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Ontario Private Career Colleges: An Exploratory Analysis Appendix

Roger Pizarro Milian and Martin Hicks,
Higher Education Quality Council of Ontario



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The Higher Education Quality Council of Ontario

1 Yonge Street, Suite 2402
Toronto, ON Canada, M5E 1E5

Phone: (416) 212-3893
Fax: (416) 212-3899
Web: www.heqco.ca
E-mail: info@heqco.ca

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Appendix A: Comparison of Program Content, Two Sample Programs at PCCs and Public Colleges

If we examine the program offerings within the private and public college sectors closely, we see similarities in the type of courses or modules that make up comparable programs. As an example, Table 1 lists the contents of four office administration programs offered in Ontario. The two on the left are offered by PCCs, while the two on the right are offered by public colleges. Coded in different colors are four general types of courses or modules offered across these programs. Green indicates technical training courses, often involving the use of popular software such as Word, Excel, PowerPoint and Access. In grey we find courses or modules related to general skills required by those within the area of office administration, such as accounting, bookkeeping and office or administration procedures. In blue, we find courses or modules aiming to develop communication skills. Lastly, in red are courses addressing basic quantitative skills. Other courses that could not be readily identified as belonging to these four categories were also listed but left uncolored.

Table 1: Program Contents for Office Administration Programs

CIMT (Diploma), PCC	Academy of Learning (Certificate), PCC	Mohawk College (Certificate), Public College	Canadore College (Diploma), Public College
<ul style="list-style-type: none"> - Introduction To Computers - MS Outlook - MS Access - MS Office Applications - Advanced Word Processing - Advanced Excel - Keyboarding Skills - Financial Accounting 1 - Administrative Procedures - College English - Business Communication - Business Math - Student Success Strategy - Professional Skills - Business Values & Ethics 	<ul style="list-style-type: none"> - Introduction to the Internet - Microsoft Excel Level 1 - Microsoft Outlook Level 1 - Microsoft PowerPoint Level 1 - Microsoft Word Level 1 & 2 - Windows Level 1 - Office Procedures Level 1 & 2 - Business Correspondence Lvl 1 - Customer Service - Workplace Success/Intrapreneurship 	<ul style="list-style-type: none"> - Excel and PowerPoint Concepts - Intermediate Word Applications - Basic Word Applications - Internet & Web Page Development - Digital Transcription - Information Management - Admin Office Procedures - Financial Concepts for Office Administration - Human Relations - Communication - Critical and Innovative Thinking 	<ul style="list-style-type: none"> - Computerized Document Production I, II - Advanced Spreadsheet Apps - Advanced Word Processing Apps - Database Applications - Computerized Bookkeeping - Editing I & II - Office Procedures and Administration I, II & III - Workplace Communications - Interpersonal Relations - Integrated Office Simulation - Applied Psychology - Office Commerce - Medical Billing - Legal Terminology - Medical Terminology

Looking at an example in another area, hairstyling, we again see a number of similarities in program content across both the private and public college sectors. In this case, since hairstyling is a regulated profession, MTCU mandates that both PCCs and public colleges provide very similar programs that develop the competencies sought by employers. Government regulation, then, can provide another explanation for the alignment of curricula across the public and private sectors. Highlighted in green are topics related to specific technical skills within the hair industry such as cutting, coloring and styling. In blue we find more general skills such as salon operations, communication and customer relations. Left uncolored are parts of the program curricula which did not fit into the two previously mentioned categories.

Table 2: Program Contents for Hairstyling/Hair Design Programs¹

Academy of Hair Passion (Diploma), PCC	Donato Academy (Diploma), PCC	Fanshawe College (Diploma), Public College	Algonquin College (Diploma), Public College
<ul style="list-style-type: none"> - Hair and Scalp Care - Hair Design, Removal, Cutting and Styling Techniques - Professional Blow-drying Techniques - Shampooing, Rinsing and Conditioning - Up-Dos, Extensions and Braiding - Permanent, Finger, Thermal, Spiral Waving - Jerri Curls - Bleaching and Tinting - Chemical Hair Relaxing - Foils – Low/Highlights - Hair Colouring and Toning - Barbering Techniques - Business of Cosmetology Opportunities - Communicating for Success - The Salon Business - Life Skills - Your Professional Image - Seeking Employment 	<ul style="list-style-type: none"> - Hair & Scalp Analysis - Finishing and Styling Techniques - Basic & Advanced Cutting Techniques - Basic & Advanced Colour Techniques - Chemical Services: Perms, Relaxers and Smoothing Systems - Salon Operations - Health & Safety in the Salon - Customer Service and Building a Clientele 	<ul style="list-style-type: none"> - Health & Safety Level 1 - Hair & Scalp Level 1 & 2 - Hair Cutting & Styling Level 1, 2 & 3 - Chemical Texture Services Level 1, 2 & 3 - Colour & Lightening Hair Level 1, 2 & 3 - Facials & Makeup - Salon Functions 1 - Salon Functions 2 - Salon Management 3 - Human Relations for the Salon - Business - The Human Surface (The Meaning of Dress) - Reason & Writing 1 – Art & Design 	<ul style="list-style-type: none"> - Cut & Style Hair Level I, II & III - Permanent Wave and Chemical Hair Relaxing Level I & II - Colour & Lighten Hair Level I, II & III - Hair Stylist Practical Lab Level I, II & III - Health & Safety Level I & II - Treat Hair and Scalp Level I & II - Field Work Level I & II - Hair Removal, Make-Up and Manicure - Communications Level I & II - Salon Functions - Small Business Practices - Customer Care and Interpersonal Dynamics - Ethics for the Wellness Industry

These two comparisons demonstrate that both public and private colleges not only utilize similar labels for their programs, but also attempt to promote the development of similar skill sets in their students. It remains to be seen whether the actual content or structure of the courses or modules offered in each sector are comparable, especially in the case of the first example. Extrapolating program content from course titles does not allow us to understand the subtle differences that might exist. Nonetheless, the similarities in the topic areas that the programs offer are difficult to dismiss.

¹ The program information listed was gathered from each institution's website. It is accurate as of February 12, 2013.



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