



Las Positas College  
**Program Review Discipline Data Packet**  
Spring 2014 to Spring 2018

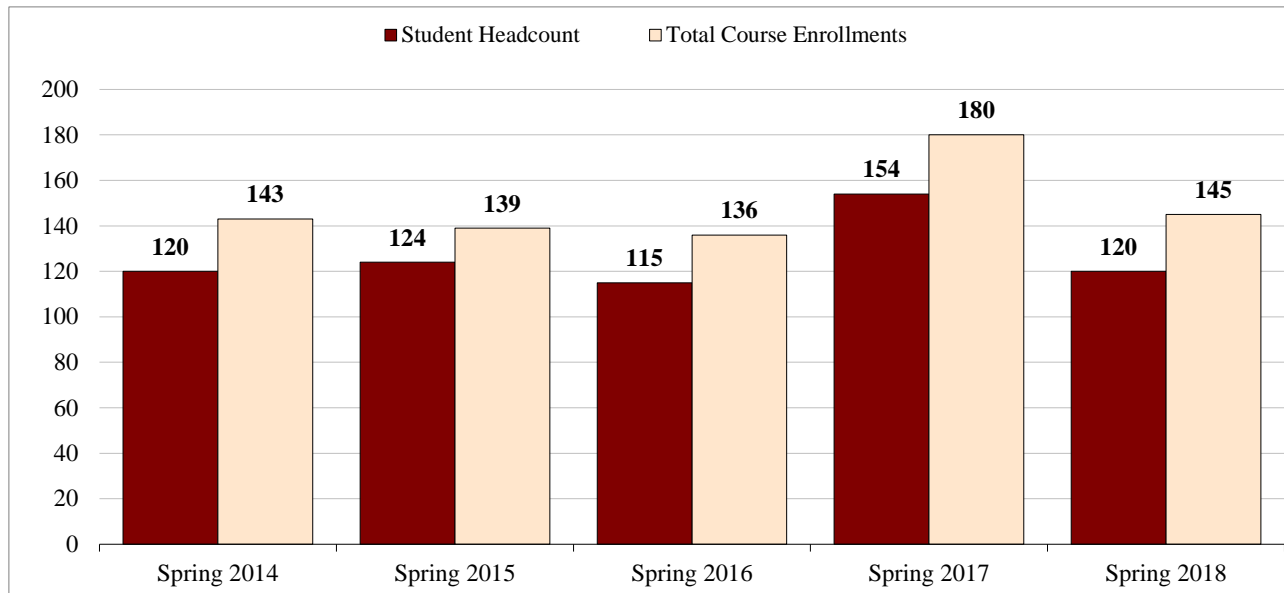
Discipline:

**Mass Communications (MSCM)**

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## Headcount & Enrollment

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Student Headcount	120	124	115	154	120
Total Course Enrollments	143	139	136	180	145



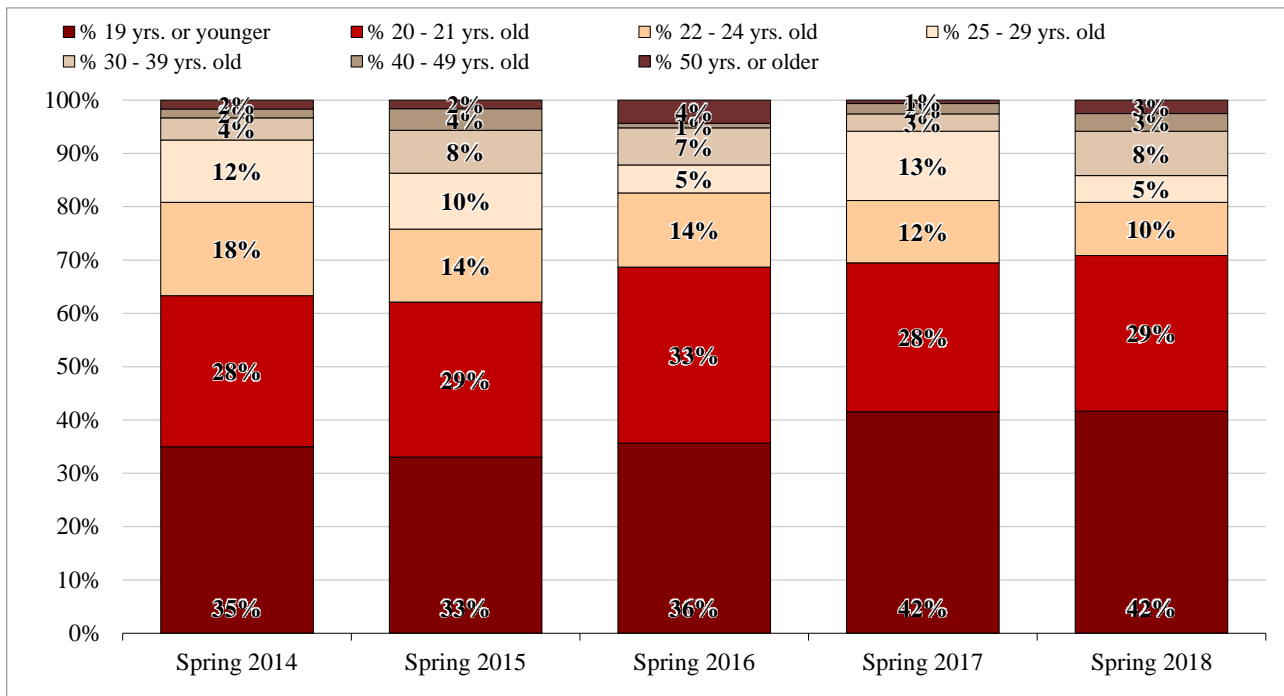
**Definitions:**

**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.

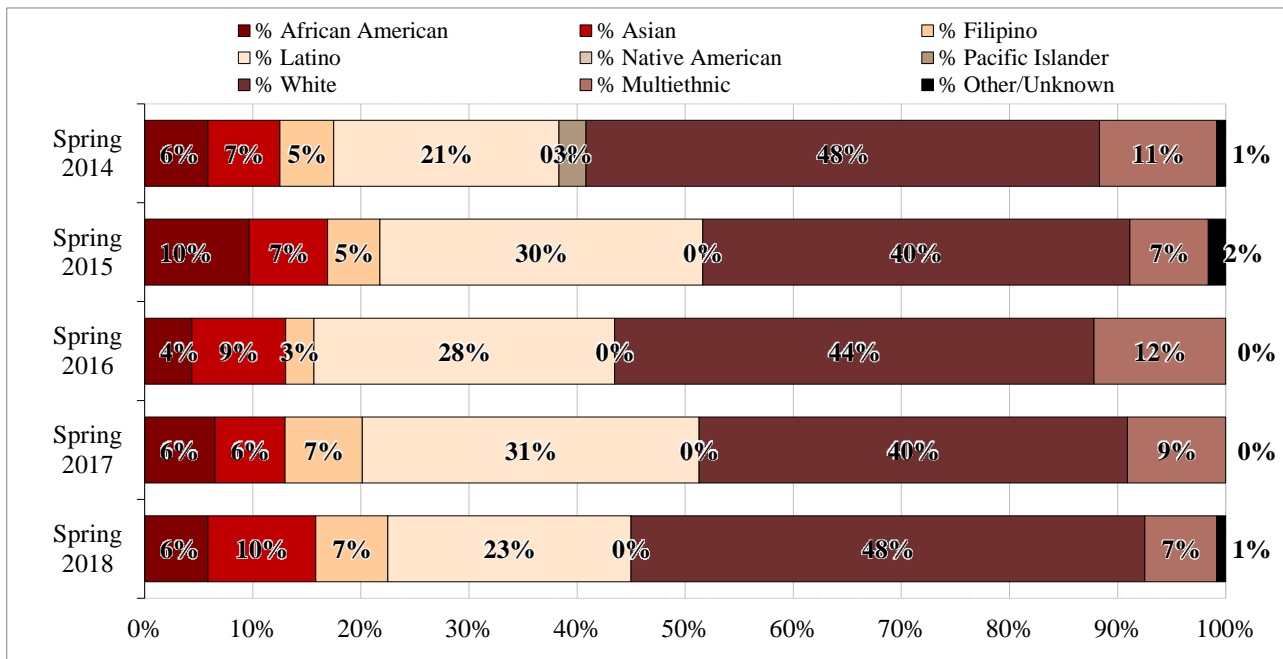
### Student Demographics: Gender & Age

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Female	60	67	53	64	67
Male	59	56	61	90	53
19 yrs. or younger	42	41	41	64	50
20-21 yrs. old	34	36	38	43	35
22-24 yrs. old	21	17	16	18	12
25-29 yrs. old	14	13	6	20	6
30-39 yrs. old	5	10	8	5	10
40-49 yrs. old	2	5	1	3	4
50 yrs. or older	2	2	5	1	3
% Female	50%	54%	46%	42%	56%
% Male	50%	46%	54%	58%	44%
% 19 yrs. or younger	35%	33%	36%	42%	42%
% 20 - 21 yrs. old	28%	29%	33%	28%	29%
% 22 - 24 yrs. old	18%	14%	14%	12%	10%
% 25 - 29 yrs. old	12%	10%	5%	13%	5%
% 30 - 39 yrs. old	4%	8%	7%	3%	8%
% 40 - 49 yrs. old	2%	4%	1%	2%	3%
% 50 yrs. or older	2%	2%	4%	1%	3%



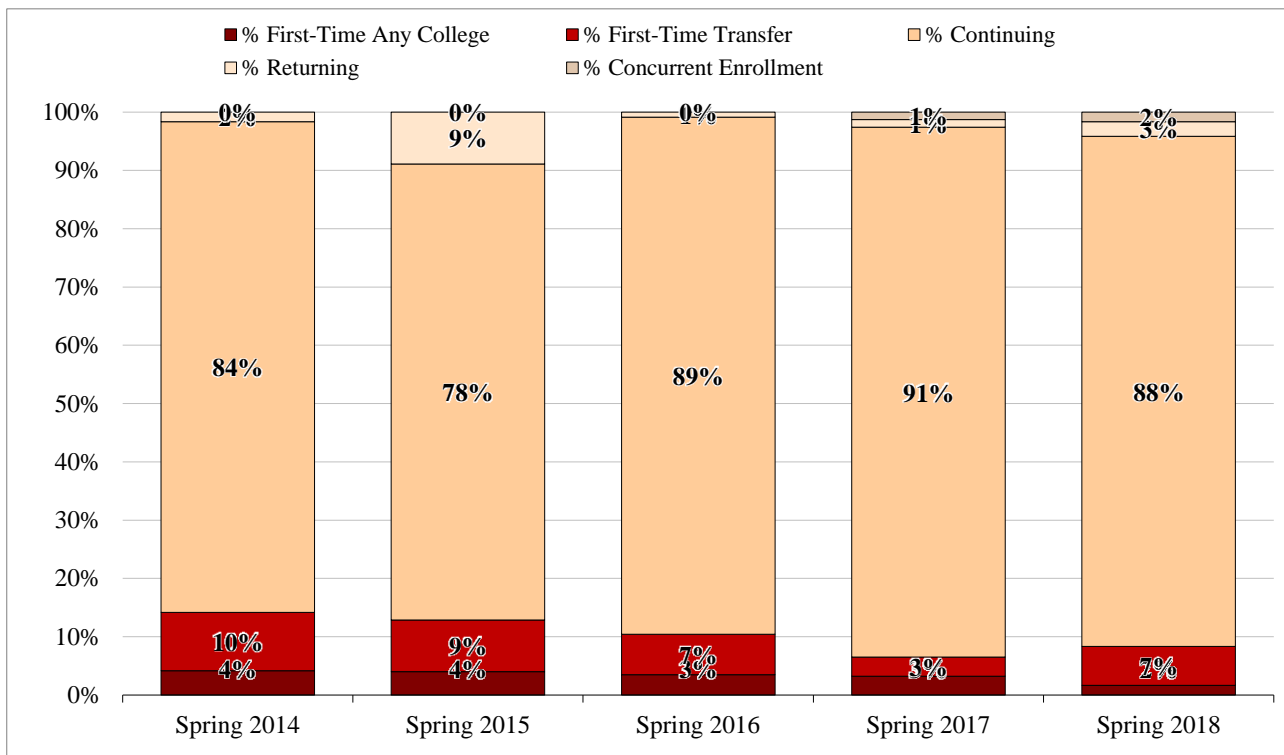
### Student Demographic: Race-Ethnicity

	Mass Communications ( MSCM )				
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
African American	7	12	5	10	7
Asian	8	9	10	10	12
Filipino	6	6	3	11	8
Latino	25	37	32	48	27
Native American	0	0	0	0	0
Pacific Islander	3	0	0	0	0
White	57	49	51	61	57
Multiethnic	13	9	14	14	8
Other/Unknown	1	2	0	0	1
% African American	6%	10%	4%	6%	6%
% Asian	7%	7%	9%	6%	10%
% Filipino	5%	5%	3%	7%	7%
% Latino	21%	30%	28%	31%	23%
% Native American	0%	0%	0%	0%	0%
% Pacific Islander	3%	0%	0%	0%	0%
% White	48%	40%	44%	40%	48%
% Multiethnic	11%	7%	12%	9%	7%
% Other/Unknown	1%	2%	0%	0%	1%



### Student Enrollment Status

	Mass Communications ( MSCM )				
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
First-Time Any College	5	5	4	5	2
First-Time Transfer	12	11	8	5	8
Continuing	101	97	102	140	105
Returning	2	11	1	2	3
Concurrent Enrollment	0	0	0	2	2
% First-Time Any College	4%	4%	3%	3%	2%
% First-Time Transfer	10%	9%	7%	3%	7%
% Continuing	84%	78%	89%	91%	88%
% Returning	2%	9%	1%	1%	3%
% Concurrent Enrollment	0%	0%	0%	1%	2%

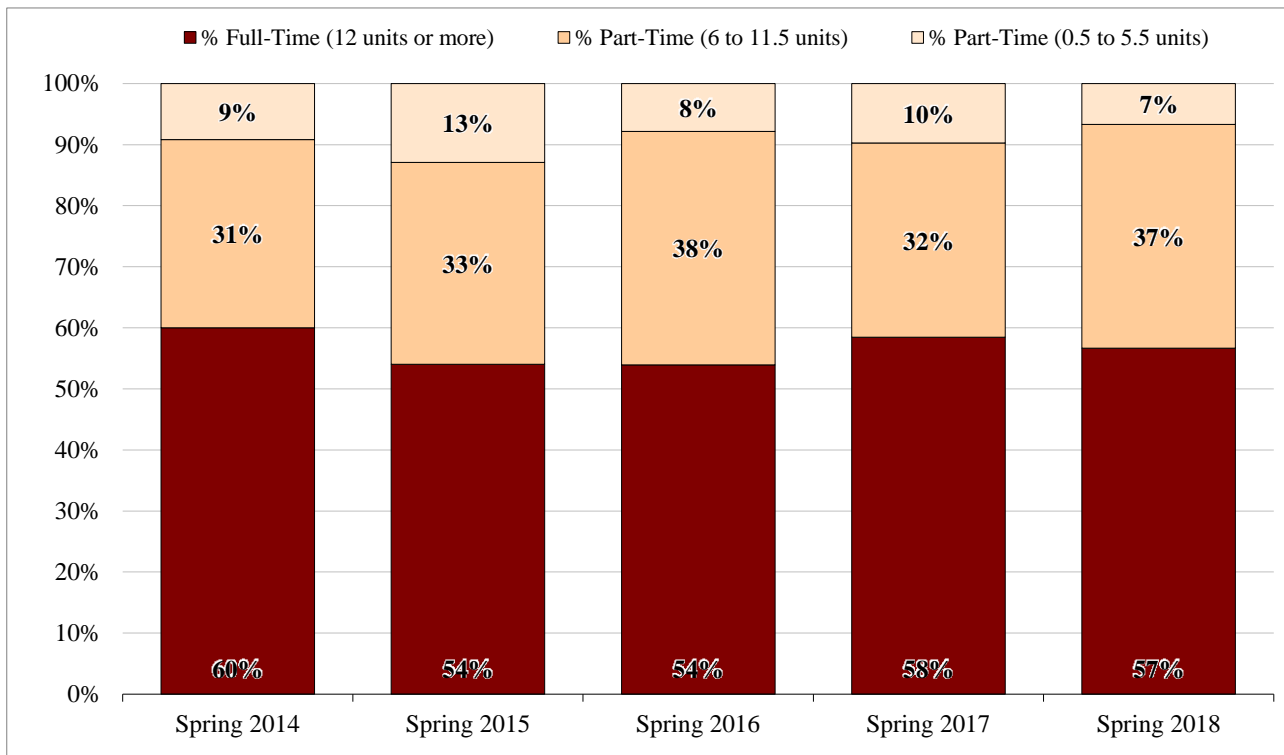


**Definitions:**

- 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.

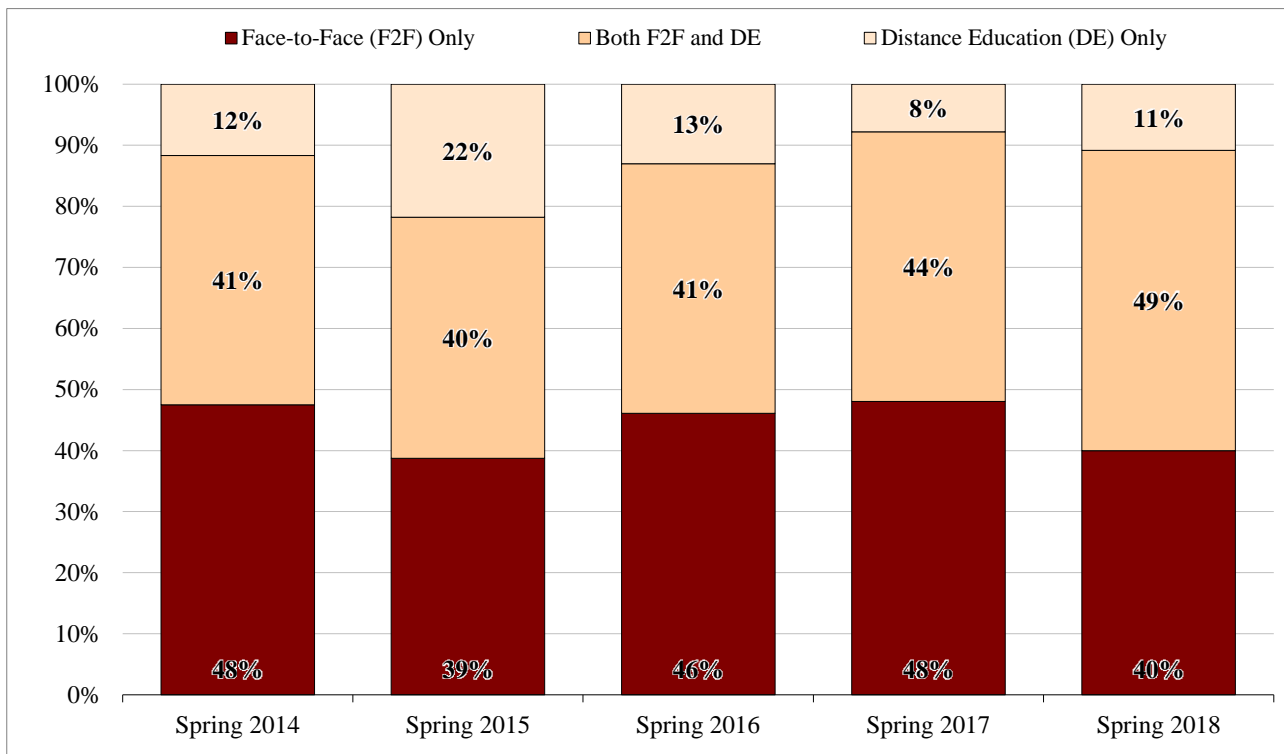
### Student Unit Load

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Full-Time (12 units or more)	72	67	62	90	68
Part-Time (6 to 11.5 units)	37	41	44	49	44
Part-Time (0.5 to 5.5 units)	11	16	9	15	8
% Full-Time (12 units or more)	60%	54%	54%	58%	57%
% Part-Time (6 to 11.5 units)	31%	33%	38%	32%	37%
% Part-Time (0.5 to 5.5 units)	9%	13%	8%	10%	7%



### Students Using Distance Education

Mass Communications ( MSCM )					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Face-to-Face (F2F) Only	57	48	53	74	48
Both F2F and DE	49	49	47	68	59
Distance Education (DE) Only	14	27	15	12	13
% Face-to-Face (F2F) Only	48%	39%	46%	48%	40%
% Both F2F and DE	41%	40%	41%	44%	49%
% Distance Education (DE) Only	12%	22%	13%	8%	11%

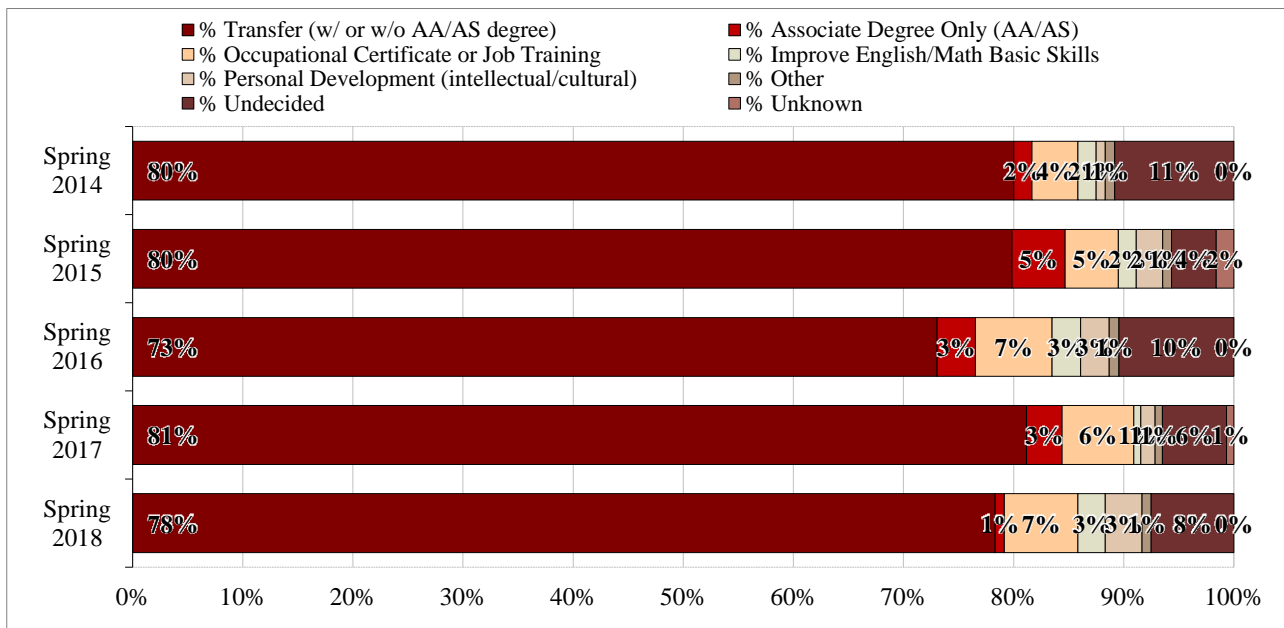


**Definitions:**

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

### Student Educational Goal

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Transfer (w/ or w/o AA/AS degree)	96	99	84	125	94
Associate Degree Only (AA/AS)	2	6	4	5	1
Occupational Certificate or Job Training	5	6	8	10	8
Improve English/Math Basic Skills	2	2	3	1	3
Personal Development (intellectual/cultural)	1	3	3	2	4
Other	1	1	1	1	1
Undecided	13	5	12	9	9
Unknown	0	2	0	1	0
% Transfer (w/ or w/o AA/AS degree)	80%	80%	73%	81%	78%
% Associate Degree Only (AA/AS)	2%	5%	3%	3%	1%
% Occupational Certificate or Job Training	4%	5%	7%	6%	7%
% Improve English/Math Basic Skills	2%	2%	3%	1%	3%
% Personal Development (intellectual/cultural)	1%	2%	3%	1%	3%
% Other	1%	1%	1%	1%	1%
% Undecided	11%	4%	10%	6%	8%
% Unknown	0%	2%	0%	1%	0%



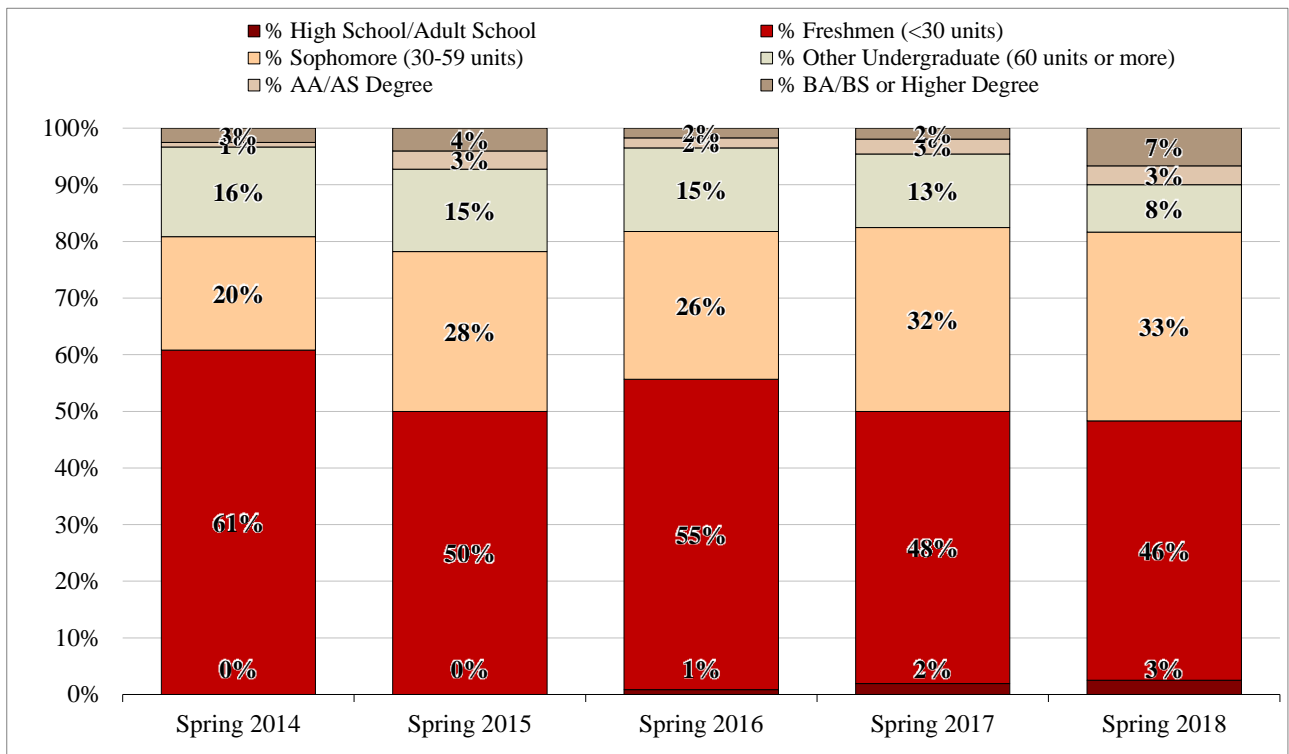
**Definitions:**

- 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.



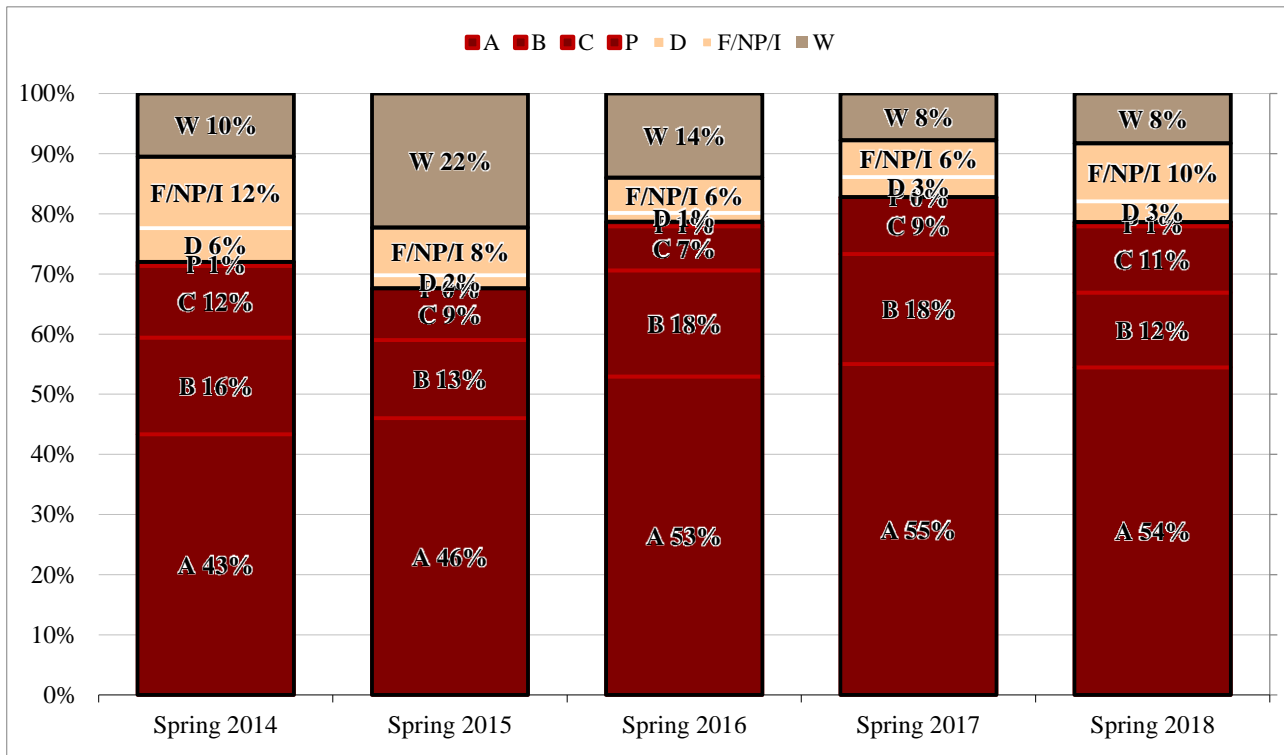
### Highest Educational Level of Students

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
High School/Adult School	0	0	1	3	3
Freshmen (<30 units)	73	62	63	74	55
Sophomore (30-59 units)	24	35	30	50	40
Other Undergraduate (60 units or more)	19	18	17	20	10
AA/AS Degree	1	4	2	4	4
BA/BS or Higher Degree	3	5	2	3	8
% High School/Adult School	0%	0%	1%	2%	3%
% Freshmen (<30 units)	61%	50%	55%	48%	46%
% Sophomore (30-59 units)	20%	28%	26%	32%	33%
% Other Undergraduate (60 units or more)	16%	15%	15%	13%	8%
% AA/AS Degree	1%	3%	2%	3%	3%
% BA/BS or Higher Degree	3%	4%	2%	2%	7%



### Student Performance: Grade Distribution

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
<b>Total Course Enrollments</b>	<b>143</b>	<b>139</b>	<b>136</b>	<b>180</b>	<b>145</b>
<b>Course Success Rates</b>	<b>72%</b>	<b>68%</b>	<b>79%</b>	<b>83%</b>	<b>79%</b>
A	43%	46%	53%	55%	54%
B	16%	13%	18%	18%	12%
C	12%	9%	7%	9%	11%
P	1%	0%	1%	0%	1%
<b>Course Non-Success Rate</b>	<b>17%</b>	<b>10%</b>	<b>7%</b>	<b>9%</b>	<b>13%</b>
D	6%	2%	1%	3%	3%
F/NP/I	12%	8%	6%	6%	10%
<b>Withdrawals (W)</b>	<b>10%</b>	<b>22%</b>	<b>14%</b>	<b>8%</b>	<b>8%</b>



**Definitions:**

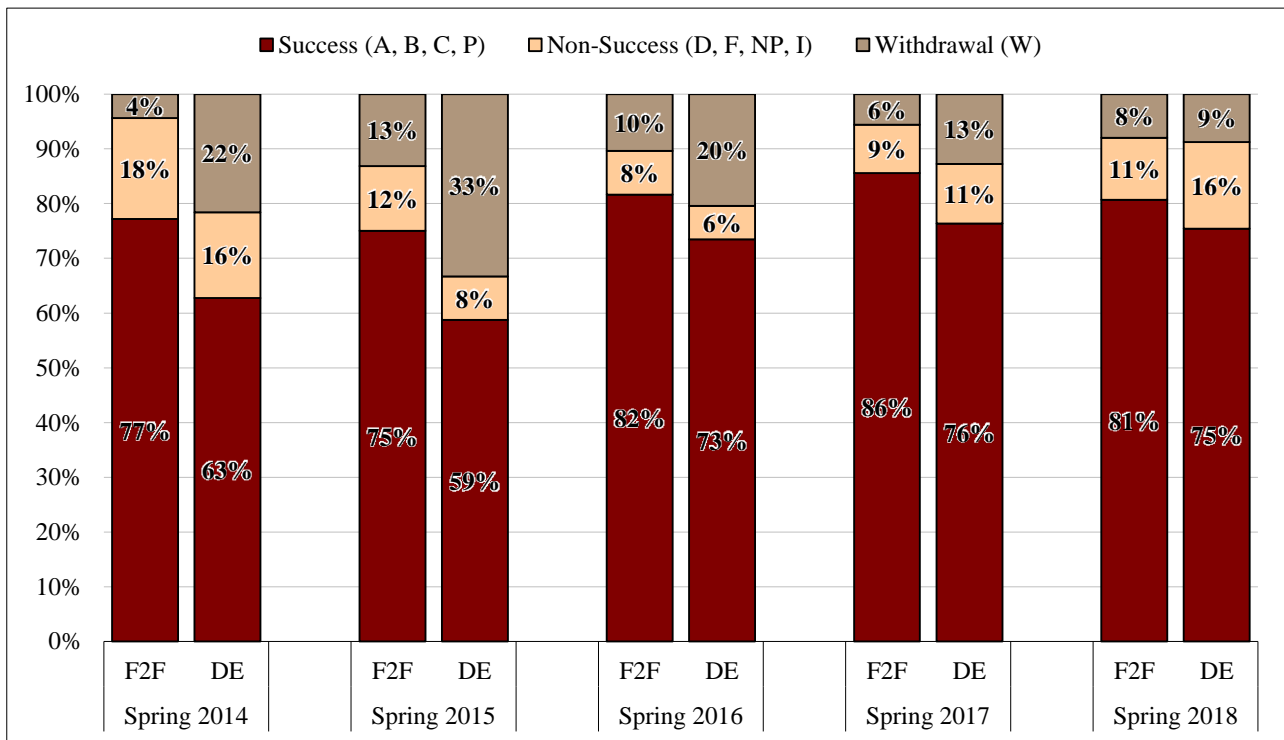
**Course Success Rate** is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

**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

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
<b>Total Course Enrollments</b>	<b>143</b>	<b>139</b>	<b>136</b>	<b>180</b>	<b>145</b>
<b>Face-to-Face (F2F) Sections</b>	<b>92</b>	<b>76</b>	<b>87</b>	<b>125</b>	<b>88</b>
Success Rates	77%	75%	82%	86%	81%
Non-Success Rates	18%	12%	8%	9%	11%
Withdrawals	4%	13%	10%	6%	8%
<b>Distance Education (DE) Sections</b>	<b>51</b>	<b>63</b>	<b>49</b>	<b>55</b>	<b>57</b>
Success Rates	63%	59%	73%	76%	75%
Non-Success Rates	16%	8%	6%	11%	16%
Withdrawals	22%	33%	20%	13%	9%

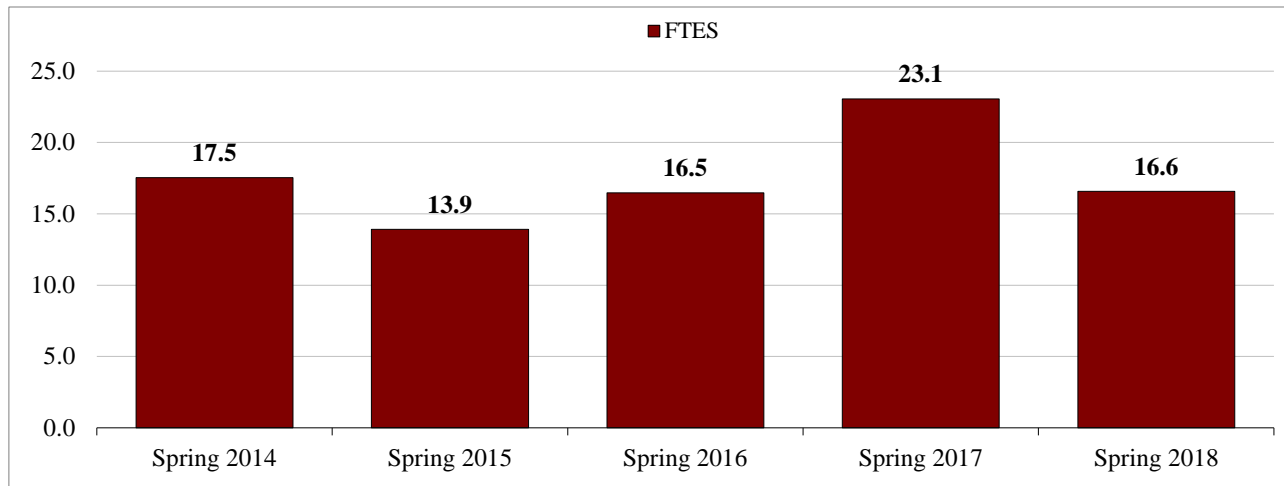
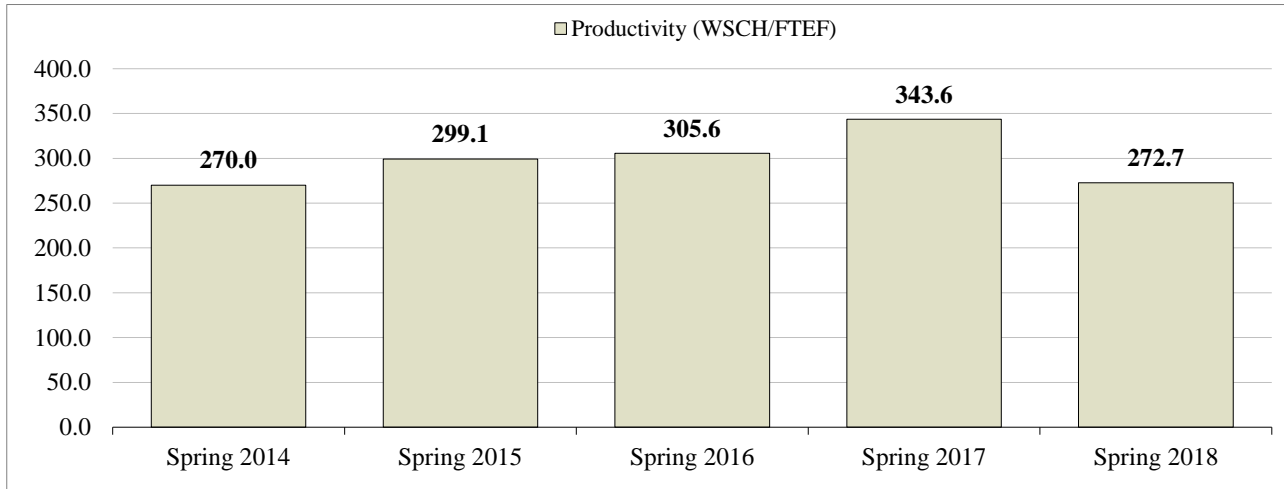


**Definitions:**

- 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

	Mass Communications ( MSCM )				
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
WSCH	533	431	514	704	511
FTEF	17.5	13.9	16.5	23.1	16.6
FTEF	2.0	1.4	1.7	2.0	1.9
Productivity (WSCH/FTEF)	270.0	299.1	305.6	343.6	272.7



**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.

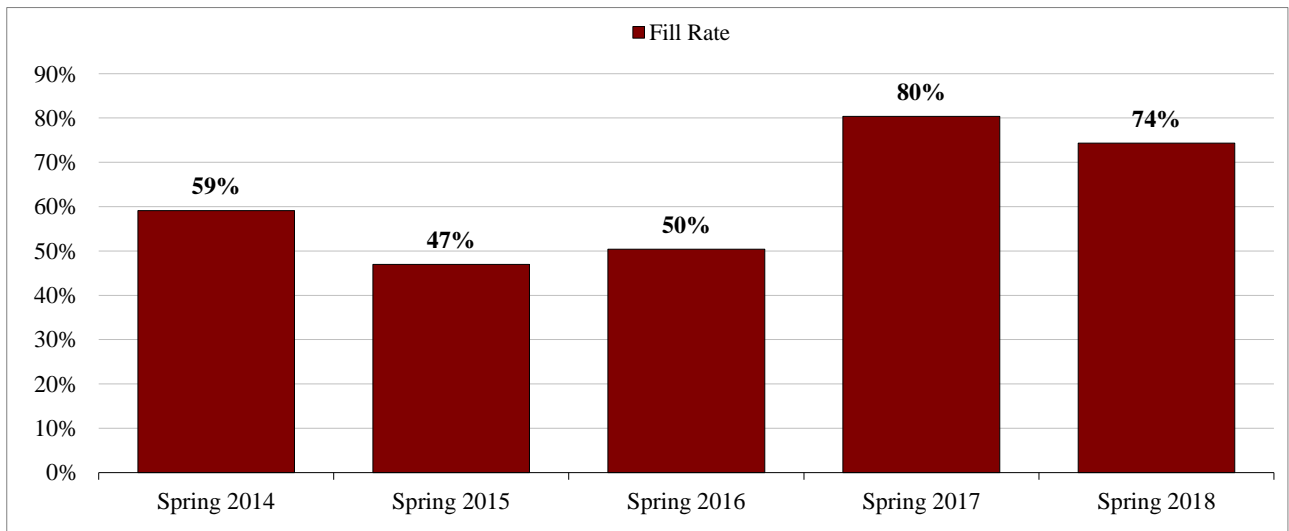
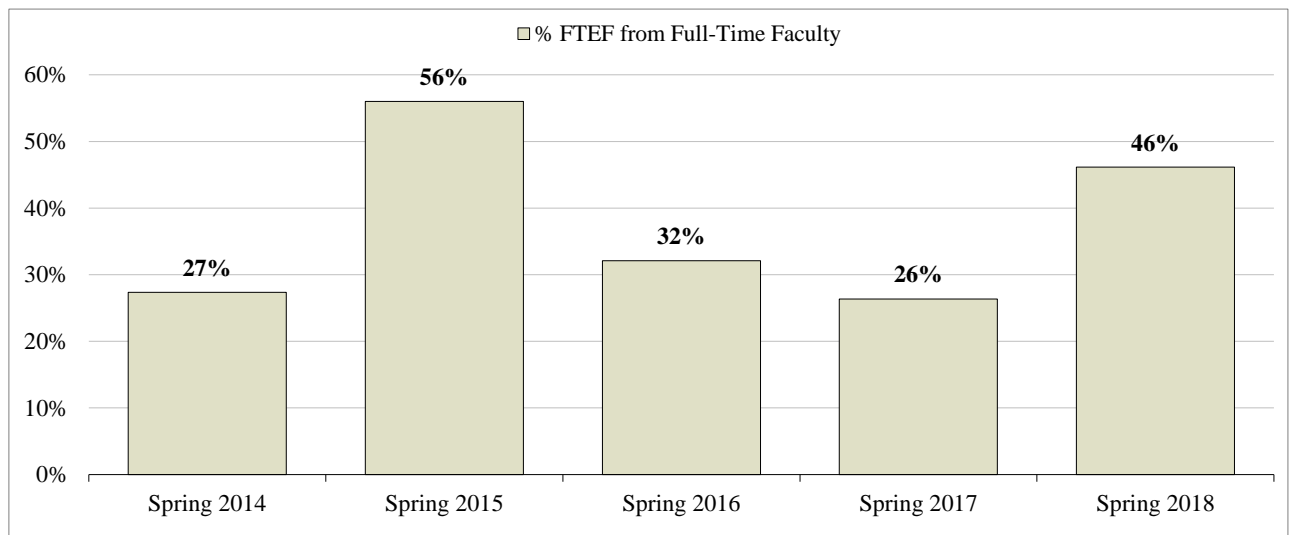
**FTEF** is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

**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

Mass Communications ( MSCM )					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
FTEF from Full-Time Faculty	0.5	0.8	0.5	0.5	0.9
% FTEF from Full-Time Faculty	27%	56%	32%	26%	46%
Enrollments	143	139	136	180	145
Capacity (seats available)	242	296	270	224	195
Fill Rate	59%	47%	50%	80%	74%



**Definitions:**

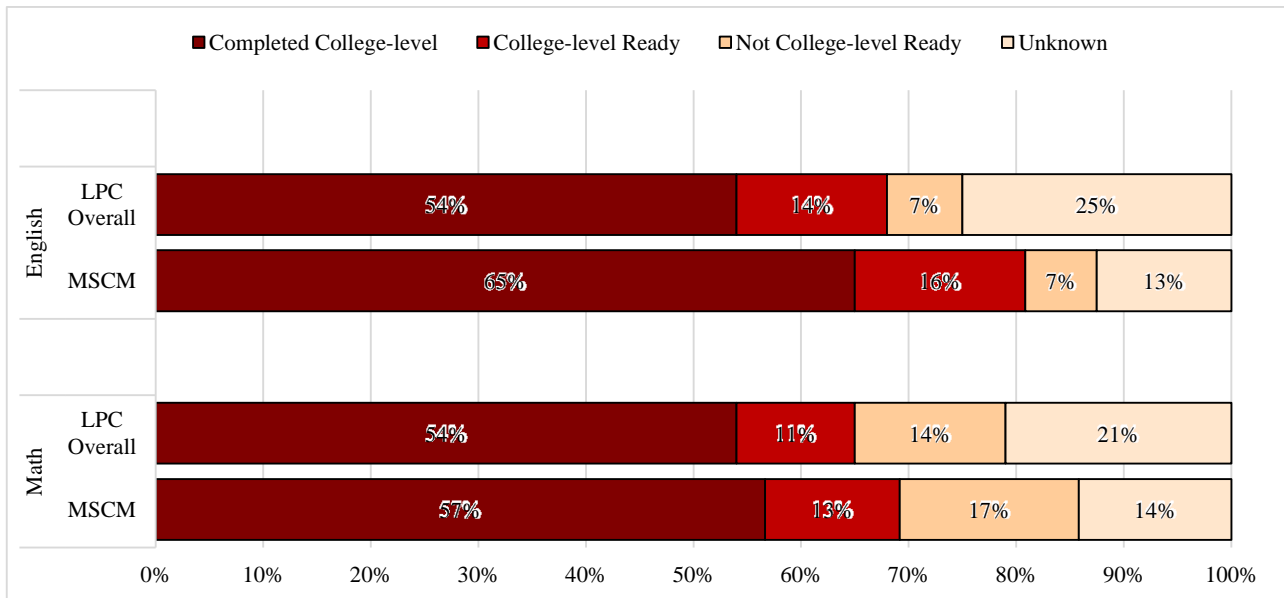
**Fill Rate** is number of enrollments over the total capacity (seats available).

**% 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

Spring 2018				
	MSCM		LPC Overall	
	Num	Pct	Num	Pct
<b>College English</b>				
Completed College-level	78	65%	4,955	54%
College-level Ready	19	17%	1,319	14%
Not College-level Ready	8	8%	619	7%
Unknown	15	13%	2,260	25%
<b>College Math</b>				
Completed College-level	68	57%	4,980	54%
College-level Ready	15	13%	974	11%
Not College-level Ready	20	17%	1,239	14%
Unknown	17	14%	1,960	21%



**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.