



Las Positas College

**Program Review Discipline Data Packet**

Fall 2014 to Fall 2018

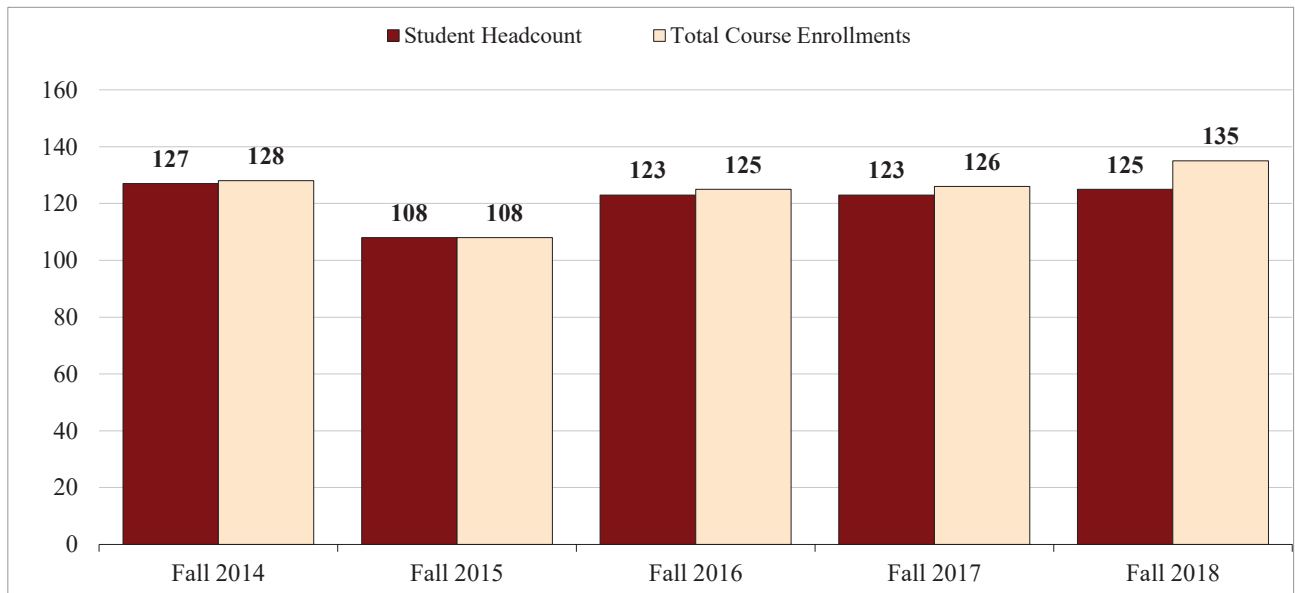
Discipline:

**Marketing (MKTG)**

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## Headcount & Enrollment

	Marketing ( MKTG )				
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Student Headcount	127	108	123	123	125
Total Course Enrollments	128	108	125	126	135



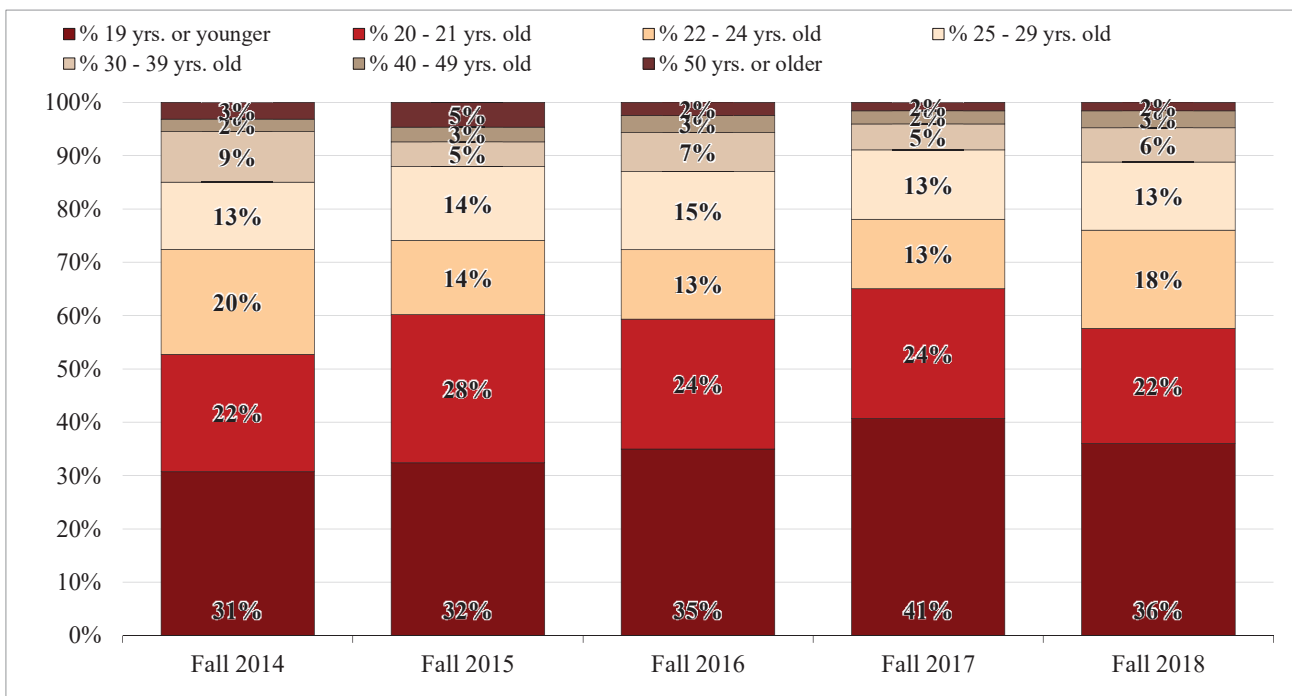
### Definitions:

**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.

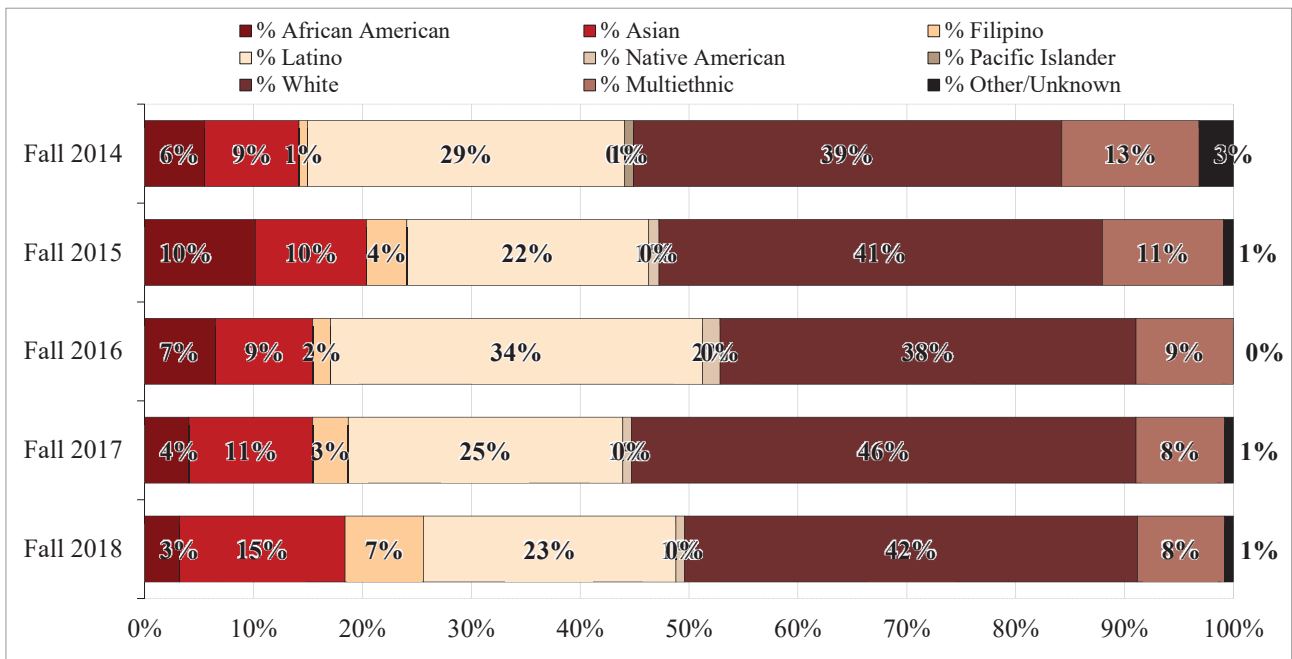
## Student Demographics: Gender & Age

	Marketing ( MKTG )				
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Female	58	37	51	46	41
Male	69	70	72	75	81
19 yrs. or younger	39	35	43	50	45
20-21 yrs. old	28	30	30	30	27
22-24 yrs. old	25	15	16	16	23
25-29 yrs. old	16	15	18	16	16
30-39 yrs. old	12	5	9	6	8
40-49 yrs. old	3	3	4	3	4
50 yrs. or older	4	5	3	2	2
% Female	46%	35%	41%	38%	34%
% Male	54%	65%	59%	62%	66%
% 19 yrs. or younger	31%	32%	35%	41%	36%
% 20 - 21 yrs. old	22%	28%	24%	24%	22%
% 22 - 24 yrs. old	20%	14%	13%	13%	18%
% 25 - 29 yrs. old	13%	14%	15%	13%	13%
% 30 - 39 yrs. old	9%	5%	7%	5%	6%
% 40 - 49 yrs. old	2%	3%	3%	2%	3%
% 50 yrs. or older	3%	5%	2%	2%	2%



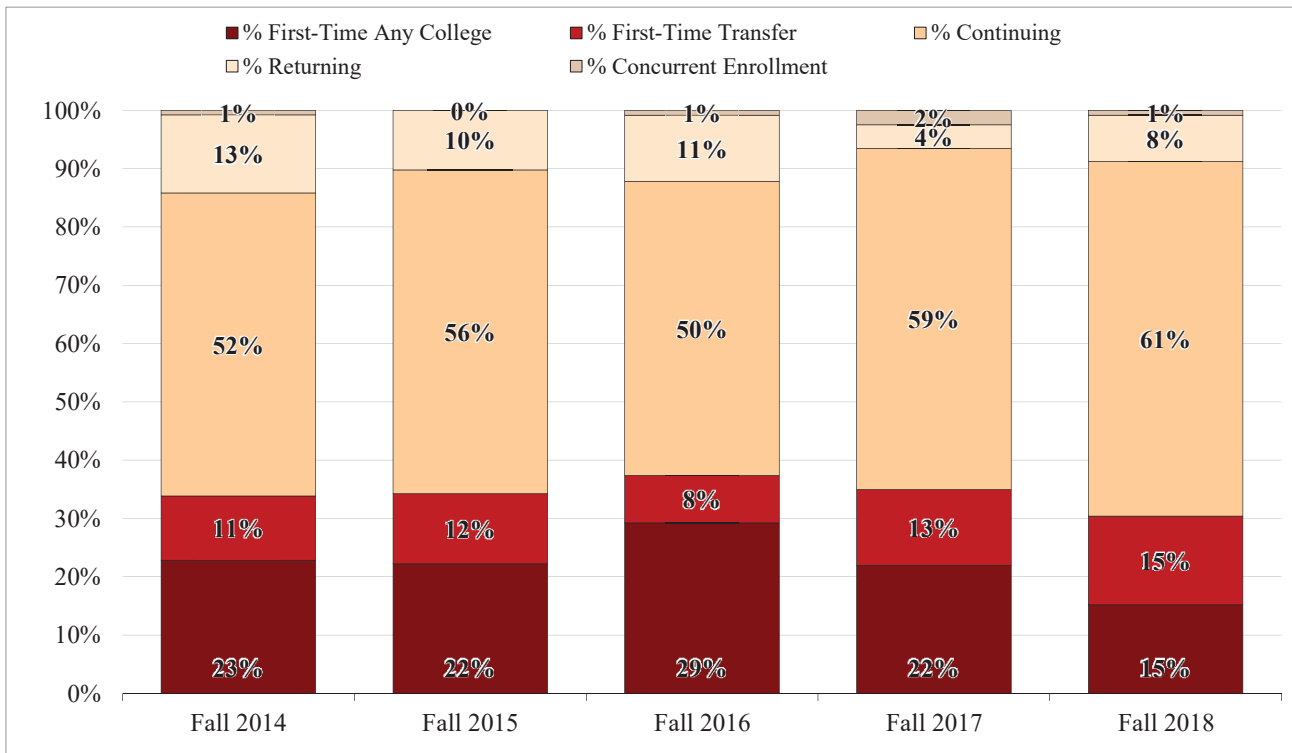
### Student Demographic: Race-Ethnicity

	Marketing ( MKTG )				
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
African American	7	11	8	5	4
Asian	11	11	11	14	19
Filipino	1	4	2	4	9
Latino	37	24	42	31	29
Native American	0	1	2	1	1
Pacific Islander	1	0	0	0	0
White	50	44	47	57	52
Multiethnic	16	12	11	10	10
Other/Unknown	4	1	0	1	1
% African American	6%	10%	7%	4%	3%
% Asian	9%	10%	9%	11%	15%
% Filipino	1%	4%	2%	3%	7%
% Latino	29%	22%	34%	25%	23%
% Native American	0%	1%	2%	1%	1%
% Pacific Islander	1%	0%	0%	0%	0%
% White	39%	41%	38%	46%	42%
% Multiethnic	13%	11%	9%	8%	8%
% Other/Unknown	3%	1%	0%	1%	1%



## Student Enrollment Status

	Marketing ( MKTG )				
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
First-Time Any College	29	24	36	27	19
First-Time Transfer	14	13	10	16	19
Continuing	66	60	62	72	76
Returning	17	11	14	5	10
Concurrent Enrollment	1	0	1	3	1
% First-Time Any College	23%	22%	29%	22%	15%
% First-Time Transfer	11%	12%	8%	13%	15%
% Continuing	52%	56%	50%	59%	61%
% Returning	13%	10%	11%	4%	8%
% Concurrent Enrollment	1%	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.

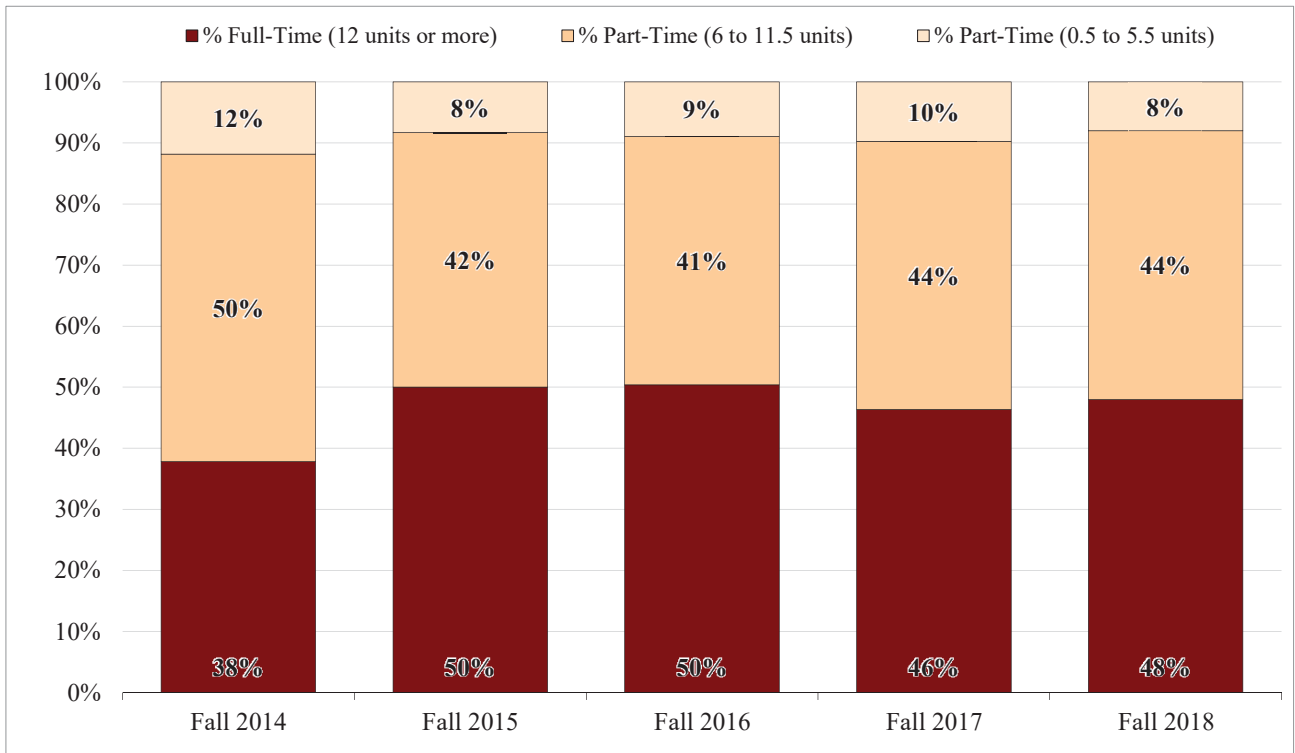
**Continuing:** Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

**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.

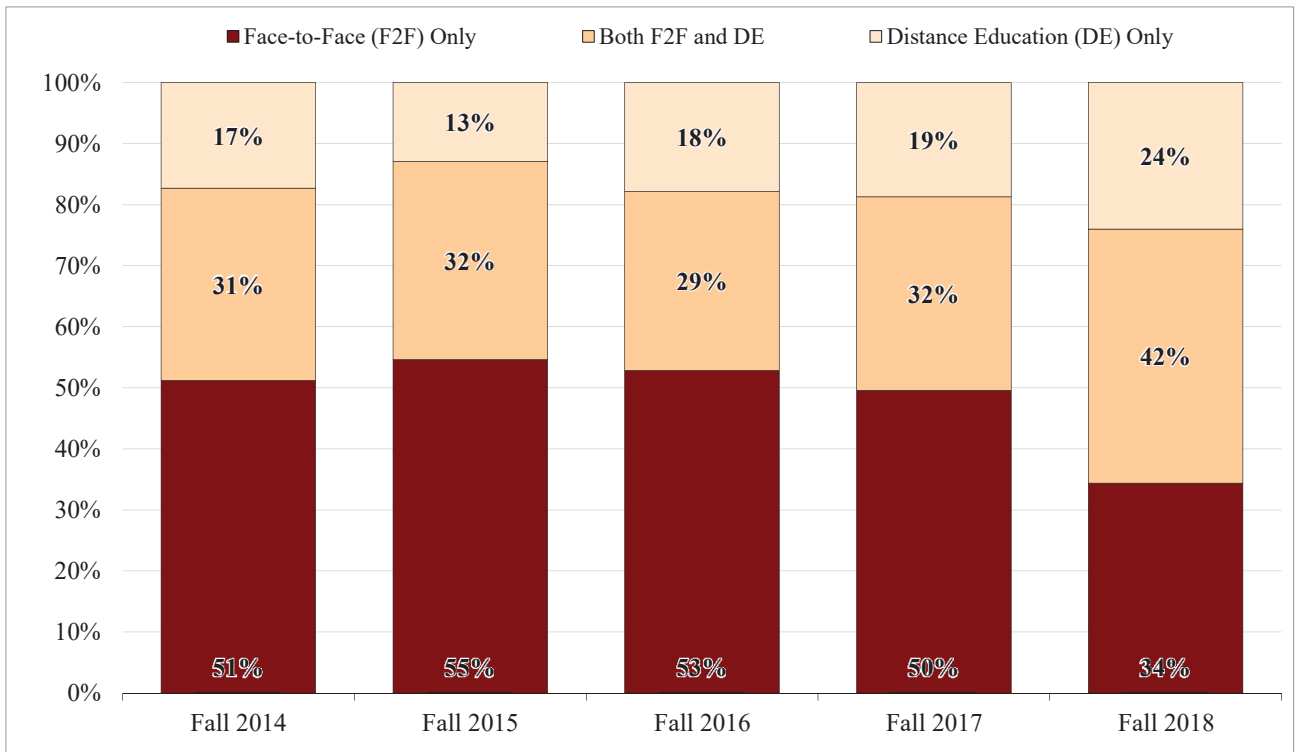
### Student Unit Load

Marketing ( MKTG )					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Full-Time (12 units or more)	48	54	62	57	60
Part-Time (6 to 11.5 units)	64	45	50	54	55
Part-Time (0.5 to 5.5 units)	15	9	11	12	10
% Full-Time (12 units or more)	38%	50%	50%	46%	48%
% Part-Time (6 to 11.5 units)	50%	42%	41%	44%	44%
% Part-Time (0.5 to 5.5 units)	12%	8%	9%	10%	8%



## Students Using Distance Education

Marketing ( MKTG )					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Face-to-Face (F2F) Only	65	59	65	61	43
Both F2F and DE	40	35	36	39	52
Distance Education (DE) Only	22	14	22	23	30
% Face-to-Face (F2F) Only	51%	55%	53%	50%	34%
% Both F2F and DE	31%	32%	29%	32%	42%
% Distance Education (DE) Only	17%	13%	18%	19%	24%

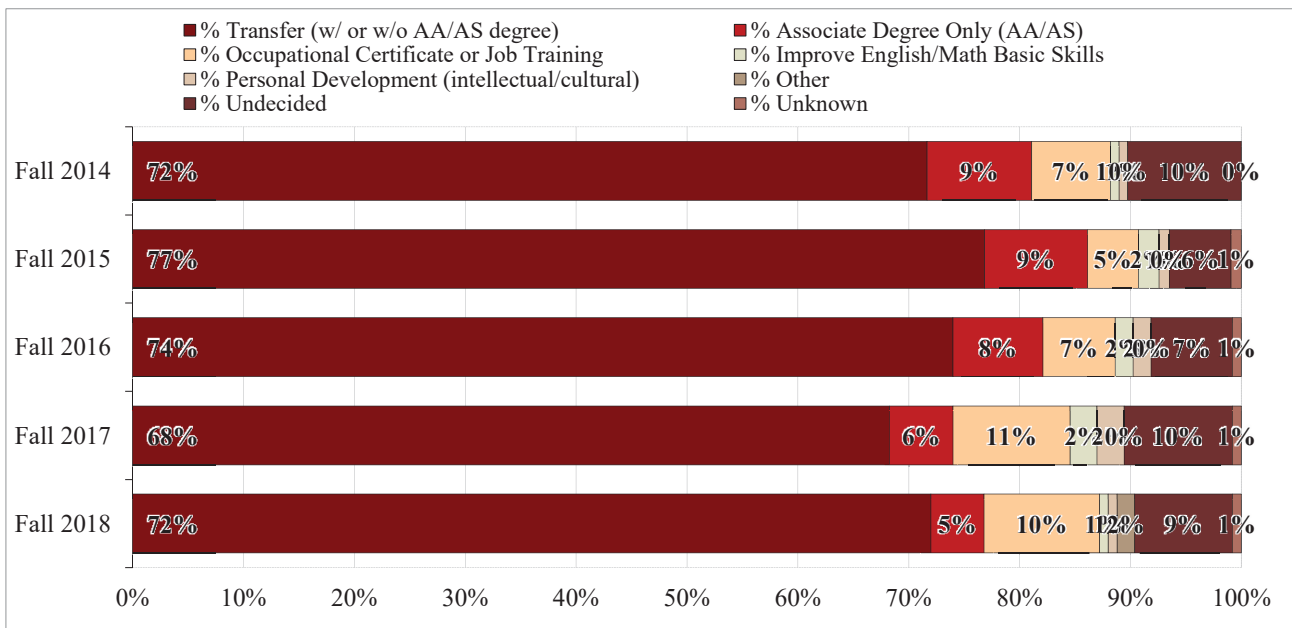


**Definitions:**

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

## Student Educational Goal

Marketing ( MKTG )					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Transfer (w/ or w/o AA/AS degree)	91	83	91	84	90
Associate Degree Only (AA/AS)	12	10	10	7	6
Occupational Certificate or Job Training	9	5	8	13	13
Improve English/Math Basic Skills	1	2	2	3	1
Personal Development (intellectual/cultural)	1	1	2	3	1
Other	0	0	0	0	2
Undecided	13	6	9	12	11
Unknown	0	1	1	1	1
% Transfer (w/ or w/o AA/AS degree)	72%	77%	74%	68%	72%
% Associate Degree Only (AA/AS)	9%	9%	8%	6%	5%
% Occupational Certificate or Job Training	7%	5%	7%	11%	10%
% Improve English/Math Basic Skills	1%	2%	2%	2%	1%
% Personal Development (intellectual/cultural)	1%	1%	2%	2%	1%
% Other	0%	0%	0%	0%	2%
% Undecided	10%	6%	7%	10%	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.

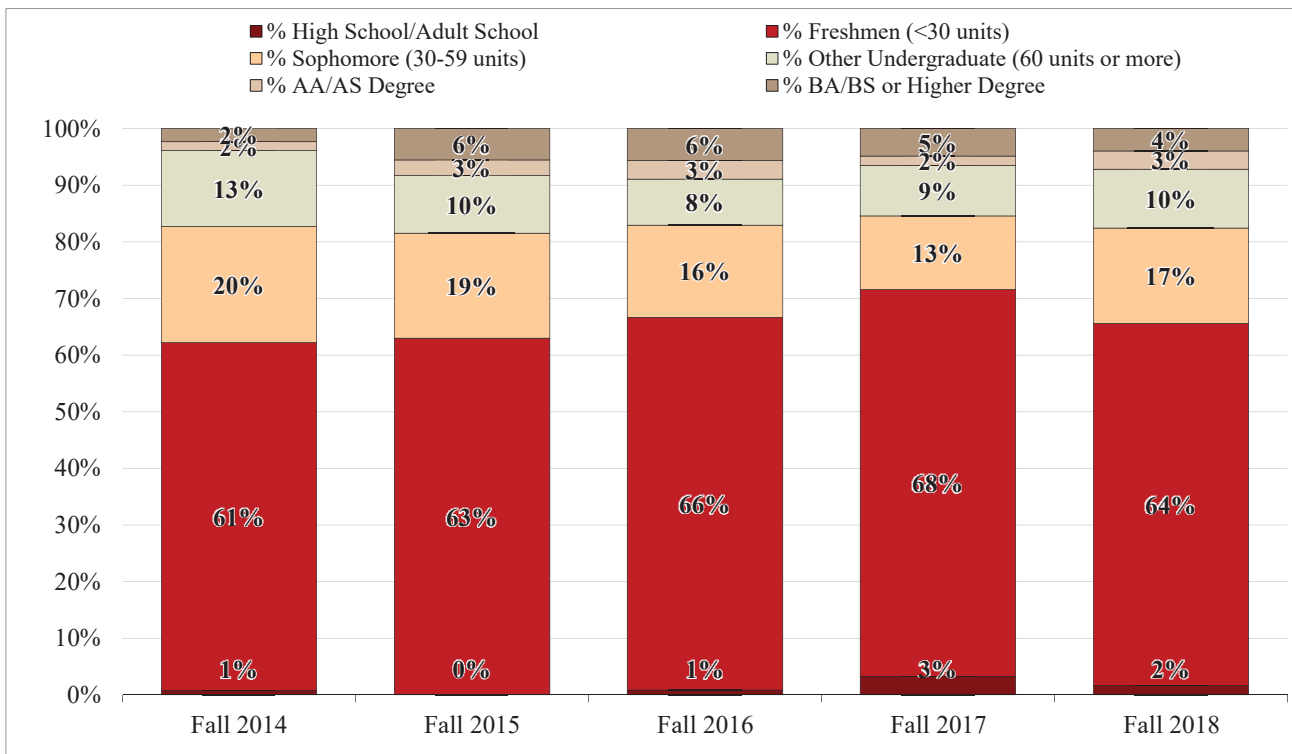
**Personal Development:** Students taking courses for intellectual and/or cultural development.

**Other:** Students completing diploma/GED requirements or moving from non-credit to credit courses. Data from admission application.



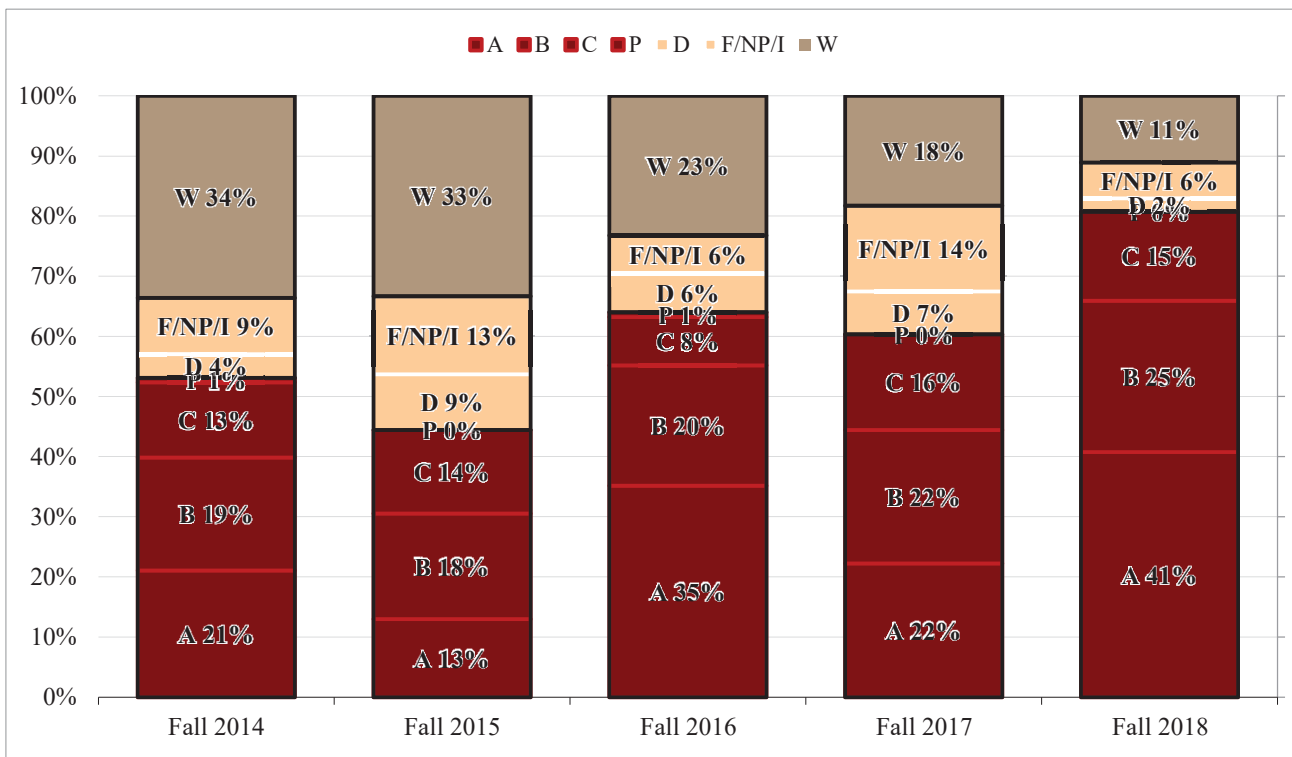
### Highest Educational Level of Students

Marketing ( MKTG )					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
High School/Adult School	1	0	1	4	2
Freshmen (<30 units)	78	68	81	84	80
Sophomore (30-59 units)	26	20	20	16	21
Other Undergraduate (60 units or more)	17	11	10	11	13
AA/AS Degree	2	3	4	2	4
BA/BS or Higher Degree	3	6	7	6	5
% High School/Adult School	1%	0%	1%	3%	2%
% Freshmen (<30 units)	61%	63%	66%	68%	64%
% Sophomore (30-59 units)	20%	19%	16%	13%	17%
% Other Undergraduate (60 units or more)	13%	10%	8%	9%	10%
% AA/AS Degree	2%	3%	3%	2%	3%
% BA/BS or Higher Degree	2%	6%	6%	5%	4%



## Student Performance: Grade Distribution

Marketing ( MKTG )					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
<b>Total Course Enrollments</b>	<b>128</b>	<b>108</b>	<b>125</b>	<b>126</b>	<b>135</b>
<b>Course Success Rates</b>	<b>53%</b>	<b>44%</b>	<b>64%</b>	<b>60%</b>	<b>81%</b>
A	21%	13%	35%	22%	41%
B	19%	18%	20%	22%	25%
C	13%	14%	8%	16%	15%
P	1%	0%	1%	0%	0%
<b>Course Non-Success Rate</b>	<b>13%</b>	<b>22%</b>	<b>13%</b>	<b>21%</b>	<b>8%</b>
D	4%	9%	6%	7%	2%
F/NP/I	9%	13%	6%	14%	6%
<b>Withdrawals (W)</b>	<b>34%</b>	<b>33%</b>	<b>23%</b>	<b>18%</b>	<b>11%</b>



### Definitions:

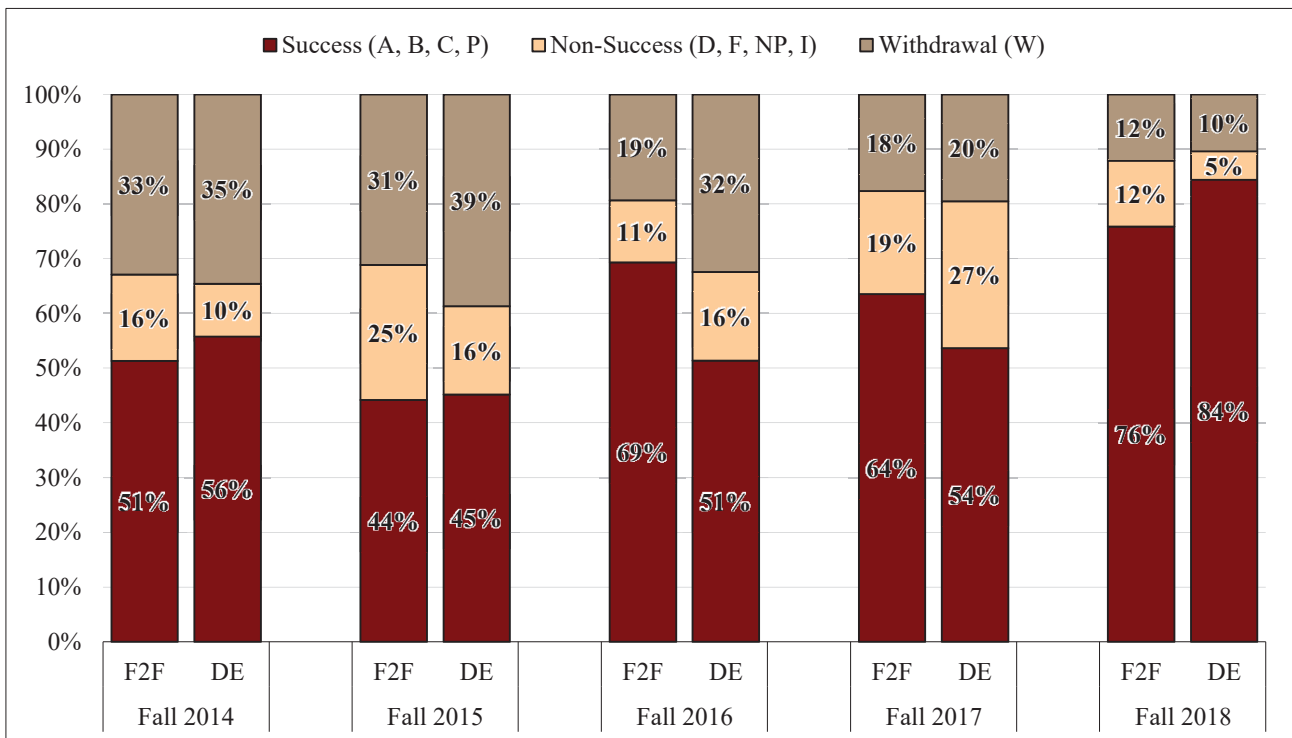
**Course Success Rate** is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

**Course Non-Success Rate** is the percentage of students receiving a grade of ('D', 'F', 'NP or '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				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
<b>Total Course Enrollments</b>	<b>128</b>	<b>108</b>	<b>125</b>	<b>126</b>	<b>135</b>
<b>Face-to-Face (F2F) Sections</b>	<b>76</b>	<b>77</b>	<b>88</b>	<b>85</b>	<b>58</b>
Success Rates	51%	44%	69%	64%	76%
Non-Success Rates	16%	25%	11%	19%	12%
Withdrawals	33%	31%	19%	18%	12%
<b>Distance Education (DE) Sections</b>	<b>52</b>	<b>31</b>	<b>37</b>	<b>41</b>	<b>77</b>
Success Rates	56%	45%	51%	54%	84%
Non-Success Rates	10%	16%	16%	27%	5%
Withdrawals	35%	39%	32%	20%	10%



**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.

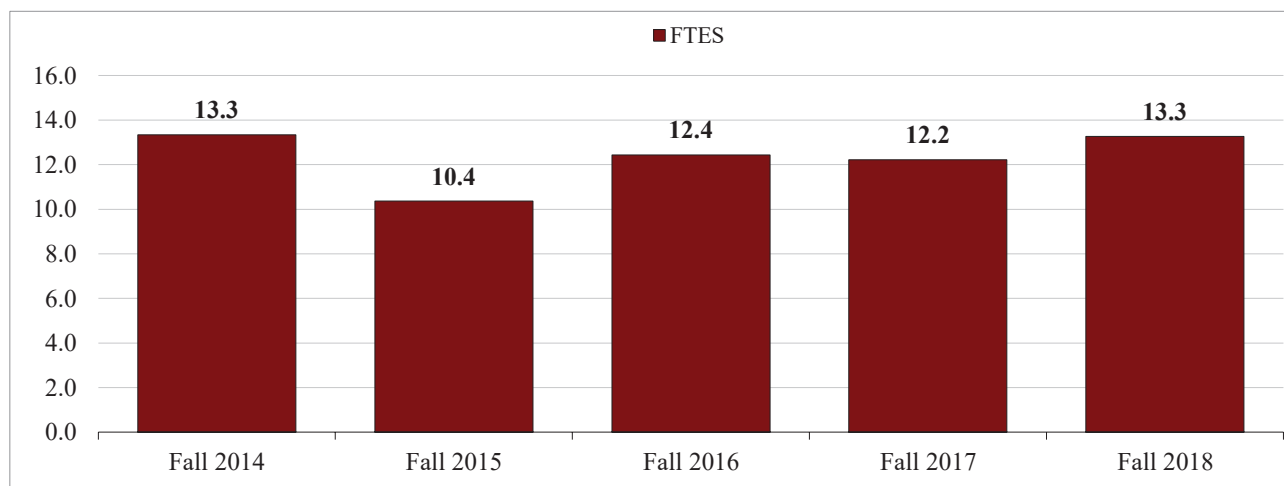
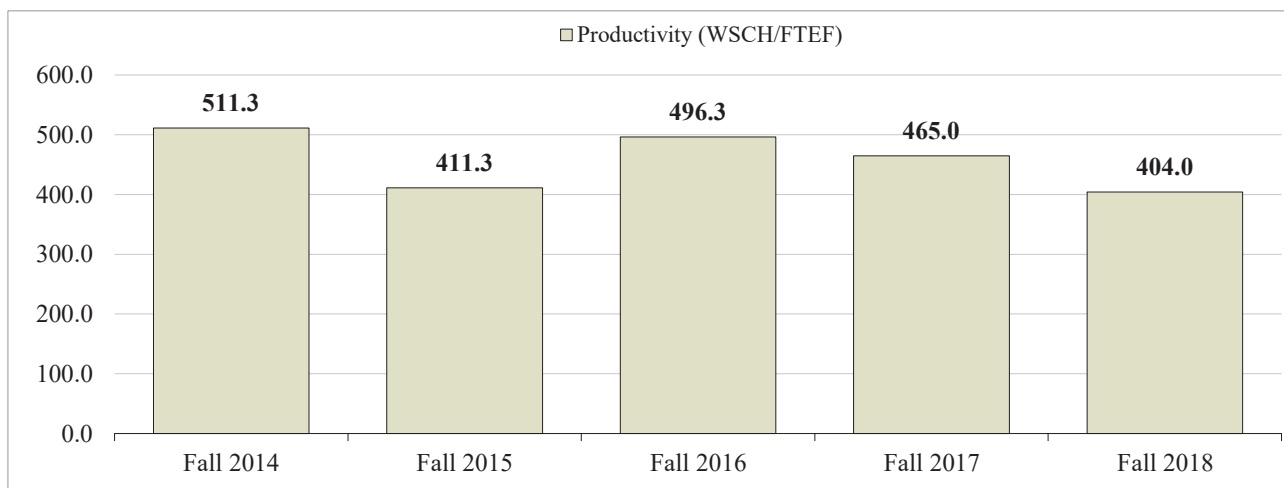
**Course Non-Success Rate** is the percentage of students receiving a grade of ('D', 'F', 'NP' or 'I') relative to all students receiving a grade.

**Withdrawals** is the percentage of students receiving a grade notation of 'W' relative to all students receiving a grade.

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

## Enrollment Management: Part 1

	Marketing ( MKTG )				
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
WSCH	409	329	397	372	404
FTEF	13.3	10.4	12.4	12.2	13.3
FTEF	0.8	0.8	0.8	0.8	1.0
Productivity (WSCH/FTEF)	511.3	411.3	496.3	465.0	404.0



### 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.

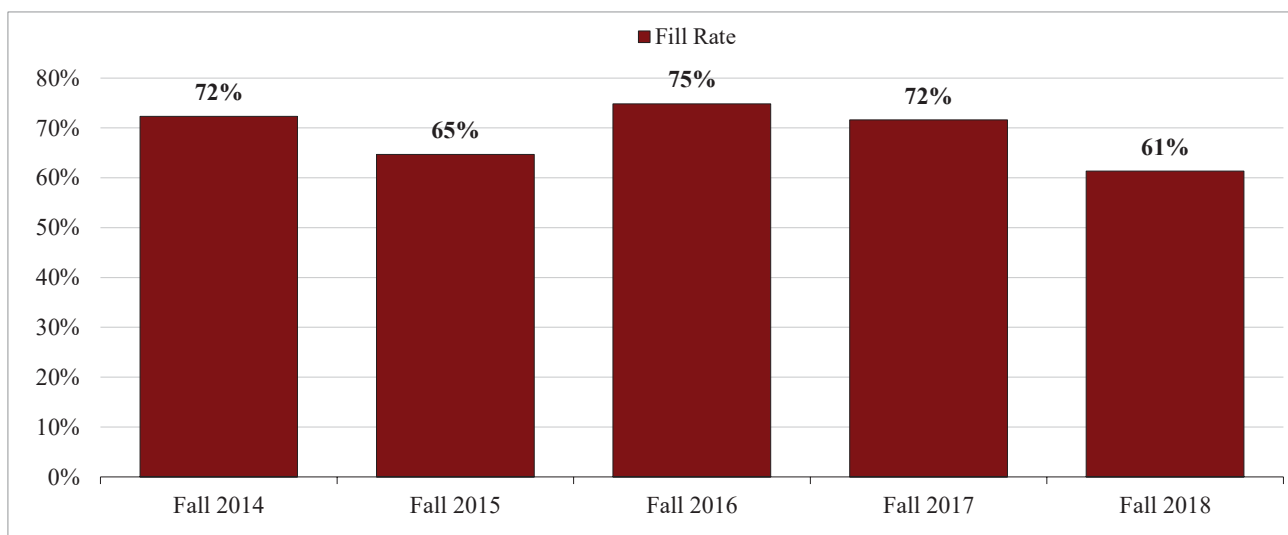
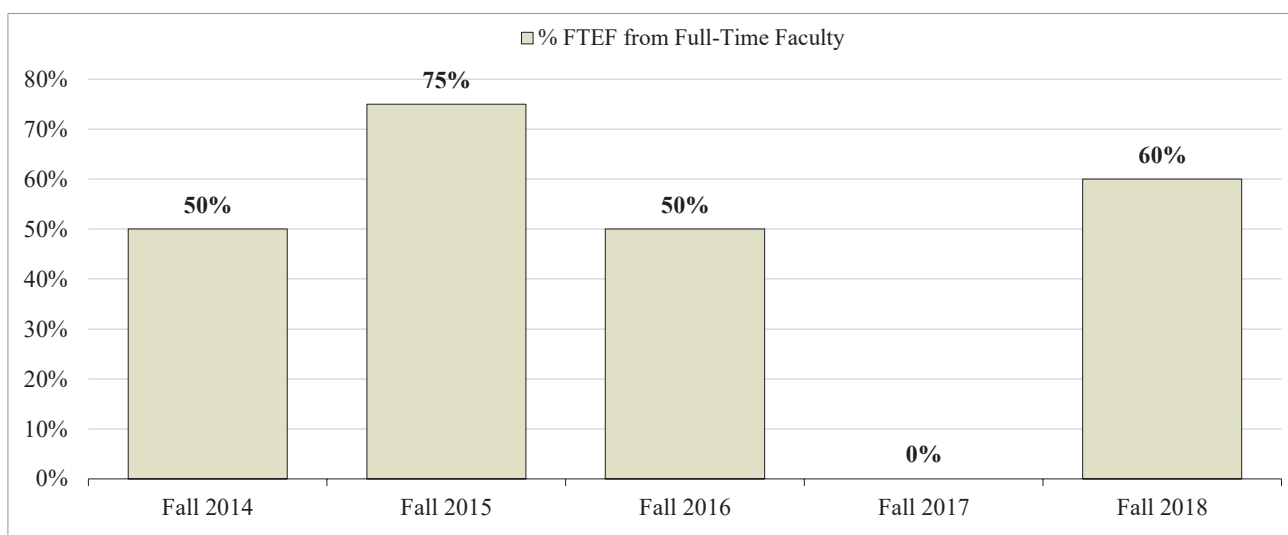
**FTEF** is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

**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

	Marketing ( MKTG )				
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
FTEF from Full-Time Faculty	0.4	0.6	0.4	0.0	0.6
% FTEF from Full-Time Faculty	50%	75%	50%	0%	60%
Enrollments	128	108	125	126	135
Capacity (seats available)	177	167	167	176	220
Fill Rate	72%	65%	75%	72%	61%



### Definitions:

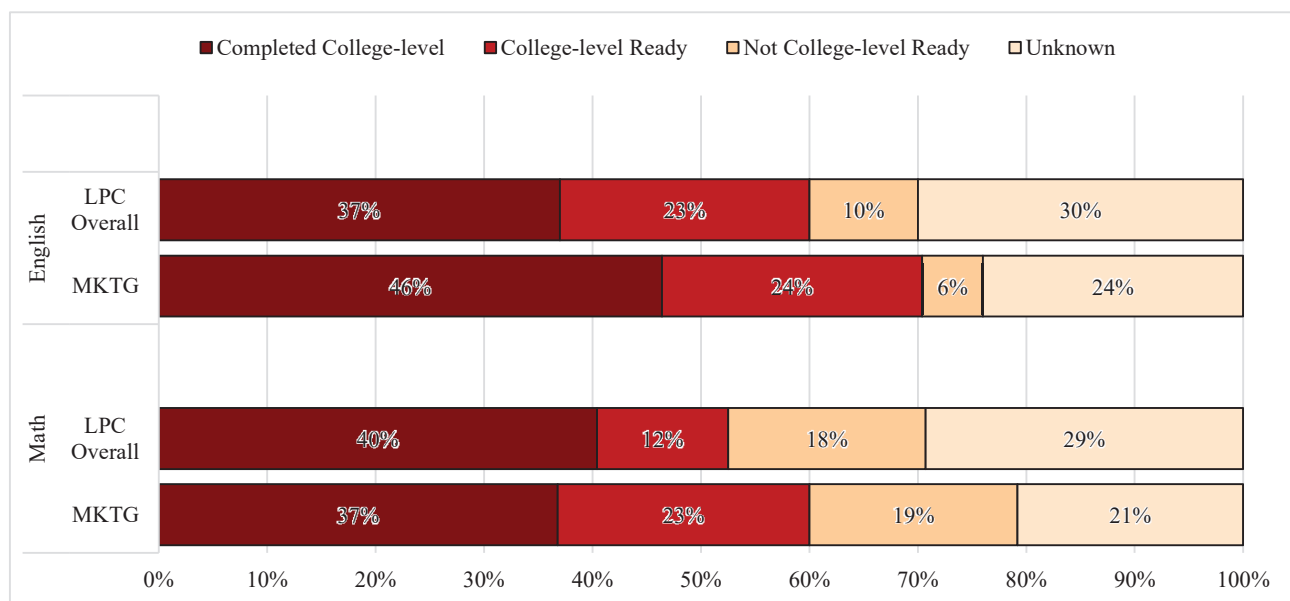
**Fill Rate** is number of enrollments over the total capacity (seats available).

**% 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

Fall 2018				
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
<b>College English</b>				
Completed College-level	58	46%	4,858	52%
College-level Ready	30	27%	2,005	22%
Not College-level Ready	7	6%	675	7%
Unknown	30	23%	1,776	19%
<b>College Math</b>				
Completed College-level	46	37%	4,134	44%
College-level Ready	29	23%	1,812	19%
Not College-level Ready	24	19%	1,583	17%
Unknown	26	21%	1,785	19%



### 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.