



Las Positas College  
**Program Review Discipline Data Packet**  
Spring 2013 to Spring 2017

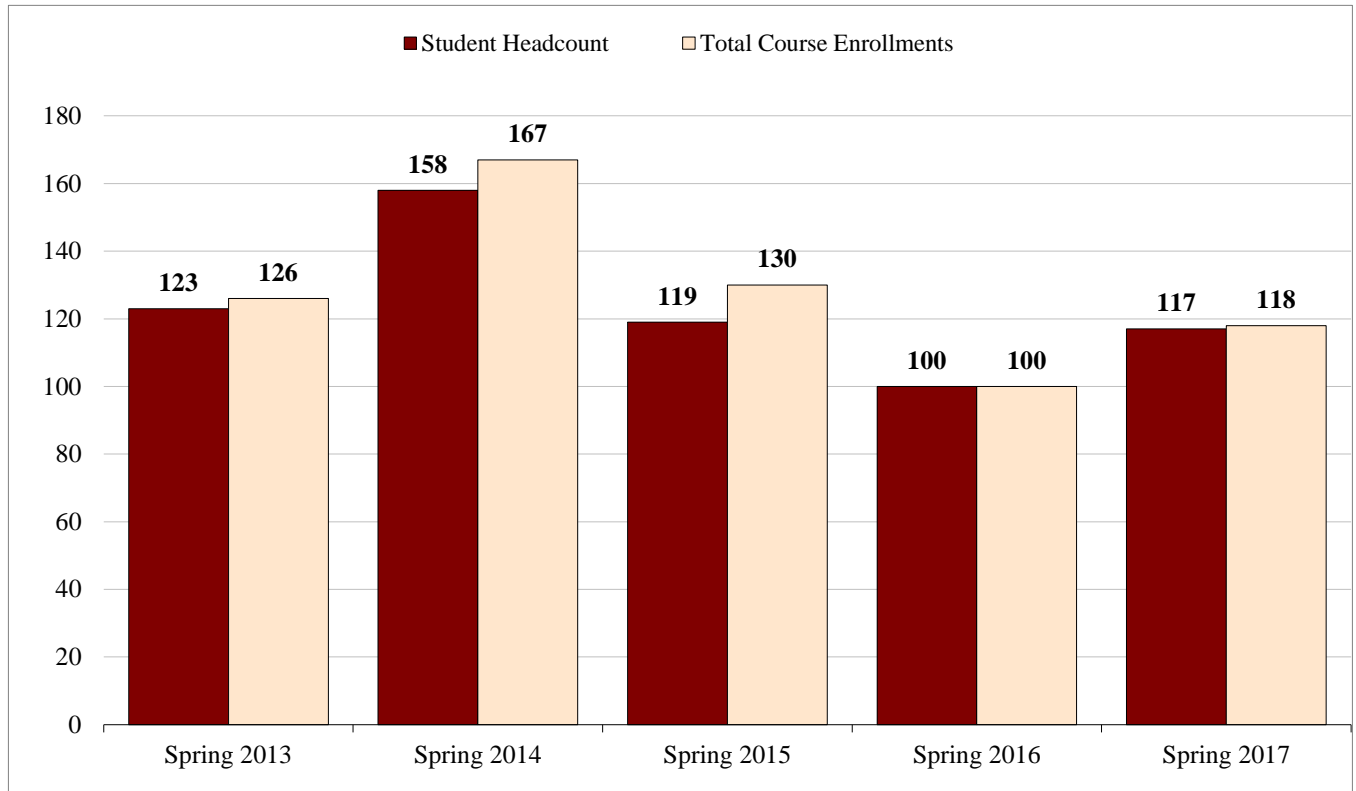
Discipline:

**Marketing (MKTG)**

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## Headcount & Enrollment

Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Student Headcount	123	158	119	100	117
Total Course Enrollments	126	167	130	100	118



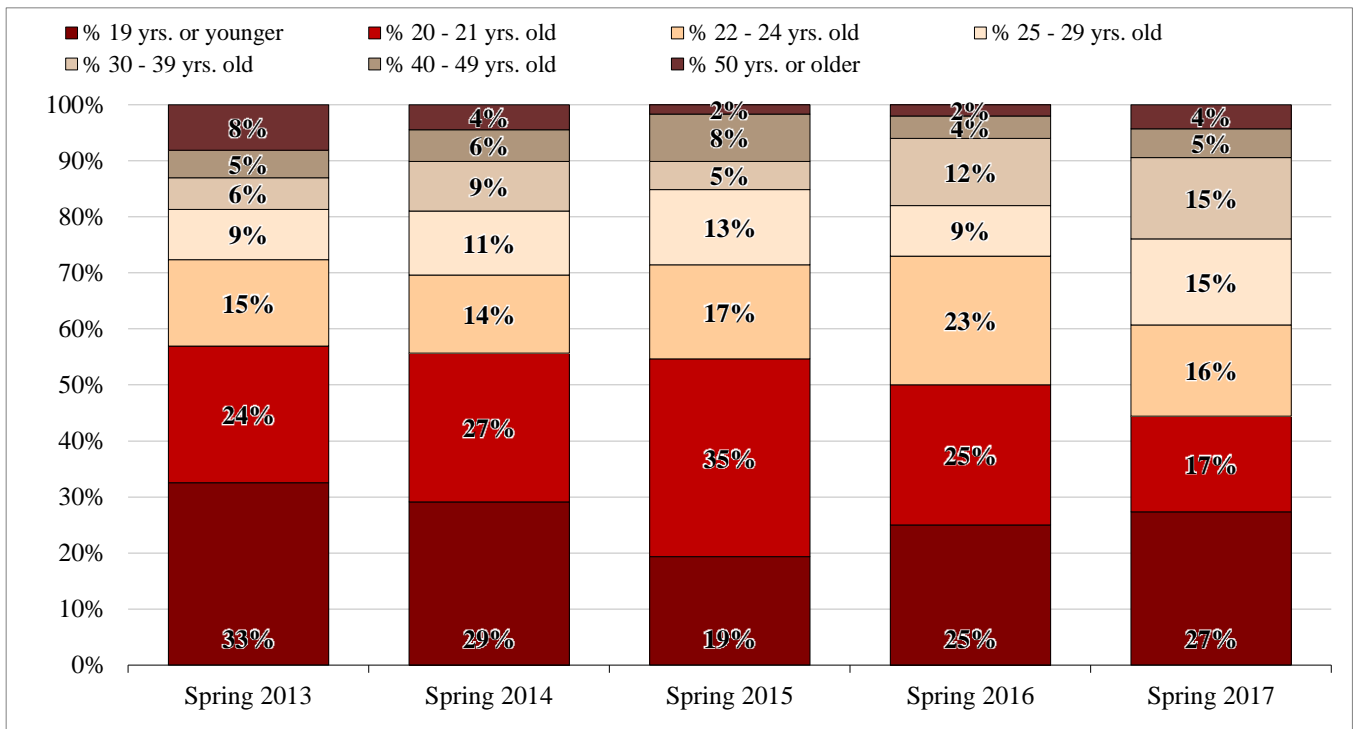
**Definitions:**

**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.

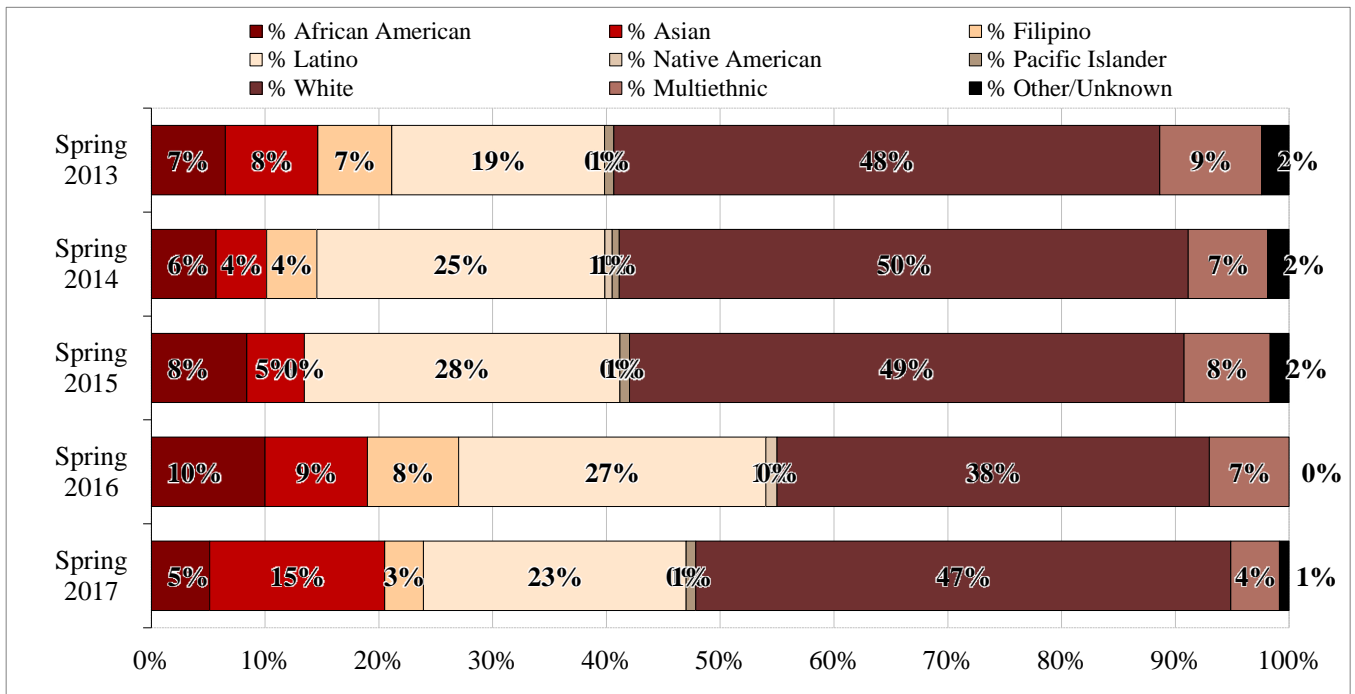
### Student Demographics: Gender & Age

Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Female	70	69	49	35	42
Male	53	88	66	65	72
19 yrs. or younger	40	46	23	25	32
20-21 yrs. old	30	42	42	25	20
22-24 yrs. old	19	22	20	23	19
25-29 yrs. old	11	18	16	9	18
30-39 yrs. old	7	14	6	12	17
40-49 yrs. old	6	9	10	4	6
50 yrs. or older	10	7	2	2	5
% Female	57%	44%	43%	35%	37%
% Male	43%	56%	57%	65%	63%
% 19 yrs. or younger	33%	29%	19%	25%	27%
% 20 - 21 yrs. old	24%	27%	35%	25%	17%
% 22 - 24 yrs. old	15%	14%	17%	23%	16%
% 25 - 29 yrs. old	9%	11%	13%	9%	15%
% 30 - 39 yrs. old	6%	9%	5%	12%	15%
% 40 - 49 yrs. old	5%	6%	8%	4%	5%
% 50 yrs. or older	8%	4%	2%	2%	4%



### Student Demographic: Race-Ethnicity

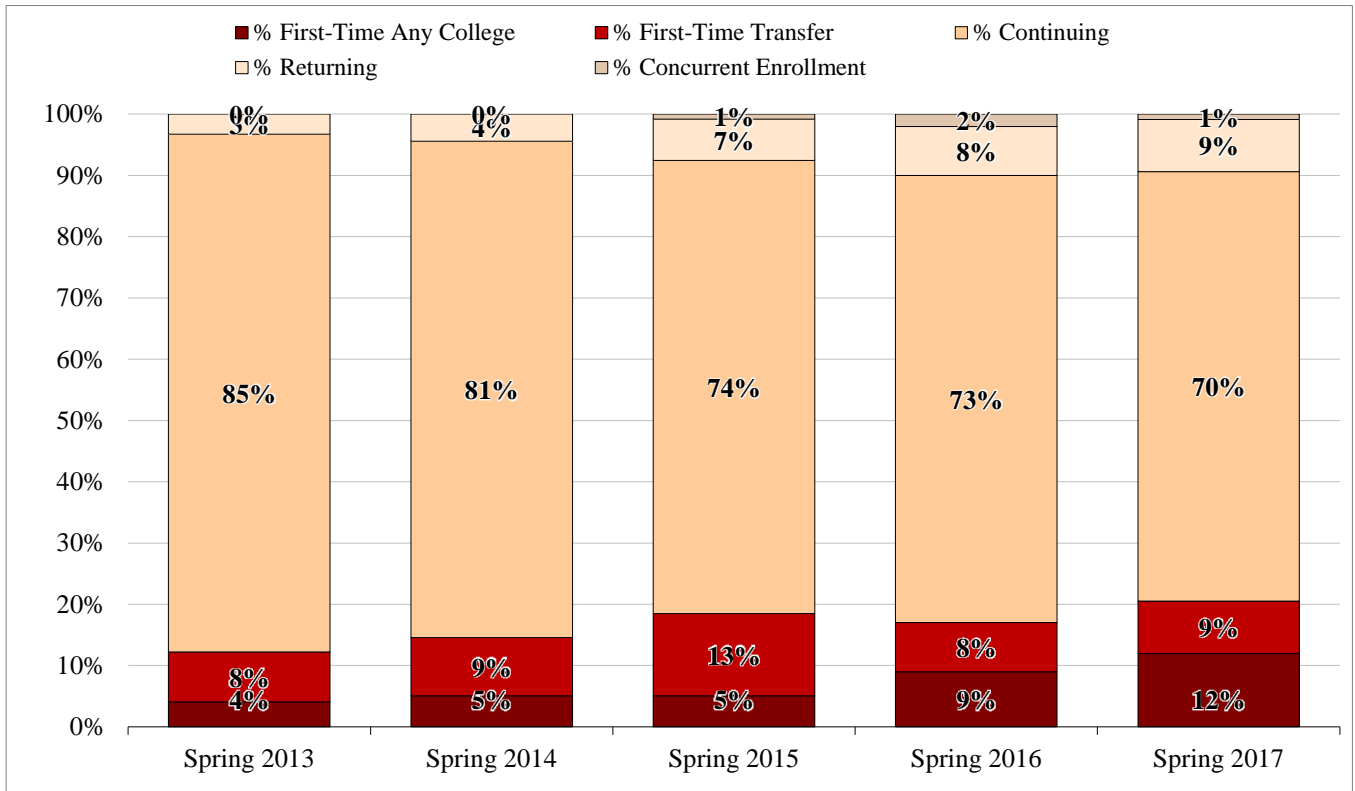
Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
African American	8	9	10	10	6
Asian	10	7	6	9	18
Filipino	8	7	0	8	4
Latino	23	40	33	27	27
Native American	0	1	0	1	0
Pacific Islander	1	1	1	0	1
White	59	79	58	38	55
Multiethnic	11	11	9	7	5
Other/Unknown	3	3	2	0	1
% African American	7%	6%	8%	10%	5%
% Asian	8%	4%	5%	9%	15%
% Filipino	7%	4%	0%	8%	3%
% Latino	19%	25%	28%	27%	23%
% Native American	0%	1%	0%	1%	0%
% Pacific Islander	1%	1%	1%	0%	1%
% White	48%	50%	49%	38%	47%
% Multiethnic	9%	7%	8%	7%	4%
% Other/Unknown	2%	2%	2%	0%	1%



Note: Multiethnic category became available in Fall 2011.

## Student Enrollment Status

Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
First-Time Any College	5	8	6	9	14
First-Time Transfer	10	15	16	8	10
Continuing	104	128	88	73	82
Returning	4	7	8	8	10
Concurrent Enrollment	0	0	1	2	1
% First-Time Any College	4%	5%	5%	9%	12%
% First-Time Transfer	8%	9%	13%	8%	9%
% Continuing	85%	81%	74%	73%	70%
% Returning	3%	4%	7%	8%	9%
% Concurrent Enrollment	0%	0%	1%	2%	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.

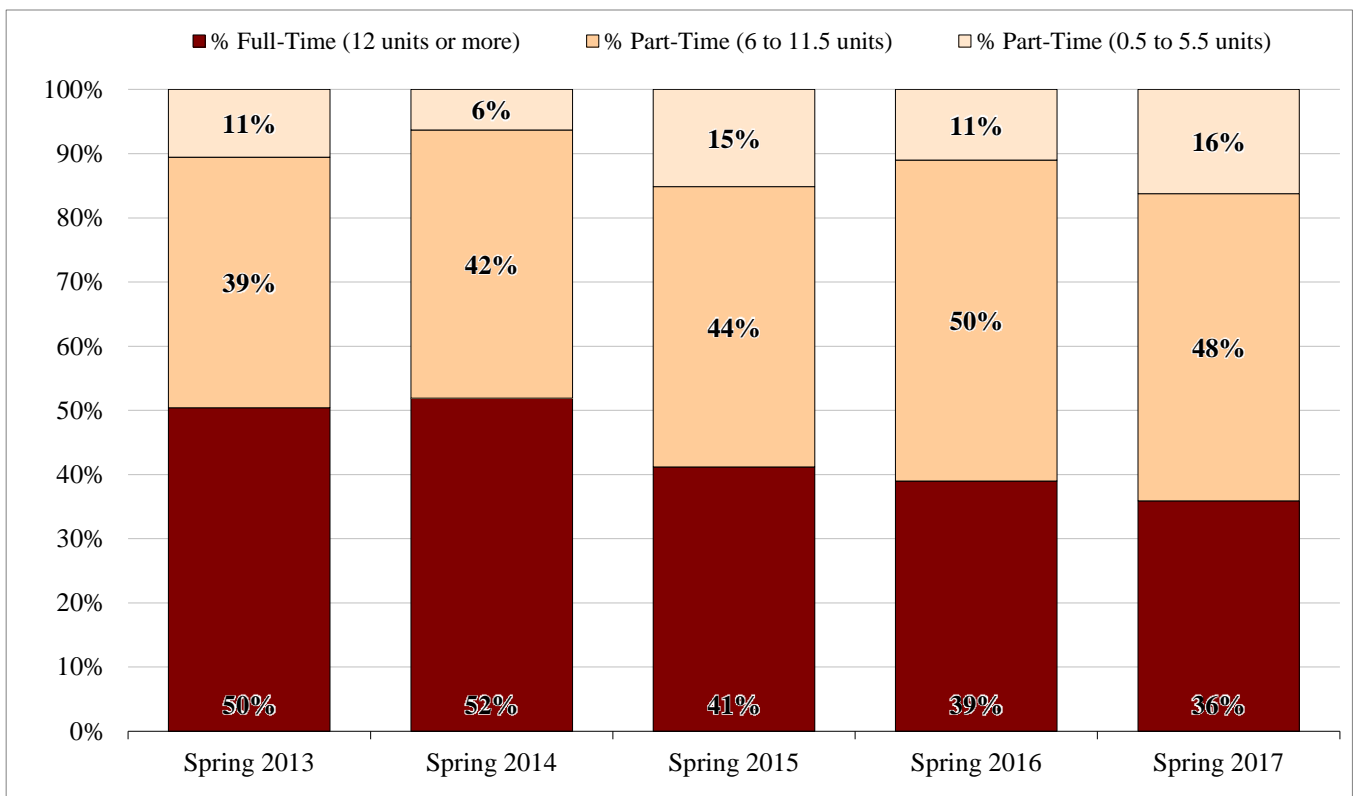
**Continuing:** Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

**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.

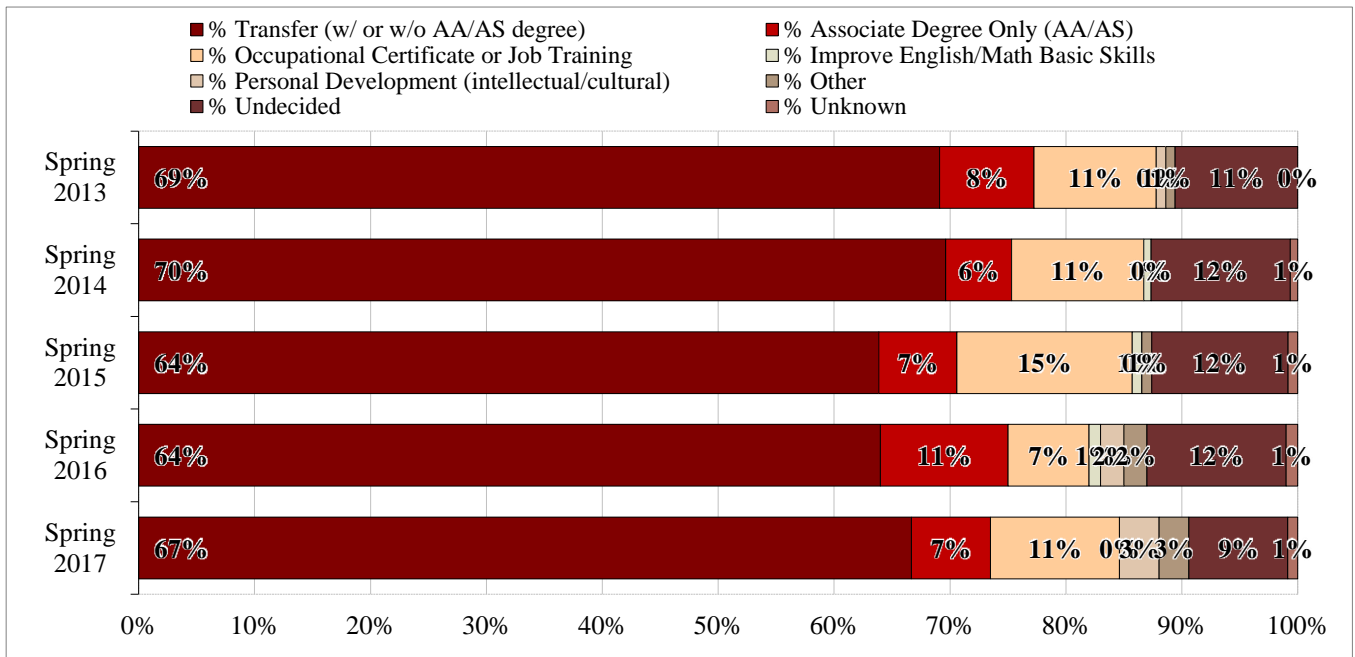
### Student Unit Load

Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Full-Time (12 units or more)	62	82	49	39	42
Part-Time (6 to 11.5 units)	48	66	52	50	56
Part-Time (0.5 to 5.5 units)	13	10	18	11	19
% Full-Time (12 units or more)	50%	52%	41%	39%	36%
% Part-Time (6 to 11.5 units)	39%	42%	44%	50%	48%
% Part-Time (0.5 to 5.5 units)	11%	6%	15%	11%	16%



### Student Educational Goal

Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Transfer (w/ or w/o AA/AS degree)	85	110	76	64	78
Associate Degree Only (AA/AS)	10	9	8	11	8
Occupational Certificate or Job Training	13	18	18	7	13
Improve English/Math Basic Skills	0	1	1	1	0
Personal Development (intellectual/cultural)	1	0	0	2	4
Other	1	0	1	2	3
Undecided	13	19	14	12	10
Unknown	0	1	1	1	1
% Transfer (w/ or w/o AA/AS degree)	69%	70%	64%	64%	67%
% Associate Degree Only (AA/AS)	8%	6%	7%	11%	7%
% Occupational Certificate or Job Training	11%	11%	15%	7%	11%
% Improve English/Math Basic Skills	0%	1%	1%	1%	0%
% Personal Development (intellectual/cultural)	1%	0%	0%	2%	3%
% Other	1%	0%	1%	2%	3%
% Undecided	11%	12%	12%	12%	9%
% Unknown	0%	1%	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.

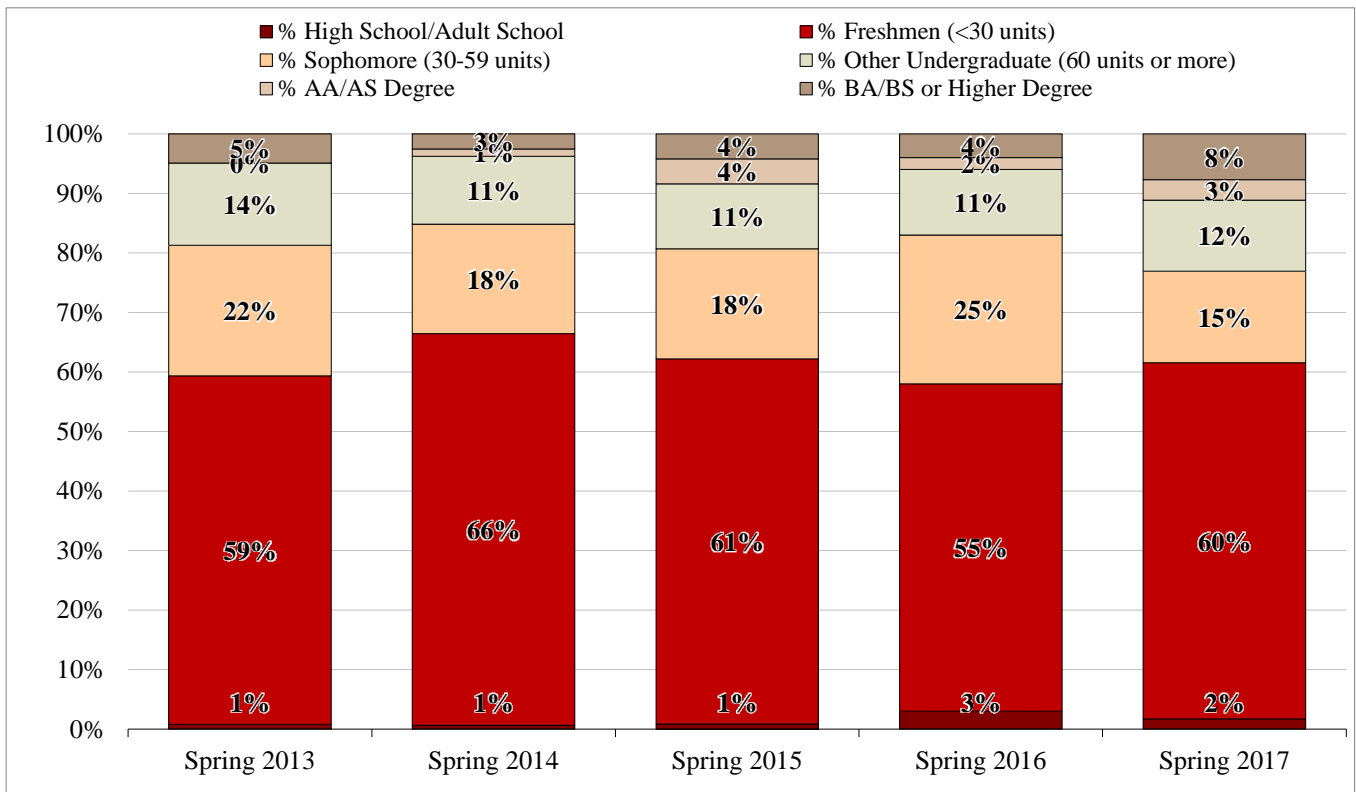
**Occupational Certificate/Job Training:** Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

**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

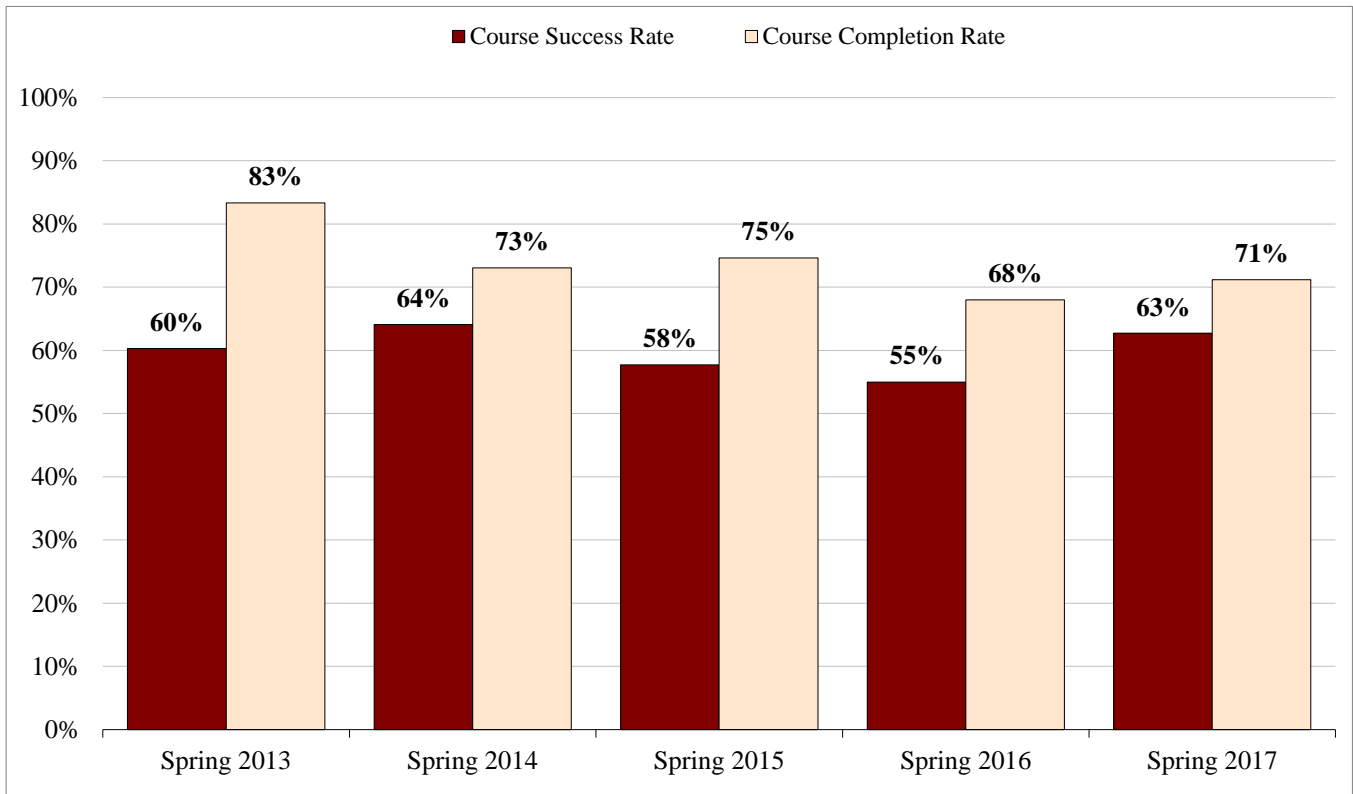
Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
High School/Adult School	1	1	1	3	2
Freshmen (<30 units)	72	104	73	55	70
Sophomore (30-59 units)	27	29	22	25	18
Other Undergraduate (60 units or more)	17	18	13	11	14
AA/AS Degree	0	2	5	2	4
BA/BS or Higher Degree	6	4	5	4	9
% High School/Adult School	1%	1%	1%	3%	2%
% Freshmen (<30 units)	59%	66%	61%	55%	60%
% Sophomore (30-59 units)	22%	18%	18%	25%	15%
% Other Undergraduate (60 units or more)	14%	11%	11%	11%	12%
% AA/AS Degree	0%	1%	4%	2%	3%
% BA/BS or Higher Degree	5%	3%	4%	4%	8%





## Student Performance

Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Course Success Rate	60%	64%	58%	55%	63%
Course Completion Rate	83%	73%	75%	68%	71%



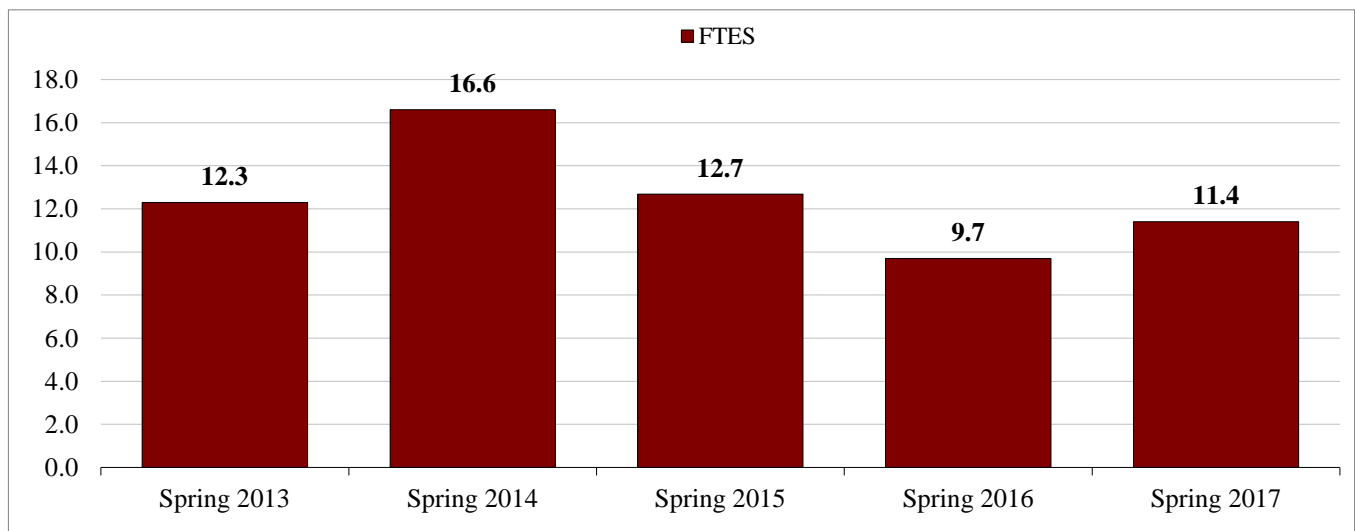
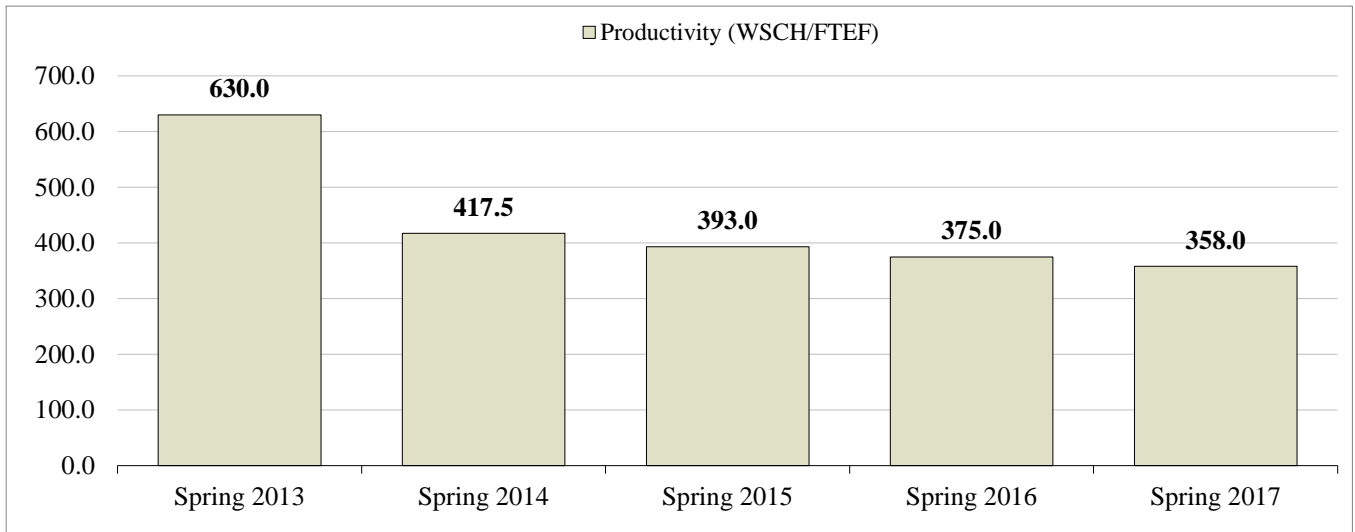
**Definitions:**

**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				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
WSCH	378	501	393	300	358
FTES	12.3	16.6	12.7	9.7	11.4
FTEF	0.6	1.2	1.0	0.8	1.0
Productivity (WSCH/FTEF)	630.0	417.5	393.0	375.0	358.0



**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.

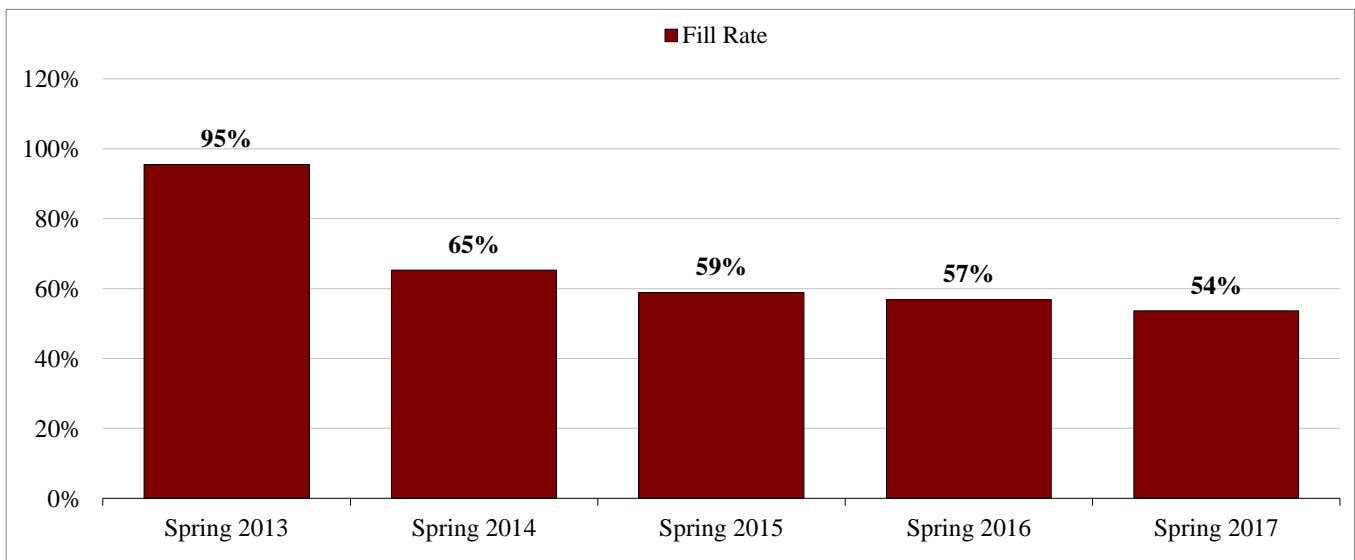
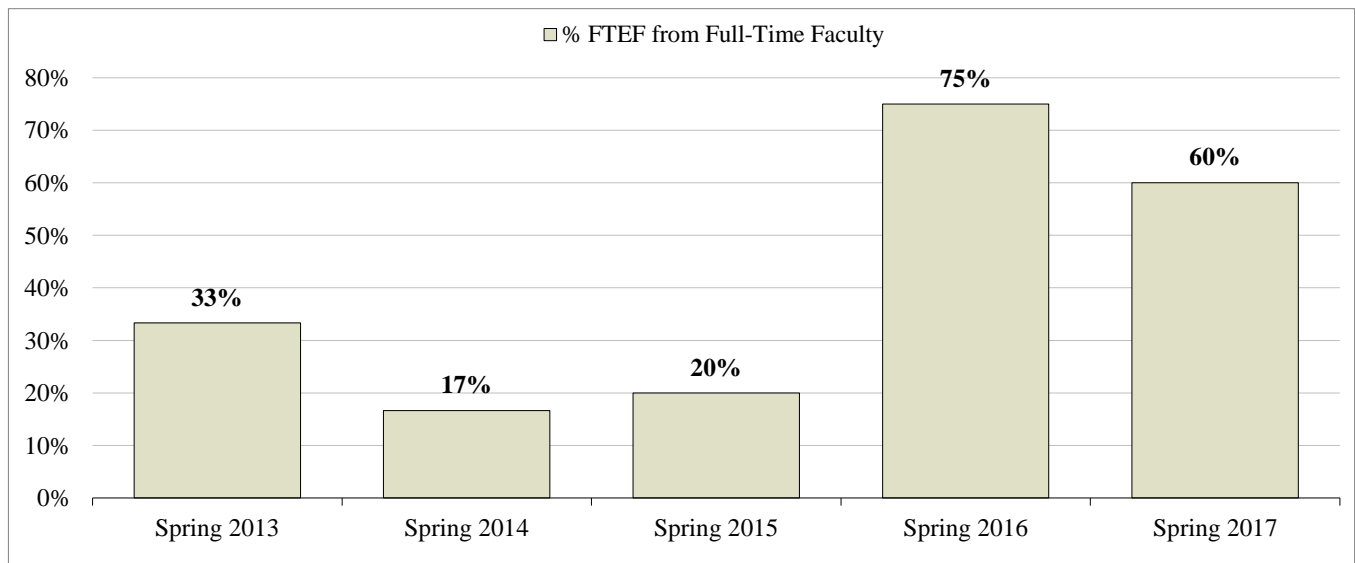
**FTEF** is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

**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 7/11/17.

## Enrollment Management: Part 2

Marketing ( MKTG )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
FTEF from Full-Time Faculty	0.2	0.2	0.2	0.6	0.6
% FTEF from Full-Time Faculty	33%	17%	20%	75%	60%
Enrollments	126	167	130	100	118
Capacity (seats available)	132	256	221	176	220
Fill Rate	95%	65%	59%	57%	54%



**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 7/11/17.