



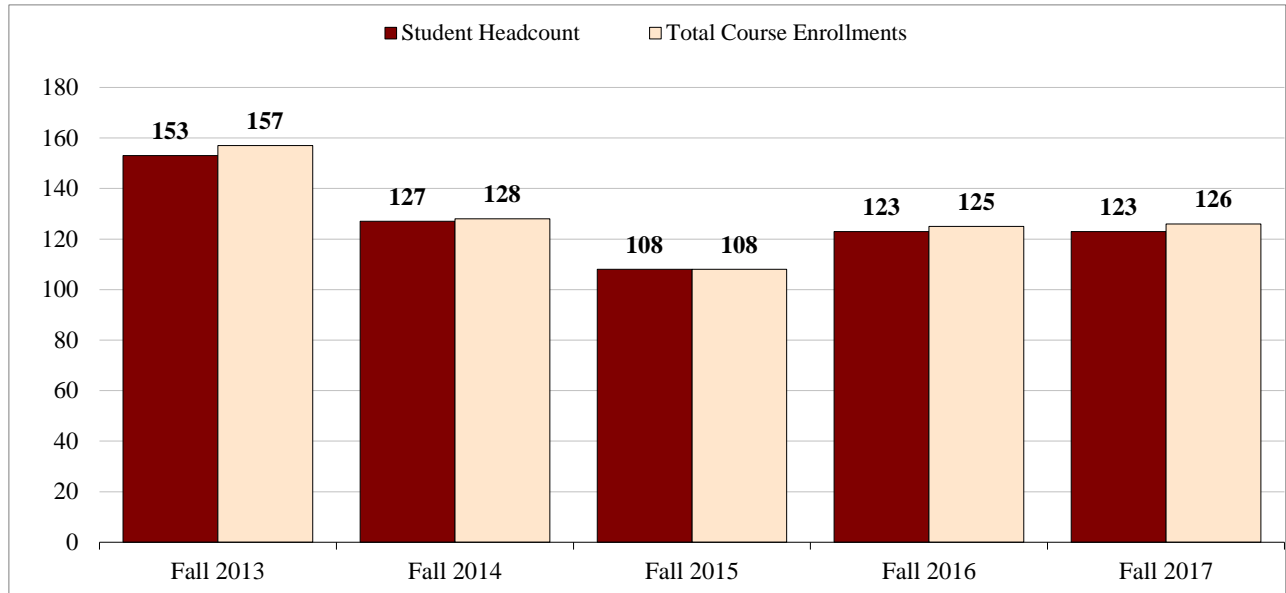
Las Positas College
Program Review Discipline Data Packet
Fall 2013 to Fall 2017

Discipline:
Marketing (MKTG)

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Headcount & Enrollment

Marketing (MKTG)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Student Headcount	153	127	108	123	123
Total Course Enrollments	157	128	108	125	126



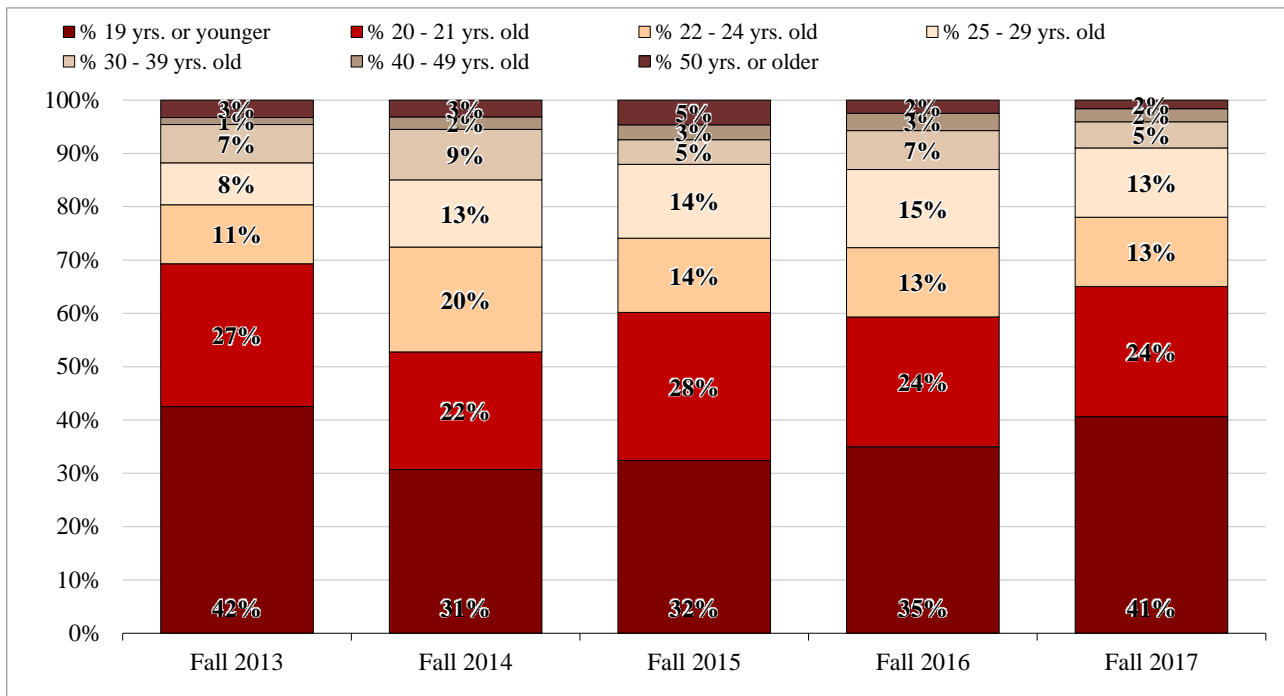
Definitions:

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.

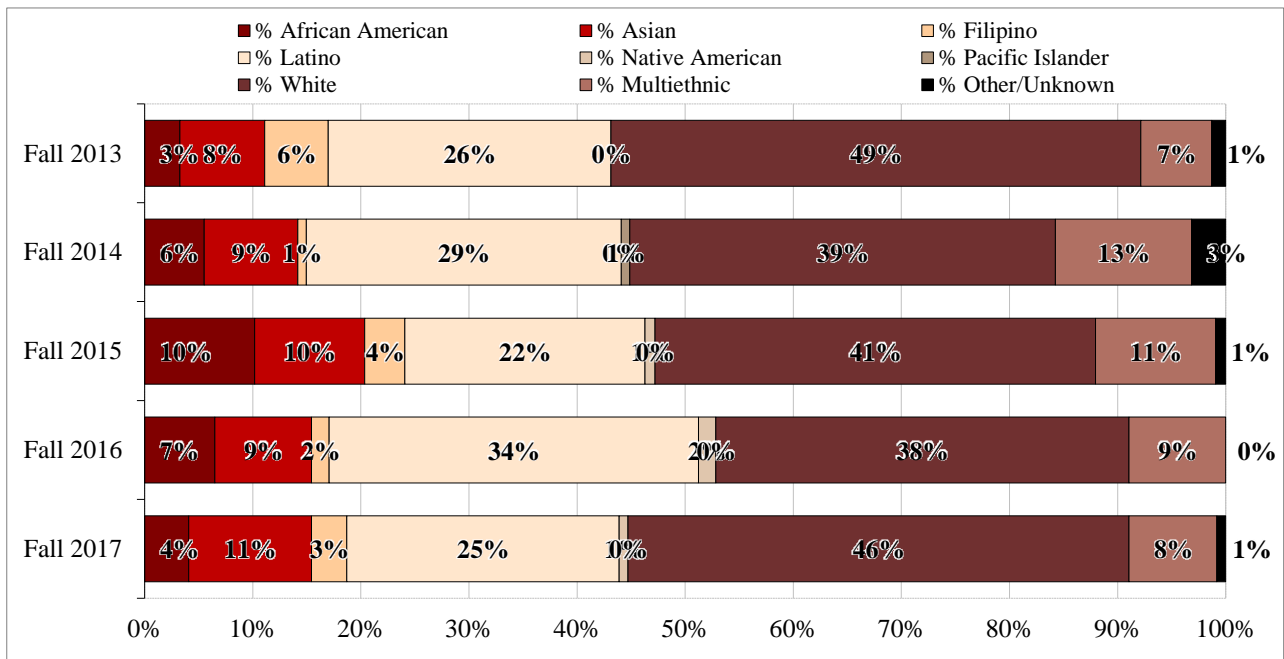
Student Demographics: Gender & Age

	Marketing (MKTG)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Female	65	58	37	51	46
Male	88	69	70	72	75
19 yrs. or younger	65	39	35	43	50
20-21 yrs. old	41	28	30	30	30
22-24 yrs. old	17	25	15	16	16
25-29 yrs. old	12	16	15	18	16
30-39 yrs. old	11	12	5	9	6
40-49 yrs. old	2	3	3	4	3
50 yrs. or older	5	4	5	3	2
% Female	42%	46%	35%	41%	38%
% Male	58%	54%	65%	59%	62%
% 19 yrs. or younger	42%	31%	32%	35%	41%
% 20 - 21 yrs. old	27%	22%	28%	24%	24%
% 22 - 24 yrs. old	11%	20%	14%	13%	13%
% 25 - 29 yrs. old	8%	13%	14%	15%	13%
% 30 - 39 yrs. old	7%	9%	5%	7%	5%
% 40 - 49 yrs. old	1%	2%	3%	3%	2%
% 50 yrs. or older	3%	3%	5%	2%	2%



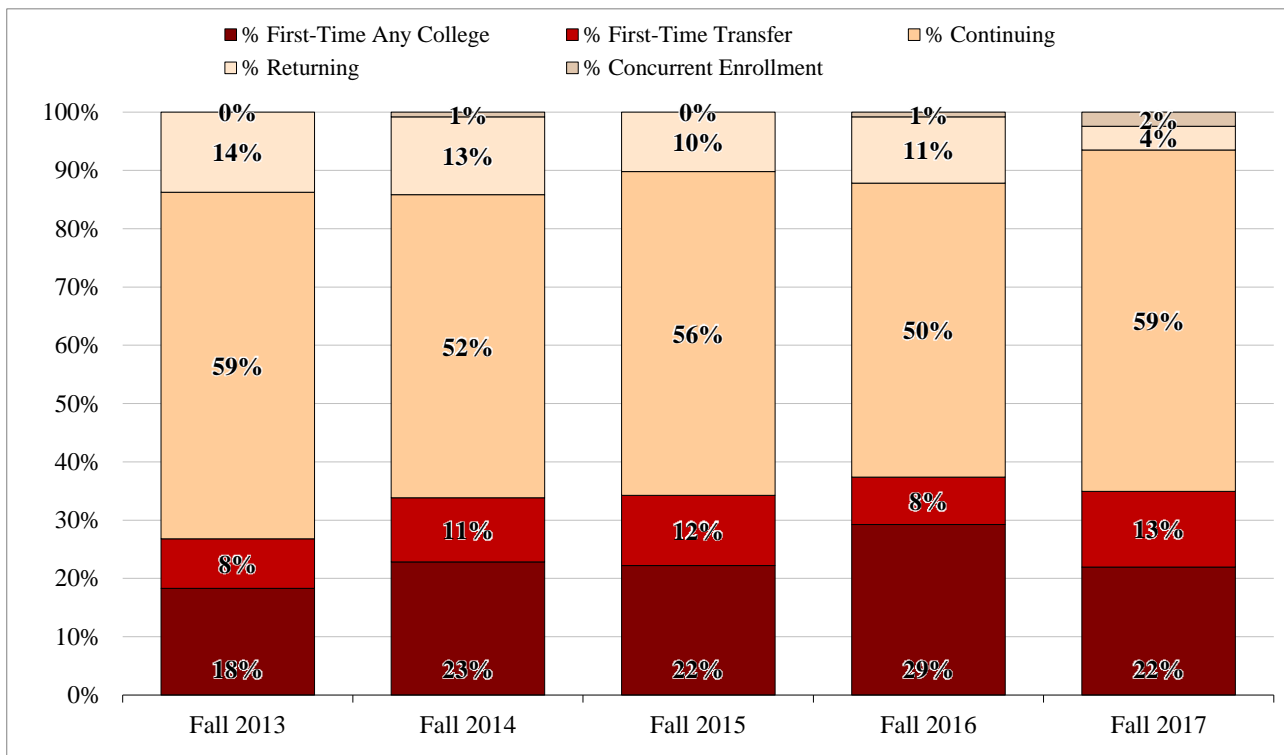
Student Demographic: Race-Ethnicity

Marketing (MKTG)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
African American	5	7	11	8	5
Asian	12	11	11	11	14
Filipino	9	1	4	2	4
Latino	40	37	24	42	31
Native American	0	0	1	2	1
Pacific Islander	0	1	0	0	0
White	75	50	44	47	57
Multiethnic	10	16	12	11	10
Other/Unknown	2	4	1	0	1
% African American	3%	6%	10%	7%	4%
% Asian	8%	9%	10%	9%	11%
% Filipino	6%	1%	4%	2%	3%
% Latino	26%	29%	22%	34%	25%
% Native American	0%	0%	1%	2%	1%
% Pacific Islander	0%	1%	0%	0%	0%
% White	49%	39%	41%	38%	46%
% Multiethnic	7%	13%	11%	9%	8%
% Other/Unknown	1%	3%	1%	0%	1%



Student Enrollment Status

	Marketing (MKTG)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
First-Time Any College	28	29	24	36	27
First-Time Transfer	13	14	13	10	16
Continuing	91	66	60	62	72
Returning	21	17	11	14	5
Concurrent Enrollment	0	1	0	1	3
% First-Time Any College	18%	23%	22%	29%	22%
% First-Time Transfer	8%	11%	12%	8%	13%
% Continuing	59%	52%	56%	50%	59%
% Returning	14%	13%	10%	11%	4%
% Concurrent Enrollment	0%	1%	0%	1%	2%



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.

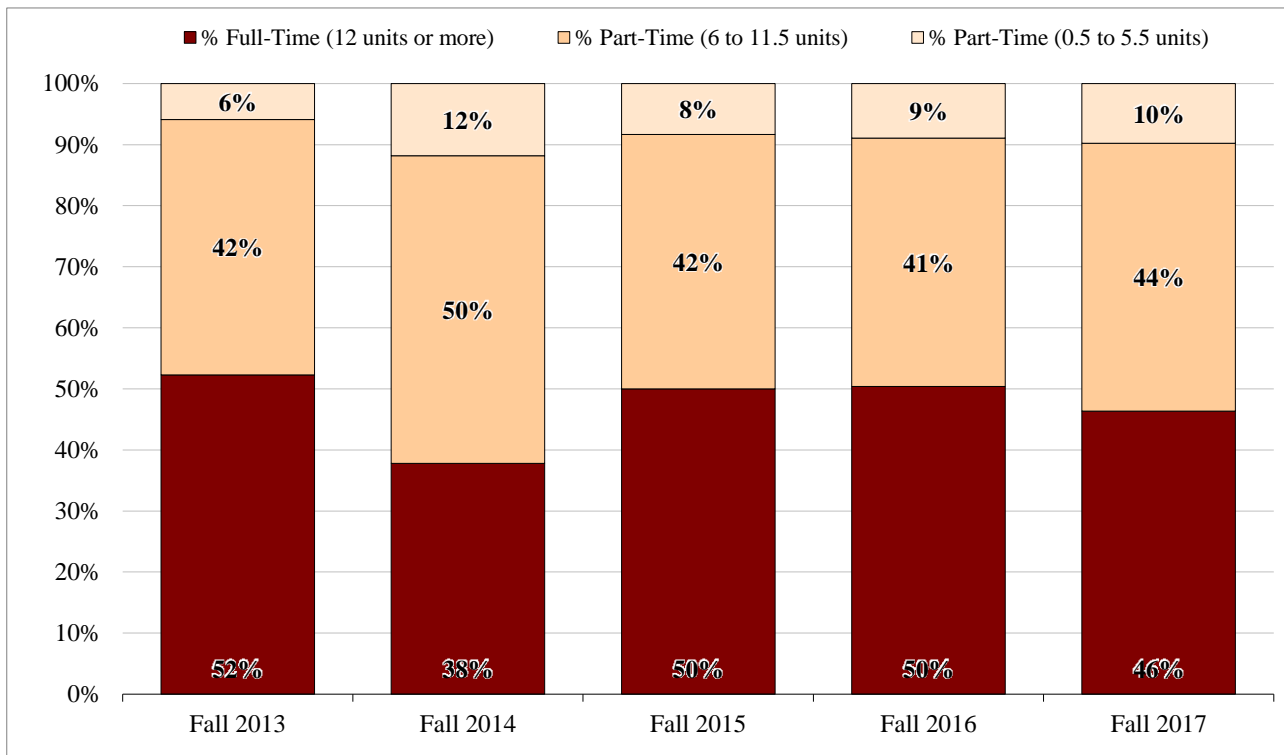
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

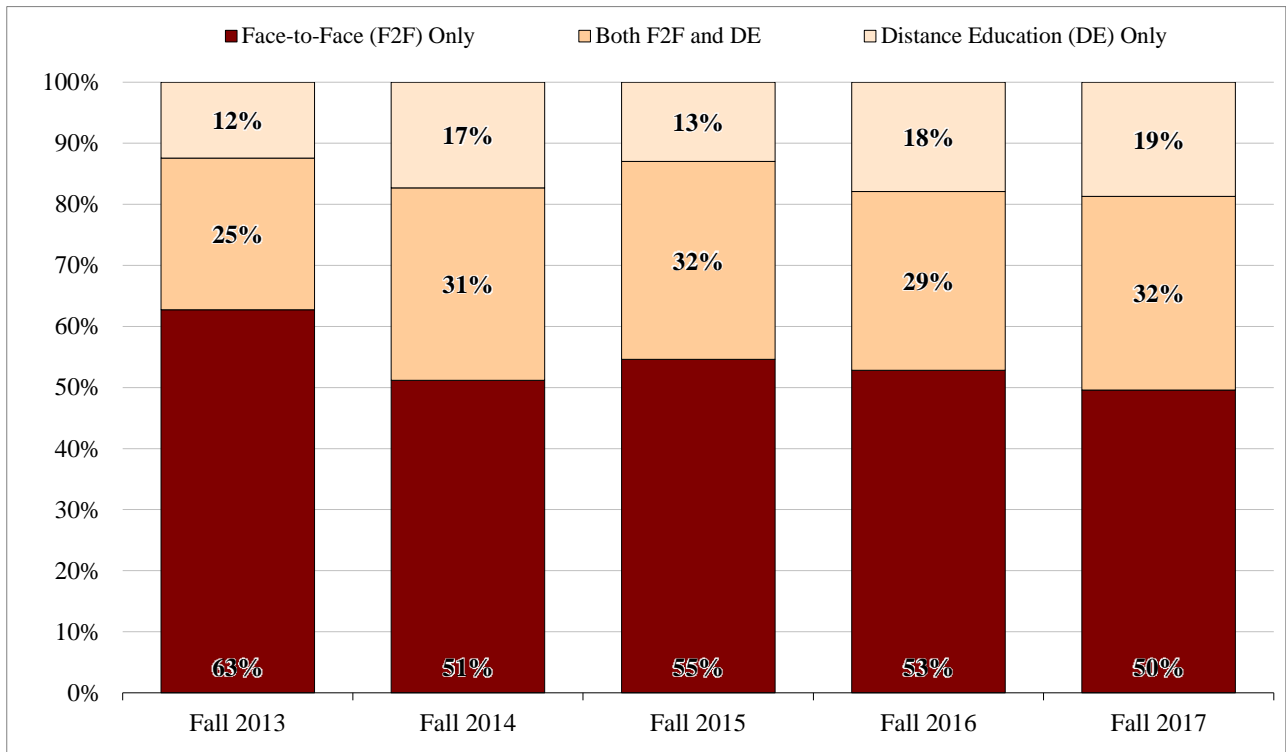
Student Unit Load

Marketing (MKTG)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Full-Time (12 units or more)	80	48	54	62	57
Part-Time (6 to 11.5 units)	64	64	45	50	54
Part-Time (0.5 to 5.5 units)	9	15	9	11	12
% Full-Time (12 units or more)	52%	38%	50%	50%	46%
% Part-Time (6 to 11.5 units)	42%	50%	42%	41%	44%
% Part-Time (0.5 to 5.5 units)	6%	12%	8%	9%	10%



Students Using Distance Education

Marketing (MKTG)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Face-to-Face (F2F) Only	96	65	59	65	61
Both F2F and DE	38	40	35	36	39
Distance Education (DE) Only	19	22	14	22	23
% Face-to-Face (F2F) Only	63%	51%	55%	53%	50%
% Both F2F and DE	25%	31%	32%	29%	32%
% Distance Education (DE) Only	12%	17%	13%	18%	19%

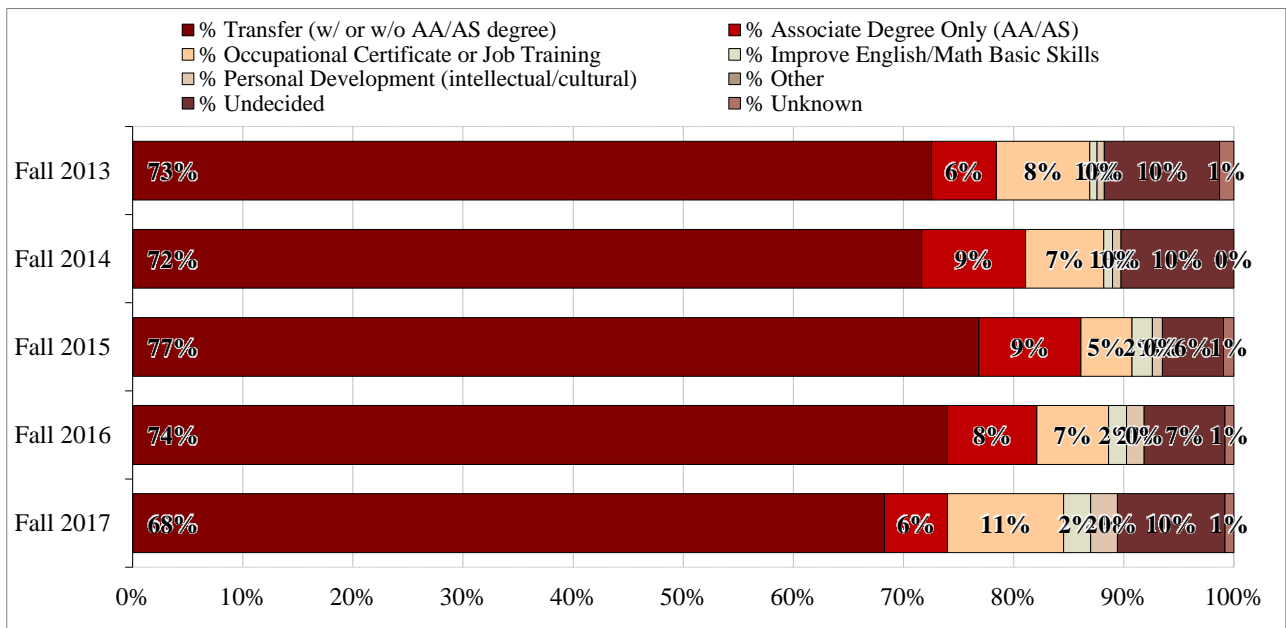


Definitions:

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'.

Student Educational Goal

	Marketing (MKTG)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Transfer (w/ or w/o AA/AS degree)	111	91	83	91	84
Associate Degree Only (AA/AS)	9	12	10	10	7
Occupational Certificate or Job Training	13	9	5	8	13
Improve English/Math Basic Skills	1	1	2	2	3
Personal Development (intellectual/cultural)	1	1	1	2	3
Other	0	0	0	0	0
Undecided	16	13	6	9	12
Unknown	2	0	1	1	1
% Transfer (w/ or w/o AA/AS degree)	73%	72%	77%	74%	68%
% Associate Degree Only (AA/AS)	6%	9%	9%	8%	6%
% Occupational Certificate or Job Training	8%	7%	5%	7%	11%
% Improve English/Math Basic Skills	1%	1%	2%	2%	2%
% Personal Development (intellectual/cultural)	1%	1%	1%	2%	2%
% Other	0%	0%	0%	0%	0%
% Undecided	10%	10%	6%	7%	10%
% Unknown	1%	0%	1%	1%	1%

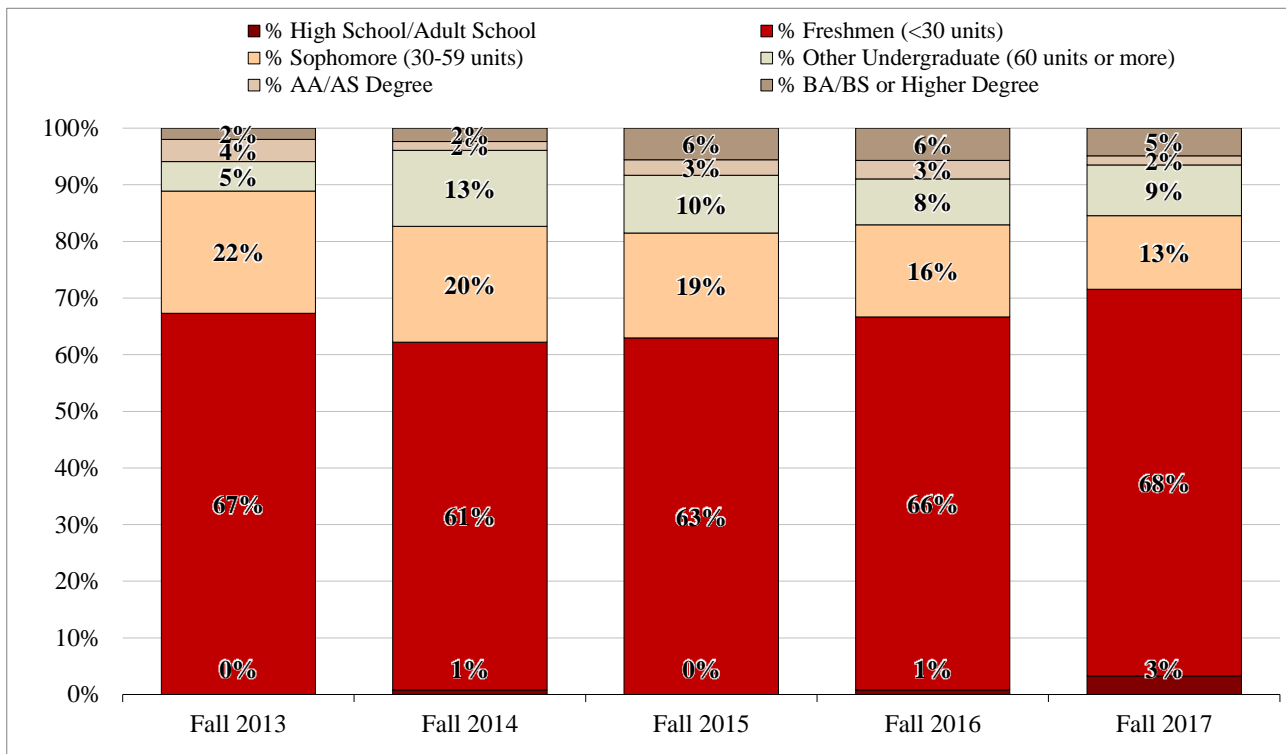


Definitions:

- 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.

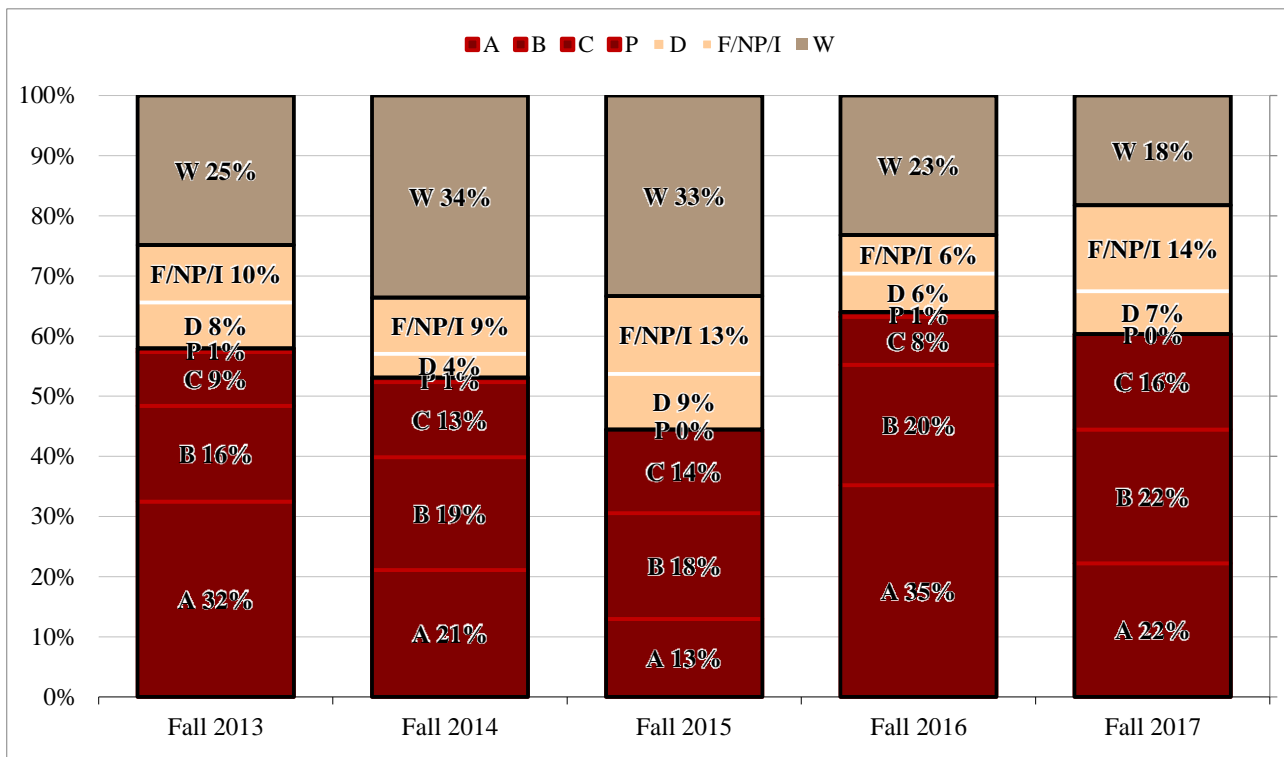
Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
High School/Adult School	0	1	0	1	4
Freshmen (<30 units)	103	78	68	81	84
Sophomore (30-59 units)	33	26	20	20	16
Other Undergraduate (60 units or more)	8	17	11	10	11
AA/AS Degree	6	2	3	4	2
BA/BS or Higher Degree	3	3	6	7	6
% High School/Adult School	0%	1%	0%	1%	3%
% Freshmen (<30 units)	67%	61%	63%	66%	68%
% Sophomore (30-59 units)	22%	20%	19%	16%	13%
% Other Undergraduate (60 units or more)	5%	13%	10%	8%	9%
% AA/AS Degree	4%	2%	3%	3%	2%
% BA/BS or Higher Degree	2%	2%	6%	6%	5%



Student Performance: Grade Distribution

Marketing (MKTG)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Total Course Enrollments	157	128	108	125	126
Course Success Rates	58%	53%	44%	64%	60%
A	32%	21%	13%	35%	22%
B	16%	19%	18%	20%	22%
C	9%	13%	14%	8%	16%
P	1%	1%	0%	1%	0%
Course Non-Success Rate	17%	13%	22%	13%	21%
D	8%	4%	9%	6%	7%
F/NP/I	10%	9%	13%	6%	14%
Withdrawals (W)	25%	34%	33%	23%	18%



Definitions:

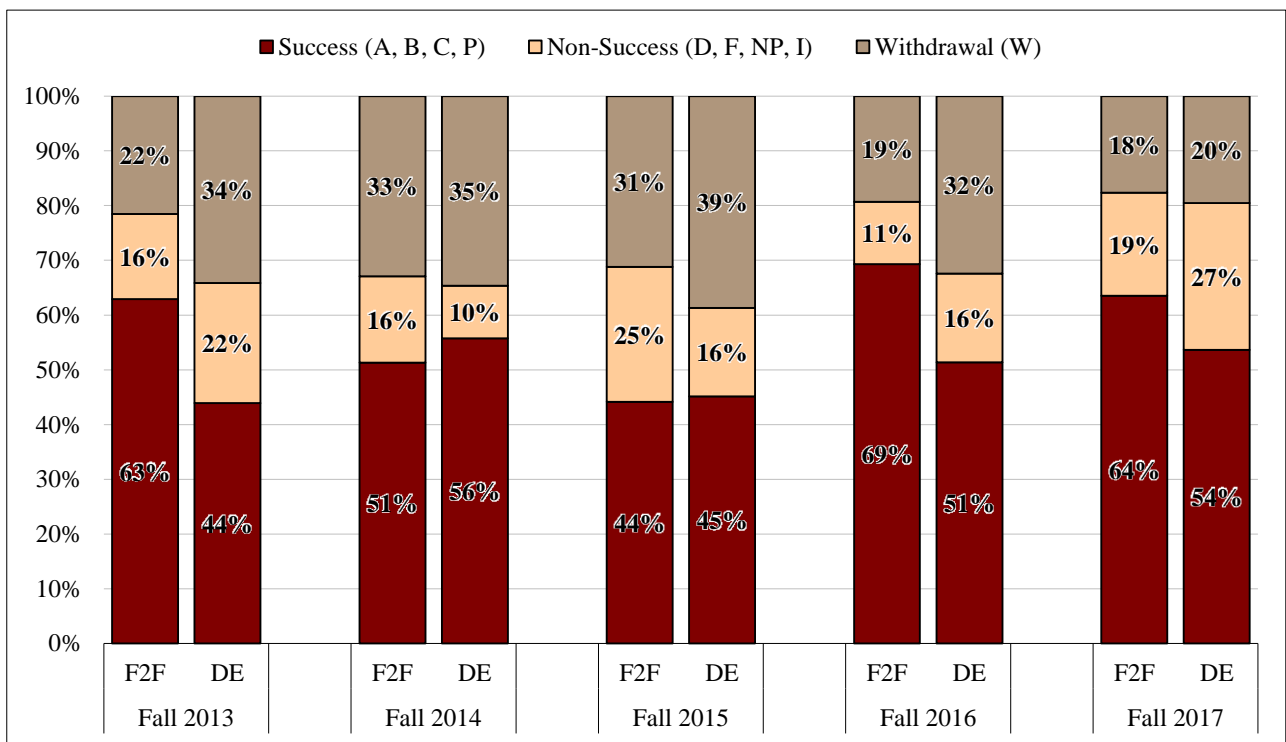
Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP' or 'T') relative to all students receiving a grade.

Withdrawals is the percentage of students receiving a grade notation of 'W' relative to all students receiving a grade.

Student Performance: Distance Education

Marketing (MKTG)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Total Course Enrollments	157	128	108	125	126
Face-to-Face (F2F) Sections	116	76	77	88	85
Success Rates	63%	51%	44%	69%	64%
Non-Success Rates	16%	16%	25%	11%	19%
Withdrawals	22%	33%	31%	19%	18%
Distance Education (DE) Sections	41	52	31	37	41
Success Rates	44%	56%	45%	51%	54%
Non-Success Rates	22%	10%	16%	16%	27%
Withdrawals	34%	35%	39%	32%	20%

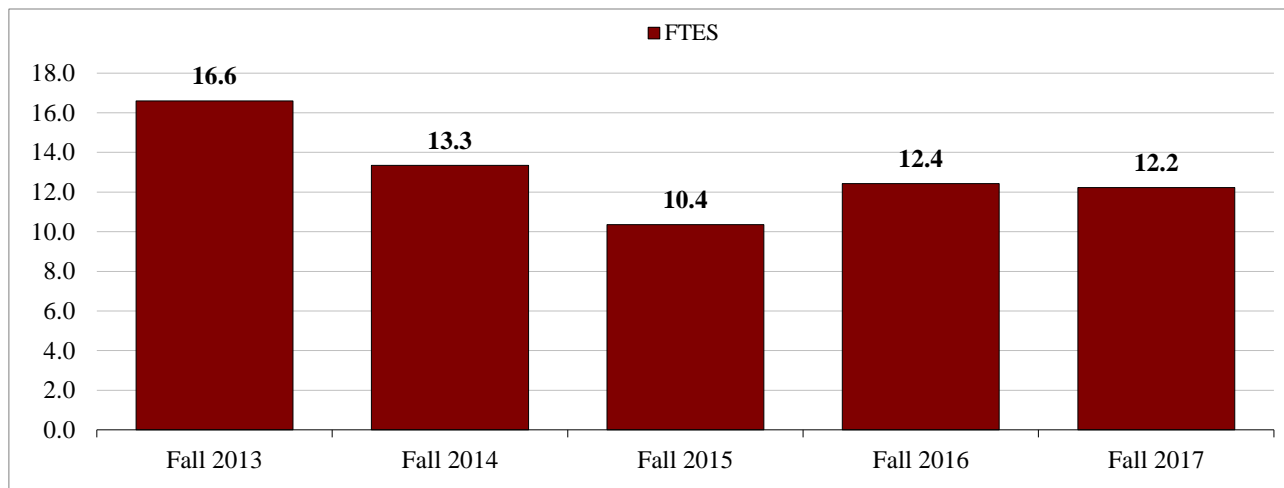
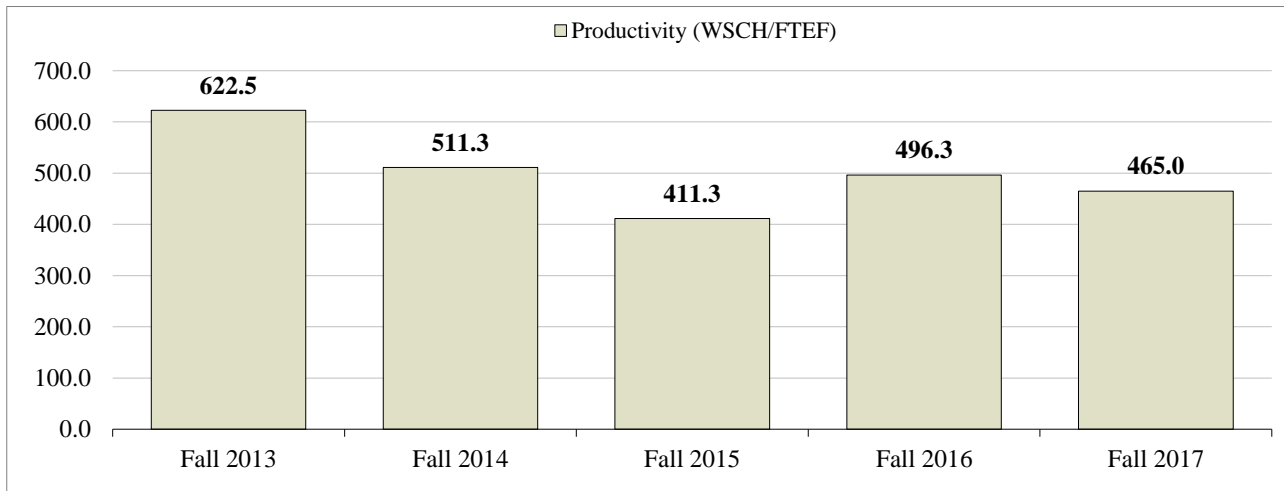


Definitions:

- Course Success Rate** is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.
- Course Non-Success Rate** is the percentage of students receiving a grade of ('D', 'F', 'NP or 'T) relative to all students receiving a grade.
- Withdrawals** is the percentage of students receiving a grade notation of 'W' relative to all students receiving a grade.
- Distance Education (DE)** includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'.

Enrollment Management: Part 1

	Marketing (MKTG)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
WSCH	498	409	329	397	372
FTEF	16.6	13.3	10.4	12.4	12.2
FTEF	0.8	0.8	0.8	0.8	0.8
Productivity (WSCH/FTEF)	622.5	511.3	411.3	496.3	465.0



Definitions:

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

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

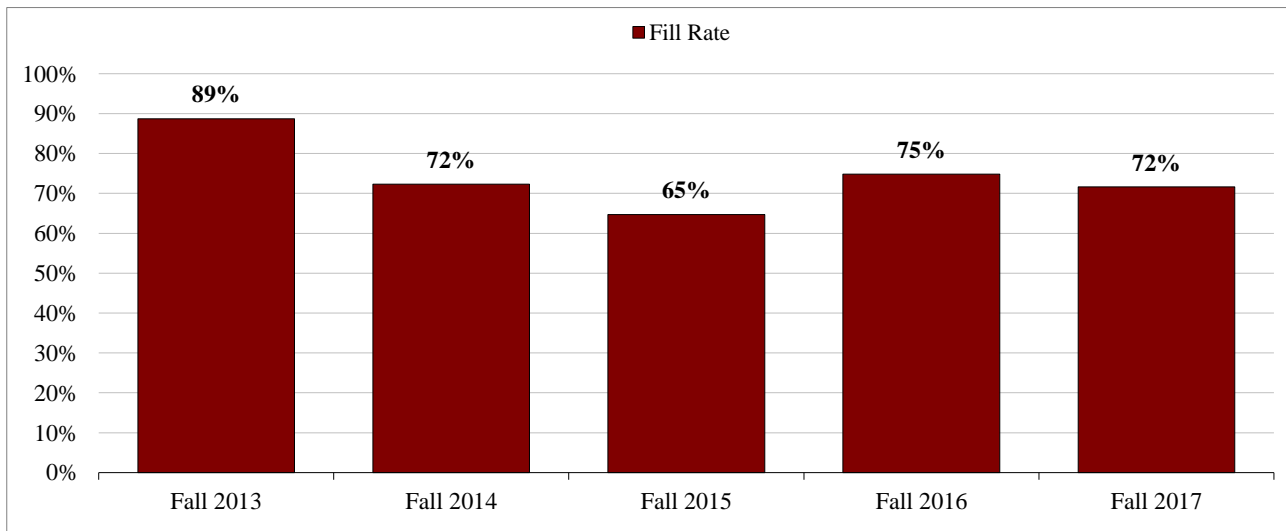
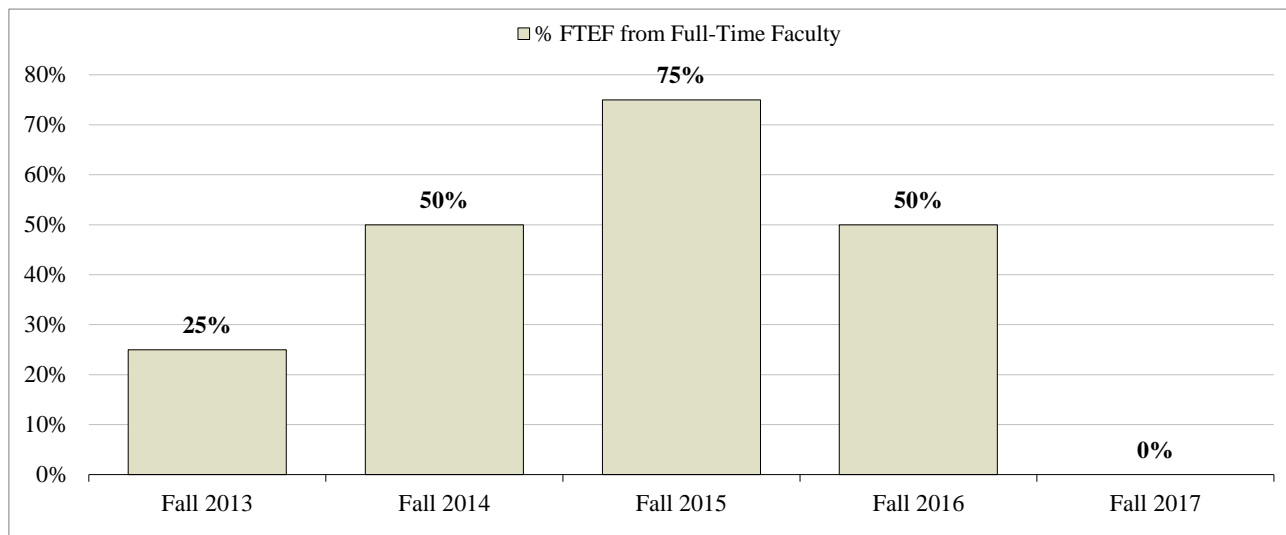
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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 5/15/18.

Enrollment Management: Part 2

	Marketing (MKTG)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
FTEF from Full-Time Faculty	0.2	0.4	0.6	0.4	0.0
% FTEF from Full-Time Faculty	25%	50%	75%	50%	0%
Enrollments	157	128	108	125	126
Capacity (seats available)	177	177	167	167	176
Fill Rate	89%	72%	65%	75%	72%



Definitions:

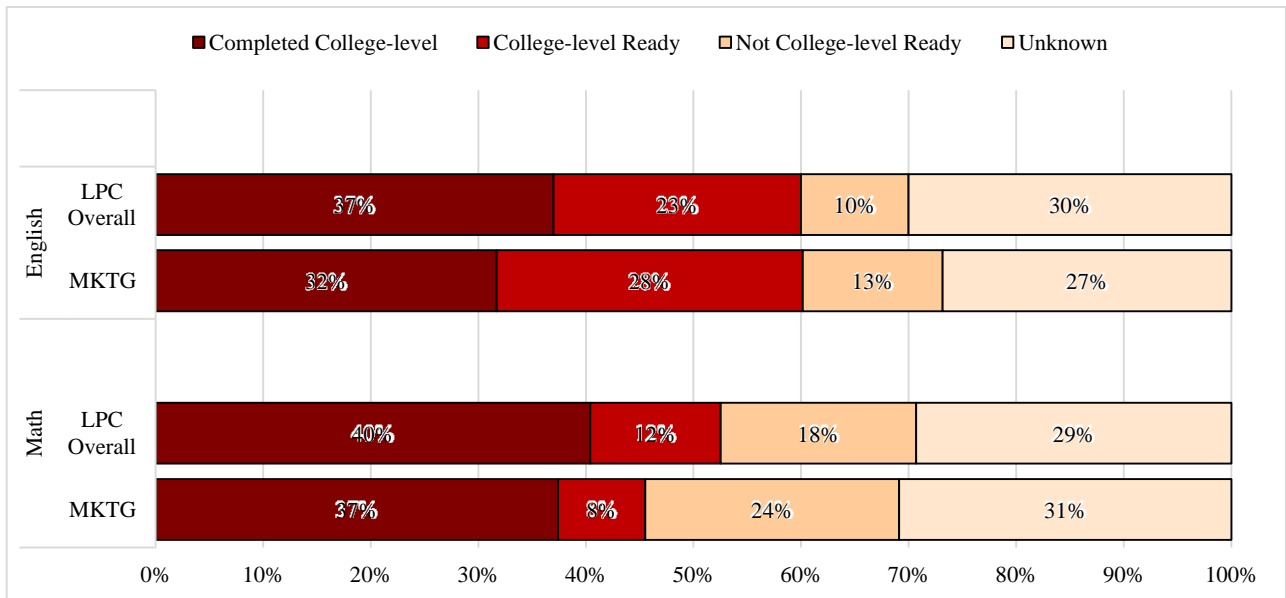
Fill Rate is number of enrollments over the total capacity (seats available).

% 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 5/15/18.

College Readiness: English & Math Proficiency

Fall 2017				
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	39	32%	3,485	37%
College-level Ready	35	27%	2,141	23%
Not College-level Ready	16	15%	904	10%
Unknown	33	28%	2,842	30%
College Math				
Completed College-level	46	37%	3,738	40%
College-level Ready	10	8%	1,138	12%
Not College-level Ready	29	24%	1,733	18%
Unknown	38	31%	2,763	29%



Definitions:

College English

Completed College-level is defined as successfully completed ENG 1A or higher, or has earned at least an Associates degree.

College-level Ready is defined as anyone who is eligible for ENG 1A but has not successfully completed the course.

Not College-level Ready is defined as anyone who is not eligible for ENG 1A but has not successfully completed the course.

Unknown is defined as anyone with no previous English enrollments within the sequence and no previous English assessment.

College Math

Completed College-level is defined as successfully completed Math 55 or higher or assessed into Transfer-level Math, or has earned at least an Associates degree.

College-level Ready is defined as anyone who is eligible for MATH 55 but has not yet successfully complete the course.

Not College-level Ready is defined as anyone who is not eligible for MATH 55 but has not yet successfully complete the course.

Unknown is defined as anyone with no previous Math enrollments within the sequence and no previous Math assessment.