



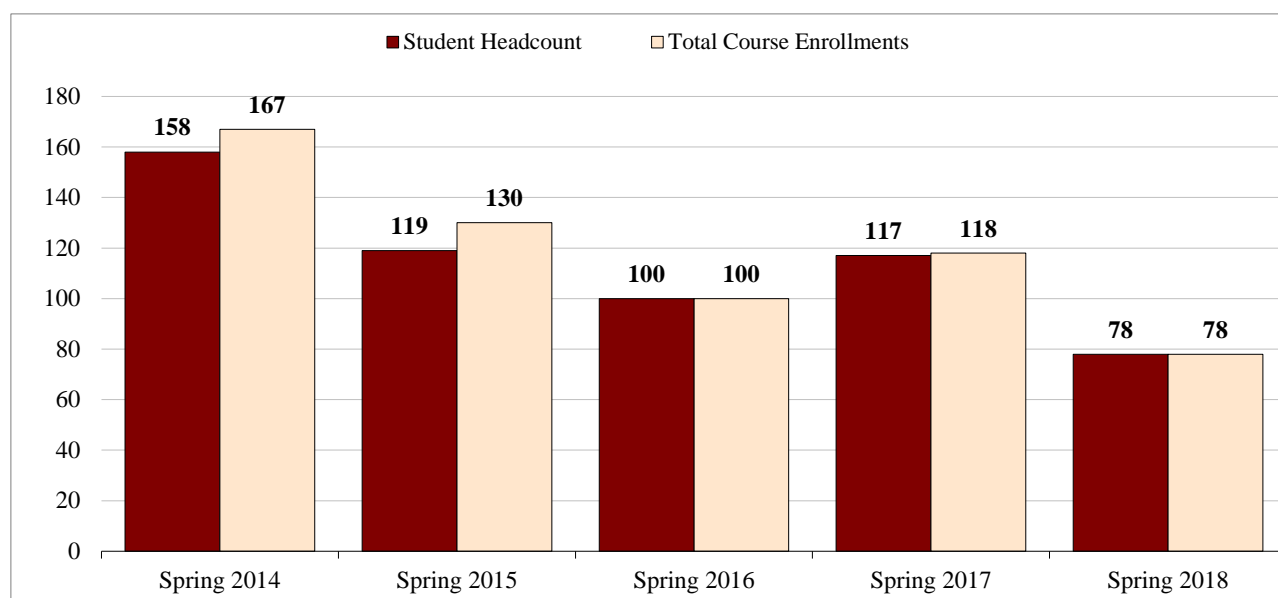
Las Positas College
Program Review Discipline Data Packet
Spring 2014 to Spring 2018

Discipline:
Marketing (MKTG)

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Headcount & Enrollment

Marketing (MKTG)					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Student Headcount	158	119	100	117	78
Total Course Enrollments	167	130	100	118	78



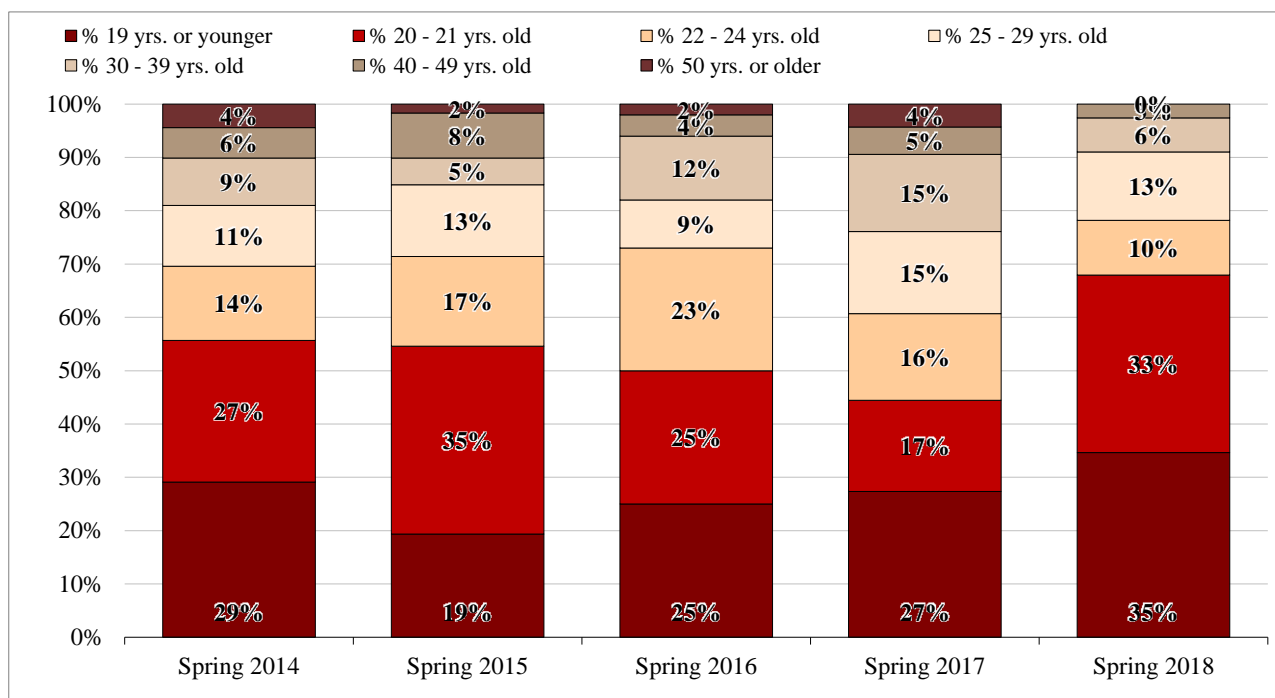
Definitions:

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.

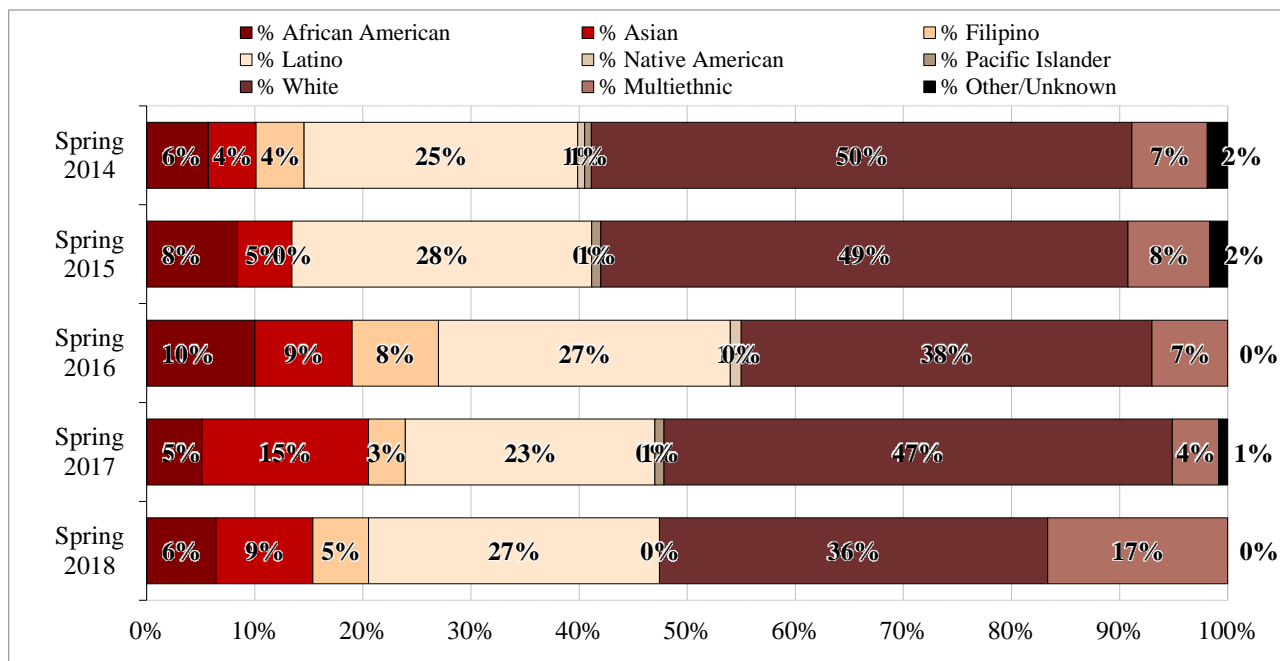
Student Demographics: Gender & Age

	Marketing (MKTG)				
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Female	69	49	35	42	31
Male	88	66	65	72	45
19 yrs. or younger	46	23	25	32	27
20-21 yrs. old	42	42	25	20	26
22-24 yrs. old	22	20	23	19	8
25-29 yrs. old	18	16	9	18	10
30-39 yrs. old	14	6	12	17	5
40-49 yrs. old	9	10	4	6	2
50 yrs. or older	7	2	2	5	0
% Female	44%	43%	35%	37%	41%
% Male	56%	57%	65%	63%	59%
% 19 yrs. or younger	29%	19%	25%	27%	35%
% 20 - 21 yrs. old	27%	35%	25%	17%	33%
% 22 - 24 yrs. old	14%	17%	23%	16%	10%
% 25 - 29 yrs. old	11%	13%	9%	15%	13%
% 30 - 39 yrs. old	9%	5%	12%	15%	6%
% 40 - 49 yrs. old	6%	8%	4%	5%	3%
% 50 yrs. or older	4%	2%	2%	4%	0%



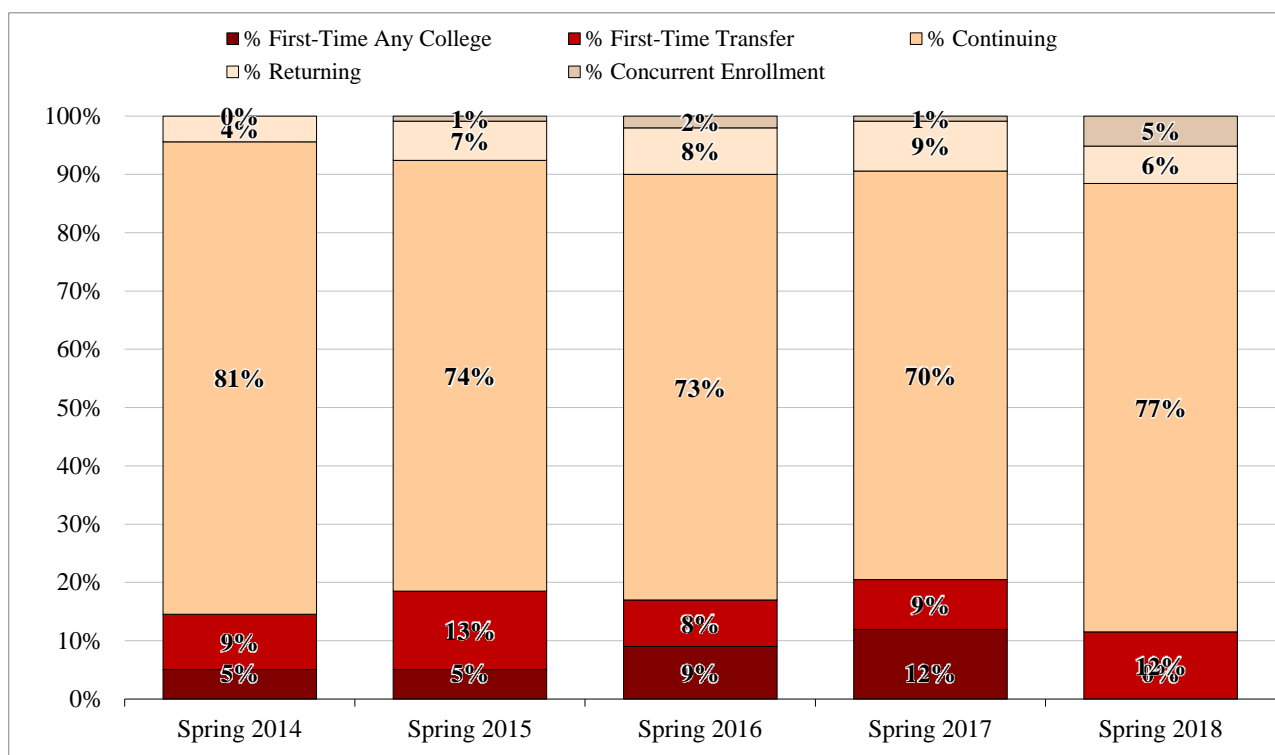
Student Demographic: Race-Ethnicity

Marketing (MKTG)					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
African American	9	10	10	6	5
Asian	7	6	9	18	7
Filipino	7	0	8	4	4
Latino	40	33	27	27	21
Native American	1	0	1	0	0
Pacific Islander	1	1	0	1	0
White	79	58	38	55	28
Multiethnic	11	9	7	5	13
Other/Unknown	3	2	0	1	0
% African American	6%	8%	10%	5%	6%
% Asian	4%	5%	9%	15%	9%
% Filipino	4%	0%	8%	3%	5%
% Latino	25%	28%	27%	23%	27%
% Native American	1%	0%	1%	0%	0%
% Pacific Islander	1%	1%	0%	1%	0%
% White	50%	49%	38%	47%	36%
% Multiethnic	7%	8%	7%	4%	17%
% Other/Unknown	2%	2%	0%	1%	0%



Student Enrollment Status

	Marketing (MKTG)				
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
First-Time Any College	8	6	9	14	0
First-Time Transfer	15	16	8	10	9
Continuing	128	88	73	82	60
Returning	7	8	8	10	5
Concurrent Enrollment	0	1	2	1	4
% First-Time Any College	5%	5%	9%	12%	0%
% First-Time Transfer	9%	13%	8%	9%	12%
% Continuing	81%	74%	73%	70%	77%
% Returning	4%	7%	8%	9%	6%
% Concurrent Enrollment	0%	1%	2%	1%	5%



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.

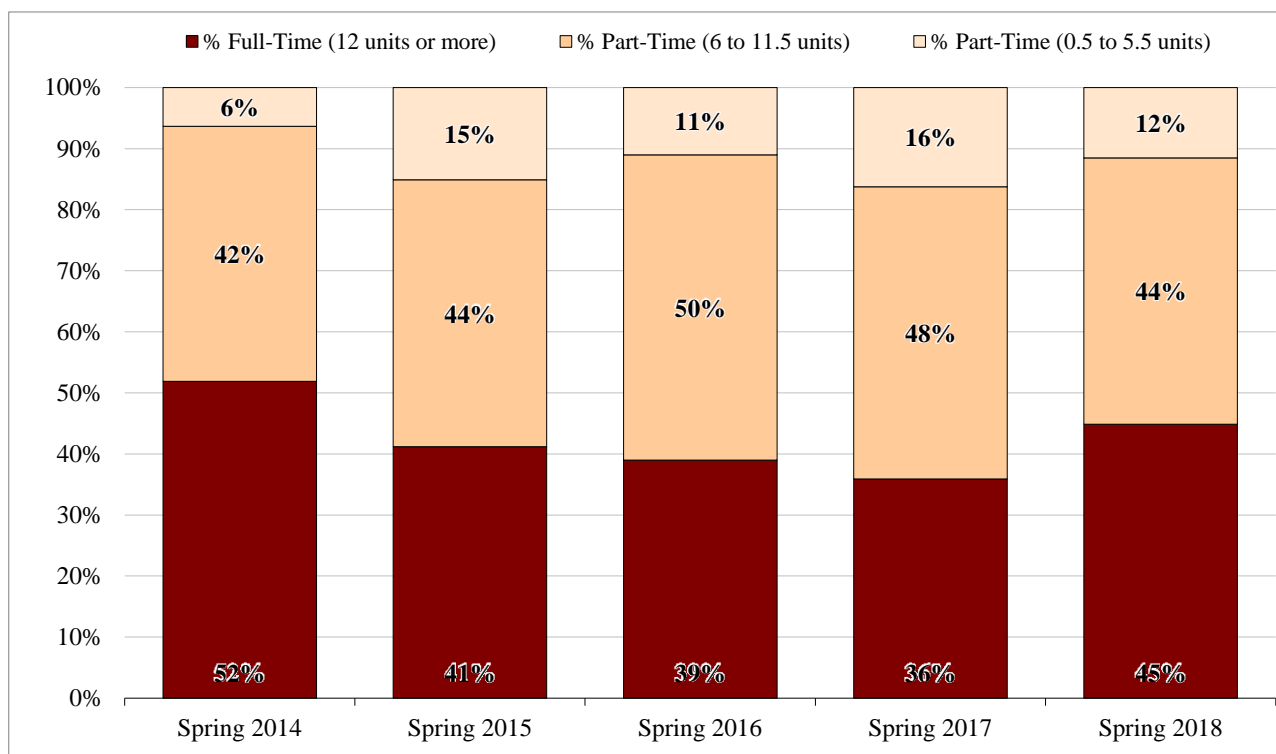
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

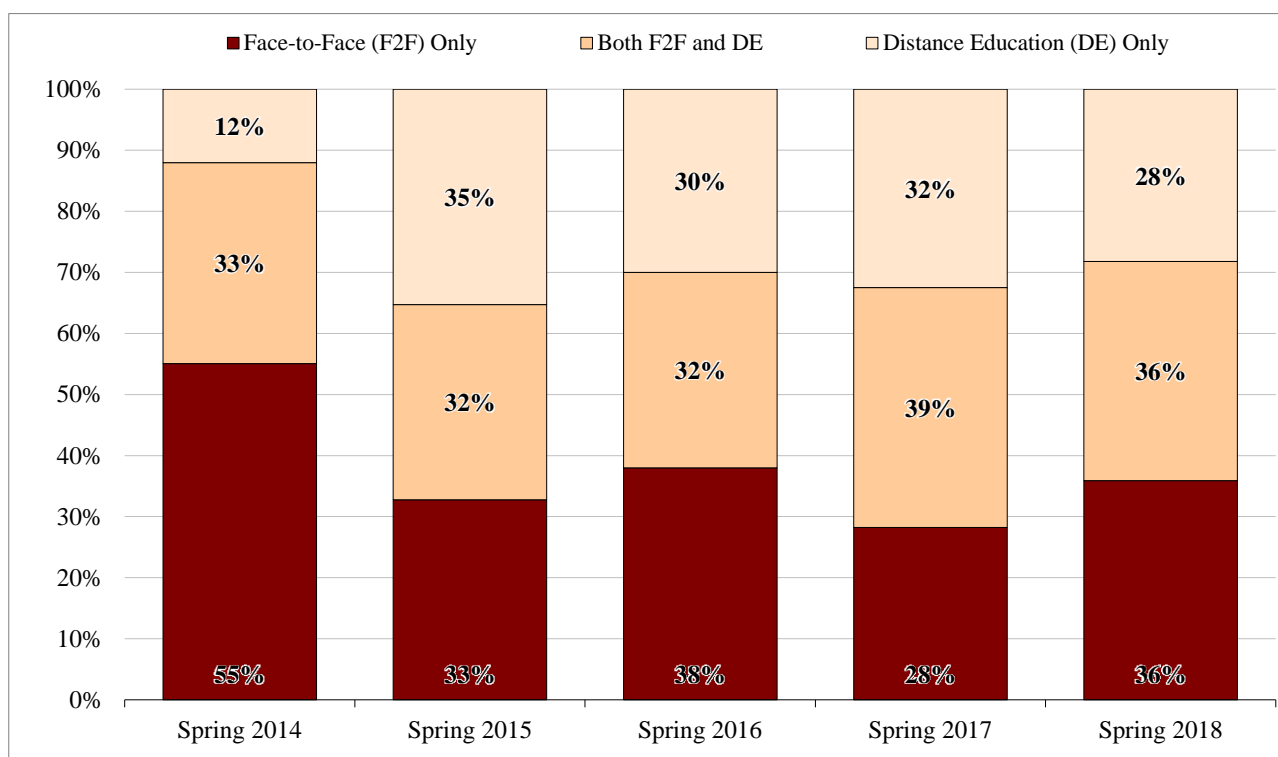
Student Unit Load

Marketing (MKTG)					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Full-Time (12 units or more)	82	49	39	42	35
Part-Time (6 to 11.5 units)	66	52	50	56	34
Part-Time (0.5 to 5.5 units)	10	18	11	19	9
% Full-Time (12 units or more)	52%	41%	39%	36%	45%
% Part-Time (6 to 11.5 units)	42%	44%	50%	48%	44%
% Part-Time (0.5 to 5.5 units)	6%	15%	11%	16%	12%



Students Using Distance Education

Marketing (MKTG)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Face-to-Face (F2F) Only	87	39	38	33	28
Both F2F and DE	52	38	32	46	28
Distance Education (DE) Only	19	42	30	38	22
% Face-to-Face (F2F) Only	55%	33%	38%	28%	36%
% Both F2F and DE	33%	32%	32%	39%	36%
% Distance Education (DE) Only	12%	35%	30%	32%	28%

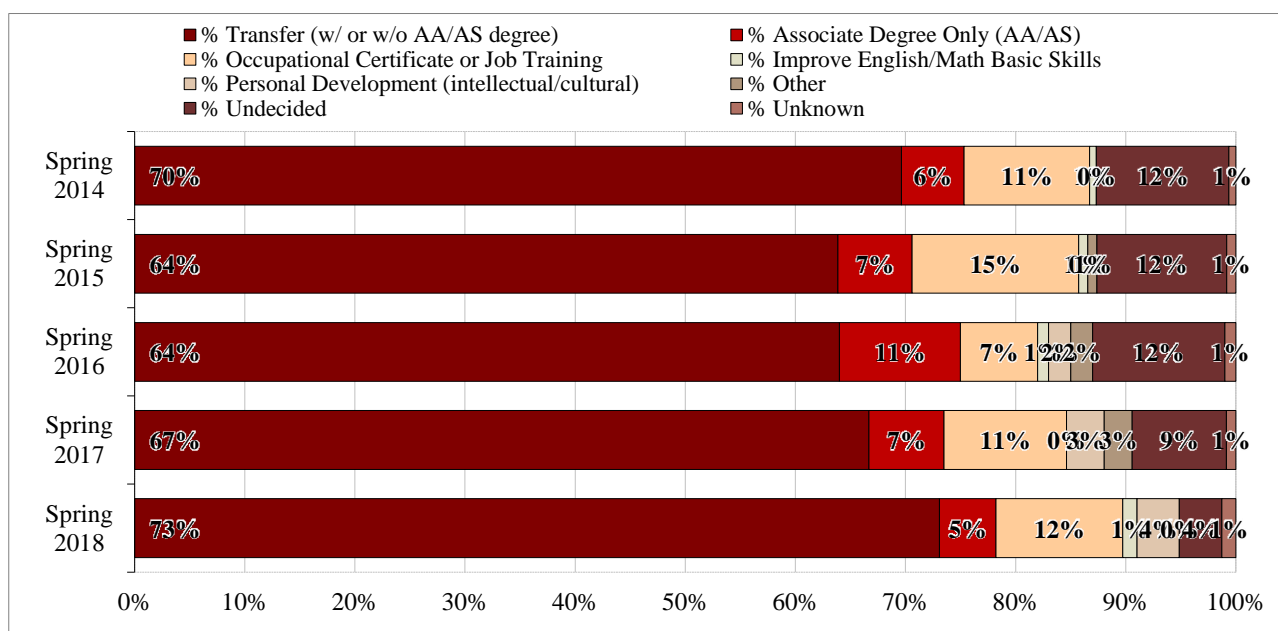


Definitions:

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

Student Educational Goal

Marketing (MKTG)					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Transfer (w/ or w/o AA/AS degree)	110	76	64	78	57
Associate Degree Only (AA/AS)	9	8	11	8	4
Occupational Certificate or Job Training	18	18	7	13	9
Improve English/Math Basic Skills	1	1	1	0	1
Personal Development (intellectual/cultural)	0	0	2	4	3
Other	0	1	2	3	0
Undecided	19	14	12	10	3
Unknown	1	1	1	1	1
% Transfer (w/ or w/o AA/AS degree)	70%	64%	64%	67%	73%
% Associate Degree Only (AA/AS)	6%	7%	11%	7%	5%
% Occupational Certificate or Job Training	11%	15%	7%	11%	12%
% Improve English/Math Basic Skills	1%	1%	1%	0%	1%
% Personal Development (intellectual/cultural)	0%	0%	2%	3%	4%
% Other	0%	1%	2%	3%	0%
% Undecided	12%	12%	12%	9%	4%
% Unknown	1%	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.

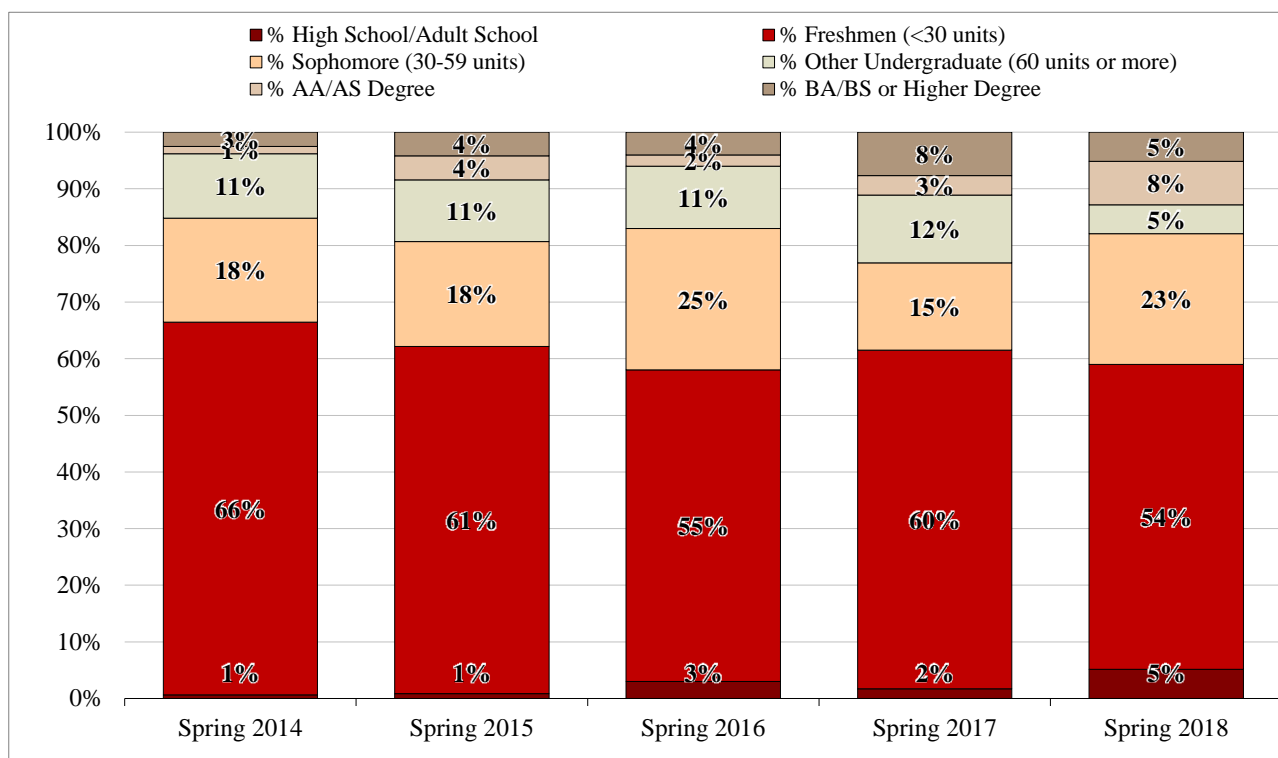
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

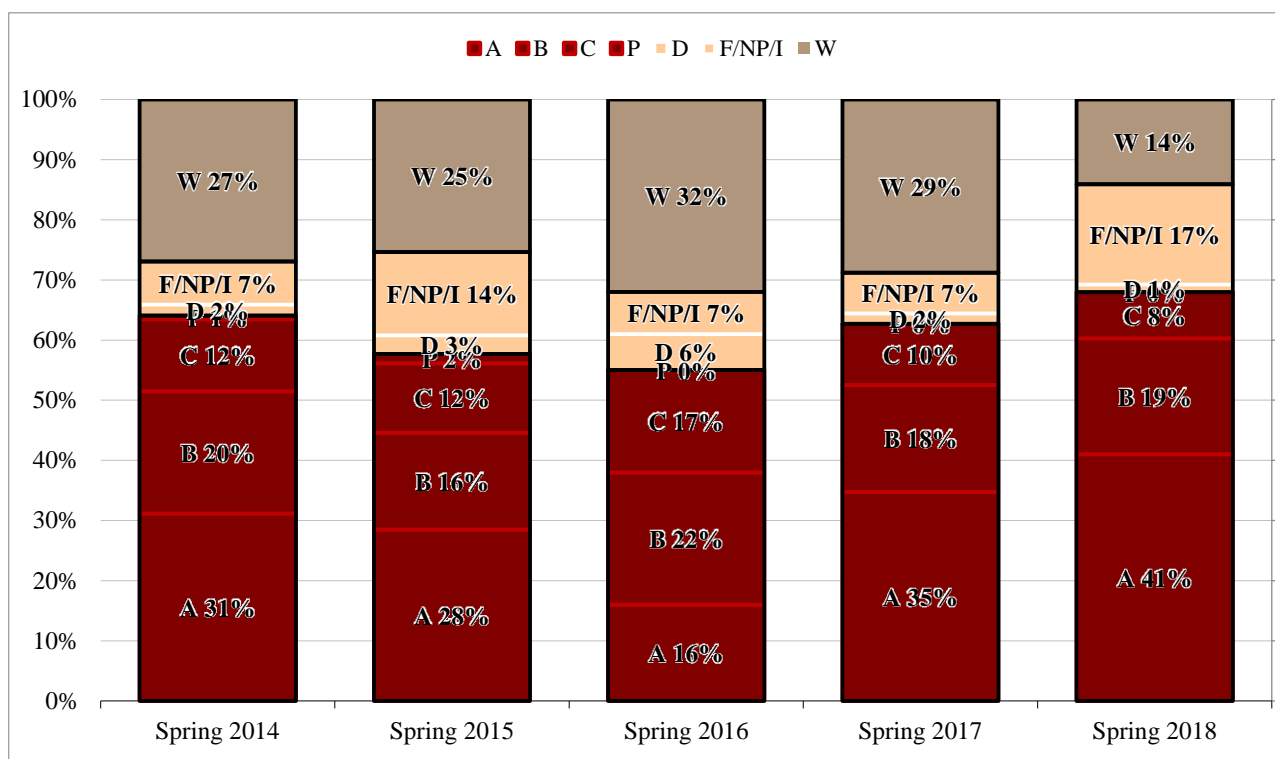
Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
High School/Adult School	1	1	3	2	4
Freshmen (<30 units)	104	73	55	70	42
Sophomore (30-59 units)	29	22	25	18	18
Other Undergraduate (60 units or more)	18	13	11	14	4
AA/AS Degree	2	5	2	4	6
BA/BS or Higher Degree	4	5	4	9	4
% High School/Adult School	1%	1%	3%	2%	5%
% Freshmen (<30 units)	66%	61%	55%	60%	54%
% Sophomore (30-59 units)	18%	18%	25%	15%	23%
% Other Undergraduate (60 units or more)	11%	11%	11%	12%	5%
% AA/AS Degree	1%	4%	2%	3%	8%
% BA/BS or Higher Degree	3%	4%	4%	8%	5%



Student Performance: Grade Distribution

Marketing (MKTG)					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Total Course Enrollments	167	130	100	118	78
Course Success Rates	64%	58%	55%	63%	68%
A	31%	28%	16%	35%	41%
B	20%	16%	22%	18%	19%
C	12%	12%	17%	10%	8%
P	1%	2%	0%	0%	0%
Course Non-Success Rate	9%	17%	13%	8%	18%
D	2%	3%	6%	2%	1%
F/NP/I	7%	14%	7%	7%	17%
Withdrawals (W)	27%	25%	32%	29%	14%



Definitions:

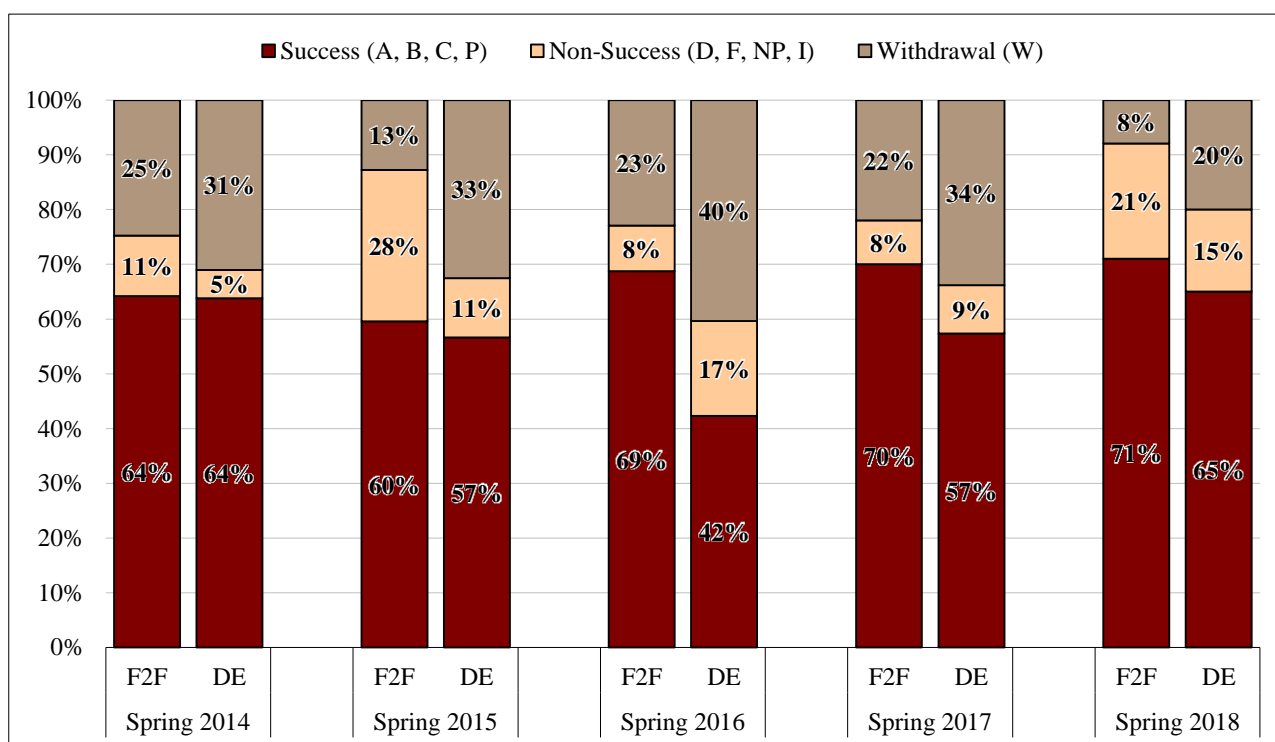
Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP or 'I') 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				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Total Course Enrollments	167	130	100	118	78
Face-to-Face (F2F) Sections	109	47	48	50	38
Success Rates	64%	60%	69%	70%	71%
Non-Success Rates	11%	28%	8%	8%	21%
Withdrawals	25%	13%	23%	22%	8%
Distance Education (DE) Sections	58	83	52	68	40
Success Rates	64%	57%	42%	57%	65%
Non-Success Rates	5%	11%	17%	9%	15%
Withdrawals	31%	33%	40%	34%	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.

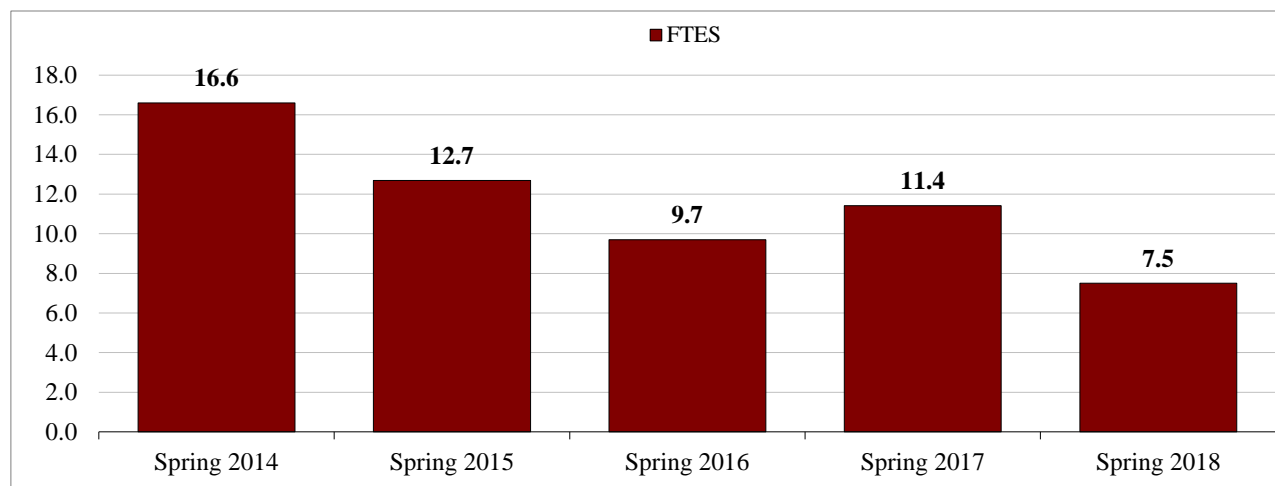
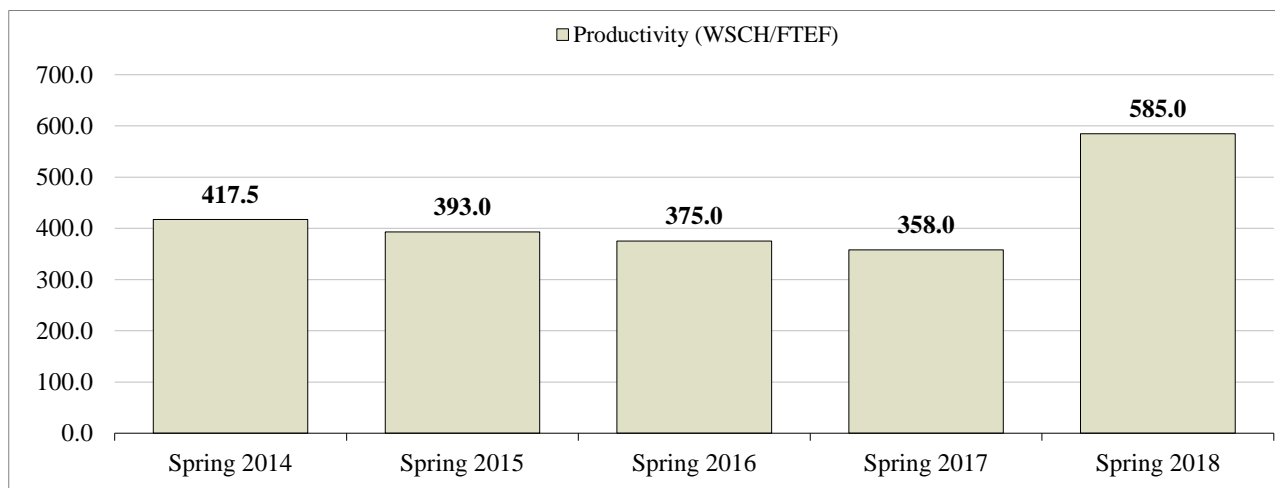
Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP or 'T') relative to all students receiving a grade.

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				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
WSCH	501	393	300	358	234
FTES	16.6	12.7	9.7	11.4	7.5
FTEF	1.2	1.0	0.8	1.0	0.4
Productivity (WSCH/FTEF)	417.5	393.0	375.0	358.0	585.0



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.

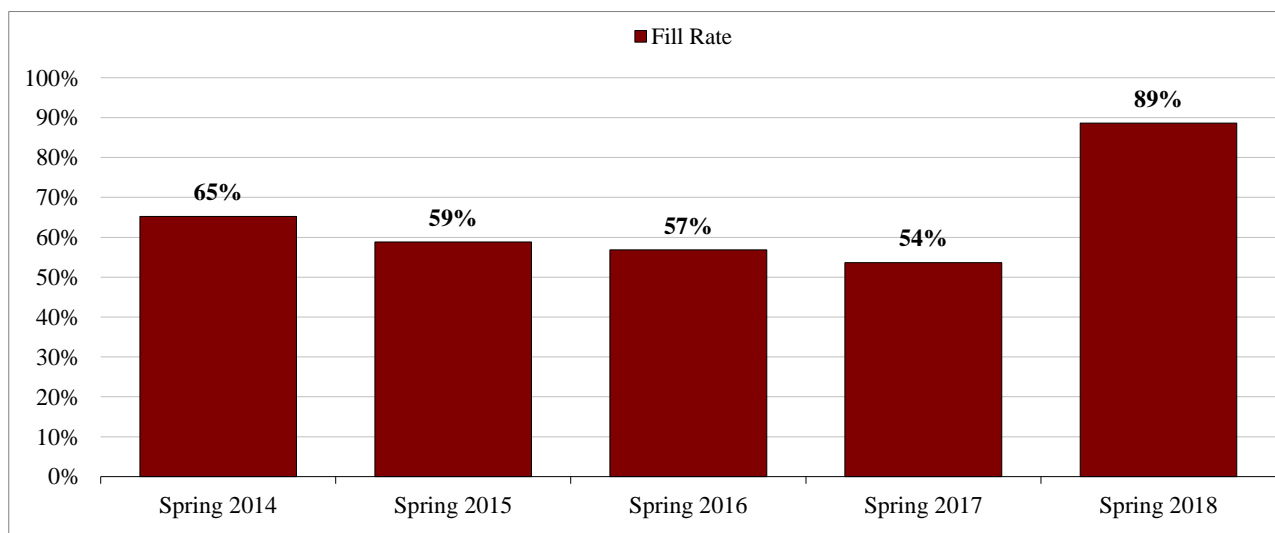
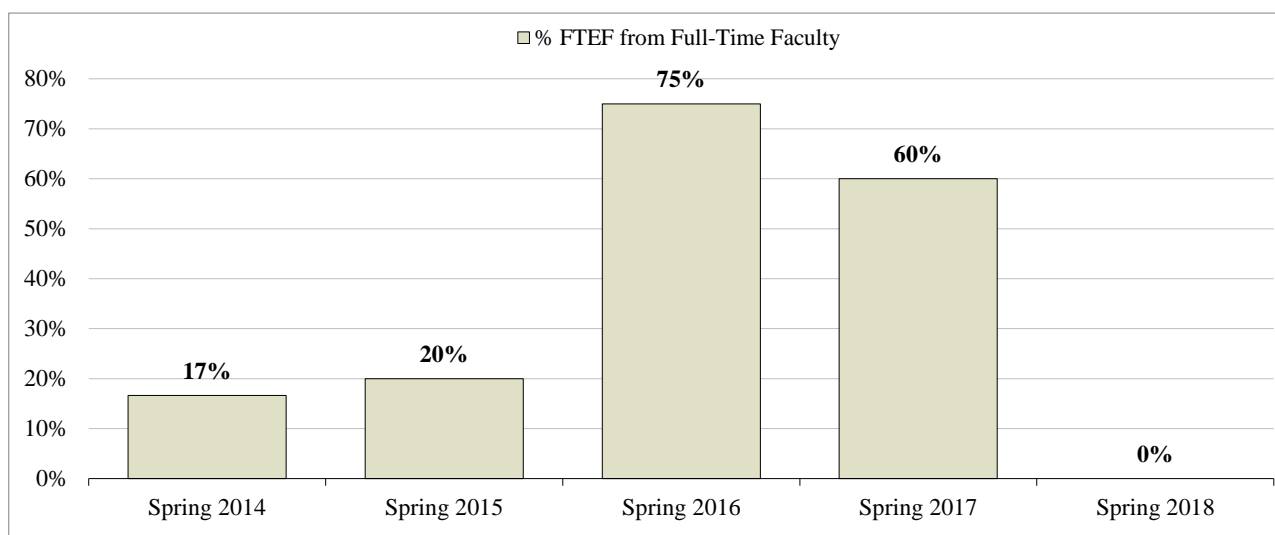
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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 5/15/18.

Enrollment Management: Part 2

Marketing (MKTG)					
	Term				
	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
FTEF from Full-Time Faculty	0.2	0.2	0.6	0.6	0.0
% FTEF from Full-Time Faculty	17%	20%	75%	60%	0%
Enrollments	167	130	100	118	78
Capacity (seats available)	256	221	176	220	88
Fill Rate	65%	59%	57%	54%	89%



Definitions:

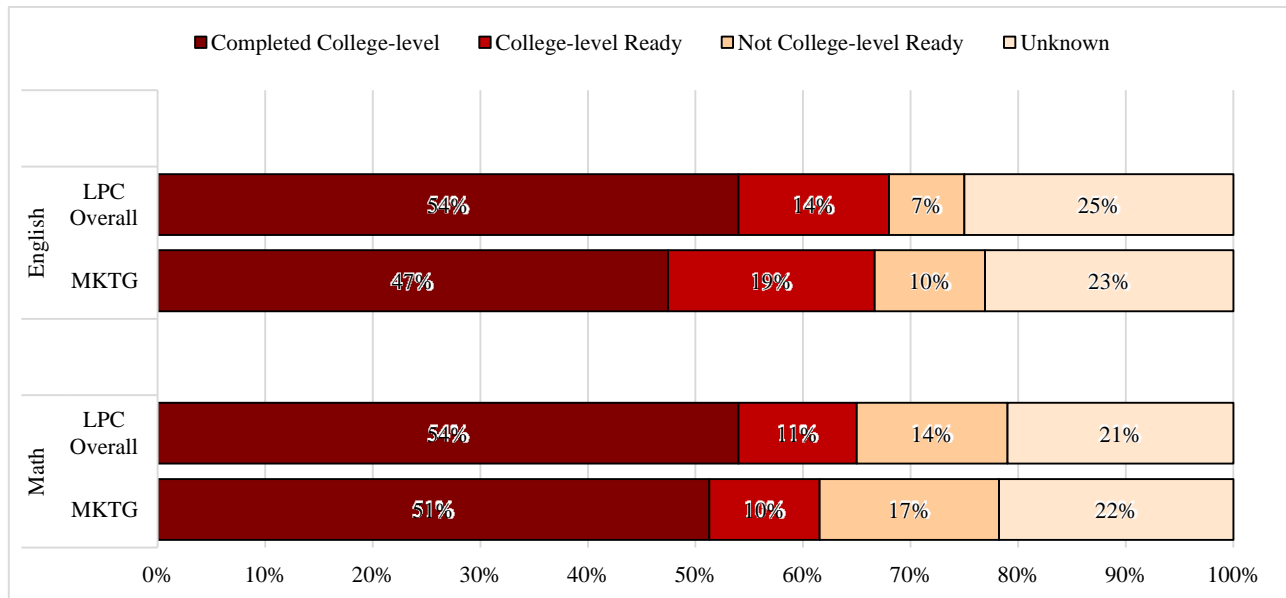
Fill Rate is number of enrollments over the total capacity (seats available).

% 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				
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	37	47%	4,955	54%
College-level Ready	15	19%	1,319	14%
Not College-level Ready	8	11%	619	7%
Unknown	18	23%	2,260	25%
College Math				
Completed College-level	40	51%	4,980	54%
College-level Ready	8	10%	974	11%
Not College-level Ready	13	17%	1,239	14%
Unknown	17	22%	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.