



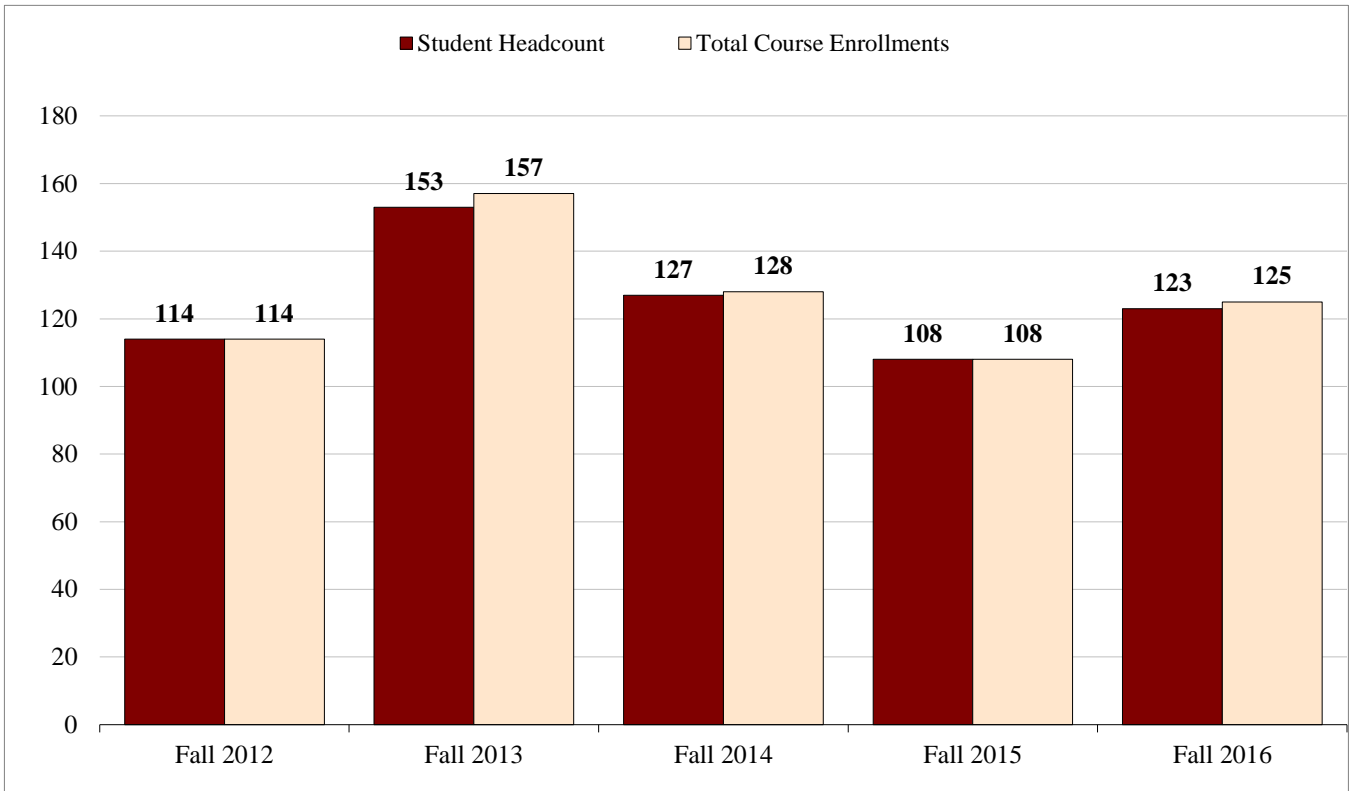
Las Positas College
Program Review Discipline Data Packet
Fall 2012 to Fall 2016

Discipline:
Marketing (MKTG)

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Headcount & Enrollment

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Student Headcount	114	153	127	108	123
Total Course Enrollments	114	157	128	108	125



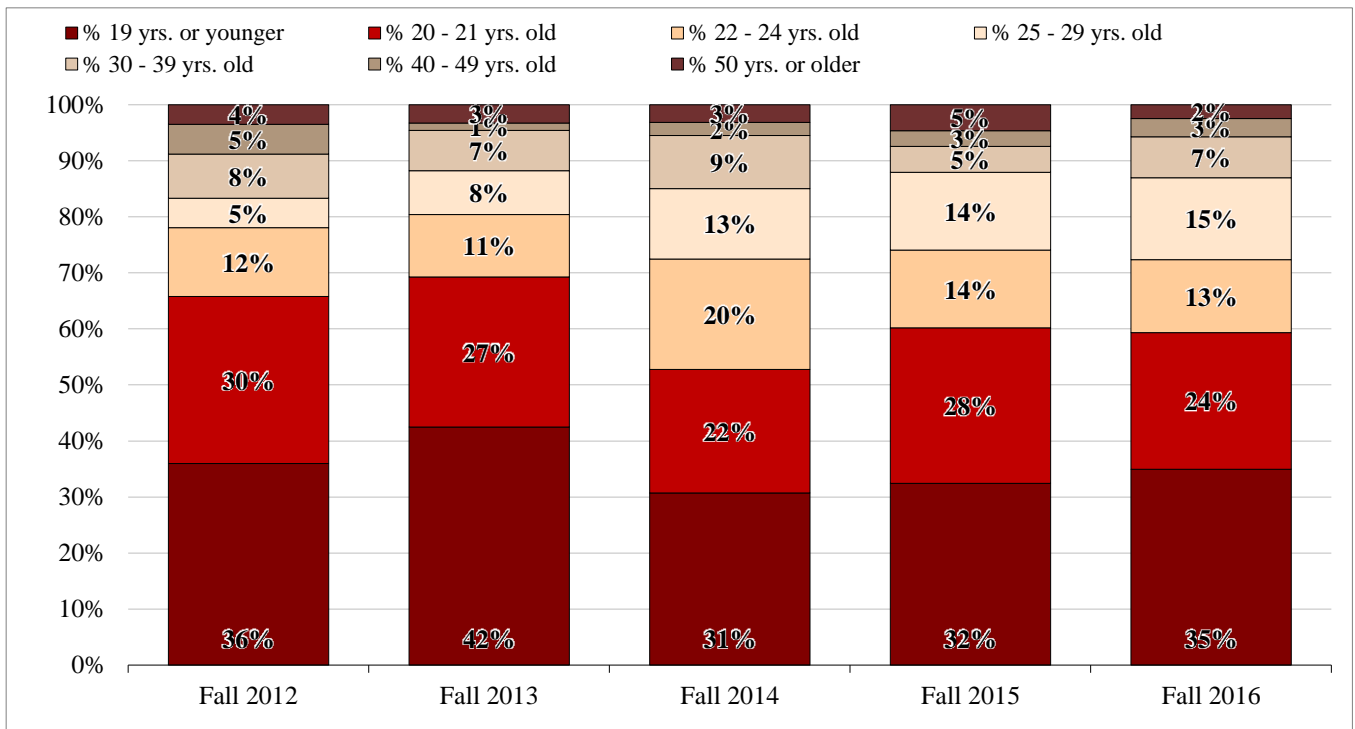
Definitions:

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.

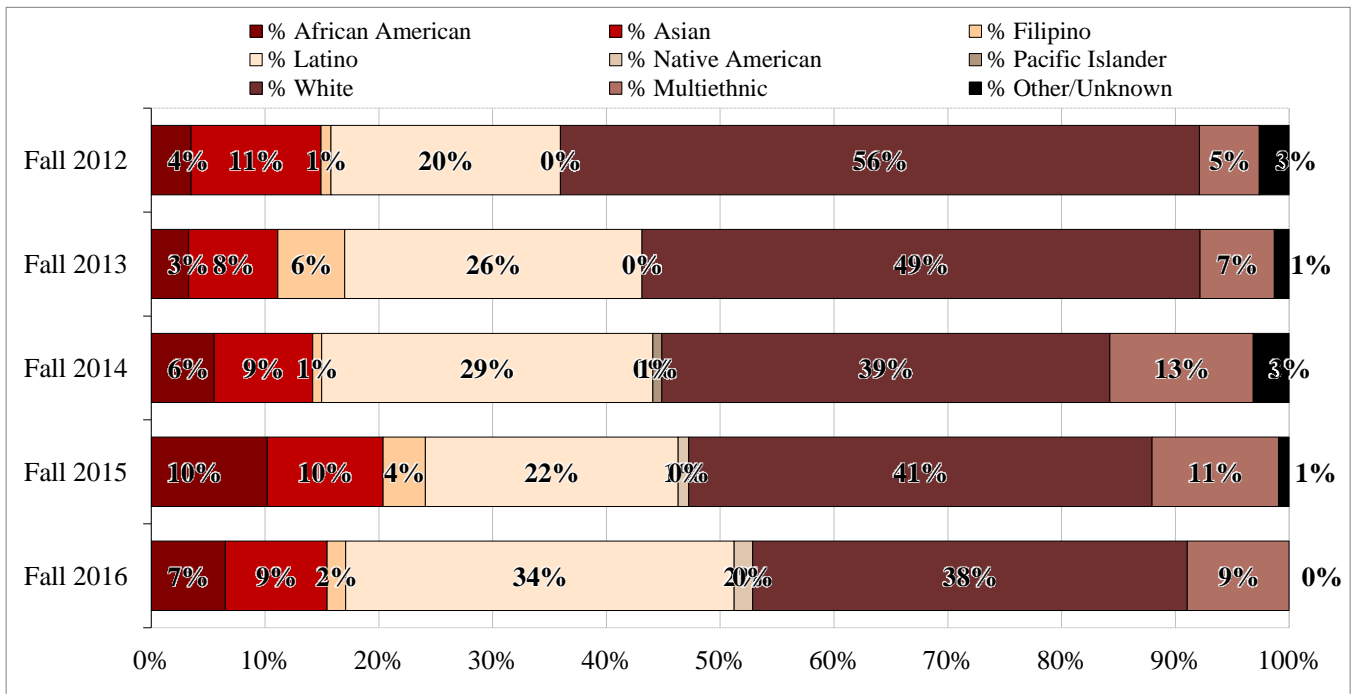
Student Demographics: Gender & Age

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Female	55	65	58	37	51
Male	59	88	69	70	72
19 yrs. or younger	41	65	39	35	43
20-21 yrs. old	34	41	28	30	30
22-24 yrs. old	14	17	25	15	16
25-29 yrs. old	6	12	16	15	18
30-39 yrs. old	9	11	12	5	9
40-49 yrs. old	6	2	3	3	4
50 yrs. or older	4	5	4	5	3
% Female	48%	42%	46%	35%	41%
% Male	52%	58%	54%	65%	59%
% 19 yrs. or younger	36%	42%	31%	32%	35%
% 20 - 21 yrs. old	30%	27%	22%	28%	24%
% 22 - 24 yrs. old	12%	11%	20%	14%	13%
% 25 - 29 yrs. old	5%	8%	13%	14%	15%
% 30 - 39 yrs. old	8%	7%	9%	5%	7%
% 40 - 49 yrs. old	5%	1%	2%	3%	3%
% 50 yrs. or older	4%	3%	3%	5%	2%



Student Demographic: Race-Ethnicity

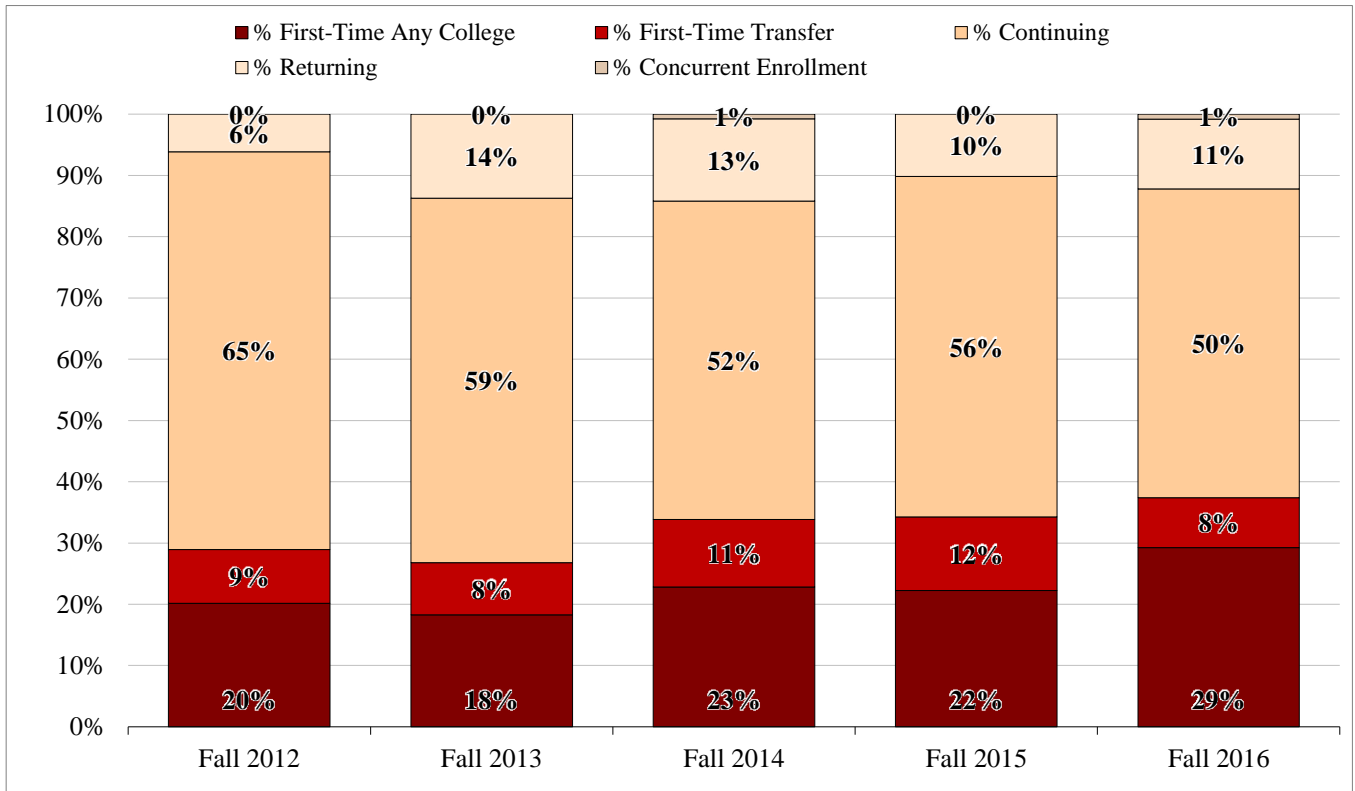
Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
African American	4	5	7	11	8
Asian	13	12	11	11	11
Filipino	1	9	1	4	2
Latino	23	40	37	24	42
Native American	0	0	0	1	2
Pacific Islander	0	0	1	0	0
White	64	75	50	44	47
Multiethnic	6	10	16	12	11
Other/Unknown	3	2	4	1	0
% African American	4%	3%	6%	10%	7%
% Asian	11%	8%	9%	10%	9%
% Filipino	1%	6%	1%	4%	2%
% Latino	20%	26%	29%	22%	34%
% Native American	0%	0%	0%	1%	2%
% Pacific Islander	0%	0%	1%	0%	0%
% White	56%	49%	39%	41%	38%
% Multiethnic	5%	7%	13%	11%	9%
% Other/Unknown	3%	1%	3%	1%	0%



Note: Multiethnic category became available in Fall 2011.

Student Enrollment Status

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
First-Time Any College	23	28	29	24	36
First-Time Transfer	10	13	14	13	10
Continuing	74	91	66	60	62
Returning	7	21	17	11	14
Concurrent Enrollment	0	0	1	0	1
% First-Time Any College	20%	18%	23%	22%	29%
% First-Time Transfer	9%	8%	11%	12%	8%
% Continuing	65%	59%	52%	56%	50%
% Returning	6%	14%	13%	10%	11%
% Concurrent Enrollment	0%	0%	1%	0%	1%



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.

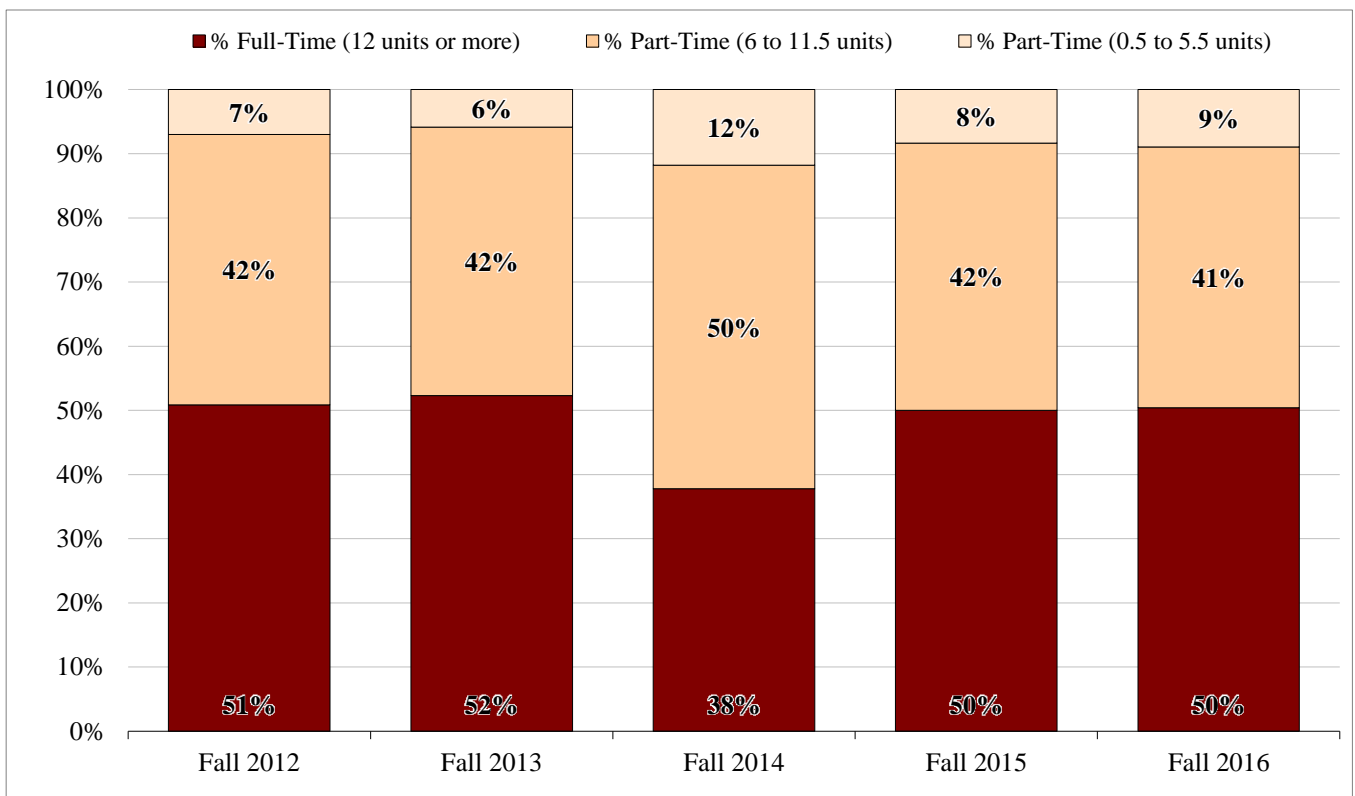
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

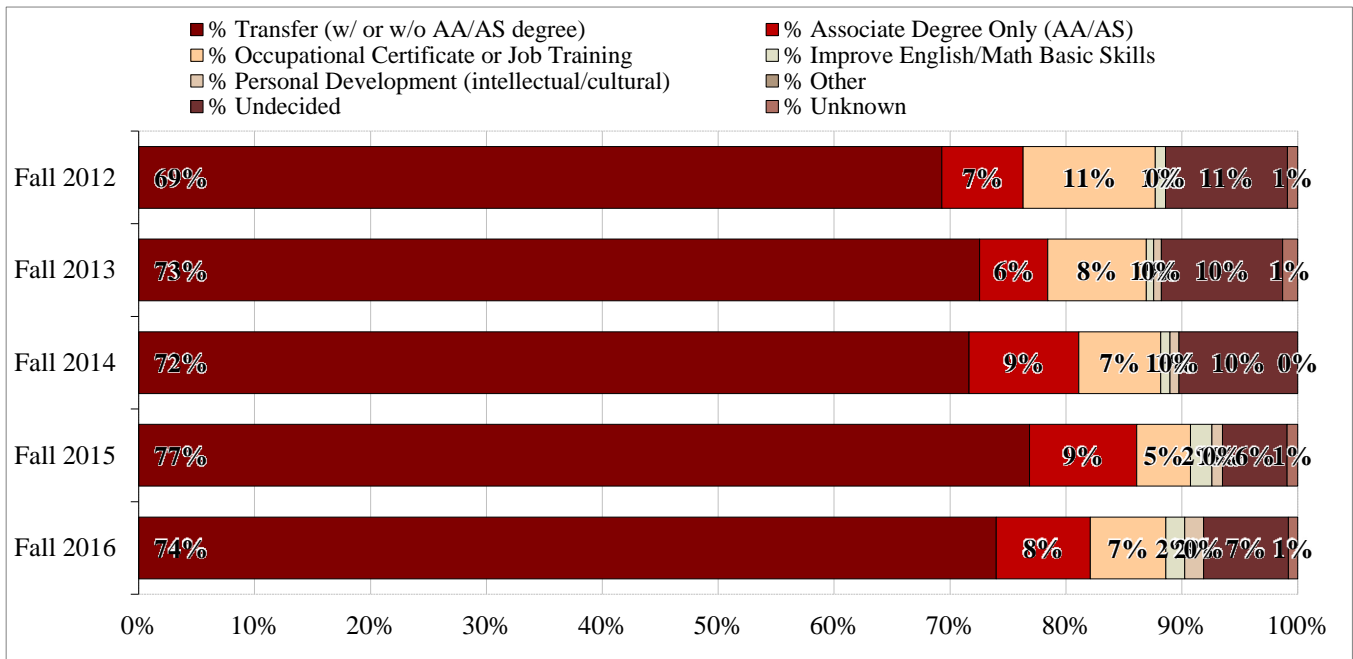
Student Unit Load

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Full-Time (12 units or more)	58	80	48	54	62
Part-Time (6 to 11.5 units)	48	64	64	45	50
Part-Time (0.5 to 5.5 units)	8	9	15	9	11
% Full-Time (12 units or more)	51%	52%	38%	50%	50%
% Part-Time (6 to 11.5 units)	42%	42%	50%	42%	41%
% Part-Time (0.5 to 5.5 units)	7%	6%	12%	8%	9%



Student Educational Goal

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Transfer (w/ or w/o AA/AS degree)	79	111	91	83	91
Associate Degree Only (AA/AS)	8	9	12	10	10
Occupational Certificate or Job Training	13	13	9	5	8
Improve English/Math Basic Skills	1	1	1	2	2
Personal Development (intellectual/cultural)	0	1	1	1	2
Other	0	0	0	0	0
Undecided	12	16	13	6	9
Unknown	1	2	0	1	1
% Transfer (w/ or w/o AA/AS degree)	69%	73%	72%	77%	74%
% Associate Degree Only (AA/AS)	7%	6%	9%	9%	8%
% Occupational Certificate or Job Training	11%	8%	7%	5%	7%
% Improve English/Math Basic Skills	1%	1%	1%	2%	2%
% Personal Development (intellectual/cultural)	0%	1%	1%	1%	2%
% Other	0%	0%	0%	0%	0%
% Undecided	11%	10%	10%	6%	7%
% Unknown	1%	1%	0%	1%	1%



Definitions:

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

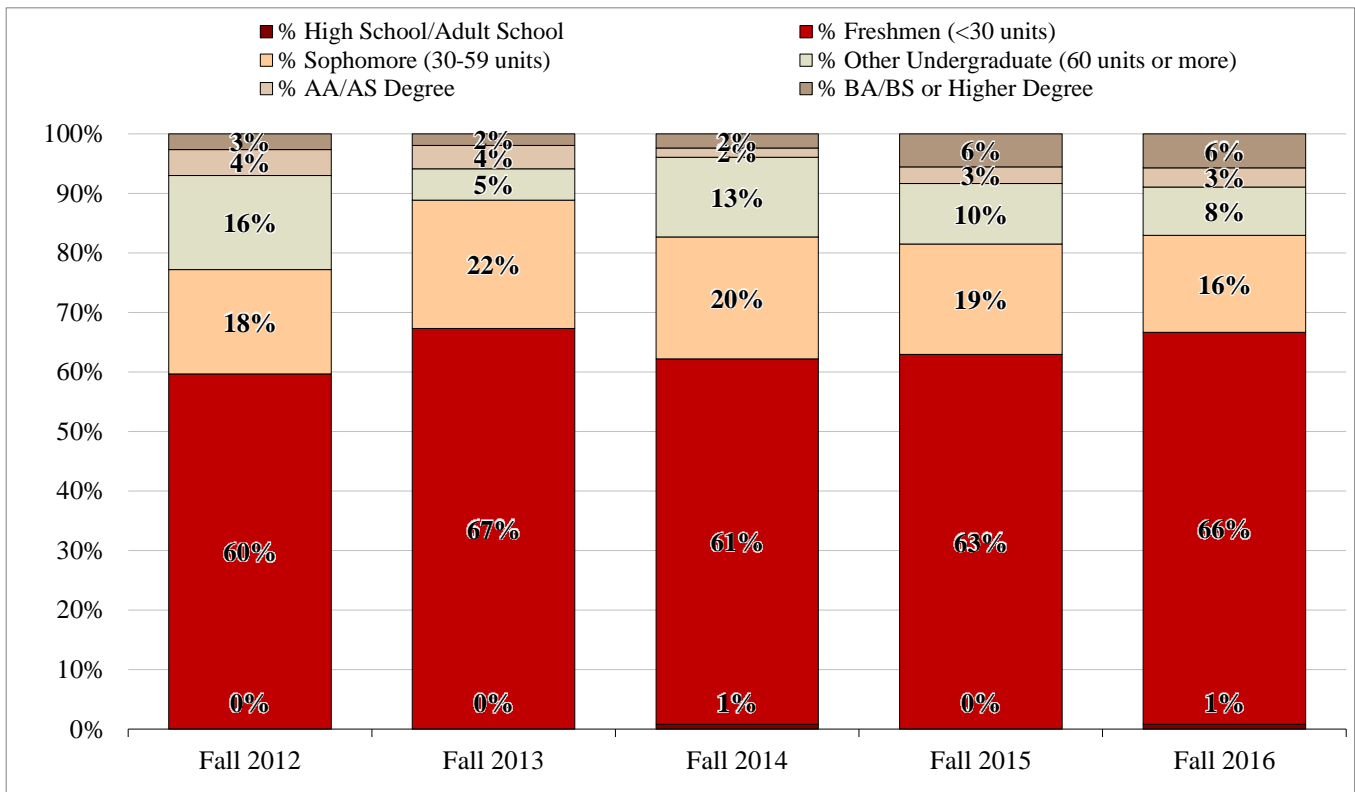
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

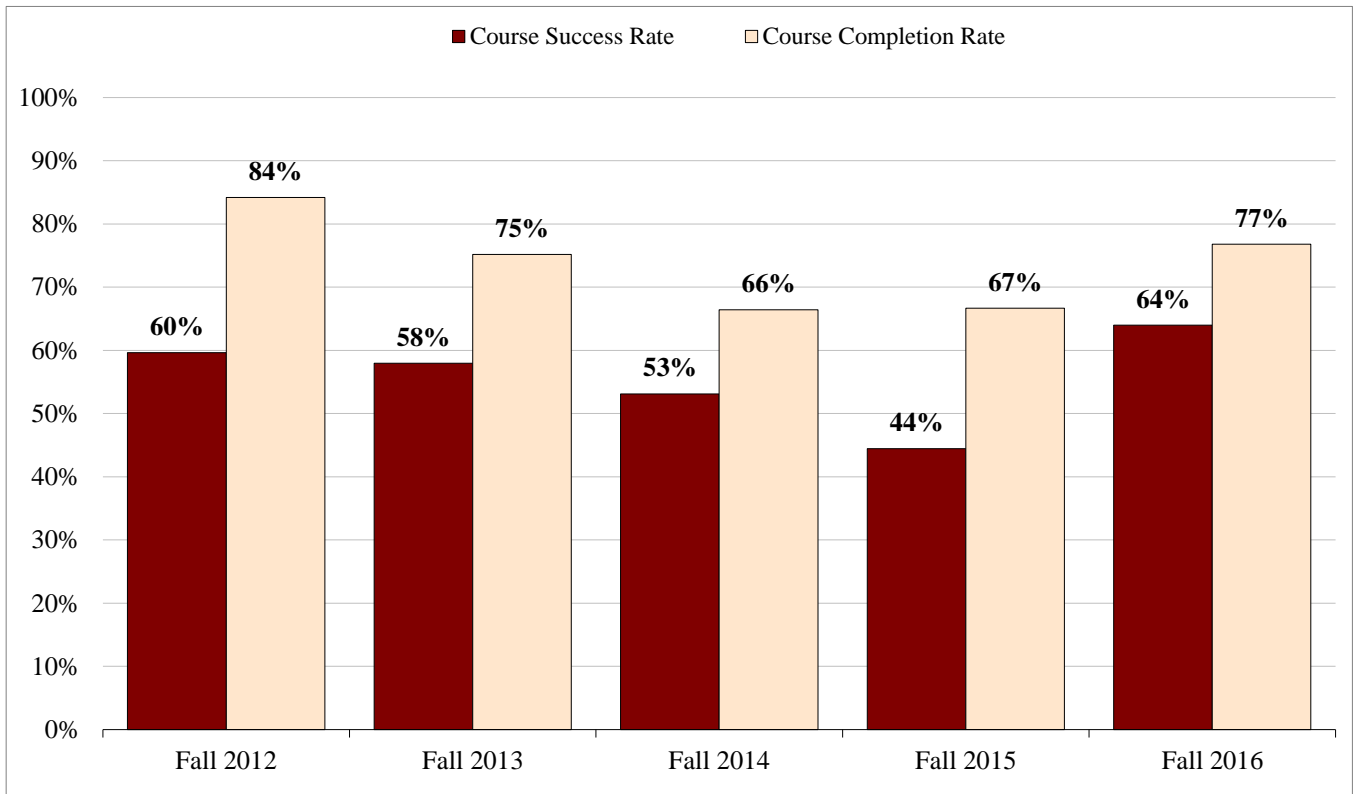
Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
High School/Adult School	0	0	1	0	1
Freshmen (<30 units)	68	103	78	68	81
Sophomore (30-59 units)	20	33	26	20	20
Other Undergraduate (60 units or more)	18	8	17	11	10
AA/AS Degree	5	6	2	3	4
BA/BS or Higher Degree	3	3	3	6	7
% High School/Adult School	0%	0%	1%	0%	1%
% Freshmen (<30 units)	60%	67%	61%	63%	66%
% Sophomore (30-59 units)	18%	22%	20%	19%	16%
% Other Undergraduate (60 units or more)	16%	5%	13%	10%	8%
% AA/AS Degree	4%	4%	2%	3%	3%
% BA/BS or Higher Degree	3%	2%	2%	6%	6%



Student Performance

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Course Success Rate	60%	58%	53%	44%	64%
Course Completion Rate	84%	75%	66%	67%	77%



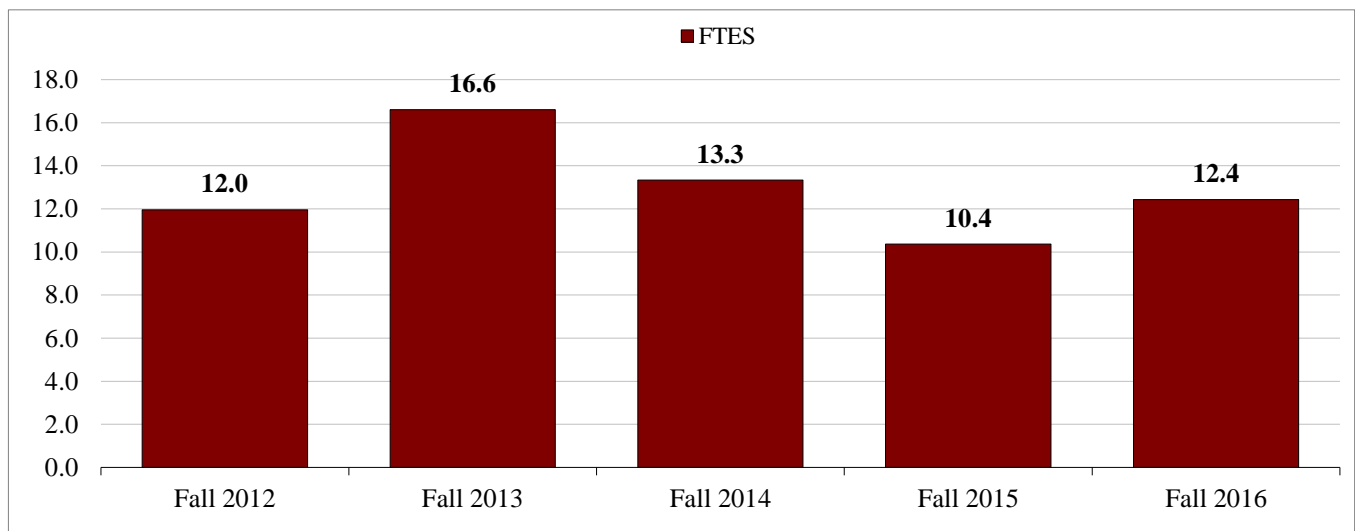
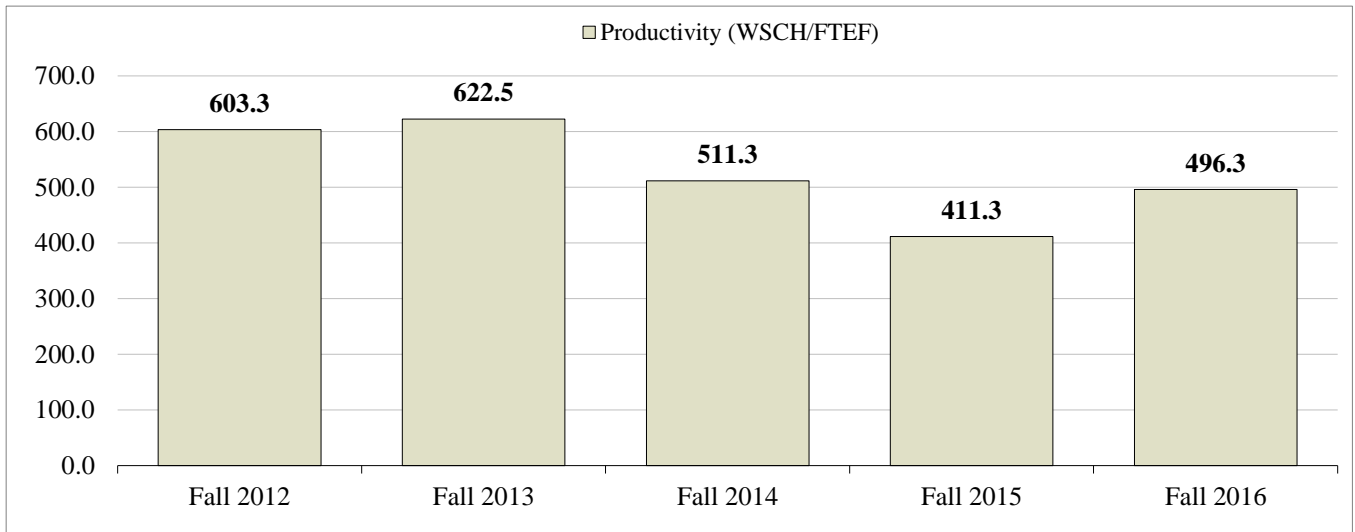
Definitions:

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

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
WSCH	362	498	409	329	397
FTES	12.0	16.6	13.3	10.4	12.4
FTEF	0.6	0.8	0.8	0.8	0.8
Productivity (WSCH/FTEF)	603.3	622.5	511.3	411.3	496.3



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.

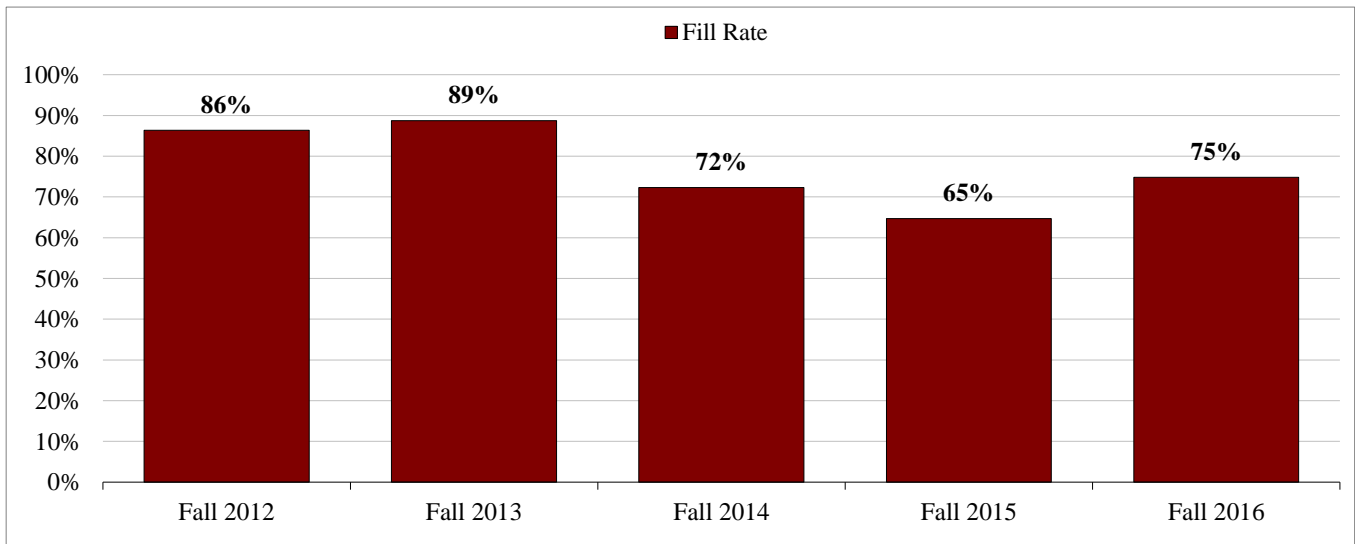
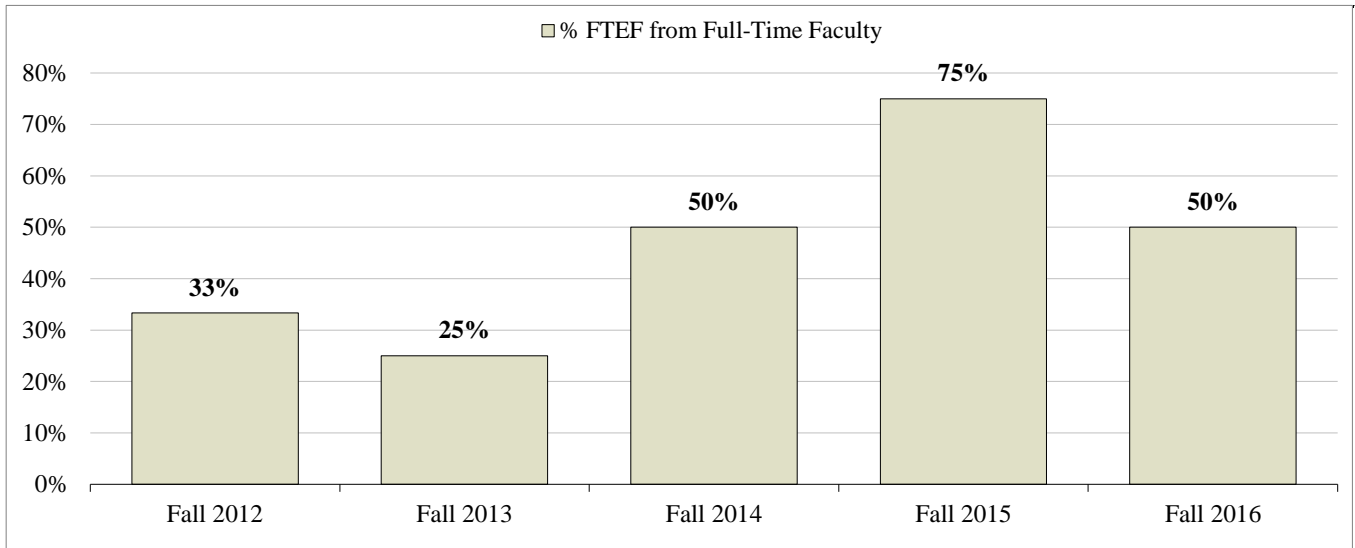
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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

Marketing (MKTG)					
	Term				
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
FTEF from Full-Time Faculty	0.2	0.2	0.4	0.6	0.4
% FTEF from Full-Time Faculty	33%	25%	50%	75%	50%
Enrollments	114	157	128	108	125
Capacity (seats available)	132	177	177	167	167
Fill Rate	86%	89%	72%	65%	75%



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.