

DATE: August 1, 20223

TO: Owners and Operators of Private Career Colleges

FROM: Charlotte Smaglinski
Superintendent of Private Career Colleges

SUBJECT: Launch of the 2023 Key Performance Indicator Reporting Cycle

Dear private career college operator,

Following publication of the 2021 key performance indicator (“KPI”) results and with the 2022 KPI analysis under way, **I announce the launch of the 2023 KPI cycle.**

Why this is important

As you know, the [Policy Directive on Key Performance Indicators](#) requires all private career colleges (“PCC”) to report and audit their student data for the KPI calculation purposes. KPIs are important for improving the quality of information available to students when making enrolment decisions; for employers when considering potential employees; and for the PCCs to enable review and continuous improvement of their programs. KPIs also play a role in determining PCCs’ eligibility for the Ontario Student Assistance Program (“OSAP”).

Recent changes

Following an open competitive procurement process, the ministry entered into an agreement for the provision of KPI services for the PCC sector during the 2022-25 reporting cycles with Forum Research Inc. To further improve graduate and employer participation in the Graduate Outcomes and Employer Satisfaction surveys, starting from the 2022 reporting cycle, Forum uses a mixed-mode approach to surveying. This new approach allows PCC graduates and their employers to complete a survey either on-line or over the telephone.

What you must do

It is essential that PCCs take steps to ensure high graduates’ survey participation rates. To facilitate graduates’ participation in the Graduate Outcomes survey, PCCs should:

- Provide up-to-date email addresses and telephone numbers in their enrolment and graduate KPI data files;
- Educate their soon-to-graduate students about importance of their participation in the survey that will be conducted by Forum on behalf of the ministry; and,
- Monitor the hard-to-find graduates lists published by Forum and provide the latest contact information for their graduates.

Note: Considering that after graduation most students lose access to their PCC email account and that most PCC email accounts are designed to reject mass mailings, it is essential that, when completing enrolment and graduate data files, PCCs provide their students' personal email addresses which they will continue using after graduation.

To prepare for and successfully participate in the 2023 reporting cycle, PCC operators must review the KPI documentation that can be found on www.pcckpi.ca, including:

- Operating Procedure for the 2023 reporting cycle;
- Enrolment student data template;
- Graduate student data template; and
- Audit Guideline for the 2023 reporting cycle (to be published in spring 2024).

During the 2023 KPI reporting cycle, PCCs are required to upload their enrolment and graduate student data files to the [PCC KPI Portal](#) as indicated in Table 1 below.

Table 1: Student data file upload timelines, 2023 reporting cycle.

Upload #	PCC's Enrolment/Graduation Term	Upload timeline
1	<ul style="list-style-type: none"> • All PCCs - Winter (Students who enrolled or graduated between January 1 and April 30, 2023). • PCCs that were registered or opened a new campus after April 30, 2022 and have not submitted KPI files for 2022 must also upload all 2022 enrolment/graduation data for the PCC/new campus. 	August 1 – September 30, 2023
2	Summer (Students who enrolled/graduated between May 1 and August 31, 2023).	October 1 – November 30, 2023
3	Fall (Students who enrolled/graduated between September 1 and December 31, 2023).	January 1 – February 29, 2024

How to ask for more information or assistance

Information about the 2023 KPI reporting cycle, including guides, templates, frequently asked questions, portal login and password reset, can be found on the PCC KPI website www.pcckpi.ca.

Please direct all questions on data collection, submission (upload), audit, and surveys to Forum Research helpdesk at 1-866-206-7660 or pcckpi@forumresearch.com. Please direct all policy-related questions to pcckpi-policy@ontario.ca.

Next steps

The ministry will invoice your college for the 2021 KPI reporting cycle in winter 2023-24. The 2022 results are expected to be published in spring 2024.

Thank you for your continued support of this important initiative.

The original was signed by

Christopher Huey, on behalf of

Charlotte Smaglinski,

Superintendent of Private Career Colleges