

**The destination of on-campus
graduates of Charles Sturt University**

Prepared for Office of Planning and Audit

By the Western Research Institute

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Western Research Institute
ABN 76 090 089 991
C/- Charles Sturt University
Research Station Drive
Bathurst NSW 2795
Telephone: (02) 6338 4435
Facsimile: (02) 6338 4699
Email: tmurphy@csu.edu.au

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EXECUTIVE SUMMARY

This study uses enrolment data from Charles Sturt University (CSU) and the Graduate Careers Council of Australia's, Graduate Destination Survey, to determine the extent to which CSU internal students are employed in regional areas following graduation.

The results indicate that the major determinant of where CSU students are employed following graduation is their home location. Specifically a student with a regional home location will be more likely to be initially employed in a regional location. Similarly, a student with a metropolitan home location will be more likely to be initially employed in a metropolitan location.

Other results of the study are as follows:

- Fifty-eight percent of all graduate students in the study were initially employed in a regional location
- Seventy-one percent of graduate students with a regional home location took up initial employment in a regional location
- Eighteen percent of graduate students with a metropolitan home location took up initial employment in a regional location.
- Three-quarters (75%) of all graduate students from CSU had a regional home location.
- Initial employment by graduates in regional areas has grown significantly in the Faculties of Commerce, Health, and Science and Agriculture. Whilst the increase in employment in regional locations was mostly by regional students, the Faculty of Science and Agriculture reported significant growth in employment of metropolitan students in regional areas.
- The Faculty of Commerce has shown a highly significant increase in employment by graduates in regional areas, especially since 1998. This growth in employment has however, been primarily by regional students.
- The Faculty of Education reported the largest proportion of its students employed in regional locations and this figure has remained relatively steady. The Faculty of Arts recorded the lowest proportion of students employed in regional areas, perhaps as a result of the limited employment opportunities in regional areas for many of its specialist courses.
- The results show a consistent relocation of graduates to metropolitan areas at the expense of regional areas.

1. INTRODUCTION

1.1 Background

A number of studies on the employment destinations of recent Charles Sturt University graduates have been undertaken to determine the relationship between home location of the student and their initial employment location after graduation. One recent unpublished paper by the Division of Marketing and Communications found that 60% of employed on-campus bachelor graduates from Albury, Bathurst and Wagga Wagga campuses were employed in regional areas of NSW and Victoria on completion of their course¹. This study was undertaken using data from the Graduate Careers Council of Australia's Graduate Destination Survey. A limitation of the data, which was identified in the report, was classifying the initial home location of the student, as this information was not directly captured in the survey.

This report re-examines the data on graduates using both the Graduate Destination Survey data and enrolment data from Charles Sturt University. The enrolment data was used to determine the initial home location of the graduates.

A study of the origins of students and their place of initial employment gives an indication of the contribution of regional universities, particularly Charles Sturt University, to economic performance of regional communities.

1.2 Objective

The objective of this study is to examine the initial employment location of graduates from Charles Sturt University and any relationship with the geographic origin of students.

¹ Lasky, G. Division of Marketing and Communications, unpublished papers

2. DATA

The data used in this analysis contained 5,229 valid student records. The individual student records used in this analysis were obtained using the following steps.

1. Graduates complete the Graduate Destination Survey in April each year. The information gathered in this survey includes a postcode of the location of employment at 30 April in the year following completion of a course. Charles Sturt University aims for a response rate of over 50% for this survey. The data was gathered from graduates for the years 1995-2002 inclusive.
2. The data collected in the Graduate Destination Survey was matched with enrolment data from Charles Sturt University. This process provides an initial home location and course undertaken for each graduate as well as demographic data such as age and gender. The matching process was undertaken by the Office of Planning and Audit at Charles Sturt University. A complete list of the elements contained in the matched file is contained in Appendix 1.
3. The resulting file was sent to the Western Research Institute for filtering so that all responses had the same characteristics. The filtering process resulted in 5,229 valid student records to analyse. These students have the following characteristics:
 - Internal (ie on-campus)
 - Completed a Bachelor degree, Bachelor Honours or Graduate Diploma (new academic requirement)
 - An Australian home location
 - An Australian initial employment location
 - Completed the Graduate Destination Survey
 - Were employed full-time or part-time in the year after completing study

4. Each record was assigned to a Statistical Division based on the home and initial employment postcode fields. The records were then assigned to one of two broad categories:

- Metropolitan (includes the ABS statistical divisions of Sydney, Hunter, Illawarra, Perth, Adelaide, Melbourne, Brisbane, Darwin, Greater Hobart)
- Regional (all other statistical divisions)

The data has also been examined based on CSU Regions of Interest as provided by the Office of Planning and Audit. The regions to be examined include Bathurst, Wagga Wagga, Albury, Dubbo, Orange and Cowra/Parkes/Forbes.

Distance Education student records were not considered as this attendance mode at University would seem less likely to affect the initial employment location of the student. It may be appropriate to undertake a study into the pattern of employment for distance education students at a later date.

The initial employment location of graduates is based on responses of students who completed Graduate Destination Survey. The responses to the survey were not strictly gathered in a random way, however the response rates to the survey were similar across different cohorts, which implies that the sample is relatively representative of the graduate population.

3. RESULTS

3.1 The matrix

To examine the data initially, the records were aggregated into the matrix shown below. The matrix shows the distribution of all students based on two criteria, their home location at the start of their course and the initial employment location after completion of their course.

The matrix below shows the data for all students within the data set. Each cell contains a number and two percentage figures. The number is the raw number of students that fit the criteria on both sides of the matrix. For example, the 2,778 figure in the first cell indicates that 2,778 students came from a regional home location and had their initial employment in a regional location.

Overall matrix

		Initial Employment Location		
		Regional	Metro	Total
Home Location	Regional	92% ↓ 2,778 → 71%	51% 1,120 → 29%	75% 3,898 100%
	Metro	8% ↓ 243 18%	49% 1,088 82%	25% 1,331 100%
	Total	100% 3,021 58%	100% 2,208 42%	100% 5,229 100%

The percentage in the top left corner of each cell shows the proportion of students from either a regional or metropolitan home location for each initial employment location. These percentages are calculated down. For example, for all the students that had an initial employment in a regional location, 92% came from regional areas and 8% came from metropolitan areas.

The percentage in the bottom right hand corner of each cell shows the proportion of students with a regional or metropolitan initial employment location for each home location. These percentages are calculated across. For example, for all the students that came from a regional home location, 71% were employed initially in a regional location, whilst 29% were employed initially in a metropolitan location.

The main results from the overall data matrix are as follows:

- Three-quarters (75%) of all graduate students had a regional home location
- Fifty-eight percent of graduate students were initially employed in a regional location
- Seventy-one percent of graduate students with a regional home location took up initial employment in a regional location
- Eighteen percent of graduate students with a metropolitan home location took up initial employment in a regional location.

The relationship between home location and initial employment location was also examined using a phi coefficient correlation and the association between these factors was found to be highly statistically significant (phi coefficient .468). This association suggests that a student with a regional home location will be more likely to be initially employed in a regional location. Similarly, a student with a metropolitan home location will be more likely to be initially employed in a metropolitan location.

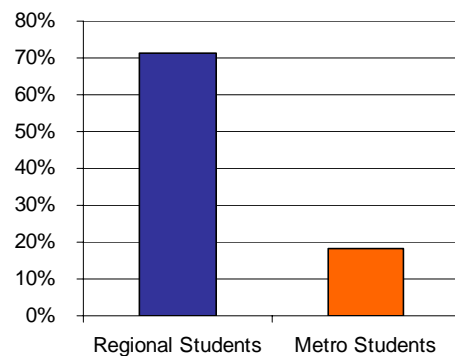
3.2 Metropolitan versus regional students

This section examines the percentage of regional and metropolitan students that are employed in regional areas in the first year after the completion of their course.

Metropolitan versus regional students

- 71% of students originating from a regional home location were also initially employed in a regional location.
- 18% of students originating from metropolitan areas were initially employed in regional areas.

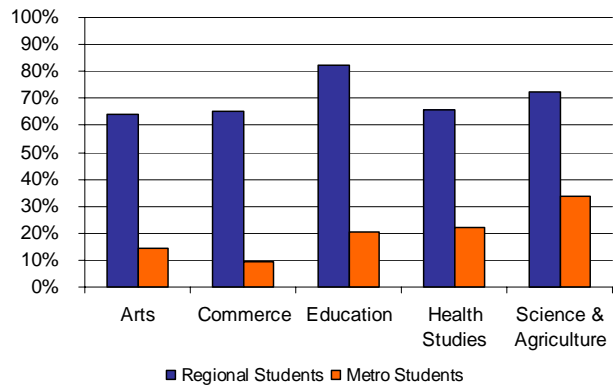
Percentage of students from regional and metropolitan areas employed in the regions



Metropolitan versus regional students by Faculty

- The Faculty of Education reported the largest percentage of regional students being employed in regional areas (83%), with the lowest percentage being 64% for students from the Faculty of Arts.
- The Faculty of Science and Agriculture reported the largest percentage of metropolitan students employed in regional areas (34%) with the lowest percentage being 9% for students from the Faculty of Commerce.

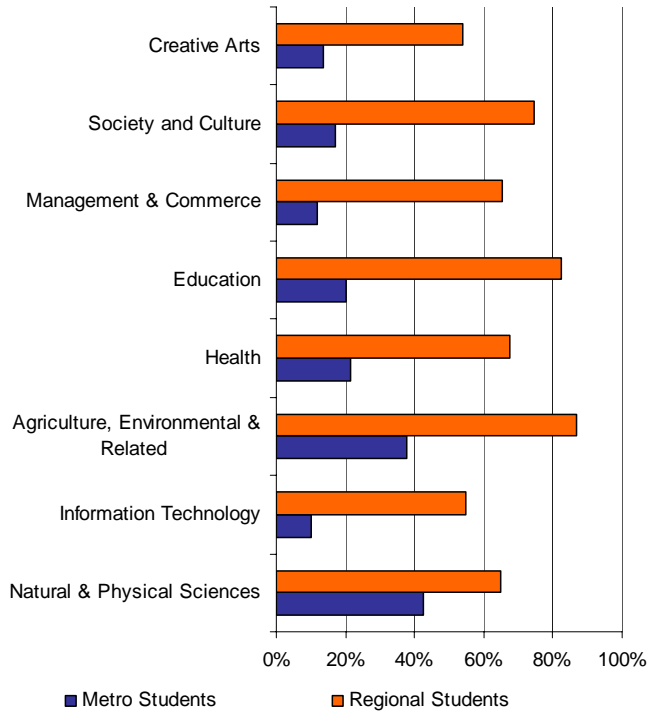
Percentage of students from regional and metropolitan areas employed in the regions by Faculty



Metropolitan versus regional students by Field of Education

- The field Agriculture, Environmental and Related reported the largest percentage of regional students being employed in regional areas (87%) with the lowest percentage being 54% for students from the Creative Arts field of education.
- The field Natural and Physical Sciences reported the largest percentage of metropolitan students employed in regional areas (43%) with the lowest percentage being 10% for students from the Information Technology field of education.

Percentage of students from regional and metropolitan areas employed in the regions by Field of Education

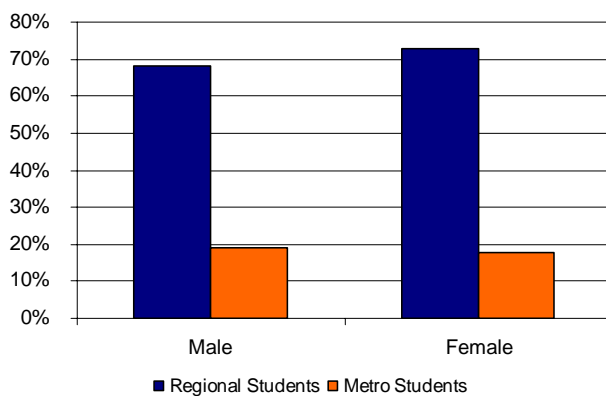


Note: Data from Engineering and Related Technologies and Architecture and Building have not been presented due to low numbers

Metropolitan versus regional students by Gender

- Slightly more females (73%) than males (68%) originating from regional areas were initially employed in a regional location.

Percentage of students from regional and metropolitan areas employed in the regions by Gender



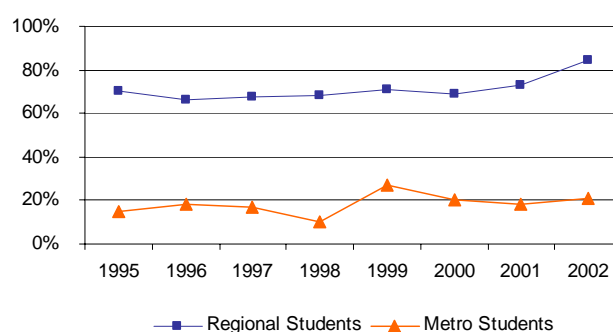
3.3 Metropolitan versus regional students over time

This section examines the difference between regional employment for metropolitan and regional students between 1995 and 2002. The graphs show the percentage of regional and metropolitan students initially employed in the regions each year. The trend of over time was also examined using regression analysis.

Metropolitan versus regional students over time

- The percentage of regional students initially employed in a regional location ranges between 66% and 84% and has shown a statistically significant upward trend since 1995, increasing at an average rate of 1.6% per year.
- The percentage of metropolitan students initially employed in a regional location has shown no statistically significant trend, and tracks within the range of 14% and 22% (95% confidence interval).

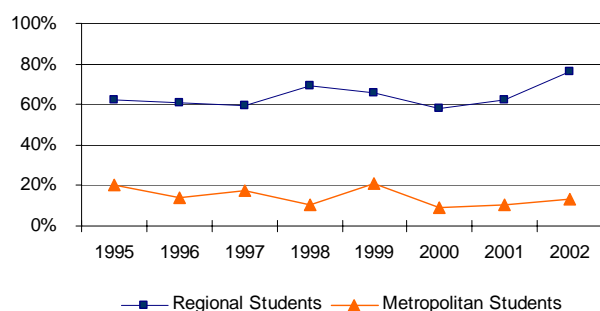
Percentage of students from regional and metropolitan areas employed in the regions - 1995-2002



Metropolitan versus regional students over time for the Faculty of Arts

- The percentage of regional students from the Faculty of Arts initially employed in a regional area has shown no statistically significant trend, and tracks within the range of 59% and 69% (95% confidence interval).
- The percentage of metropolitan students employed in regional areas has also shown no statistically significant trend, and tracks within the range of 7% and 17% (95% confidence interval).

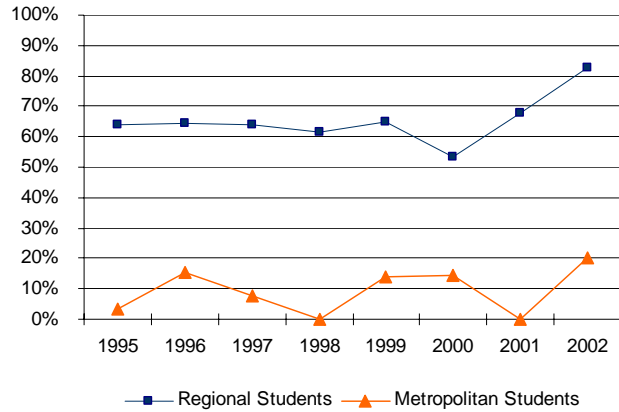
Percentage of students from regional and metropolitan areas employed in the regions - 1995-2002
Faculty of Arts



Metropolitan versus regional students over time for the Faculty of Commerce

- The percentage of regional students from the Faculty of Commerce, initially employed in a regional location has ranged between 54% and 83%, and has shown a statistically significant quadratic trend since 2000. The rate of increase has been increasing at 2% per year, every year since 2000.
- The percentage of metropolitan students initially employed in a regional location has shown no statistically significant trend and tracks within the range of 3% and 16% (95% confidence interval).

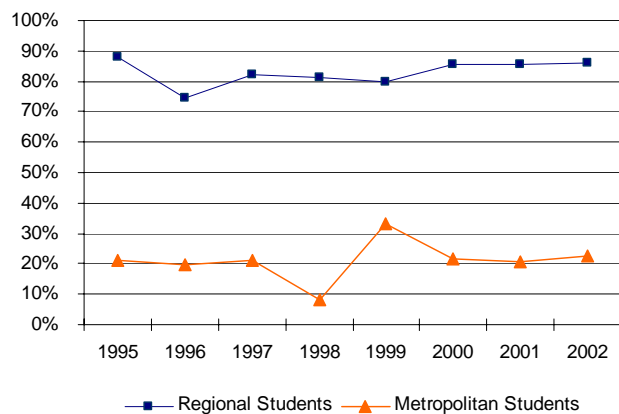
Percentage of students from regional and metropolitan areas employed in the regions - 1995-2002
Faculty of Commerce



Metropolitan versus regional students over time for the Faculty of Education

- The percentage of regional students from the Faculty of Education, initially employed in a regional location, has shown no statistically significant trend, and tracks within the range of 79% and 87% (95% confidence interval).
- The percentage of metropolitan students initially employed in a regional location also recorded no statistically significant trend, and tracks within the range of 15% and 27% (95% confidence interval).

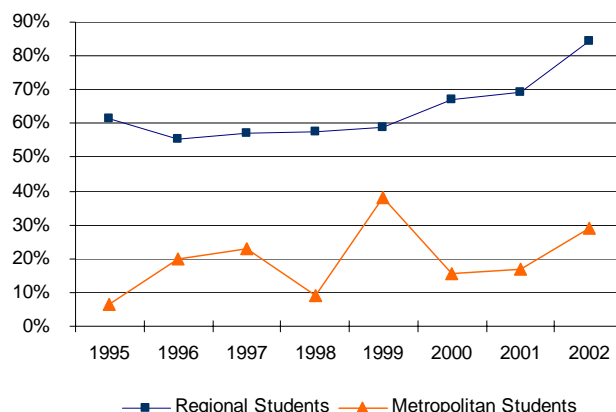
Percentage of students from regional and metropolitan areas employed in the regions - 1995-2002
Faculty of Education



Metropolitan versus regional students over time for the Faculty of Health Studies

- The percentage of regional students from the Faculty of Health Studies initially employed in a regional location has ranged between 55% and 88% and has shown a statistically significant upward trend, increasing by an average of 3.1% per year.
- The percentage of metropolitan students initially employed in a regional location has shown no statistically significant trend and has tracks within the range of 11% and 28% (95% confidence interval).

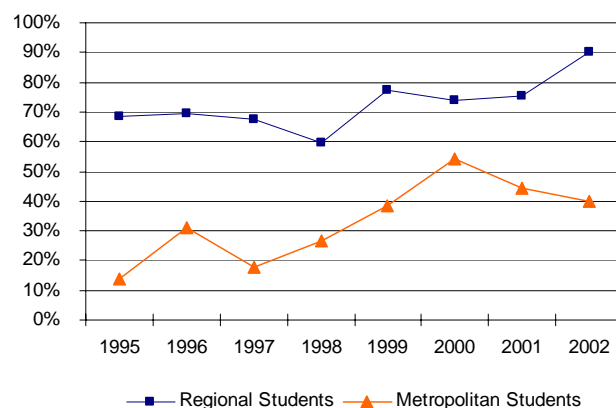
Percentage of students from regional and metropolitan areas employed in the regions - 1995-2002
Faculty of Health Studies



Metropolitan versus regional students over time for the Faculty of Science and Agriculture

- The percentage of regional students from the Faculty of Science and Agriculture initially employed in a regional location has ranged between 60% and 90% and has shown a statistically significant upward trend, increasing by an average of 2.6% per year.
- The percentage of metropolitan students initially employed in a regional location has ranged between 14% and 54% and has also shown a statistically significant upward trend, increasing by an average of 4.4% per year.

Percentage of students from regional and metropolitan areas employed in the regions - 1995-2002
Faculty of Science & Agriculture



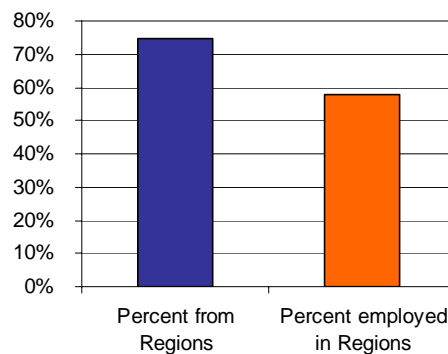
3.4 Regional origin and destination

This section examines the proportion of students with a regional home location and the percentage of students initially employed in a regional location.

Regional origin and destination

- Overall, 75% of students had a regional home location (3,898 out of 5,229 students).
- Fifty-eight percent of students were initially employed in a regional location (3,021 out of 5,229 students).
- Of all the students that were initially employed in a regional location, 92% came from regional areas and 8% came from metropolitan areas.
- The results show a consistent relocation of graduates to metropolitan areas at the expense of regional areas.

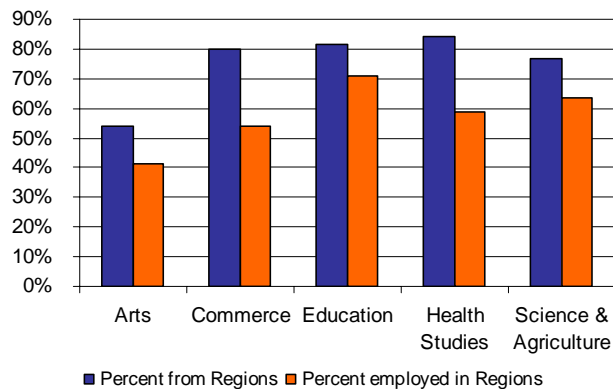
Percent of students from regions and employed in regions



Regional origin and destination by Faculty

- The Faculty of Health Studies had the largest proportion of regional students (84%) with the lowest percentage being 54% of students from the Faculty of Arts.
- The Faculty of Education reported the largest proportion of graduates employed in regional locations (71%), with the lowest percentage being 41% of graduates in the Faculty of Arts.

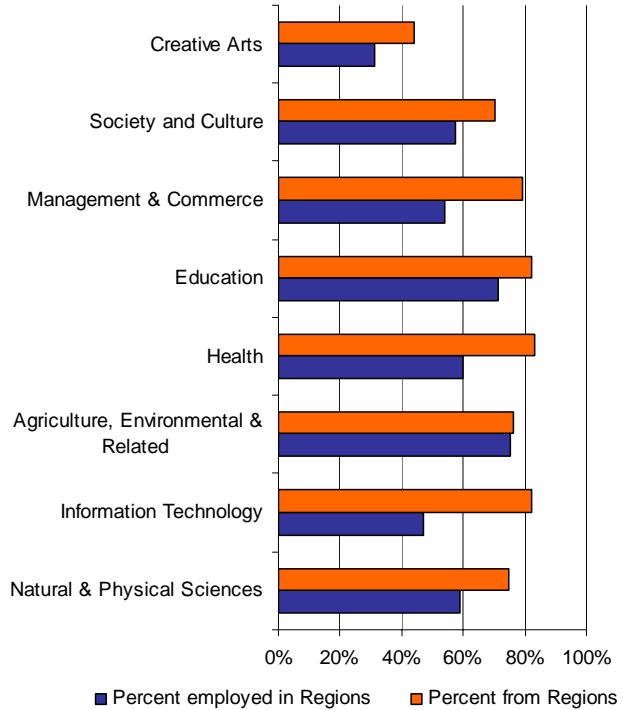
Percent of students from regions and employed in regions by Faculty



Regional origin and destination by Field of Education

- The Health (83%), Education (82%) and Information Technology (82%) were the fields of education with the highest percentage of students originating from a regional location.
- The Creative Arts field (44%) had the lowest proportion of students with a regional home location.
- The Creative Arts (31%) and Information Technology (47%) fields had the lowest percentage of graduates with an initial employment location in a regional location.
- The Information Technology field reported the largest gap between those originating from regional areas and those employed in regional areas.

Percent of students from regions and employed in regions by Field of Education

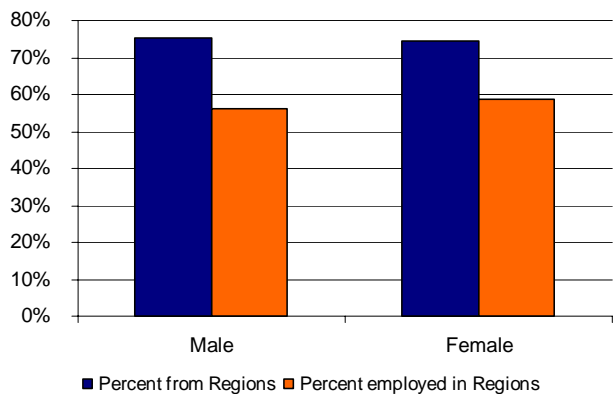


Note: Data from Engineering & Related Technologies and Architecture & Building have not been presented due to low numbers

Regional origin and destination by Gender

- There was only a small difference between the home location and initial employment location between males and females.

Percent of students from regions and employed in regions by Gender



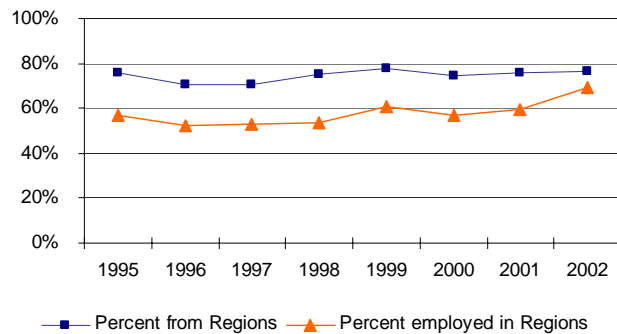
3.5 Regional origin and destination over time

This section examines regional origin and destination between 1995 and 2002. The graphs show the percentage of students from a regional home location each year compared to the percentage of graduates employed initially in a regional location each year. The trend over time was also analysed using regression analysis.

Regional origin and destination over time

- The percentage of students from regional locations has shown no statistically significant trend, and tracks within a range of 72% and 77% at a 95% confidence interval.
- The percentage of graduates initially employed in regional locations has ranged between 52% and 59% and has shown a statistically significant upward trend, increasing on average by 1.7% per year.

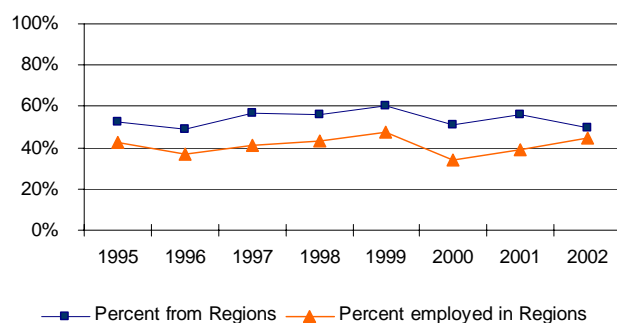
Percent of students from regions and employed in regions 1995-2002



Regional origin and destination over time for the Faculty of Arts

- The percentage of students from regional areas in the Faculty of Arts has shown no statistically significant trend, and tracks within the range of 51% and 57% (95% confidence interval).
- The percentage of graduates employed in regional locations from the Faculty of Arts has shown no statistically significant trend and tracks within the range of 38% and 45% (95% confidence interval).

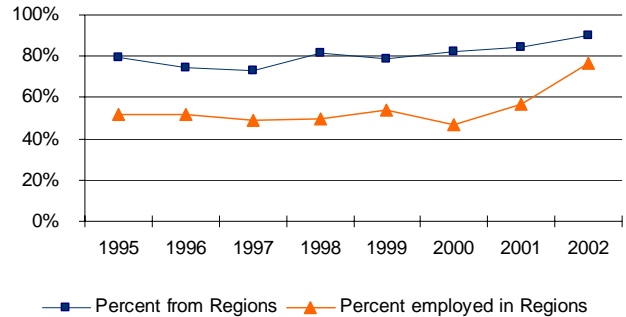
Percent of students from regions and employed in regions 1995-2002 Faculty of Arts



Regional origin and destination over time for the Faculty of Commerce

- The percentage of students from regional locations in the Faculty of Commerce has shown a statistically significant upward trend between 1995 and 2002, with an average increase of 1.7% each year.
- The percentage of graduates employed initially in regional areas has shown a statistically significant quadratic upward trend increase since 1998. The rate of increase has been increasing at 2% per year.

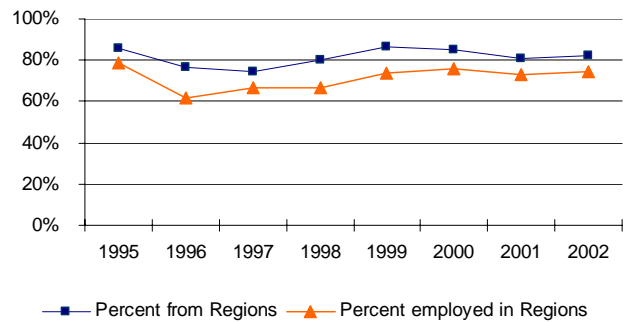
Percent of students from regions and employed in regions 1995-2002
Faculty of Commerce



Regional origin and destination over time for the Faculty of Education

- The percentage of students from regional areas in the Faculty of Education has shown no statistically significant trend, and tracks within the range of 78% and 85% (95% confidence interval).
- The percentage of graduates employed in regional locations has also shown no statistically significant trend, and tracks within the range of 67% and 76% (95% confidence interval).

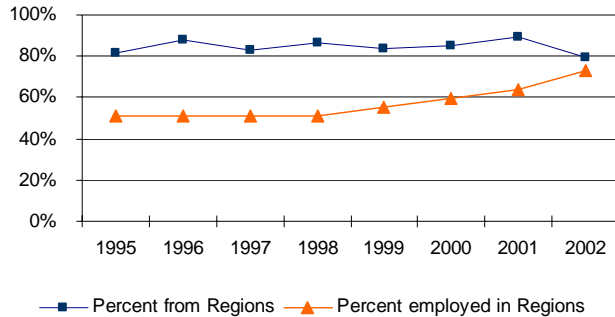
Percent of students from regions and employed in regions 1995-2002
Faculty of Education



Regional origin and destination over time for the Faculty of Health Studies

- The percentage of students from regional locations in the Faculty of Health Studies has shown no statistically significant trend and tracks within the range of 82% and 87% at a 95% confidence interval.
- The percentage of graduates initially employed in regional locations has shown a statistically significant upward trend, increasing on average by 2.9% per year.

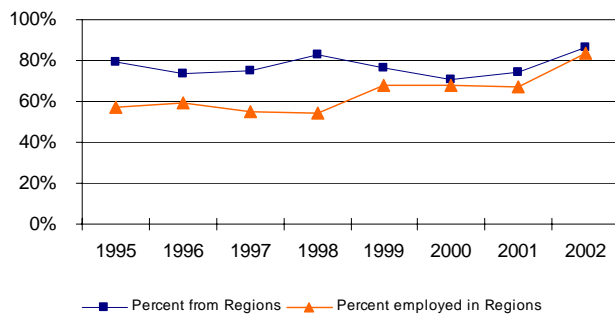
Percent of students from regions and employed in regions 1995-2002
Faculty of Health Studies



Regional origin and destination over time for the Faculty of Science and Agriculture

- The percentage of students from regional areas in the Faculty of Science and Agriculture has shown no statistically significant trend, and tracks within the range of 73% and 82% (95% confidence interval).
- The percentage of graduates initially employed in regional locations has shown a statistically significant upward trend, increasing on average by 3.3% per year.

Percent of students from regions and employed in regions 1995-2002
Faculty of Science & Agriculture



3.6 CSU Regions of Interest

This section analyses the home location of students and the initial employment location of graduates based on CSU Regions of Interest. These regions were defined in the original data set by the Office of Planning and Audit.

The table below shows the home location and initial employment location in the CSU Regions Bathurst, Orange, Dubbo, Wagga Wagga, Albury, and Cowra/Parkes/Forbes. The columns show the distribution of students based on their home location and the rows show the distribution of graduates based on their initial employment location. For example, 340 students had a home location of Bathurst and an initial employment location of Bathurst.

CSU Regions of Interest

		Initial Employment Location								Total
		Bathurst	Orange	Dubbo	Wagga Wagga	Albury	Cowra / Parkes / Forbes	Other NSW regional	Metro and other states	
Home Location	Bathurst	340	12	16	19	1	9	44	169	610
	Orange	34	141	14	9	1	8	23	87	317
	Dubbo	30	4	152	13	4	3	30	76	312
	Wagga Wagga	12	5	19	614	18	13	106	288	1075
	Albury	4	0	0	40	383	2	31	169	629
	Cowra / Parkes / Forbes	25	8	12	30	3	121	39	69	307
	Other NSW regional	30	8	10	43	16	8	346	271	732
	Metropolitan and other states	48	7	19	30	62	7	76	998	1247
	Total	523	185	242	798	488	171	695	2127	5229

Overall, the data indicates that a large proportion of students find their first employment in their original home location. Sixty-one percent of students originating from Albury found their first employment in Albury, 57% of students from Wagga Wagga, were initially employed in Wagga Wagga, 56% of students from Bathurst were initially employed in Bathurst and 49% of students from Dubbo were initially employed in Dubbo.

The Orange and Cowra/Parkes/Forbes regions do not have a campus of CSU. However, they are within commuting distance of one campus. A large percentage of these students also found initial employment in their home region, 44% in Orange and 39% in Cowra/Parkes/Forbes.

4. CONCLUSIONS

The results of this study show that there is a strong relationship between the home location of a student and the location of their employment upon completion of their studies at Charles Sturt University. A student with a regional home location has been shown to be more likely to be initially employed in a regional location. Similarly, a student with a metropolitan home location is more likely to be initially employed in a metropolitan location.

Seventy-one percent of regional students found initial employment in a regional area. The results also indicate that the proportion of regional students being initially employed in a regional location is increasing at an average of 1.6% per year. In addition to the regional students, 18% of metropolitan students found initial employment in regional areas. This large employment of graduates in regional areas would suggest a significant contribution by Charles Sturt University to the regional economy.

Seventy-five percent of all graduate students attending Charles Sturt University, who studied on-campus, originated from a regional location. This figure, when examined in conjunction with the high level of graduate employment in the regions, illustrates the importance of a regional university in providing an education service to regional communities and in addition the skilled graduates to enhance regional economic development. This spatial diffusion of knowledge is important to regional economies as graduates increase the skills, productivity and innovation level within the local community.

There is a need for a broader survey that covers a cross section of institutions to examine the destination of metropolitan and regional students after completion at both metropolitan and regional institutions.

5. RESEARCH TEAM

TOM MURPHY – Chief Executive Officer (Project Manager)

BEc (Hons I) MSc (Econ) *Lancaster*

Tom has been the CEO of WRI since its inception and brought with him a strong reputation built on private and public sector experience. Previously Tom held senior academic positions in the Faculty of Commerce, Charles Sturt University, as a senior lecturer and as Director of the Regional Economics Research Unit. He was an Economic Analyst with the Office of National Assessments in Canberra, with responsibility for the ASEAN economies and Senior Consultant with KPMG Peat Marwick Management Consultants. Tom has frequently been invited to participate in National and State regional economic development conferences and provide input to government policy. Tom was pivotal in establishing the WRI and his vast experience provides strong leadership to the WRI team.

KATHY SLOAN – Research Officer

BAppSc (AppGeog) *Canberra*, GDip InfoSys *Charles Sturt*

Kathy provides statistical analysis in WRI projects and is an experienced researcher in both the private and public sectors. Her strengths in information communication technology ensure WRI work is enhanced through the usage of current computer applications. Her recent experience in private consultancy and the Planning and Development Division of CSU provides a strong background in project management and quality assurance.

MATTHEW BROOKS – Senior Economist

B Bus (Econ/Psych), M Econ (SocSc) (Hons) *Sydney*

As senior economist at the WRI, Matthew is responsible for the integrity of the economic research. Matthew possesses strong economic modelling skills, especially input output table construction and economic impact analysis. His excellent written communication skills are demonstrated by the clear and simple language, which characterises WRI research reports.

LUCIANA MAZZOTTI - Research Assistant

BBus (Marketing) *Charles Sturt*

Luciana, with a background in marketing adds a new dimension to the WRI team. With her strong understanding of data analysis and ability to apply context to figures, she provides research support to other team members. Luciana has experience in the retail, hospitality and advertising industries and brings a diverse range of skills to the WRI.

APPENDIX 1 – LIST OF DATA ELEMENTS

PCCF_STUDENT_ID	Student Id as appeared in PCCF
PCCF_COURSE	DEST Course code as appeared in PCCF
PCCF_SPECIALISATION	DEST Specialisation as appeared in PCCF
PCCF_YEAR	Year that record was reported to DEST
PCCF_YEAR2	Year that student actually completed (COMP_YEAR)
PCCF_CIT_RESIDENT	PCCF CITIZEN RESIDENT value for student
FIRST_YEAR	First Year that student appeared in CSU/DEST ENROL files for any course
FIRST_SUB	First Submission that student appeared in CSU/DEST ENROL files for any course
FIRST_HOME_LOCATION	HOME_LOCATION as appeared in first ENROL record for student for any course
FIRST_COMMENCEMENT_DATE	The Date that the student first enrolled for any course at CSU
FIRST_GENDER	Gender of student as appeared in first ENROL records for any course
FIRST_ATT_MODE	Attendance Mode from first ENROL record for any course (Internal, Mixed mode, D/E)
FIRST_ATT_TYPE	Attendance Type from first ENROL record for any course (Full time, Part time)
FIRST_DOB	Date of Birth from first ENROL record for any course
FIRST_ATSI	Aboriginal Torres Strait Islander value from first ENROL record for any course
FIRST_MEMBER_LOCATION	Member Location from first ENROL record for any course
FIRST_HECS	HECS Exemption status from first ENROL record for any course
HOME_REGION	CSU Region based on FIRST_HOME_LOCATION
FACULTY	Faculty code for PCCF_COURSE
COURSE_TYPE	DEST Course type for PCCF Course
FOS	DEST Field of Study (Pre 2000) for PCCF_COURSE
FOE	DEST Field of Education (Post 2000 - ASCED) for PCCF_COURSE
FACULTY_NAME	Faculty name for PCCF_COURSE
CURRENT_FOE	FOE equivalent for PCCF Courses with an FOS
FOE_NAME	ASCED FOE name
ACTIVITY	GCCA value for Activity as at 31 October
STUDY	GCCA value for Study mode in final year
STL_WTH_EMP	GCCA value - Still with employer
DESTINATION_PCODE	GCCA value, Destination postcode
ACTIVITY_NAME	Name for ACTIVITY - CSU aggregate
WORK_FINAL_YEAR	Did student have work in final year?
SAME_EMPLOYER	CSU aggregate for STL_WTH_EMP (Still with employer)
STUDY_MODE	In what mode (FT, PT, none) did student study in final year
DESTINATION_REGION	CSU region based on DESTINATION_PCODE