



Las Positas College
Program Review Discipline Data Packet
Fall 2015 to Fall 2019

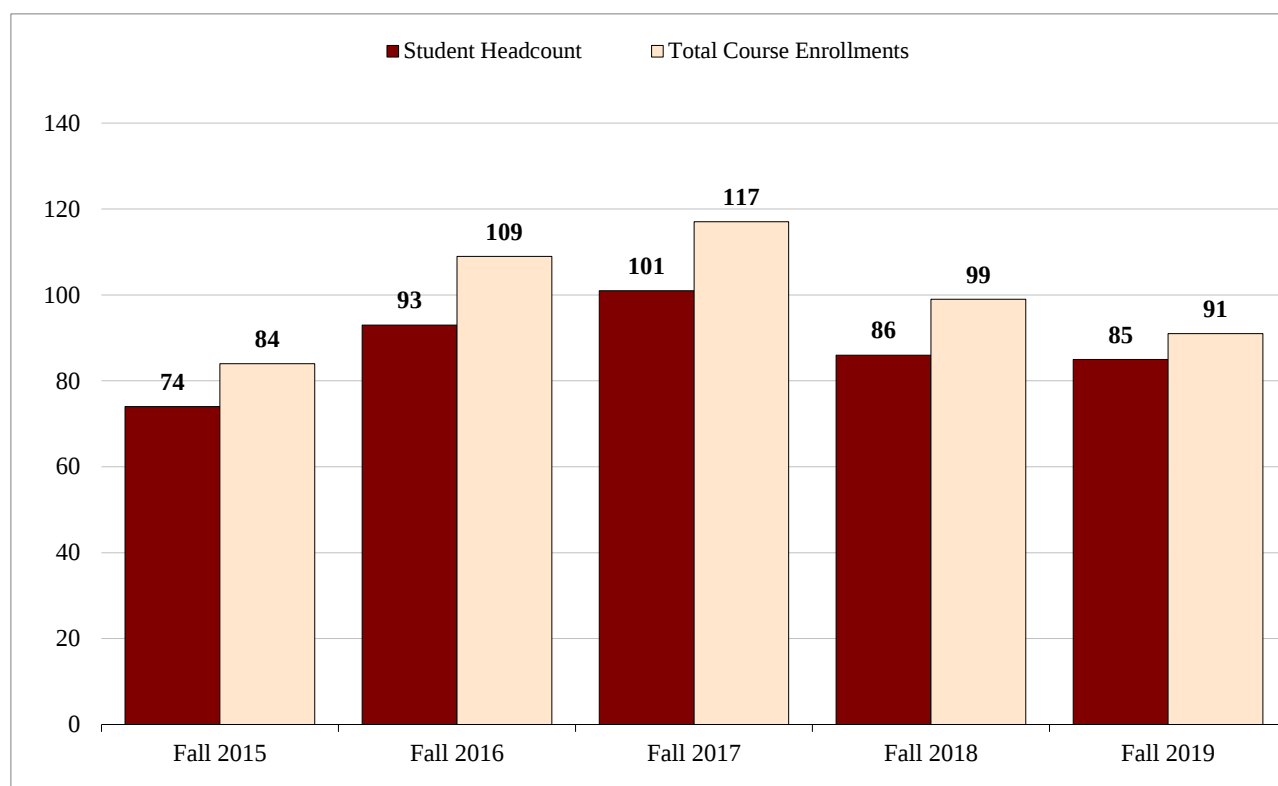
Discipline:
Mass Communications (MSCM)

<u>TABLE OF CONTENTS</u>	<u>PAGE</u>
Headcount & Enrollment	1
Student Demographics: Gender & Age	2
Student Demographics: Race-Ethnicity	3
Student Enrollment Status	4
Student Unit Load	5
Students Using Distance Education	6
Student Educational Goal	7
Highest Educational Level of Students	8
Student Performance: Grade Distribution.....	9
Student Performance: Distance Education.....	10
Enrollment Management Data	11-12
College Readiness: English & Math Proficiency.....	13

NOTE: ^ next to rubric / subject code indicates that the report combines data for related credit and non-credit rubrics

Headcount & Enrollment

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Student Headcount	74	93	101	86	85
Total Course Enrollments	84	109	117	99	91



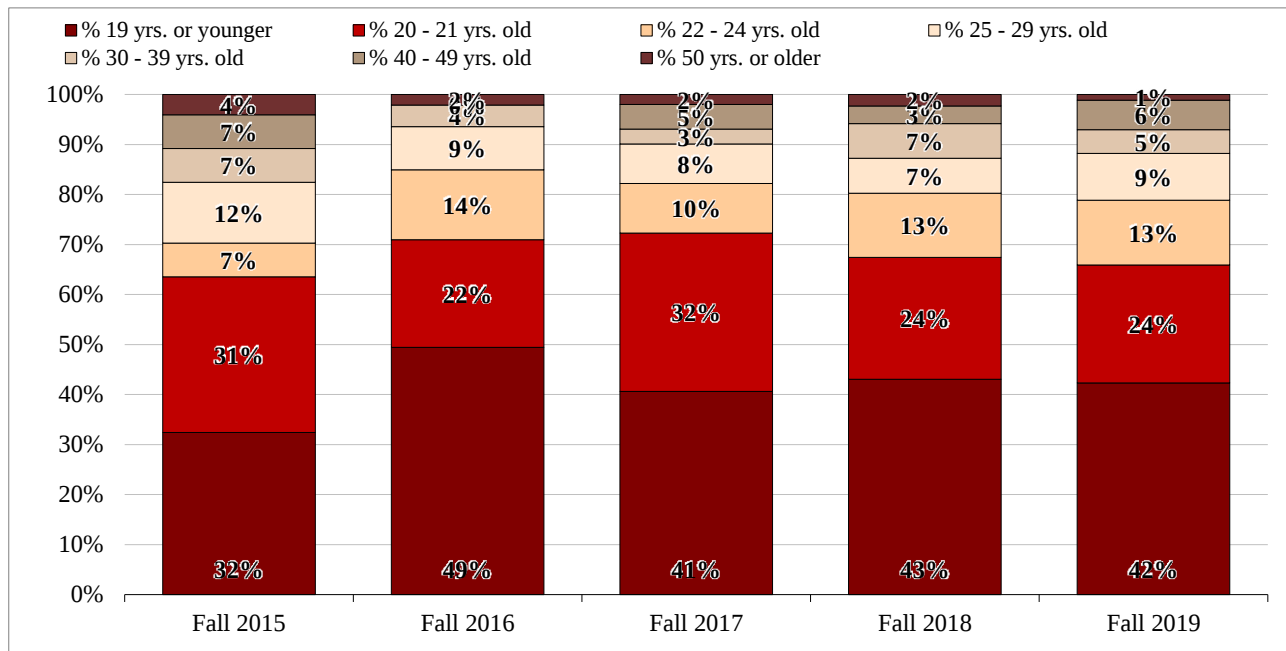
Definitions:

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.

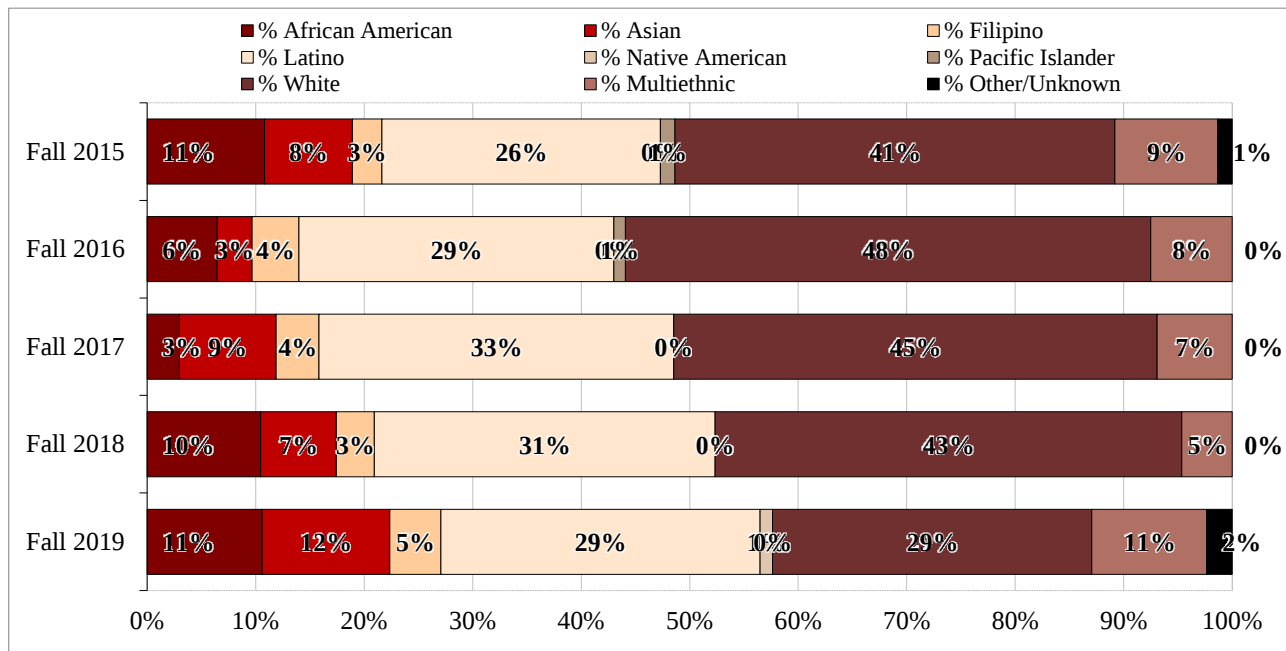
Student Demographics: Gender & Age

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Female	38	40	44	40	32
Male	35	53	56	46	52
19 yrs. or younger	24	46	41	37	36
20-21 yrs. old	23	20	32	21	20
22-24 yrs. old	5	13	10	11	11
25-29 yrs. old	9	8	8	6	8
30-39 yrs. old	5	4	3	6	4
40-49 yrs. old	5	0	5	3	5
50 yrs. or older	3	2	2	2	1
% Female	52%	43%	44%	47%	38%
% Male	48%	57%	56%	53%	62%
% 19 yrs. or younger	32%	49%	41%	43%	42%
% 20 - 21 yrs. old	31%	22%	32%	24%	24%
% 22 - 24 yrs. old	7%	14%	10%	13%	13%
% 25 - 29 yrs. old	12%	9%	8%	7%	9%
% 30 - 39 yrs. old	7%	4%	3%	7%	5%
% 40 - 49 yrs. old	7%	0%	5%	3%	6%
% 50 yrs. or older	4%	2%	2%	2%	1%



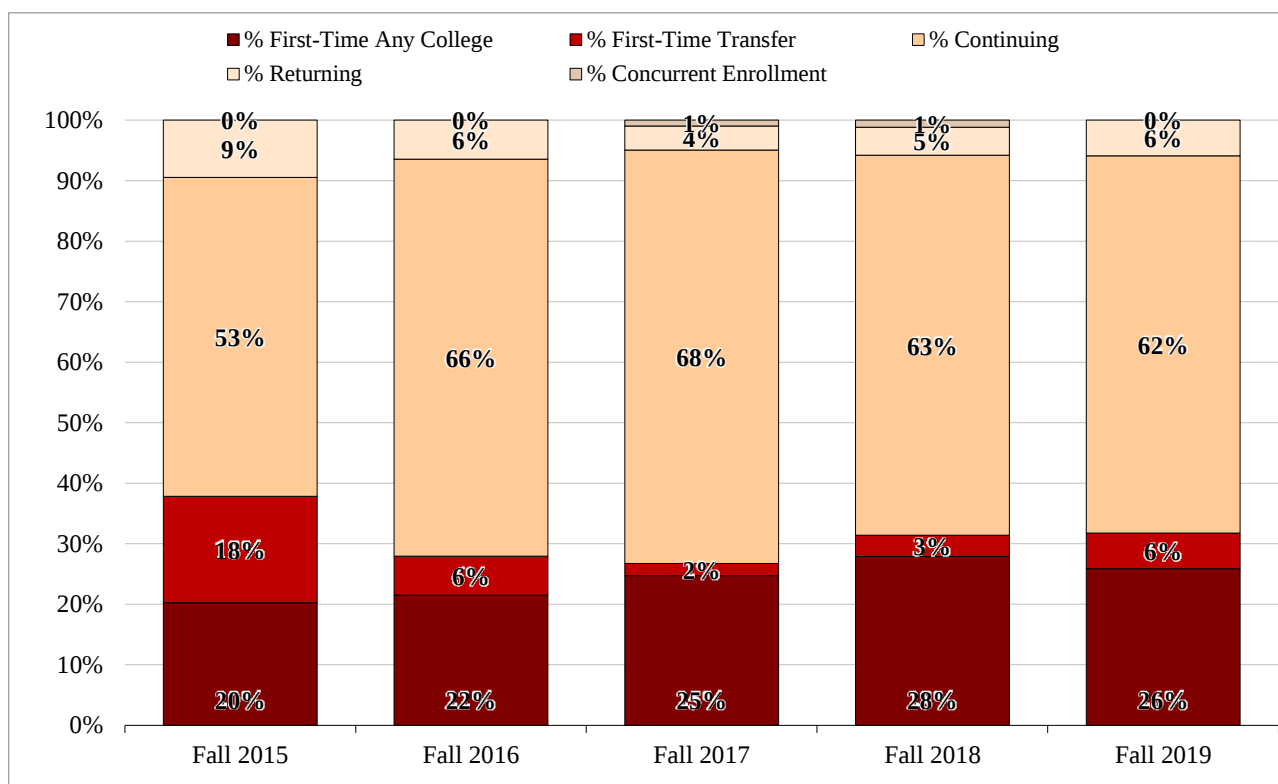
Student Demographic: Race-Ethnicity

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
African American	8	6	3	9	9
Asian	6	3	9	6	10
Filipino	2	4	4	3	4
Latino	19	27	33	27	25
Native American	0	0	0	0	1
Pacific Islander	1	1	0	0	0
White	30	45	45	37	25
Multiethnic	7	7	7	4	9
Other/Unknown	1	0	0	0	2
% African American	11%	6%	3%	10%	11%
% Asian	8%	3%	9%	7%	12%
% Filipino	3%	4%	4%	3%	5%
% Latino	26%	29%	33%	31%	29%
% Native American	0%	0%	0%	0%	1%
% Pacific Islander	1%	1%	0%	0%	0%
% White	41%	48%	45%	43%	29%
% Multiethnic	9%	8%	7%	5%	11%
% Other/Unknown	1%	0%	0%	0%	2%



Student Enrollment Status

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
First-Time Any College	15	20	25	24	22
First-Time Transfer	13	6	2	3	5
Continuing	39	61	69	54	53
Returning	7	6	4	4	5
Concurrent Enrollment	0	0	1	1	0
% First-Time Any College	20%	22%	25%	28%	26%
% First-Time Transfer	18%	6%	2%	3%	6%
% Continuing	53%	66%	68%	63%	62%
% Returning	9%	6%	4%	5%	6%
% Concurrent Enrollment	0%	0%	1%	1%	0%



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.

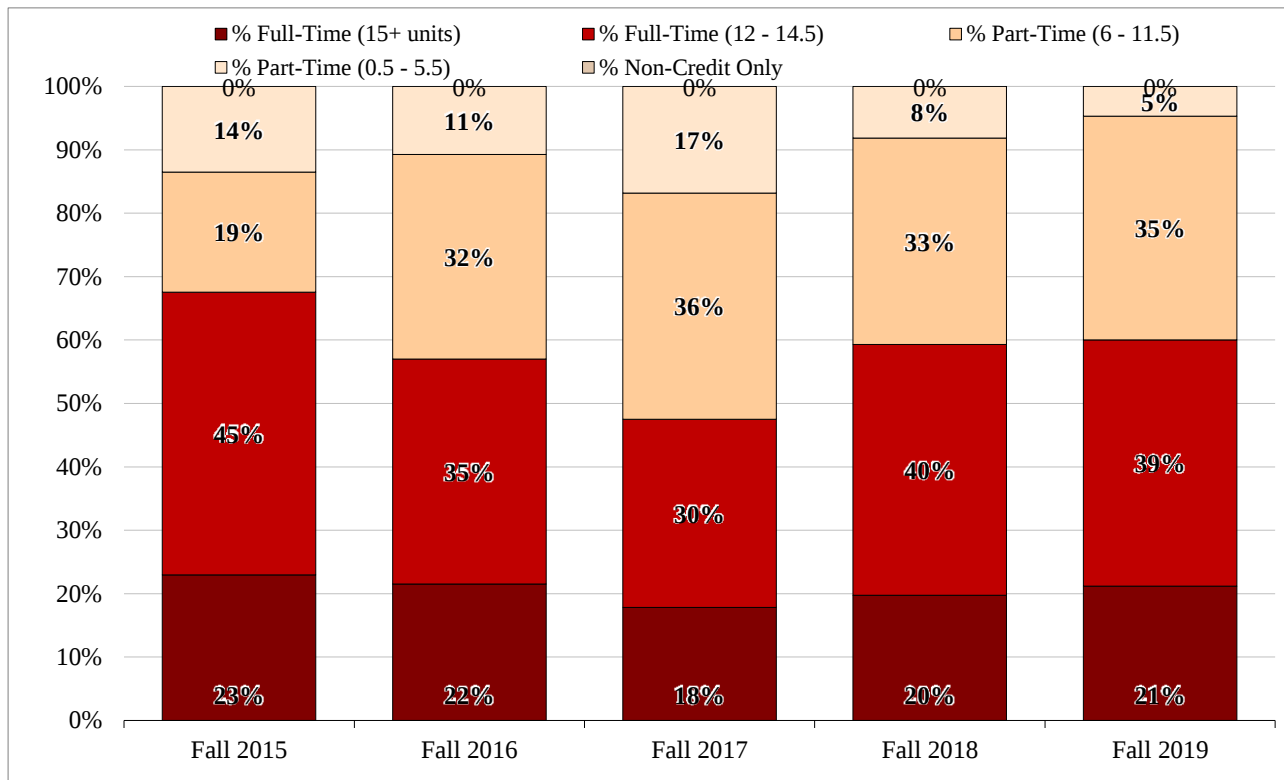
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

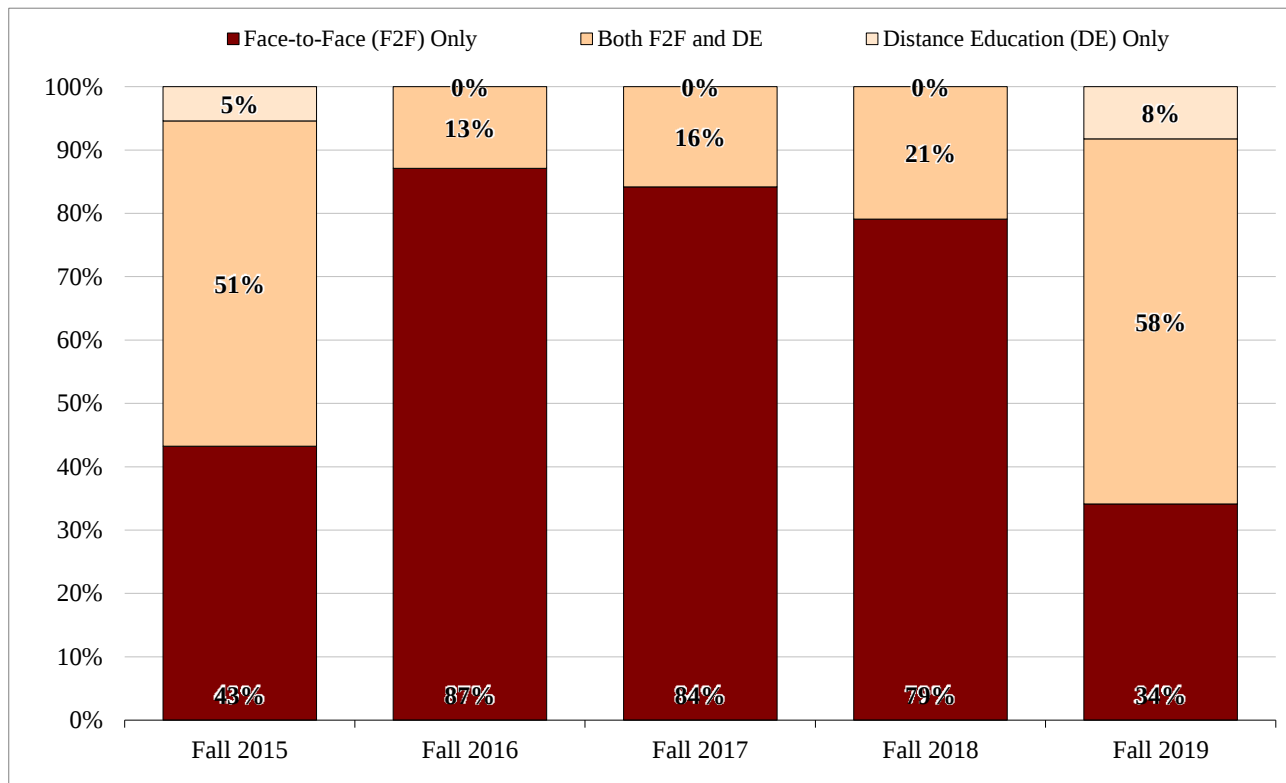
Student Unit Load

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Full-Time (15+ units)	17	20	18	17	18
Full-Time (12 - 14.5)	33	33	30	34	33
Part-Time (6 - 11.5)	14	30	36	28	30
Part-Time (0.5 - 5.5)	10	10	17	7	4
Non-Credit Only	0	0	0	0	0
% Full-Time (15+ units)	23%	22%	18%	20%	21%
% Full-Time (12 - 14.5)	45%	35%	30%	40%	39%
% Part-Time (6 - 11.5)	19%	32%	36%	33%	35%
% Part-Time (0.5 - 5.5)	14%	11%	17%	8%	5%
% Non-Credit Only	0%	0%	0%	0%	0%



Students Using Distance Education

Mass Communications (MSCM)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Face-to-Face (F2F) Only	32	81	85	68	29
Both F2F and DE	38	12	16	18	49
Distance Education (DE) Only	4	0	0	0	7
% Face-to-Face (F2F) Only	43%	87%	84%	79%	34%
% Both F2F and DE	51%	13%	16%	21%	58%
% Distance Education (DE) Only	5%	0%	0%	0%	8%

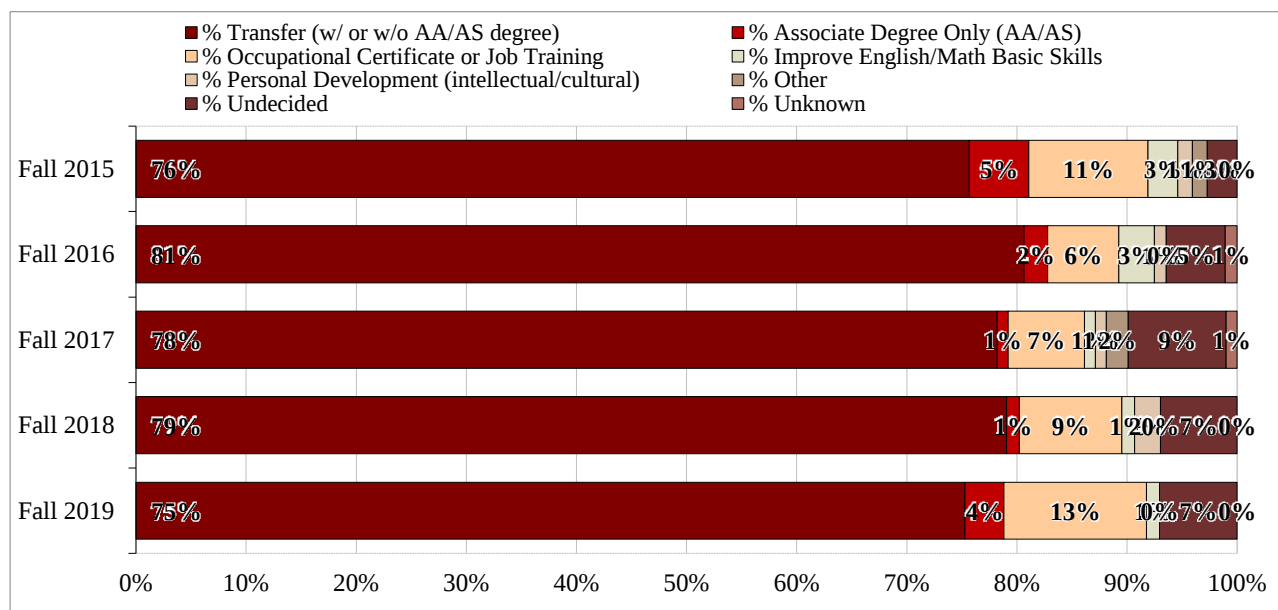


Definitions:

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

Student Educational Goal

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Transfer (w/ or w/o AA/AS degree)	56	75	79	68	64
Associate Degree Only (AA/AS)	4	2	1	1	3
Occupational Certificate or Job Training	8	6	7	8	11
Improve English/Math Basic Skills	2	3	1	1	1
Personal Development (intellectual/cultural)	1	1	1	2	0
Other	1	0	2	0	0
Undecided	2	5	9	6	6
Unknown	0	1	1	0	0
% Transfer (w/ or w/o AA/AS degree)	76%	81%	78%	79%	75%
% Associate Degree Only (AA/AS)	5%	2%	1%	1%	4%
% Occupational Certificate or Job Training	11%	6%	7%	9%	13%
% Improve English/Math Basic Skills	3%	3%	1%	1%	1%
% Personal Development (intellectual/cultural)	1%	1%	1%	2%	0%
% Other	1%	0%	2%	0%	0%
% Undecided	3%	5%	9%	7%	7%
% Unknown	0%	1%	1%	0%	0%



Definitions:

Transfer: Students who want to transfer to a 4-year university. Includes students enrolled in 4-year institutions completing requirements at LPC.

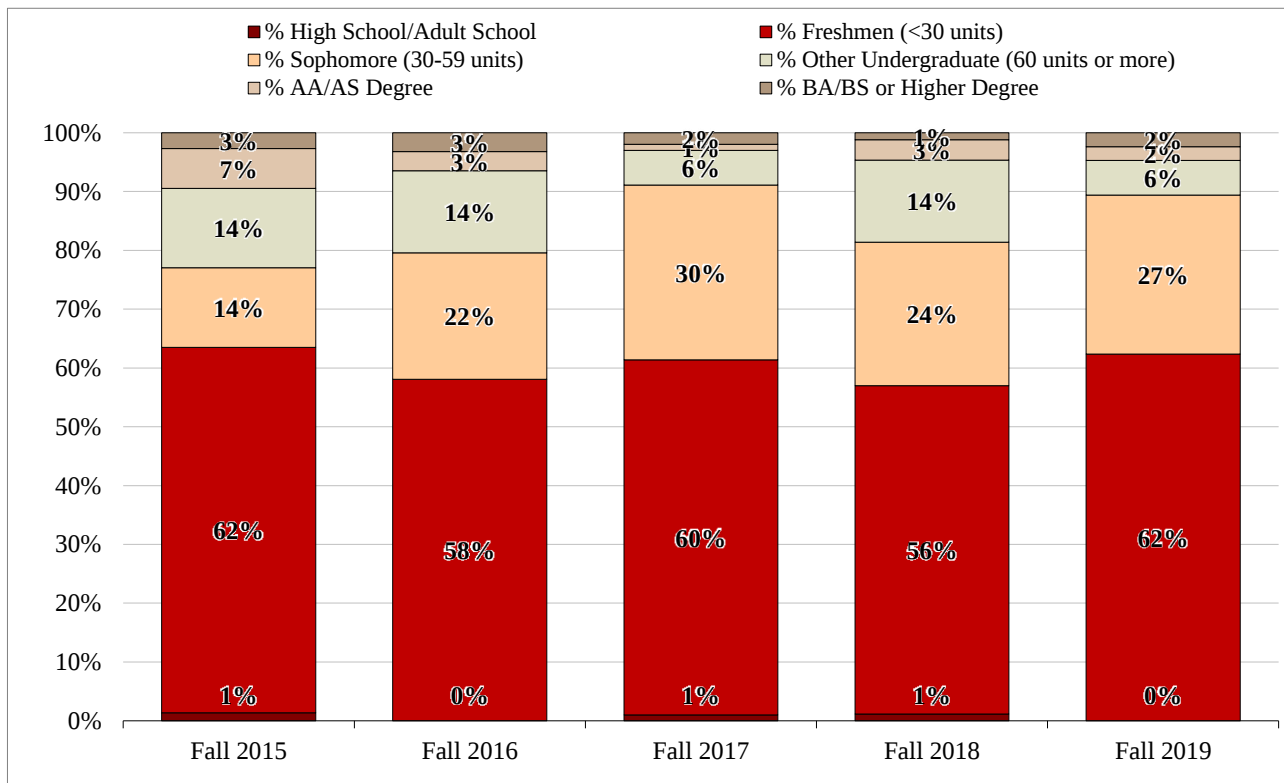
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

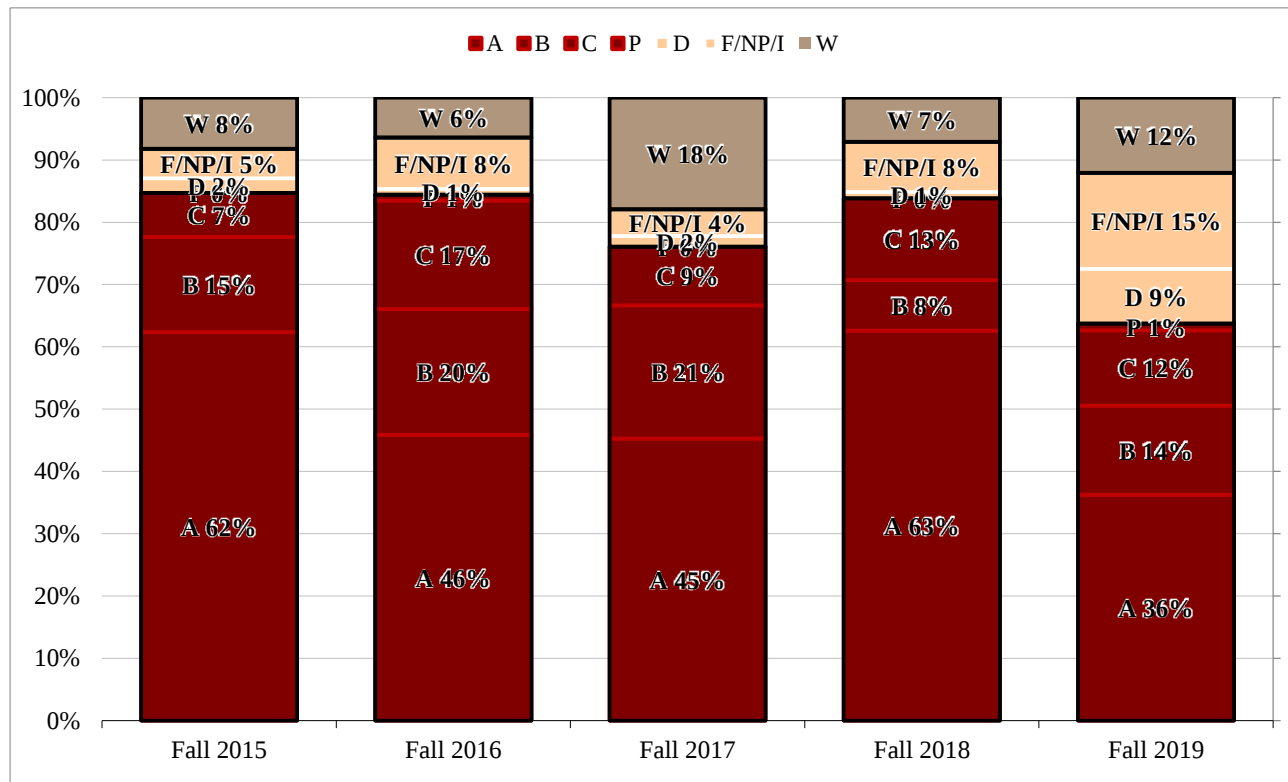
Highest Educational Level of Students

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
High School/Adult School	1	0	1	1	0
Freshmen (<30 units)	46	54	61	48	53
Sophomore (30-59 units)	10	20	30	21	23
Other Undergraduate (60 units or more)	10	13	6	12	5
AA/AS Degree	5	3	1	3	2
BA/BS or Higher Degree	2	3	2	1	2
% High School/Adult School	1%	0%	1%	1%	0%
% Freshmen (<30 units)	62%	58%	60%	56%	62%
% Sophomore (30-59 units)	14%	22%	30%	24%	27%
% Other Undergraduate (60 units or more)	14%	14%	6%	14%	6%
% AA/AS Degree	7%	3%	1%	3%	2%
% BA/BS or Higher Degree	3%	3%	2%	1%	2%



Student Performance: Grade Distribution

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Total Course Enrollments	84	109	117	99	91
Course Success Rates	85%	84%	76%	84%	64%
A	62%	46%	45%	63%	36%
B	15%	20%	21%	8%	14%
C	7%	17%	9%	13%	12%
P	0%	1%	0%	0%	1%
Course Non-Success Rate	7%	9%	6%	9%	24%
D	2%	1%	2%	1%	9%
F/NP/I	5%	8%	4%	8%	15%
Withdrawals (W)	8%	6%	18%	7%	12%



Definitions:

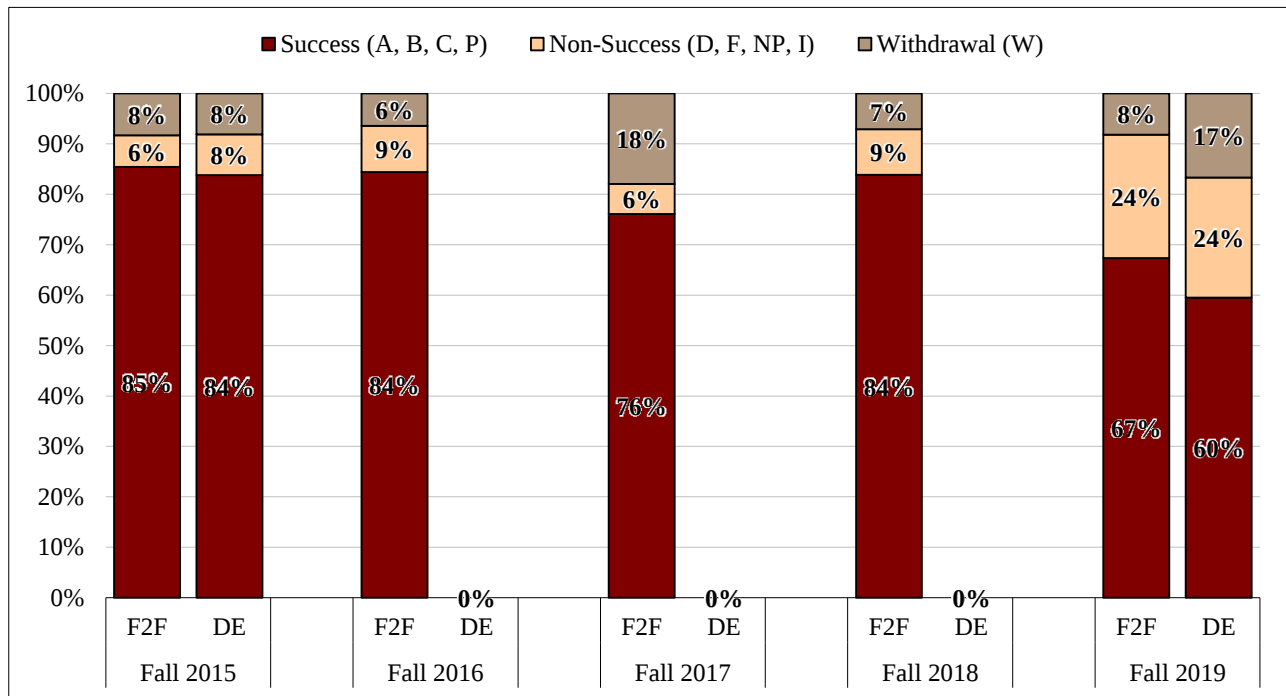
Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

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

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Total Course Enrollments	84	109	117	99	91
Face-to-Face (F2F) Sections	48	109	117	99	49
Success Rates	85%	84%	76%	84%	67%
Non-Success Rates	6%	9%	6%	9%	24%
Withdrawals	8%	6%	18%	7%	8%
Distance Education (DE) Sections	36	0	0	0	42
Success Rates	84%	—	—	—	60%
Non-Success Rates	8%	—	—	—	24%
Withdrawals	8%	—	—	—	17%



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.

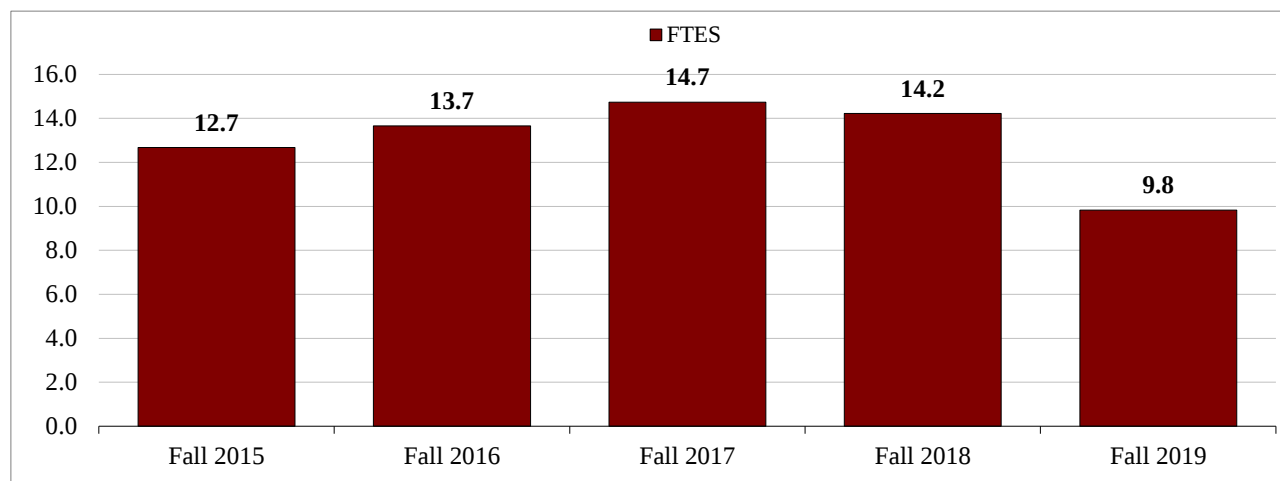
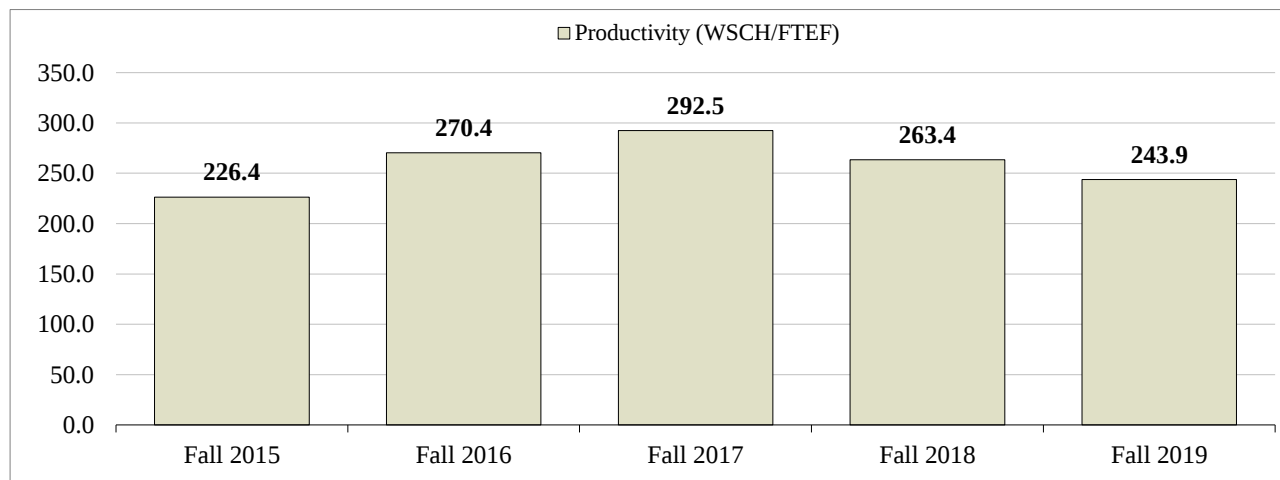
Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP or T') relative to all students receiving a grade.

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

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
WSCH	394	430	465	441	298
FTES	12.7	13.7	14.7	14.2	9.8
FTEF	1.7	1.6	1.6	1.7	1.2
Productivity (WSCH/FTEF)	226.4	270.4	292.5	263.4	243.9



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.

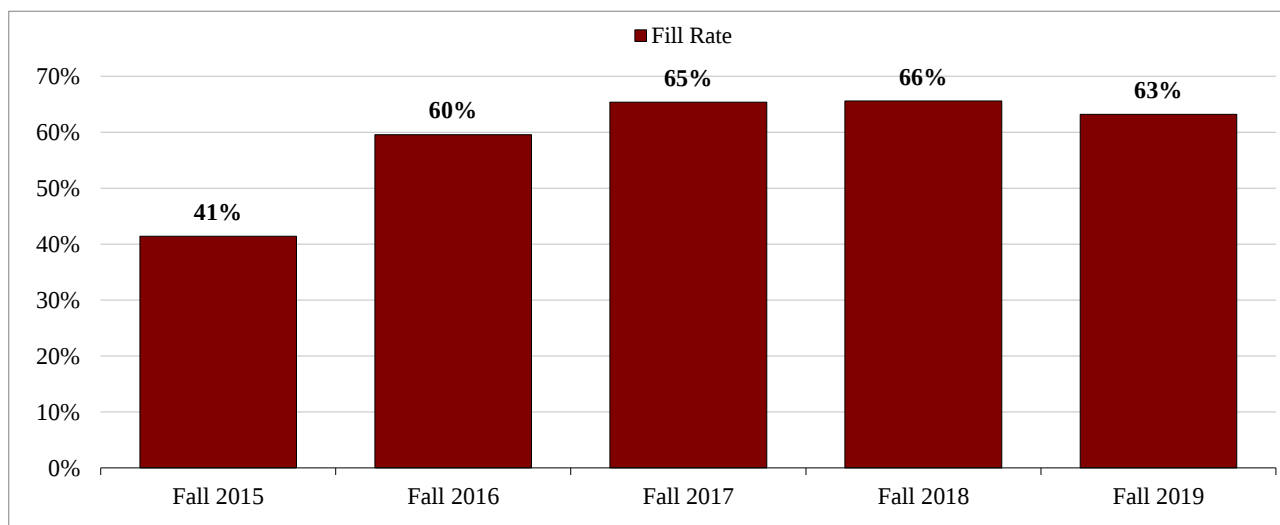
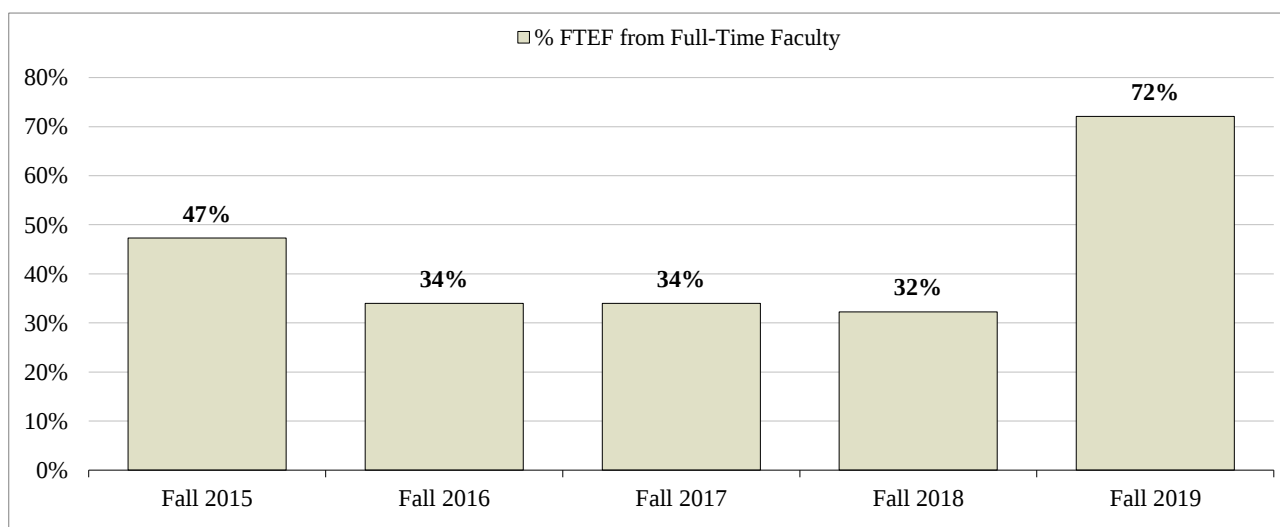
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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 7/14/20.

Enrollment Management: Part 2

Mass Communications (MSCM)					
	Term				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
FTEF from Full-Time Faculty	0.8	0.5	0.5	0.5	0.9
% FTEF from Full-Time Faculty	47%	34%	34%	32%	72%
Enrollments	84	109	117	99	91
Capacity (seats available)	203	183	179	151	144
Fill Rate	41%	60%	65%	66%	63%



Definitions:

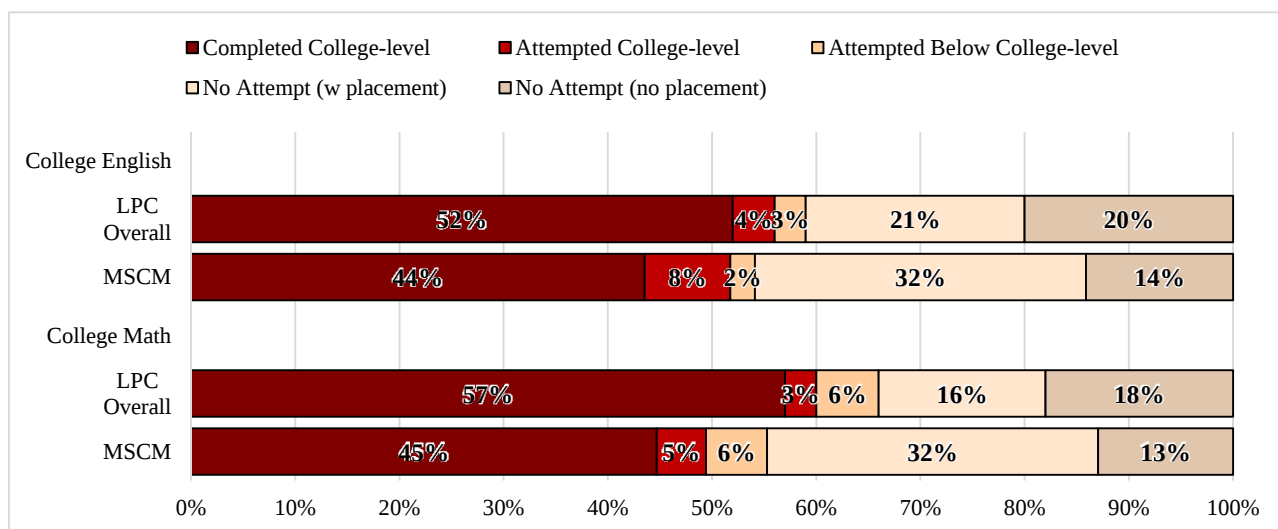
Fill Rate is number of enrollments over the total capacity (seats available).

% 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 7/14/20.

College Readiness: English & Math Proficiency

Fall 2019				
	MSCM		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	37	44%	4,712	52%
Attempted College-level	7	8%	393	4%
Attempted Below College-level	2	2%	261	3%
No Attempt (with placement)	27	32%	1,887	21%
No Attempt (no placement)	12	14%	1,811	20%
College Math				
Completed College-level	38	45%	5,193	57%
Attempted College-level	4	5%	302	3%
Attempted Below College-level	5	6%	538	6%
No Attempt (with placement)	27	32%	1,405	16%
No Attempt (no placement)	11	13%	1,623	18%



Definitions:

College English: **Completed College-level** = successfully completed ENG 1A, 1AEX, or attempted transfer level, or has earned at least an Associates degree.

Attempted College-level = attempted ENG 1A or 1AEX but has not successfully completed prior to indicated term.

Attempted Below College-level = attempted ENG 102, 104, 105, 100A, 100B, NENG 204, or ESL 25 prior to indicated term.

No Attempt (w placement) = no previous English enrollments within the sequence but has used a placement tool.

No Attempt (no placement) = no previous English enrollments within the sequence and did not utilize a placement tool.

College Math:

Completed College-level = successfully completed MATH 55, 50, NMAT 255 or 250, or attempted transfer level, or has earned at least an Associates degree.

Attempted College-level = attempted MATH 55, 50, NMAT 255 or 250 but has not successfully completed prior to indicated term.

Attempted Below College-level = attempted MATH 110, 107, NMAT 210 or 207 prior to indicated term.

No Attempt (w placement) = no previous Math enrollments within the sequence but has used a placement tool.

No Attempt (no placement) = no previous Math enrollments within the sequence and did not utilize a placement tool.