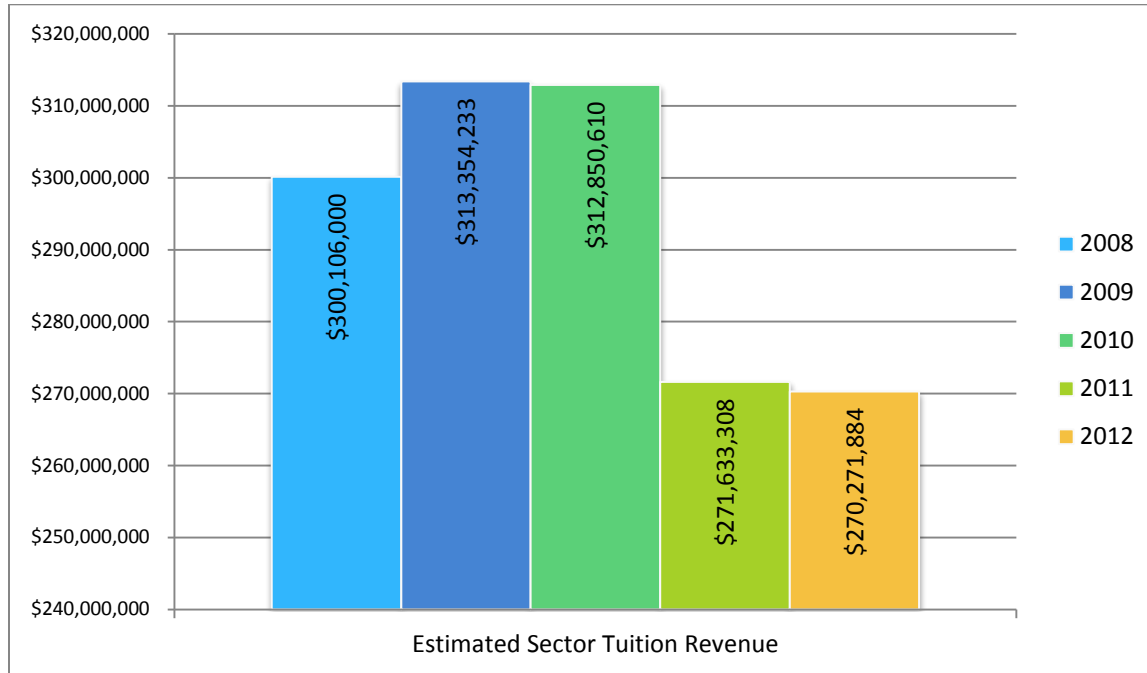


Table 5: Estimated sector tuition revenue 2008 – 2012
Data period: Nov 1, 2011 - Oct 31, 2012

Estimated tuition revenue considers tuition fees only and does not include additional program related fees for materials.

Prior to 2010, estimated tuition was calculated by multiplying program enrolments by the tuitions charged. An estimate of probable tuition refunds based on attrition figures was factored in. This calculation did not take into account the potential for discounts from the reported tuition amounts. It is common practice for institutions to provide students with inducements which may include scholarships or tuition reductions. This factor was not previously considered, which resulted in the previous estimating formula overstating actual tuition amounts.

In 2009-2010 institutions were required to provide financial reporting to PCTIA, with a separate statement indicating actual tuition revenue. This addition allowed for the verification of true tuition revenue.

Historical Enrolments, Attrition, and Graduates

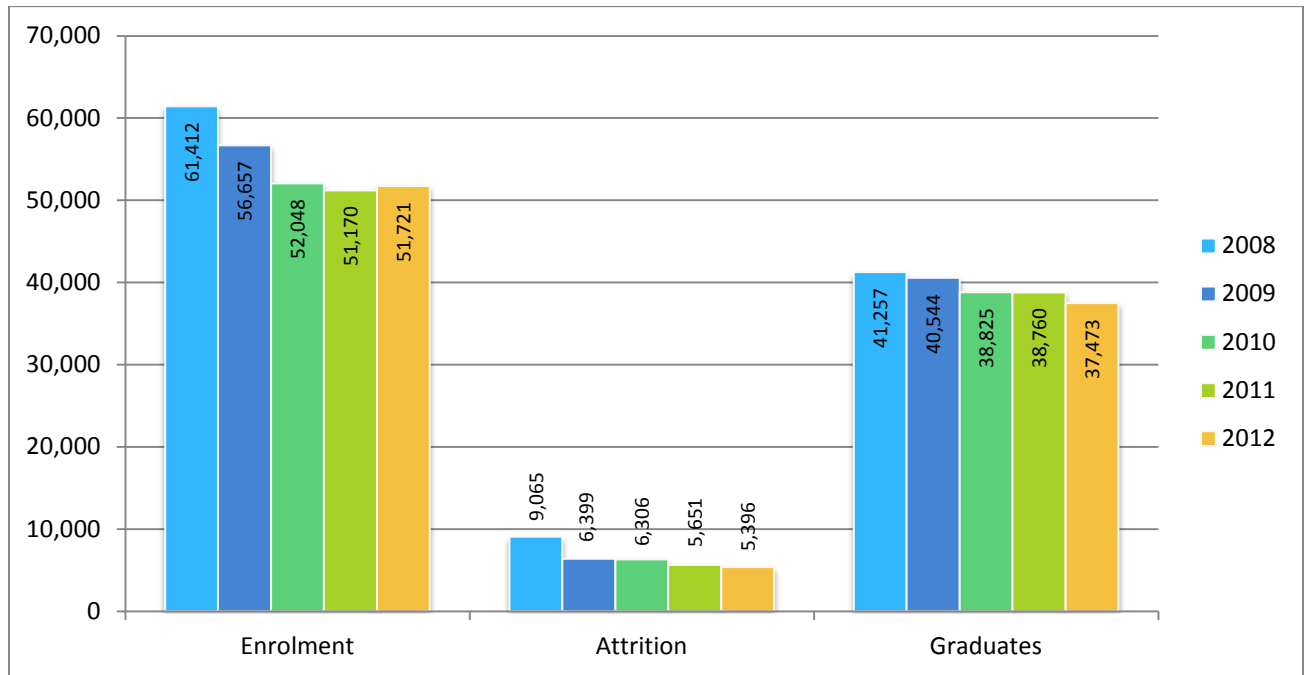


Table 6: Historical enrolments, attrition, and graduates 2007 – 2011
Data period: Nov 1, 2011 - Oct 31, 2012

Enrolment, attrition and program completion (graduates) data for 2008 –2012.

- Enrolment refers to the number of students who register and begin a program.
- Attrition is the number of students who begin a program but do not finish.
- Graduates are those students who complete their program of study and are awarded a graduation credential.

Variations in data may result from the timing of reporting. Due to the nature of continuous intake in many of the private institutions, it may appear an institution graduated more students than registered. I.e. The 2012 enrolment numbers consist of all students entering the system in that year, and the 2012 graduate numbers represent a different set of students—those who have graduated in the same time period.

Institution Size

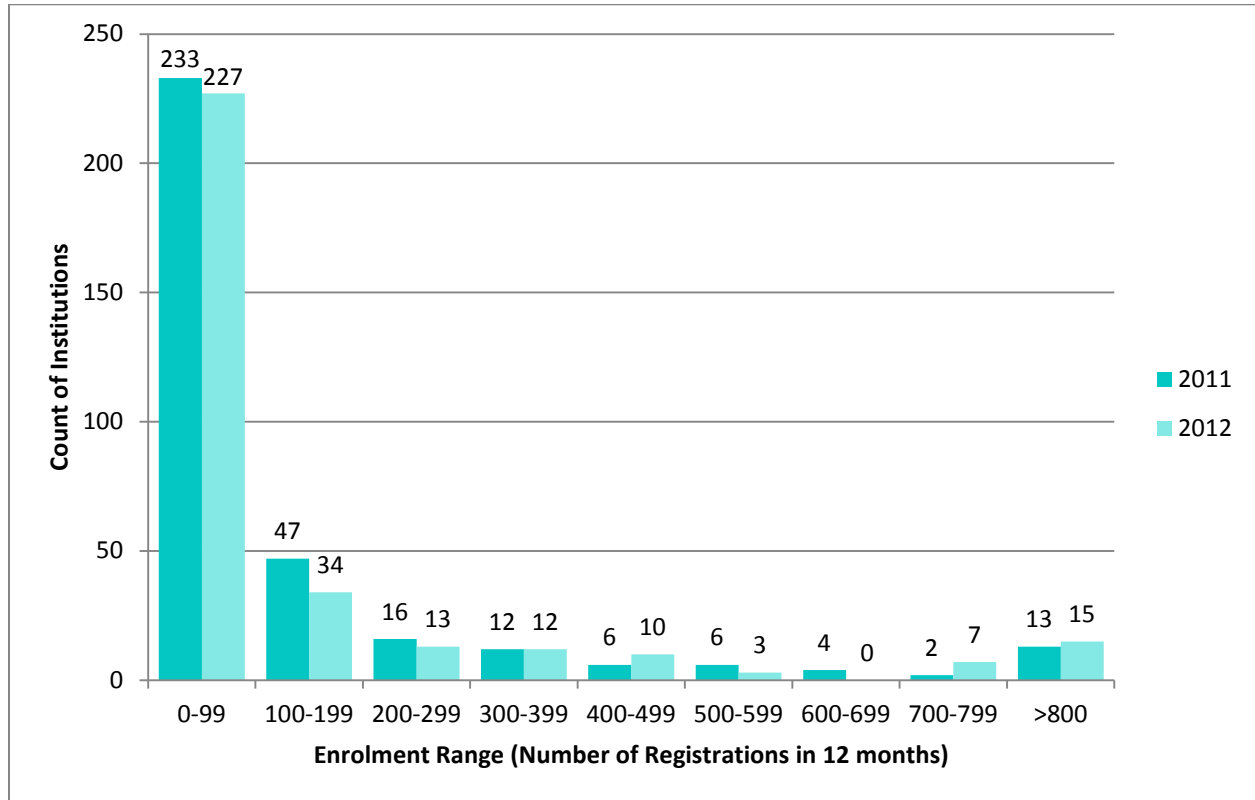


Table 7: Institution size based on enrolment ranges
Data period: Nov 1, 2011 - Oct 31, 2012

There were 51,721 students enrolled in private career training institutions in 2012. There were 227 institutions with less than 99 students and 15 institutions with more than 800 students. There is a sector trend of consolidation with smaller institutions leaving the market and students are being absorbed by the larger institutions.

The 15 institutions that reported enrolment numbers over 800 for 2012 range from 848 students to 4180.

Regional Enrolments and Revenue

PCTIA records the geographic region of each registered institution according to the regional definitions recommended in the Ministry of Advanced Education's *Campus 2020: Thinking Ahead* report. In instances where an institution has more than one campus, all reporting is attributed to the main campus. This may provide slightly higher than accurate representation of programs being run in the Lower Mainland.

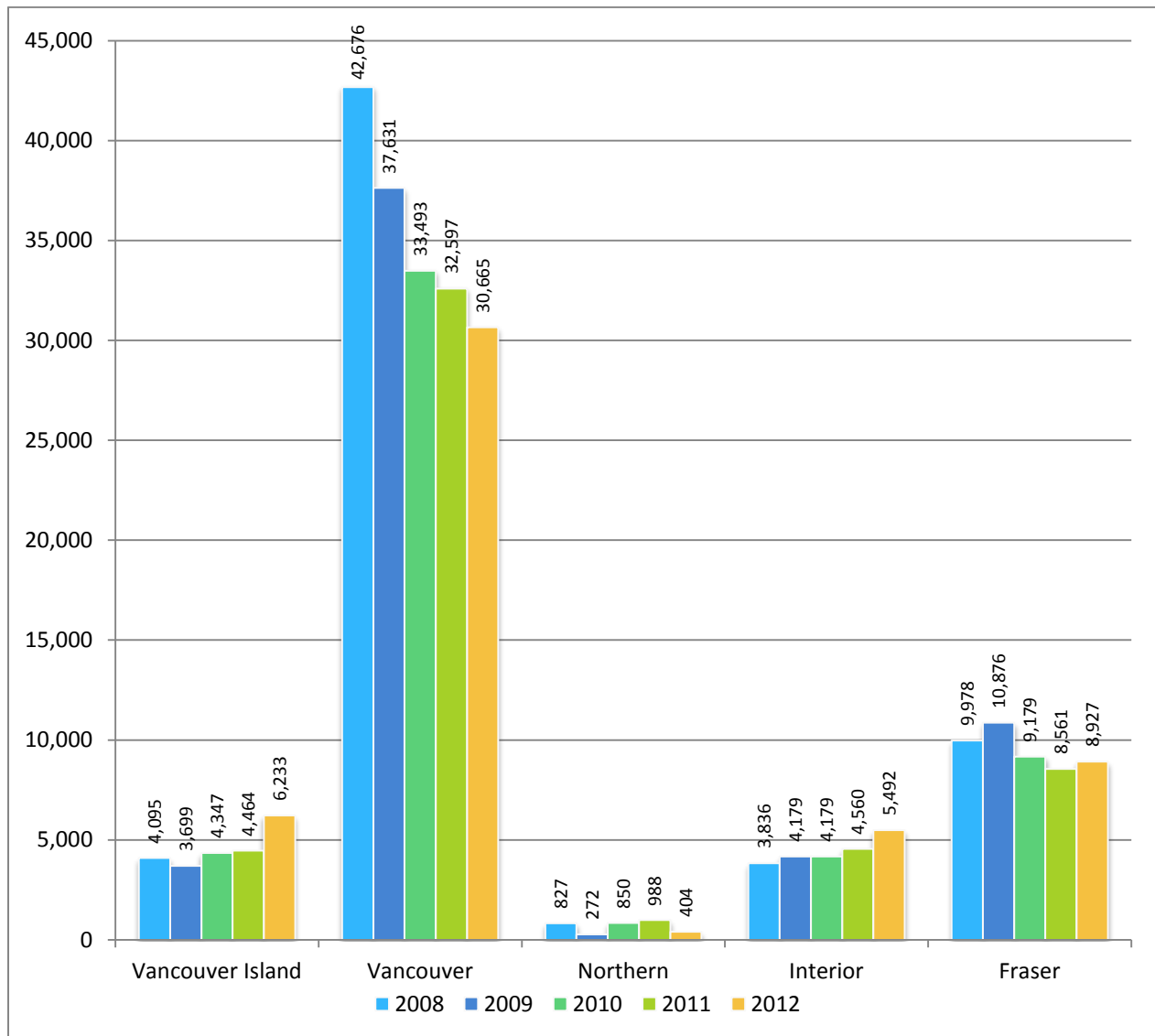


Table 9: Number of student enrolments by region
Data period: Nov 1, 2011 - Oct 31, 2012

Regional Overview

Institution Status/Region	Tuition Revenue	Number of Programs	Enrolments	Attrition	Percentage of Enrolments	Graduates
Registered Only Institutions	\$23,862,356	719	13,650	831	6.09%	10,908
F - Fraser	\$7,084,360	302	4,133	295	7.14%	3,238
INT - Interior	\$1,304,680	48	1,562	42	2.69%	1,431
N - Northern	\$750,255	15	160	37	23.13%	121
V - Vancouver	\$12,568,842	242	5,767	392	6.80%	4,631
VI - Vancouver Island	\$2,154,219	112	2,028	65	3.21%	1,487
Accredited Institutions	\$246,409,528	2,080	38,071	4,565	11.99%	26,565
F - Fraser	\$21,907,064	420	4,794	455	9.49%	3,525
INT - Interior	\$18,584,432	218	3,930	300	7.63%	2,778
N - Northern	\$591,279	15	244	45	18.44%	182
V - Vancouver	\$191,063,598	1,157	24,898	3,472	13.94%	16,951
VI - Vancouver Island	\$14,263,155	270	4,205	293	6.97%	3,129
Grand Total	\$270,271,884	2,799	51,721	5,396	10.43%	37,473

Table 10: Regional enrolment data registered and accredited institutions including estimated tuition revenue
Data period: Nov 1, 2011 - Oct 31, 2012

Programs from accredited institutions are, on average, 7.2 months long while programs from registered institution are, on average, 5.9 months long. Accredited institutions are more likely to have multi-year programs. These factors contribute to higher attrition rates at accredited institutions.

Employment Outcomes

Region	Graduates	Job Placement- Full Time	Job Placement - Part Time	Job Placement – Unknown	Continuing with Further Education	Percentage of graduates in Full/Part Time Job Placements
F - Fraser	6,763	1,135	288	1,318	403	21.04%
INT - Interior	4,209	946	313	951	668	29.91%
N - Northern	303	163	147	162	16	102.31%
V - Vancouver	21,582	5,361	1,704	6,269	1,610	32.74%
VI - Vancouver Island	4,616	767	169	1,681	223	20.28%
Grand Total	37,473	8,372	2,621	10,381	2,920	29.34%

Table11: Summary of employment outcomes by region for accredited institutions
Data period: Nov 1, 2011 - Oct 31, 2012

Accredited institutions are required to report employment outcomes. This data is collected six months after graduation and reported as either full time or part time employment. It does not capture self-employment data. **Job Placement - Unknown** refers to the category used when no contact was made with the student.

There are several factors which make collecting this data difficult for institutions: the loss of contact with international students once they graduate; the transient nature of some industries; and the resources needed for an institution to locate a student six months after graduation.

Note: As job placement data is made available six months after graduation, it does not necessarily represent total reported graduates of the same time period. The 'Percentage of Graduates in Full or Part Time Job Placements' is an estimated figure. For example, if a student graduates from a program towards the end of the reporting period, their job placement data won't be made available until six months after the fact. Therefore, that student's job placement data will not be reflected until the following reporting period.

National Occupational Classification (NOC) Enrolment Analysis

The National Occupational Classification (NOC) is the national reference on occupations in Canada. Over 30,000 job titles are organized into 520 occupational groups. The NOC is updated in partnership with Statistics Canada according to 5 year census cycles.

Top 20 NOC codes with highest enrolments

NOC Code and Description (Excludes ESL and non-occupational programs)	Number of Programs Coded	Enrolments	Graduates
1411 General Office Clerks	77	2,306	1,705
3232 Midwives and Practitioners of Natural Healing	188	2,078	1,110
3413 Nurse Aides, Orderlies and Patient Service Associates	53	1,994	1,310
6482 Estheticians, Electrologists and Related Occupations	163	1,944	1,525
2263 Inspectors in Public and Environmental Health and Occupational Health and Safety	14	1,581	1,551
4216 Other Instructors	60	1,573	1,348
5241 Graphic Designers and Illustrators	59	1,572	1,207
4214 Early Childhood Educators and Assistants	59	1,550	877
1211 Supervisors, General Office and Administrative Support Clerks	173	1,307	604
5254 Program Leaders and Instructors in Recreation and Sport	35	1,302	1,228
6453 Food and Beverage Servers	11	1,196	1,171
3233 Licensed Practical Nurses	29	1,190	762
4212 Community and Social Service Workers	68	1,187	483
5135 Actors and Comedians	29	1,169	630
3132 Dietitians and Nutritionists	20	1,094	953
3235 Other Technical Occupations in Therapy and Assessment	17	1,069	597
1441 Administrative Clerks	23	895	805
6271 Hairstylists and Barbers	63	868	575
0632 Accommodation Service Managers	114	760	254
2213 Meteorological Technicians	9	754	734

Top 20 NOC Codes Showing Highest Full-Time Job Placements

NOC Code (Sorted by highest full-time job placements)	Job Placements Full-Time	Job Placements Part-Time	Job Placements Unknown	Continuing to Further Education
6482 Estheticians, Electrologists and Related Occupations	666	35	504	172
3413 Nurse Aides, Orderlies and Patient Service Associates	498	472	183	38
7421 Heavy Equipment Operators (Except Crane)	440	0	46	80
4214 Early Childhood Educators and Assistants	403	149	152	138
6271 Hairstylists and Barbers	301	18	180	50
3233 Licensed Practical Nurses	270	351	160	171
1411 General Office Clerks	237	67	355	87
4212 Community and Social Service Workers	236	130	115	74
5241 Graphic Designers and Illustrators	227	24	246	147
1228 Immigration, Employment Insurance and Revenue Officers	199	0	0	0
2174 Computer Programmers and Interactive Media Developers	194	0	71	7
1243 Medical Secretaries	192	113	81	29
6241 Chefs	188	17	143	6
7251 Plumbers	181	0	26	0
1211 Supervisors, General Office and Administrative Support Clerks	181	32	254	82
7252 Steamfitters, Pipefitters and Sprinkle System Installers	165	0	93	0
7241 Electricians (Except Industrial Power System)	153	1	16	11
6411 Sales Representatives - Wholesale Trade (Non-Technical)	145	1	99	7
2271 Air Pilots, Flight Engineers and Flying Instructors	141	3	22	16
1431 Accounting and Related Clerks	138	44	64	22

Top 20 NOC Codes with Enrolments by Region of BC¹

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Fraser	6,289	515	4,939
1441 Administrative Clerks	803	38	752
3132 Dietitians and Nutritionists	720	13	792
1411 General Office Clerks	583	113	350
2271 Air Pilots, Flight Engineers and Flying Instructors	542	58	346
3233 Licensed Practical Nurses	466	61	397
3413 Nurse Aides, Orderlies and Patient Service Associates	388	42	212
6482 Estheticians, Electrologists and Related Occupations	341	28	224
4214 Early Childhood Educators and Assistants	261	23	169
7252 Steamfitters, Pipefitters and Sprinkle System Installers	258	0	258
3235 Other Technical Occupations in Therapy and Assessment	250	14	109
3232 Midwives and Practitioners of Natural Healing	245	22	231
6271 Hairstylists and Barbers	227	21	129
7251 Plumbers	207	0	207
1243 Medical Secretaries	204	28	130
4153 Family, Marriage and Other Related Counsellors	154	19	108
6611 Cashiers	147	3	144
6472 Elementary and Secondary School Teacher Assistants	140	11	125
1431 Accounting and Related Clerks	124	7	96
7321 Automotive Service Technicians, Truck Mechanics and Mechanical Repairers	123	11	69
3212 Medical Laboratory Technicians	106	3	91

¹ Variations in data may result from the timing of reporting. Due to the nature of continuous intake in many of the private institutions, it may appear an institution graduated a different number of students than registered. I.e. The 2012 enrolment numbers consist of all students entering the system in that year, and the 2012 graduate numbers represent a different set of students, those who have graduated in the same time period.

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Interior	4,901	253	3,762
2213 Meteorological Technicians	754	1	734
3232 Midwives and Practitioners of Natural Healing	684	24	190
7421 Heavy Equipment Operators (Except Crane)	574	5	489
1244 Court Recorders and Medical Transcriptionists	543	47	303
1411 General Office Clerks	455	35	418
7411 Truck Drivers	397	3	388
3235 Other Technical Occupations in Therapy and Assessment	258	9	37
6482 Estheticians, Electrologists and Related Occupations	256	17	324
6453 Food and Beverage Servers	167	2	165
6271 Hairstylists and Barbers	101	26	96
4153 Family, Marriage and Other Related Counsellors	92	23	70
1453 Customer Service, Information and Related Clerks	84	0	84
2271 Air Pilots, Flight Engineers and Flying Instructors	81	7	72
7611 Construction Trades Helpers and Labourers	81	7	74
5241 Graphic Designers and Illustrators	79	25	83
6483 Pet Groomers and Animal Care Workers	77	4	67
2263 Inspectors in Public and Environmental Health and Occupational Health and Safety	63	0	63
5254 Program Leaders and Instructors in Recreation and Sport	58	1	57
3144 Other Professional Occupations in Therapy and Assessment	49	1	10
5225 Audio and Video Recording Technicians	48	16	38

Private Career Training Institutions Agency Enrolment Report

2012

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Northern	385	78	289
6482 Estheticians, Electrologists and Related Occupations	57	17	35
7611 Construction Trades Helpers and Labourers	54	3	51
7421 Heavy Equipment Operators (Except Crane)	46	1	45
7612 Other Trades Helpers and Labourers	42	18	24
6651 Security Guards and Related Occupations	35	6	29
6241 Chefs	34	14	20
2263 Inspectors in Public and Environmental Health and Occupational Health and Safety	33	6	27
2241 Electrical and Electronics Engineering Technologists and Technicians	25	7	14
6421 Retail Salespersons and Sales Clerks	25	4	21
8615 Oil and Gas Drilling, Servicing and Related Labourers	12	2	10
6271 Hairstylists and Barbers	9	0	2
8253 Farm Supervisors and Specialized Livestock Workers	7	0	7
2271 Air Pilots, Flight Engineers and Flying Instructors	6	0	4
6482 Estheticians, Electrologists and Related Occupations	57	17	35
7611 Construction Trades Helpers and Labourers	54	3	51
7421 Heavy Equipment Operators (Except Crane)	46	1	45
7612 Other Trades Helpers and Labourers	42	18	24
6651 Security Guards and Related Occupations	35	6	29
6241 Chefs	34	14	20
2263 Inspectors in Public and Environmental Health and Occupational Health and Safety	33	6	27

Private Career Training Institutions Agency Enrolment Report

2012

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Vancouver	18,021	1,823	12,442
5241 Graphic Designers and Illustrators	1,456	240	1,102
3413 Nurse Aides, Orderlies and Patient Service Associates	1,456	114	995
4216 Other Instructors	1,344	68	1,188
4214 Early Childhood Educators and Assistants	1,230	110	649
1211 Supervisors, General Office and Administrative Support Clerks	1,169	220	521
5254 Program Leaders and Instructors in Recreation and Sport	1,150	34	1,118
5135 Actors and Comedians	1,089	23	566
4212 Community and Social Service Workers	1,069	142	432
1411 General Office Clerks	1,052	63	773
6453 Food and Beverage Servers	1,029	12	1,006
6482 Estheticians, Electrologists and Related Occupations	1,009	156	826
0632 Accommodation Service Managers	725	94	248
3232 Midwives and Practitioners of Natural Healing	684	37	441
3233 Licensed Practical Nurses	567	110	290
1228 Immigration, Employment Insurance and Revenue Officers	562	52	574
3235 Other Technical Occupations in Therapy and Assessment	561	17	451
5225 Audio and Video Recording Technicians	533	92	355
6241 Chefs	480	82	358
6271 Hairstylists and Barbers	437	52	308
5243 Theatre, Fashion, Exhibit and Other Creative Designers	419	105	241

Private Career Training Institutions Agency Enrolment Report

2012

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Vancouver Island	5,368	271	4,007
2263 Inspectors in Public and Environmental Health and Occupational Health and Safety	1,342	0	1,322
7433 Deck Crew, Water Transport	648	0	648
2273 Deck Officers, Water Transport	609	0	609
3232 Midwives and Practitioners of Natural Healing	465	30	248
5136 Painters, Sculptors and Other Visual Artists	442	80	40
6482 Estheticians, Electrologists and Related Occupations	281	18	116
1411 General Office Clerks	216	23	164
4216 Other Instructors	178	5	131
7382 Commercial Divers	160	2	159
3233 Licensed Practical Nurses	148	26	70
3413 Nurse Aides, Orderlies and Patient Service Associates	133	33	83
6271 Hairstylists and Barbers	94	7	40
5254 Program Leaders and Instructors in Recreation and Sport	94	1	53
1243 Medical Secretaries	90	7	61
4153 Family, Marriage and Other Related Counsellors	89	2	17
3132 Dietitians and Nutritionists	82	4	4
7442 Waterworks and Gas Maintenance Workers	82	1	78
5135 Actors and Comedians	80	7	64
1441 Administrative Clerks	76	25	41
4214 Early Childhood Educators and Assistants	59	0	59

Total of NOC Code Enrolment Numbers in BC

	Enrolment	Attrition	Graduates
Grand Total of NOC Code Enrolment Numbers in BC	51,721	5,396	37,473

Data period: Nov 1, 2011 - Oct 31, 2012

*excludes ESL and non-occupational training

The total for these tables is the total for all NOC codes. Only the top 20 are shown in the previous tables. The entire list can be found at www.pctia.bc.ca.

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