

Private Career Training Institutions Agency (PCTIA)



2012-2013 ENROLMENT REPORT



Overview: Enrolment

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 throughout 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.

A total of 48,015 students were enrolled in regulated private career training institutions in British Columbia during 2012-13.

From November 1, 2012 to October 31, 2013, the private career training sector contributed more than \$256 million in tuition revenue to the BC economy. This amount was self-reported amongst the 312 registered private career training institutions in British Columbia.

During the same period the previous year (2011-2012), tuition revenue reported was approximately \$270 million from 321 registered private career training institutions. 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 being absorbed by the larger institutions.

The number of registered institutions in the province has decreased since 2008 from 401 to 312. The 2009 and 2011 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 continue to result in an increased standard for the sector as a whole.



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Student Training Completion Fund

Under the *Private Career Training Institutions Act*, PCTIA administers the Student Training Completion Fund (STCF). The STCF is funded through contributions from registered institutions based on a percentage of their collected tuition and protects students' unearned tuition in the case of the closure of an institution.

For the 12 month period ending March 31, 2014, the total amount approved by the Board for payment out of the STCF for student claims resulting from institution closures was \$495,810.

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 STCF pays out the claim to the student and recovers the amount from the institution.

For the 12 month period ending March 31, 2014, the total approved by the Board for payment to students successful in complaints against institutions was \$278,646.

The balance of the fund at March 31, 2014, was \$13,811,761.

Number of Registered and Accredited Institutions



Table 1: Number of registered and accredited institutions 2009 - 2013

Data period: Nov 1, 2012 - Oct 31, 2013

NOTE: The accredited institutions on the right are a subset of all 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. Nearly half (155) of the 312 institutions in 2012-2013 were accredited. At enrolment year end, there were nine less institutions operating than in the previous year.

Comparison of Institution Demographics

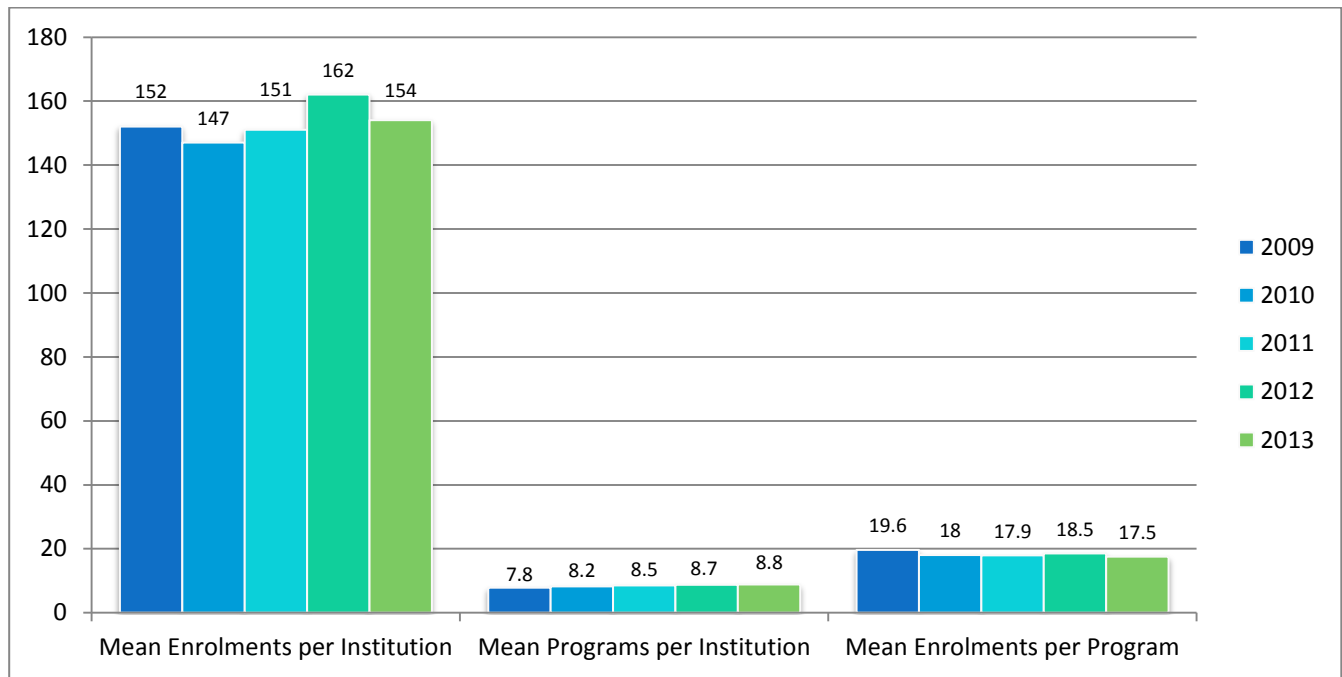


Table 2: Comparison of institution demographics 2009 - 2013
 Data period: Nov 1, 2012 - Oct 31, 2013

The aggregate number of students in the sector has remained relatively stable while the number of registered institutions has decreased by nine. Mean enrolments per institution decreased, while the number of programs per institutions increased slightly. There has been a negligible decrease in the mean number of enrolments per program since 2009.

Changes in Number of Registered Institutions

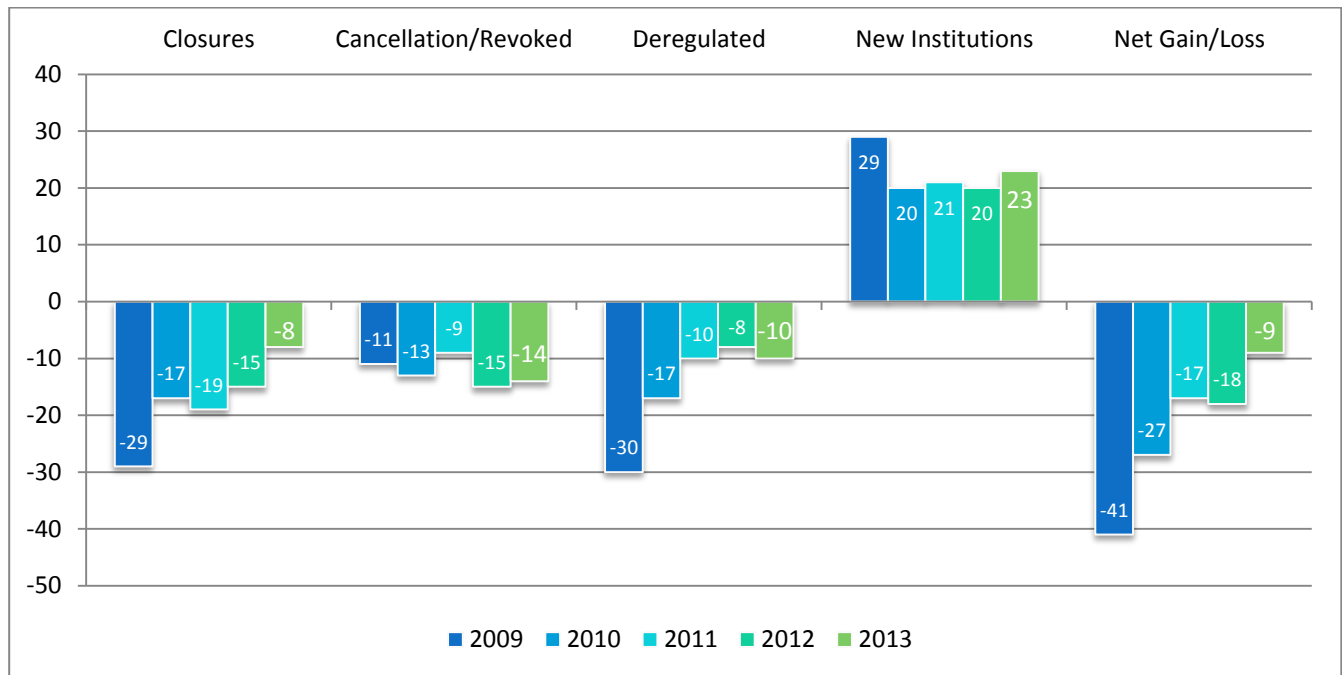


Table 3: Changes in number of registered institutions 2009 - 2013

Data period: Nov 1, 2012 - Oct 31, 2013

Status changes for registered institutions are defined as follows:

- **'Closures'** refers to an institution that closed during the enrolment period.
- **'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*.
- **'Net Gain/Loss'** refers to the sum of the closures and the new registrations.

Enrolment Totals and Accredited Status

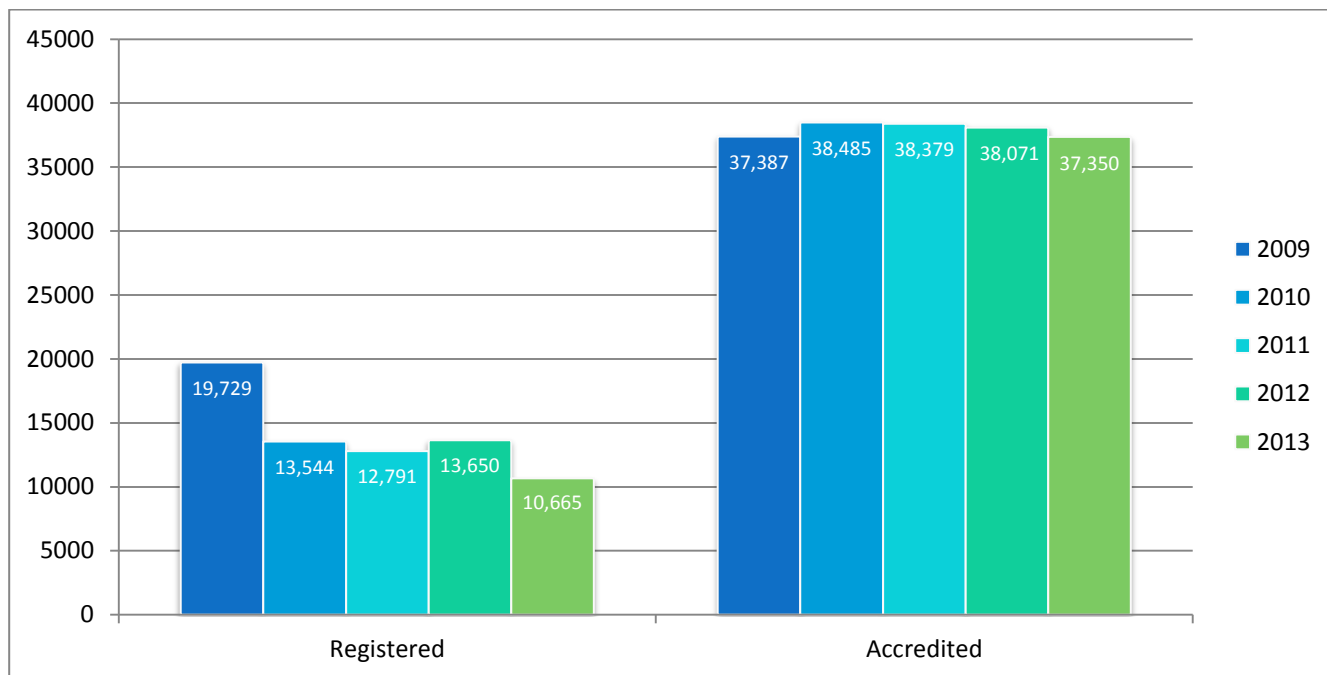


Table 4: Enrolment totals and accredited status 2009 - 2013

Data period: Nov 1, 2012 - Oct 31, 2013

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 the EQA designation. This encourages institutions to pursue accreditation with PCTIA. Accreditation is particularly valuable to those institutions recruiting internationally.

Estimated Sector Tuition Revenue

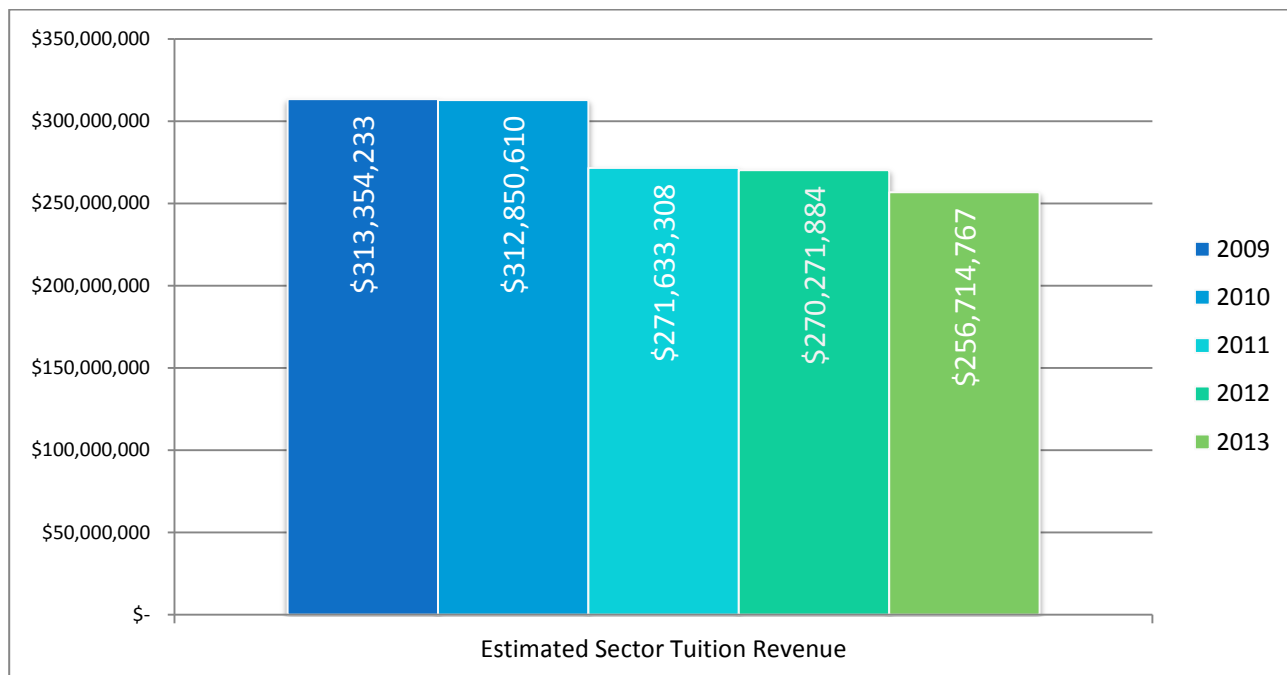


Table 5: Estimated sector tuition revenue 2009 - 2013

Data period: Nov 1, 2012 - Oct 31, 2013

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 tuition 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 considered in the past, 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

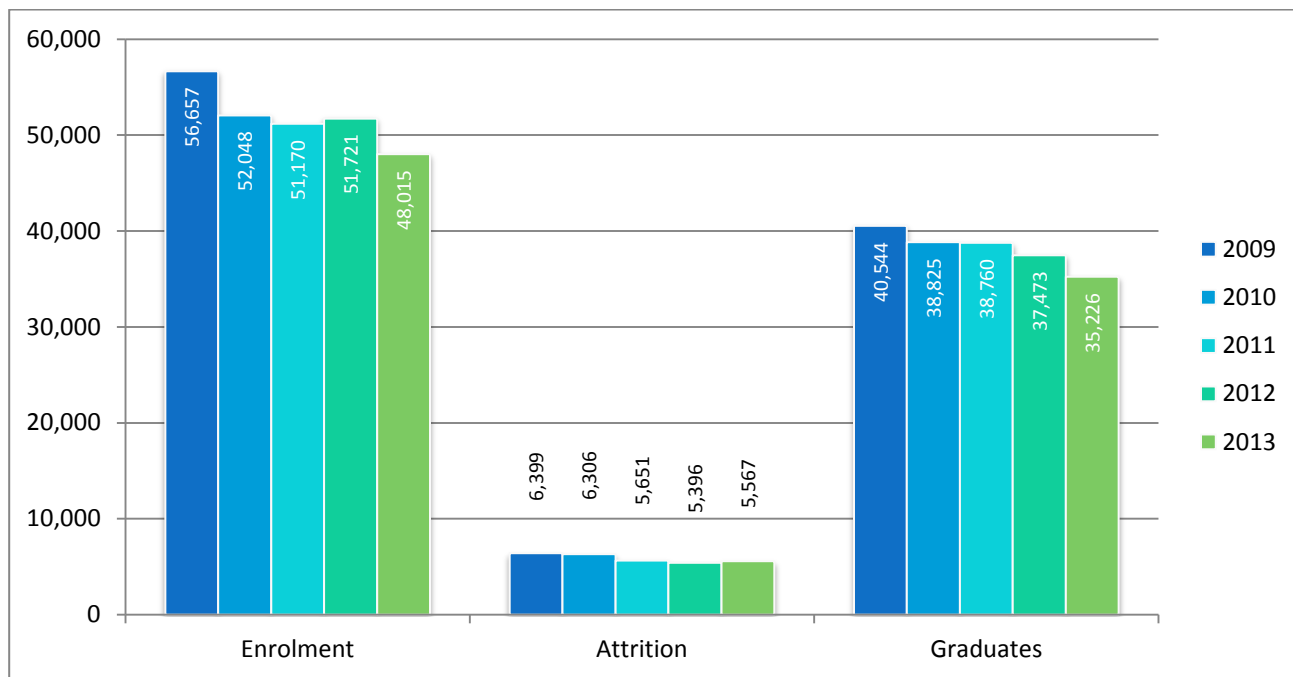


Table 6: Historical enrolments, attrition, and graduates 2009 - 2013
Data period: Nov 1, 2012 - Oct 31, 2013

Enrolment, attrition and program completion (graduates) data for 2009 - 2013.

- **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 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 2013 enrolment numbers consist of all students entering the system in that year, and the 2013 graduate numbers represent a different set of students—those who have graduated in the same time period).

Institution Size

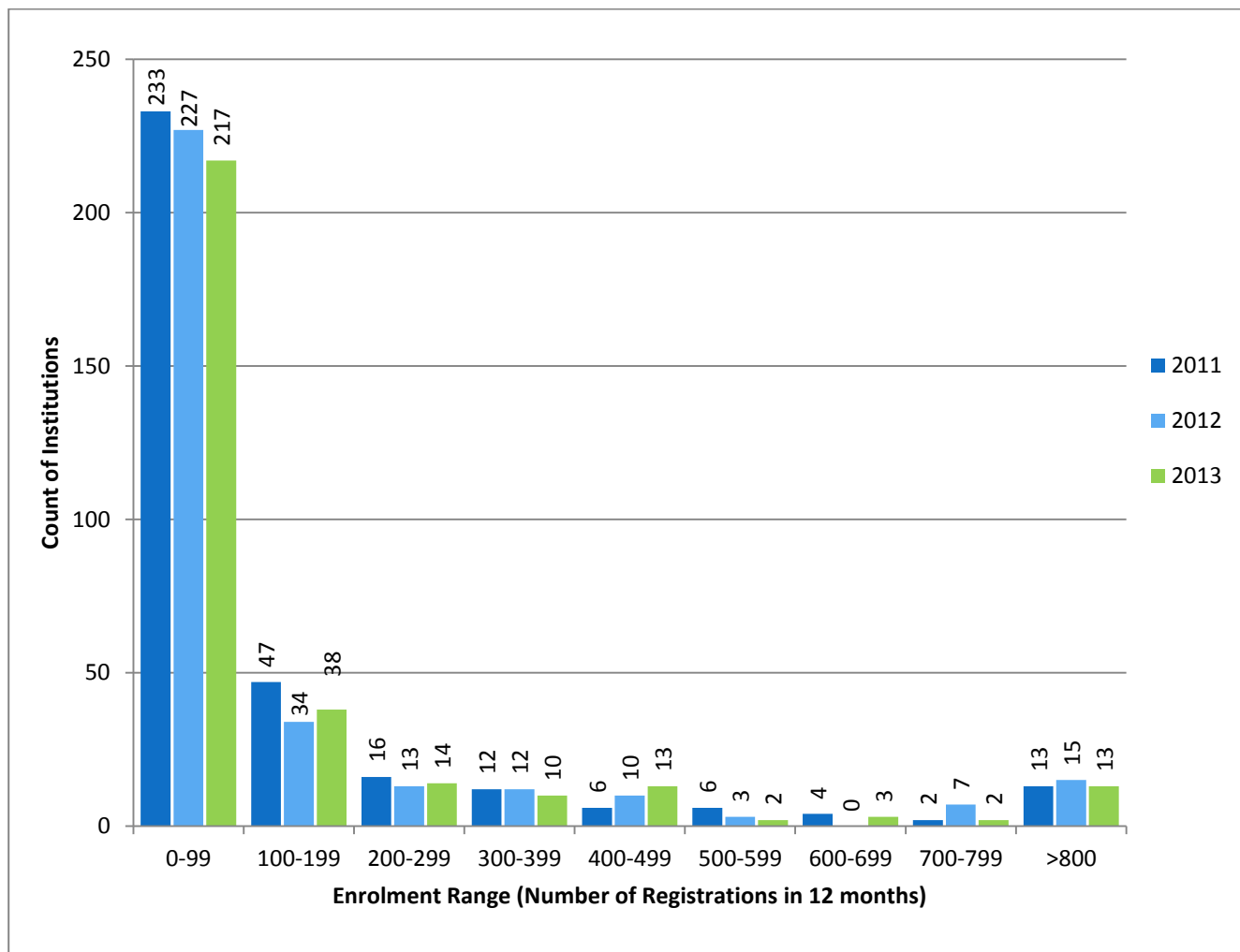


Table 7: Institution size based on enrolment ranges 2011 - 2013
 Data period: Nov 1, 2012 - Oct 31, 2013

A total of 48,015 students enrolled in private career training institutions in 2013.

There were 217 institutions with less than 99 students and 13 institutions with more than 800 students. The 13 institutions that reported enrolment numbers over 800 for 2013 range from 828 students to 3,993.

There is a sector trend of consolidation with smaller institutions leaving the market and students being absorbed by the larger institutions.

Regional Enrolments

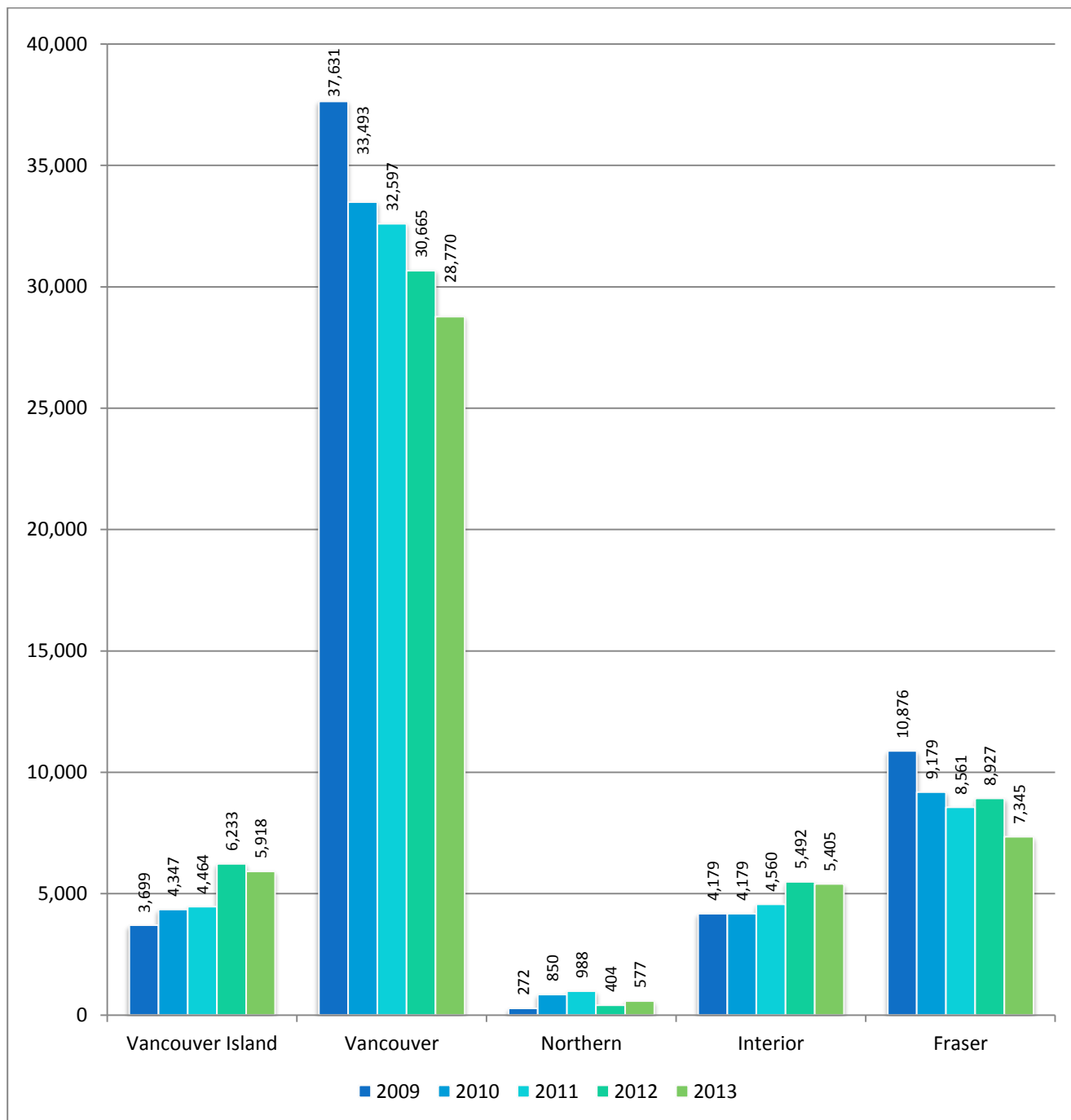


Table 9: Number of student enrolments by region 2009 - 2013

Data period: Nov 1, 2012 - Oct 31, 2013

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.

Regional Overview

Institution Status / Region	Tuition Revenue	Number of Programs	Enrolments	Attrition	Percentage of Enrolments	Graduates	International Enrolments
Registered Only Institutions	\$21,934,801	767	10,665	882	8.27%	8,579	2,291
F - Fraser	\$6,569,347	286	3,587	309	8.61%	3,430	243
INT - Interior	\$1,400,270	59	1,328	111	8.36%	1,152	59
N - Northern	\$1,172,045	23	125	19	15.2%	104	6
V - Vancouver	\$10,924,810	292	4,565	352	7.71%	3,231	1,894
VI - Vancouver Island	\$1,868,329	107	1,060	91	8.58%	662	89
Accredited Institutions	\$234,779,966	2,163	37,350	4,685	12.54	26,647	7,764
F - Fraser	\$21,362,218	429	3,758	380	10.11	2,936	201
INT - Interior	\$19,113,376	226	4,077	244	5.98	3,429	23
N - Northern	\$210,189	18	452	51	11.28	355	0
V - Vancouver	\$180,982,274	1,218	24,205	3,697	15.27	17,264	7,460
VI - Vancouver Island	\$13,111,909	272	4,858	313	6.44	2,663	80
Grand Total	\$256,714,767	2,930	48,015	5,567	11.59%	35,226	10,055

Table 10: Regional enrolment data of registered and accredited institutions including estimated tuition revenue
Data period: Nov 1, 2012 - Oct 31, 2013

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.

NOTE: In cases where an institution has multiple locations, all data is attributed to the institution's 'main' location (which tends to be in the Lower Mainland).

Employment Outcomes

Region	Graduates	Training Related Placements	Job Placement - Unknown	Continuing with Further Education	Percentage of Graduates in Full/Part Time Job Placements
F - Fraser	6,366	1,360	877	801	21.36%
INT - Interior	4,581	1,076	463	199	23.49%
N - Northern	459	47	337	3	10.24%
V - Vancouver	20,495	7,640	7,128	1,696	37.28%
VI - Vancouver Island	3325	886	240	328	26.65%
Grand Total	35,226	11,009	9,045	3,027	33.47%*

Table 11: Summary of employment outcomes by region for accredited institutions
Data period: Nov 1, 2012 - Oct 31, 2013

Accredited institutions are required to report employment outcomes. This data is collected six months after graduation and does not capture self-employment data. In previous years, PCTIA measured the numbers of full time and part time job placements as separate categories, however new bylaws came into force on October 12, 2012 requiring institutions to report only on 'Training Related Placements' which encompasses both full and part time training related placements.

'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/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.

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 NOCs with Highest Enrolments

NOC Code and Description (Excludes ESL and non-occupational programs)	Number of Programs Coded	Enrolments	Graduates
3413 Nurse aides, orderlies and patient service associates	60	2670	1894
4214 Early childhood educators and assistants	63	2667	1000
1411 General office support workers	99	2221	1732
4216 Other instructors	55	1765	1512
6562 Estheticians, electrologists and related occupations	142	1617	1116
3232 Practitioners of natural healing	178	1500	965
5241 Graphic designers and illustrators	63	1331	1062
2263 Inspectors in public and environmental health and occupational health and safety	12	1320	1287
3132 Dietitians and nutritionists	24	1222	1085
5254 Program leaders and instructors in recreation, sport and fitness	61	1135	846
1211 Supervisors, general office and administrative support workers	160	1117	641
4212 Social and community service workers	61	1054	583
6513 Food and beverage servers	11	946	872
6341 Hairstylists and barbers	57	944	683
2271 Air pilots, flight engineers and flying instructors	83	772	502
7521 Heavy equipment operators (except crane)	37	739	698
5135 Actors and comedians	35	729	609
2255 Technical occupations in geomatics and meteorology	9	663	622
1243 Medical administrative assistants	74	621	435
3236 Massage therapists	12	617	477

Top 20 NOCs Showing Highest Training and Non-Training Related Job Placements

NOC Code (Sorted by highest training related job placements)	Training Related Job Placements	Non Training Related Job Placements	Job Placemen t Unknown	Continuing Further Education
3413 Nurse aides, orderlies and patient service associates	1161	85	123	45
4214 Early childhood educators and assistants	766	255	88	91
6562 Estheticians, electrologists and related occupations	643	20	265	40
3233 Licensed practical nurses	597	50	206	4
6341 Hairstylists and barbers	468	20	196	23
7521 Heavy equipment operators (except crane)	431	8	139	26
1411 General office support workers	425	7	188	76
5241 Graphic designers and illustrators	338	23	310	139
4212 Social and community service workers	318	14	104	101
1211 Supervisors, general office and administrative support workers	248	29	250	93
1243 Medical administrative assistants	246	40	108	14
6321 Chefs	220	27	63	24
5135 Actors and comedians	187	17	223	185
7611 Construction trades helpers and labourers	175	36	131	64
7251 Plumbers	174	0	104	231
632 Accommodation service managers	174	22	64	156
3144 Other professional occupations in therapy and assessment	166	1	0	7
7244 Electrical power line and cable workers	155	0	0	0
2271 Air pilots, flight engineers and flying instructors	149	13	37	45
3232 Practitioners of natural healing	147	9	306	367

Top 20 NOCs with Enrolments by Region of BC¹

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Fraser	4,915	392	4,334
3132 Dietitians and nutritionists	Fraser	770	20
1411 General office support workers	Fraser	631	81
2271 Air pilots, flight engineers and flying instructors	Fraser	570	50
3413 Nurse aides, orderlies and patient service associates	Fraser	310	36
7251 Plumbers	Fraser	281	3
6562 Estheticians, electrologists and related occupations	Fraser	225	24
3012 Registered nurses and registered psychiatric nurses	Fraser	202	31
4214 Early childhood educators and assistants	Fraser	200	20
7252 Steamfitters, pipefitters and sprinkler system installers	Fraser	173	2
3233 Licensed practical nurses	Fraser	170	23
3236 Massage therapists	Fraser	169	32
7321 Automotive service technicians, truck and bus mechanics and mechanical repairers	Fraser	157	6
4413 Elementary and secondary school teacher assistants	Fraser	149	6
4153 Family, marriage and other related counsellors	Fraser	148	20
6341 Hairstylists and barbers	Fraser	147	15
3232 Practitioners of natural healing	Fraser	144	1
1243 Medical administrative assistants	Fraser	140	19
6611 Cashiers	Fraser	137	1
3212 Medical laboratory technicians and pathologists' assistants	Fraser	99	2
7237 Welders and related machine operators	Fraser	93	0

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 2013 enrolment numbers consist of all students entering the system in that year, and the 2013 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	4,695	248	4,101
2263 Inspectors in public and environmental health and occupational health and safety	859	0	857
2255 Technical occupations in geomatics and meteorology	663	17	622
7521 Heavy equipment operators (except crane)	625	4	591
1251 Court reporters, medical transcriptionists and related occupations	546	30	364
1411 General office support workers	349	8	340
7511 Transport truck drivers	298	11	284
3236 Massage therapists	174	18	153
7611 Construction trades helpers and labourers	139	2	137
3232 Practitioners of natural healing	134	10	43
6341 Hairstylists and barbers	128	15	56
6562 Estheticians, electrologists and related occupations	110	17	91
5254 Program leaders and instructors in recreation, sport and fitness	98	6	58
7384 Other trades and related occupations, n.e.c.	90	0	85
5241 Graphic designers and illustrators	83	24	85
6563 Pet groomers and animal care workers	78	2	71
4153 Family, marriage and other related counsellors	77	5	32
2271 Air pilots, flight engineers and flying instructors	74	56	88
6552 Other customer and information services representatives	58	1	57
6513 Food and beverage servers	58	1	57

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Northern	569	70	451
2263 Inspectors in public and environmental health and occupational health and safety	291	26	259
6562 Estheticians, electrologists and related occupations	47	5	21
7521 Heavy equipment operators (except crane)	45	0	45
7611 Construction Trades Helpers and Labourers	45	5	40
6321 Chefs	30	8	22
6541 Security guards and related security service occupations	24	6	16
6341 Hairstylists and barbers	22	3	3
8252 Agricultural service contractors, farm supervisors and specialized livestock workers	21	1	20
2241 Electrical and electronics engineering technologists and technicians	15	6	8
6421 Retail salespersons	13	2	11
7612 Other trades helpers and labourers	12	7	5
2271 Air pilots, flight engineers and flying instructors	4	1	1

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Vancouver	17,120	2,060	12,060
3413 Nurse aides, orderlies and patient service associates	2120	192	1405
4216 Other instructors	1600	52	1414
4214 Early childhood educators and assistants	1249	123	704
5241 Graphic designers and illustrators	1216	254	955
1411 General office support workers	1066	35	784
6562 Estheticians, electrologists and related occupations	958	165	679
5254 Program leaders and instructors in recreation, sport and fitness	955	33	736
1211 Supervisors, general office and administrative support workers	931	209	497
4212 Social and community service workers	873	146	475
6513 Food and beverage servers	869	13	796
3232 Practitioners of natural healing	750	49	491
5135 Actors and comedians	612	28	521
1228 Employment insurance, immigration, border services and revenue officers	607	73	502
632 Accommodation service managers	582	144	279
6341 Hairstylists and barbers	552	83	455
6321 Chefs	528	108	379
5225 Audio and video recording technicians	508	82	334
6411 Sales and account representatives - wholesale trade (non-technical)	389	67	194
5243 Theatre, fashion, exhibit and other creative designers	385	102	217
2174 Computer programmers and interactive media developers	370	102	243

NOC Code (Sorted by Highest Enrolment per Region)	Enrolment	Attrition	Graduates
Vancouver Island	5,093	305	2,632
4214 Early Childhood Educators and Assistants	1218	0	131
2273 Deck officers, water transport	496	17	473
5136 Painters, sculptors and other visual artists	483	53	76
3232 Practitioners of natural healing	472	41	238
7532 Water transport deck and engine room crew	463	4	454
6562 Estheticians, electrologists and related occupations	277	43	161
3413 Nurse aides, orderlies and patient service associates	191	36	102
1411 General office support workers	175	24	125
4216 Other instructors	165	8	98
7452 Material handlers	142	9	133
7384 Other trades and related occupations, n.e.c.	129	2	127
3132 Dietitians and nutritionists	120	13	40
5135 Actors and comedians	103	5	88
7442 Waterworks and gas maintenance workers	100	1	87
4153 Family, marriage and other related counsellors	100	0	19
1243 Medical administrative assistants	100	10	71
6341 Hairstylists and barbers	95	11	49
4212 Social and community service workers	90	14	42
2271 Air pilots, flight engineers and flying instructors	88	14	32
2263 Inspectors in public and environmental health and occupational health and safety	86	0	86



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***PCTIA is a BC Provincial Crown Corporation
under the Ministry of Advanced Education.***

***The Agency's mission is to support quality
education in British Columbia's private
post-secondary career training sector through
regulating standards and providing
protection to students.***

