



Las Positas College
Program Review Discipline Data Packet
Spring 2016 to Spring 2020

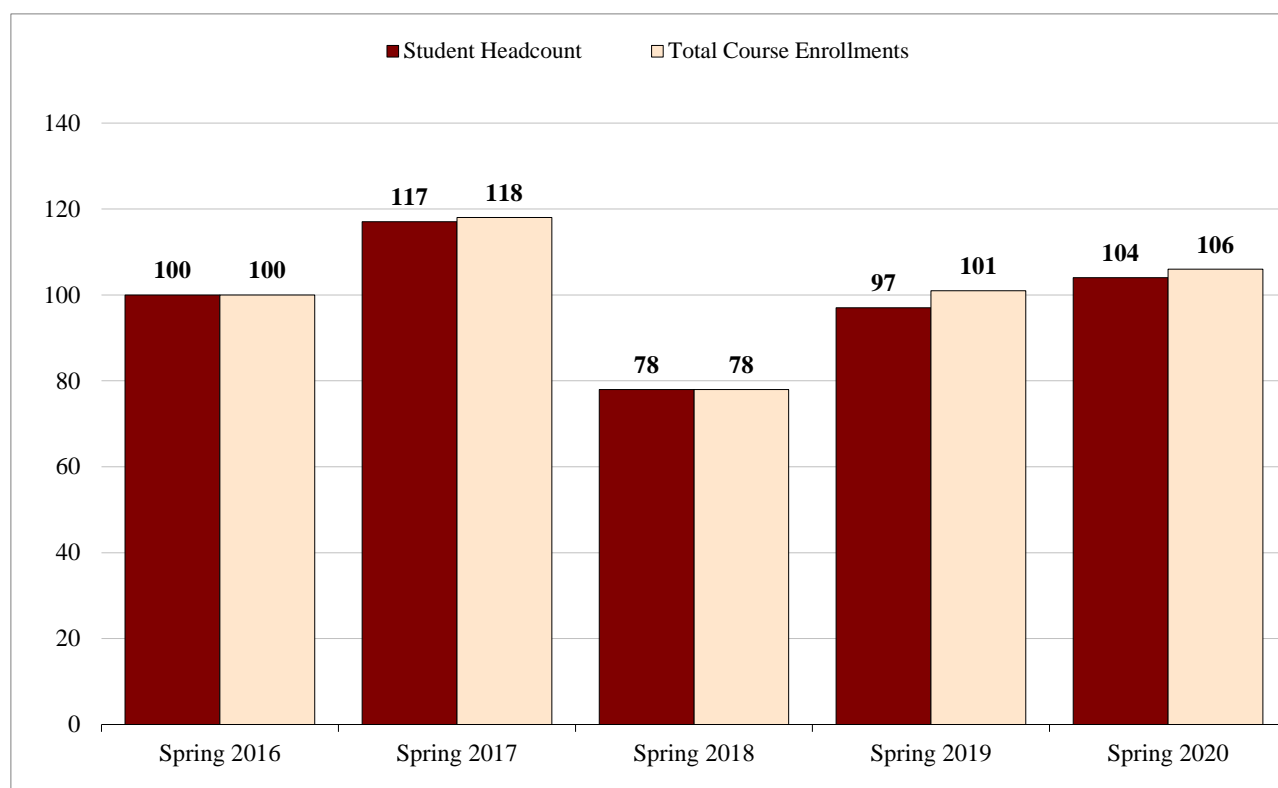
Discipline:
Marketing (MKTG)

<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

	Marketing (MKTG)				
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
Student Headcount	100	117	78	97	104
Total Course Enrollments	100	118	78	101	106



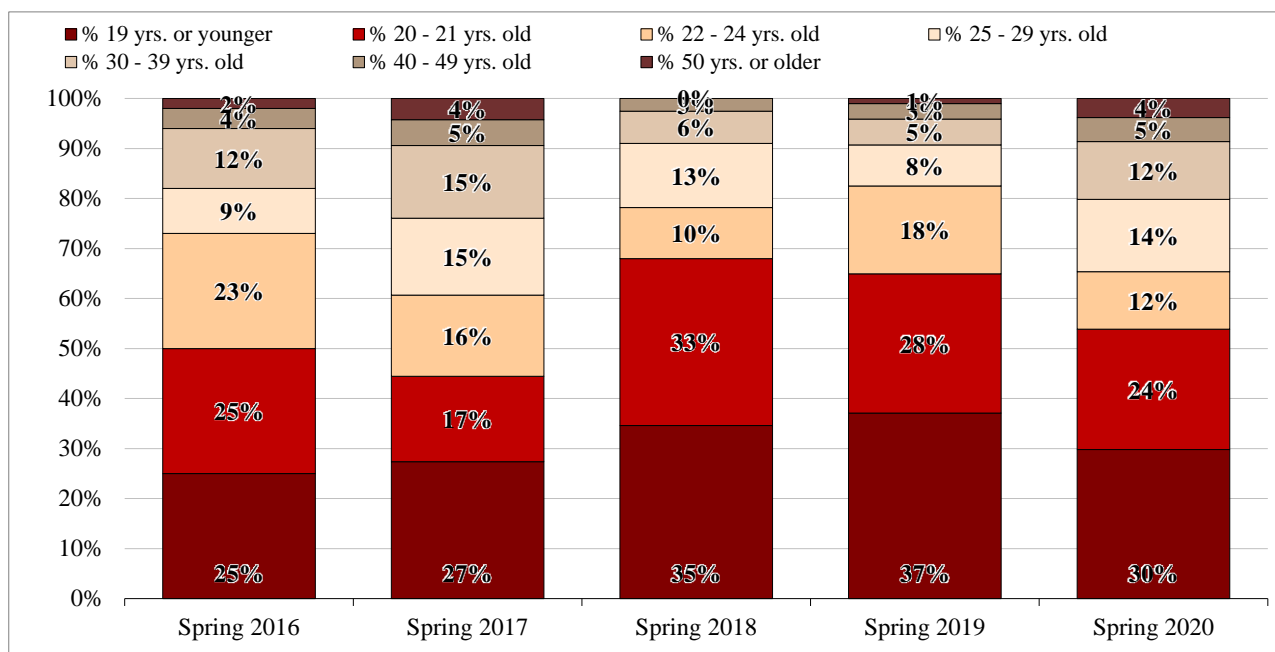
Definitions:

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.

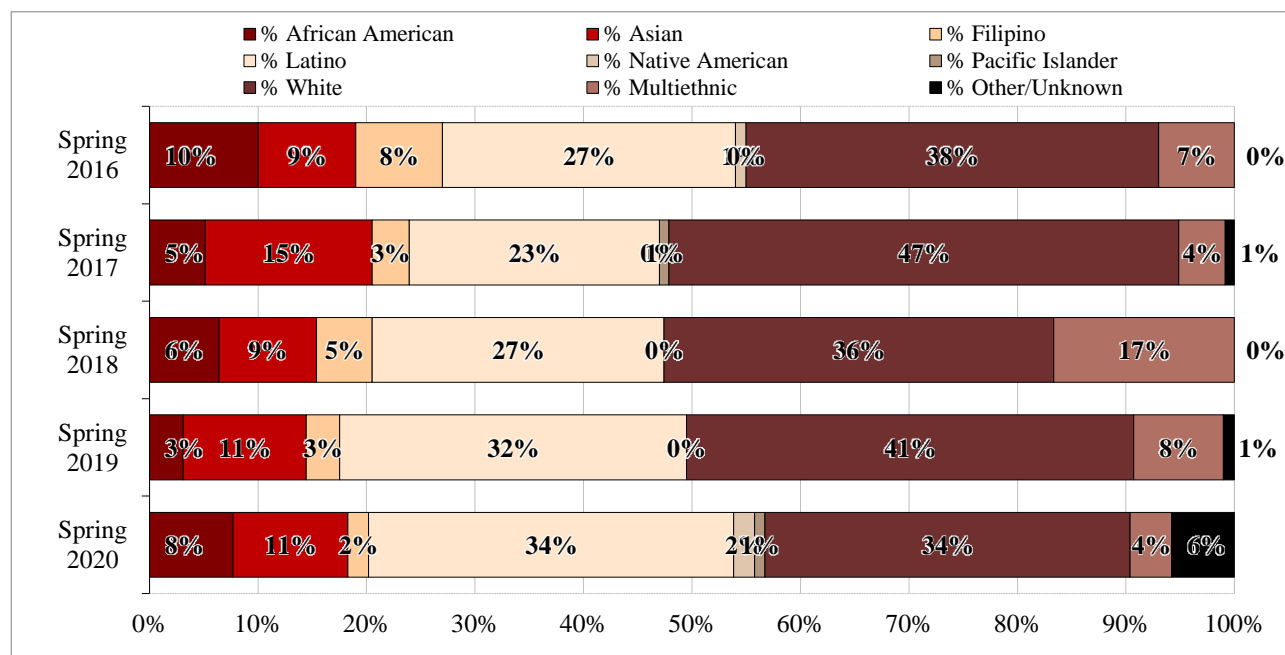
Student Demographics: Gender & Age

	Marketing (MKTG)				
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
Female	35	42	31	44	45
Male	65	72	45	52	54
19 yrs. or younger	25	32	27	36	31
20-21 yrs. old	25	20	26	27	25
22-24 yrs. old	23	19	8	17	12
25-29 yrs. old	9	18	10	8	15
30-39 yrs. old	12	17	5	5	12
40-49 yrs. old	4	6	2	3	5
50 yrs. or older	2	5	0	1	4
% Female	35%	37%	41%	46%	45%
% Male	65%	63%	59%	54%	55%
% 19 yrs. or younger	25%	27%	35%	37%	30%
% 20 - 21 yrs. old	25%	17%	33%	28%	24%
% 22 - 24 yrs. old	23%	16%	10%	18%	12%
% 25 - 29 yrs. old	9%	15%	13%	8%	14%
% 30 - 39 yrs. old	12%	15%	6%	5%	12%
% 40 - 49 yrs. old	4%	5%	3%	3%	5%
% 50 yrs. or older	2%	4%	0%	1%	4%



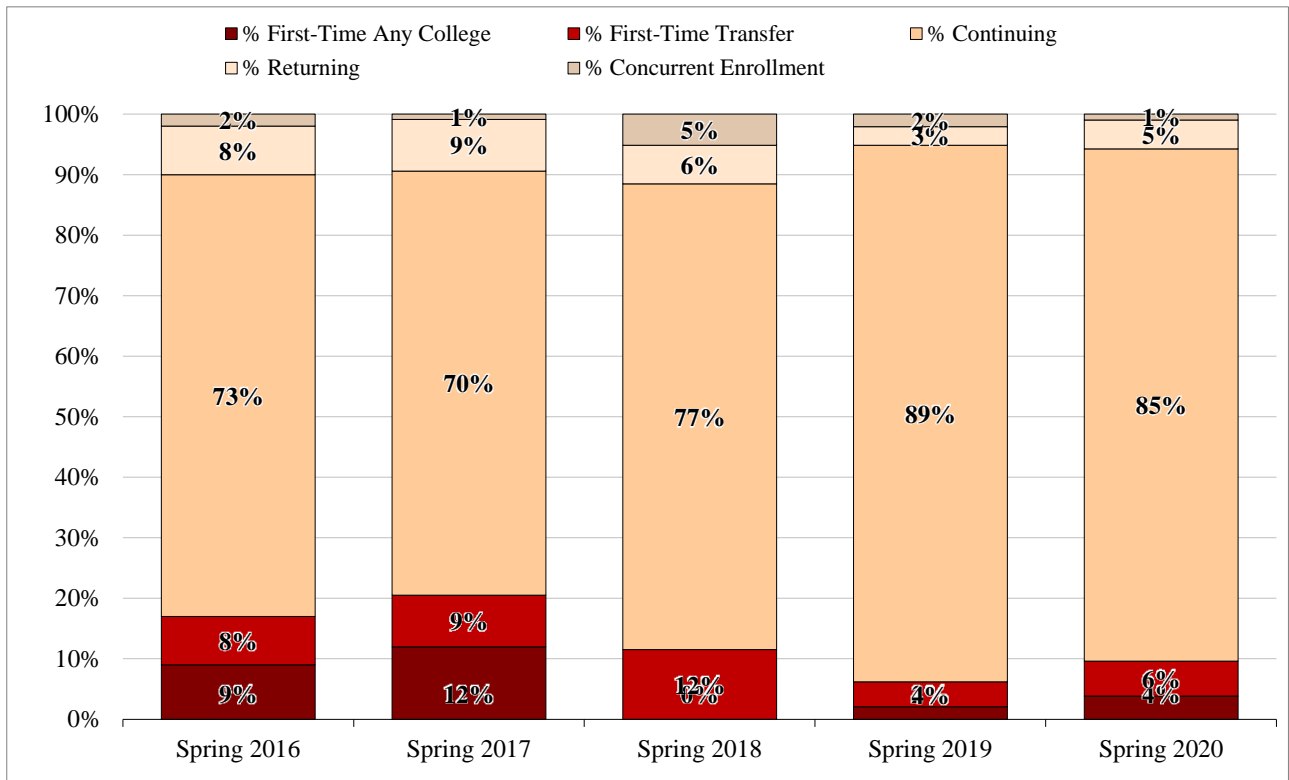
Student Demographic: Race-Ethnicity

Marketing (MKTG)					
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
African American	10	6	5	3	8
Asian	9	18	7	11	11
Filipino	8	4	4	3	2
Latino	27	27	21	31	35
Native American	1	0	0	0	2
Pacific Islander	0	1	0	0	1
White	38	55	28	40	35
Multiethnic	7	5	13	8	4
Other/Unknown	0	1	0	1	6
% African American	10%	5%	6%	3%	8%
% Asian	9%	15%	9%	11%	11%
% Filipino	8%	3%	5%	3%	2%
% Latino	27%	23%	27%	32%	34%
% Native American	1%	0%	0%	0%	2%
% Pacific Islander	0%	1%	0%	0%	1%
% White	38%	47%	36%	41%	34%
% Multiethnic	7%	4%	17%	8%	4%
% Other/Unknown	0%	1%	0%	1%	6%



Student Enrollment Status

	Marketing (MKTG)				
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
First-Time Any College	9	14	0	2	4
First-Time Transfer	8	10	9	4	6
Continuing	73	82	60	86	88
Returning	8	10	5	3	5
Concurrent Enrollment	2	1	4	2	1
% First-Time Any College	9%	12%	0%	2%	4%
% First-Time Transfer	8%	9%	12%	4%	6%
% Continuing	73%	70%	77%	89%	85%
% Returning	8%	9%	6%	3%	5%
% Concurrent Enrollment	2%	1%	5%	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.

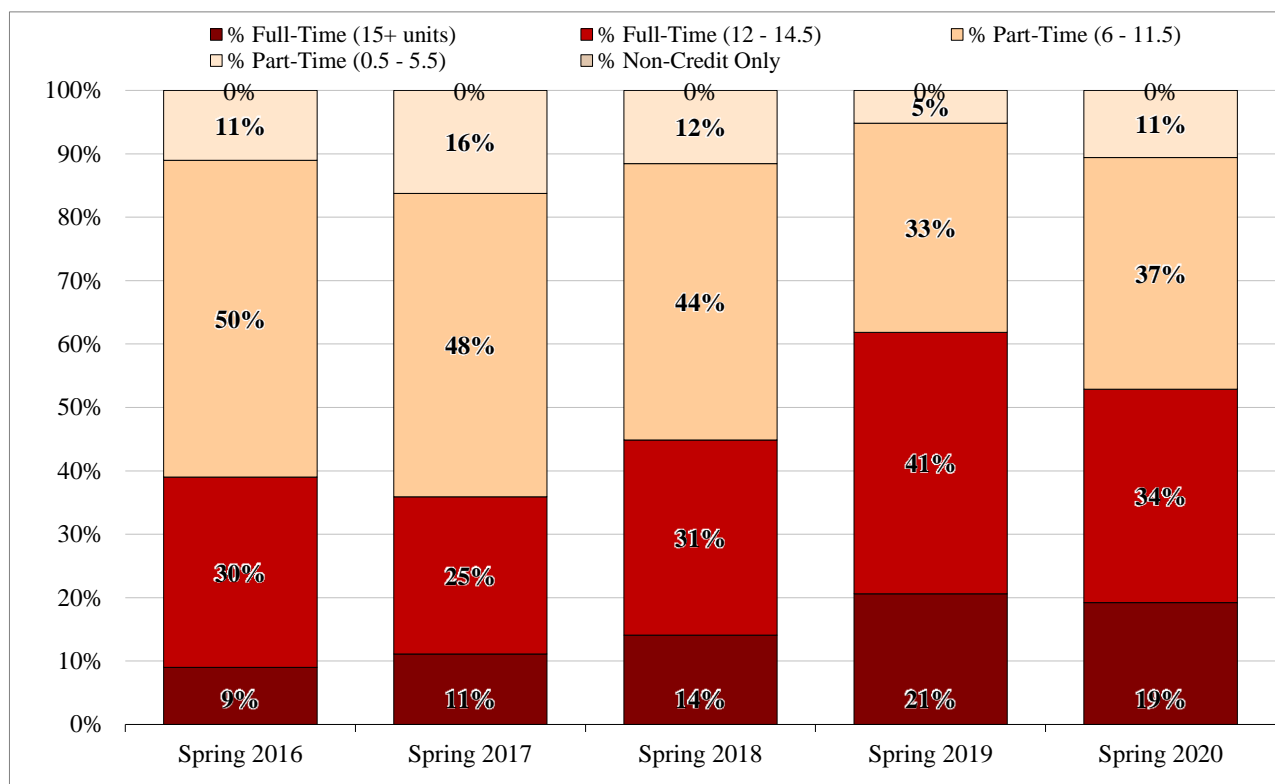
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

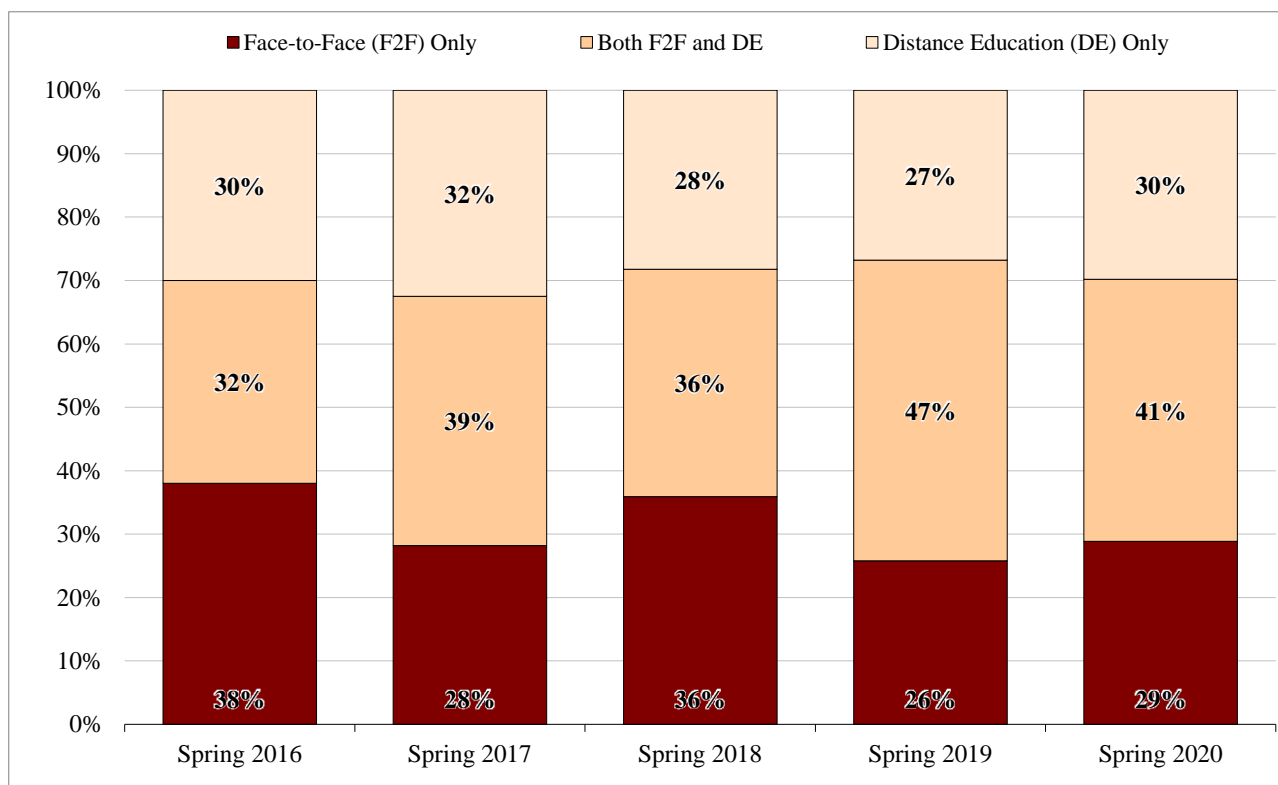
Student Unit Load

Marketing (MKTG)					
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
Full-Time (15+ units)	9	13	11	20	20
Full-Time (12 - 14.5)	30	29	24	40	35
Part-Time (6 - 11.5)	50	56	34	32	38
Part-Time (0.5 - 5.5)	11	19	9	5	11
Non-Credit Only	0	0	0	0	0
% Full-Time (15+ units)	9%	11%	14%	21%	19%
% Full-Time (12 - 14.5)	30%	25%	31%	41%	34%
% Part-Time (6 - 11.5)	50%	48%	44%	33%	37%
% Part-Time (0.5 - 5.5)	11%	16%	12%	5%	11%
% Non-Credit Only	0%	0%	0%	0%	0%



Students Using Distance Education

Marketing (MKTG)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
Face-to-Face (F2F) Only	38	33	28	25	30
Both F2F and DE	32	46	28	46	43
Distance Education (DE) Only	30	38	22	26	31
% Face-to-Face (F2F) Only	38%	28%	36%	26%	29%
% Both F2F and DE	32%	39%	36%	47%	41%
% Distance Education (DE) Only	30%	32%	28%	27%	30%

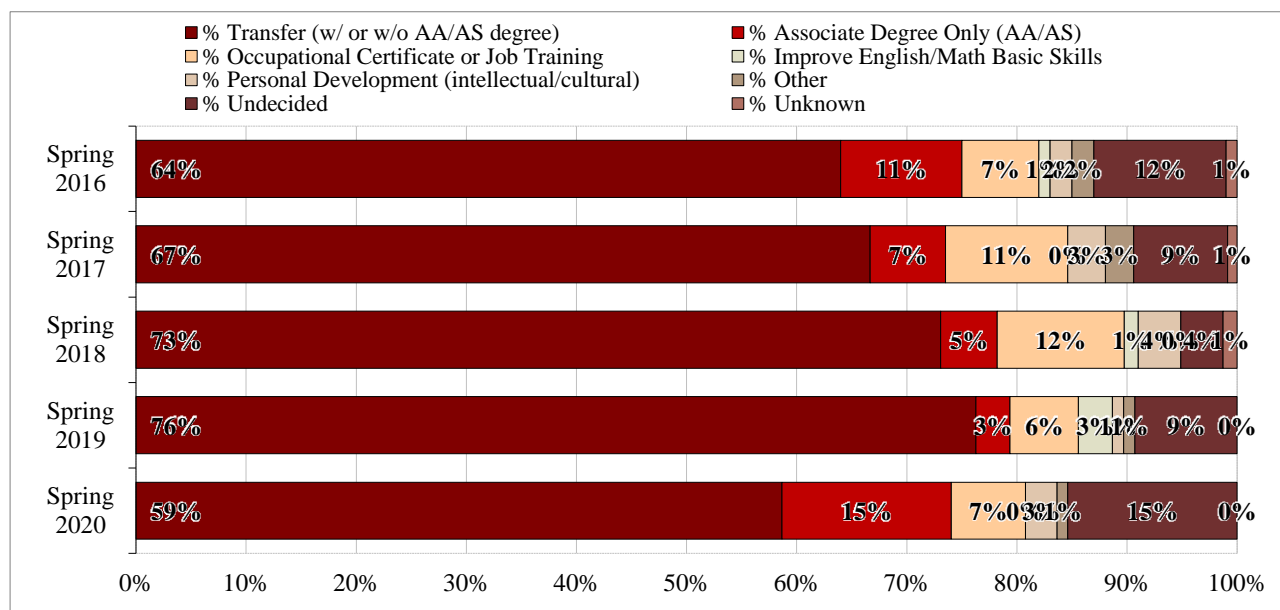


Definitions:

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

Student Educational Goal

Marketing (MKTG)					
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
Transfer (w/ or w/o AA/AS degree)	64	78	57	74	61
Associate Degree Only (AA/AS)	11	8	4	3	16
Occupational Certificate or Job Training	7	13	9	6	7
Improve English/Math Basic Skills	1	0	1	3	0
Personal Development (intellectual/cultural)	2	4	3	1	3
Other	2	3	0	1	1
Undecided	12	10	3	9	16
Unknown	1	1	1	0	0
% Transfer (w/ or w/o AA/AS degree)	64%	67%	73%	76%	59%
% Associate Degree Only (AA/AS)	11%	7%	5%	3%	15%
% Occupational Certificate or Job Training	7%	11%	12%	6%	7%
% Improve English/Math Basic Skills	1%	0%	1%	3%	0%
% Personal Development (intellectual/cultural)	2%	3%	4%	1%	3%
% Other	2%	3%	0%	1%	1%
% Undecided	12%	9%	4%	9%	15%
% Unknown	1%	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.

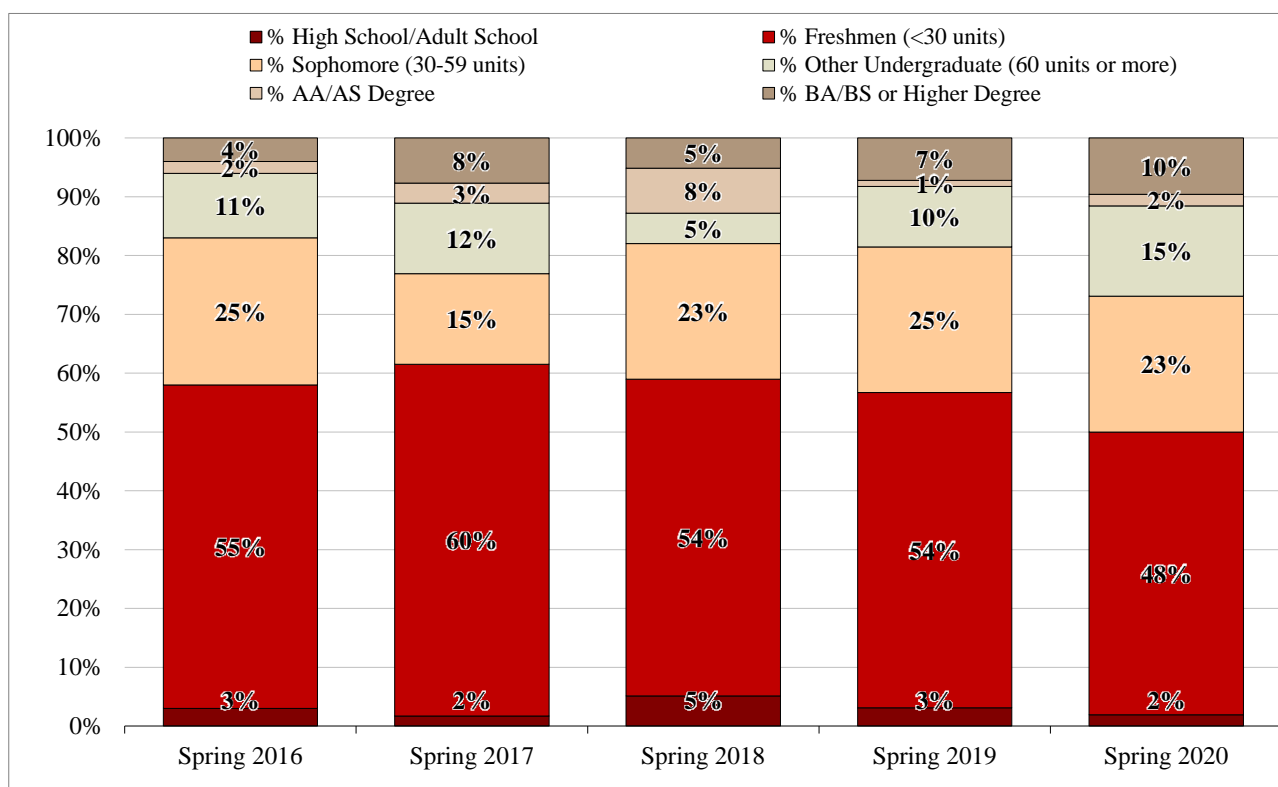
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

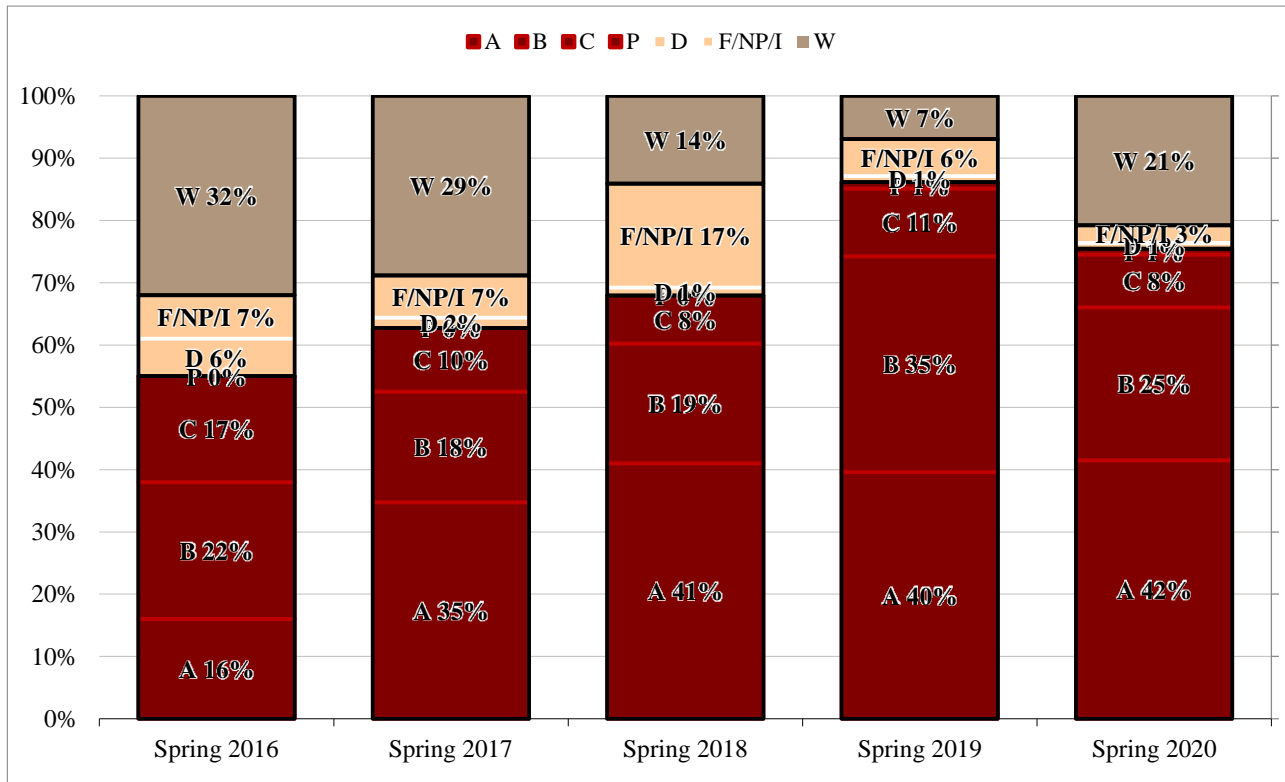
Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
High School/Adult School	3	2	4	3	2
Freshmen (<30 units)	55	70	42	52	50
Sophomore (30-59 units)	25	18	18	24	24
Other Undergraduate (60 units or more)	11	14	4	10	16
AA/AS Degree	2	4	6	1	2
BA/BS or Higher Degree	4	9	4	7	10
% High School/Adult School	3%	2%	5%	3%	2%
% Freshmen (<30 units)	55%	60%	54%	54%	48%
% Sophomore (30-59 units)	25%	15%	23%	25%	23%
% Other Undergraduate (60 units or more)	11%	12%	5%	10%	15%
% AA/AS Degree	2%	3%	8%	1%	2%
% BA/BS or Higher Degree	4%	8%	5%	7%	10%



Student Performance: Grade Distribution

Marketing (MKTG)					
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
Total Course Enrollments	100	118	78	101	106
Course Success Rates	55%	63%	68%	86%	75%
A	16%	35%	41%	40%	42%
B	22%	18%	19%	35%	25%
C	17%	10%	8%	11%	8%
P	0%	0%	0%	1%	1%
Course Non-Success Rate	13%	8%	18%	7%	4%
D	6%	2%	1%	1%	1%
F/NP/I	7%	7%	17%	6%	3%
Withdrawals (W)	32%	29%	14%	7%	21%



Definitions:

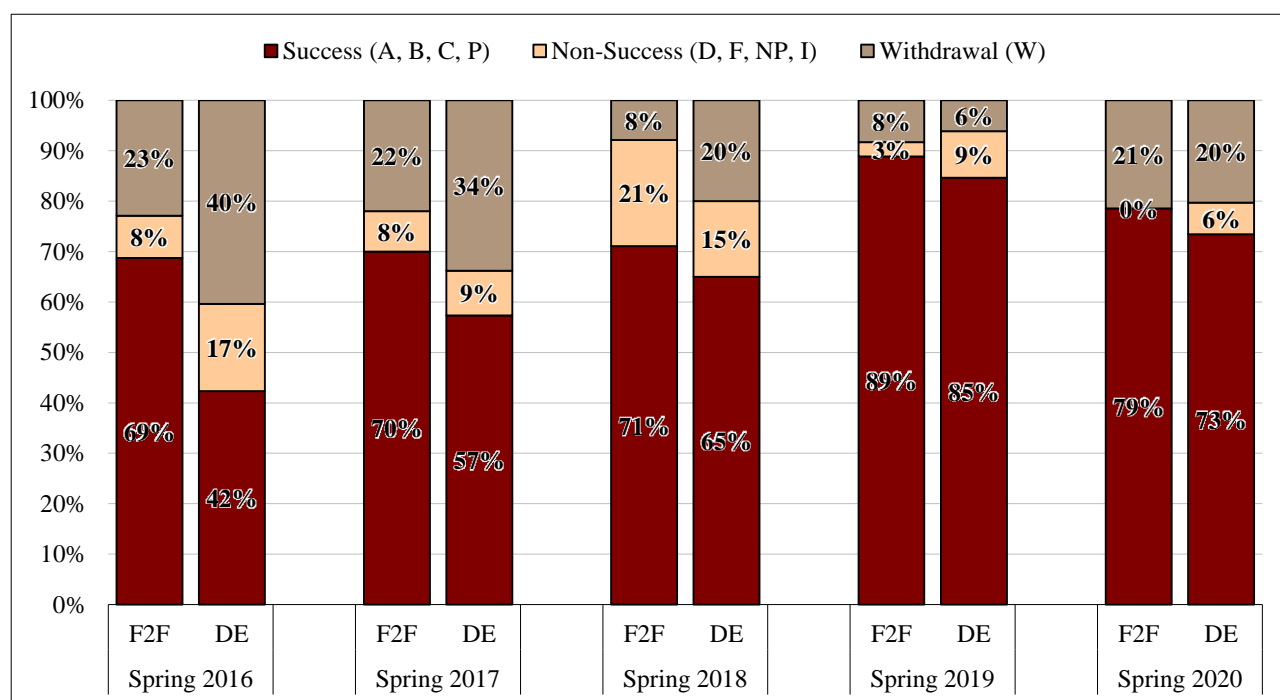
Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

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 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
Total Course Enrollments	100	118	78	101	106
Face-to-Face (F2F) Sections	48	50	38	36	42
Success Rates	69%	70%	71%	89%	79%
Non-Success Rates	8%	8%	21%	3%	0%
Withdrawals	23%	22%	8%	8%	21%
Distance Education (DE) Sections	52	68	40	65	64
Success Rates	42%	57%	65%	85%	73%
Non-Success Rates	17%	9%	15%	9%	6%
Withdrawals	40%	34%	20%	6%	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.

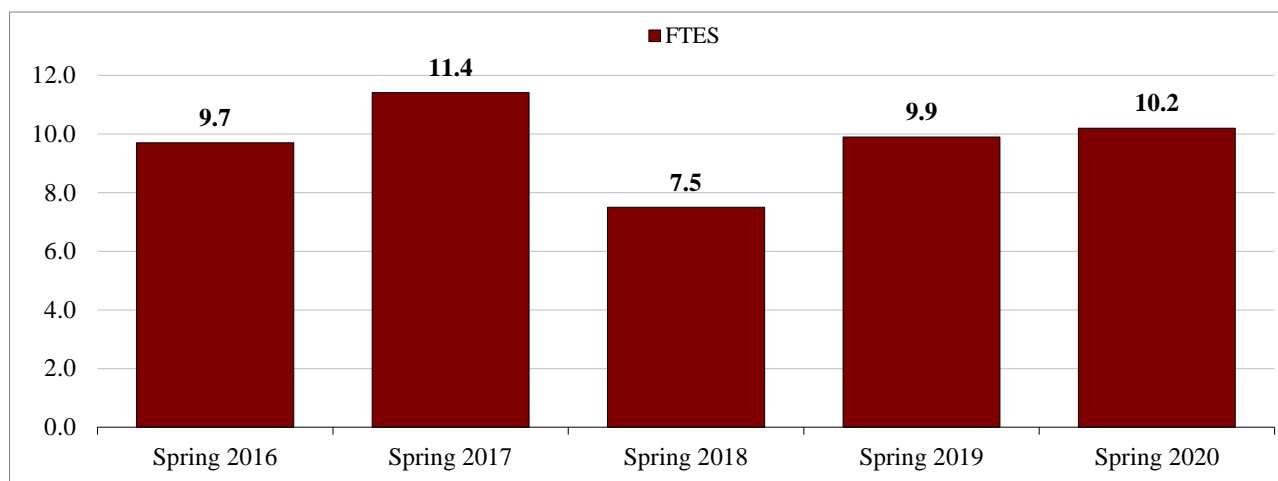
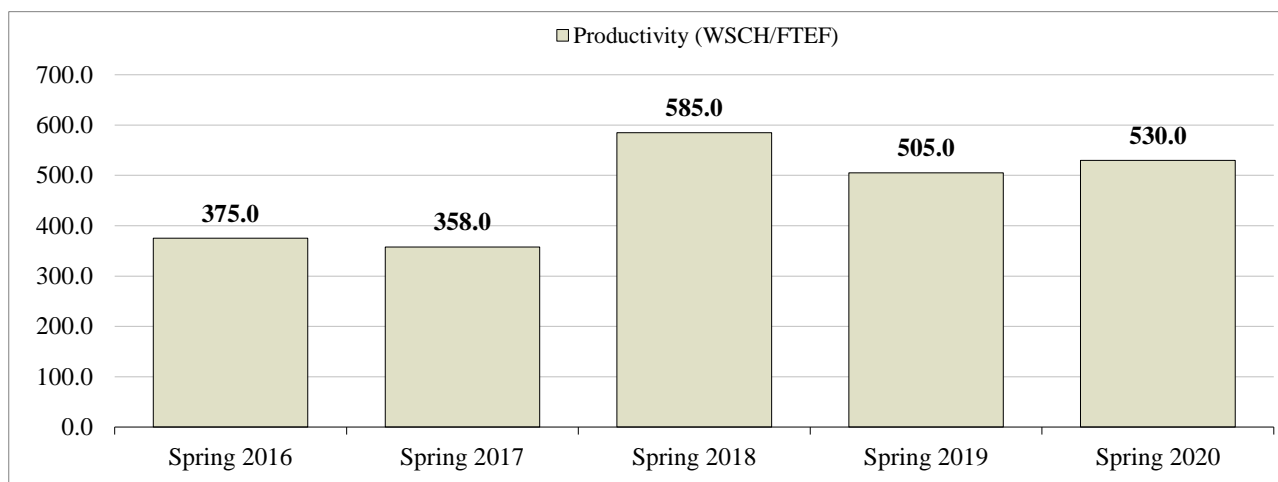
Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP or 'T') relative to all students receiving a grade.

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 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
WSCH	300	358	234	303	318
FTES	9.7	11.4	7.5	9.9	10.2
FTEF	0.8	1.0	0.4	0.6	0.6
Productivity (WSCH/FTEF)	375.0	358.0	585.0	505.0	530.0



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.

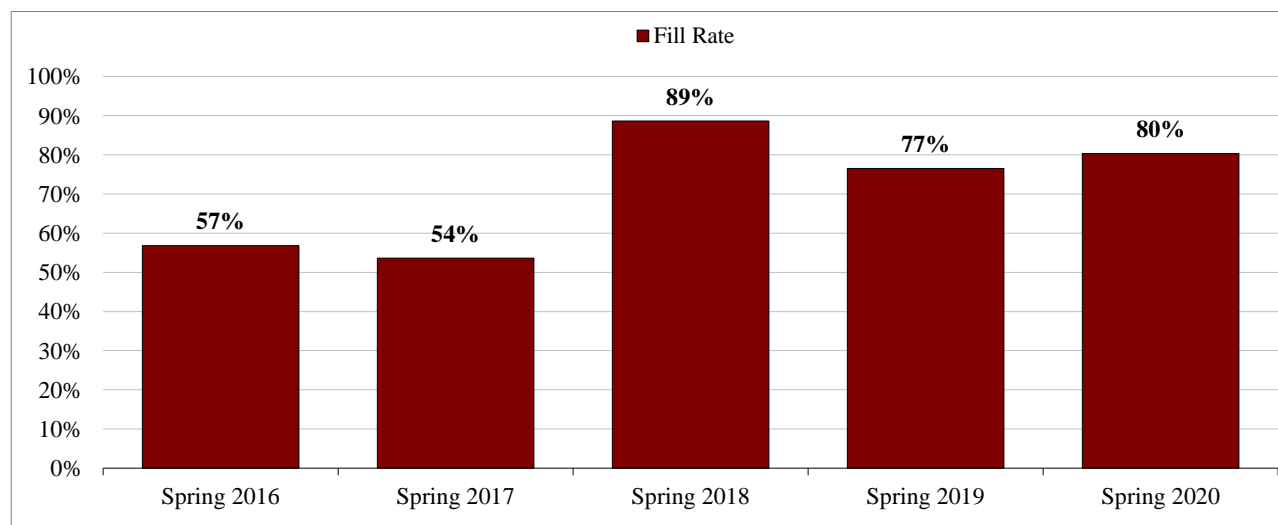
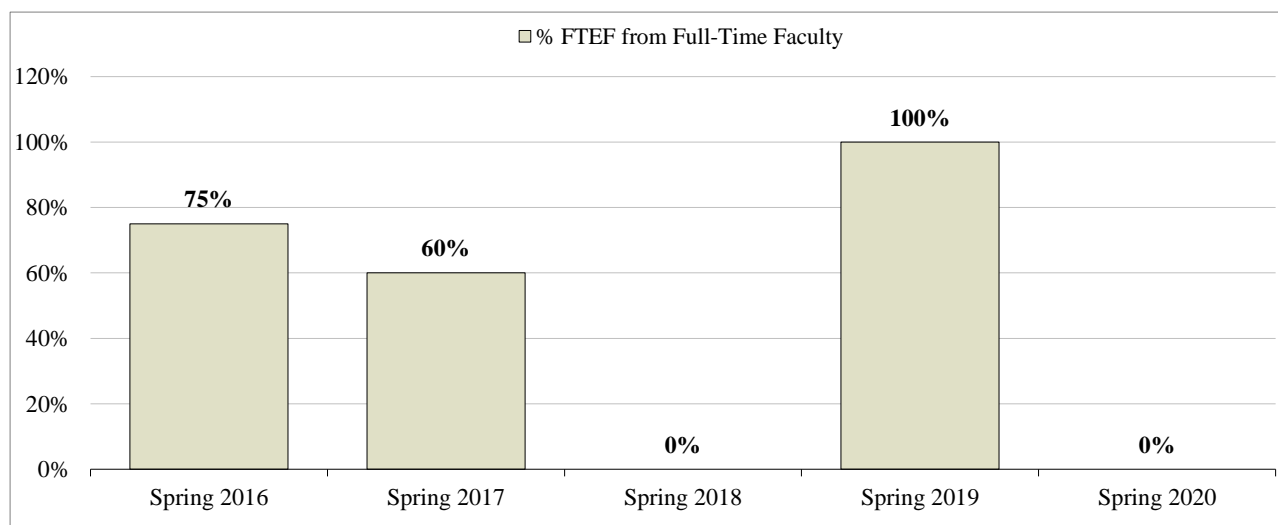
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

Productivity is the ratio of WSCH to FTEF and a standard measure of discipline efficiency.

Note: Enrollment Management data are of all courses accounted except NTUT / TUTR 200; latest data accessed on 7/14/20.

Enrollment Management: Part 2

	Marketing (MKTG)				
	Term				
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020
FTEF from Full-Time Faculty	0.6	0.6	0.0	0.6	0.0
% FTEF from Full-Time Faculty	75%	60%	0%	100%	0%
Enrollments	100	118	78	101	106
Capacity (seats available)	176	220	88	132	132
Fill Rate	57%	54%	89%	77%	80%



Definitions:

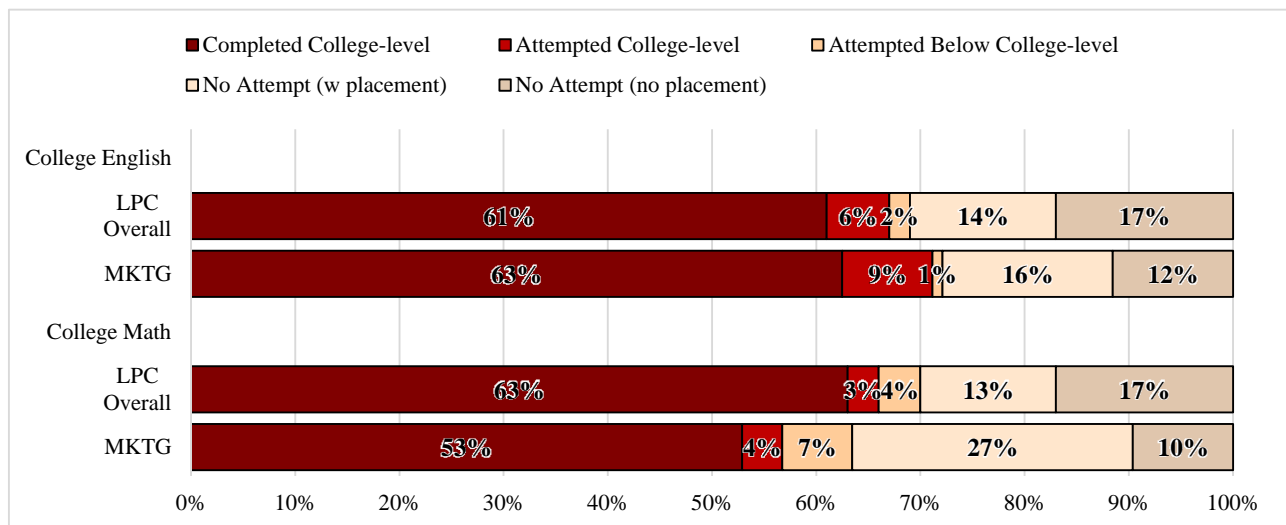
Fill Rate is number of enrollments over the total capacity (seats available).

% 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

Spring 2020				
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	65	63%	5,254	61%
Attempted College-level	9	9%	502	6%
Attempted Below College-level	1	1%	179	2%
No Attempt (with placement)	17	16%	1,175	14%
No Attempt (no placement)	12	12%	1,480	17%
College Math				
Completed College-level	55	53%	5,383	63%
Attempted College-level	4	4%	274	3%
Attempted Below College-level	7	7%	366	4%
No Attempt (with placement)	28	27%	1,134	13%
No Attempt (no placement)	10	10%	1,433	17%



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.