



Las Positas College

Program Review Discipline Data Packet

Spring 2015 to Spring 2019

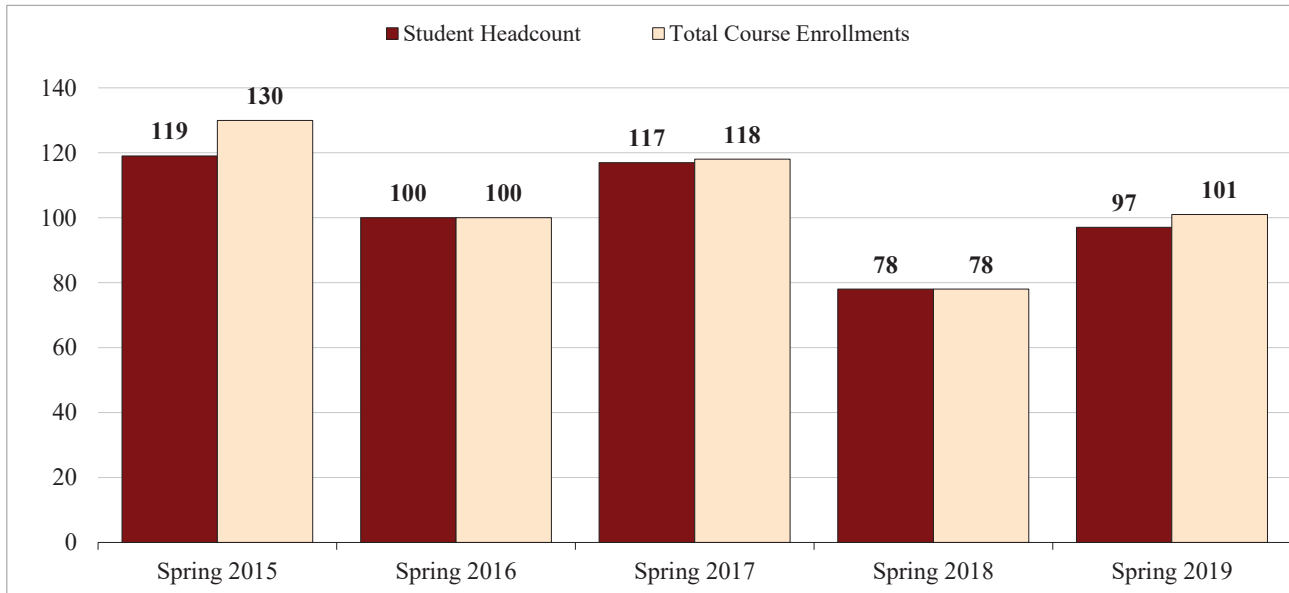
Discipline:

Marketing (MKTG)

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Headcount & Enrollment

	Marketing (MKTG)				
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Student Headcount	119	100	117	78	97
Total Course Enrollments	130	100	118	78	101



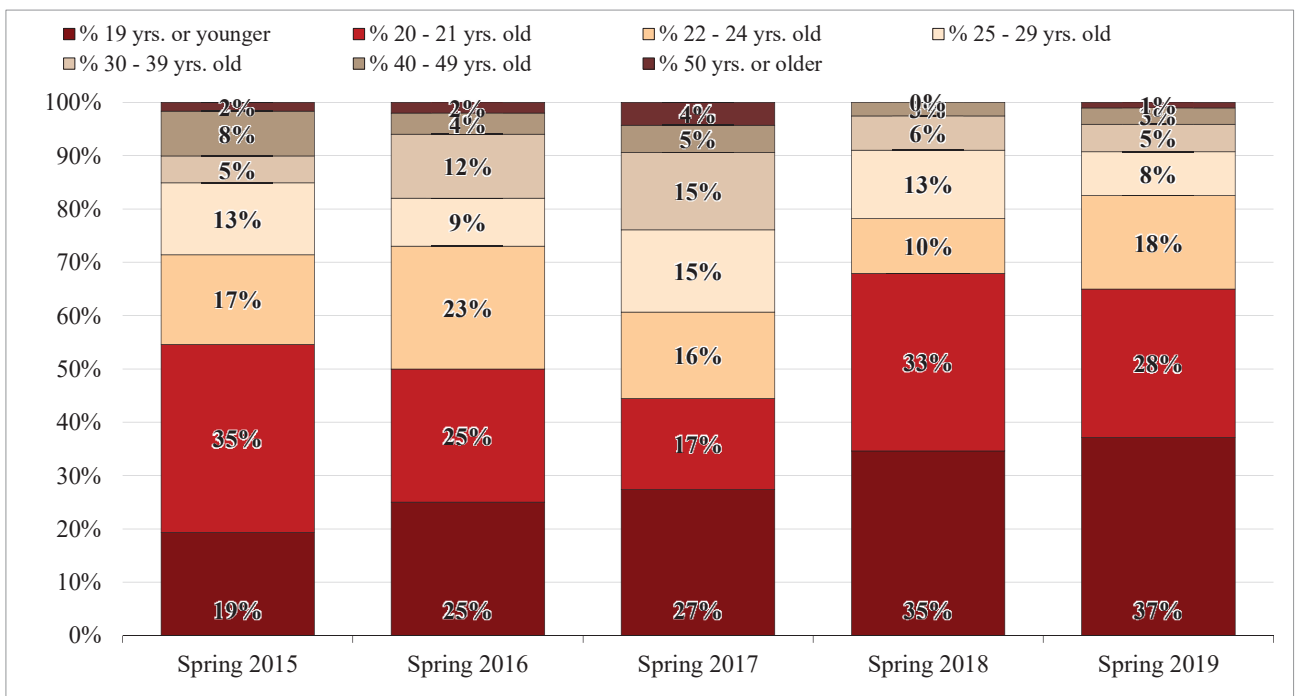
Definitions:

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.

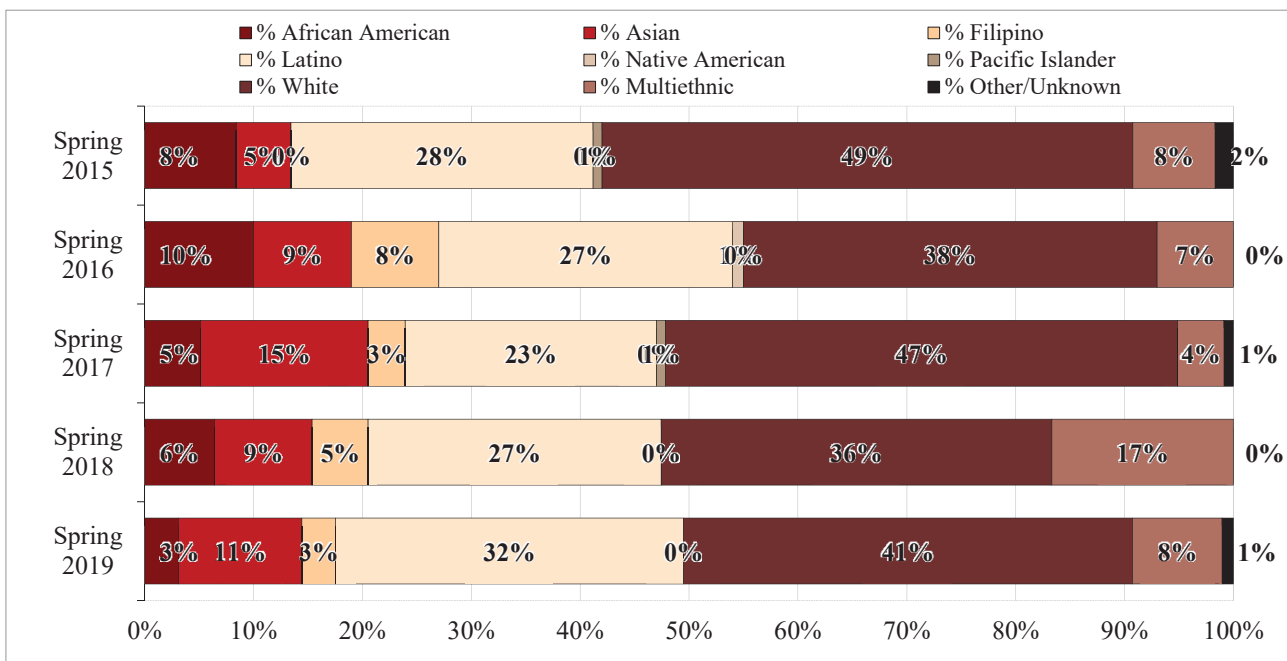
Student Demographics: Gender & Age

	Marketing (MKTG)				
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Female	49	35	42	31	44
Male	66	65	72	45	52
19 yrs. or younger	23	25	32	27	36
20-21 yrs. old	42	25	20	26	27
22-24 yrs. old	20	23	19	8	17
25-29 yrs. old	16	9	18	10	8
30-39 yrs. old	6	12	17	5	5
40-49 yrs. old	10	4	6	2	3
50 yrs. or older	2	2	5	0	1
% Female	43%	35%	37%	41%	46%
% Male	57%	65%	63%	59%	54%
% 19 yrs. or younger	19%	25%	27%	35%	37%
% 20 - 21 yrs. old	35%	25%	17%	33%	28%
% 22 - 24 yrs. old	17%	23%	16%	10%	18%
% 25 - 29 yrs. old	13%	9%	15%	13%	8%
% 30 - 39 yrs. old	5%	12%	15%	6%	5%
% 40 - 49 yrs. old	8%	4%	5%	3%	3%
% 50 yrs. or older	2%	2%	4%	0%	1%



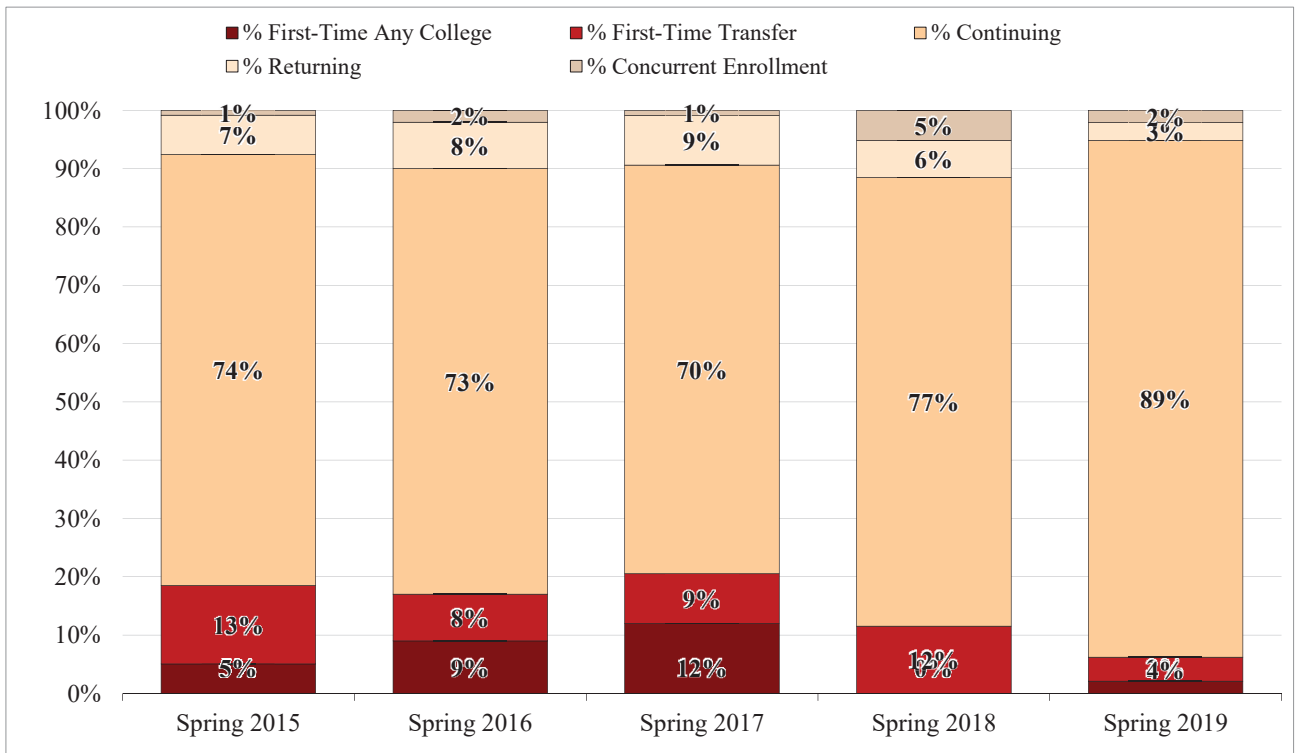
Student Demographic: Race-Ethnicity

	Marketing (MKTG)				
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
African American	10	10	6	5	3
Asian	6	9	18	7	11
Filipino	0	8	4	4	3
Latino	33	27	27	21	31
Native American	0	1	0	0	0
Pacific Islander	1	0	1	0	0
White	58	38	55	28	40
Multiethnic	9	7	5	13	8
Other/Unknown	2	0	1	0	1
% African American	8%	10%	5%	6%	3%
% Asian	5%	9%	15%	9%	11%
% Filipino	0%	8%	3%	5%	3%
% Latino	28%	27%	23%	27%	32%
% Native American	0%	1%	0%	0%	0%
% Pacific Islander	1%	0%	1%	0%	0%
% White	49%	38%	47%	36%	41%
% Multiethnic	8%	7%	4%	17%	8%
% Other/Unknown	2%	0%	1%	0%	1%



Student Enrollment Status

	Marketing (MKTG)				
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
First-Time Any College	6	9	14	0	2
First-Time Transfer	16	8	10	9	4
Continuing	88	73	82	60	86
Returning	8	8	10	5	3
Concurrent Enrollment	1	2	1	4	2
% First-Time Any College	5%	9%	12%	0%	2%
% First-Time Transfer	13%	8%	9%	12%	4%
% Continuing	74%	73%	70%	77%	89%
% Returning	7%	8%	9%	6%	3%
% Concurrent Enrollment	1%	2%	1%	5%	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.

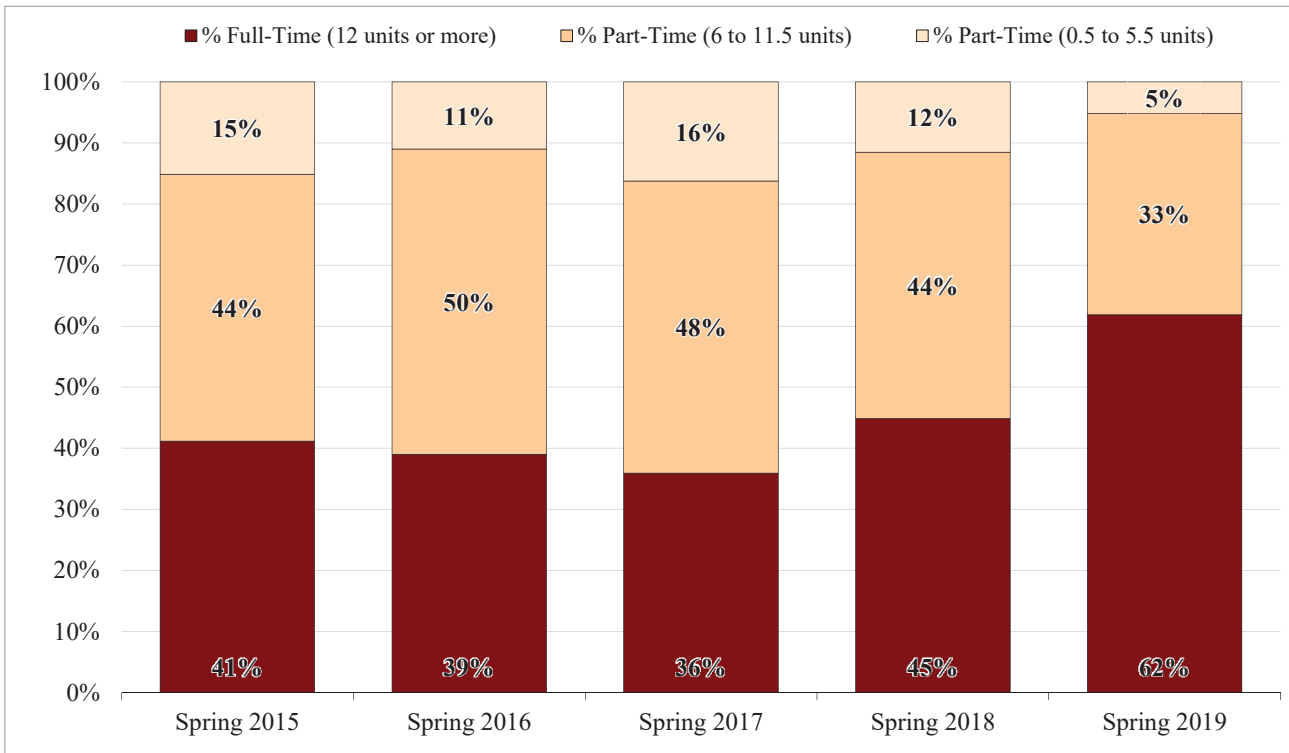
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

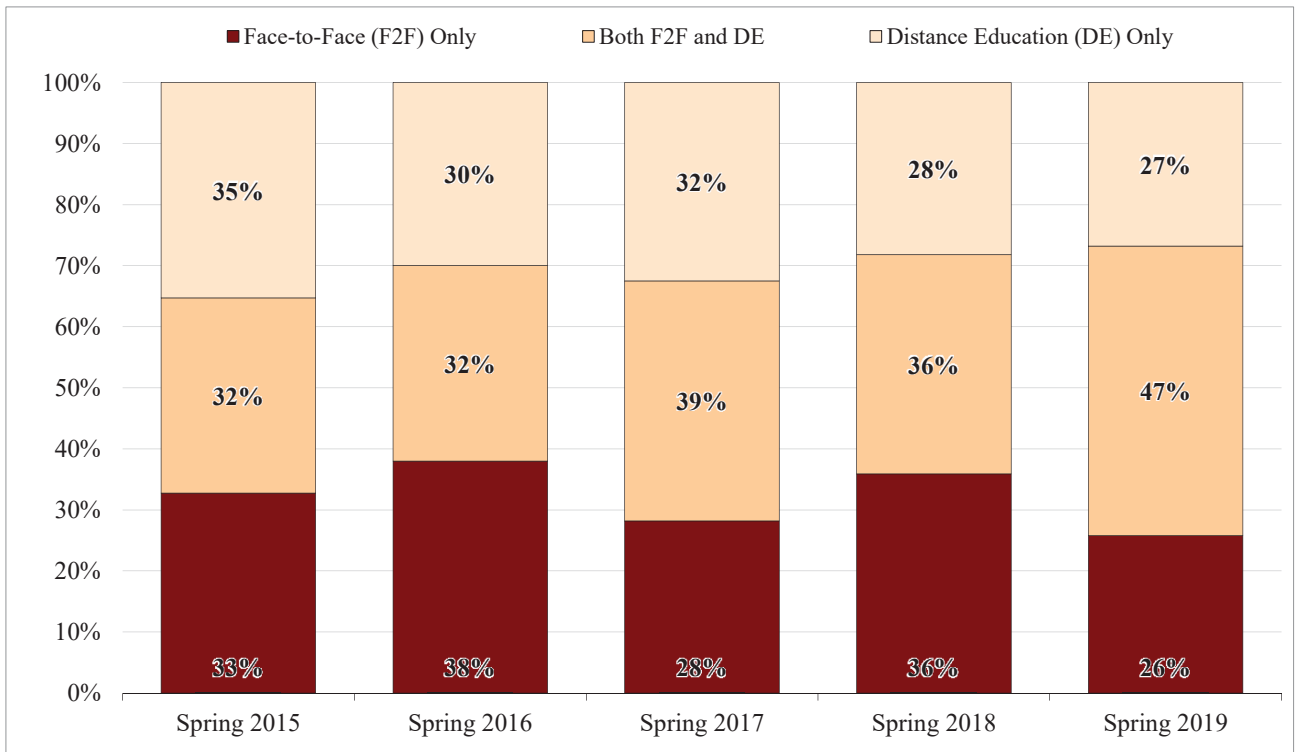
Student Unit Load

Marketing (MKTG)					
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Full-Time (12 units or more)	49	39	42	35	60
Part-Time (6 to 11.5 units)	52	50	56	34	32
Part-Time (0.5 to 5.5 units)	18	11	19	9	5
% Full-Time (12 units or more)	41%	39%	36%	45%	62%
% Part-Time (6 to 11.5 units)	44%	50%	48%	44%	33%
% Part-Time (0.5 to 5.5 units)	15%	11%	16%	12%	5%



Students Using Distance Education

Marketing (MKTG)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Face-to-Face (F2F) Only	39	38	33	28	25
Both F2F and DE	38	32	46	28	46
Distance Education (DE) Only	42	30	38	22	26
% Face-to-Face (F2F) Only	33%	38%	28%	36%	26%
% Both F2F and DE	32%	32%	39%	36%	47%
% Distance Education (DE) Only	35%	30%	32%	28%	27%

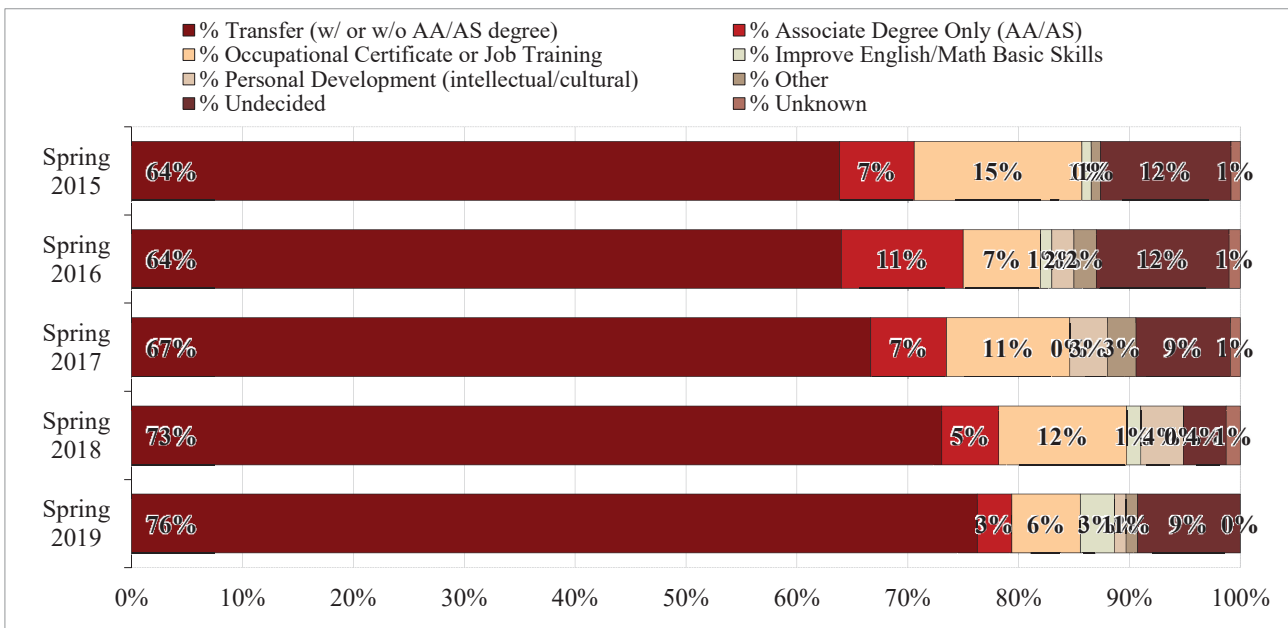


Definitions:

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

Student Educational Goal

Marketing (MKTG)					
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Transfer (w/ or w/o AA/AS degree)	76	64	78	57	74
Associate Degree Only (AA/AS)	8	11	8	4	3
Occupational Certificate or Job Training	18	7	13	9	6
Improve English/Math Basic Skills	1	1	0	1	3
Personal Development (intellectual/cultural)	0	2	4	3	1
Other	1	2	3	0	1
Undecided	14	12	10	3	9
Unknown	1	1	1	1	0
% Transfer (w/ or w/o AA/AS degree)	64%	64%	67%	73%	76%
% Associate Degree Only (AA/AS)	7%	11%	7%	5%	3%
% Occupational Certificate or Job Training	15%	7%	11%	12%	6%
% Improve English/Math Basic Skills	1%	1%	0%	1%	3%
% Personal Development (intellectual/cultural)	0%	2%	3%	4%	1%
% Other	1%	2%	3%	0%	1%
% Undecided	12%	12%	9%	4%	9%
% Unknown	1%	1%	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.

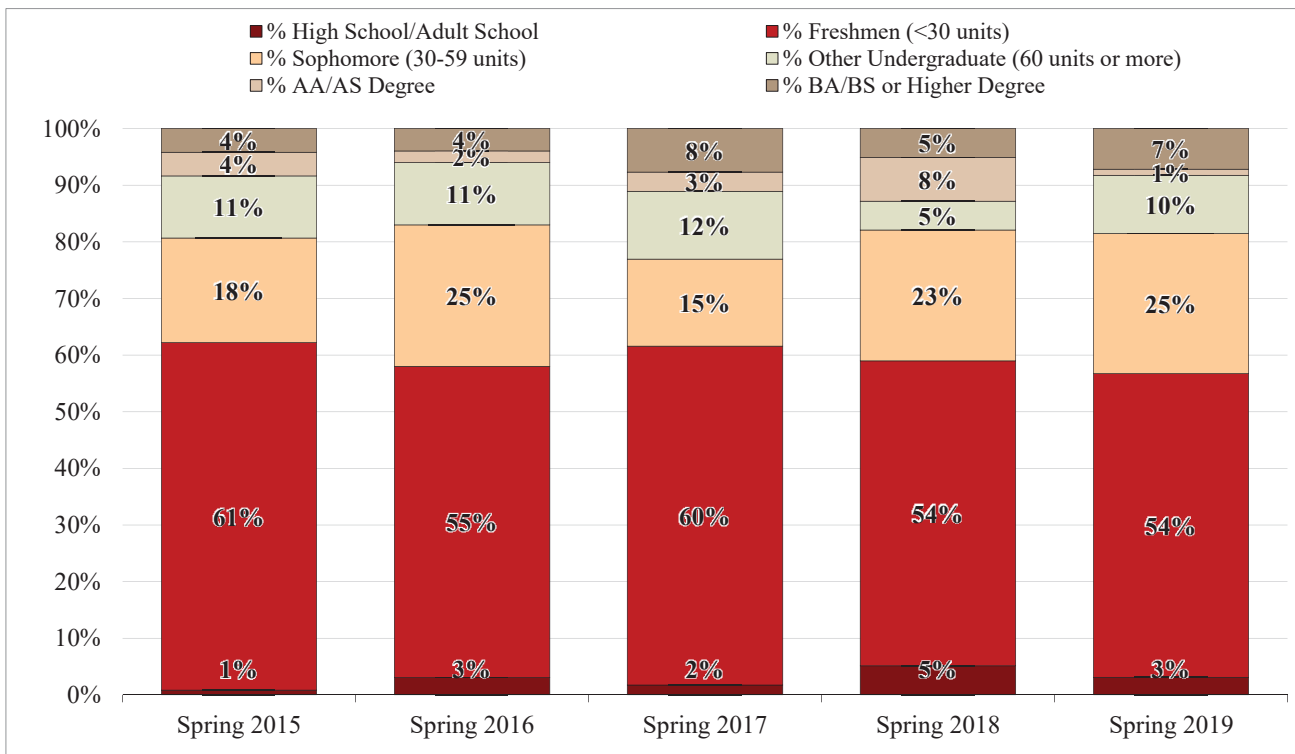
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

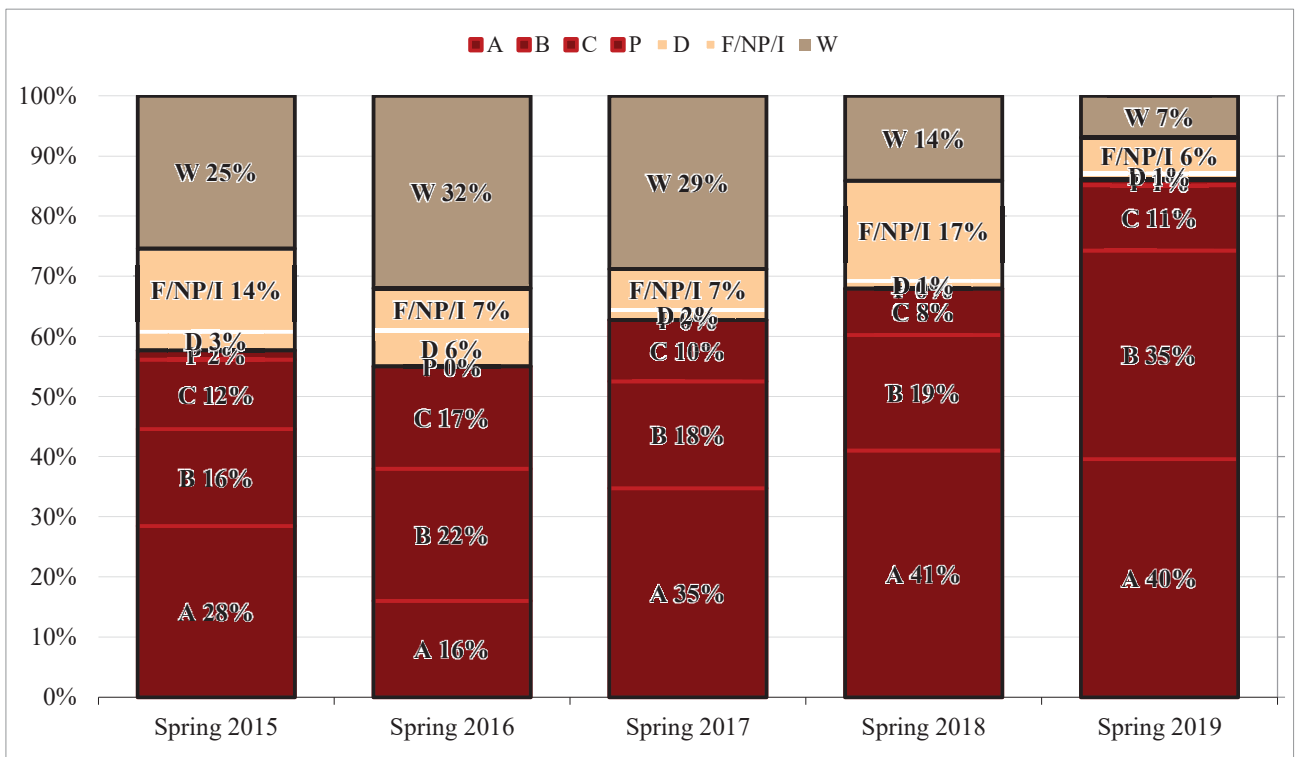
Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
High School/Adult School	1	3	2	4	3
Freshmen (<30 units)	73	55	70	42	52
Sophomore (30-59 units)	22	25	18	18	24
Other Undergraduate (60 units or more)	13	11	14	4	10
AA/AS Degree	5	2	4	6	1
BA/BS or Higher Degree	5	4	9	4	7
% High School/Adult School	1%	3%	2%	5%	3%
% Freshmen (<30 units)	61%	55%	60%	54%	54%
% Sophomore (30-59 units)	18%	25%	15%	23%	25%
% Other Undergraduate (60 units or more)	11%	11%	12%	5%	10%
% AA/AS Degree	4%	2%	3%	8%	1%
% BA/BS or Higher Degree	4%	4%	8%	5%	7%



Student Performance: Grade Distribution

Marketing (MKTG)					
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Total Course Enrollments	130	100	118	78	101
Course Success Rates	58%	55%	63%	68%	86%
A	28%	16%	35%	41%	40%
B	16%	22%	18%	19%	35%
C	12%	17%	10%	8%	11%
P	2%	0%	0%	0%	1%
Course Non-Success Rate	17%	13%	8%	18%	7%
D	3%	6%	2%	1%	1%
F/NP/I	14%	7%	7%	17%	6%
Withdrawals (W)	25%	32%	29%	14%	7%



Definitions:

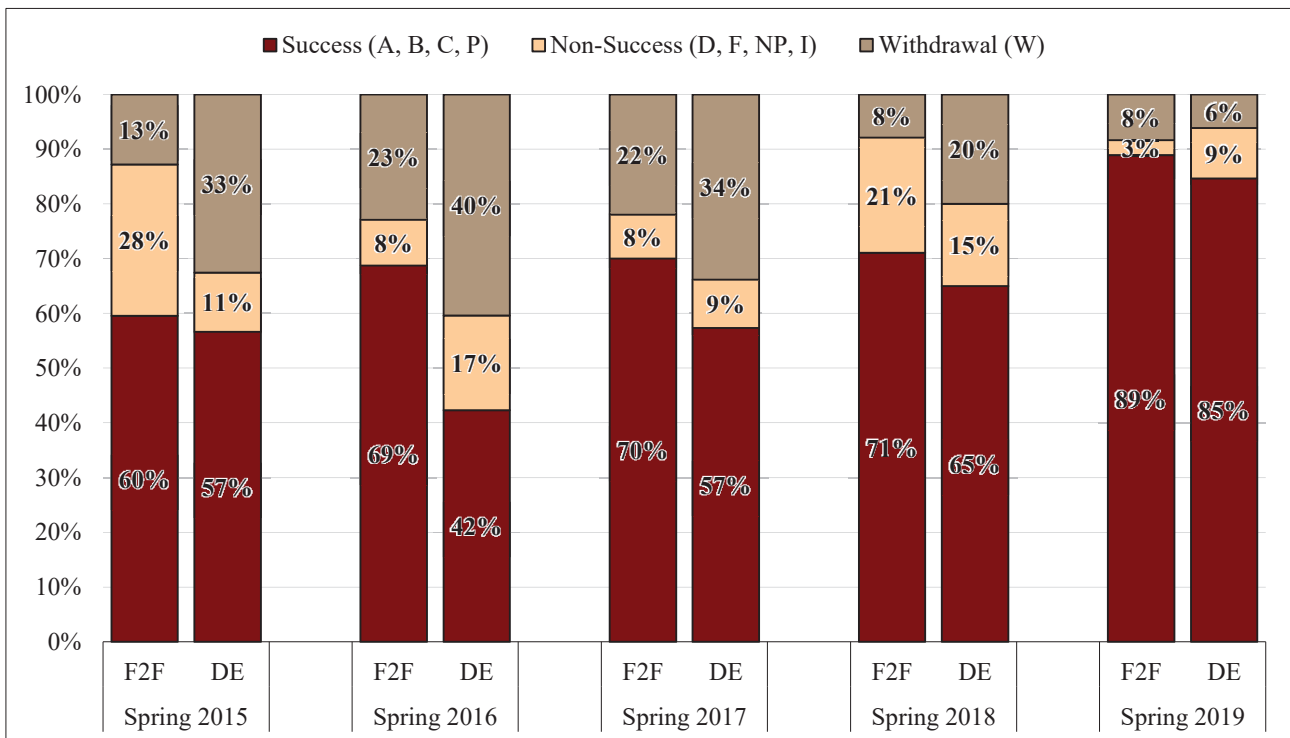
Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

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

	Marketing (MKTG)				
	Term				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Total Course Enrollments	130	100	118	78	101
Face-to-Face (F2F) Sections	47	48	50	38	36
Success Rates	60%	69%	70%	71%	89%
Non-Success Rates	28%	8%	8%	21%	3%
Withdrawals	13%	23%	22%	8%	8%
Distance Education (DE) Sections	83	52	68	40	65
Success Rates	57%	42%	57%	65%	85%
Non-Success Rates	11%	17%	9%	15%	9%
Withdrawals	33%	40%	34%	20%	6%



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.

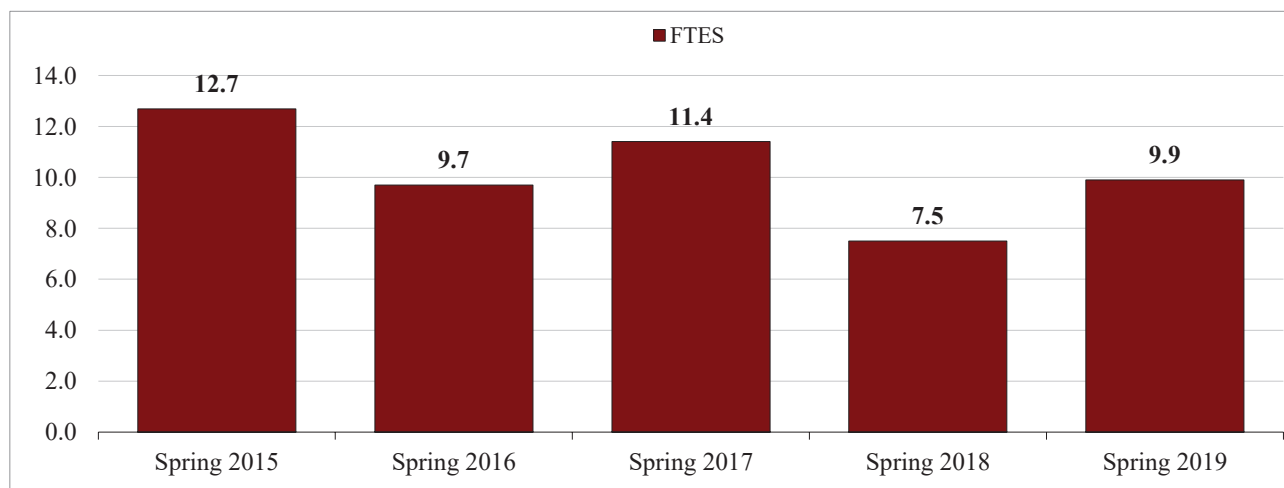
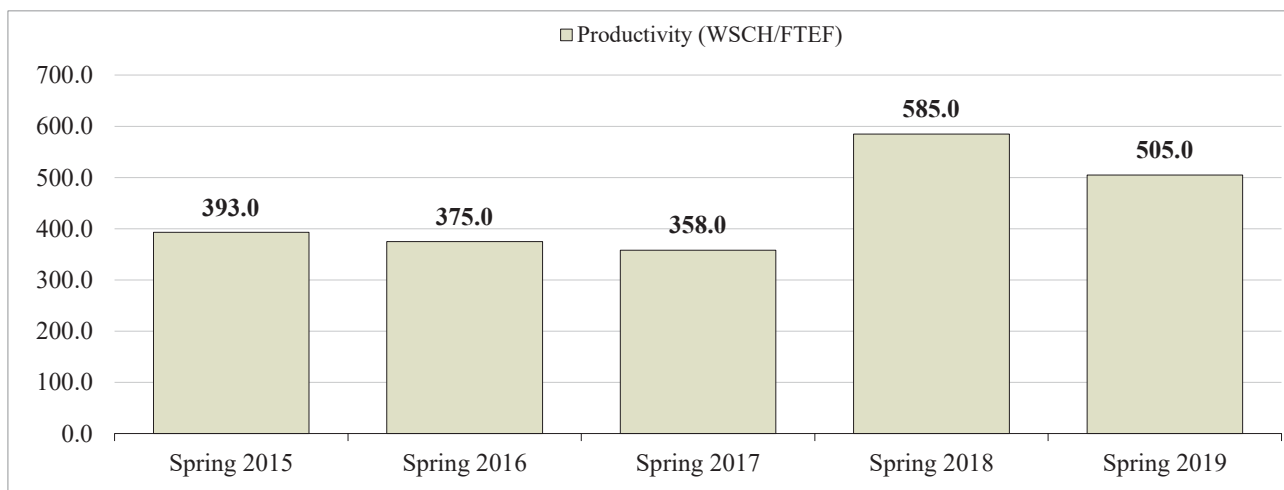
Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP' or 'I') relative to all students receiving a grade.

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				
	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
WSCH	393	300	358	234	303
FTES	12.7	9.7	11.4	7.5	9.9
FTEF	1.0	0.8	1.0	0.4	0.6
Productivity (WSCH/FTEF)	393.0	375.0	358.0	585.0	505.0



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.

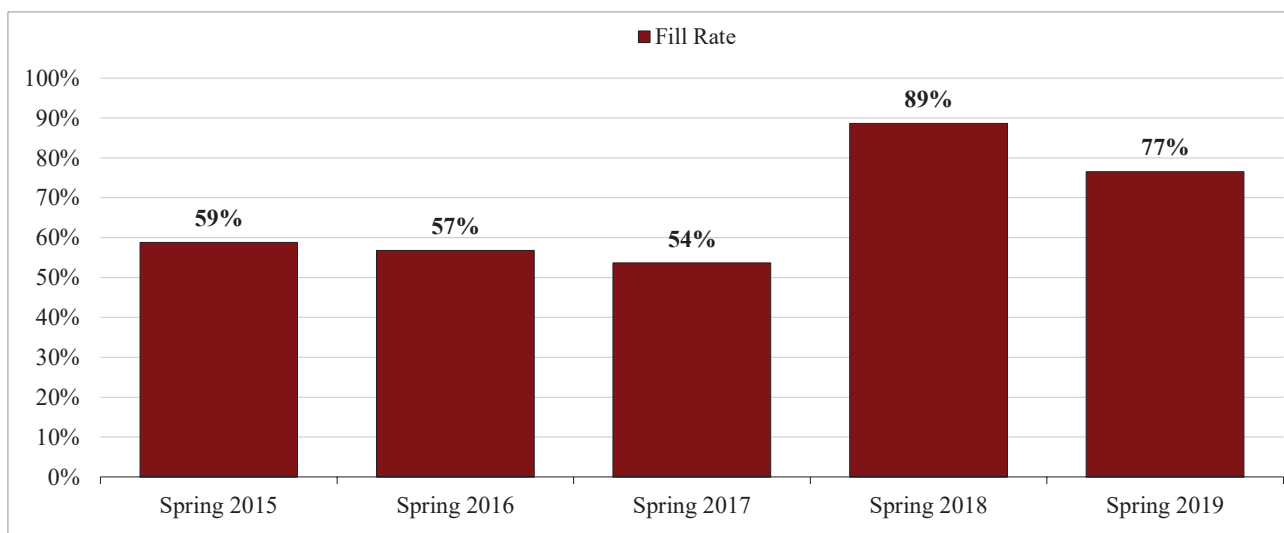
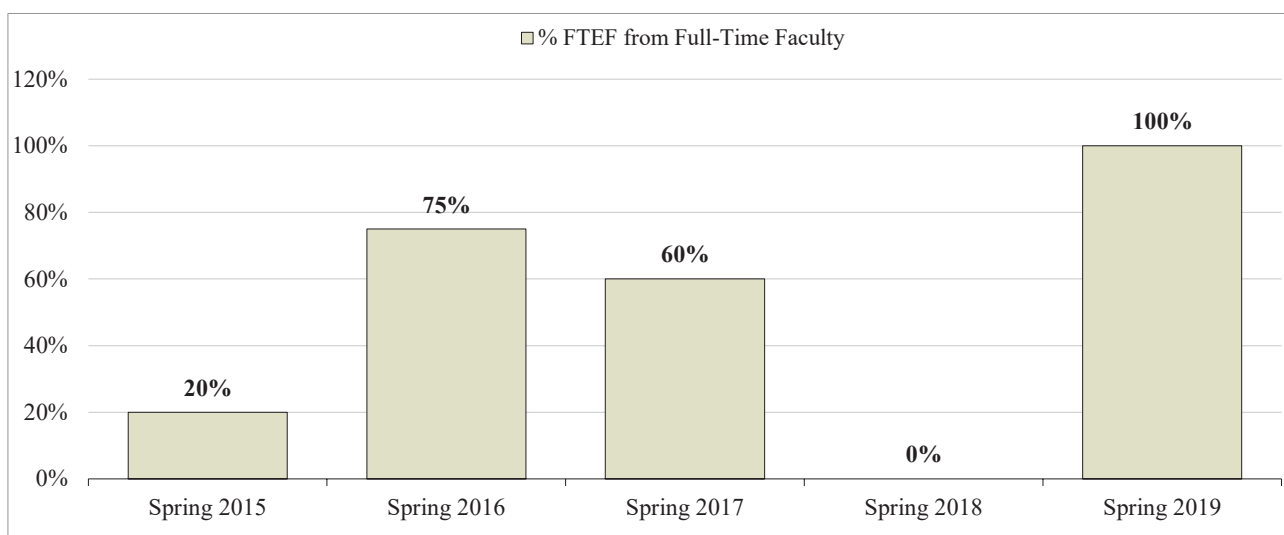
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
FTEF from Full-Time Faculty	0.2	0.6	0.6	0.0	0.6
% FTEF from Full-Time Faculty	20%	75%	60%	0%	100%
Enrollments	130	100	118	78	101
Capacity (seats available)	221	176	220	88	132
Fill Rate	59%	57%	54%	89%	77%



Definitions:

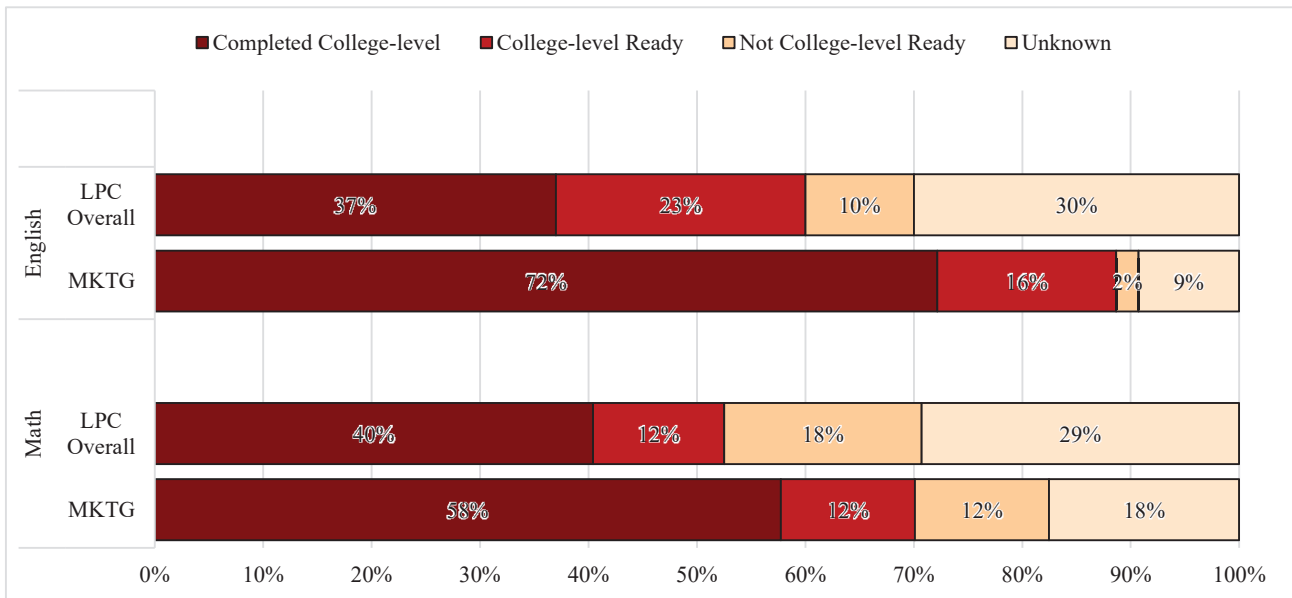
Fill Rate is number of enrollments over the total capacity (seats available).

% 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 2019				
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	70	72%	5,237	60%
College-level Ready	16	19%	1,339	15%
Not College-level Ready	2	3%	458	5%
Unknown	9	10%	1,703	19%
College Math				
Completed College-level	56	58%	4,956	57%
College-level Ready	12	12%	642	7%
Not College-level Ready	12	12%	1,161	13%
Unknown	17	18%	1,978	23%



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.