



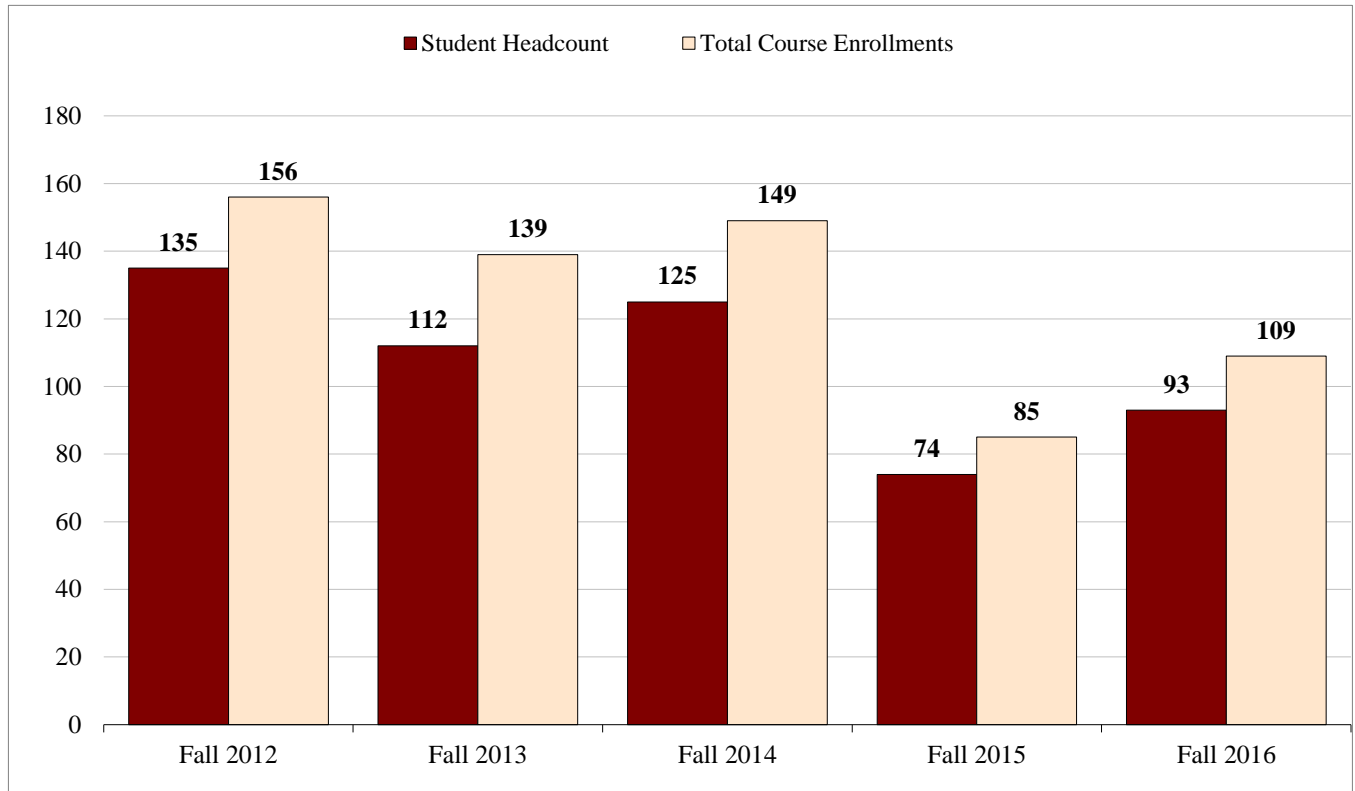
Las Positas College  
**Program Review Discipline Data Packet**  
Fall 2012 to Fall 2016

Discipline:  
**Mass Communications (MSCM)**

<b><u>TABLE OF CONTENTS</u></b>	<b><u>PAGE</u></b>
Headcount & Enrollment .....	1
Student Demographics: Gender & Age .....	2
Student Demographics: Race-Ethnicity .....	3
Student Enrollment Status .....	4
Student Unit Load .....	5
Student Educational Goal .....	6
Highest Educational Level of Students .....	7
Student Performance: Course Success & Completion Rates .....	8
Enrollment Management Data .....	9-10

## Headcount & Enrollment

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Student Headcount	135	112	125	74	93
Total Course Enrollments	156	139	149	85	109



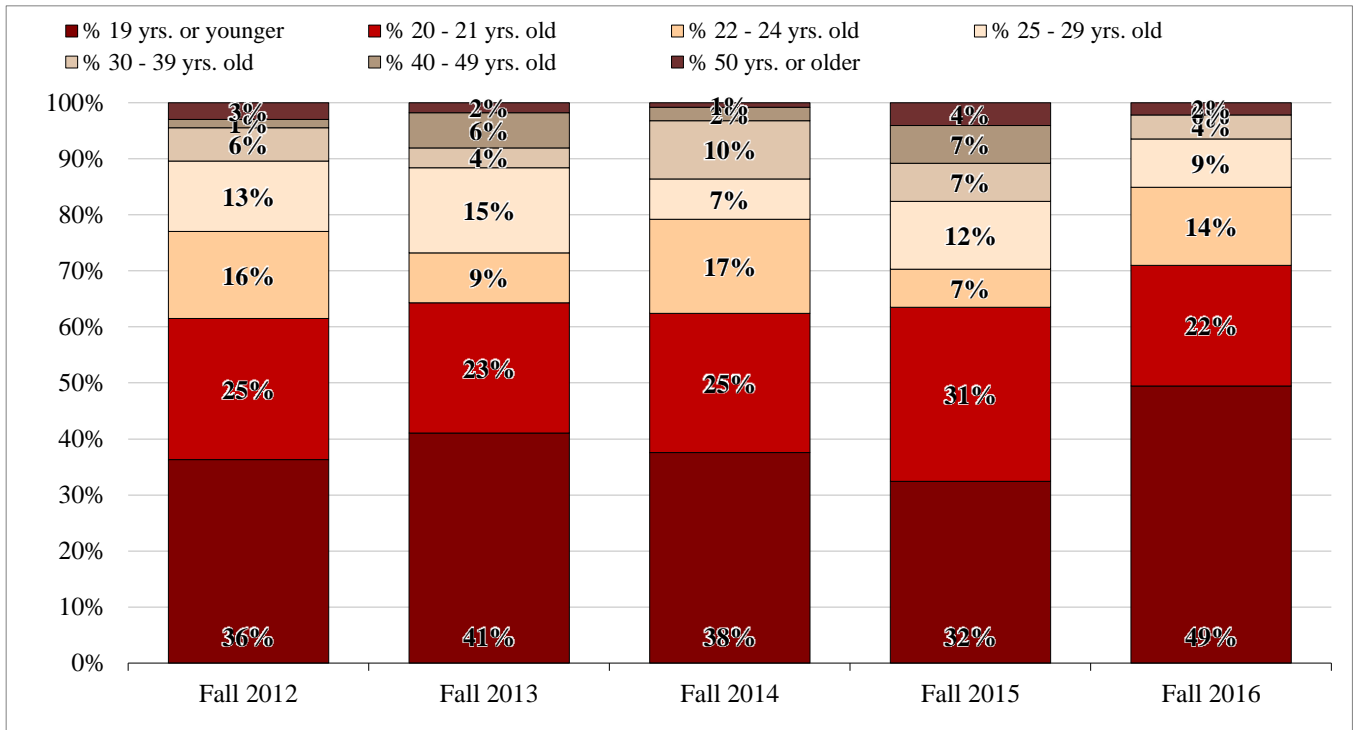
**Definitions:**

**Student Headcount** is the unduplicated count of students enrolled in all courses within the discipline.

**Total Course Enrollments** is the sum of all course enrollments (filled seats) within the discipline.

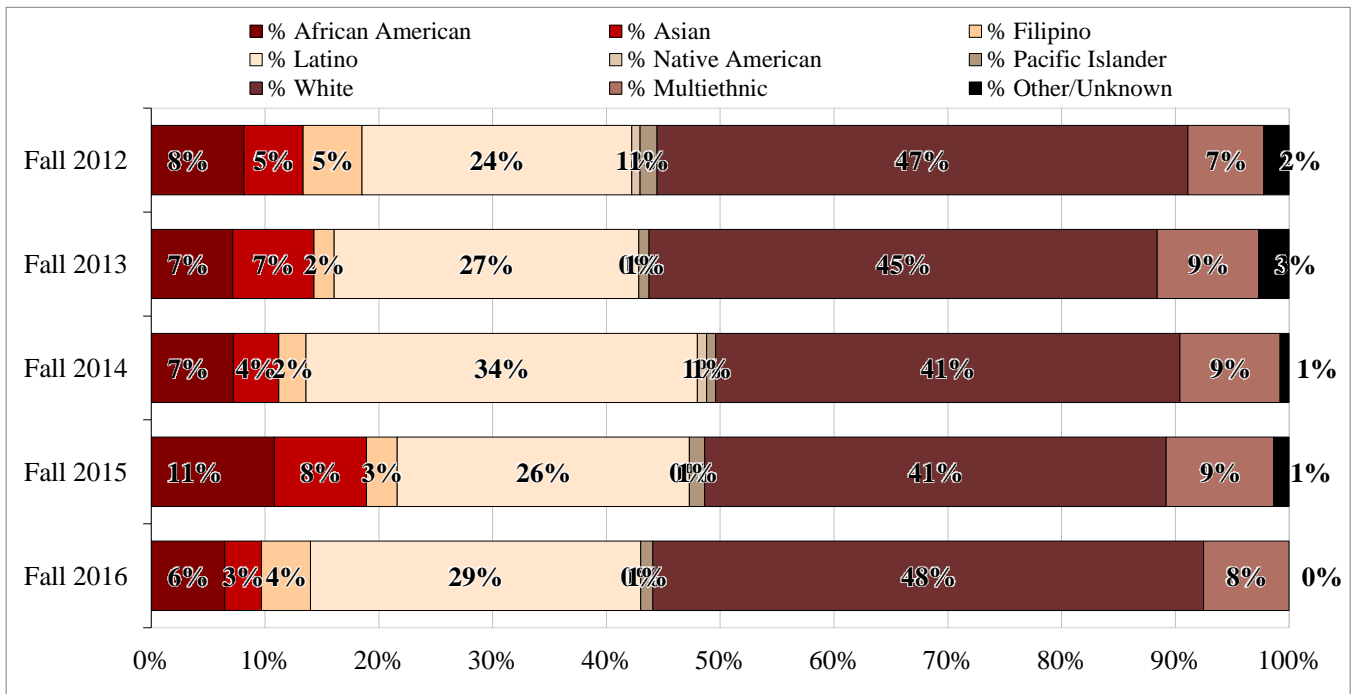
### Student Demographics: Gender & Age

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Female	67	50	68	38	40
Male	66	62	53	35	53
19 yrs. or younger	49	46	47	24	46
20-21 yrs. old	34	26	31	23	20
22-24 yrs. old	21	10	21	5	13
25-29 yrs. old	17	17	9	9	8
30-39 yrs. old	8	4	13	5	4
40-49 yrs. old	2	7	3	5	0
50 yrs. or older	4	2	1	3	2
% Female	50%	45%	56%	52%	43%
% Male	50%	55%	44%	48%	57%
% 19 yrs. or younger	36%	41%	38%	32%	49%
% 20 - 21 yrs. old	25%	23%	25%	31%	22%
% 22 - 24 yrs. old	16%	9%	17%	7%	14%
% 25 - 29 yrs. old	13%	15%	7%	12%	9%
% 30 - 39 yrs. old	6%	4%	10%	7%	4%
% 40 - 49 yrs. old	1%	6%	2%	7%	0%
% 50 yrs. or older	3%	2%	1%	4%	2%



### Student Demographic: Race-Ethnicity

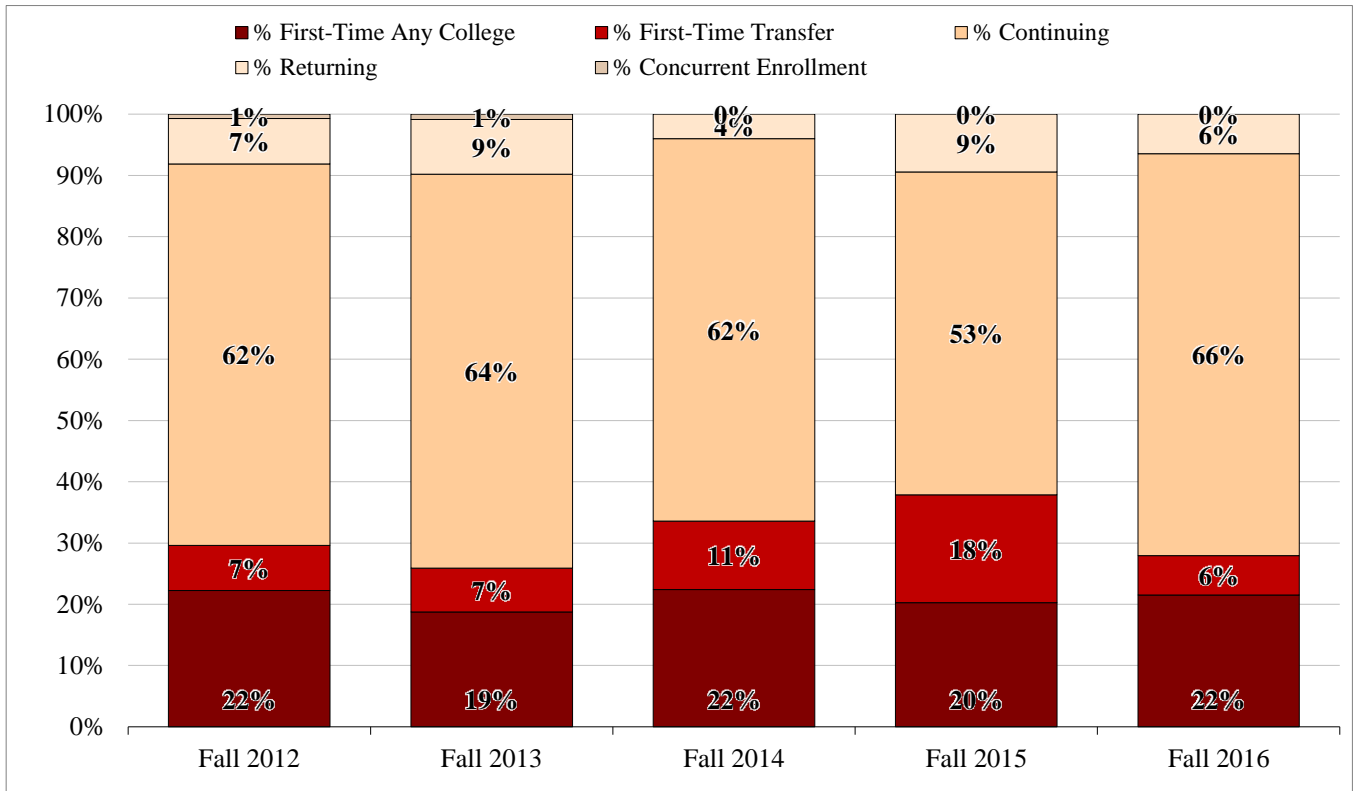
Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
African American	11	8	9	8	6
Asian	7	8	5	6	3
Filipino	7	2	3	2	4
Latino	32	30	43	19	27
Native American	1	0	1	0	0
Pacific Islander	2	1	1	1	1
White	63	50	51	30	45
Multiethnic	9	10	11	7	7
Other/Unknown	3	3	1	1	0
% African American	8%	7%	7%	11%	6%
% Asian	5%	7%	4%	8%	3%
% Filipino	5%	2%	2%	3%	4%
% Latino	24%	27%	34%	26%	29%
% Native American	1%	0%	1%	0%	0%
% Pacific Islander	1%	1%	1%	1%	1%
% White	47%	45%	41%	41%	48%
% Multiethnic	7%	9%	9%	9%	8%
% Other/Unknown	2%	3%	1%	1%	0%



Note: Multiethnic category became available in Fall 2011.

## Student Enrollment Status

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
First-Time Any College	30	21	28	15	20
First-Time Transfer	10	8	14	13	6
Continuing	84	72	78	39	61
Returning	10	10	5	7	6
Concurrent Enrollment	1	1	0	0	0
% First-Time Any College	22%	19%	22%	20%	22%
% First-Time Transfer	7%	7%	11%	18%	6%
% Continuing	62%	64%	62%	53%	66%
% Returning	7%	9%	4%	9%	6%
% Concurrent Enrollment	1%	1%	0%	0%	0%



**Definitions:**

**First-Time Any College:** Students enrolled in college for the first time.

**First-Time Transfer:** Students transferring to LPC in the current semester from another community college or university.

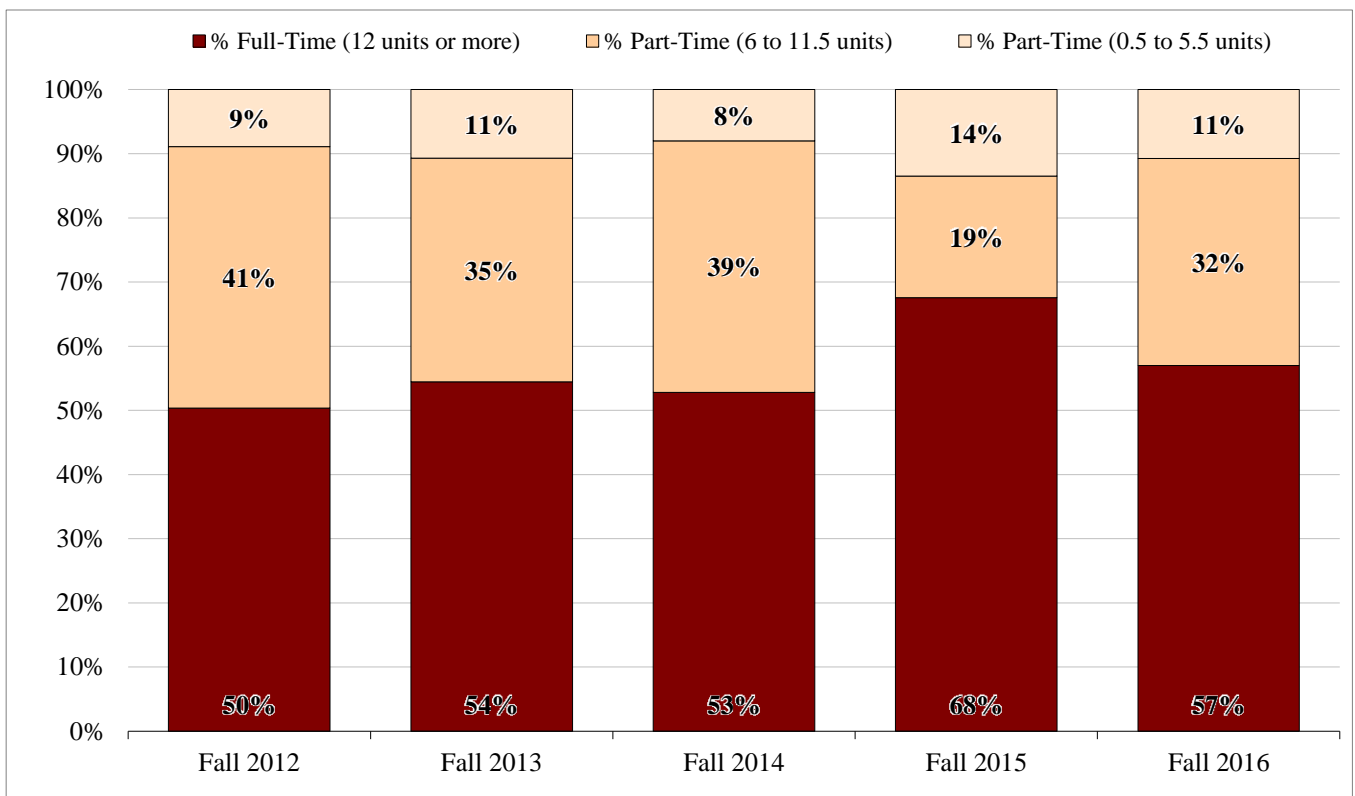
**Continuing:** Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

**Returning:** Students enrolled at LPC after an absence of one or more primary terms from the District.

**Concurrent Enrollment:** A special admit student currently enrolled in K-12.

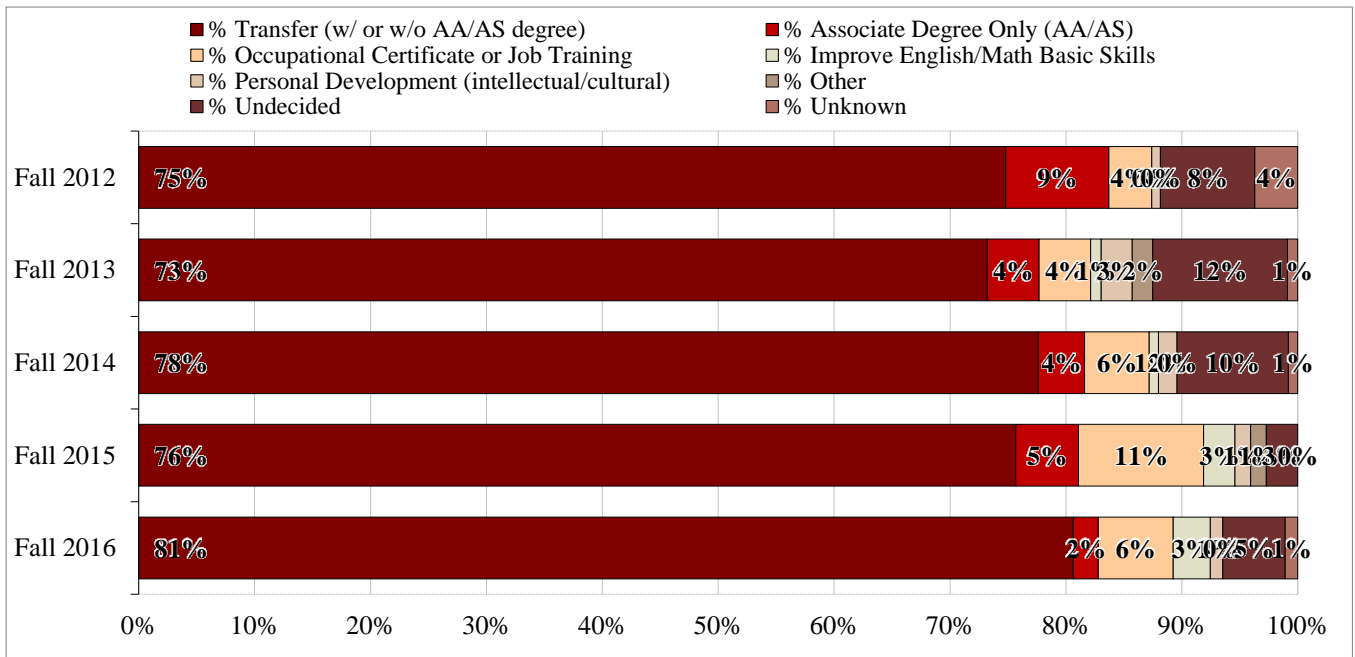
### Student Unit Load

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Full-Time (12 units or more)	68	61	66	50	53
Part-Time (6 to 11.5 units)	55	39	49	14	30
Part-Time (0.5 to 5.5 units)	12	12	10	10	10
% Full-Time (12 units or more)	50%	54%	53%	68%	57%
% Part-Time (6 to 11.5 units)	41%	35%	39%	19%	32%
% Part-Time (0.5 to 5.5 units)	9%	11%	8%	14%	11%



## Student Educational Goal

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Transfer (w/ or w/o AA/AS degree)	101	82	97	56	75
Associate Degree Only (AA/AS)	12	5	5	4	2
Occupational Certificate or Job Training	5	5	7	8	6
Improve English/Math Basic Skills	0	1	1	2	3
Personal Development (intellectual/cultural)	1	3	2	1	1
Other	0	2	0	1	0
Undecided	11	13	12	2	5
Unknown	5	1	1	0	1
<b>% Transfer (w/ or w/o AA/AS degree)</b>	<b>75%</b>	<b>73%</b>	<b>78%</b>	<b>76%</b>	<b>81%</b>
<b>% Associate Degree Only (AA/AS)</b>	<b>9%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>2%</b>
<b>% Occupational Certificate or Job Training</b>	<b>4%</b>	<b>4%</b>	<b>6%</b>	<b>11%</b>	<b>6%</b>
<b>% Improve English/Math Basic Skills</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>	<b>3%</b>
<b>% Personal Development (intellectual/cultural)</b>	<b>1%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>
<b>% Other</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>
<b>% Undecided</b>	<b>8%</b>	<b>12%</b>	<b>10%</b>	<b>3%</b>	<b>5%</b>
<b>% Unknown</b>	<b>4%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>



**Definitions:**

**Transfer:** Students who want to transfer to a 4-year university. Includes students enrolled in 4-year institutions completing requirements at LPC.

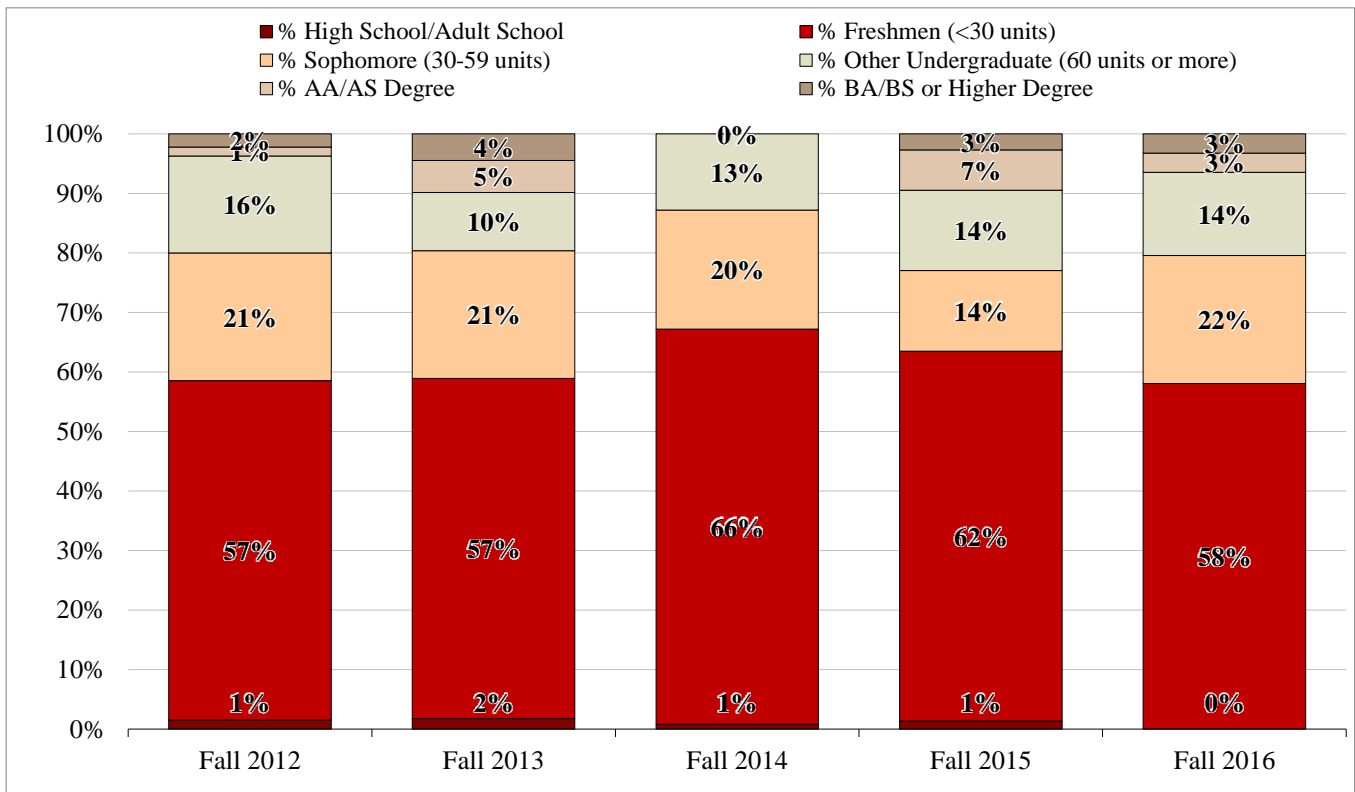
**Occupational Certificate/Job Training:** Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

**Personal Development:** Students taking courses for intellectual and/or cultural development.

**Other:** Students completing diploma/GED requirements or moving from non-credit to credit courses. Data from admission application.

### Highest Educational Level of Students

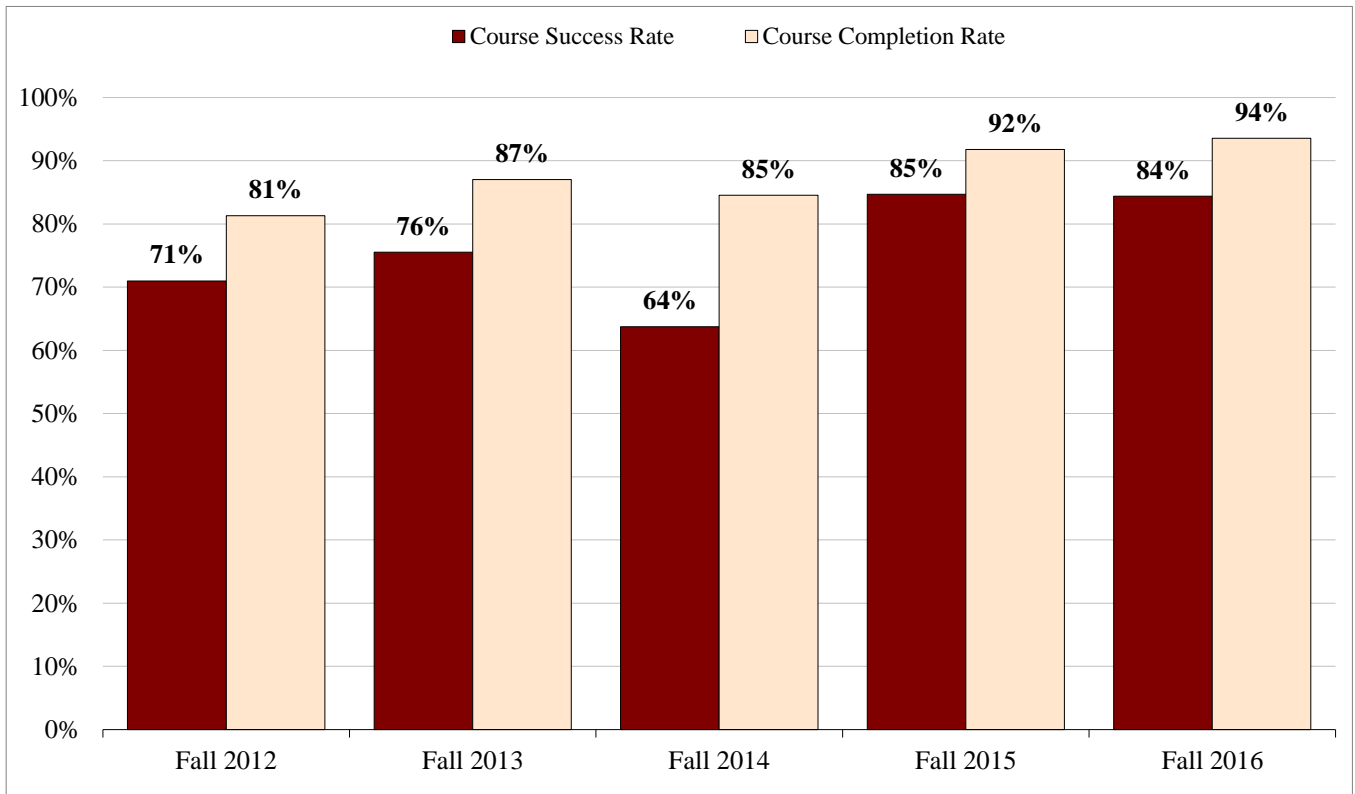
Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
High School/Adult School	2	2	1	1	0
Freshmen (<30 units)	77	64	83	46	54
Sophomore (30-59 units)	29	24	25	10	20
Other Undergraduate (60 units or more)	22	11	16	10	13
AA/AS Degree	2	6	0	5	3
BA/BS or Higher Degree	3	5	0	2	3
% High School/Adult School	1%	2%	1%	1%	0%
% Freshmen (<30 units)	57%	57%	66%	62%	58%
% Sophomore (30-59 units)	21%	21%	20%	14%	22%
% Other Undergraduate (60 units or more)	16%	10%	13%	14%	14%
% AA/AS Degree	1%	5%	0%	7%	3%
% BA/BS or Higher Degree	2%	4%	0%	3%	3%





## Student Performance

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Course Success Rate	71%	76%	64%	85%	84%
Course Completion Rate	81%	87%	85%	92%	94%



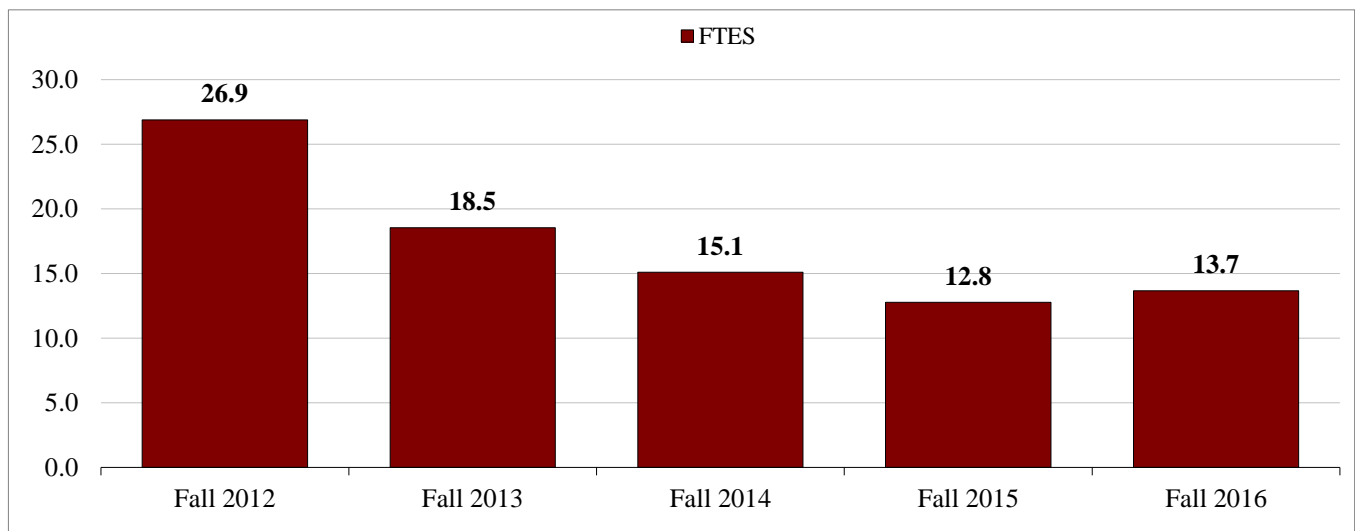
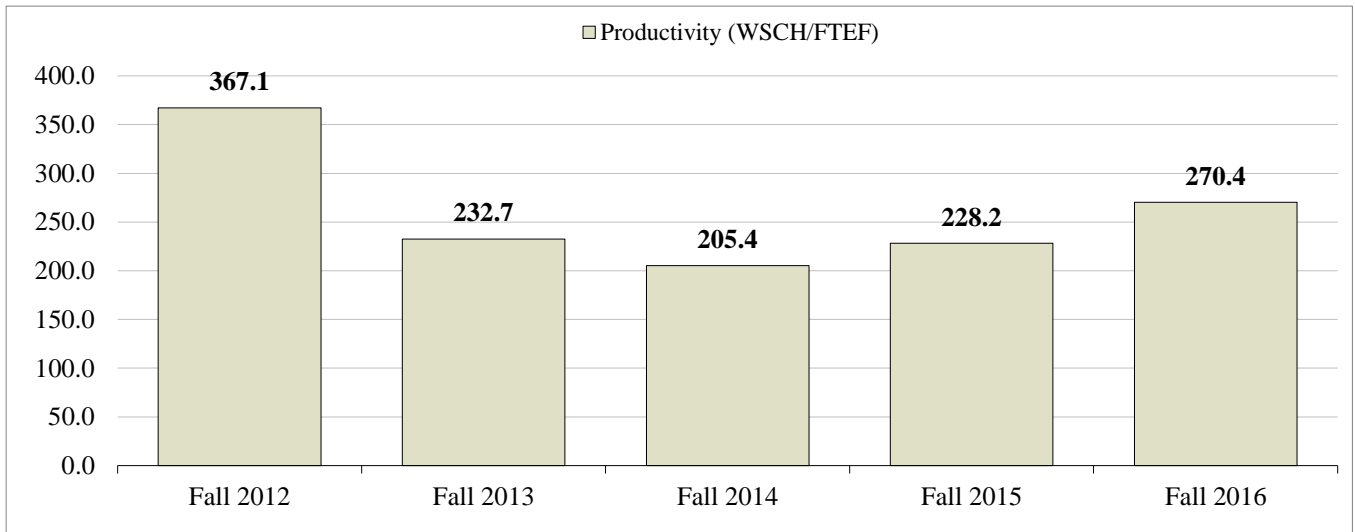
**Definitions:**

**Course Success Rate** is the percentage of students receiving a passing grade ('A', 'B', 'C', 'CR', or 'P') relative to all students receiving a grade.

**Course Completion Rate** is the percentage of students receiving any grade other than 'W' relative to all students receiving a grade.

## Enrollment Management: Part 1

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
WSCH	822	560	460	397	430
FTES	26.9	18.5	15.1	12.8	13.7
FTEF	2.2	2.4	2.2	1.7	1.6
Productivity (WSCH/FTEF)	367.1	232.7	205.4	228.2	270.4



**Definitions:**

**WSCH** is the total Weekly Student Contact Hours resulting from all enrollment within the discipline.

**FTES** is the total Full Time Equivalent Student value resulting from all enrollment within the discipline.

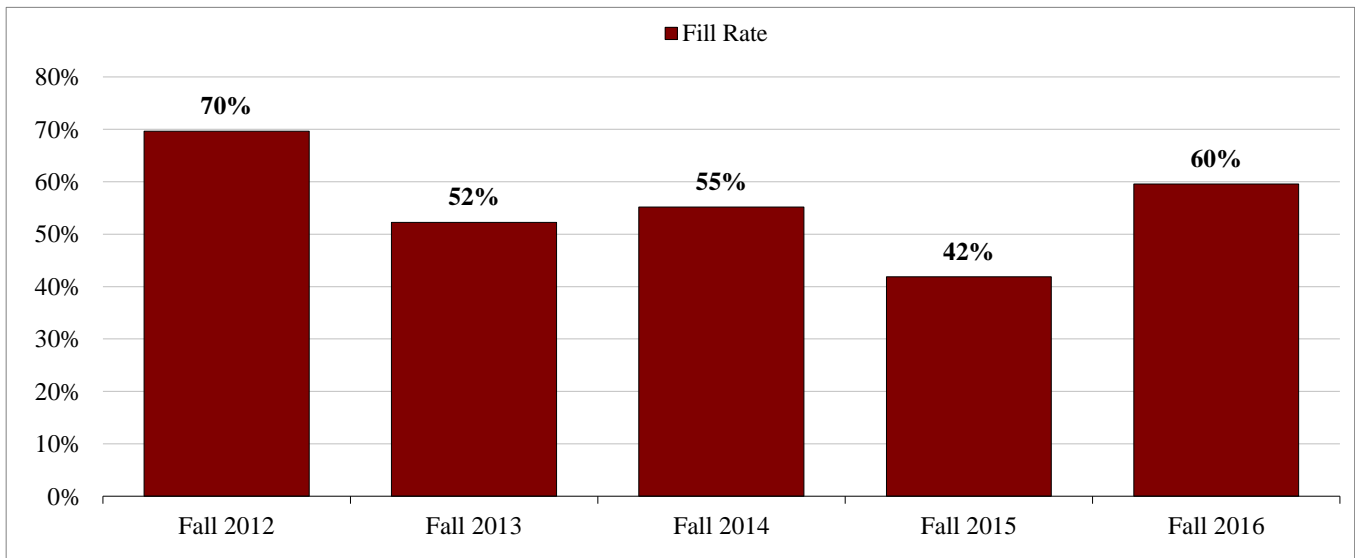
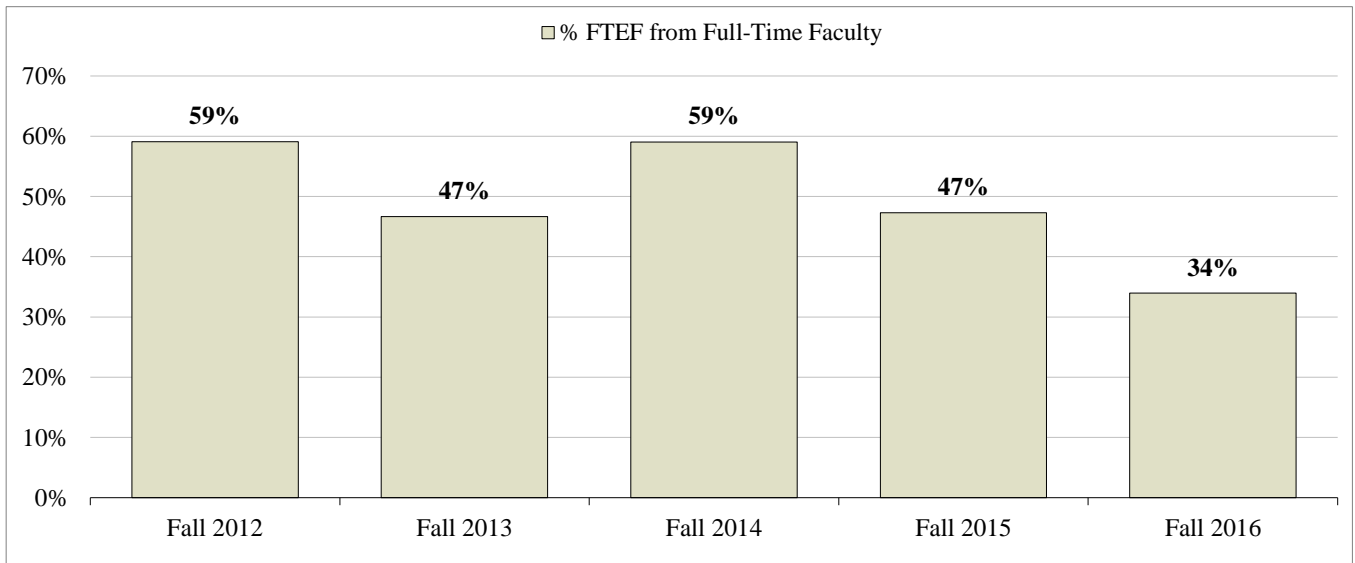
**FTEF** is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

**Productivity** is the ratio of WSCH to FTEF and a standard measure of discipline efficiency.

**Note:** Enrollment Management data includes all credit courses accounted for during the respective academic terms; data accessed on 5/9/17.

## Enrollment Management: Part 2

Mass Communications ( MSCM )					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
FTEF from Full-Time Faculty	1.3	1.1	1.3	0.8	0.5
% FTEF from Full-Time Faculty	59%	47%	59%	47%	34%
Enrollments	156	139	149	85	109
Capacity (seats available)	224	266	270	203	183
Fill Rate	70%	52%	55%	42%	60%



**Definitions:**

**Fill Rate** is number of enrollments over the total capacity (seats available).

**% FTEF from Full-time Faculty** is the FTEF generated by full-time faculty as load (i.e., excluding overload) divided by the total FTEF.

**Note:** Enrollment Management data includes all credit courses accounted for during the respective academic terms; data accessed on 5/9/17.