

RUSSELL L. TOWLE ENTERPRISES LTD.

2013 Key Performance Indicator Report



Prepared by CCI Research Inc. for Forum Research Inc.

2013 KEY PERFORMANCE INDICATOR REPORT RUSSELL L. TOWLE ENTERPRISES LTD.

Introductory Comments

This report was developed by CCI Research Inc., a subcontractor of Forum Research Inc. ("Forum"). Forum is the third-party service provider (working on behalf of the Superintendent of Private Career Colleges ("Superintendent")) to deliver the services required to calculate and publish Key Performance Indicators ("KPIs") for Ontario's private career colleges ("PCCs").

Private Career College Key Performance Indicators

For the 2013 Collection Cycle, three Superintendent-defined "PCC KPIs"¹ are posted at the institution, campus, and program levels for PCCs approved to enrol students funded by the Ontario Student Assistance Program ("OSAP"):

1. **Graduation Rate:** the percentage of students that enrolled in a vocational program and successfully graduated from the program within a period that is no more than twice as long as the program's approved duration. The Graduation Rate KPI will not include enrolled students who withdraw from a vocational program within the allowed Grace Period (25% of program duration to a maximum of eight weeks);
2. **Graduate Employment Rate:** the percentage of graduates of a vocational program in the labour force who were employed six months after graduation; and
3. **Graduate Employment Rate in the Field of Study:** the percentage of graduates of a vocational program in the labour force who were employed in a related or partially related field six months after graduation.

The PCC KPIs included in this report represent outcomes for students who graduated during the 2013 calendar year, or were enrolled in programs for which 200% of the approved program duration completed during the 2013 calendar year, or both. Graduate employment data was collected using a Graduate Outcomes Survey conducted during three survey windows in the 2013 KPI Collection Cycle:

1. Students with graduation dates between January 1 and April 30, 2013 were surveyed between October 1 and December 31, 2013;
2. Students with graduation dates between May 1 and August 31, 2013 were surveyed between January 1 and March 31, 2014; and,
3. Students with graduation dates between September 1 and December 31, 2013 were surveyed between June 1 and August 31, 2014.

OSAP Default Rate

This report also provides OSAP Default Rates for vocational programs provided by PCCs approved to enrol students funded by OSAP. The Default Rate is measured by the number of borrowers who received a Canada-Ontario Integrated Student Loan (COISL) in 2010-11 and did not receive COISL funding in 2011-12, and were in default of their loan repayment obligations as of July 2013.

Notes & Contact Information

To ensure the protection of students' privacy, Graduation Rate KPI for programs with fewer than five (5) enrolled students have been marked "SS" to indicate that results are based on a small sample size. Similarly, for the Graduate Employment Rate and Graduate Employment Rate in the Field of Study programs with fewer than five (5) graduates and fewer than 5 graduates in the labour force have been marked "SS". For programs with no applicable entrants, or in which no graduates completed the survey, results are shown as "ND" to indicate that no data is available.

Relevant footnotes have been included at the bottom of each page. These usually indicate the respondents who were considered for the current question based on responses to earlier questions.

Please note that only graduates who were contacted by phone, agreed to complete the Graduate Outcomes Survey, and were validated by the Date of Birth question (Q. 44) were eligible to be included in the KPI calculations. For more detail around the Graduate Outcomes Survey and reporting methodology, please refer to the [KPI Operating Procedure](#) and [Frequently Asked Questions](#).

For assistance regarding data, report or policy issues relating to the PCC KPI initiative please contact:

Data Issues: Forum Research Inc., pcckpi@forumresearch.com

Report Issues: CCI Research Inc., pcckpi@cci-research.com

Policy Issues: Rachel Ross – MTCU, Rachel.Ross@ontario.ca

¹ The remaining two Superintendent-defined PCC KPIs – Graduate Satisfaction Rate and Employer Satisfaction Rate – will be posted for the 2014 Collection Cycle and going forward.

**INSTITUTIONAL AND CAMPUS LEVEL KEY PERFORMANCE INDICATORS FOR
RUSSELL L. TOWLE ENTERPRISES LTD.**

	GRADUATION RATE (KPI %)	Q6. GRADUATE EMPLOYMENT RATE (KPI %)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %)
OVERALL - SURVEY POPULATION (All 2013 OSAP- APPROVED PCCS)	77.2%	71.2%	48.0%
OVERALL - RUSSELL L. TOWLE ENTERPRISES LTD.	75.3%	77.9%	65.6%
CAMPUS - PEBEC SCHOOL OF ESTHETICS, LONDON	64.0%	75.0%	75.0%
CAMPUS - MARVEL BEAUTY SCHOOLS, WINDSOR	81.3%	63.0%	51.9%
CAMPUS - MARVEL BEAUTY SCHOOLS, TORONTO	77.3%	81.3%	59.4%
CAMPUS - MARVEL BEAUTY SCHOOLS, LONDON	60.9%	85.7%	75.0%
CAMPUS - MARVEL BEAUTY SCHOOLS, ORILLIA	70.8%	100.0%	100.0%
CAMPUS - MARVEL BEAUTY SCHOOLS, MARKHAM	95.8%	60.0%	60.0%
CAMPUS - MARVEL BEAUTY SCHOOLS, KITCHENER	68.4%	100.0%	71.4%
CAMPUS - MARVEL BEAUTY SCHOOLS, BARRIE	78.6%	87.5%	75.0%
CAMPUS - MARVEL BEAUTY SCHOOLS, CHATHAM	77.8%	50.0%	50.0%
CAMPUS - MARVEL BEAUTY SCHOOLS, CAMBRIDGE	77.3%	85.7%	85.7%

**PROGRAM LEVEL KEY PERFORMANCE INDICATORS FOR
PEBEC SCHOOL OF ESTHETICS, LONDON**

APPROVED VOCATIONAL PROGRAM NAME	"OSAP" CODE	NUMBER OF 2010 - 2011 LOAN RECIPIENTS ² (A)	NUMBER OF 2013 DEFAULTS ³ (B)	2013 DEFAULT RATE (%) (C = B/A)	NUMBER GRADUATES IN LABOUR FORCE (D)	NUMBER GRADUATES EMPLOYED (E)	Q6. GRADUATE EMPLOYMENT RATE (KPI %) (F = E/D)	NUMBER OF GRADUATES EMPLOYED IN FIELD OF STUDY (G)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %) (H = G/D)	NUMBER OF PROGRAM ENTRANTS ⁴ (I)	NUMBER OF PROGRAM GRADUATES ⁵ (J)	GRADUATION RATE (KPI %) (K = J/I)
OVERALL - SURVEY POPULATION (All 2013 OSAP-APPROVED PCCS)	ND	11655	2190	18.8%	5,336	3,798	71.2%	2,560	48.0%	21,329	16,465	77.2%
CAMPUS - PEBEC SCHOOL OF ESTHETICS, LONDON	EPFF	7	2	28.6%	4	3	75.0%	3	75.0%	25	16	64.0%
PROGRAM - ADVANCED ESTHETICS	EPFF	SS	SS	SS	2	1	50.0%	1	50.0%	14	9	64.3%
PROGRAM - ESTHETICS	EPFF	SS	SS	SS	2	2	100.0%	2	100.0%	11	7	63.6%

2 Number of borrowers who received COISL in 2010-11 and did not receive funding through OSAP in 2011-12

3 Number of borrowers who received COISL in 2010-11 and did not receive funding through OSAP in 2011-12 and were in default of the loan repayment obligations as of July 2013

4 Program Entrants exclude students that withdrew from a program prior to the program's Grace Period (25% of program duration to a maximum of eight weeks)

5 A Program Graduate is defined as a former student who has completed all of the necessary requirements for an approved vocational program, including all academic and practical requirements as approved by the Superintendent.

**PROGRAM LEVEL KEY PERFORMANCE INDICATORS FOR
MARVEL BEAUTY SCHOOLS, WINDSOR**

APPROVED VOCATIONAL PROGRAM NAME	"OSAP" CODE	NUMBER OF 2010 - 2011 LOAN RECIPIENTS ² (A)	NUMBER OF 2013 DEFAULTS ³ (B)	2013 DEFAULT RATE (%) (C = B/A)	NUMBER GRADUATES IN LABOUR FORCE (D)	NUMBER GRADUATES EMPLOYED (E)	Q6. GRADUATE EMPLOYMENT RATE (KPI %) (F = E/D)	NUMBER OF GRADUATES EMPLOYED IN FIELD OF STUDY (G)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %) (H = G/D)	NUMBER OF PROGRAM ENTRANTS ⁴ (I)	NUMBER OF PROGRAM GRADUATES ⁵ (J)	GRADUATION RATE (KPI %) (K = J/I)
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CAMPUS - MARVEL BEAUTY SCHOOLS, WINDSOR	EQAV	31	9	29.0%	27	17	63.0%	14	51.9%	80	65	81.3%
PROGRAM - ESTHETICS	EQAV	6	2	33.3%	5	2	40.0%	2	40.0%	19	17	89.5%
PROGRAM - HAIRSTYLING	EQAV	25	7	28.0%	22	15	68.2%	12	54.5%	61	48	78.7%

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**PROGRAM LEVEL KEY PERFORMANCE INDICATORS FOR
MARVEL BEAUTY SCHOOLS, TORONTO**

APPROVED VOCATIONAL PROGRAM NAME	"OSAP" CODE	NUMBER OF 2010 - 2011 LOAN RECIPIENTS ² (A)	NUMBER OF 2013 DEFAULTS ³ (B)	2013 DEFAULT RATE (%) (C = B/A)	NUMBER GRADUATES IN LABOUR FORCE (D)	NUMBER GRADUATES EMPLOYED (E)	Q6. GRADUATE EMPLOYMENT RATE (KPI %) (F = E/D)	NUMBER OF GRADUATES EMPLOYED IN FIELD OF STUDY (G)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %) (H = G/D)	NUMBER OF PROGRAM ENTRANTS ⁴ (I)	NUMBER OF PROGRAM GRADUATES ⁵ (J)	GRADUATION RATE (KPI %) (K = J/I)
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CAMPUS - MARVEL BEAUTY SCHOOLS, TORONTO	EPDD	51	7	13.7%	32	26	81.3%	19	59.4%	119	92	77.3%
PROGRAM - ESTHETICS	EPDD	11	2	18.2%	ND	ND	ND	ND	ND	14	11	78.6%
PROGRAM - HAIRSTYLING	EPDD	40	5	12.5%	32	26	81.3%	19	59.4%	105	81	77.1%

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**PROGRAM LEVEL KEY PERFORMANCE INDICATORS FOR
MARVEL BEAUTY SCHOOLS, LONDON**

APPROVED VOCATIONAL PROGRAM NAME	"OSAP" CODE	NUMBER OF 2010 - 2011 LOAN RECIPIENTS ² (A)	NUMBER OF 2013 DEFAULTS ³ (B)	2013 DEFAULT RATE (%) (C = B/A)	NUMBER GRADUATES IN LABOUR FORCE (D)	NUMBER GRADUATES EMPLOYED (E)	Q6. GRADUATE EMPLOYMENT RATE (KPI %) (F = E/D)	NUMBER OF GRADUATES EMPLOYED IN FIELD OF STUDY (G)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %) (H = G/D)	NUMBER OF PROGRAM ENTRANTS ⁴ (I)	NUMBER OF PROGRAM GRADUATES ⁵ (J)	GRADUATION RATE (KPI %) (K = J/I)
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CAMPUS - MARVEL BEAUTY SCHOOLS, LONDON	EQAU	70	13	18.6%	28	24	85.7%	21	75.0%	92	56	60.9%
PROGRAM - HAIRSTYLING	EQAU	70	13	18.6%	28	24	85.7%	21	75.0%	92	56	60.9%

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**PROGRAM LEVEL KEY PERFORMANCE INDICATORS FOR
MARVEL BEAUTY SCHOOLS, ORILLIA**

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CAMPUS - MARVEL BEAUTY SCHOOLS, ORILLIA	EQCO	14	1	7.1%	4	4	100.0%	4	100.0%	24	17	70.8%
PROGRAM - HAIRSTYLING	EQCO	14	1	7.1%	4	4	100.0%	4	100.0%	24	17	70.8%

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MARVEL BEAUTY SCHOOLS, MARKHAM**

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CAMPUS - MARVEL BEAUTY SCHOOLS, MARKHAM	EQCQ	11	1	9.1%	10	6	60.0%	6	60.0%	48	46	95.8%
PROGRAM - ESTHETICS	EQCQ	SS	SS	SS	ND	ND	ND	ND	ND	5	5	100.0%
PROGRAM - HAIRSTYLING	EQCQ	ND	ND	ND	10	6	60.0%	6	60.0%	43	41	95.3%

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MARVEL BEAUTY SCHOOLS, KITCHENER**

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CAMPUS - MARVEL BEAUTY SCHOOLS, KITCHENER	EQCM	22	2	9.1%	7	7	100.0%	5	71.4%	19	13	68.4%
PROGRAM - HAIRSTYLING	EQCM	22	2	9.1%	7	7	100.0%	5	71.4%	19	13	68.4%

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MARVEL BEAUTY SCHOOLS, BARRIE**

APPROVED VOCATIONAL PROGRAM NAME	"OSAP" CODE	NUMBER OF 2010 - 2011 LOAN RECIPIENTS ² (A)	NUMBER OF 2013 DEFAULTS ³ (B)	2013 DEFAULT RATE (%) (C = B/A)	NUMBER GRADUATES IN LABOUR FORCE (D)	NUMBER GRADUATES EMPLOYED (E)	Q6. GRADUATE EMPLOYMENT RATE (KPI %) (F = E/D)	NUMBER OF GRADUATES EMPLOYED IN FIELD OF STUDY (G)	Q20. GRADUATE EMPLOYMENT RATE IN THE FIELD OF STUDY (KPI %) (H = G/D)	NUMBER OF PROGRAM ENTRANTS ⁴ (I)	NUMBER OF PROGRAM GRADUATES ⁵ (J)	GRADUATION RATE (KPI %) (K = J/I)
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CAMPUS - MARVEL BEAUTY SCHOOLS, BARRIE	EQCJ	24	5	20.8%	8	7	87.5%	6	75.0%	28	22	78.6%
PROGRAM - HAIRSTYLING	EQCJ	24	5	20.8%	8	7	87.5%	6	75.0%	28	22	78.6%

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MARVEL BEAUTY SCHOOLS, CHATHAM**

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CAMPUS - MARVEL BEAUTY SCHOOLS, CHATHAM	EQCK	11	1	9.1%	4	2	50.0%	2	50.0%	9	7	77.8%
PROGRAM - HAIRSTYLING	EQCK	11	1	9.1%	4	2	50.0%	2	50.0%	9	7	77.8%

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**PROGRAM LEVEL KEY PERFORMANCE INDICATORS FOR
MARVEL BEAUTY SCHOOLS, CAMBRIDGE**

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CAMPUS - MARVEL BEAUTY SCHOOLS, CAMBRIDGE	EQCI	11	2	18.2%	7	6	85.7%	6	85.7%	22	17	77.3%
PROGRAM - HAIRSTYLING	EQCI	11	2	18.2%	7	6	85.7%	6	85.7%	22	17	77.3%

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