



### Abstract

AN EXAMINATION OF THE IMPACT OF THE BUSINESS DEVELOPMENT PROGRAM INTERNSHIP ON:

- FUTURE EARNINGS
- JOB SEARCH
- CAREER ADVANCEMENT
- CAREER SATISFACTION

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# Table of Contents

<b>Table of Contents</b> .....	1
<b>Executive Summary</b> .....	2
<b>Study Details</b> .....	3
<b>Study Overview</b> .....	3
<b>Study Respondents</b> .....	3
<b>Target Population and Sample Frame</b> .....	3
<b>About the Study</b> .....	3
<b>Study Results and Analysis</b> .....	4
<b>Raw Data Results</b> .....	9
<b>Exhibit A: Sample Survey</b> .....	11

## Executive Summary

- 73% of Business Development Program alumni earn over \$50,000 annually within the first 5 years of their business career.
- 42% of Business Development Program alumni earn over \$75,000 annually within the first 5 years of their business
- 22% of Business Development Program alumni earn over \$100,000 annually within the first 5 years of their business
- 71% of Business Development Program alumni progress to a management position within the first 5 years of their business career.
- 36% or over 1/3<sup>rd</sup> of Business Development Program alumni achieve senior level management positions within the 5 years of their business career.
- 89% of Business Development Program alumni found employment within the first 6 months.
- \*Only 1 respondent reported not finding employment within the first 12 months after graduation.
- 89% of Business Development Program alumni reported they were satisfied with their career.
- 46% or nearly half of Business Development Program alumni reported they were very satisfied with their career.
- Only 2% of Business Development Program alumni reported they were dissatisfied with their career.
- 76% of Business Development Program alumni reported they felt more satisfied with their own career compared to their peers who did not take part in the Business Development Program.
- 49% or nearly half of Business Development Program alumni reported they felt very satisfied with their own career compared to their peers who did not take part in the Business Development Program.
- A full 100% of Business Development Program alumni reported being neutral or satisfied with their career, compared to their peers who did not take part in the Business Development Program.

# Study Details

## Study Overview

The study was commissioned to examine the impact of the Business Development Program (BDP) Internship on the careers of BDP alumni after graduation. This data is of special interest to college students considering the post-graduation impact of summer employment opportunities while attending a college or university.

## Study Respondents

The survey was open to past BDP Franchise Managers, District Managers and General Managers.

## Target Population and Sample Frame

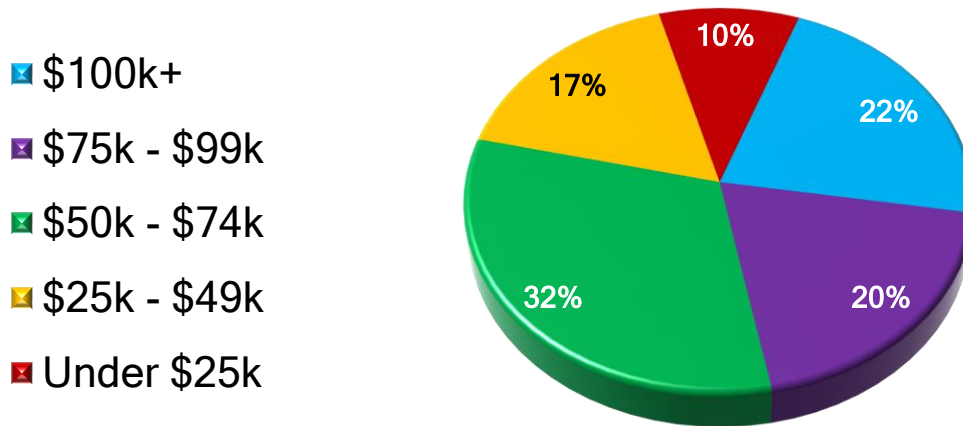
The study survey was sent via email to 146 past alumni. Of the 146 emails sent, 129 were successfully delivered. The study was open to all past BDP alumni with at least 3 years of work experience. alumni were encouraged to share the survey link with other alumni, and the link was posted on the BDP alumni Facebook page. The total number of alumni responses was 41 which qualify the data for a statistically valid study  $N > 30$ . [See Exhibit A: Sample Survey](#) for a copy of the survey.

## About the Study

From December 3<sup>rd</sup> 2015 through January 3<sup>rd</sup> 2016, the Business Development Program commissioned a study to determine the effect of the Business Development Program on future careers of students who participated in the program. The study explored the impact of the program on: Job search, career earnings, career advancement and job satisfaction of program alumni. The study was conducted on an anonymous basis with the aid of an online survey site<sup>1</sup>. The survey was kept open for 31 days. A total of 41 response surveys over the 31 days. Results are rounded to the nearest +/- 1% unless otherwise stated.

## Study Results and Analysis

**Question 1.** What was your highest annual income earned within the first 5 years of your business career, after graduation? Please include all sources of income and adjust estimate for inflation.

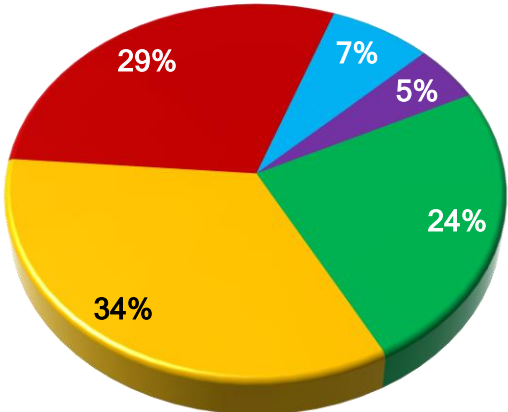


Analysis\* +/- 1%

- 73% of Business Development Program alumni earn over \$50,000 annually within the first 5 years of their business career.
- 42% of Business Development Program alumni earn over \$75,000 annually within the first 5 years of their business
- 22% of Business Development Program alumni earn over \$100,000 annually within the first 5 years of their business

**Question 2.** What was your highest position achieved within the first 5 years of your business career, after graduation? Please select most appropriate.

- ▣ President
- ▣ Vice President
- ▣ Director
- ▣ Manager
- ▣ Entry-Level

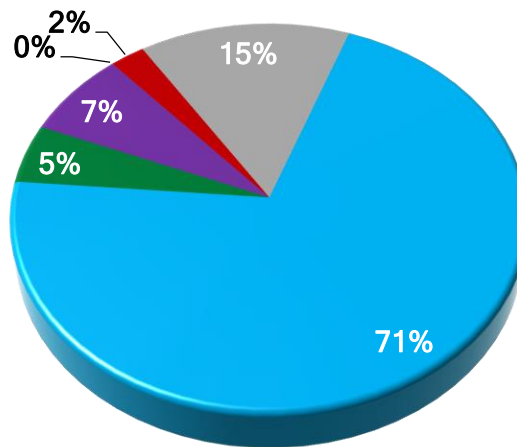


Analysis\* +/- 1%

- 71% of Business Development Program alumni progress to a management position within the first 5 years of their business career.
- 36% or over 1/3<sup>rd</sup> of Business Development Program alumni achieve senior level management positions within the 5 years of their business career.

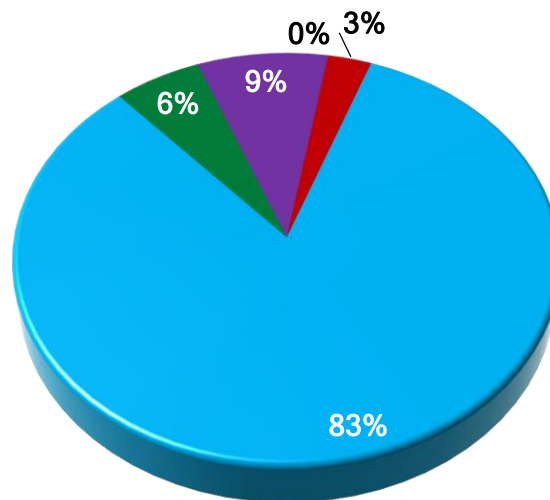
**Question 3.** How soon after graduation did you find employment?

- 0 - 3 Months
- 3 - 6 Months
- 6 - 9 Months
- 9 - 12 Months
- 12 Months+
- Did Not Seek Employment



Responses of those who looked for employment:

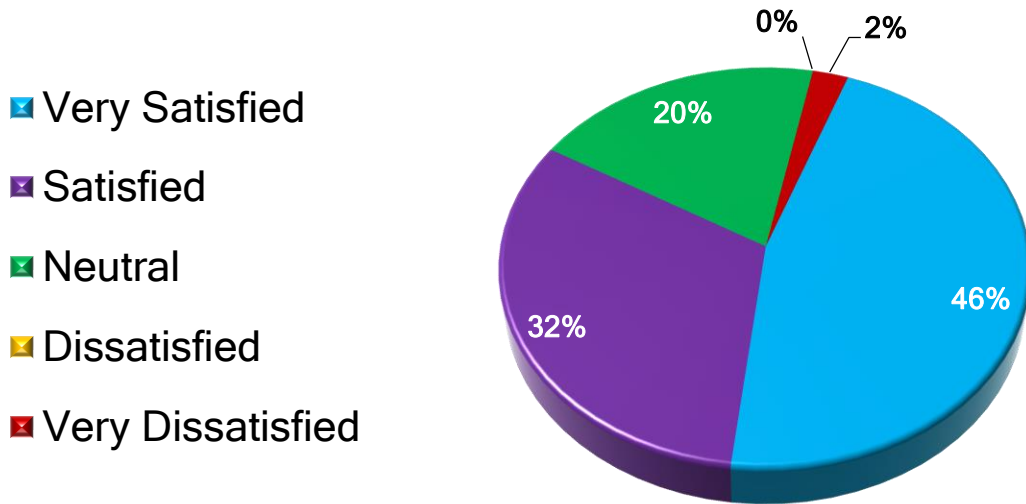
- 0 - 3 Months
- 3 - 6 Months
- 6 - 9 Months
- 9 - 12 Months
- 12 Months+



Analysis\* +/- 1%

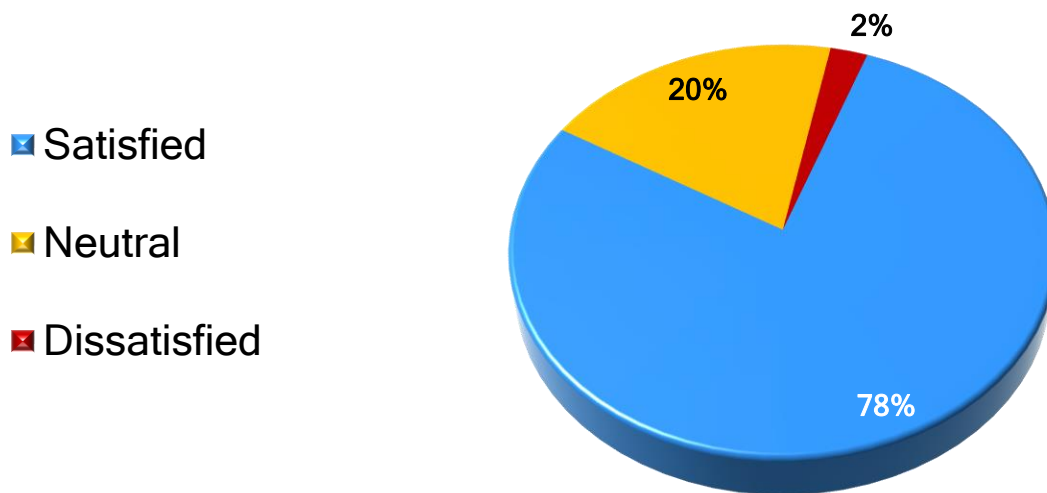
- 89% of Business Development Program alumni found employment within the first 6 months.
- \*Only 1 respondent reported not finding employment within the first 12 months after graduation.

**Question 4.** How satisfied are you with your career?



- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

Continued...



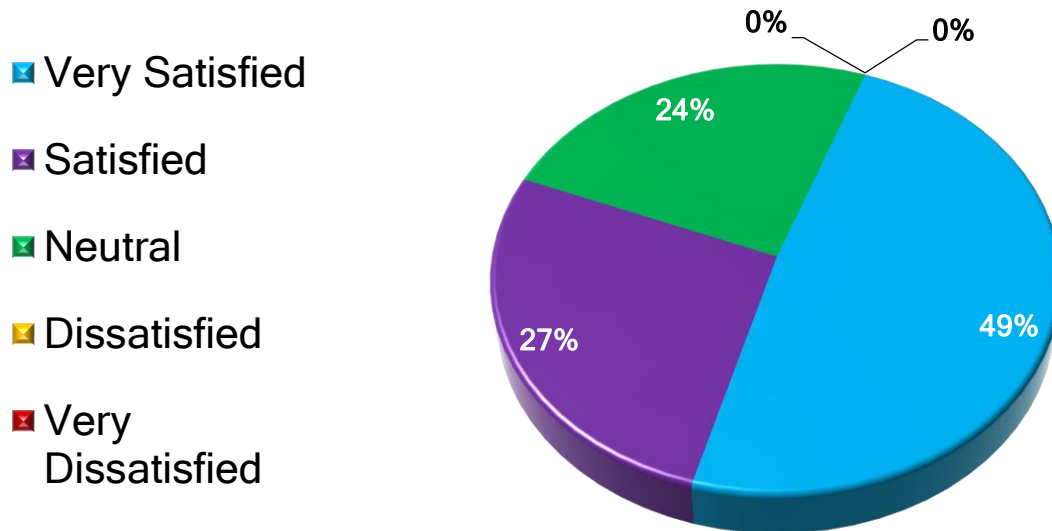
- Satisfied
- Neutral
- Dissatisfied

Analysis\* +/- 1%

- 89% of Business Development Program alumni reported they were satisfied with their career.
- 46% or nearly half of Business Development Program alumni reported they were very satisfied with their career.
- Only 2% of Business Development Program alumni reported they were dissatisfied with their career.



**Question 5.** How satisfied are you with your career compared to your non Business Development Program peers?



Analysis\* +/- 1%

- 76% of Business Development Program alumni reported they felt more satisfied with their own career compared to their peers who did not take part in the Business Development Program.
- 49% or nearly half of Business Development Program alumni reported they felt very satisfied with their own career compared to their peers who did not take part in the Business Development Program.
- A full 100% of Business Development Program alumni reported being neutral or satisfied with their career, compared to their peers who did not take part in the Business Development Program.

## Raw Data Results

### Question 1:

What was your highest annual income earned within the first 5 years of your business career after graduation? Please include all sources of income and adjust estimate for inflation.

Answer Options	Response Percent	Response Count
\$100k+	22%	9
\$75k - \$99k	20%	8
\$50k - \$74k	32%	13
\$25k - \$49k	17%	7
Under \$25k	10%	4
<i>answered question</i>		<b>41</b>
<i>skipped question</i>		<b>0</b>

### Question 2:

What was your highest position achieved within the first 5 years of your business career, after graduation? Please select most appropriate.

Answer Options	Response Percent	Response Count
President	7%	3
Vice President	5%	2
Director	24%	10
Manager	34%	14
Entry-Level	29%	12
<i>answered question</i>		<b>41</b>
<i>skipped question</i>		<b>0</b>

### Question 3:

How soon after graduation did you find employment?

Answer Options	Response Percent	Response Count
0 - 3 Months	71%	29
3 - 6 Months	5%	2
6 - 9 Months	7%	3
9 - 12 Months	0%	0
12 Months+	2%	1
Did Not Seek Employment	15%	6
<i>answered question</i>		<b>41</b>
<i>skipped question</i>		<b>0</b>

#### Question 4

How satisfied are you with your career?		
Answer Options	Response Percent	Response Count
Very Satisfied	46%	19
Satisfied	32%	13
Neutral	20%	8
Dissatisfied	0%	0
Very Dissatisfied	2%	1
<i>answered question</i>		<b>41</b>
<i>skipped question</i>		<b>0</b>

#### Question 5:

How satisfied are you with your career compared to your non Business Development Program peers?		
Answer Options	Response Percent	Response Count
Very Satisfied	49%	20
Satisfied	27%	11
Neutral	24%	10
Dissatisfied	0%	0
Very Dissatisfied	0%	0
<i>answered question</i>		<b>41</b>
<i>skipped question</i>		<b>0</b>

## Exhibit A: Sample Survey

1. What was your highest annual income earned within the first 5 years of your business career, after graduation? Please include all sources of income and adjust estimate for inflation.

- \$100,000
- \$75,000 - \$99,000
- \$50,000 - \$74,000
- \$25,000-\$49,000
- Under \$25,000

2. What was your highest position achieved within the first 5 years of your business career, after graduation? Please select most appropriate.

- President
- Vice President
- Director
- Manager
- Entry-Level

3. How soon after graduation did you find employment?

- 0 - 3 Months
- 3 - 6 Months
- 6 - 9 Months
- 9 - 12 Months
- 12 Months+
- Did Not Seek Employment

4. How satisfied are you with your career?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

5. How satisfied are you with your career compared to your non Business Development Program peers?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

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<sup>i</sup> Survey Site <http://www.surveymonkey.com>