

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Honours Bachelor of Commerce - Digital  
Marketing

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2019

### BDM1 Program Health Tool 2018-19

Fanshawe College

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18/19 PROGRAM HEALTH TOOL

Program

BDM1 Honours Bachelor of Commerce (Digital Marketing)  
 School: Lawrence Kinlin School of Business

18/19 Total Score

Very Good / 3.68

Overall Summary

	18/19 Score
Exceptional Student Learning Experience	Very Good / 3.29
Enrolment Management	Very Good / 3.55
Optimize Use of Resources	Very Good / 4
<b>Total Score</b>	<b>Very Good / 3.68</b>

Criteria	Weight		18/19	Gain/Loss	17/18	16/17	18/19 College Median
<b>Total Score</b>			<b>Very Good / 3.68</b>	↑ 7.6%	<b>Very Good / 3.42</b>	<b>Marginal / 1.98</b>	3.07
<b>Exceptional Student Learning Experience</b>	<b>20%</b>		<b>Very Good / 3.29</b>	↓ -8.4%	<b>Very Good / 3.59</b>	<b>Unsatisfactory / 1</b>	3.00
KPI Student Satisfaction	15%	Value Count Score	64.86 % 37 <b>Unsatisfactory</b>	↑ 34.2%	48.33 % 15 <b>Unsatisfactory</b>	57.50 % 10 <b>Unsatisfactory</b>	78.57%
KPI Graduate Satisfaction	15%	Value Count Score	100.00 % 3 <b>Exceptional</b>	⇒ 0.0%	100.00 % 2 <b>Exceptional</b>		87.50%
Total KPI Graduation Rate	15%	Value Count Score					75.00%
Graduate Related Employment	15%	Value Count Score	100.00 % 5 <b>Exceptional</b>	⇒ 0.0%	100.00 % 1 <b>Exceptional</b>		65.83%
Program SFS Score	15%	Value Score	4.36 <b>Unsatisfactory</b>	↑ 5.4%	4.13 <b>Unsatisfactory</b>	4.40 <b>Unsatisfactory</b>	4.56
KPI Graduate Satisfaction Skills	25%	Value Score	90.28 % <b>Very Good</b>	↓ -9.7%	100.00 % <b>Exceptional</b>		84.06%
Communication Skills		Value	100.00 %	⇒ 0.0%	100.00 %		
Critical Thinking/Problem Solving		Value	100.00 %	⇒ 0.0%	100.00 %		
Information Management		Value	100.00 %	⇒ 0.0%	100.00 %		
Interpersonal		Value	100.00 %	⇒ 0.0%	100.00 %		
Personal		Value	93.75 %	↓ -6.3%	100.00 %		
Numeracy		Value	100.00 %	⇒ 0.0%	100.00 %		
Job Specific Skills and Knowledge		Value	62.50 %	↓ -37.5%	100.00 %		
<b>Enrolment Management</b>	<b>40%</b>		<b>Very Good / 3.55</b>	↑ 1.4%	<b>Very Good / 3.5</b>	<b>Satisfactory / 2.94</b>	
Domestic Eligible Applicants to Target	10%	Value Score	8.62 <b>Exceptional</b>	↑ 32.7%	6.50 <b>Exceptional</b>	5.00 <b>Very Good</b>	4.21
International Eligible Applicants to Target	10%	Value Score	27.00 <b>Exceptional</b>	↑ 575.0%	4.00 <b>Marginal</b>	4.67 <b>Satisfactory</b>	5.81
Domestic First Level Enrolment	10%	Value Score	15 <b>Marginal</b>	↑ 87.5%	8 <b>Marginal</b>	6 <b>Unsatisfactory</b>	25.00
International First Level Enrolment	10%	Value Score	6 <b>Marginal</b>			2 <b>Marginal</b>	11.00
Domestic First Level Count to First Day (<>S)	7.5%	Value Score	1.04 <b>Exceptional</b>	↑ 4.1%	1.00 <b>Satisfactory</b>	1.00 <b>Satisfactory</b>	1.00
International First Level Count to First Day (<>S)	7.5%	Value Score	1.05 <b>Exceptional</b>	↓ -12.3%	1.20 <b>Exceptional</b>	0.90 <b>Unsatisfactory</b>	1.00
Domestic First Level Progression	10%	Value Score	60.00 % <b>Unsatisfactory</b>	↓ -20.0%	75.00 % <b>Satisfactory</b>	83.33 % <b>Satisfactory</b>	80.63%
International First Level Progression	10%	Value Score	83.33 % <b>Marginal</b>	↓ -16.7%	100.00 % <b>Exceptional</b>	100.00 % <b>Exceptional</b>	89.74%
Domestic Program Retention	10%	Value Score	242.86 % <b>Exceptional</b>	↑ 16.9%	207.69 % <b>Exceptional</b>	171.43 % <b>Exceptional</b>	75.00%
International Program Retention	10%	Value Score	100.00 % <b>Exceptional</b>	↑ 50.0%	66.67 % <b>Satisfactory</b>		75.61%
Domestic Market Share	5%	Value Score	11.59 % <b>Marginal</b>	↑ 123.6%	5.19 % <b>Unsatisfactory</b>	4.55 % <b>Unsatisfactory</b>	21.22%
<b>Optimize Use of Resources</b>	<b>40%</b>		<b>Very Good / 4</b>	↑ 23.1%	<b>Satisfactory / 3.25</b>	<b>Unsatisfactory / 1.5</b>	
Total Revenue (thousands)	25%	Value Score	CAN\$ 813.54 <b>Very Good</b>	↑ 34.1%	CAN\$ 606.90 <b>Very Good</b>	CAN\$ 441.69 <b>Satisfactory</b>	CAN\$ 521.13
PS Grant (thousands)		Value	CAN\$ 215.77	↑ 24.5%	CAN\$ 173.38	CAN\$ 118.40	
PS Tuition (thousands)		Value	CAN\$ 440.37	↑ 31.2%	CAN\$ 335.56	CAN\$ 249.61	
International Tuition (thousands)		Value	CAN\$ 150.33	↑ 62.6%	CAN\$ 92.47	CAN\$ 70.62	
Mis/Prog Fee/Coop (thousands)		Value	CAN\$ 7.07	↑ 28.6%	CAN\$ 5.50	CAN\$ 3.06	
Contribution to Overhead	75%	Value Score	54.34 % <b>Very Good</b>	↑ 51.9%	35.77 % <b>Satisfactory</b>	12.90 % <b>Unsatisfactory</b>	40.26%

Unsatisfactory <=1.75

Marginal <=2.5

Satisfactory <=3.25

Very Good <=4

Exceptional >4

