



Key Performance Indicators

2010-11



2010-11 Key Performance Indicator

Results

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KPI Overview

Ontario college data collection on graduate outcomes, graduate satisfaction and employer satisfaction began in the fall of 1998. The indicators were factored into the mechanism for distributing government transfer payments among colleges, starting in 2000-01. The amount of performance funding has remained constant for the last nine years at \$16.4 million and is distributed to colleges on a formula that reflects the size of the college and its KPI scores. Student satisfaction data has also been collected since 1998-99, but is not tied to funding distribution. All students are surveyed beyond their first semester, and graduates and employers are surveyed six months after student graduation.

2010-11 Key Performance Indicator (KPI) Results

Sheridan's KPI results are a positive indication that Sheridan is providing students with marketable knowledge and skills that are relevant and up-to-date. Sheridan's 2010-11 KPI ratings are close to or higher than the GTA averages, as indicated in the chart below.

In viewing the results, however, singular college-to-college comparisons can be misleading. It should be remembered that many mitigating circumstances are at play in these statistical outcomes: each college has a different set of programs; each has a different mix of students; each college resides in a different locale and is affected by varying regional influences; some colleges serve more remote regions of the province and rely on different delivery approaches; etc.

The GTA benchmark is calculated using an average of the KPI rates of colleges which are similar in size, locale and program offerings (i.e. Centennial, Durham, George Brown, Humber, Mohawk, Seneca and Sheridan).

Chart 1: 2010-11 KPI Results (Sheridan and other GTA colleges)

Key Performance Indicators, 2010-11 (GTA Colleges)						
	Average of Five KPIs	Overall Graduation Rate	Employer Satisfaction Rate	Graduate Employment Rate	Graduate Satisfaction Rate	Student Satisfaction Rate
Sheridan	80.4%	72.0%	94.6%	81.9%	78.0%	75.7%
Mohawk	79.7%	60.7%	92.7%	86.3%	79.5%	79.3%
Province	79.1%	64.2%	93.2%	83.0%	79.1%	76.1%
Humber	77.8%	61.2%	93.7%	80.1%	79.4%	74.8%
Durham	77.7%	66.8%	89.5%	83.2%	76.3%	72.5%
George Brown	77.6%	66.5%	92.8%	81.1%	76.3%	71.1%

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GTA	77.5%	62.9%	93.1%	80.7%	77.6%	73.4%
Seneca	75.2%	54.6%	93.2%	78.1%	77.1%	73.2%
Centennial	74.3%	58.7%	95.5%	74.0%	76.3%	66.9%

Figure 1: Trends in Sheridan KPIs (Employer, Graduate, Student & Graduation Rates)

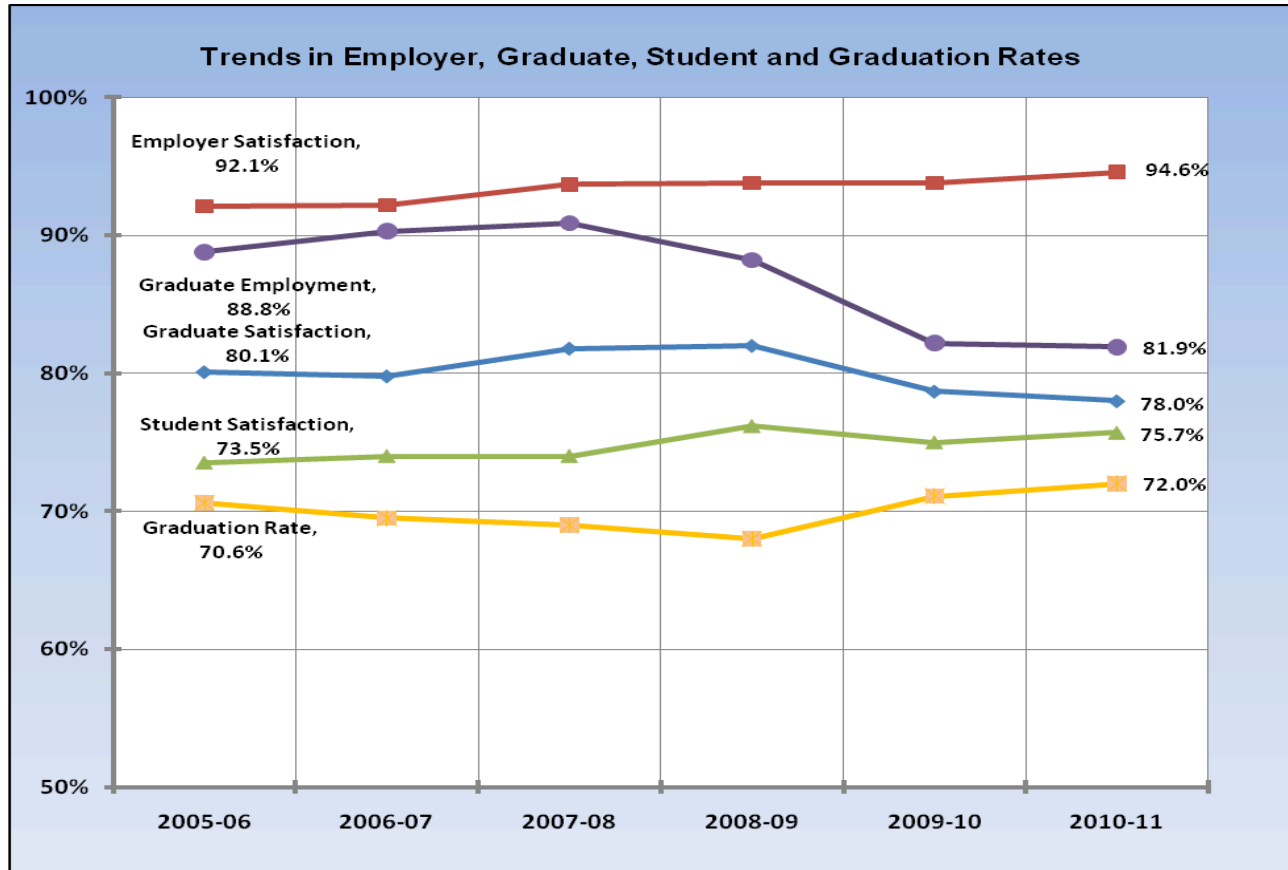


Chart 2: Trends in Sheridan's Key Performance Indicators (2007 - 2011)

Trends in Sheridan KPIs						
	SHER 2007-08	SHER 2008-09	SHER 2009-10	SHER 2010-11	GTA 2010-11	PROV 2010-11
Graduation Rate	69.0%	68.0%	71.1%	72.0%	62.9%	64.2%
Employer Satisfaction Rate	93.7%	93.8%	93.8%	94.6%	93.1%	93.2%
Graduate Employment Rate*	90.9%	88.2%	82.2%	81.9%	80.7%	83.0%
Graduate Satisfaction Rate	81.8%	82.0%	78.7%	78.0%	77.6%	79.1%
Student Satisfaction Rate	74.0%	76.2%	75.0%	75.7%	73.4%	76.1%

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Knowledge and Skills Gained (Q14)	85.4%	86.7%	85.8%	85.6%	85.6%	87.1%
Quality of Learning Experience (Q26)	80.2%	81.8%	79.1%	79.7%	77.9%	80.2%
Quality of Facilities/ Resources (Q44)	65.5%	68.8%	68.7%	69.8%	65.5%	68.8%
College Services (Q45)	65.1%	67.4%	66.6%	67.7%	64.4%	68.1%

* 2010-11 graduate data is from graduates of 2009-10 academic year.

Student Graduation Rate

The graduation rate is based on tracking individual students who entered a program of instruction in a particular enrolment reporting period and assessing how many of those individuals completed the program a number of years later. For each program of instruction, students who transfer out are removed from the group that is being tracked and those who transfer in are added.

The program duration used to establish a student's program completion time frame equals approximately 200 per cent of the normal program duration with the exception of applied degrees where a seven-year completion period is provided.

For example, the 2010-11 KPI Graduation Rate is based on students who started one-year programs in 2008-09, two-year programs in 2006-07, and three-year programs in 2004-05, and who had graduated by 2009-10.

Sheridan's overall graduation rate has increased by 1% from the previous year, going from 71 per cent last year to 72 per cent this year.

Figure 2: 2010-11 KPI Graduation Rate by Credential (Sheridan compared to GTA average)

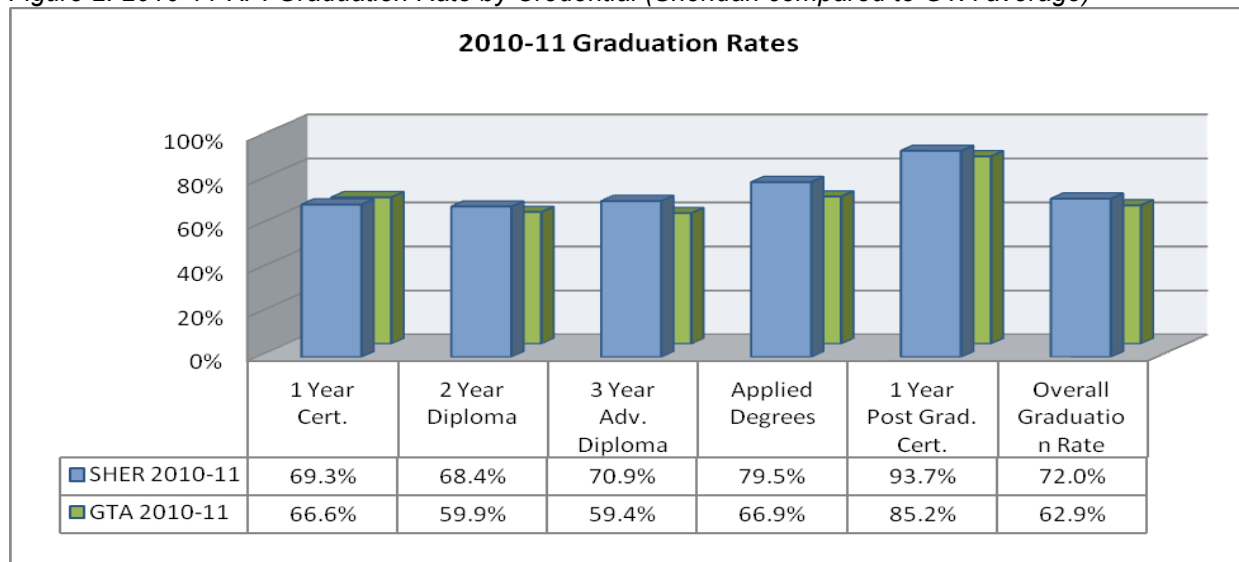
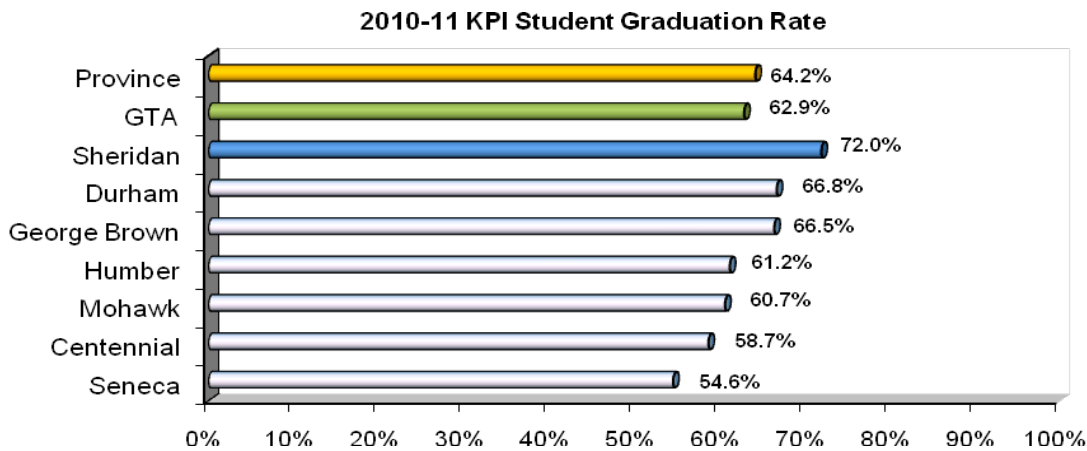


Figure 3: 2010-11 KPI Graduation Rate (Sheridan compared to GTA colleges)



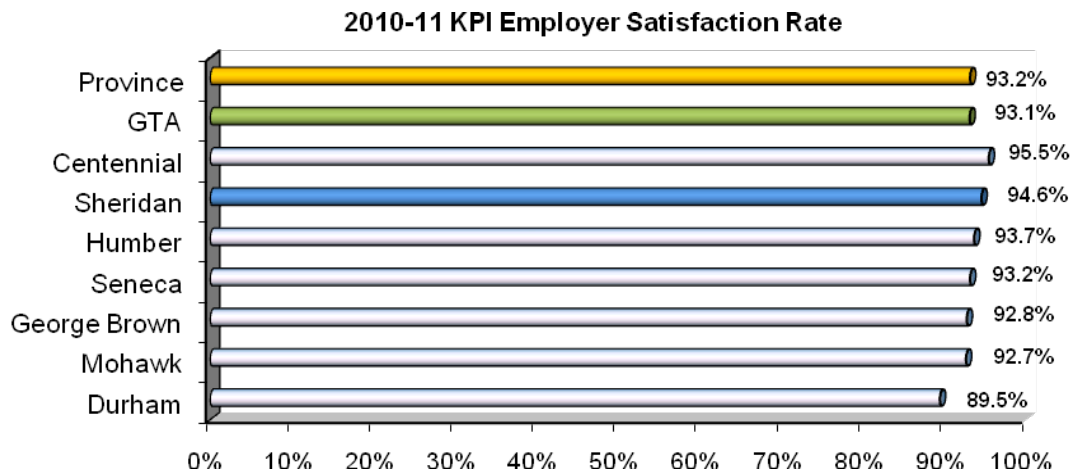
Employer Satisfaction Rate

The employers' contact information is supplied by the graduates and the employer is then surveyed. The employer satisfaction rate is determined from the employers' overall satisfaction with their employees "college preparation for the type of work he/she is doing". This year, 94.6 per cent of employers were satisfied or very satisfied with Sheridan graduates.

Figure 4: 2010-11 Trends in Sheridan's Employer Satisfaction Rate



Figure 5: 2010-11 KPI Employer Satisfaction Rate (Sheridan compared to GTA colleges)



Graduate Employment Rate

The KPI Employment rate is the percentage of graduates who are working full or part time within 6 months of graduation. It excludes those who are in school full time, or are not actively looking for work. After suffering from a sharp decline in 2008-09, Sheridan's graduate employment rate has remained relatively stable over the last two periods, going from 82.2% last year to 81.9% this year.

The provincial graduate employment rate has also fallen this year to 83.0 per cent from 84.8 per cent, and is the lowest since the KPI process started. This is an indication of the current economic times.

Figure 6: Trends in Sheridan's Graduate Employment Rate

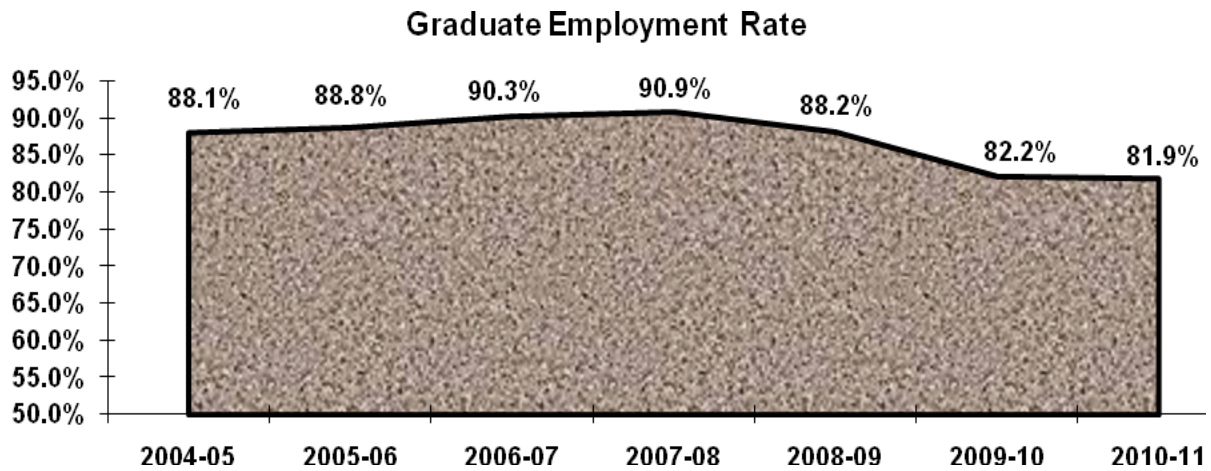
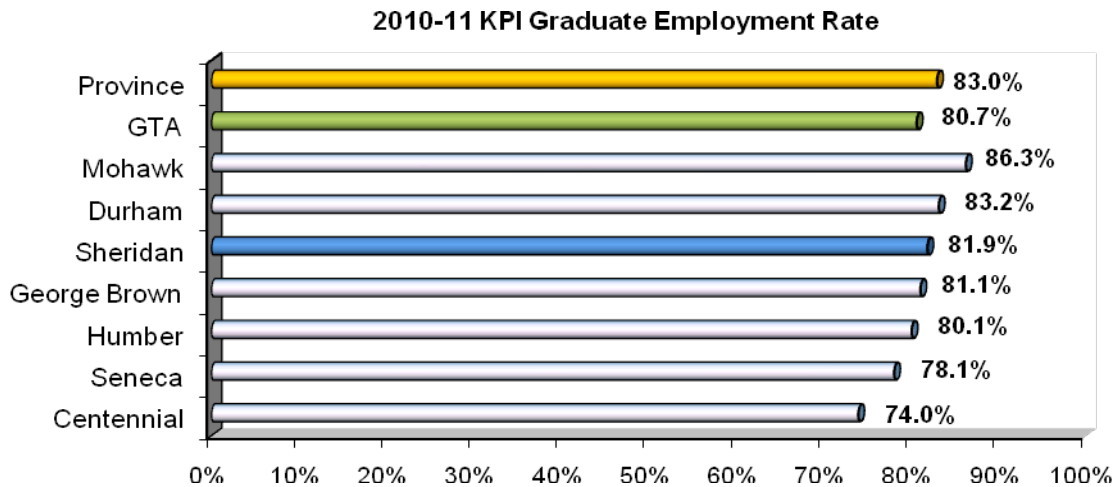


Figure 7: 2010-11 KPI Graduate Employment Rate (Sheridan compared to GTA colleges)



Graduate Satisfaction Rate

This is determined from the percentage of graduates who are very satisfied / satisfied with the usefulness of their college education in achieving their goals after graduation.

For the 2010-11 reporting year, the graduate satisfaction rate dropped from 78.7 per cent to 78 per cent. The change in the graduate satisfaction rate was not unexpected, as there is a correlation between the employment rate and graduate satisfaction.

Figure 8: Trends in Sheridan's Graduate Satisfaction Rate

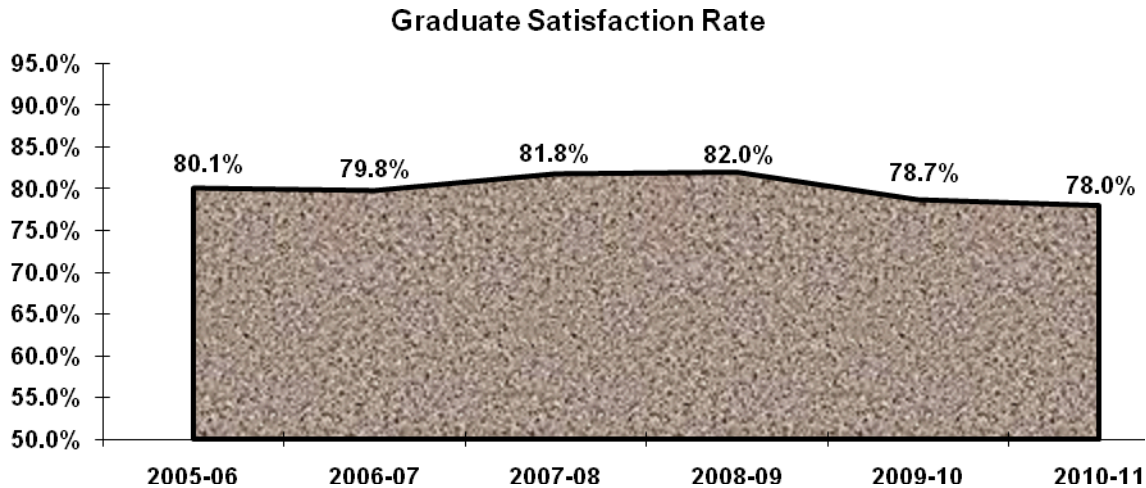
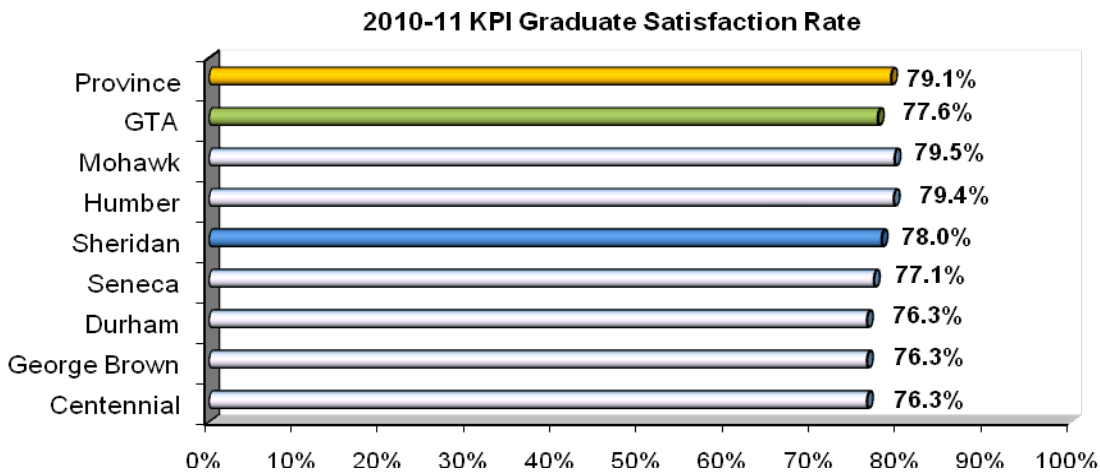


Figure 9: 2010-11 KPI Graduate Satisfaction Rate (Sheridan compared to GTA colleges)



Student Satisfaction Rate

This rate is calculated from four key indicators: the knowledge and skills that will be useful in their future career, overall quality of the learning experience, overall quality of facilities/resources, and overall quality of services. The student satisfaction rate is slightly higher this year at 75.7 per cent, compared to 75.0 per cent last year.

Figure 10: Trends in Sheridan's Student Satisfaction Rate

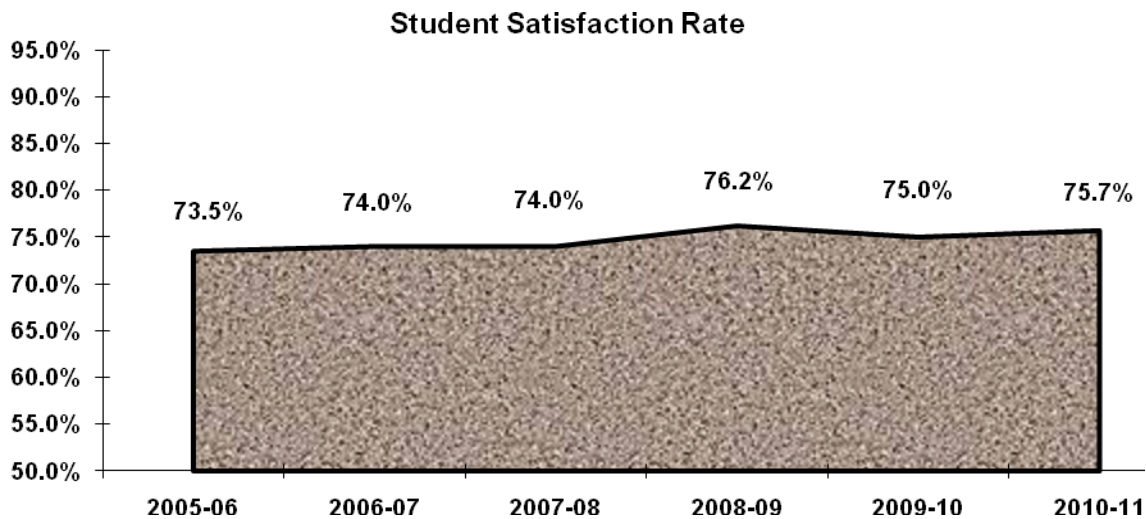
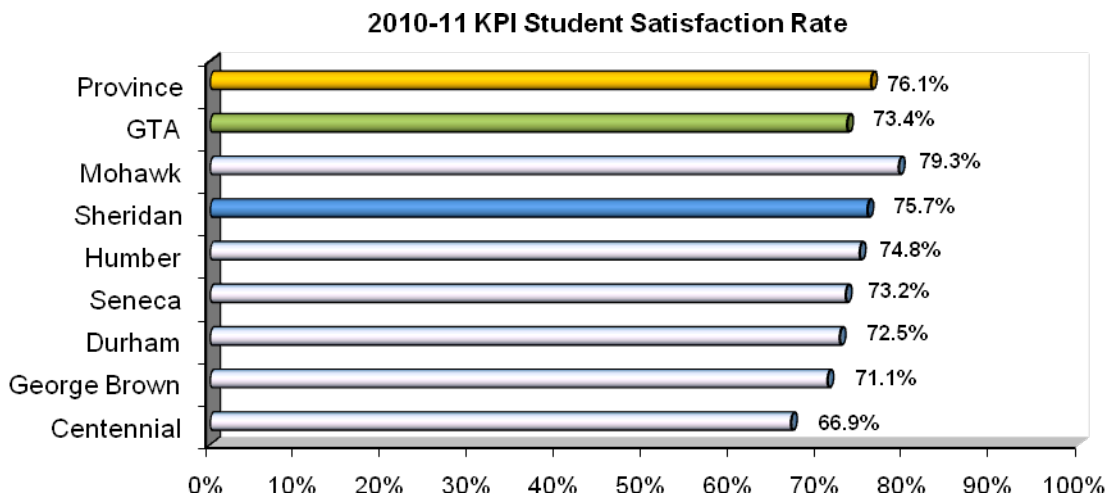


Figure 11: 2010-11 KPI Student Satisfaction Rate ((Sheridan compared to GTA colleges)



Student Satisfaction Rate - Capstone Questions

Capstone Question 14: Over time, 'Knowledge and Skills Gained' KPI has remained relatively stable, ranging between 84.7 percent and 85.6 per cent.

Capstone Question 26: Over time, 'Quality of the Learning Experiences' KPI has ranged from 77.8 percent to 79.7 per cent.

Capstone Question 44: The 'Quality of Facilities/Resources' KPI has improved over time, going from 65.9 percent to 69.8 percent.

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Capstone Question 45: Over time, the 'Quality of Services' KPI has ranged from 65.8 percent to 67.7 percent.

Figure 12: Trends in Sheridan's Student Satisfaction Rate (Capstone Questions)

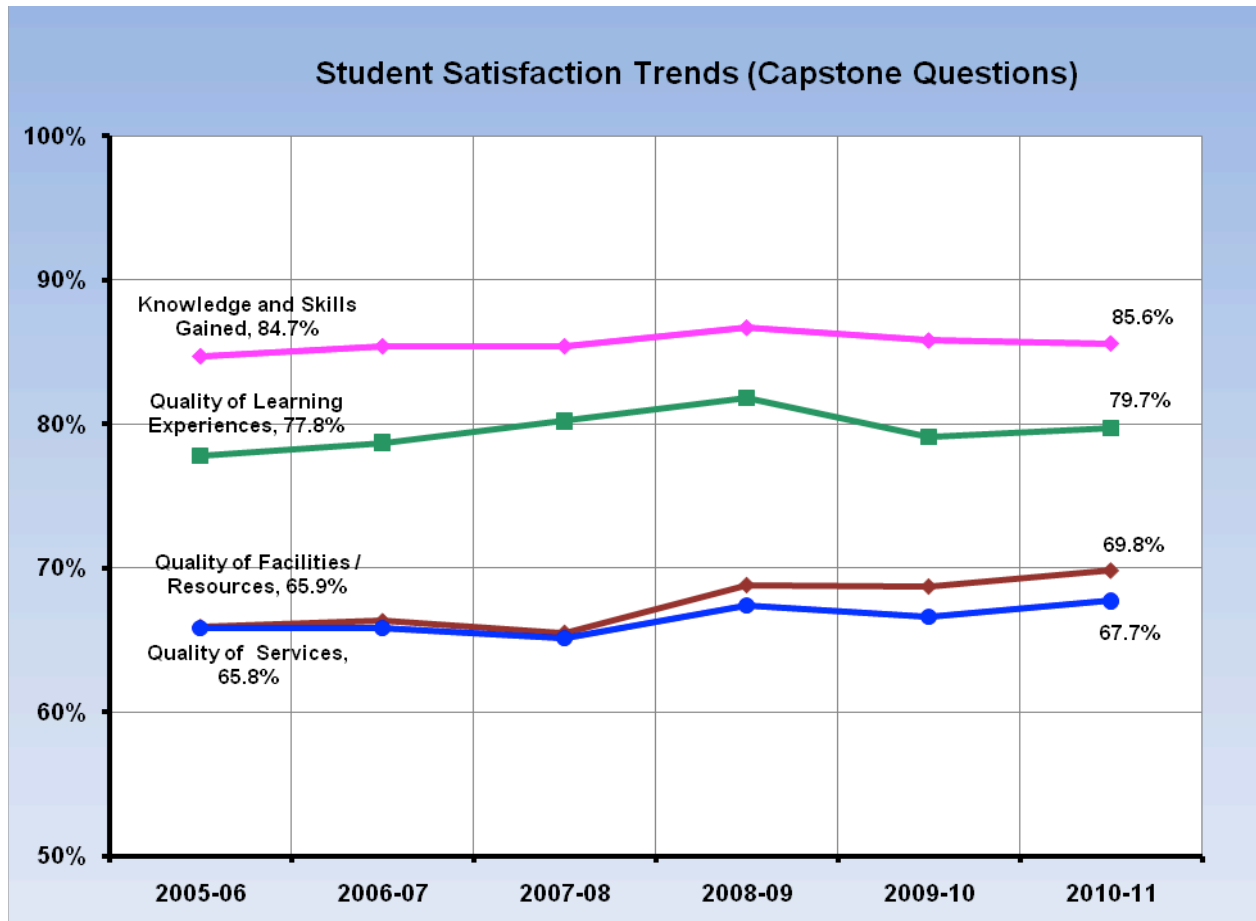


Figure 13: KPI Student Satisfaction Rate (Q14: Knowledge and Skills Gained)

2010-11 KPI Student Satisfaction (Q14: Knowledge % Skills Gained)

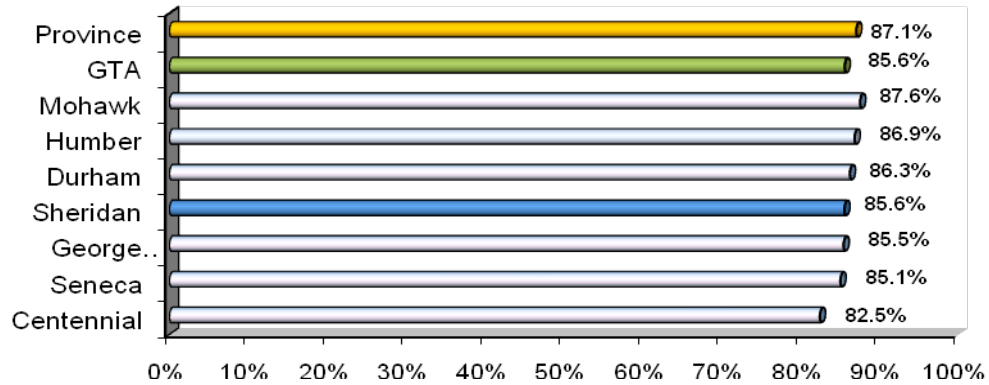


Figure 14: KPI Student Satisfaction Rate (Q26: Quality of Learning Experiences)

2010-11 KPI Student Satisfaction (Q26: Quality of Learning Experiences)

