



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

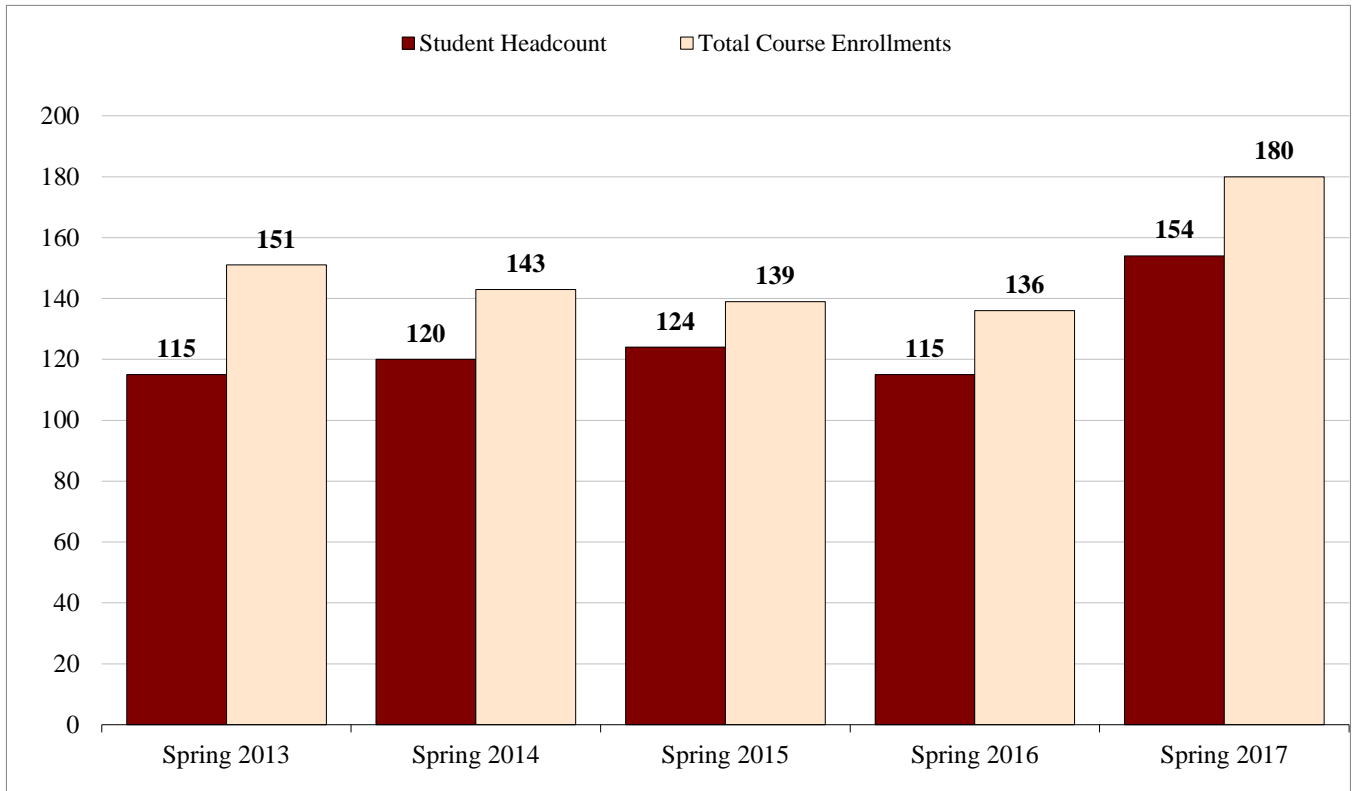
Discipline:

**Mass Communications (MSCM)**

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## Headcount & Enrollment

Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Student Headcount	115	120	124	115	154
Total Course Enrollments	151	143	139	136	180



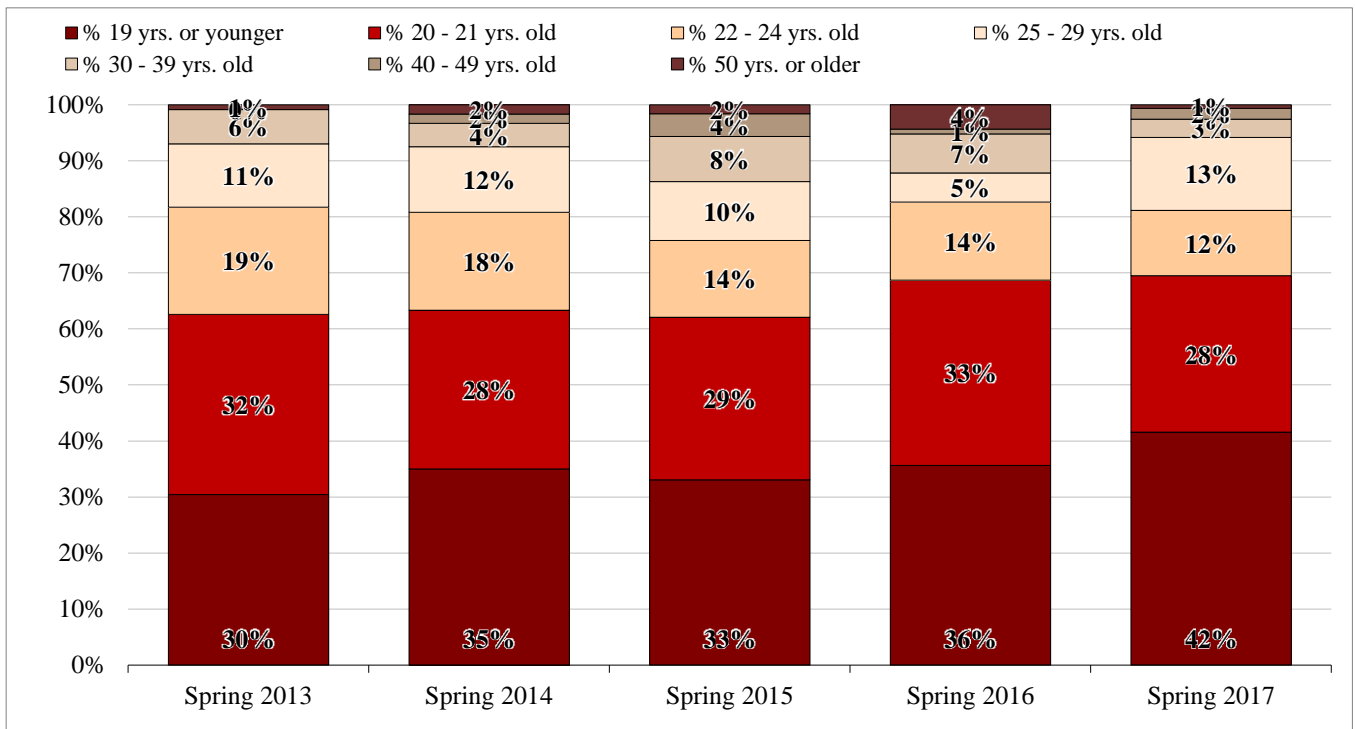
**Definitions:**

**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.

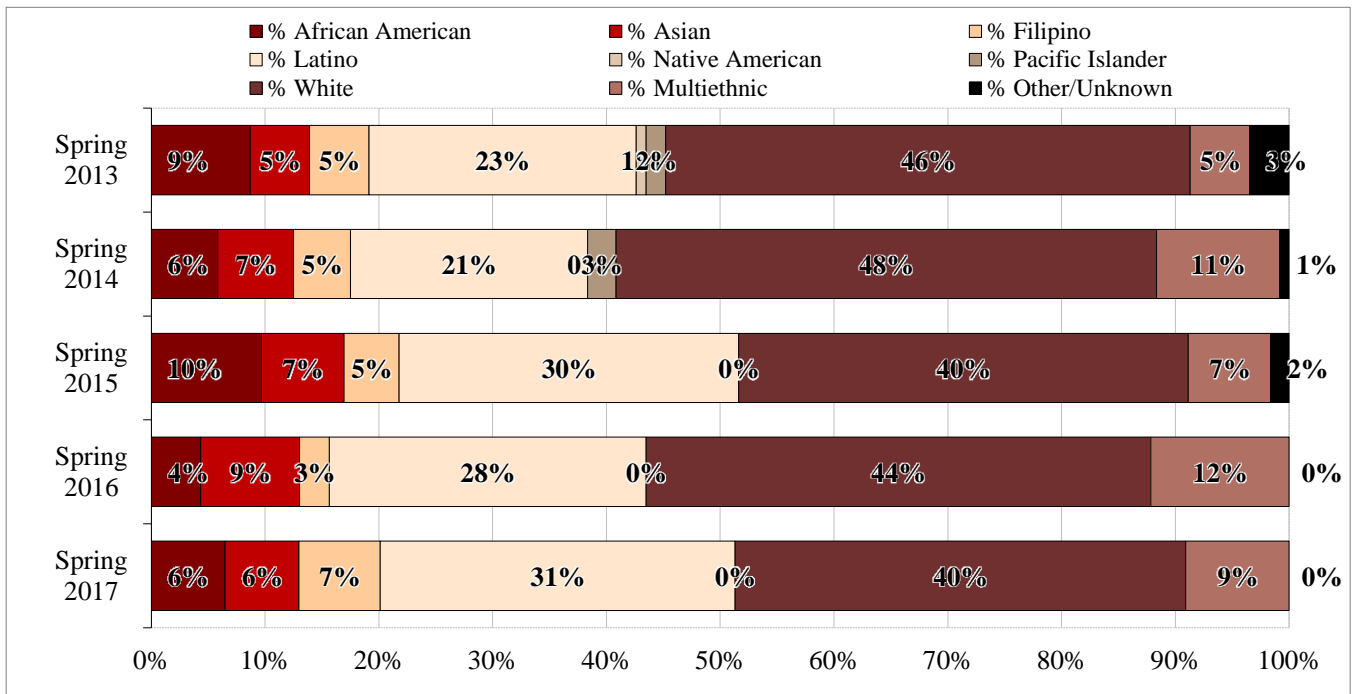
### Student Demographics: Gender & Age

Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Female	46	60	67	53	64
Male	69	59	56	61	90
19 yrs. or younger	35	42	41	41	64
20-21 yrs. old	37	34	36	38	43
22-24 yrs. old	22	21	17	16	18
25-29 yrs. old	13	14	13	6	20
30-39 yrs. old	7	5	10	8	5
40-49 yrs. old	0	2	5	1	3
50 yrs. or older	1	2	2	5	1
% Female	40%	50%	54%	46%	42%
% Male	60%	50%	46%	54%	58%
% 19 yrs. or younger	30%	35%	33%	36%	42%
% 20 - 21 yrs. old	32%	28%	29%	33%	28%
% 22 - 24 yrs. old	19%	18%	14%	14%	12%
% 25 - 29 yrs. old	11%	12%	10%	5%	13%
% 30 - 39 yrs. old	6%	4%	8%	7%	3%
% 40 - 49 yrs. old	0%	2%	4%	1%	2%
% 50 yrs. or older	1%	2%	2%	4%	1%



### Student Demographic: Race-Ethnicity

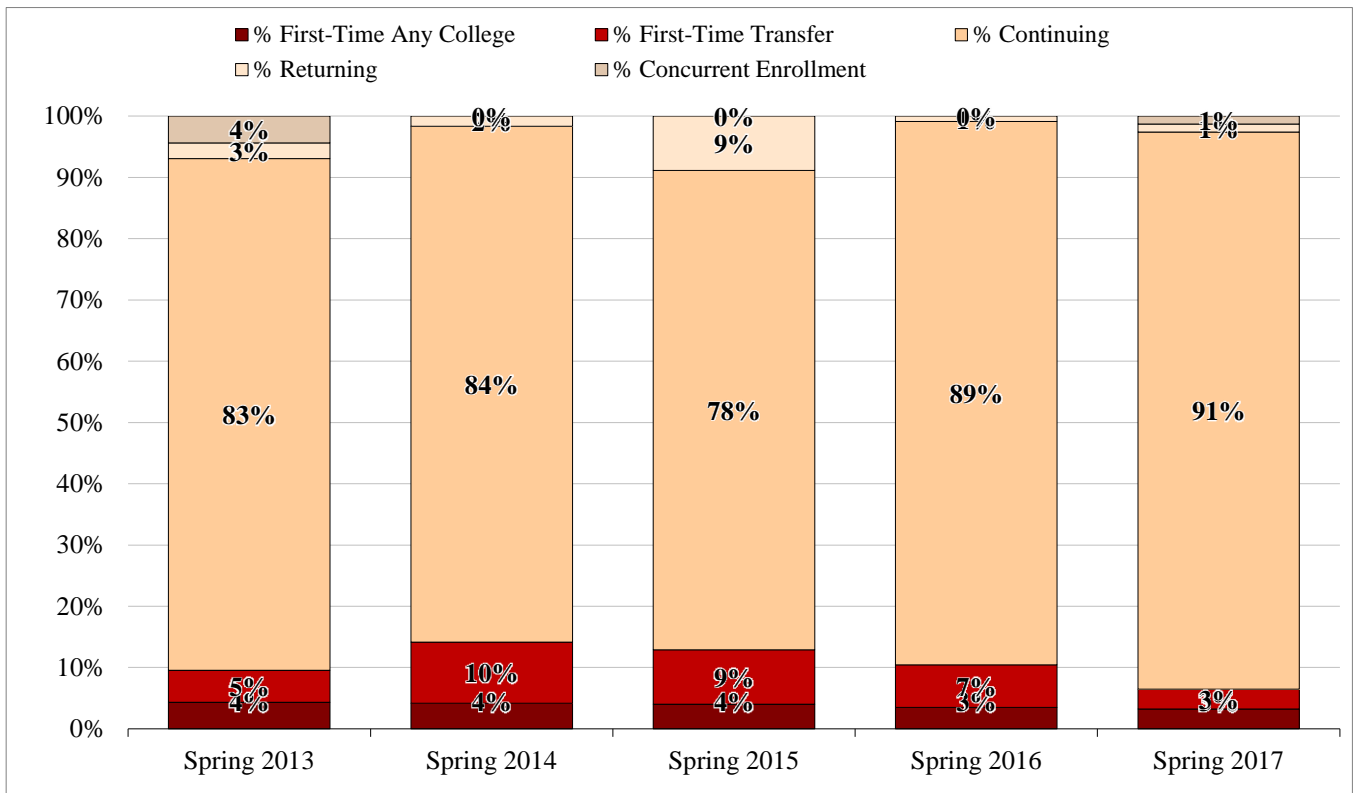
Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
African American	10	7	12	5	10
Asian	6	8	9	10	10
Filipino	6	6	6	3	11
Latino	27	25	37	32	48
Native American	1	0	0	0	0
Pacific Islander	2	3	0	0	0
White	53	57	49	51	61
Multiethnic	6	13	9	14	14
Other/Unknown	4	1	2	0	0
% African American	9%	6%	10%	4%	6%
% Asian	5%	7%	7%	9%	6%
% Filipino	5%	5%	5%	3%	7%
% Latino	23%	21%	30%	28%	31%
% Native American	1%	0%	0%	0%	0%
% Pacific Islander	2%	3%	0%	0%	0%
% White	46%	48%	40%	44%	40%
% Multiethnic	5%	11%	7%	12%	9%
% Other/Unknown	3%	1%	2%	0%	0%



Note: Multiethnic category became available in Fall 2011.

## Student Enrollment Status

Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
First-Time Any College	5	5	5	4	5
First-Time Transfer	6	12	11	8	5
Continuing	96	101	97	102	140
Returning	3	2	11	1	2
Concurrent Enrollment	5	0	0	0	2
% First-Time Any College	4%	4%	4%	3%	3%
% First-Time Transfer	5%	10%	9%	7%	3%
% Continuing	83%	84%	78%	89%	91%
% Returning	3%	2%	9%	1%	1%
% Concurrent Enrollment	4%	0%	0%	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.

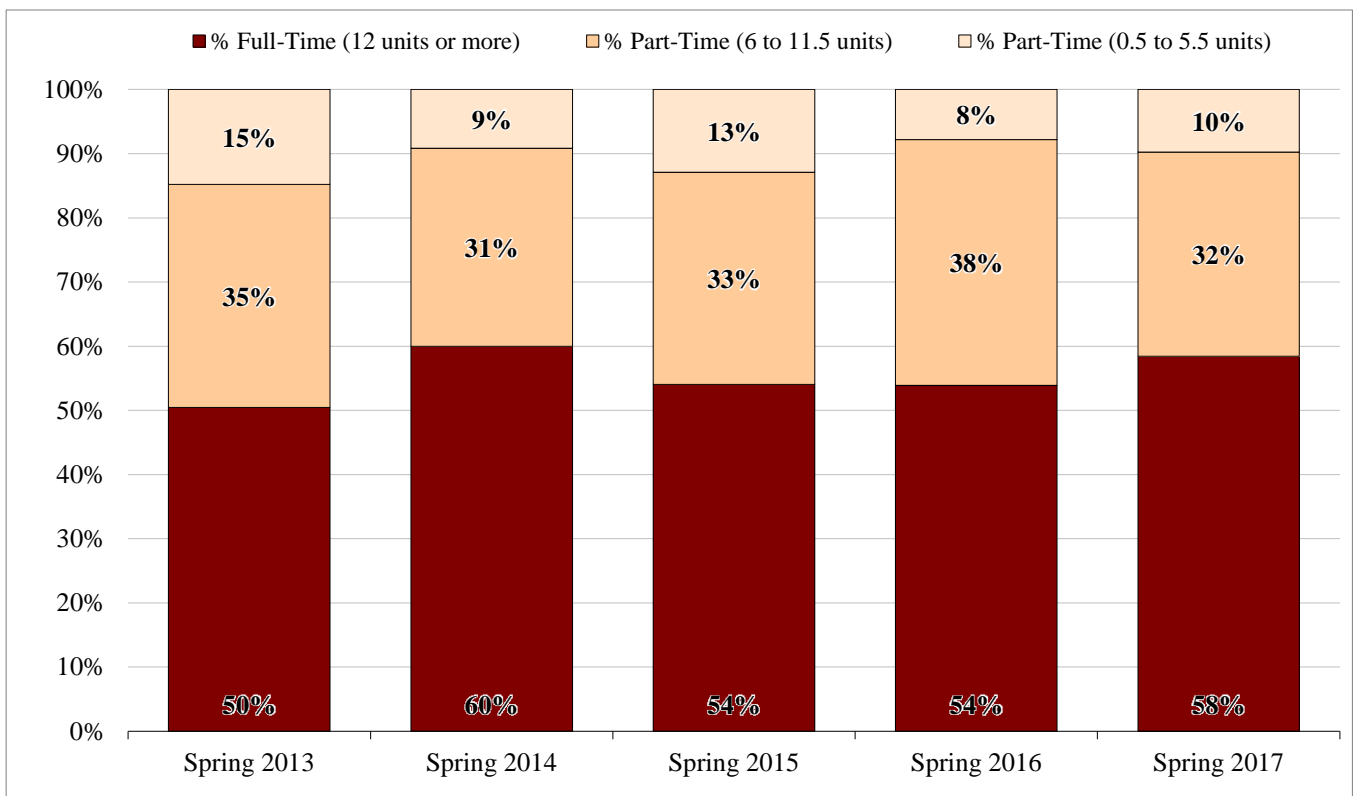
**Continuing:** Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

**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.

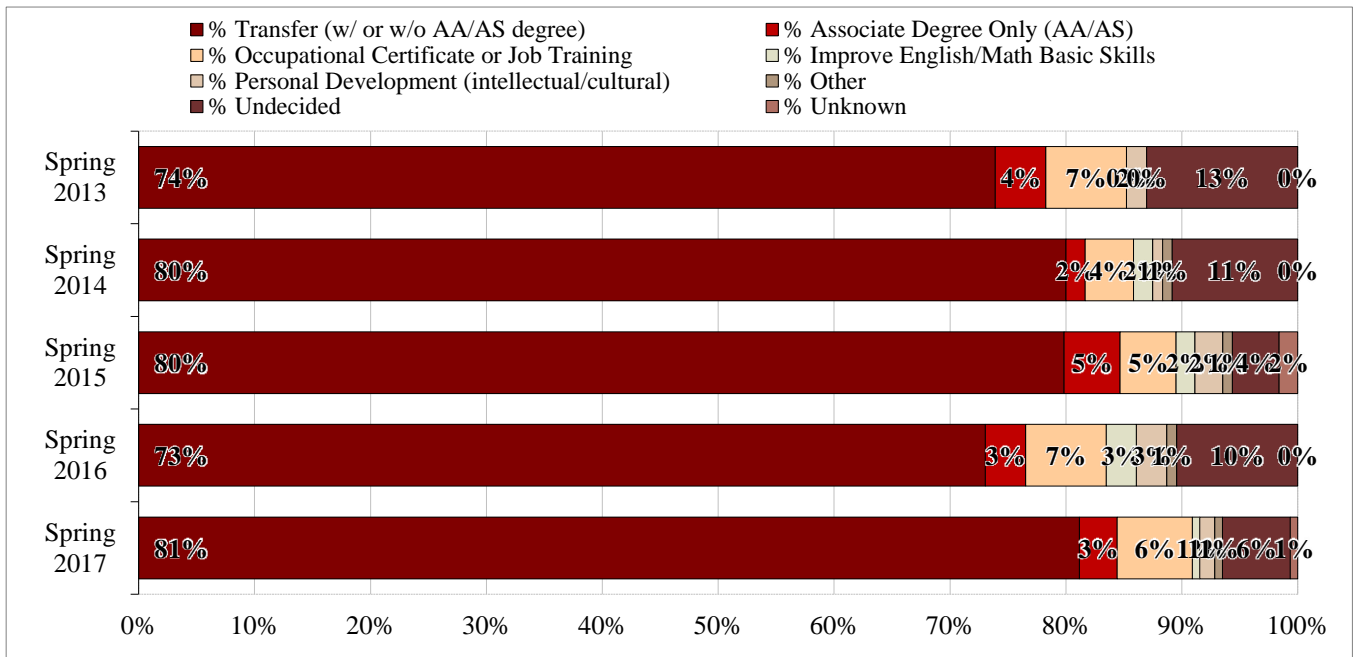
### Student Unit Load

Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Full-Time (12 units or more)	58	72	67	62	90
Part-Time (6 to 11.5 units)	40	37	41	44	49
Part-Time (0.5 to 5.5 units)	17	11	16	9	15
% Full-Time (12 units or more)	50%	60%	54%	54%	58%
% Part-Time (6 to 11.5 units)	35%	31%	33%	38%	32%
% Part-Time (0.5 to 5.5 units)	15%	9%	13%	8%	10%



## Student Educational Goal

Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Transfer (w/ or w/o AA/AS degree)	85	96	99	84	125
Associate Degree Only (AA/AS)	5	2	6	4	5
Occupational Certificate or Job Training	8	5	6	8	10
Improve English/Math Basic Skills	0	2	2	3	1
Personal Development (intellectual/cultural)	2	1	3	3	2
Other	0	1	1	1	1
Undecided	15	13	5	12	9
Unknown	0	0	2	0	1
<b>% Transfer (w/ or w/o AA/AS degree)</b>	<b>74%</b>	<b>80%</b>	<b>80%</b>	<b>73%</b>	<b>81%</b>
<b>% Associate Degree Only (AA/AS)</b>	<b>4%</b>	<b>2%</b>	<b>5%</b>	<b>3%</b>	<b>3%</b>
<b>% Occupational Certificate or Job Training</b>	<b>7%</b>	<b>4%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>
<b>% Improve English/Math Basic Skills</b>	<b>0%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>
<b>% Personal Development (intellectual/cultural)</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>
<b>% Other</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
<b>% Undecided</b>	<b>13%</b>	<b>11%</b>	<b>4%</b>	<b>10%</b>	<b>6%</b>
<b>% Unknown</b>	<b>0%</b>	<b>0%</b>	<b>2%</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.

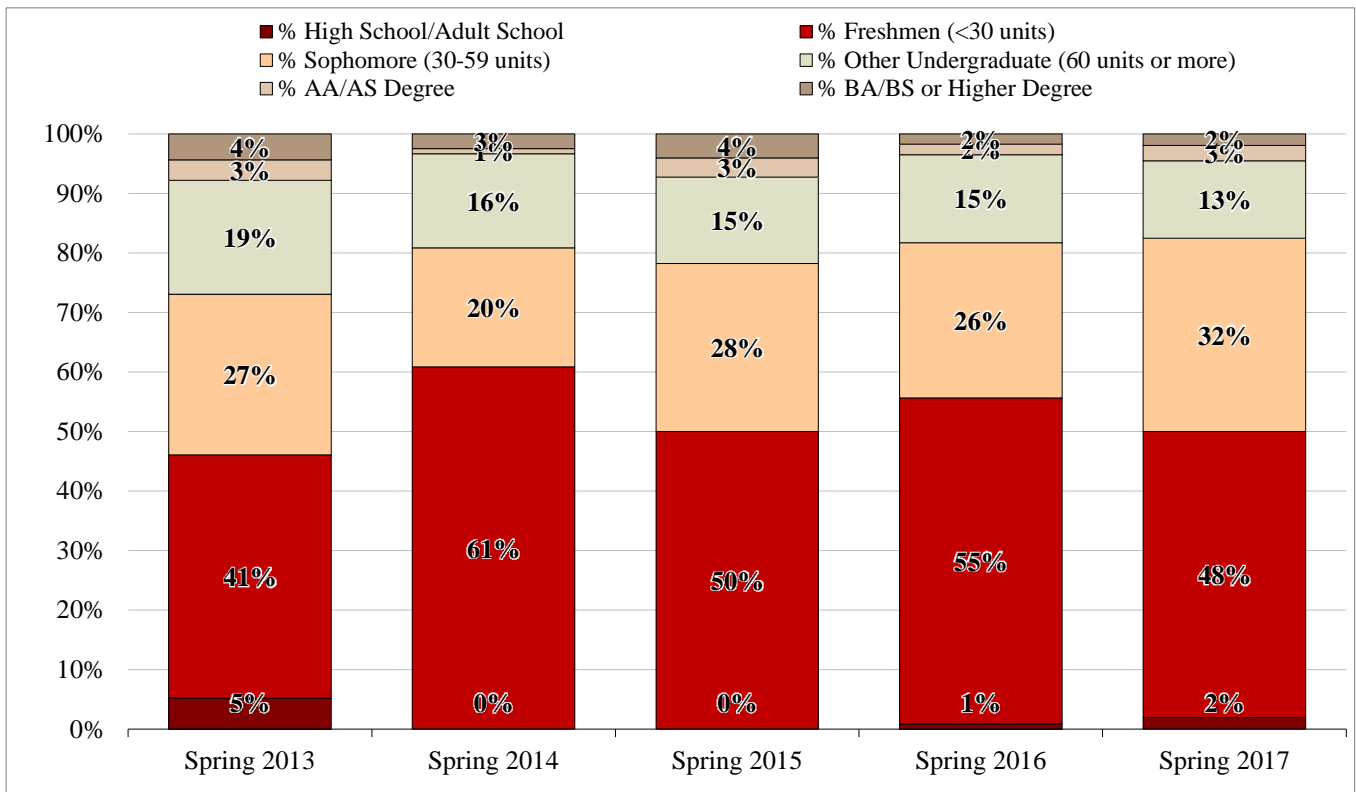
**Occupational Certificate/Job Training:** Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

**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

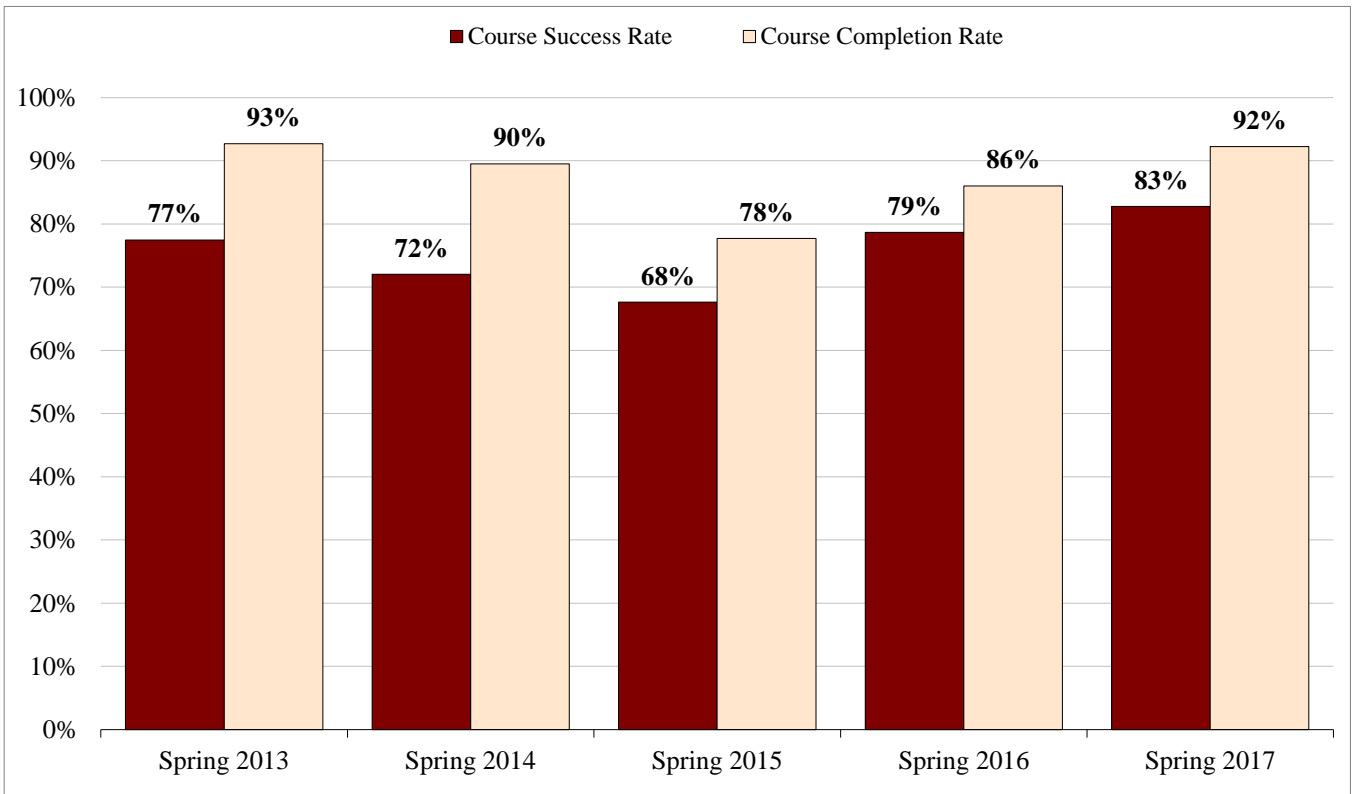
Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
High School/Adult School	6	0	0	1	3
Freshmen (<30 units)	47	73	62	63	74
Sophomore (30-59 units)	31	24	35	30	50
Other Undergraduate (60 units or more)	22	19	18	17	20
AA/AS Degree	4	1	4	2	4
BA/BS or Higher Degree	5	3	5	2	3
% High School/Adult School	5%	0%	0%	1%	2%
% Freshmen (<30 units)	41%	61%	50%	55%	48%
% Sophomore (30-59 units)	27%	20%	28%	26%	32%
% Other Undergraduate (60 units or more)	19%	16%	15%	15%	13%
% AA/AS Degree	3%	1%	3%	2%	3%
% BA/BS or Higher Degree	4%	3%	4%	2%	2%





## Student Performance

Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
Course Success Rate	77%	72%	68%	79%	83%
Course Completion Rate	93%	90%	78%	86%	92%



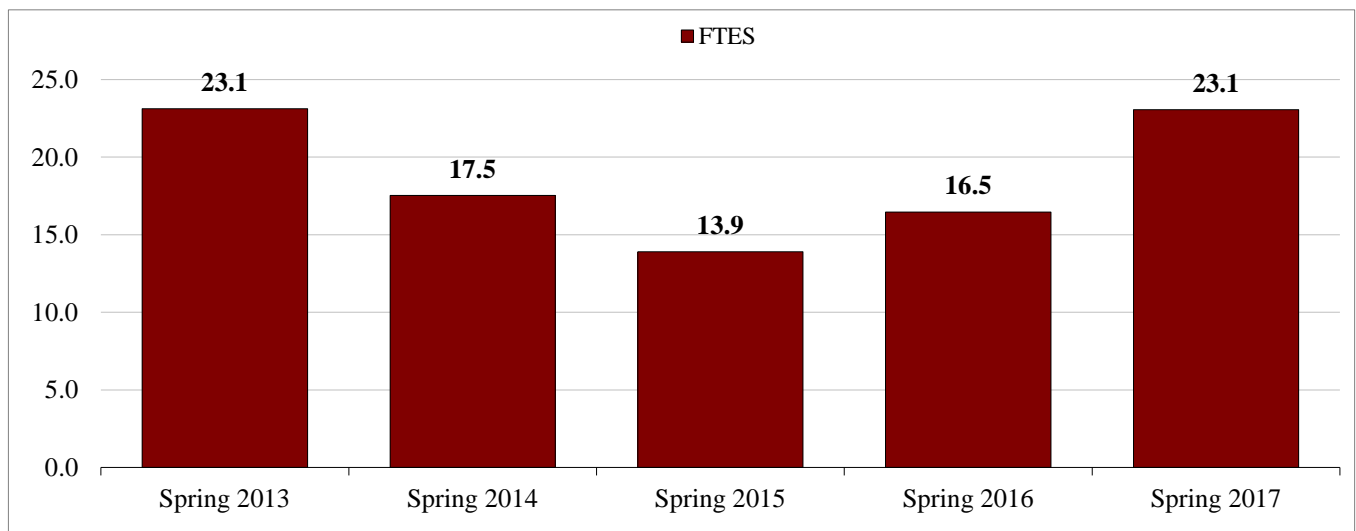
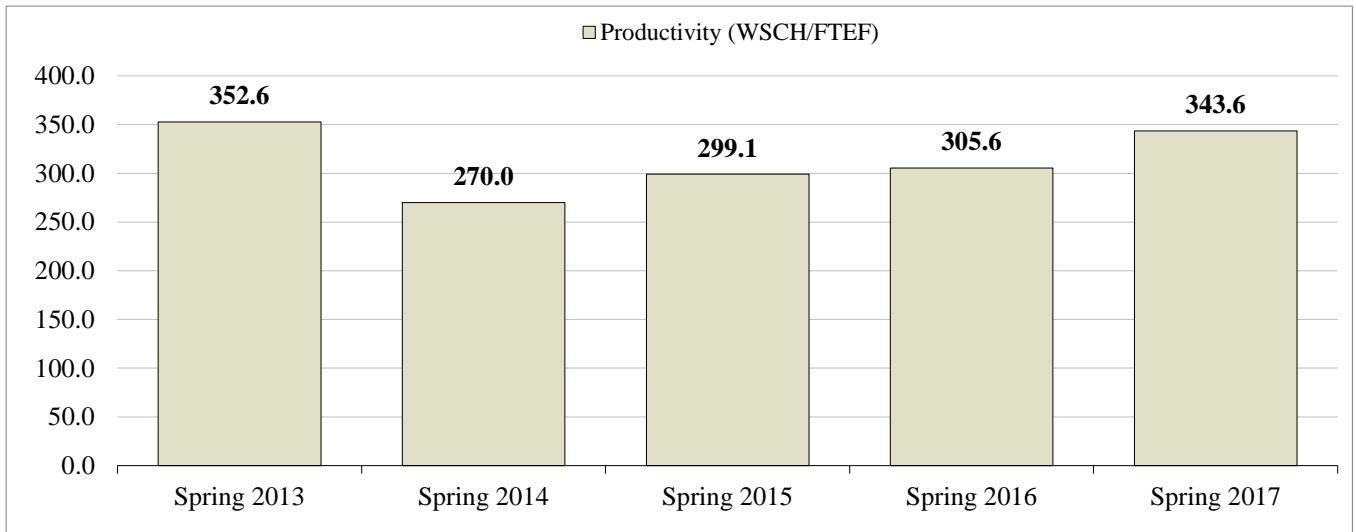
**Definitions:**

**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				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
WSCH	696	533	431	514	704
FTES	23.1	17.5	13.9	16.5	23.1
FTEF	2.0	2.0	1.4	1.7	2.0
Productivity (WSCH/FTEF)	352.6	270.0	299.1	305.6	343.6



**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.

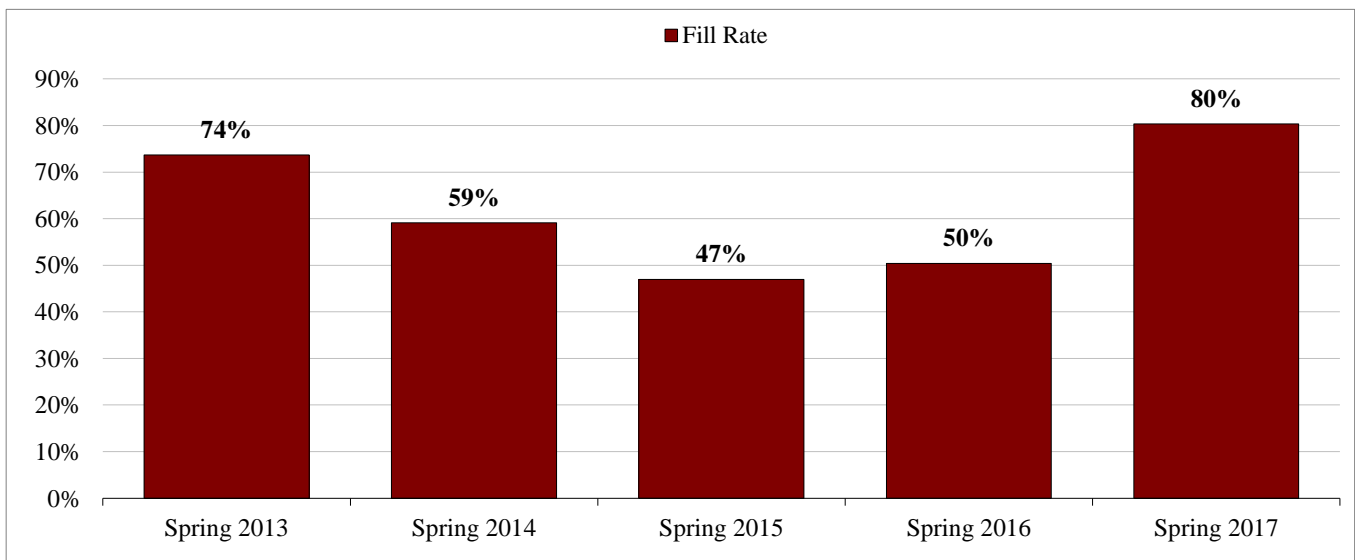
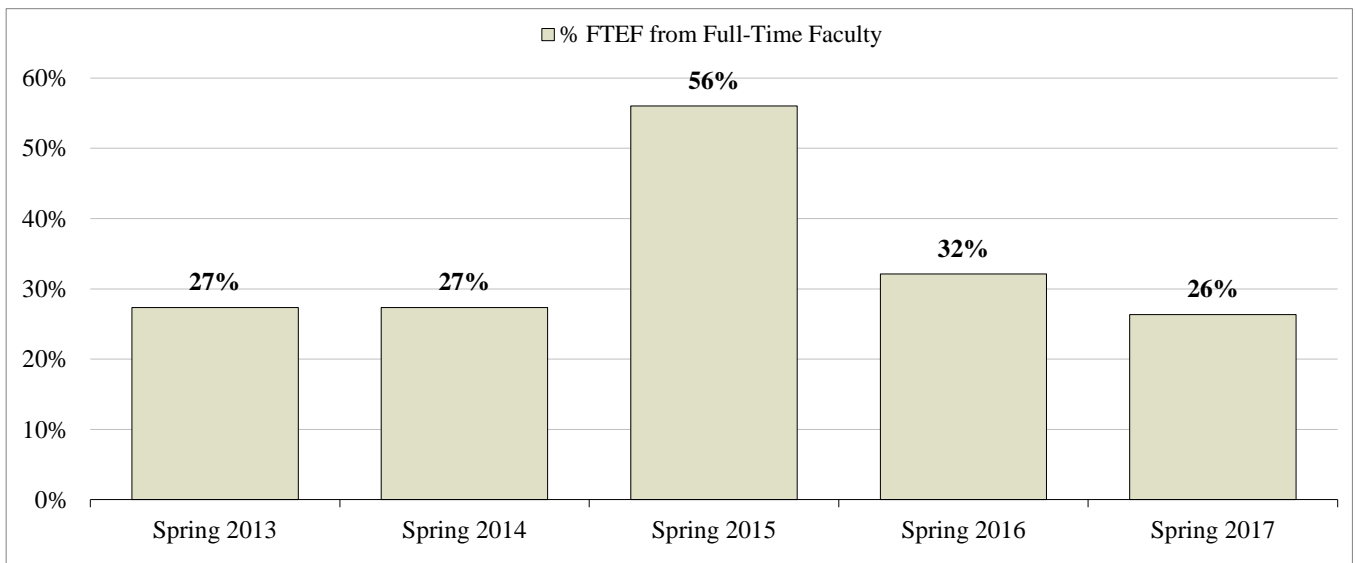
**FTEF** is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

**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

Mass Communications ( MSCM )					
	Term				
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017
FTEF from Full-Time Faculty	0.5	0.5	0.8	0.5	0.5
% FTEF from Full-Time Faculty	27%	27%	56%	32%	26%
Enrollments	151	143	139	136	180
Capacity (seats available)	205	242	296	270	224
Fill Rate	74%	59%	47%	50%	80%



**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.