

# Holland College 2020 Reputation Monitor

June 2021

Prepared for:



The Atlantic Reputation Monitor measures organizational reputation and includes evaluations of 50 organizations from various sectors across Atlantic Canada. The results are based on data collected from Q4 2020, and the database was last updated on December 10, 2020.

## REPUTATION RATINGS

Reputation ratings represent an average score out of 10. Question: How would you rate the reputation of each of the following educational institutions on a scale of 1 to 10, where 1 is extremely positive? Please indicate if you are not familiar with this educational institution.



## FAMILIARITY SCORES

Familiarity ratings represent the average proportion of residents familiar with the organization out of a possible 100%. This is calculated by taking the proportion that are 'unfamiliar' from 100%. The closer this value is to 100%, the more familiar the public is of the organization.

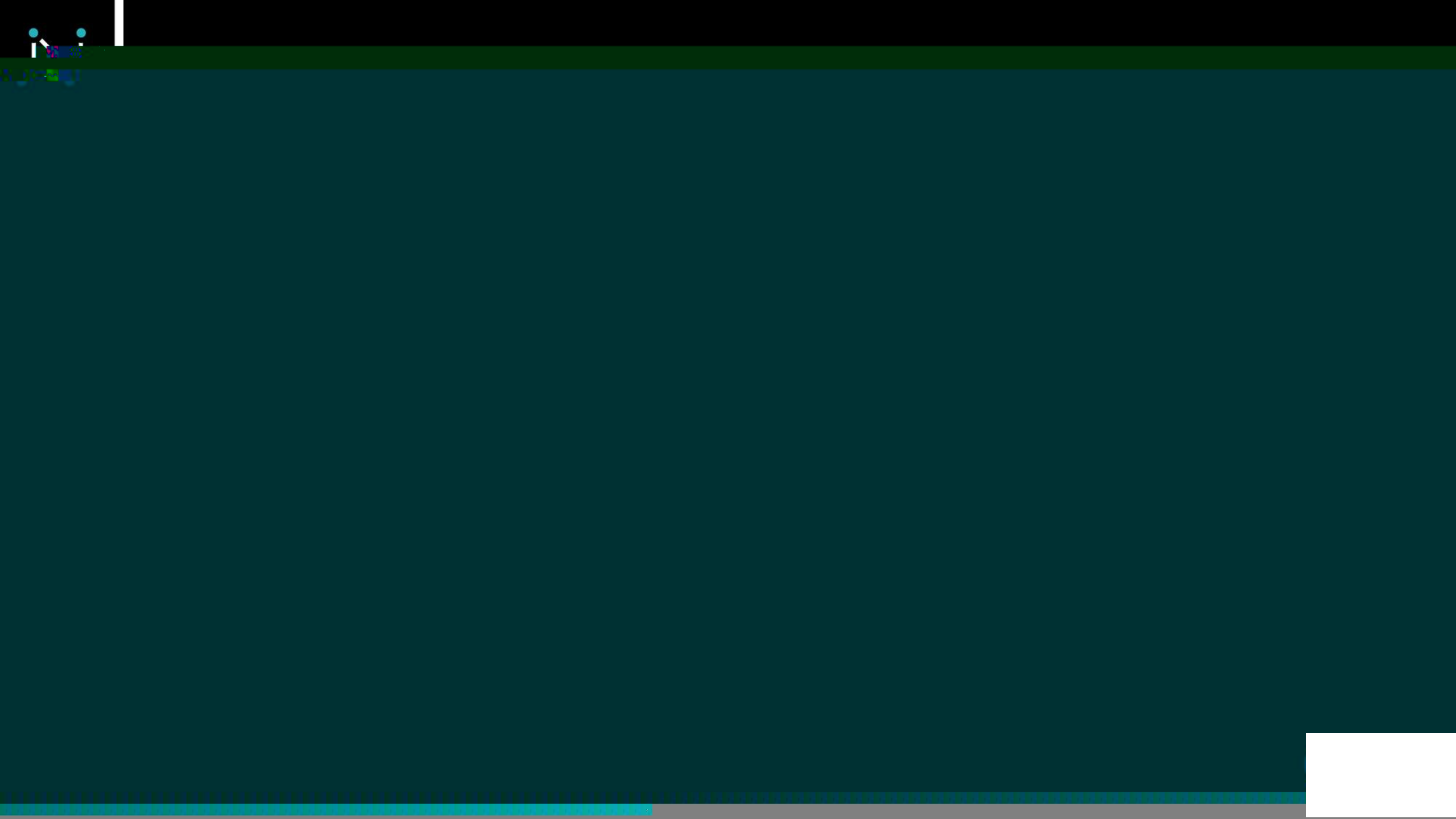
## METHODOLOGY

The Atlantic Reputation Monitor collects results from both a telephone and online survey of Atlantic Canadians. The latest telephone survey was conducted in November 2020 and included 1,300 telephone interviews among PE residents aged 18 years+. The most recent online survey was conducted in December 2020 and included 2,742 completed surveys with Atlantic Canadians aged 18 years+ (including 186 in PEI). Quotas for age, gender, and region ensure results are representative of the actual population in each respective province. The margin of error for telephone results across various regions is as follows:

Region	Telephone Sample Size	Margin of Error (95 out of 20 samples)
Atlantic Canada	1,500	±2.5%
NS, NB or NL	400	±4.9%
PE	300	±5.7%

300 Telephone interviews in Prince Edward Island







NARRATIVE

# Key Findings



The following presents a summary of key findings for Holland College based on the 2020 Reputation Monitor:

## REPUTATION

- ‡ The reputation of Holland College continues to be highly favourable in Prince Edward Island and the College's Reputation Rating remains very strong compared to Narrative Research's Atlantic Canadian Reputation Monitor database. Holland College's reputation score sits at 8.1 out of a possible 10 points, well above the averages for Atlantic Canada as a whole (score of 6.7) and Prince Edward Island (score of 6.5), as well as above the average for the Post-Secondary sector (score of 7.3). It should be noted that the average score for the Post-Secondary sector is based on the scores of all institutions in the sector.



IN NARRATIVE

# Reputation Results





# Holland Collage's Reputation Ranking (Norms Comparison)

When comparing Holland Collage's reputation rating, sitting in 1<sup>st</sup> organizations across the position in Atlantic Canada overall, in Prince Edward Island, and among Post Secondary institutions.

## ATLANTIC CANADA

- ‡ Across all sectors **Atlantic Canada the reputation norm is 6.7.**
- ‡ Holland College's reputation rating (8.1) is currently well above the reputation norm in Atlantic Canada.
- ‡ **Holland College ranks 1<sup>st</sup>** among a total of 50 organizations in Atlantic Canada.

## PRINCE EDWARD ISLAND

- ‡ Across all sectors **Prince Edward Island the reputation norm is 6.5.**
- ‡ Holland College's reputation rating (8.1) is currently well above the reputation norm in Prince Edward Island.
- ‡ **Holland College ranks 1<sup>st</sup>** among a total of 16 organizations in Prince Edward Island.

- ‡ Across **Post Secondary institutions the reputation norm is 7.3**
- ‡ Holland College's reputation rating (8.1) is currently above





1.	8.1	8. UNB	7.4
2. NSCC	8.0	8. NBCC	7.4
2. UPEI	8.0	13. University of King's College	7.3
4. Dalhousie	7.8	14. MSVU	





IN NARRATIVE

# Familiarity Results





# Competitive Familiarity Scores: Post Secondary

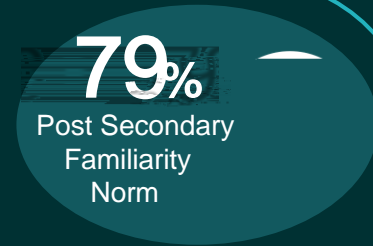
The familiarity ratings for Post Secondary institutions operating within Atlantic Canada range from 45% to 97%, with **Collegium** holding the top position tied with UPEI and Memorial.

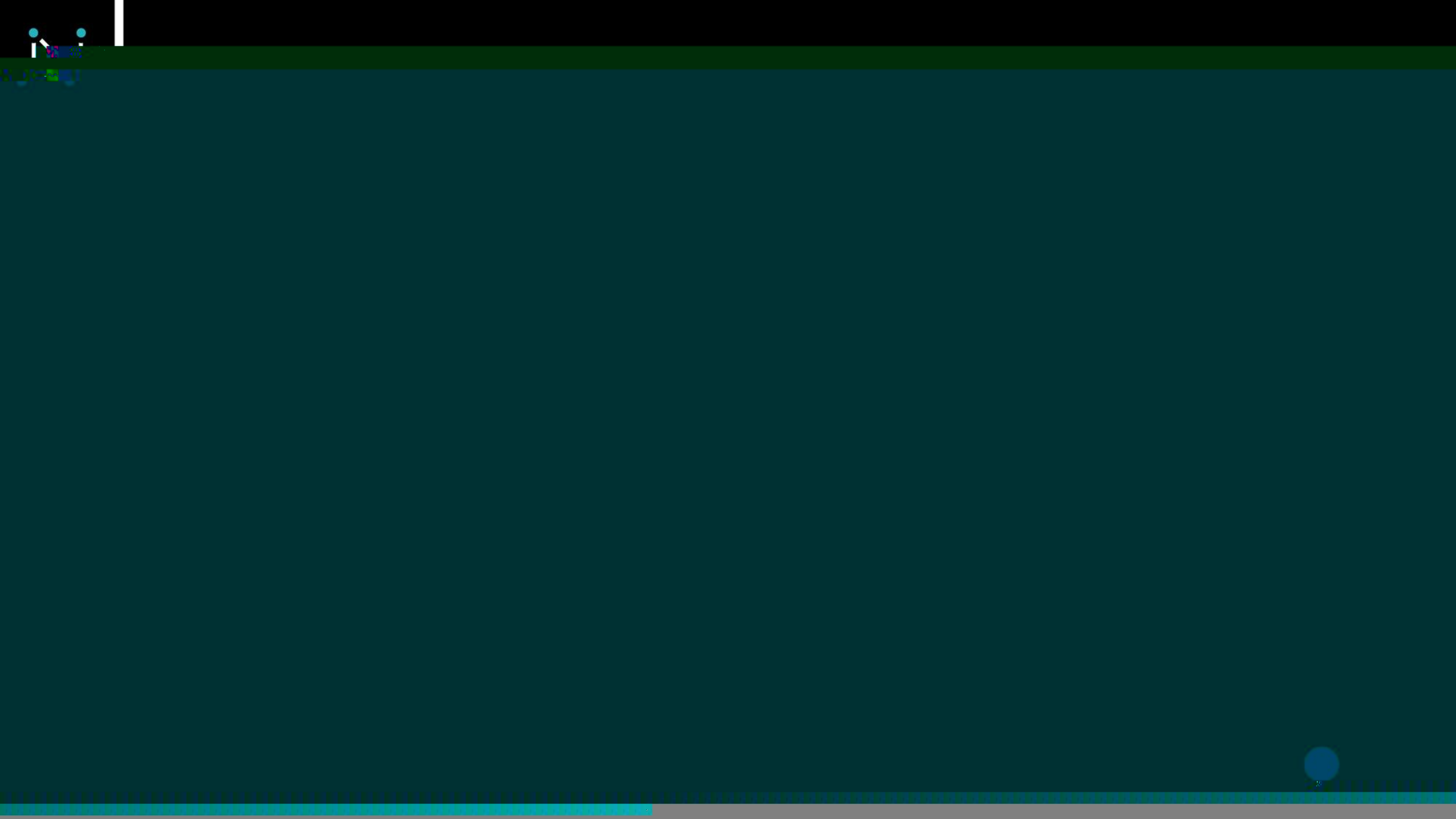
## FAMILIARITY

‡ The familiarity scores of 20 Post Secondary institutions evaluated across Atlantic Canada range from 45% to 97%.

‡ **Holland College, UPEI, and Memorial** hold the highest familiarity score within their respective provinces (97%), while **Crandall University** receives the lowest familiarity score (45%).

	FAMILIARITY RATING		FAMILIARITY RATING
1. <b>Collegium</b>	97%	11. MSVU	81%
1. UPEI	97%	12. St FX	80%
1. Memorial	97%	13. Université de Moncton	71%
4. College of the North Atlantic	95%	14. NSCAD	69%
5. NSCC	93%	14. Mount Allison	69%
6. Dalhousie	92%	16. University of King's College	68%
7. SMU	89%	17. Cape Breton University	67%
8. Acadia	86%	17. St. Thomas University	67%
9. UNB	83%	19. Université Saint-Anne	57%
9. NBCC	83%	20. Crandall University	45%







IN NARRATIVE

# Provincial Analysis

