



Las Positas College

Discipline Program Review Data Packet

Fall 2018 to Spring 2023

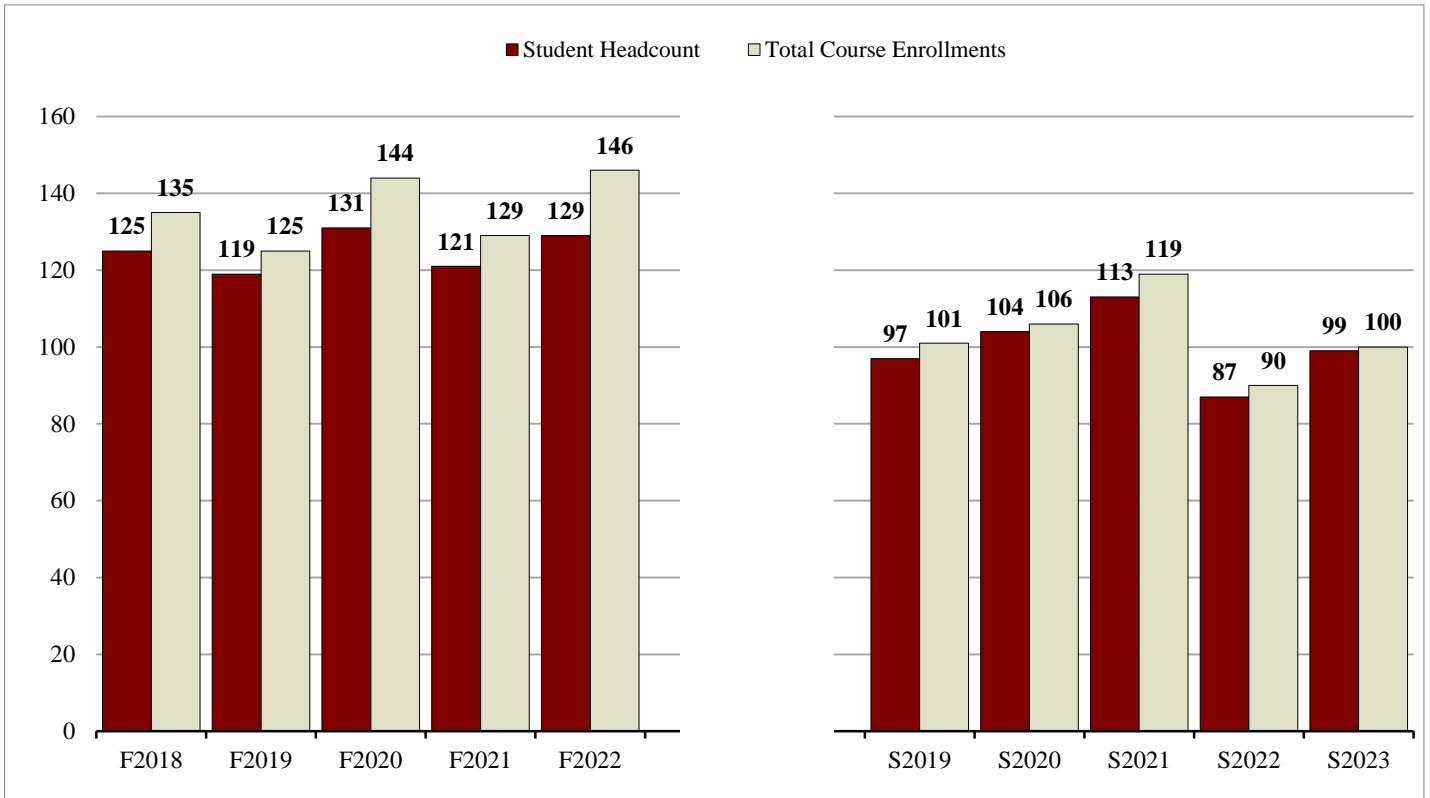
Discipline:

Marketing (MKTG)

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Headcount & Enrollment

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
Student Headcount	125	119	131	121	129	97	104	113	87	99
Total Course Enrollments	135	125	144	129	146	101	106	119	90	100



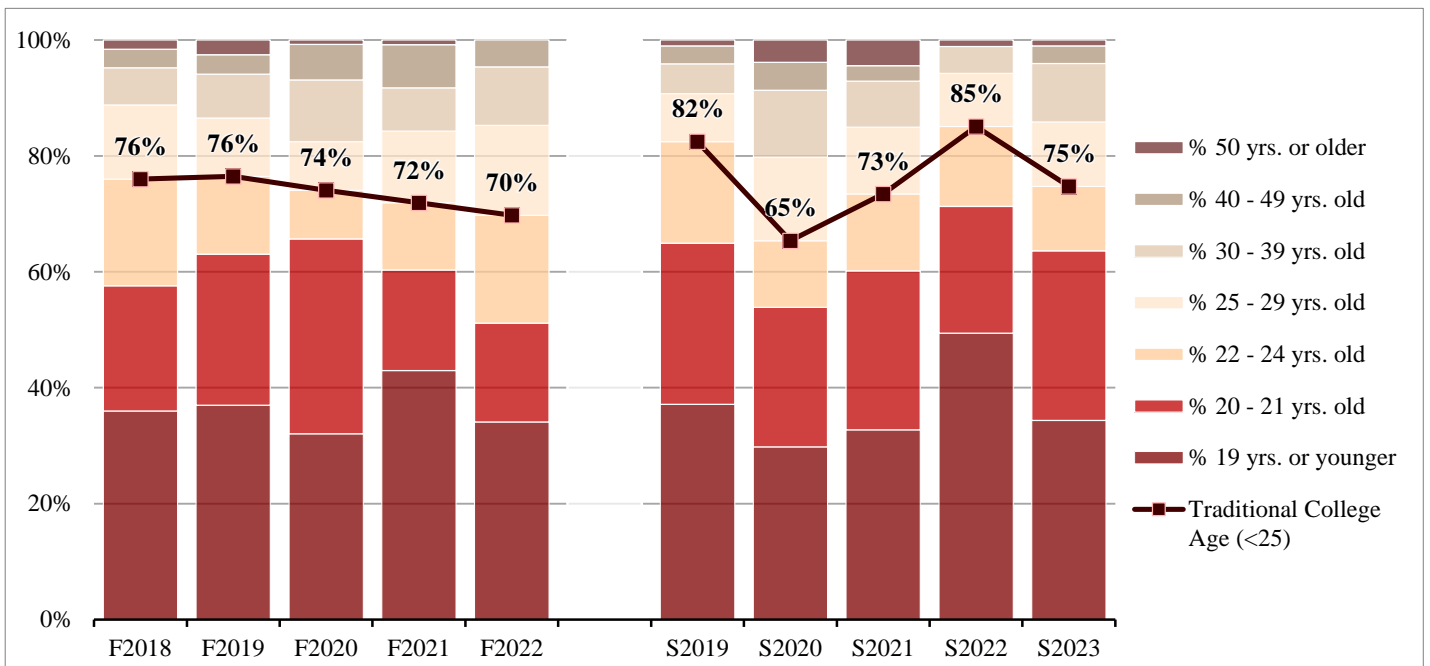
Definitions:

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.

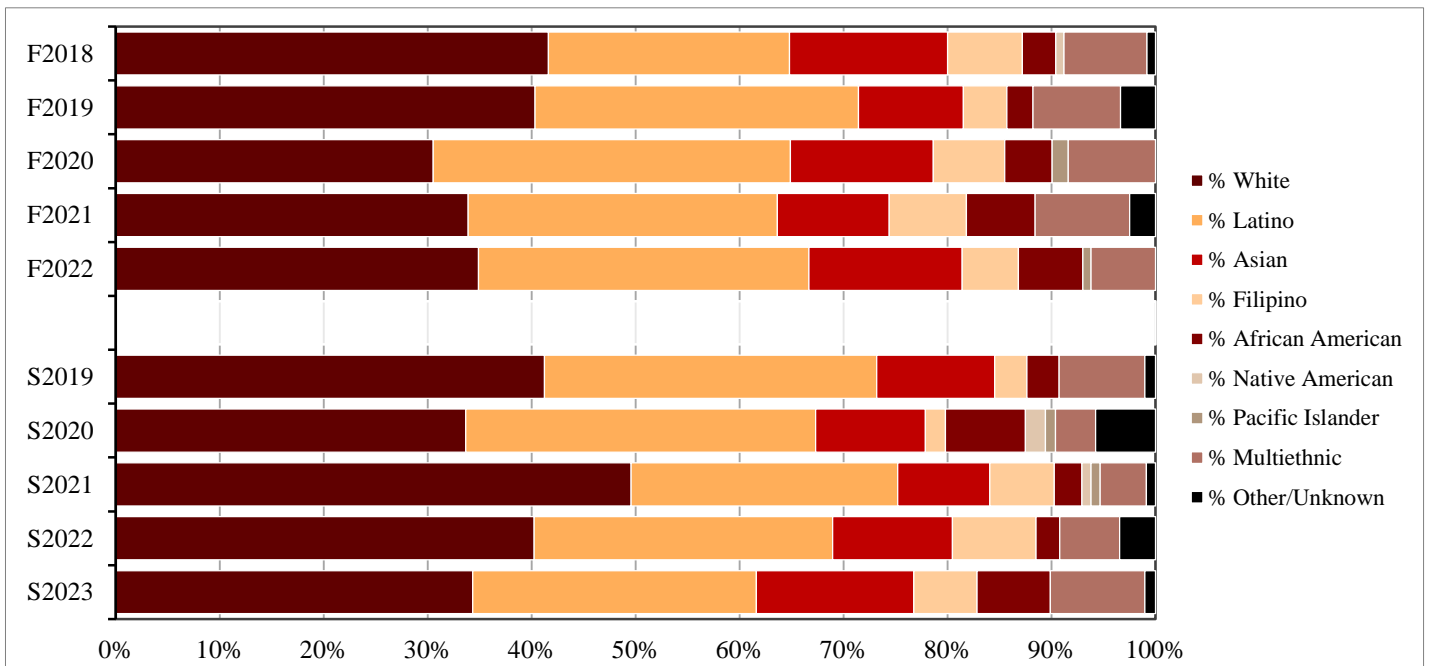
Student Demographics: Gender & Age

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
Female	41	50	63	62	61	44	45	58	39	47
Male	81	65	65	56	68	52	54	49	46	50
19 yrs. or younger	45	44	42	52	44	36	31	37	43	34
20-21 yrs. old	27	31	44	21	22	27	25	31	19	29
22-24 yrs. old	23	16	11	14	24	17	12	15	12	11
25-29 yrs. old	16	12	11	15	20	8	15	13	8	11
30-39 yrs. old	8	9	14	9	13	5	12	9	4	10
40-49 yrs. old	4	4	8	9	6	3	5	3	0	3
50 yrs. or older	2	3	1	1	0	1	4	5	1	1
% Female	34%	43%	49%	53%	47%	46%	45%	54%	46%	48%
% Male	66%	57%	51%	47%	53%	54%	55%	46%	54%	52%
% 19 yrs. or younger	36%	37%	32%	43%	34%	37%	30%	33%	49%	34%
% 20 - 21 yrs. old	22%	26%	34%	17%	17%	28%	24%	27%	22%	29%
% 22 - 24 yrs. old	18%	13%	8%	12%	19%	18%	12%	13%	14%	11%
% 25 - 29 yrs. old	13%	10%	8%	12%	16%	8%	14%	12%	9%	11%
% 30 - 39 yrs. old	6%	8%	11%	7%	10%	5%	12%	8%	5%	10%
% 40 - 49 yrs. old	3%	3%	6%	7%	5%	3%	5%	3%	0%	3%
% 50 yrs. or older	2%	3%	1%	1%	0%	1%	4%	4%	1%	1%



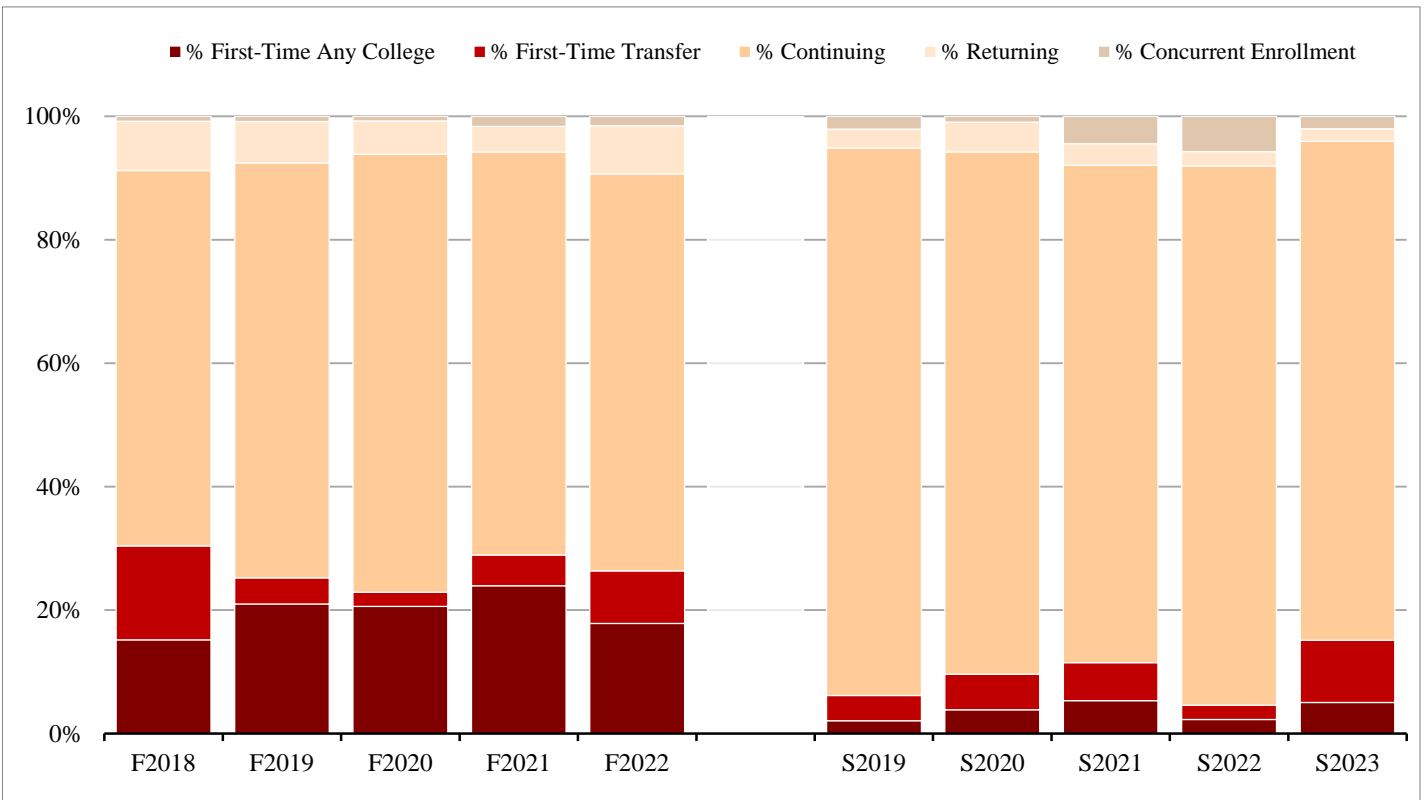
Student Demographic: Race-Ethnicity

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
African American	4	3	6	8	8	3	8	3	2	7
Asian	19	12	18	13	19	11	11	10	10	15
Filipino	9	5	9	9	7	3	2	7	7	6
Latino	29	37	45	36	41	31	35	29	25	27
Native American	1	0	0	0	0	0	2	1	0	0
Pacific Islander	0	0	2	0	1	0	1	1	0	0
White	52	48	40	41	45	40	35	56	35	34
Multiethnic	10	10	11	11	8	8	4	5	5	9
Other/Unknown	1	4	0	3	0	1	6	1	3	1
% African American	3%	3%	5%	7%	6%	3%	8%	3%	2%	7%
% Asian	15%	10%	14%	11%	15%	11%	11%	9%	11%	15%
% Filipino	7%	4%	7%	7%	5%	3%	2%	6%	8%	6%
% Latino	23%	31%	34%	30%	32%	32%	34%	26%	29%	27%
% Native American	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%
% Pacific Islander	0%	0%	2%	0%	1%	0%	1%	1%	0%	0%
% White	42%	40%	31%	34%	35%	41%	34%	50%	40%	34%
% Multiethnic	8%	8%	8%	9%	6%	8%	4%	4%	6%	9%
% Other/Unknown	1%	3%	0%	2%	0%	1%	6%	1%	3%	1%



Student Enrollment Status

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
First-Time Any College	19	25	27	29	23	2	4	6	2	5
First-Time Transfer	19	5	3	6	11	4	6	7	2	10
Continuing	76	80	93	79	83	86	88	91	76	80
Returning	10	8	7	5	10	3	5	4	2	2
Concurrent Enrollment	1	1	1	2	2	2	1	5	5	2
% First-Time Any College	15%	21%	21%	24%	18%	2%	4%	5%	2%	5%
% First-Time Transfer	15%	4%	2%	5%	9%	4%	6%	6%	2%	10%
% Continuing	61%	67%	71%	65%	64%	89%	85%	81%	87%	81%
% Returning	8%	7%	5%	4%	8%	3%	5%	4%	2%	2%
% Concurrent Enrollment	1%	1%	1%	2%	2%	2%	1%	4%	6%	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.

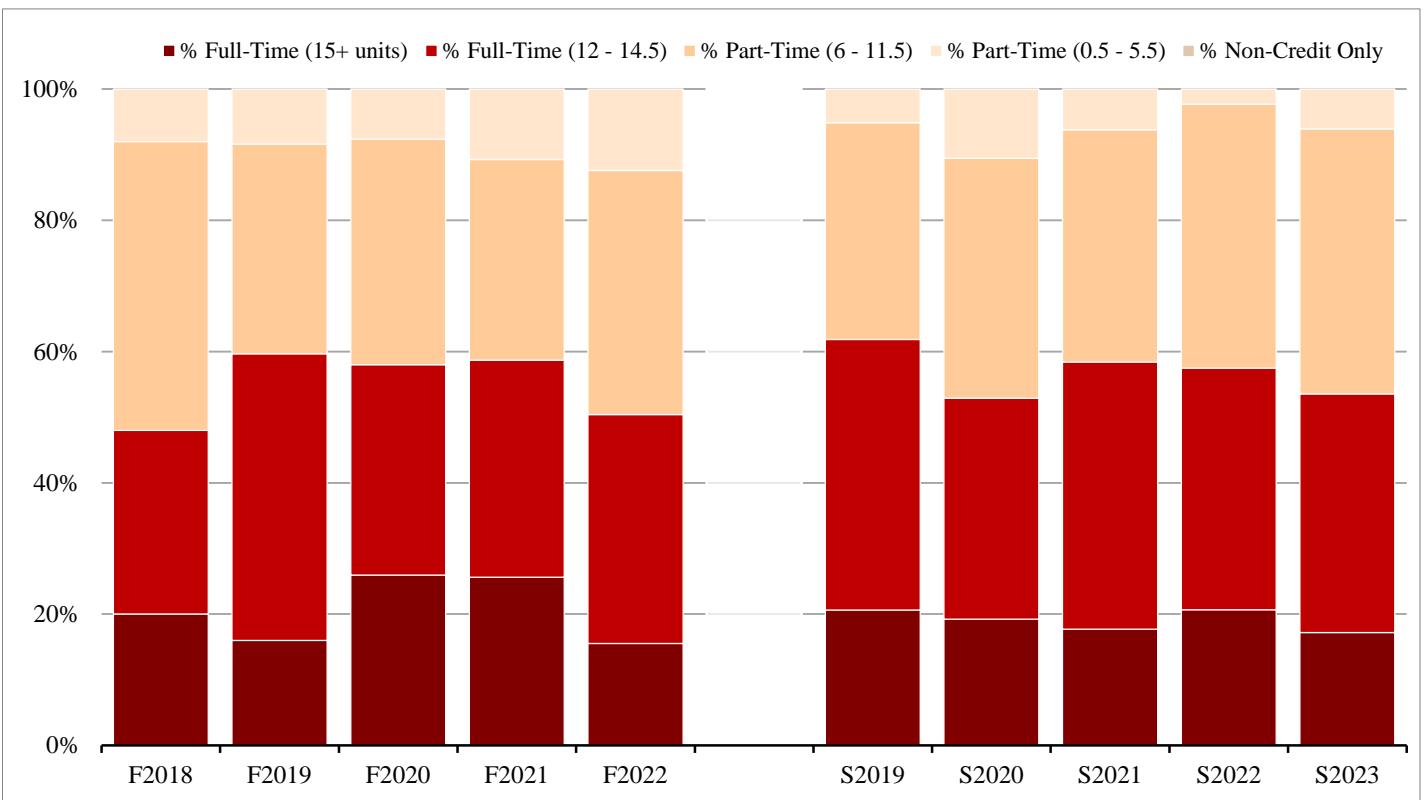
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

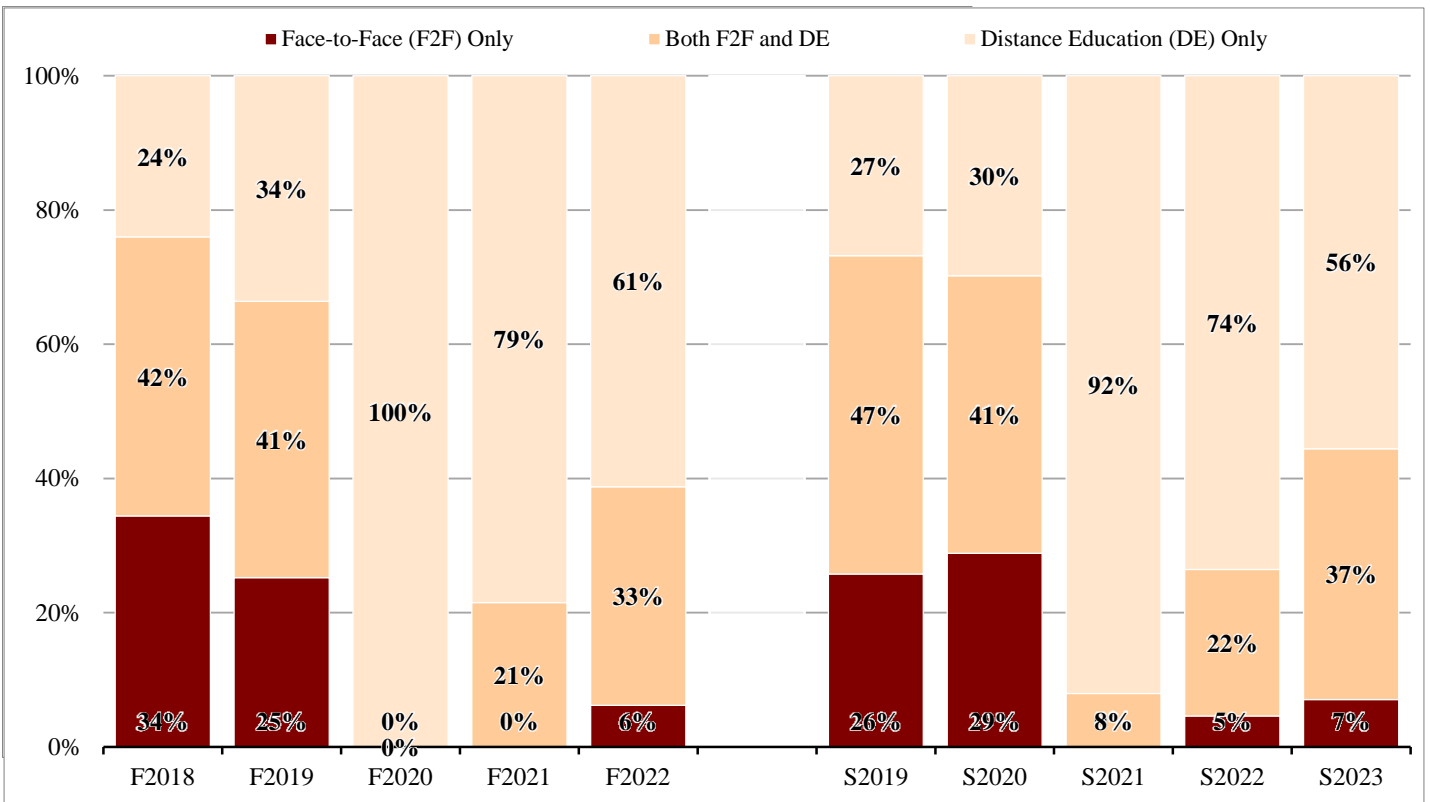
Student Unit Load

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
Full-Time (15+ units)	25	19	34	31	20	20	20	20	18	17
Full-Time (12 - 14.5 units)	35	52	42	40	45	40	35	46	32	36
Part-Time (6 - 11.5 units)	55	38	45	37	48	32	38	40	35	40
Part-Time (0.5 - 5.5 units)	10	10	10	13	16	5	11	7	2	6
Non-Credit Only	0	0	0	0	0	0	0	0	0	0
% Full-Time (15+ units)	20%	16%	26%	26%	16%	21%	19%	18%	21%	17%
% Full-Time (12 - 14.5)	28%	44%	32%	33%	35%	41%	34%	41%	37%	36%
% Part-Time (6 - 11.5)	44%	32%	34%	31%	37%	33%	37%	35%	40%	40%
% Part-Time (0.5 - 5.5)	8%	8%	8%	11%	12%	5%	11%	6%	2%	6%
% Non-Credit Only	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



Students Using Distance Education

Marketing (MKTG)										
(Categories reflect college-wide coursework)	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
Face-to-Face (F2F) Only	43	30	0	0	8	25	30	0	4	7
Both F2F and DE	52	49	0	26	42	46	43	9	19	37
Distance Education (DE) Only	30	40	131	95	79	26	31	104	64	55
% Face-to-Face (F2F) Only	34%	25%	0%	0%	6%	26%	29%	0%	5%	7%
% Both F2F and DE	42%	41%	0%	21%	33%	47%	41%	8%	22%	37%
% Distance Education (DE) Only	24%	34%	100%	79%	61%	27%	30%	92%	74%	56%

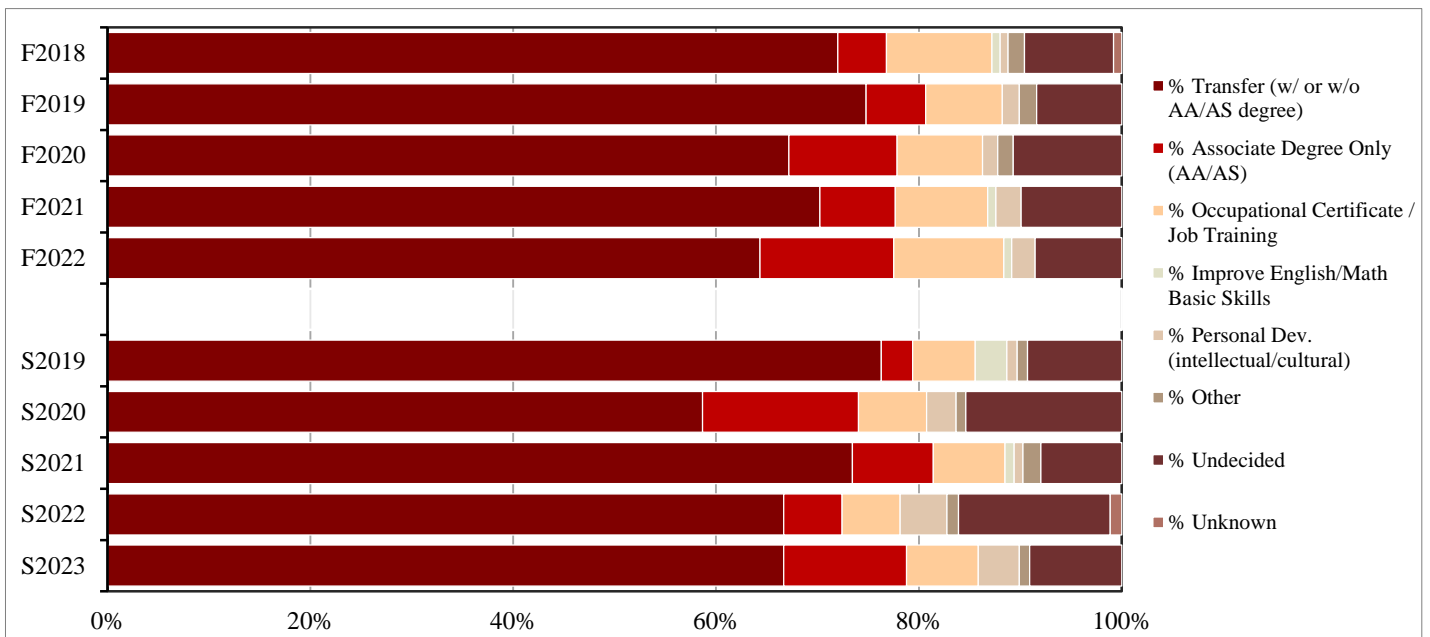


Definitions:

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'. In 2020-21, due to the COVID-19 pandemic, DE sections were distinguished through provisional designations.

Student Educational Goal

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
Transfer (w/ or w/o AA/AS degree)	90	89	88	85	83	74	61	83	58	66
Associate Degree Only (AA/AS)	6	7	14	9	17	3	16	9	5	12
Occupational Certificate / Job Training	13	9	11	11	14	6	7	8	5	7
Improve English/Math Basic Skills	1	0	0	1	1	3	0	1	0	0
Personal Development (intellectual/cultural)	1	2	2	3	3	1	3	1	4	4
Other	2	2	2	0	0	1	1	2	1	1
Undecided	11	10	14	12	11	9	16	9	13	9
Unknown	1	0	0	0	0	0	0	0	1	0
% Transfer (w/ or w/o AA/AS degree)	72%	75%	67%	70%	64%	76%	59%	73%	67%	67%
% Associate Degree Only (AA/AS)	5%	6%	11%	7%	13%	3%	15%	8%	6%	12%
% Occupational Certificate / Job Training	10%	8%	8%	9%	11%	6%	7%	7%	6%	7%
% Improve English/Math Basic Skills	1%	0%	0%	1%	1%	3%	0%	1%	0%	0%
% Personal Dev. (intellectual/cultural)	1%	2%	2%	2%	2%	1%	3%	1%	5%	4%
% Other	2%	2%	2%	0%	0%	1%	1%	2%	1%	1%
% Undecided	9%	8%	11%	10%	9%	9%	15%	8%	15%	9%
% Unknown	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%

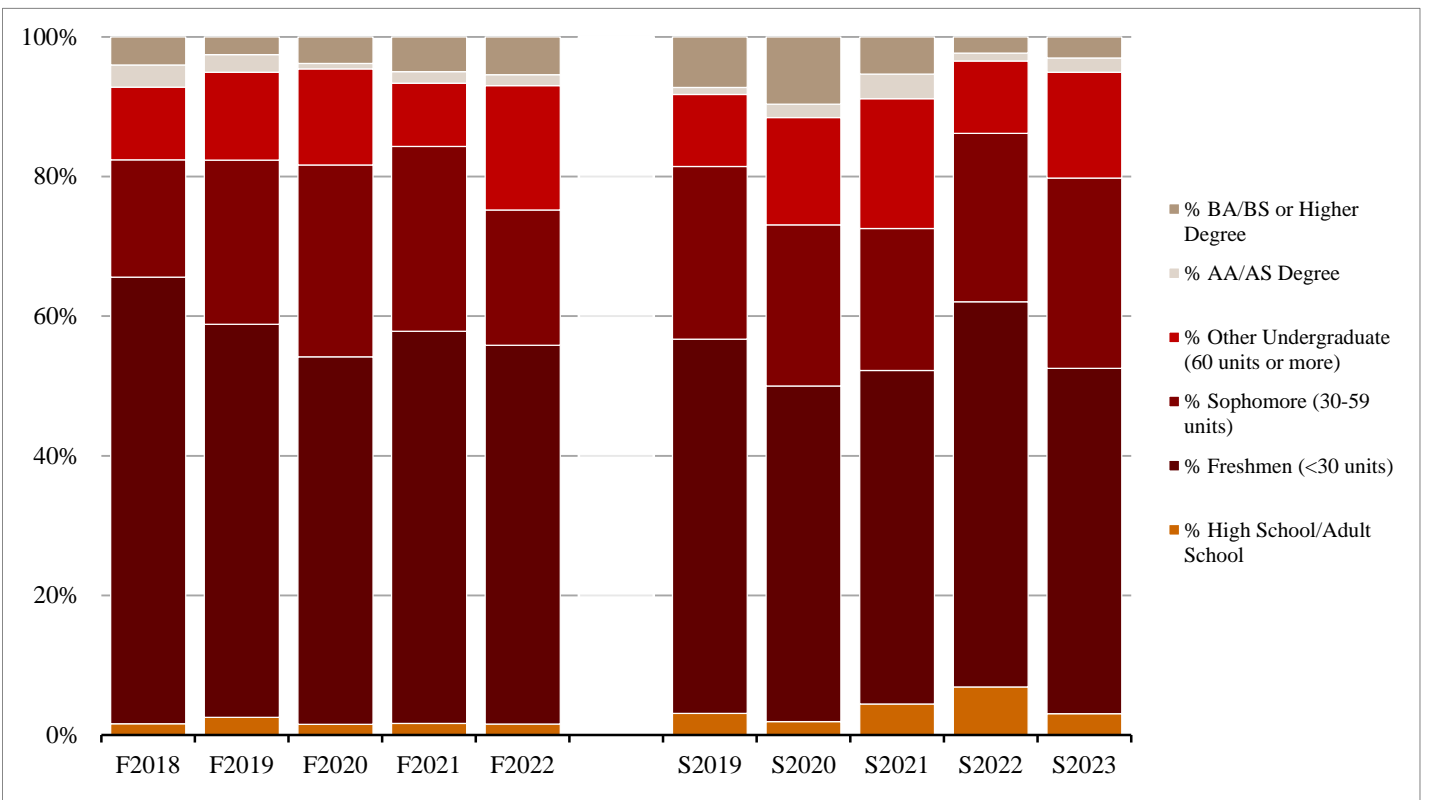


Definitions:

- 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.

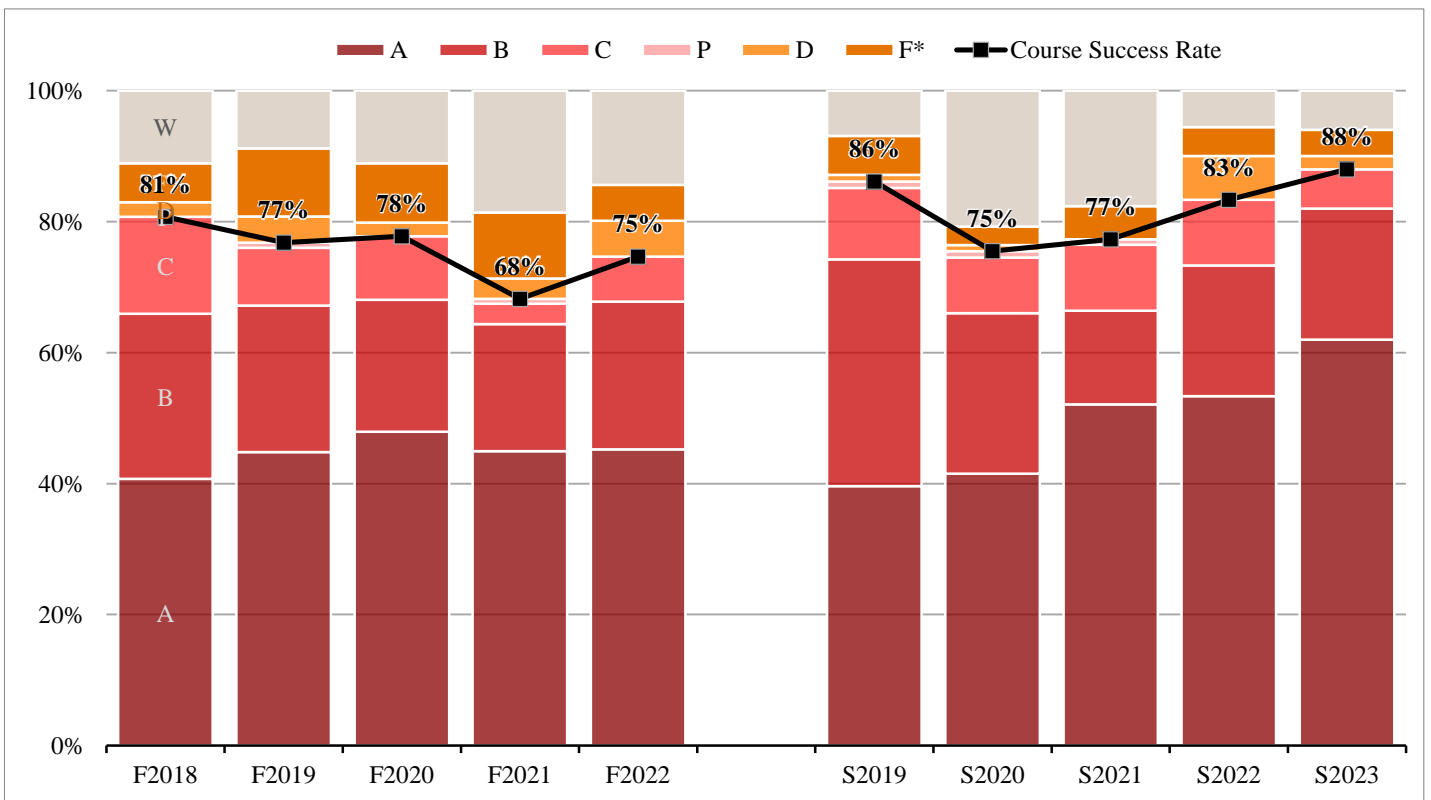
Highest Educational Level of Students

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
High School/Adult School	2	3	2	2	2	3	2	5	6	3
Freshmen (<30 units)	80	67	69	68	70	52	50	54	48	49
Sophomore (30-59 units)	21	28	36	32	25	24	24	23	21	27
Other Undergraduate (60 units or more)	13	15	18	11	23	10	16	21	9	15
AA/AS Degree	4	3	1	2	2	1	2	4	1	2
BA/BS or Higher Degree	5	3	5	6	7	7	10	6	2	3
% High School/Adult School	2%	3%	2%	2%	2%	3%	2%	4%	7%	3%
% Freshmen (<30 units)	64%	56%	53%	56%	54%	54%	48%	48%	55%	49%
% Sophomore (30-59 units)	17%	24%	27%	26%	19%	25%	23%	20%	24%	27%
% Other Undergraduate (60 units or more)	10%	13%	14%	9%	18%	10%	15%	19%	10%	15%
% AA/AS Degree	3%	3%	1%	2%	2%	1%	2%	4%	1%	2%
% BA/BS or Higher Degree	4%	3%	4%	5%	5%	7%	10%	5%	2%	3%



Student Performance: Grade Distribution

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
Total Course Enrollments	135	125	144	129	146	101	106	119	90	100
Course Success Rates	81%	77%	78%	68%	75%	86%	75%	77%	83%	88%
A	41%	45%	48%	45%	45%	40%	42%	52%	53%	62%
B	25%	22%	20%	19%	23%	35%	25%	14%	20%	20%
C	15%	9%	10%	3%	7%	11%	8%	10%	10%	6%
P	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%
Course Non-Success Rate	8%	14%	11%	13%	11%	7%	4%	5%	11%	6%
D	2%	4%	2%	3%	5%	1%	1%	0%	7%	2%
F*	6%	10%	9%	10%	5%	6%	3%	5%	4%	4%
Withdrawals (See Note)	11%	9%	11%	19%	14%	7%	21%	18%	6%	6%



Definitions:

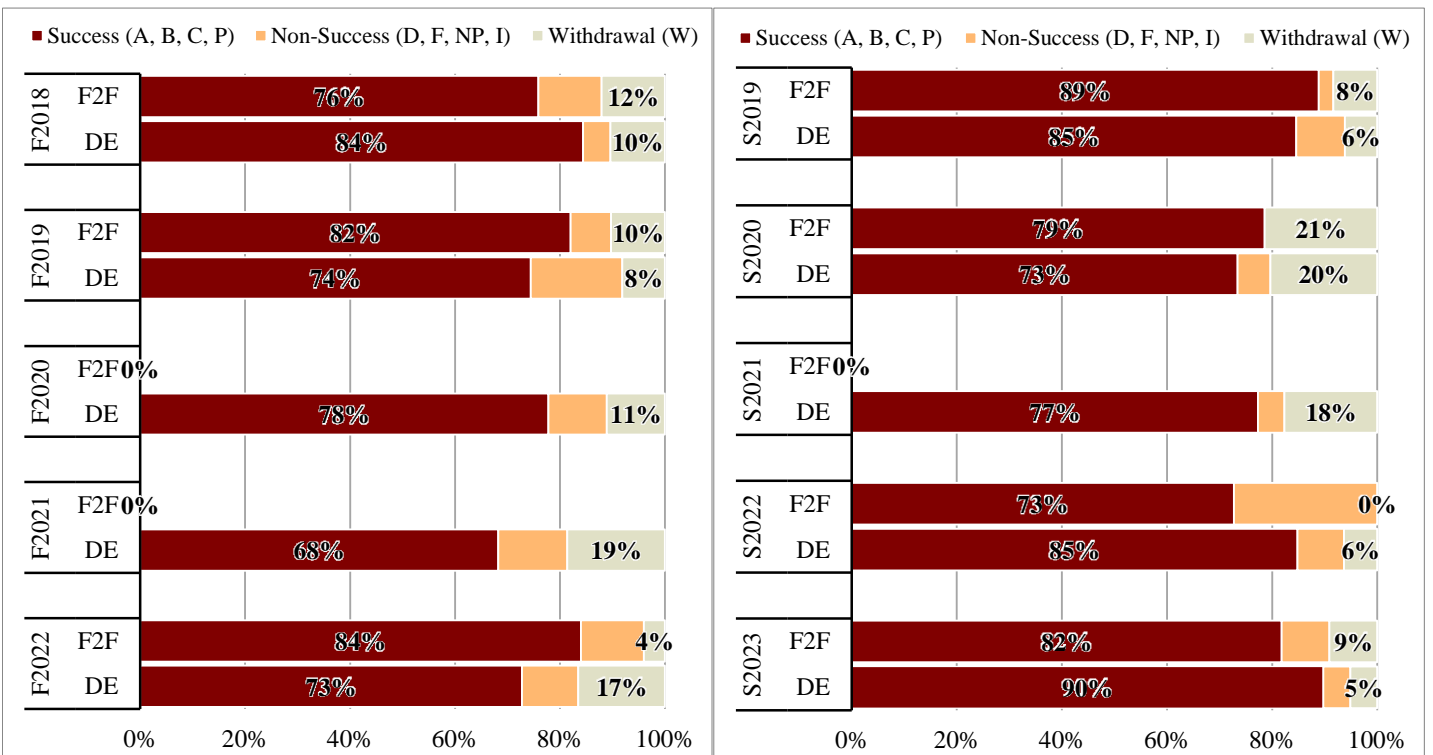
Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D' or F* (includes: 'F', 'NP', 'I', 'NCD', 'NCF', or 'NCNP').

Withdrawals are the share of course enrollments resulting in (1) a grade notation of 'W', 'MW', or 'EW', or, (2) a course dropped due to COVID-19.

Student Performance: Distance Education

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
Total Course Enrollments	135	125	144	129	146	101	106	119	90	100
Face-to-Face (F2F) Sections	58	39	0	0	25	36	42	0	11	22
Success Rates	76%	82%	—	—	84%	89%	79%	—	73%	82%
Non-Success Rates	12%	8%	—	—	12%	3%	0%	—	27%	9%
Withdrawals	12%	10%	—	—	4%	8%	21%	—	0%	9%
Distance Education (DE) Sections	77	86	144	129	121	65	64	119	79	78
Success Rates	84%	74%	78%	68%	73%	85%	73%	77%	85%	90%
Non-Success Rates	5%	17%	11%	13%	11%	9%	6%	5%	9%	5%
Withdrawals	10%	8%	11%	19%	17%	6%	20%	18%	6%	5%



Definitions:

Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

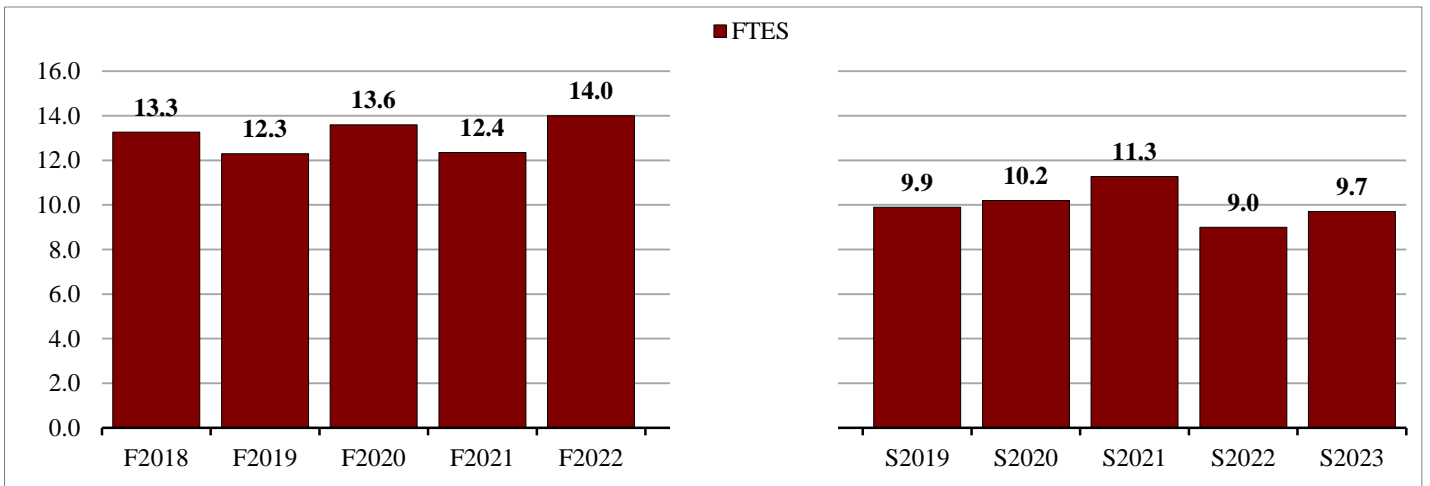
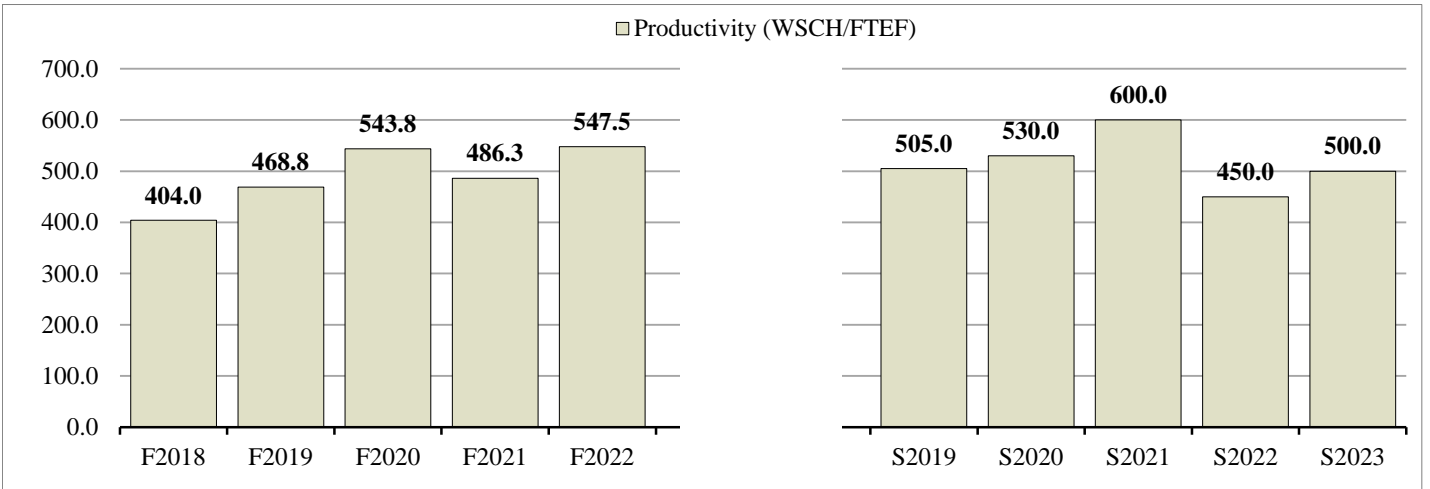
Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D', 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP'.

Withdrawals are the share of course enrollments resulting in (1) a grade notation of 'W', 'MW', or 'EW', or, (2) a course dropped due to COVID-19.

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'. In 2020-21, due to the COVID-19 pandemic, DE sections were distinguished through provisional designations.

Enrollment Management: Part 1

	Marketing (MKTG)									
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
WSCH	404	375	435	389	438	303	318	360	270	300
FTES	13.3	12.3	13.6	12.4	14.0	9.9	10.2	11.3	9.0	9.7
FTEF	1.0	0.8	0.8	0.8	0.8	0.6	0.6	0.6	0.6	0.6
Productivity (WSCH/FTEF)	404.0	468.8	543.8	486.3	547.5	505.0	530.0	600.0	450.0	500.0



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.

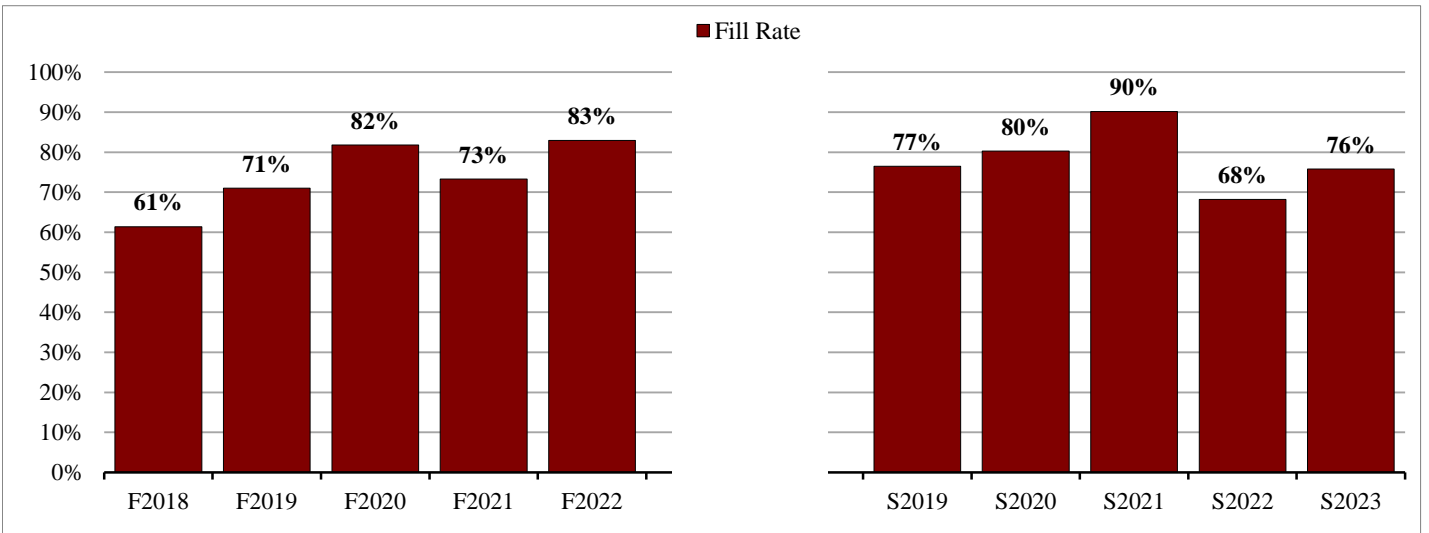
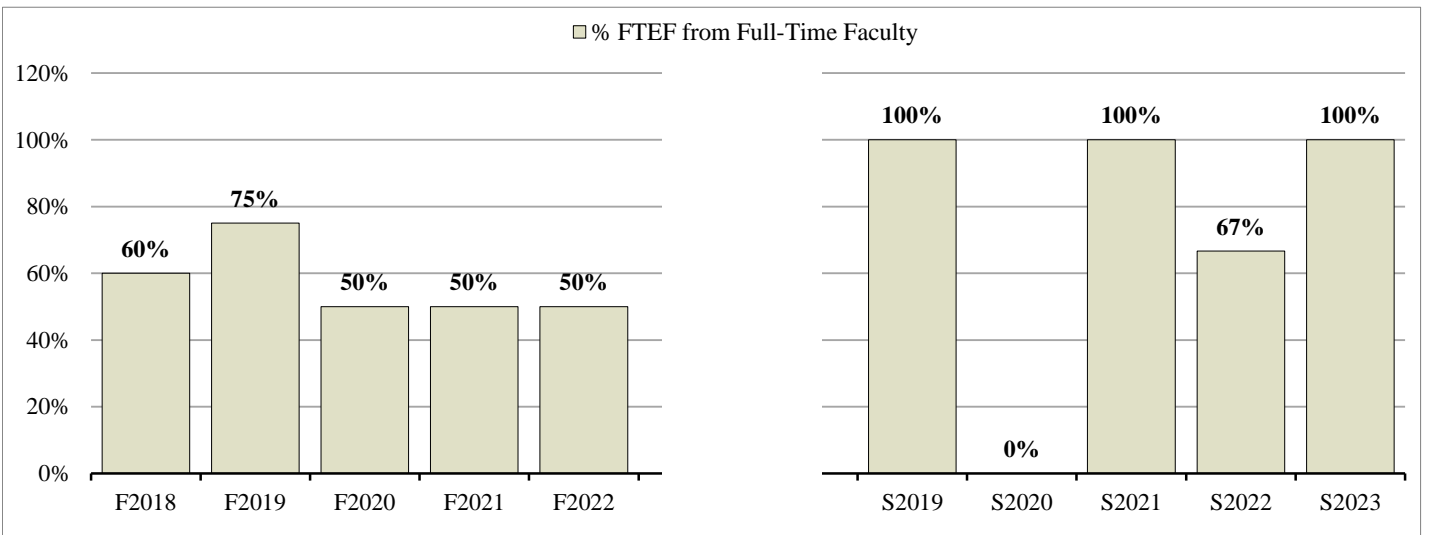
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

Productivity is the ratio of WSCH to FTEF and a standard measure of discipline efficiency.

Note: Enrollment Management data are of all courses accounted except NTUT / TUTR 200; latest data accessed on 7/25/23.

Enrollment Management: Part 2

Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2018	F2019	F2020	F2021	F2022	S2019	S2020	S2021	S2022	S2023
FTEF from Full-Time Faculty	0.6	0.6	0.4	0.4	0.4	0.6	0.0	0.6	0.4	0.6
% FTEF from Full-Time Faculty	60%	75%	50%	50%	50%	100%	0%	100%	67%	100%
Enrollments	135	125	144	129	146	101	106	119	90	100
Capacity (seats available)	220	176	176	176	176	132	132	132	132	132
Fill Rate	61%	71%	82%	73%	83%	77%	80%	90%	68%	76%



Definitions:

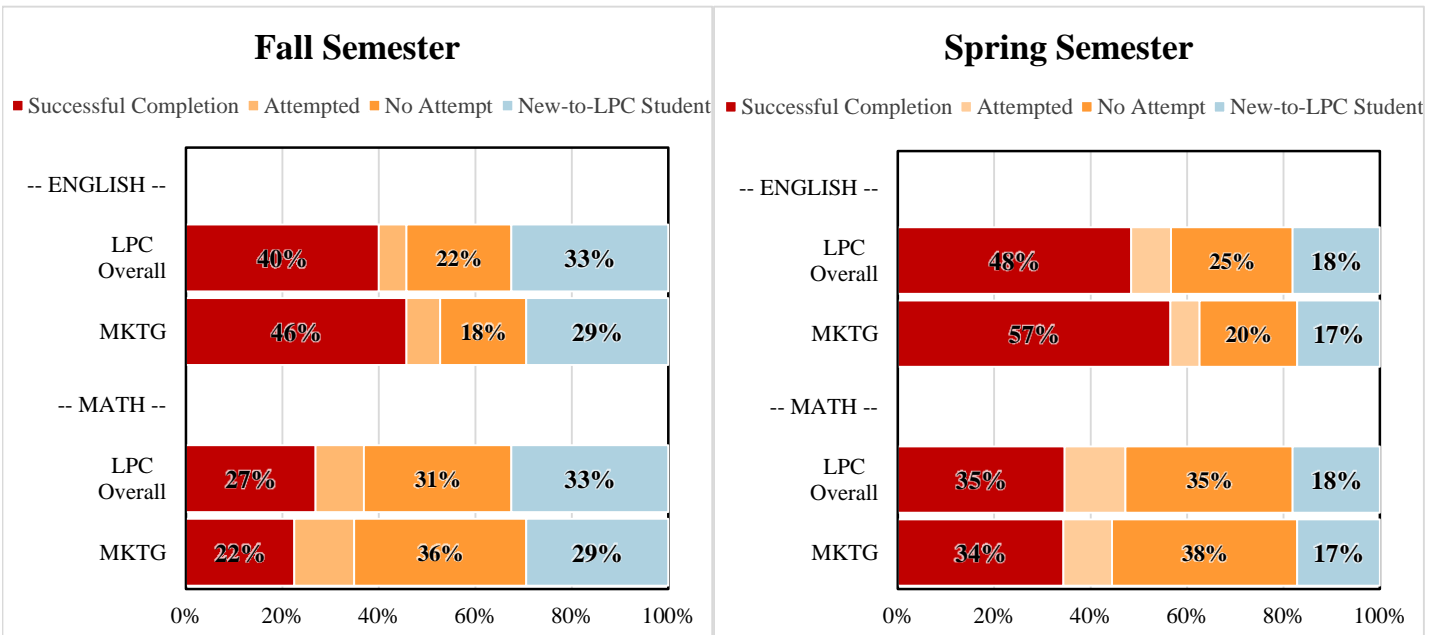
Fill Rate is number of enrollments over the total capacity (seats available).

% 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 are of all courses accounted except NTUT / TUTR 200; latest data accessed on 7/25/23.

Prior Experience in English & Math

<i>(English and math status prior to the start of the term)</i>	Fall 2022				Spring 2023			
	MKTG		LPC Overall		MKTG		LPC Overall	
	Num	Pct	Num	Pct	Num	Pct	Num	Pct
Transfer-level English								
Successful Completion*	59	46%	2,729	40%	56	57%	3,203	48%
Attempted (<i>not successful</i>)	9	7%	391	6%	6	6%	546	8%
No Attempt	23	18%	1,484	22%	20	20%	1,672	25%
New-to-LPC Student	38	29%	2,221	33%	17	17%	1,197	18%
Transfer-level Math								
Successful Completion*	29	22%	1,835	27%	34	34%	2,288	35%
Attempted (<i>not successful</i>)	16	12%	683	10%	10	10%	837	13%
No Attempt	46	36%	2,086	31%	38	38%	2,296	35%
New-to-LPC Student	38	29%	2,221	33%	17	17%	1,197	18%



Definitions:

Transfer-Level English:

- Successful Completion** = earned a passing grade in ENG 1A or 1AEX, or attempted a higher transfer-level course in the sequence in prior terms.
- Attempted (no successful completion)** = attempted ENG 1A or 1AEX in prior terms but did not receive a passing grade.
- No Prior Attempt** = no prior enrollment in transfer-level English within the sequence.
- New LPC Student** = enrollments from students with no for credit enrollments within our district prior to the current term.

Transfer-Level Math:

- Successful Completion** = earned a passing grade in a transfer-level math course or attempted a higher transfer-level course in the sequence in prior terms.
- Attempted (no successful completion)** = attempted an entry transfer-level math course in prior terms but did not receive a passing grade.
- No Prior Attempt** = no prior enrollment in transfer-level math within the sequence.
- New-to-LPC Student** = enrollments from students with no for credit enrollments within our district prior to the current term.