

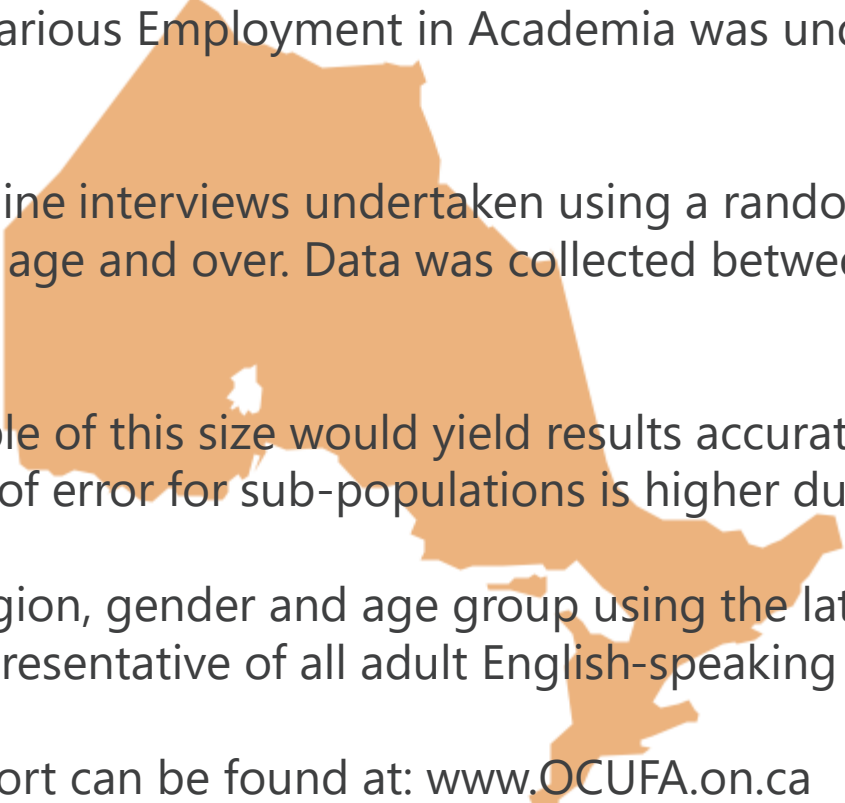
2016 OCUFA Study: Public Perceptions of Precarious Academic Work

Research Presentation
February 11th 2016

Overview

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1. Methodology
 2. Key Issues: Public Perceptions and Concerns
 3. Post-Secondary Education in Ontario: Public Perceptions
 4. Precarious Employment in Academia: Awareness and Impressions
 5. Strategic Implications: Charting the Way Forward

Methodology

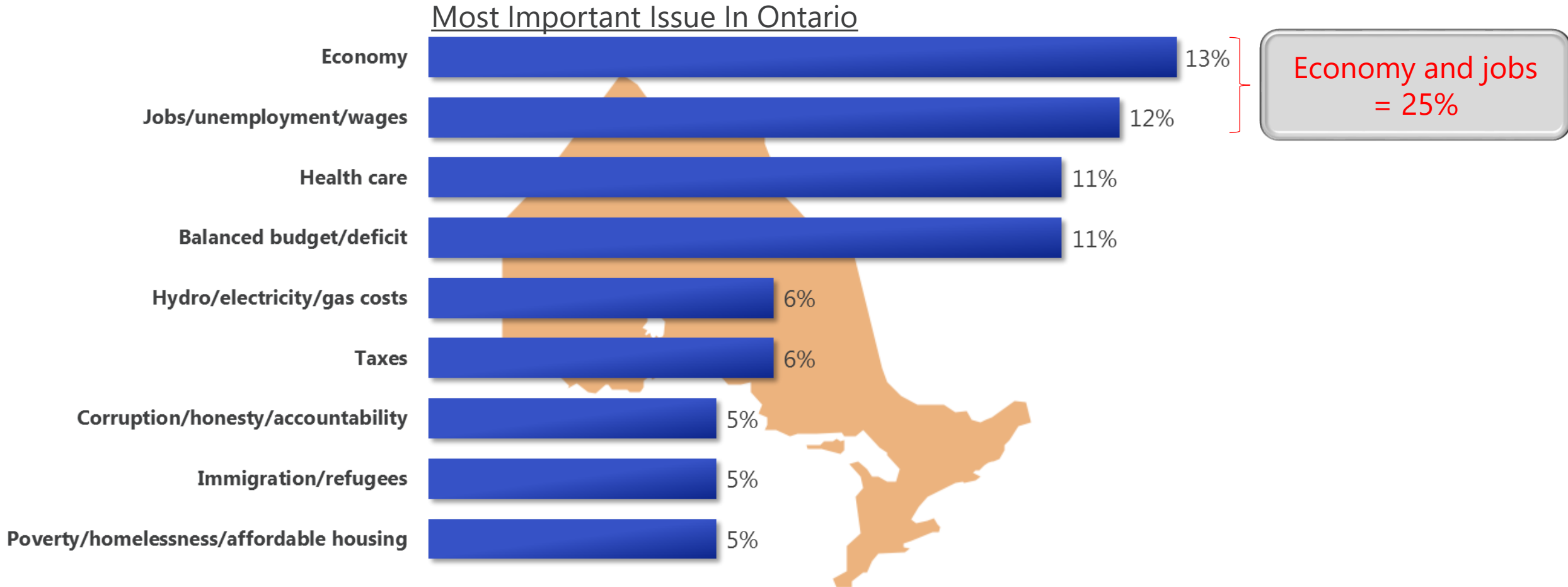
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- The 2016 OCUFA Study of Precarious Employment in Academia was undertaken by Mission Research on behalf of OCUFA.
 - Findings were derived from online interviews undertaken using a random sample of 1,000 English-speaking Ontarians 18 years of age and over. Data was collected between January 4th and January 8th, 2016.
 - A corresponding random sample of this size would yield results accurate to within ± 3.1 percentage points, 19 times out of 20; the margin of error for sub-populations is higher due to smaller sample sizes.
 - Data has been weighted by region, gender and age group using the latest Census figures from Statistics Canada. In turn, results are representative of all adult English-speaking Ontarians.
 - Detailed findings from the report can be found at: www.OCUFA.on.ca

Key Issues

Public Perceptions and Concerns

Most Important Issue In Ontario:

One In Four Ontarians Identify "Economy" or "Jobs/Unemployment"

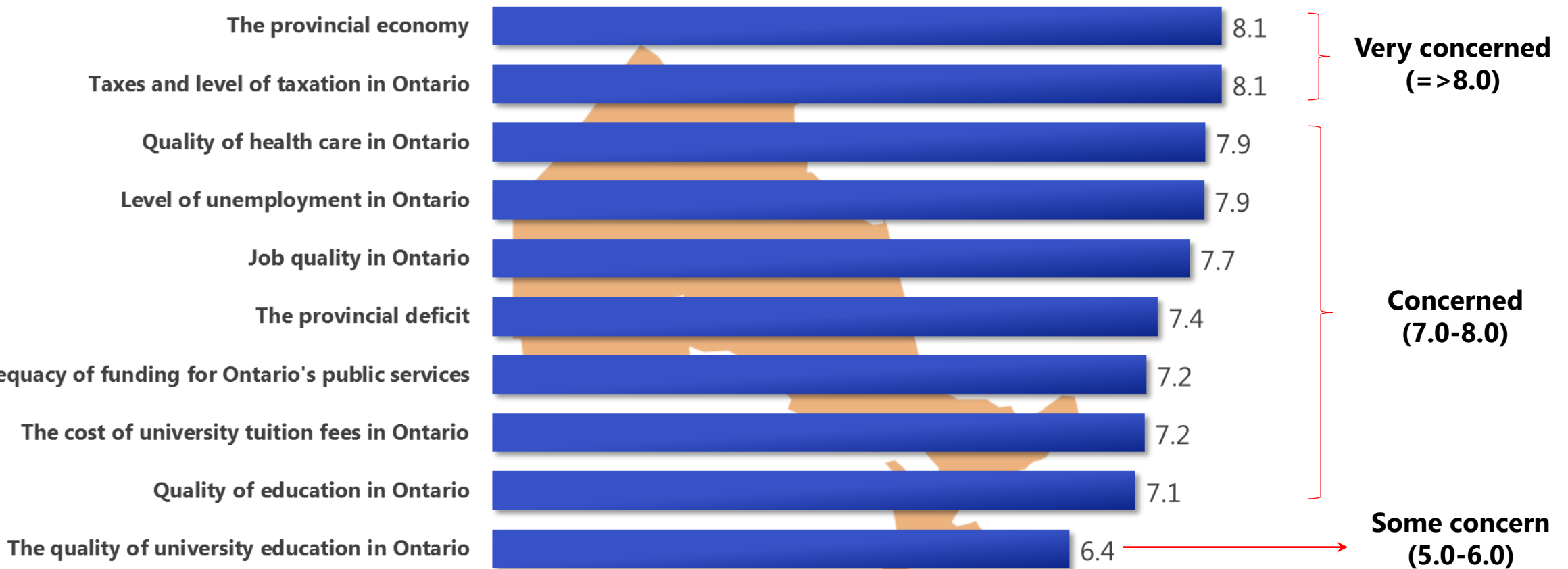


- Issues related to *education, schools, or tuition* were mentioned by just 2% of respondents.

Major Issues of Concern:

Quality of University Education of "Some Concern" to Ontarians

Level of Concern About Issues (scale: 0 – 10)



- Over half (52%) of Ontarians are concerned about the *quality of university education in Ontario* at present (rating of ≥ 7.0).

Post-Secondary Education in Ontario

Public Perceptions

The State of Post-Secondary Education In Ontario:

One In Four Believe Quality of University Education Has “Declined”

Quality of university education in the last five years has...

Improved 11%

Stayed the same

55%

Declined

26%

**Overall Concern Rating:
6.0**

Priority level for the quality of PSE in Ontario

Very high priority

26%

Somewhat high priority

52%

“Priority” = 78%

Somewhat low priority

16%

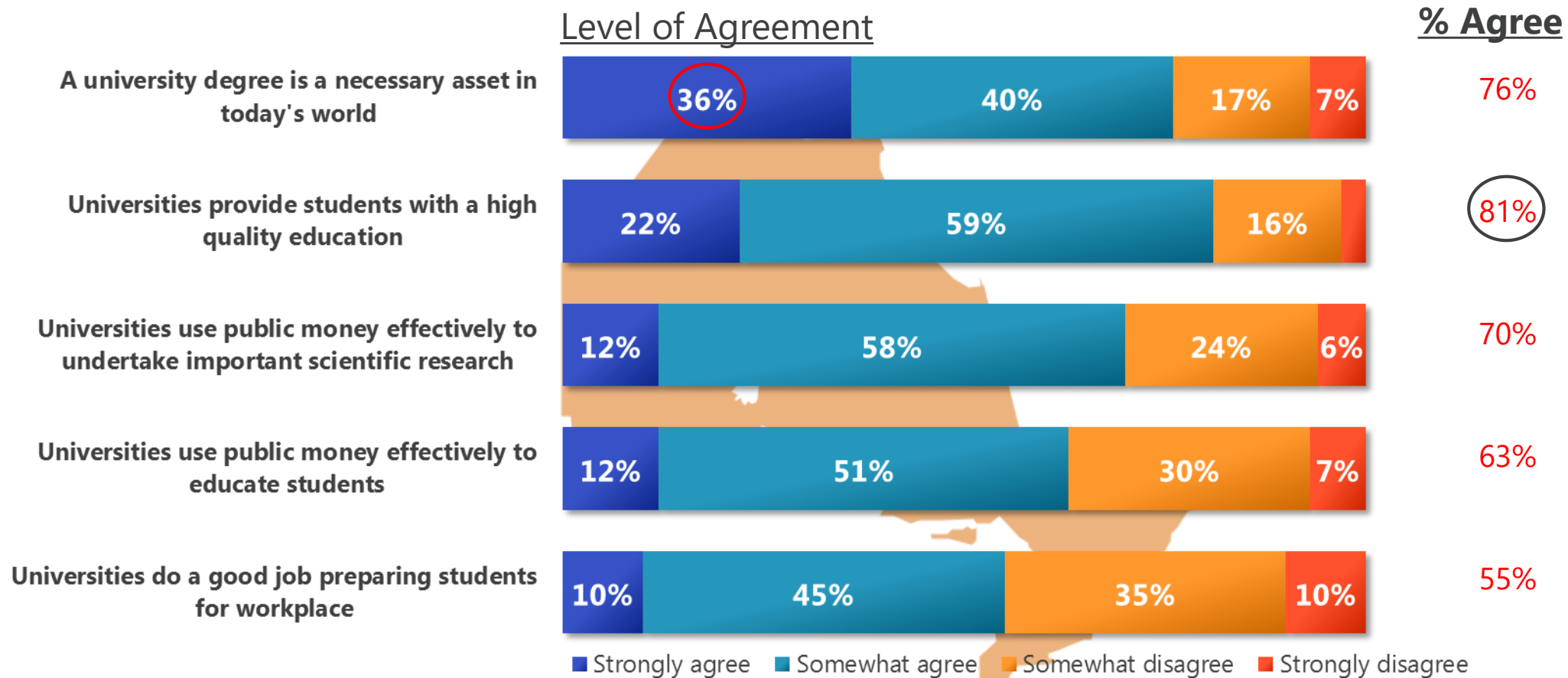
Very low priority

3%

- Over two in five young Ontarians aged 18-29 believe that post-secondary education should be a “*very high priority*” for the provincial government (44%).

General Perceptions Of University Education In Ontario:

Four In Five Believe Ontario Universities Provide "High Quality" Education



- Three in five (61%) Ontarians with post-graduate certification believe that the province's universities do an *effective job preparing students for the workplace*.

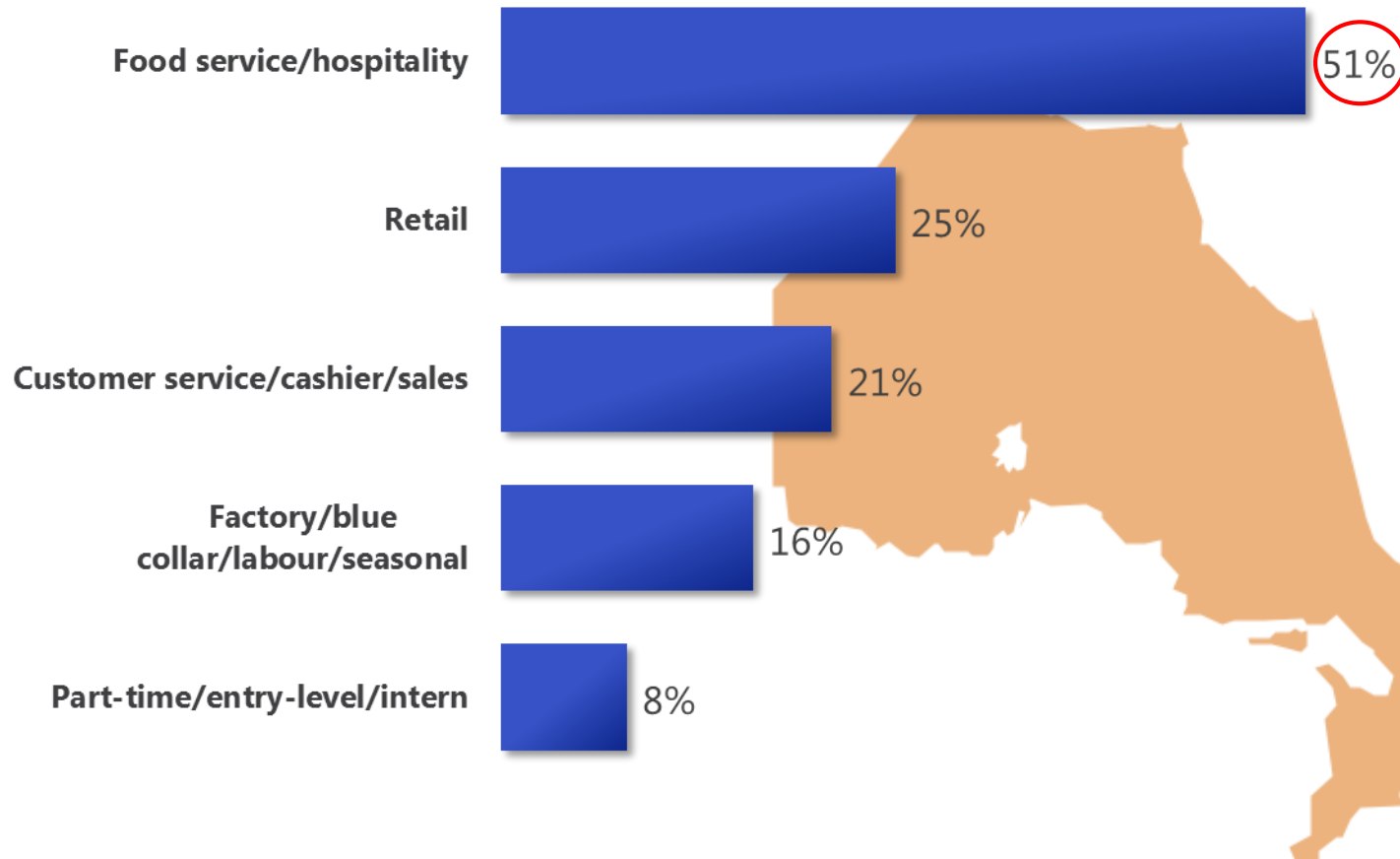
Precarious Employment in Academia

Awareness and Impressions

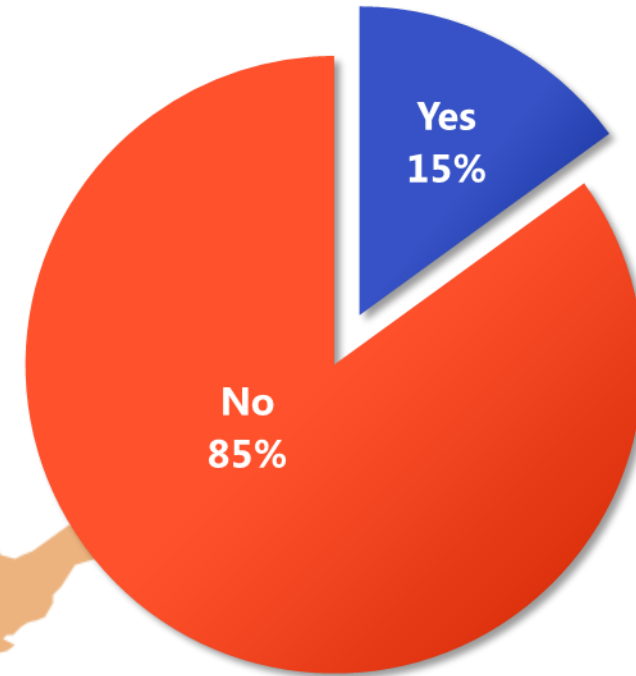
Perceptions of Precarious Jobs:

Half Identify Jobs in "Hospitality Services"; Less Than One In Five Think Of Academic Jobs

Types of precarious jobs



Are professors' jobs precarious?

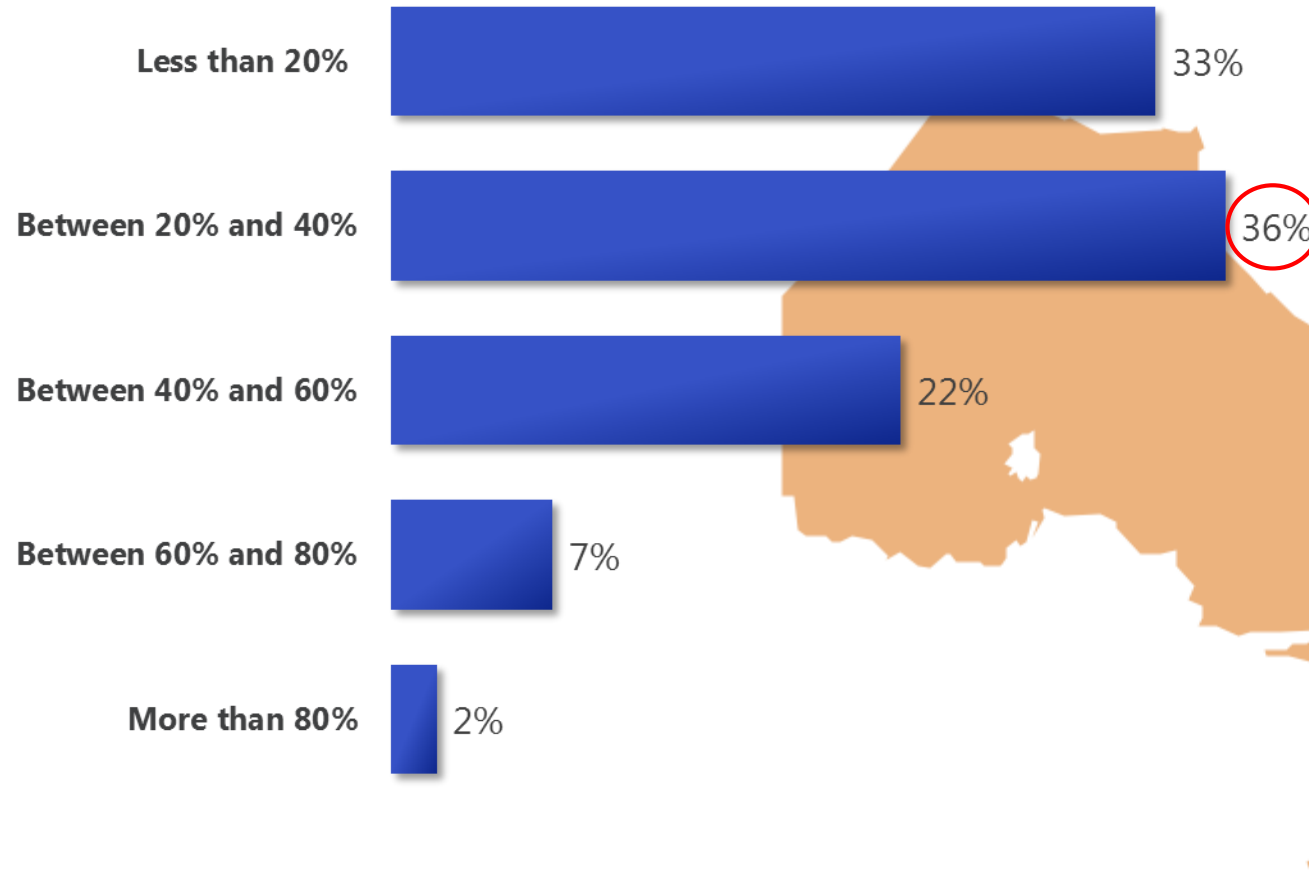


- Ontarians with post-graduate level education are twice as likely as less educated individuals to be aware of the potential precariousness of university faculty positions (30%).

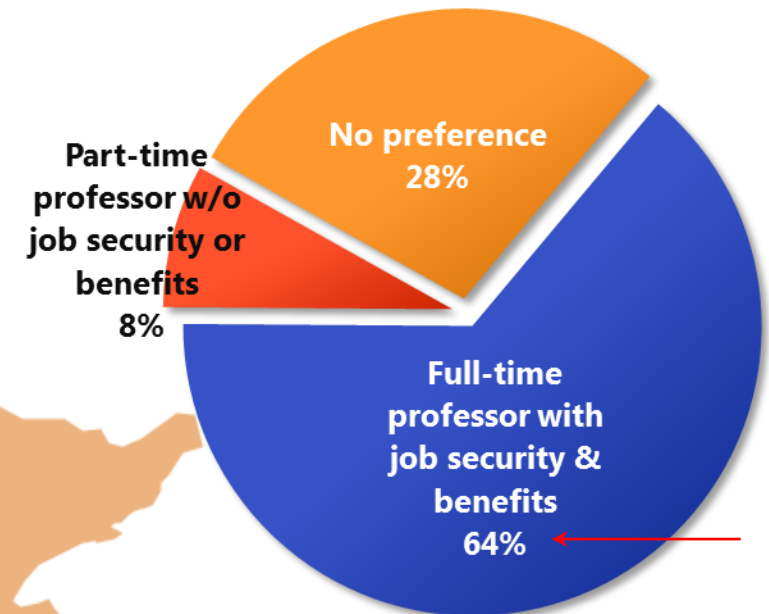
Awareness of Precarious Employment In Academia:

Nearly Two-Thirds of Ontarians Would Prefer Full-Time Faculty Instructors

Estimated proportion of courses taught by part-time faculty



Preferred type of university faculty

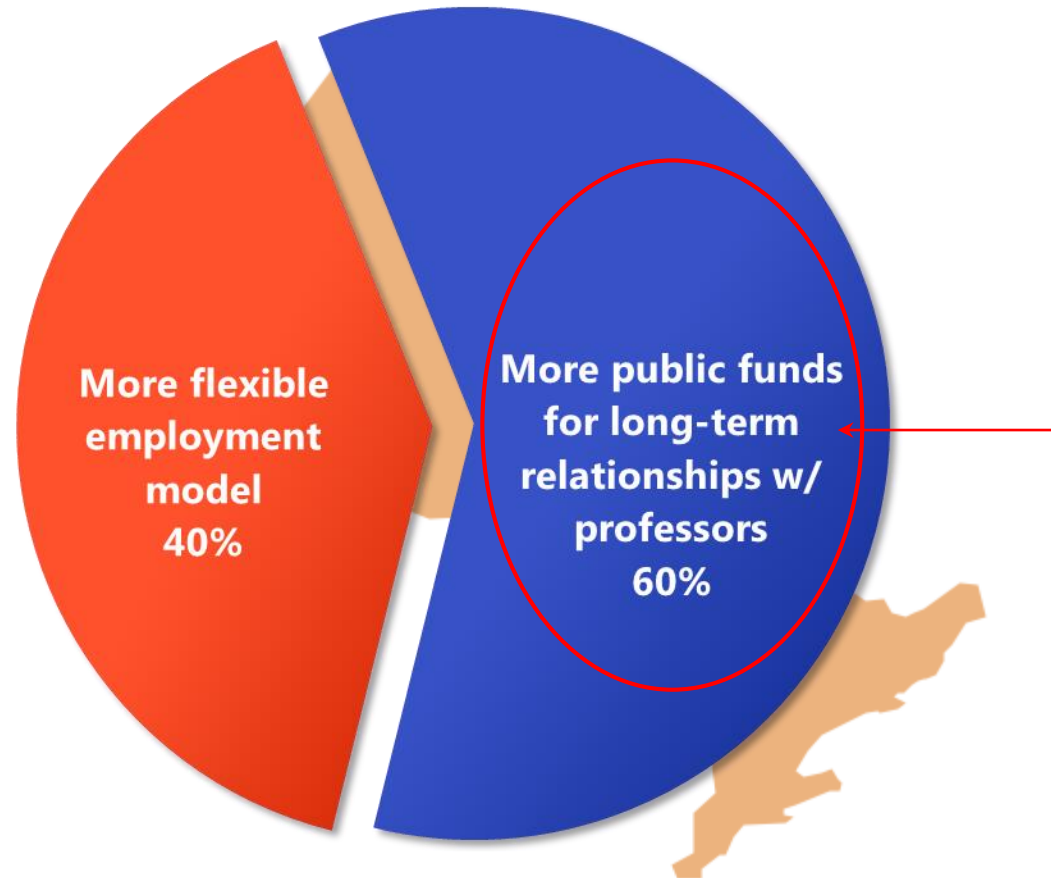


- Nearly nine in ten Ontarians with very high household income (\$200K+/year) would prefer to be taught by *faculty who are full-time with job- and earnings- security* (88%).

Flexible Employment or Job Security?:

Three In Five Ontarians Think Long-Term Relationships With Faculty Are Best

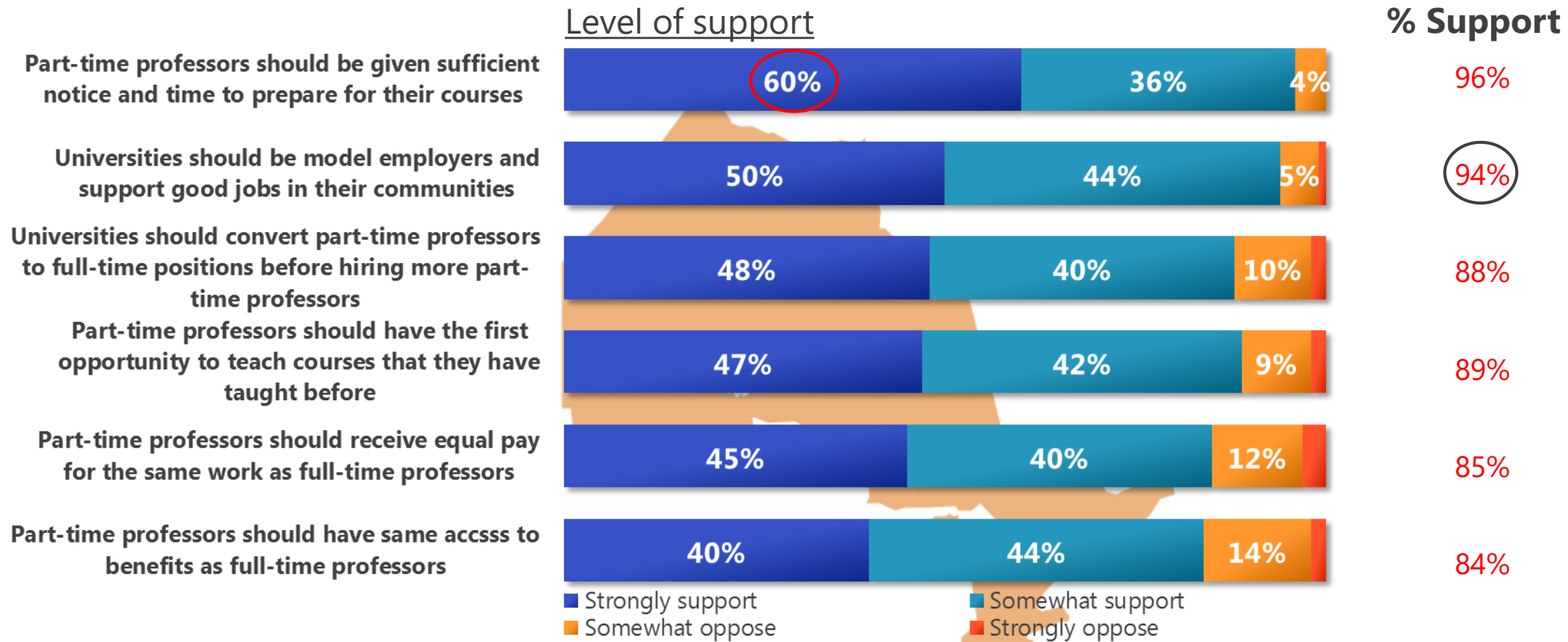
Which employment model is better?



- Two in three Ontarians with very high income (\$200K+/year) believe that “*long-term relationships with faculty*” is the best employment model for Ontario’s universities (66%).

Support For Job Security Measures In Academia:

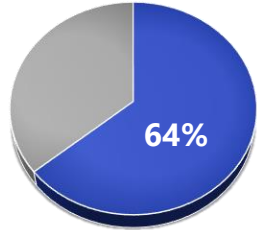
Near Full Support For Universities As "Model Employers"



Psychographic Profile – Type of Faculty, Preference

"PT Faculty/No Preference" Segment Reports "Some" Trust In Private-Sector

"FT Secure Faculty" Segment



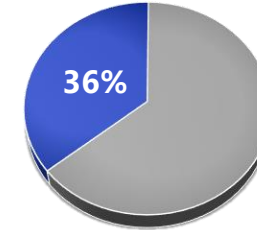
Psychographic profile

- "university degree a necessary asset in today's world"
- "a lot" of trust in university professors
- "a lot" of trust in student organizations
- Strong support for all measures of job security in academia

Socio-Demographic Profile

No distinguishing characteristics

"PT Faculty/No preference" Segment



Psychographic profile

- [disagree] "university degree is a necessary asset in today's world"
- [disagree] "universities use public money effectively to educate"
- "some trust" in for-profit/private sector organizations
- [oppose] "part-time faculty should have same access to benefits"
- [oppose] "universities should convert PT to FT positions first"

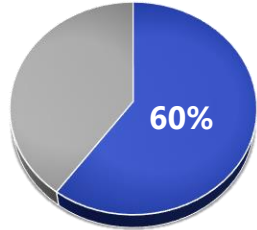
Socio-Demographic Profile

Aged 18-29 :: PC Voters

Psychographic Profile – Best Employment Model

"Flexible Employment" Segment Reports "No Trust" in the Ontario Government

"Long-Term Employment" Segment



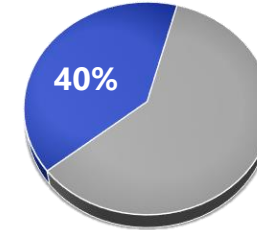
Psychographic profile

- "university degree a necessary asset in today's world"
- "a lot" of trust in university professors
- "some" trust in the Ontario government
- Strong support for all measures of job security in academia

Socio-Demographic Profile

No distinguishing characteristics

"Flexible Employment" Segment



Psychographic profile

- [disagree] "university degree a necessary asset in today's world"
- "no trust" in the Ontario government
- "little/no trust" in university professors or student organizations
- [oppose] "part-time faculty should have same access to benefits"
- [oppose] "universities should convert PT to FT positions first"

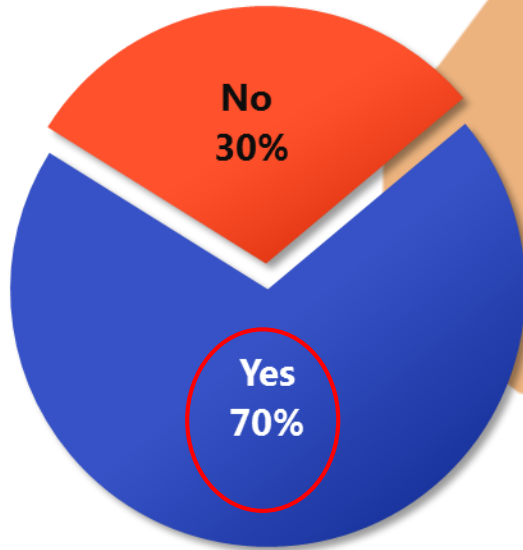
Socio-Demographic Profile

PC Voters

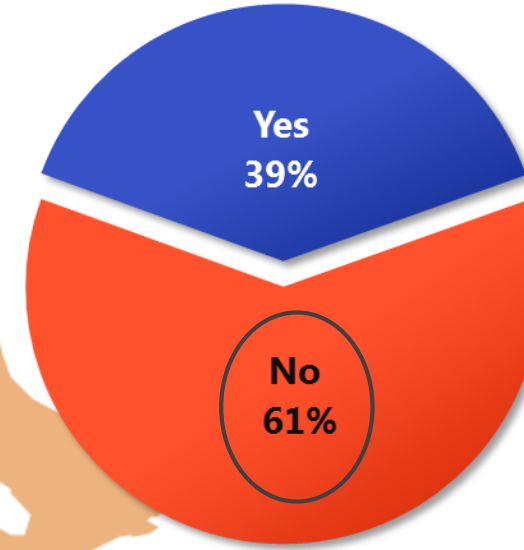
Support For Public Funding Measures:

Three In Five Ontarians Do Not Support More Public Funding If Personal Taxes Increase

Support for more funding for universities
to hire more full-time professors



Support for more funding for
universities...if **personal taxes increase**



- Women are significantly less likely to favour a personal tax increase even if this means universities are able to hire more faculty full-time (33%, compared to 46% of men).

Strategic Implications

Charting The Way Forward

The argument for fairness (1):

Focus should be on job security in academia as an issue of procedural justice

- **Issues of fairness, procedural justice resonate with the vast majority of Ontarians.**
- Description of proposed job security measures for part-time/temporary faculty will be effective with the public.
- Ontarians will engage with the idea that precarity in academia has the potential to undermine education quality – trust in university professors is high; poor job quality could compromise the ability of faculty to make key education-related decisions.

The argument for fairness (2):

We can argue for job security, equal pay, and benefits in the short term.

- Despite majority support for more full-time faculty at Ontario's universities, Ontarians have *very little appetite for increased taxes*.
- In a period of fiscal restraint the creation of new full-time tenure-stream positions remains a challenge; still, other key aspects of job security for part-time faculty can and should be implemented namely:
 - fairness in the "hiring queue"
 - equal pay for equal work
 - provision of health and social security benefits (extended health- and pension-plan)
 - assurance of adequate course preparation time and the first option to teach familiar courses.
- **There is near universal support for these measures among Ontarians.**