



Las Positas College

Program Review Discipline Data Packet

Fall 2014 to Fall 2018

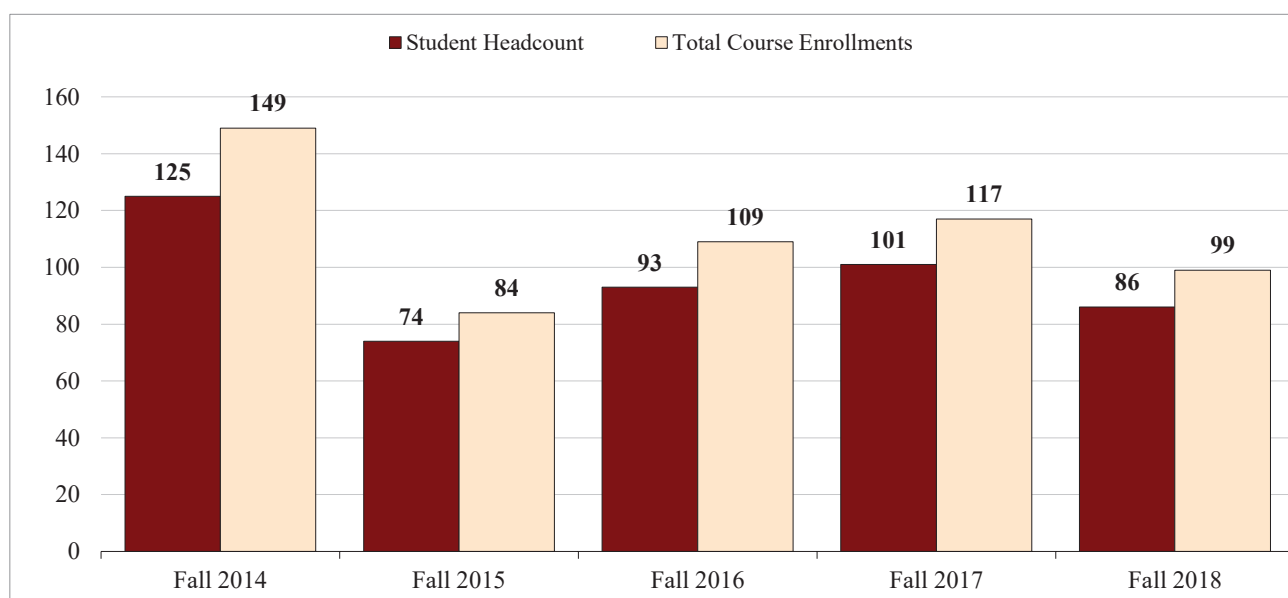
Discipline:

Mass Communications (MSCM)

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Headcount & Enrollment

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Student Headcount	125	74	93	101	86
Total Course Enrollments	149	84	109	117	99



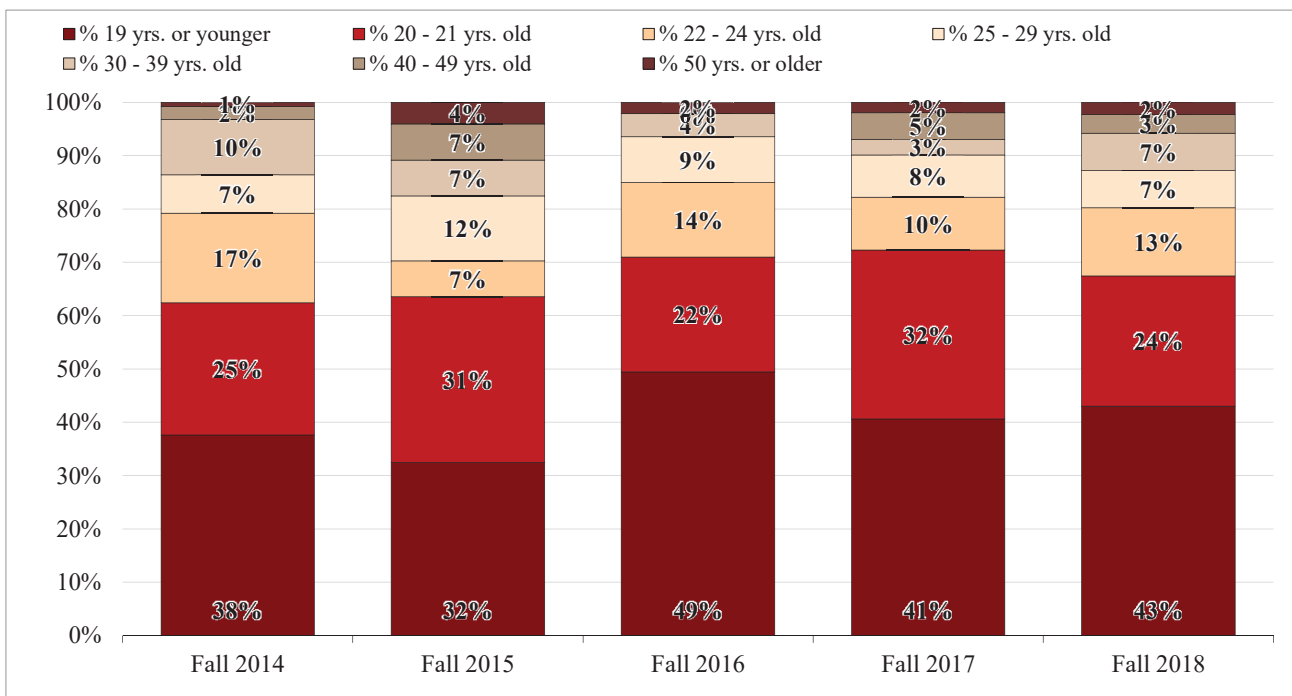
Definitions:

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.

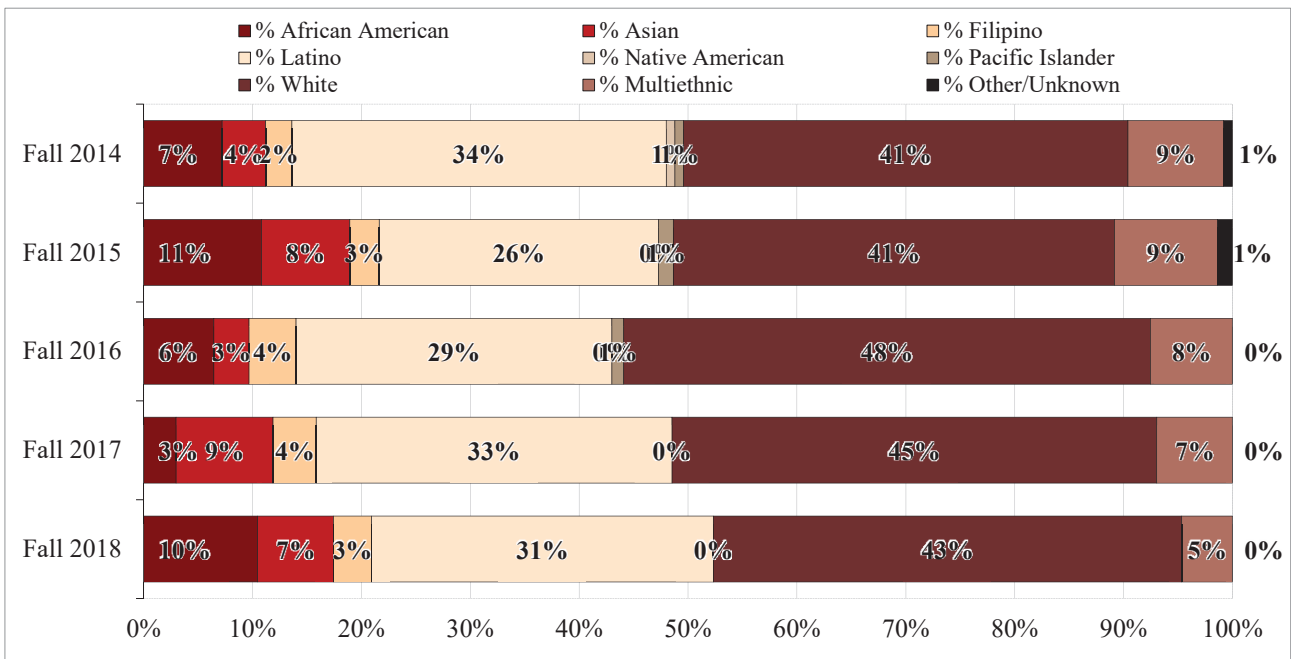
Student Demographics: Gender & Age

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Female	68	38	40	44	40
Male	53	35	53	56	46
19 yrs. or younger	47	24	46	41	37
20-21 yrs. old	31	23	20	32	21
22-24 yrs. old	21	5	13	10	11
25-29 yrs. old	9	9	8	8	6
30-39 yrs. old	13	5	4	3	6
40-49 yrs. old	3	5	0	5	3
50 yrs. or older	1	3	2	2	2
% Female	56%	52%	43%	44%	47%
% Male	44%	48%	57%	56%	53%
% 19 yrs. or younger	38%	32%	49%	41%	43%
% 20 - 21 yrs. old	25%	31%	22%	32%	24%
% 22 - 24 yrs. old	17%	7%	14%	10%	13%
% 25 - 29 yrs. old	7%	12%	9%	8%	7%
% 30 - 39 yrs. old	10%	7%	4%	3%	7%
% 40 - 49 yrs. old	2%	7%	0%	5%	3%
% 50 yrs. or older	1%	4%	2%	2%	2%



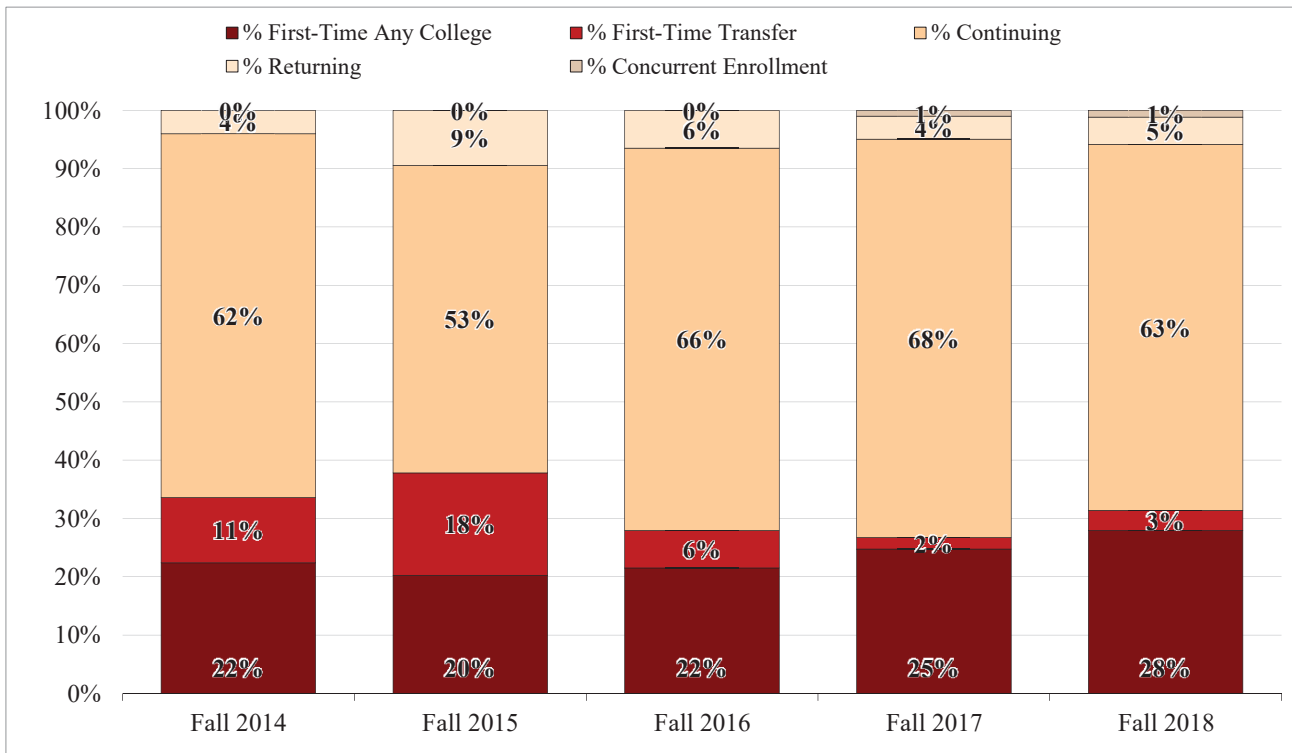
Student Demographic: Race-Ethnicity

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
African American	9	8	6	3	9
Asian	5	6	3	9	6
Filipino	3	2	4	4	3
Latino	43	19	27	33	27
Native American	1	0	0	0	0
Pacific Islander	1	1	1	0	0
White	51	30	45	45	37
Multiethnic	11	7	7	7	4
Other/Unknown	1	1	0	0	0
% African American	7%	11%	6%	3%	10%
% Asian	4%	8%	3%	9%	7%
% Filipino	2%	3%	4%	4%	3%
% Latino	34%	26%	29%	33%	31%
% Native American	1%	0%	0%	0%	0%
% Pacific Islander	1%	1%	1%	0%	0%
% White	41%	41%	48%	45%	43%
% Multiethnic	9%	9%	8%	7%	5%
% Other/Unknown	1%	1%	0%	0%	0%



Student Enrollment Status

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
First-Time Any College	28	15	20	25	24
First-Time Transfer	14	13	6	2	3
Continuing	78	39	61	69	54
Returning	5	7	6	4	4
Concurrent Enrollment	0	0	0	1	1
% First-Time Any College	22%	20%	22%	25%	28%
% First-Time Transfer	11%	18%	6%	2%	3%
% Continuing	62%	53%	66%	68%	63%
% Returning	4%	9%	6%	4%	5%
% Concurrent Enrollment	0%	0%	0%	1%	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.

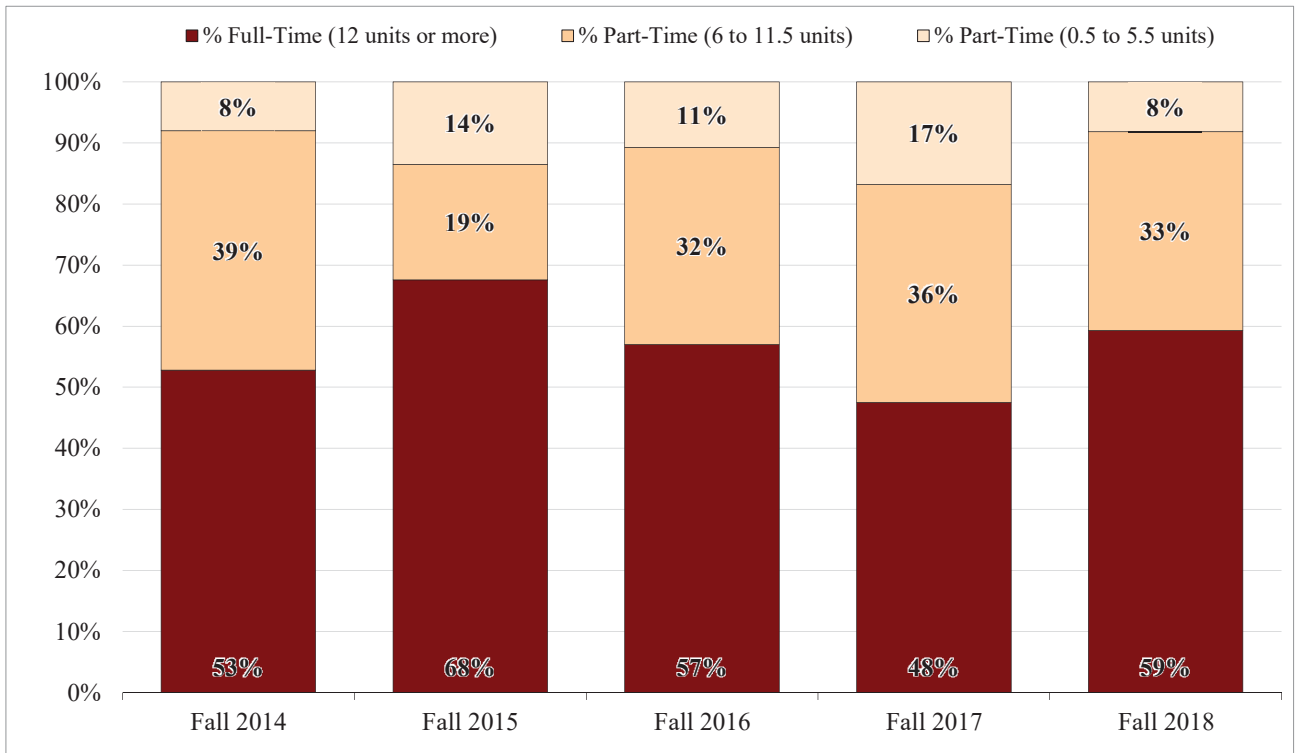
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

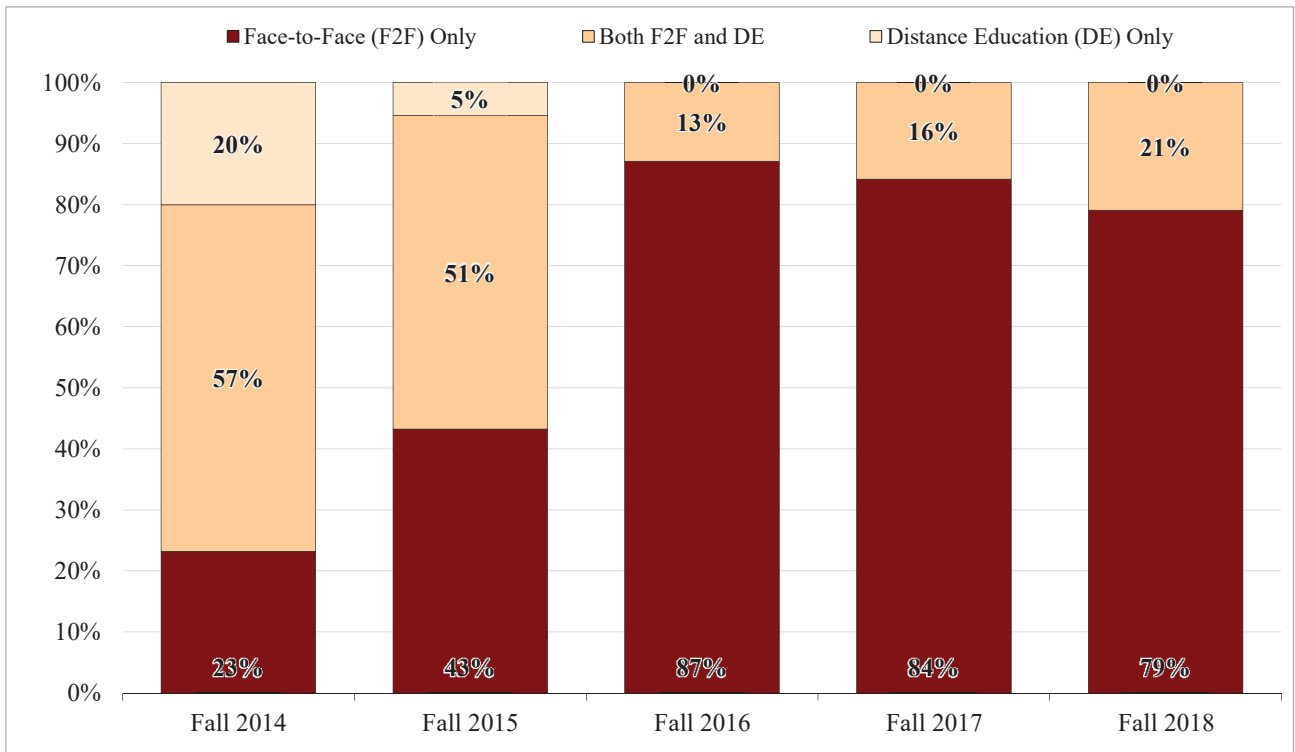
Student Unit Load

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Full-Time (12 units or more)	66	50	53	48	51
Part-Time (6 to 11.5 units)	49	14	30	36	28
Part-Time (0.5 to 5.5 units)	10	10	10	17	7
% Full-Time (12 units or more)	53%	68%	57%	48%	59%
% Part-Time (6 to 11.5 units)	39%	19%	32%	36%	33%
% Part-Time (0.5 to 5.5 units)	8%	14%	11%	17%	8%



Students Using Distance Education

Mass Communications (MSCM)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Face-to-Face (F2F) Only	29	32	81	85	68
Both F2F and DE	71	38	12	16	18
Distance Education (DE) Only	25	4	0	0	0
% Face-to-Face (F2F) Only	23%	43%	87%	84%	79%
% Both F2F and DE	57%	51%	13%	16%	21%
% Distance Education (DE) Only	20%	5%	0%	0%	0%

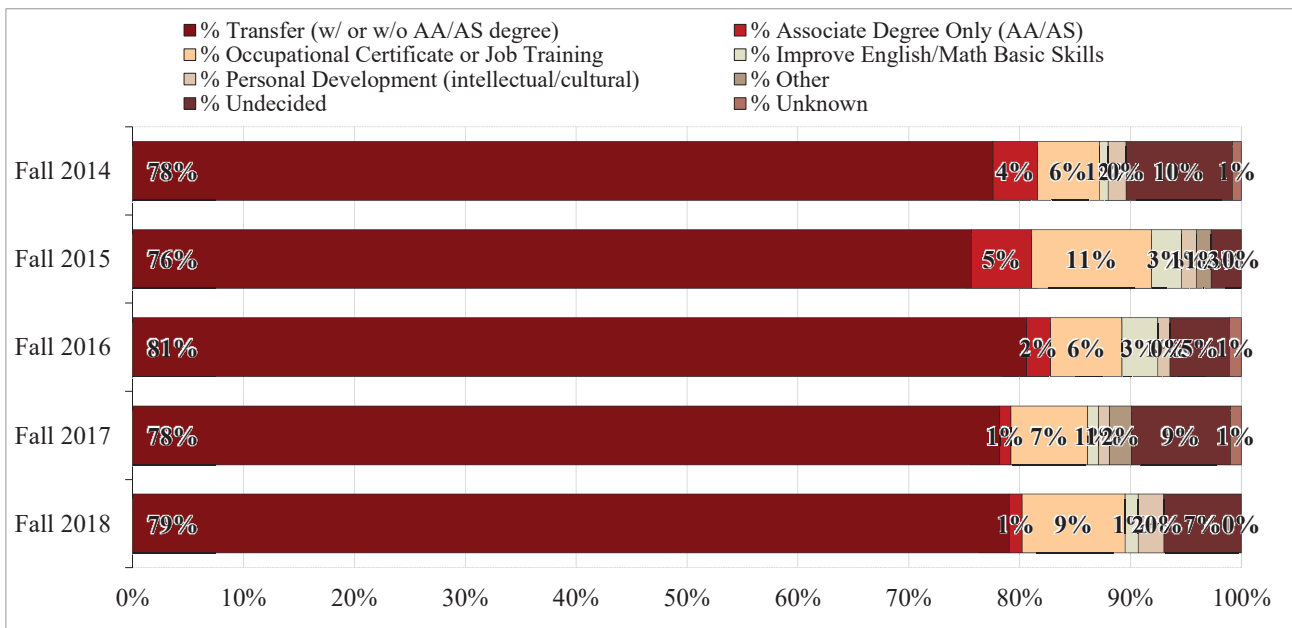


Definitions:

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

Student Educational Goal

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Transfer (w/ or w/o AA/AS degree)	97	56	75	79	68
Associate Degree Only (AA/AS)	5	4	2	1	1
Occupational Certificate or Job Training	7	8	6	7	8
Improve English/Math Basic Skills	1	2	3	1	1
Personal Development (intellectual/cultural)	2	1	1	1	2
Other	0	1	0	2	0
Undecided	12	2	5	9	6
Unknown	1	0	1	1	0
% Transfer (w/ or w/o AA/AS degree)	78%	76%	81%	78%	79%
% Associate Degree Only (AA/AS)	4%	5%	2%	1%	1%
% Occupational Certificate or Job Training	6%	11%	6%	7%	9%
% Improve English/Math Basic Skills	1%	3%	3%	1%	1%
% Personal Development (intellectual/cultural)	2%	1%	1%	1%	2%
% Other	0%	1%	0%	2%	0%
% Undecided	10%	3%	5%	9%	7%
% Unknown	1%	0%	1%	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.

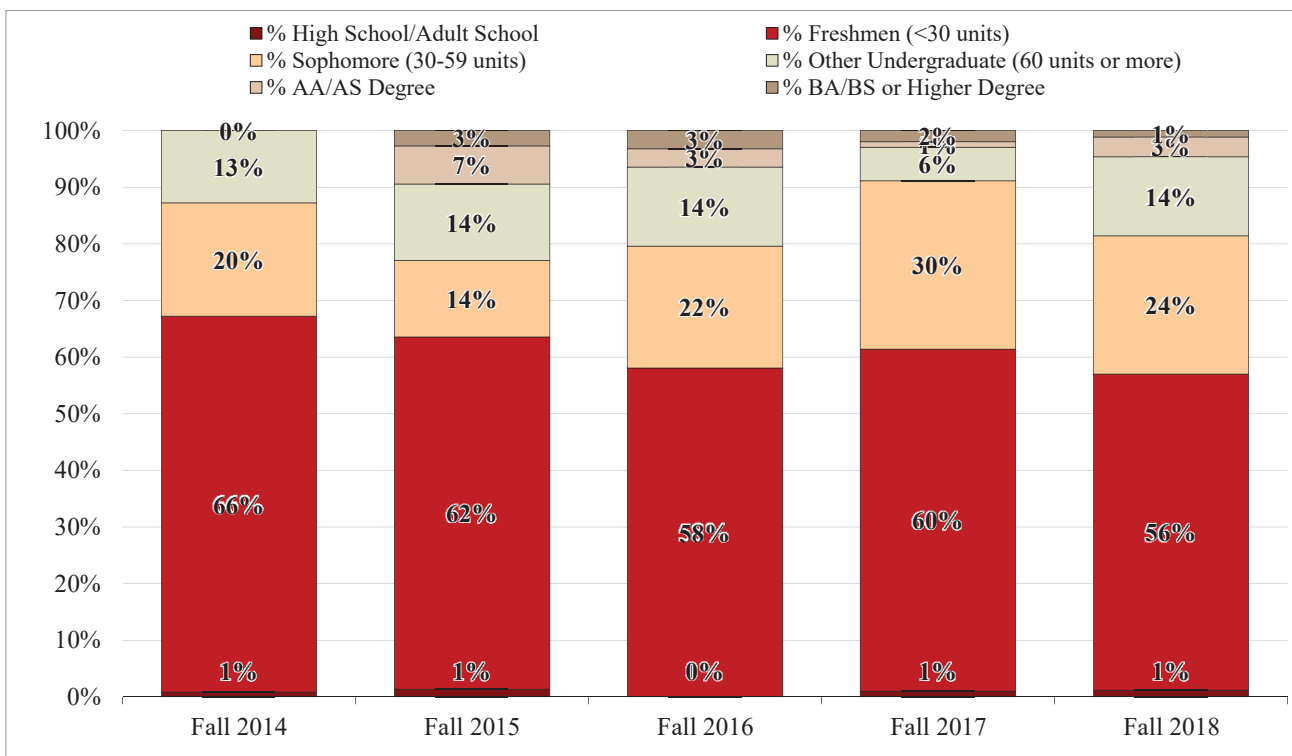
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

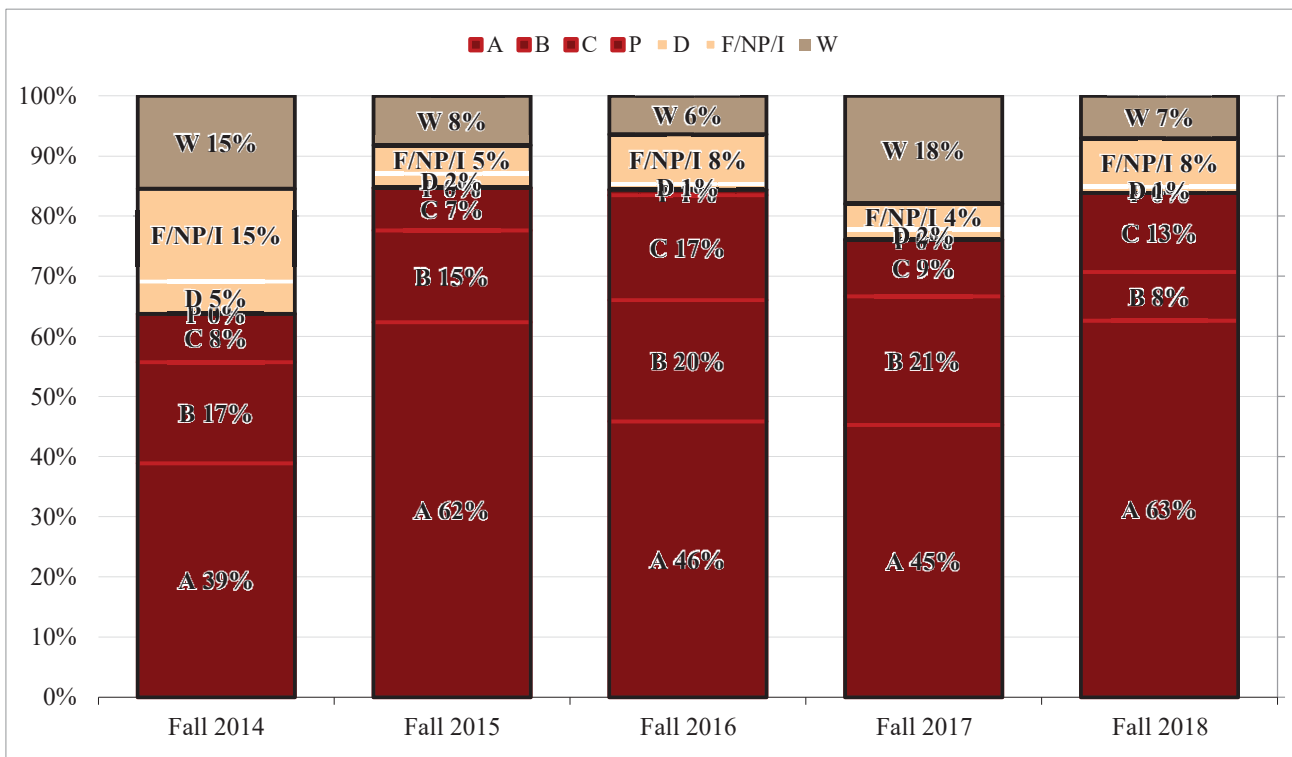
Highest Educational Level of Students

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
High School/Adult School	1	1	0	1	1
Freshmen (<30 units)	83	46	54	61	48
Sophomore (30-59 units)	25	10	20	30	21
Other Undergraduate (60 units or more)	16	10	13	6	12
AA/AS Degree	0	5	3	1	3
BA/BS or Higher Degree	0	2	3	2	1
% High School/Adult School	1%	1%	0%	1%	1%
% Freshmen (<30 units)	66%	62%	58%	60%	56%
% Sophomore (30-59 units)	20%	14%	22%	30%	24%
% Other Undergraduate (60 units or more)	13%	14%	14%	6%	14%
% AA/AS Degree	0%	7%	3%	1%	3%
% BA/BS or Higher Degree	0%	3%	3%	2%	1%



Student Performance: Grade Distribution

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Total Course Enrollments	149	84	109	117	99
Course Success Rates	64%	85%	84%	76%	84%
A	39%	62%	46%	45%	63%
B	17%	15%	20%	21%	8%
C	8%	7%	17%	9%	13%
P	0%	0%	1%	0%	0%
Course Non-Success Rate	21%	7%	9%	6%	9%
D	5%	2%	1%	2%	1%
F/NP/I	15%	5%	8%	4%	8%
Withdrawals (W)	15%	8%	6%	18%	7%



Definitions:

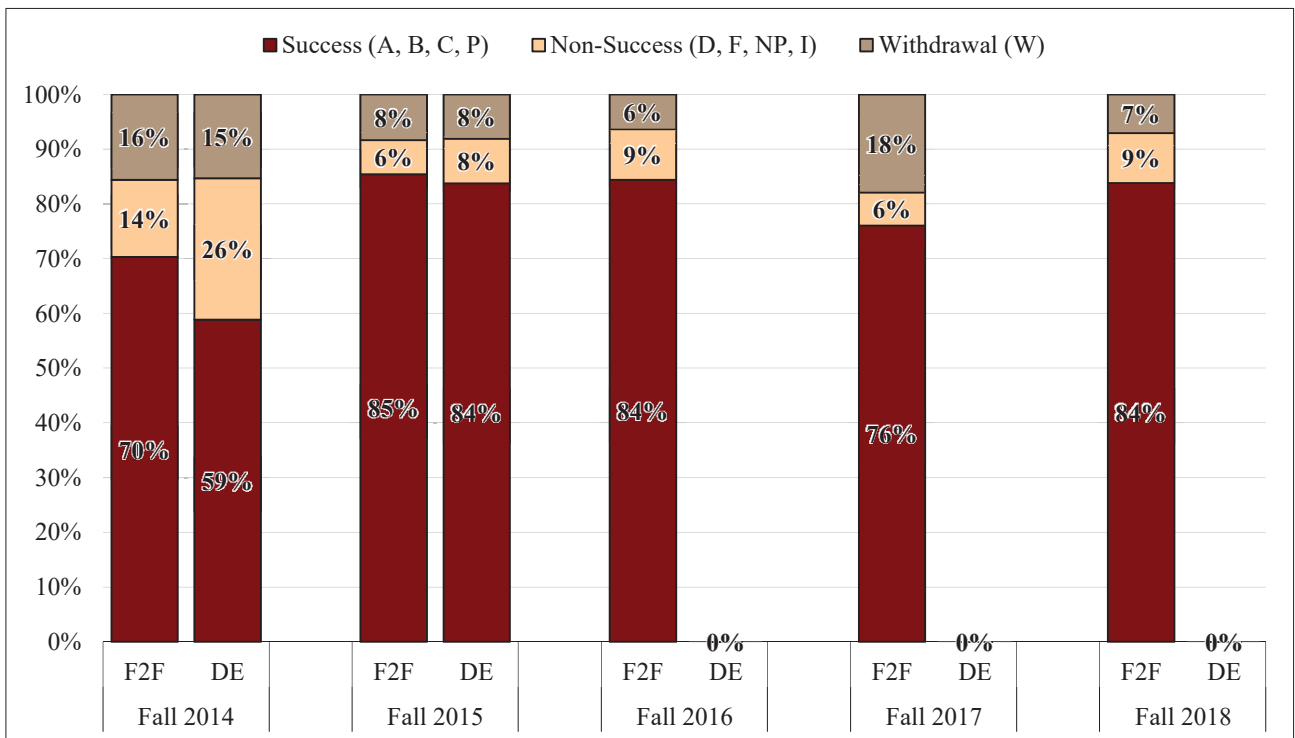
Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

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				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Total Course Enrollments	149	84	109	117	99
Face-to-Face (F2F) Sections	64	48	109	117	99
Success Rates	70%	85%	84%	76%	84%
Non-Success Rates	14%	6%	9%	6%	9%
Withdrawals	16%	8%	6%	18%	7%
Distance Education (DE) Sections	85	36	0	0	0
Success Rates	59%	84%	—	—	—
Non-Success Rates	26%	8%	—	—	—
Withdrawals	15%	8%	—	—	—



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.

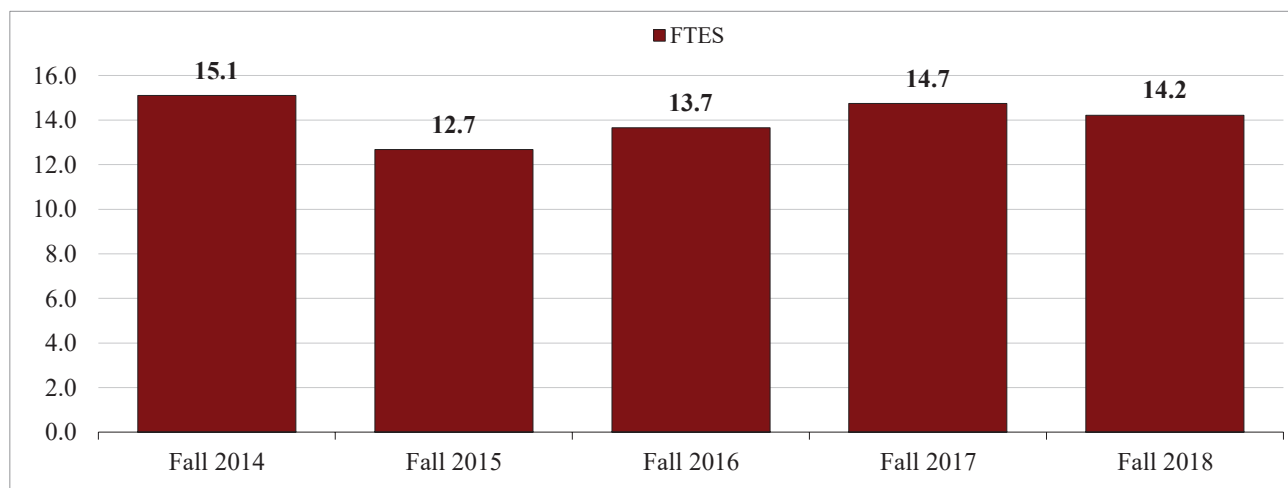
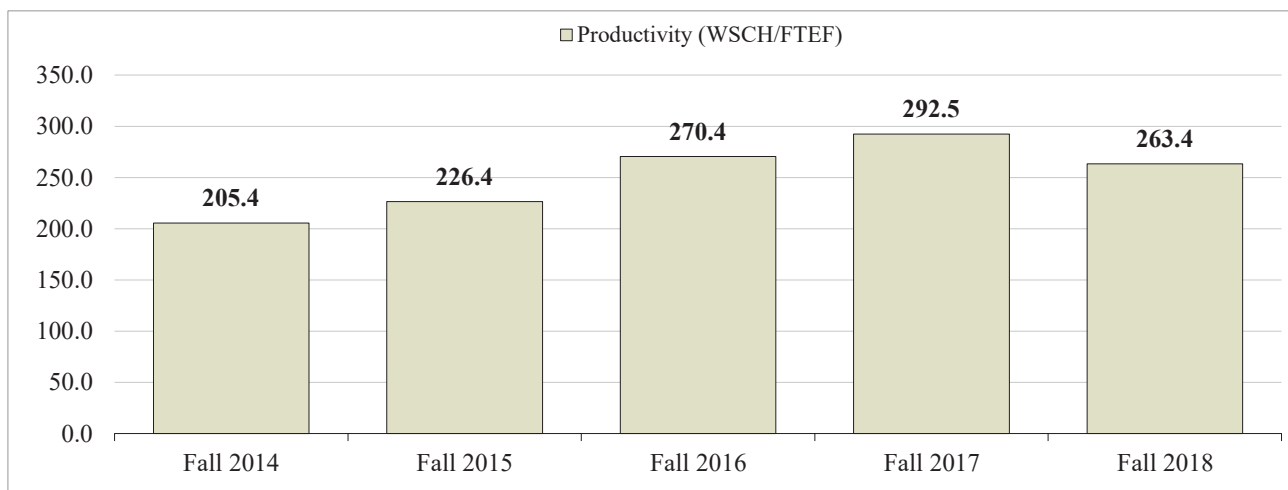
Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP' or 'I') relative to all students receiving a grade.

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

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
WSCH	460	394	430	465	441
FTES	15.1	12.7	13.7	14.7	14.2
FTEF	2.2	1.7	1.6	1.6	1.7
Productivity (WSCH/FTEF)	205.4	226.4	270.4	292.5	263.4



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.

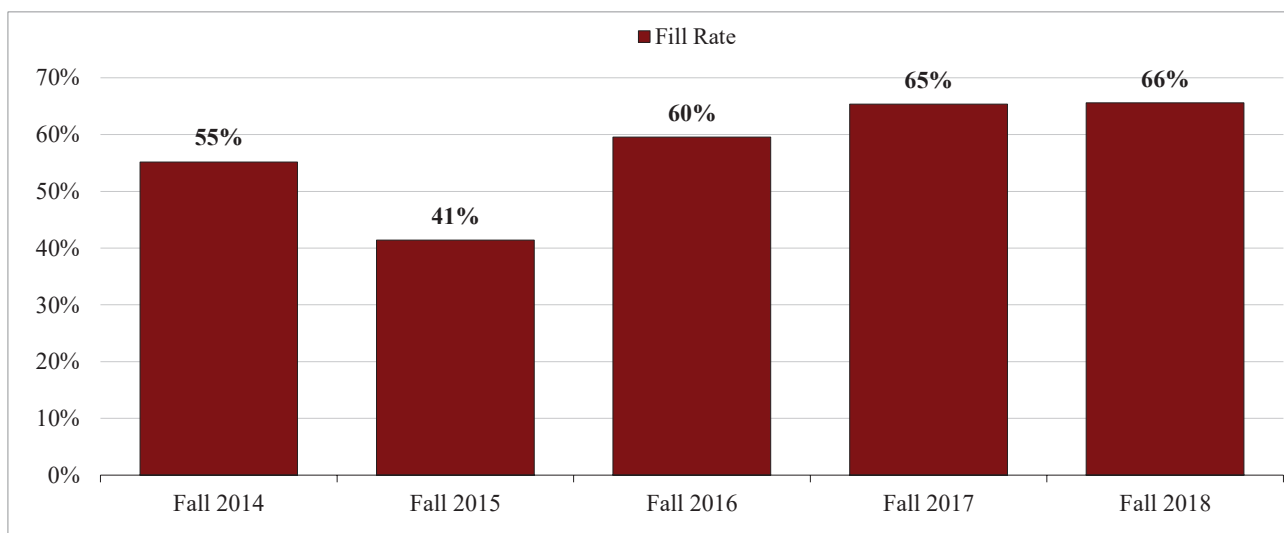
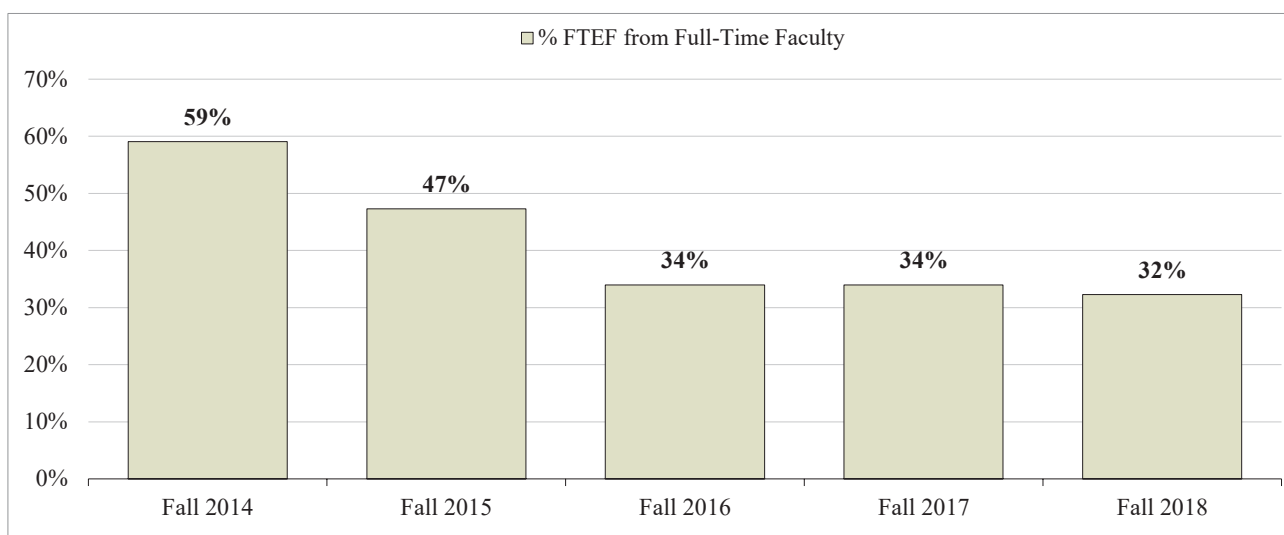
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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

Mass Communications (MSCM)					
	Term				
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
FTEF from Full-Time Faculty	1.3	0.8	0.5	0.5	0.5
% FTEF from Full-Time Faculty	59%	47%	34%	34%	32%
Enrollments	149	84	109	117	99
Capacity (seats available)	270	203	183	179	151
Fill Rate	55%	41%	60%	65%	66%



Definitions:

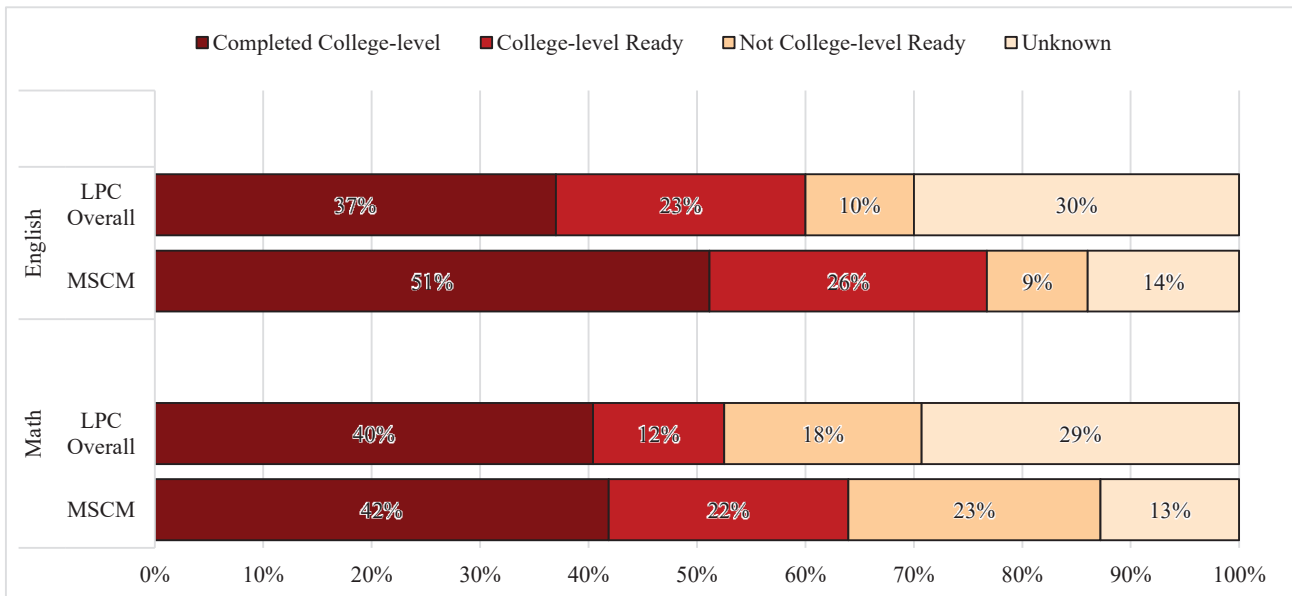
Fill Rate is number of enrollments over the total capacity (seats available).

% 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				
	MSCM		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	44	51%	4,858	52%
College-level Ready	22	28%	2,005	22%
Not College-level Ready	8	11%	675	7%
Unknown	12	14%	1,776	19%
College Math				
Completed College-level	36	42%	4,134	44%
College-level Ready	19	22%	1,812	19%
Not College-level Ready	20	23%	1,583	17%
Unknown	11	13%	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.