

Key Performance Indicators for Private Career Colleges

Questions and Answer – Phase II Implementation

CURRENT STATUS

The Ministry of Training, Colleges and Universities (ministry) developed five new Key Performance Indicators for the private career college sector and began collecting the enrollment/graduate data required to calculate and publish three of the five Key Performance Indicators from OSAP-approved private career colleges in July 2013. This represented the first phase of Key Performance Indicators implementation in the private career college sector. Calculation and publishing of Key Performance Indicators for the sector has been on-hold, with the exception of OSAP Default Rates, since 2006, following a request for a moratorium from the Ontario Association of Career Colleges.

The ministry will be implementing the second phase of Key Performance Indicator implementation in July 2014, in which all five Key Performance Indicators will be calculated and published for all OSAP-approved private career colleges. In the subsequent collection cycle (2015), all five Key Performance Indicators will be calculated and published for all private career colleges in Ontario.

QUESTIONS

General Background

1. Why is the ministry implementing Key Performance Indicators for private career colleges?

Both the Ontario Auditor General (2011) and the Drummond Commission (2012) recommended that the ministry collect, validate and publish performance indicators in the private career college sector in order to help prospective students make more informed decisions around their postsecondary education and to allow the ministry to better oversee private career colleges in the sector. In response to these recommendations, and to promote student protection and the provision of quality vocational training, the ministry committed to implement Key Performance Indicators in the private career college sector on a full cost recovery basis, by summer 2013.

Key Performance Indicators are also needed to provide quality assurance for higher-risk programs provided by private career colleges (e.g., Dental Hygiene, Pharmacy Technician, Sonography, Esthetics, Truck Driving) and will help the ministry deliver on its commitment to the federal government to designate postsecondary institutions eligible to enrol international students and ensure they are delivering quality training.

2. What are the benefits of Key Performance Indicators?

The purpose of Key Performance Indicators is to measure private career college student experience in a way that helps prospective students and their families make an informed choice on which program and private career college to select. Key Performance Indicators are being developed to:

- Provide students, parents and employers with information about private career college programs;
- Ensure accountability for the expenditure of public funds (e.g., OSAP, Second Career, Workplace Safety and Insurance Board funding);
- Help private career colleges identify areas of strength and concern so that they can develop improvement strategies;
- Allow private career colleges to attract more students by using the data gained from the indicators in their advertising;
- Enable program and institutional comparability with Colleges of Applied Arts and Technology Key Performance Indicators;
- Allow the ministry to help fulfill its mandate to support higher quality post-secondary educational programming;
- Help provide quality assurance for programs delivered via distance education; and
- Inform the ministry's future designated policy framework relating to private career colleges eligible for accepting international students (federal government commitment).

3. What Key Performance Indicators will be published for private career colleges?

The following five Key Performance Indicators will be calculated and published for private career colleges in the sector:

1. Graduation Rate;
2. Graduate Employment Rate;
3. Graduate Employment Rate in the Field of Study;
4. Graduate Satisfaction; and
5. Employer Satisfaction.

4. How will Key Performance Indicators be implemented in the private career college sector?

Key Performance Indicators will be phased into the sector through OSAP-approved private career colleges, with only three of the five indicators calculated and published in phase one, for the 2013 collection cycle – Graduation Rate, Graduate Employment Rate and Graduate Employment in the Field of Study.

In phase two, for the 2014 collection cycle, all five Indicators will be calculated and published for OSAP-approved private career colleges, with the addition of Graduate Satisfaction and Employer Satisfaction. In phase three, for the 2015 collection cycle, all five Key Performance Indicators will be calculated and published for all private career colleges in the sector.

5. How will the ministry collect the data required to calculate Key Performance Indicators for private career colleges?

In fall 2012, the ministry underwent a competitive procurement process and signed a contract with Forum Research Inc. for data collection, analysis and reporting processes required to calculate and publish Key Performance Indicators for private career colleges.

For the purposes of calculating and publishing Key Performance Indicators, private career colleges will be required to submit two types of data files to report on all entrants (enrolment data file) and all graduates (graduate data file) within a specific defined Term.

Forum will use the data provided in these files to:

- Calculate graduation rates for vocational programs; and
- Contact, validate and survey private career college graduates six months after graduation in order to calculate the remaining four Key Performance Indicators – Graduate Employment Rate, Graduate Employment Rate in the Field of Study, Graduate Satisfaction and Student Satisfaction. Only the first two Key Performance Indicators will be calculated and published for the 2013 collection cycle.

6. How do Private Career College Key Performance Indicators, and the processes used to calculate these Indicators, compare to those in the public college sector?

Key Performance Indicators for private career colleges closely mirror those published in the public college sector, with the exception of Graduate Employment in the Field of Study. Research with the private career college sector clearly supported this performance indicator as being “very useful” to private career colleges, current and prospective students and employers. Also, in its 2011 report on private career colleges, the Ontario Auditor General specifically referenced this indicator as an important outcome measure for graduates of private career college.

The enrolment and graduate data files and surveys that will be used to collect data from private career colleges and their graduates, respectively, closely mirror those used in the public college sector. Forum Research Inc. was also the successful vendor for Key Performance Indicator services in the public college sector in winter 2012.

Graduate Outcomes and Employer Satisfaction Surveys

7. What does the Graduate Outcomes Survey for private career college graduates look like?

The Graduate Outcomes Survey developed to collect performance outcome data from private career college graduates contains 24 questions, including a number of questions to validate that the individual contacted on the phone is the intended graduate and those that will be used to calculate the four survey-based Key Performance Indicators: Graduate Employment Rate, Graduate Employment in the Field of Study, Graduate Satisfaction and Employer Satisfaction.

While the private career college Graduate Outcomes Survey is much shorter, the questions included in this survey mirror those used in the public college sector’s Graduate Outcomes Survey.

8. What does the Employer Satisfaction Survey for employers of private career college graduates look like?

The Employer Satisfaction Survey is administered to employers of private career college graduates who have consented (through the Graduate Outcomes Survey) to have their employer contacted. The Employer Satisfaction Survey includes two key questions: one confirming that the graduate in question was employed and the second asking the employer to rate his/her satisfaction with the employee’s overall private career college preparation for the type of work he/she was doing.

9. Will wrong numbers or refusals to complete the survey negatively impact my Key Performance Indicators?

No, for calculation of the survey-based Key Performance Indicators (all except Graduation Rate), the denominator includes all graduates in the labour force, where labour force is defined as those employed, those not employed but looking for a job, or those not employed but who had accepted a job to start shortly. Only graduates that are successfully contacted by phone and consent to complete the Graduate Outcomes Survey are included in the final Key Performance Indicator calculations.

Please note, additional quality assurance reviews will be conducted for institutions where statistically significant data integrity/refusal rates are observed.

Data Reporting

10. At what points in the year will data collected from private career colleges?

During the 2014 collection cycle, OSAP- approved private career colleges will be required to upload their enrolment and graduate data files during three set time periods per year:

- **July 1 – August 31, 2014:** Upload enrolment/graduate data files for individuals that enrolled/graduated during the 2014 Winter Term (January 1 – April 30, 2014). New OSAP-approved private career colleges must upload historical data.
- **October 1 – November 30, 2014:** Upload enrolment/graduate data files for individuals that enrolled/graduated during the 2014 Summer Term (May 1 – August 31, 2014).
- **February 1 – March 31, 2015:** Upload enrolment/graduate data files for individuals that enrolled/graduated during the 2014 Summer Term (September 1 – December 31, 2014).

Individuals reported as graduates in the data files will then be contacted by phone in one of three survey windows, six months after their graduation date, and asked to complete the Graduate Outcomes Survey. If a graduate consents to his/her employer being contacted, the service provider will contact the employer by phone to administer the Employer Satisfaction Survey. The following three survey windows will accompany the above upload periods:

| Survey Window | Survey Population | Graduation Dates Included (2013) |
|-------------------------------------|-----------------------------------|--------------------------------------|
| October 1, 2014 – February 28, 2015 | 2014 Winter Graduates + Employers | Winter Term: January 1 – April 30 |
| February 1 – June 30, 2015 | 2014 Summer Graduates + Employers | Summer Term: May 1 – August 31 |
| June 1 – October 31, 2015 | 2014 Fall Graduates + Employers | Fall Term: September 1 – December 31 |

The ministry may review and adjust the data collection periods and survey windows following the 2014 collection cycle.

11. What is a “new OSAP-approved private career college”?

For the second phase of Key Performance Indicator implementation, “new OSAP-approved private career colleges” are defined as those institutions approved for OSAP after December 31, 2012. These institutions are required to participate in the 2014 KPI collection cycle and report the required

student/graduate data, including historical data, for all of their campuses, whether or not all campuses are approved for OSAP.

For the first data upload window, July 1 – August 31, 2014, new OSAP-approved private career colleges must report historical student/graduate data along with their 2014 Winter Term entrants/graduates. This historical data represents all entrants/graduates going back 200% of the duration of the private career college's longest vocational program. For example, if the institutions longest program is two years, it must report its entrants/graduates going back four years from January 1, 2014.

12. Not all of my school's campuses are approved for OSAP. Do I have to report Key Performance Indicator data for campuses that are not OSAP approved?

Yes, if a private career college has successfully obtained OSAP approval for one or more of its campuses, it must report the student/graduate data required for the Key Performance Indicator initiative for all vocational programs provided by all of its campuses, including those without OSAP approval.

13. For the 2014 Winter Term, what students should be captured in my enrolment data file and what graduates should be captured in my graduate data file?

For the 2014 Winter Term, you must include all individuals who enrolled in (enrolment data file) and who graduated from (graduate data file) one of your vocational programs during the period from January 1 – April 30, 2014.

If you are a new OSAP-approved private career colleges (approved for OSAP after December 31, 2013) you must also report all entrants/graduates over the past period of time representing 200% of the duration of your longest vocational program.

14. Some of my vocational programs operate on a continuous enrolment basis. How will this impact my Key Performance Indicators?

The enrolment and graduate data files you upload to Forum will allow for Forum to determine whether or not each student, reported as an entrant for a specific Enrolment Term, graduated within the 200% Graduation Allowed Period and therefore should be counted as a graduate in calculating the Graduation Rate for their vocational program. The 200% Graduation Allowed Period will be applied to individual students based on their reported enrolment date and the approved duration of their program (in weeks).

While the Graduation Allowed Period is considered for the Graduation Rate calculation, it is not considered in determining which graduates are contacted by phone to administer the Graduate Outcomes Survey and calculate the remaining Key Performance Indicators. All reported vocational program graduates will be contacted six months after graduation and requested to complete the Graduate Outcomes Survey.

15. For some of my programs, a student is provided the option to “double shift”, meaning he/she will attend two classes per day. Is this going to create a problem when students are reported as graduates prior to the approved program duration (in weeks) for their vocational program?

Vocational programs must be delivered as approved in the Registration Information for Career Colleges (RICC) system. This means that students who enrol in a vocational program should not graduate before the program's approved duration (in both hours and weeks). The only exception to this rule is students who received advance standing in a vocational program (e.g., “early graduates”). If you are currently

delivering a vocational program other than as approved in RICC, you must contact your Inspector and submit an application for program approval with revised duration.

16. Should I include third party funded students in my enrolment and graduate data files (e.g., Workplace Safety and Insurance Board, Aboriginal funding)?

You must include all students who were/are enrolled in your approved vocational programs in your enrolment and graduate data files. You must include “T” in the “Funding Status” column of your data files where students are third-party funded unless these students receive Workplace Safety and Insurance Board (code “W”) or Aboriginal (code “N”) funding. While third party-funded students are not within the purview of the *Private Career Colleges Act, 2005*, the ministry is still interested in their experiences undergoing vocational training.

17. If a student is 100% OSAP funded and I enter “Y” in the “OSAP Funding” column, do I leave the “Funding Status” column blank? What code do I use in the “Funding Status” column if the student is receiving funds from more than one funding source?

If a student is 100% OSAP funded, enter “Y” in the “OSAP Funding” column of your data file and enter “O” in the “Funding Status” column to indicate that the student is not receiving funds from any other funding source. If a student is only partially funded by OSAP (e.g., not 100% tuition), please include “Y” in the “OSAP Funding” column and enter the primary non-OSAP funding source in the “Funding Status” column. Only reference “L” for “Self-Funded” if the individual does not receive funding from any of the other non-OSAP funding sources.

18. What does it mean if I put “P” for “Other” in the “Funding Status” column?

The code “P” for “Other” represents those students that receive out-of-province funding as well as any other funding sources that are not currently coded.

Billing

19. Who will pay for Key Performance Indicators?

As recommended in the Drummond Commission Report of February 2012, the ministry will employ an in-year full cost-recovery model for Key Performance Indicators in the private career college sector. Private career colleges will be required to pay for all services required to calculate and publish Key Performance Indicators for their vocational programs at the end of each collection cycle.

20. What are the cost implications for private career colleges?

For the 2014 collection cycle, OSAP-approved private career colleges will pay \$24.32 per completed Graduate Outcomes Survey. This cost includes a unit cost of \$13.35 for every completed Graduate Outcomes Survey and a fixed cost allocation of \$10.97 associated with the costs of calculating the final Indicators and producing preliminary/final reports. This fixed cost allocation has increased from last year because the number of graduates reported was well below last year's estimate and the fixed costs are now spread across a much smaller number of units.

For the 2014 collection cycle, OSAP-approved private career colleges will also pay \$27.45 per completed Employer Satisfaction Survey. This cost includes a unit cost of \$9.85 for every completed Employer Satisfaction Survey and a fixed cost allocation of \$17.60 associated with the costs of calculating the final Indicators and producing preliminary/final reports.

21. When will private career colleges pay for Key Performance Indicators?

For the 2013 collection cycle, the ministry anticipated billing private career colleges three times per year to ensure in-year full cost recovery for Key Performance Indicators. However, the ministry has now developed a streamlined billing process that allows for a one-time billing at the end of each collection cycle, based on the number of completed Graduate Outcomes and Employer Satisfaction Surveys associated with the institution. This new process will eliminate the need to reconcile estimated versus actual costs on an annual basis.

Public Posting

22. When will final Key Performance Data be published?

For the 2013 collection cycle, final Key Performance Indicator reports will be provided to the OSAP-approved private career colleges and publicly posted in fall 2014.

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Stakeholder Engagement

23. Will private career colleges be supportive of the Key Performance Indicator initiative?

Representatives from both private career college sector associations – the Ontario Association of Career Colleges and the Association of Private Colleges – were consulted with throughout 2012/13, during the development of the ministry's Key Performance Indicator implementation plan and the tools and methodology for calculating and publishing the Indicators. The sector continues to voice its appreciation for being included in the development of the Key Performance Indicator implementation plan, the associated tools and methodology.

Many private career college operators have communicated their support for Key Performance Indicators that can be implemented in a transparent and effective manner. More specifically, private career colleges have asked for indicators that are accurate and comparable with community college Key Performance Indicators to help raise their credibility and quality of private career college vocational programming. As the ministry has mirrored the Key Performance Indicators in the public college sector, and processes used to calculate and publish these Indicators, the ministry anticipates that private career colleges will support this initiative.

In its May 2013 Report, the Ontario Association of Career Colleges voiced support for the implementation of Key Performance Indicators and urged "the government to ensure that these are consistent with the public sector – that they are exactly the same indicators, gathered and published in the same manner."

Audit Requirements

24. When do I have to submit my enrolment/graduate data audit report?

OSAP-approved PCCs are to engage a licensed public accountant in the province of Ontario, pursuant to the [Public Accountancy Act, 2004](#), to provide an audit report on the enrolment and graduate data reported as part of the Key Performance Indicator initiative. This audit report is due at the same time as the audit of PCCs' financial statements, by their renewal of registration deadline. The cost of performing the audit is the responsibility of the PCC.

For more detail on what data must be audited for institutions with various fiscal year ends, please refer to the 2014 Key Performance Indicator Audit Guideline on the www.pckpi.ca website.