



Las Positas College

Discipline Program Review Data Packet

Fall 2016 to Fall 2020

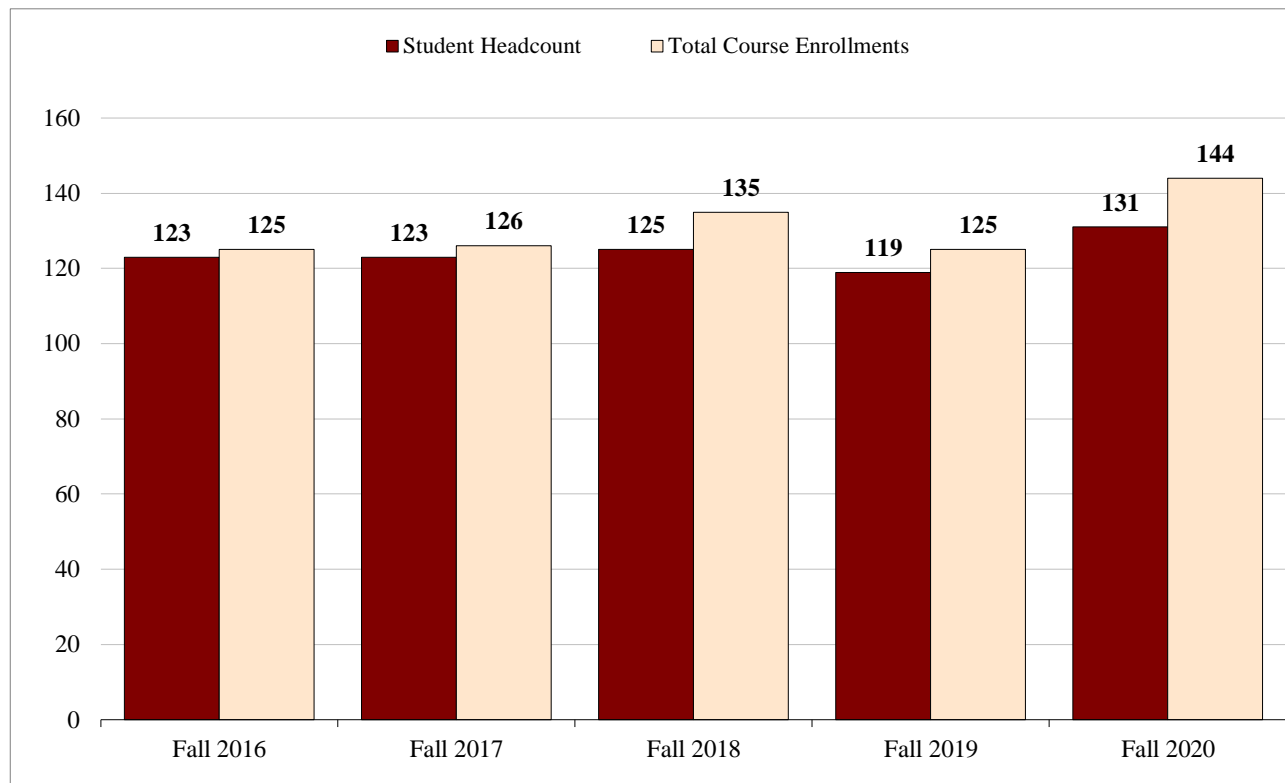
Discipline:

Marketing (MKTG)

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Headcount & Enrollment

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Student Headcount	123	123	125	119	131
Total Course Enrollments	125	126	135	125	144



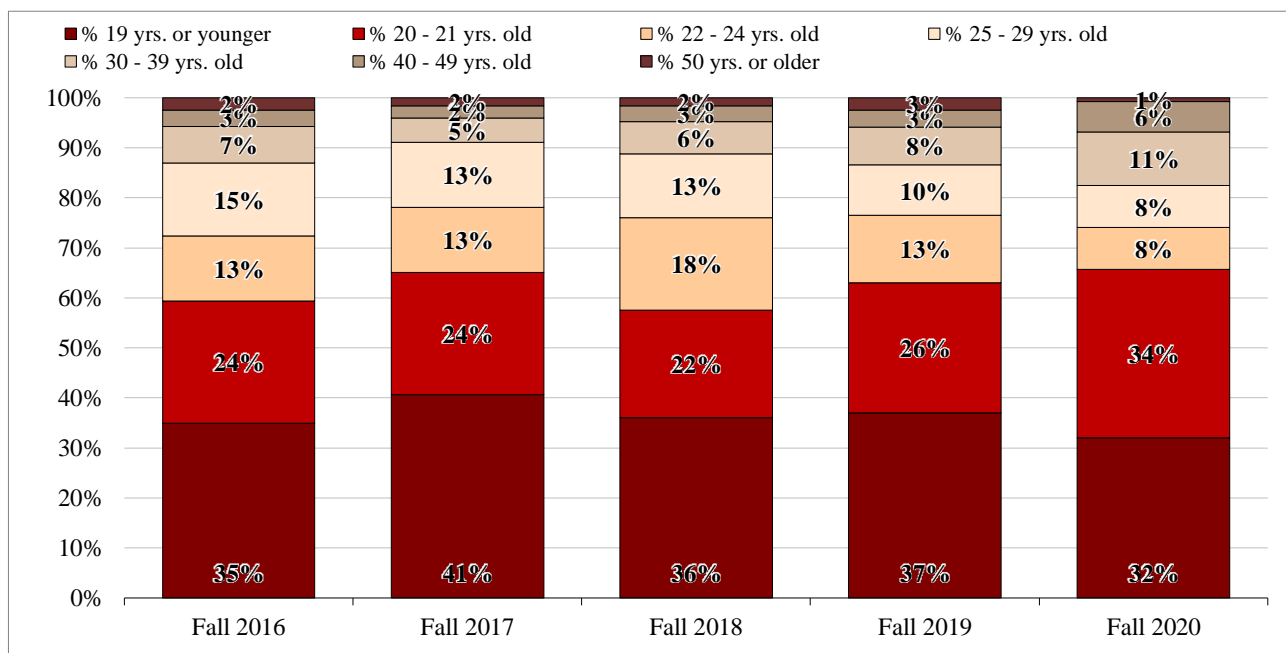
Definitions:

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.

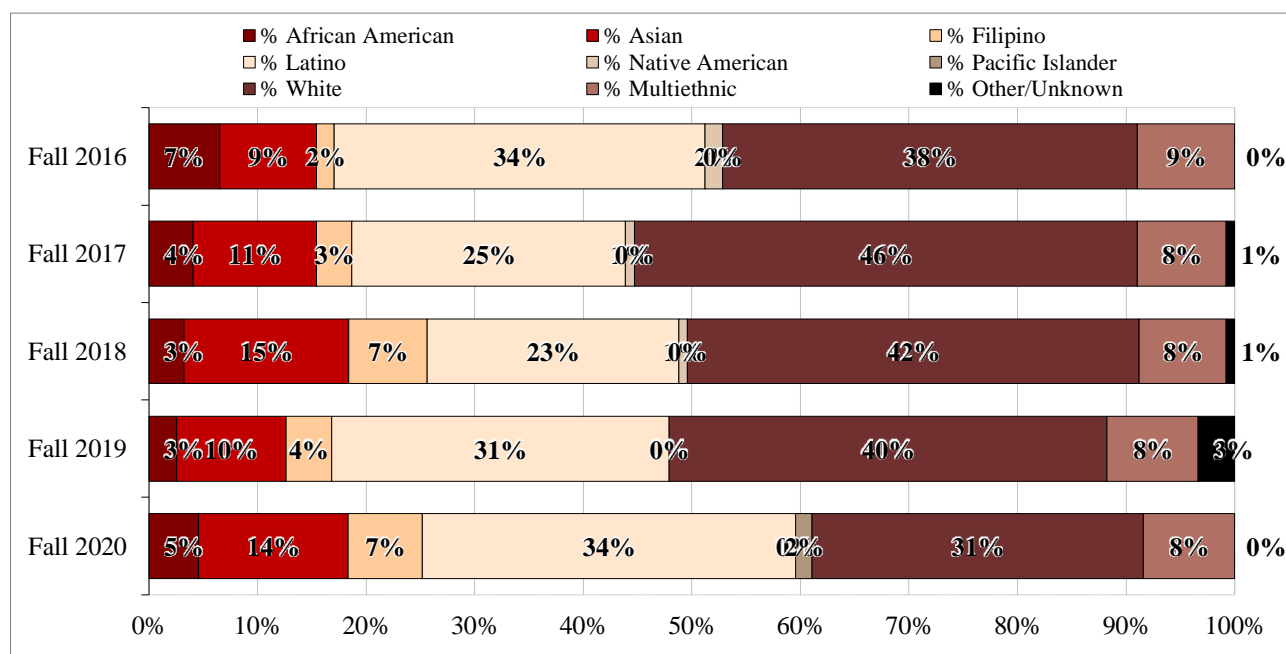
Student Demographics: Gender & Age

	Marketing (MKTG)				
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Female	51	46	41	50	63
Male	72	75	81	65	65
19 yrs. or younger	43	50	45	44	42
20-21 yrs. old	30	30	27	31	44
22-24 yrs. old	16	16	23	16	11
25-29 yrs. old	18	16	16	12	11
30-39 yrs. old	9	6	8	9	14
40-49 yrs. old	4	3	4	4	8
50 yrs. or older	3	2	2	3	1
% Female	41%	38%	34%	43%	49%
% Male	59%	62%	66%	57%	51%
% 19 yrs. or younger	35%	41%	36%	37%	32%
% 20 - 21 yrs. old	24%	24%	22%	26%	34%
% 22 - 24 yrs. old	13%	13%	18%	13%	8%
% 25 - 29 yrs. old	15%	13%	13%	10%	8%
% 30 - 39 yrs. old	7%	5%	6%	8%	11%
% 40 - 49 yrs. old	3%	2%	3%	3%	6%
% 50 yrs. or older	2%	2%	2%	3%	1%



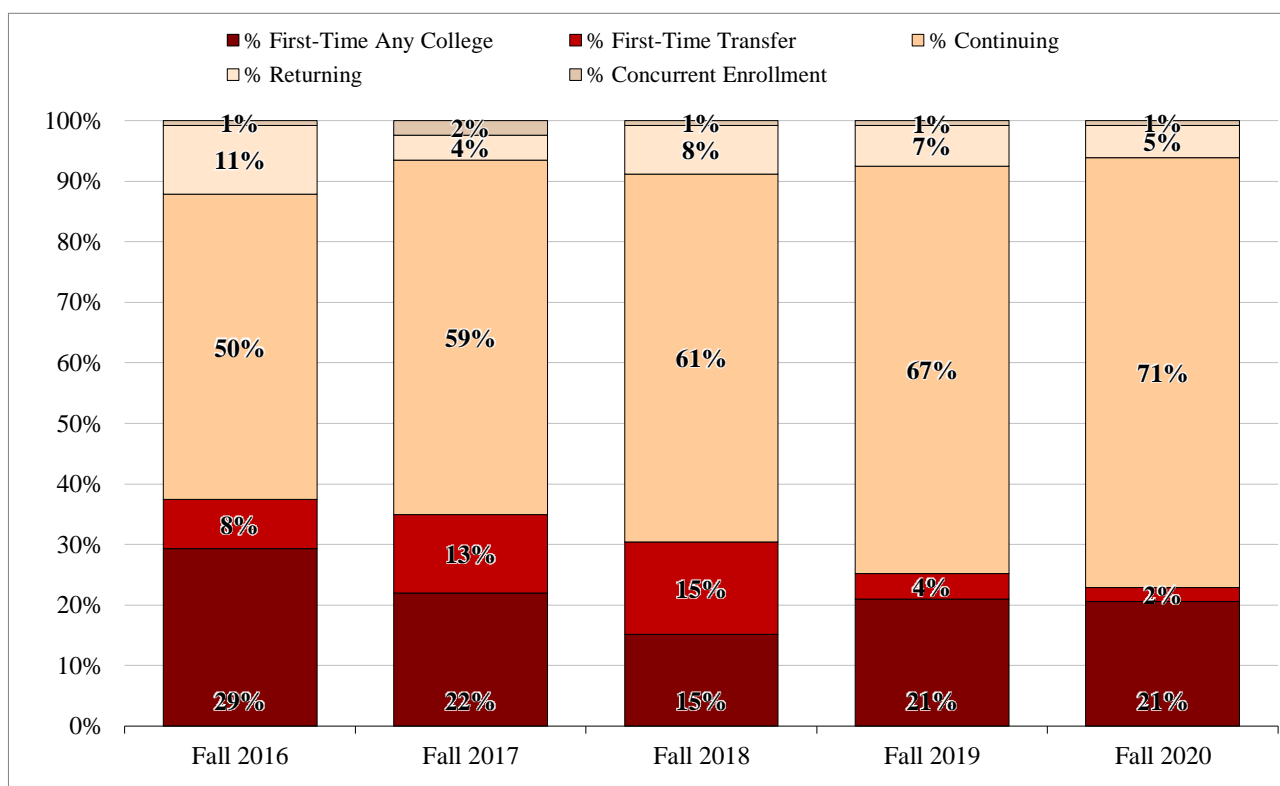
Student Demographic: Race-Ethnicity

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
African American	8	5	4	3	6
Asian	11	14	19	12	18
Filipino	2	4	9	5	9
Latino	42	31	29	37	45
Native American	2	1	1	0	0
Pacific Islander	0	0	0	0	2
White	47	57	52	48	40
Multiethnic	11	10	10	10	11
Other/Unknown	0	1	1	4	0
% African American	7%	4%	3%	3%	5%
% Asian	9%	11%	15%	10%	14%
% Filipino	2%	3%	7%	4%	7%
% Latino	34%	25%	23%	31%	34%
% Native American	2%	1%	1%	0%	0%
% Pacific Islander	0%	0%	0%	0%	2%
% White	38%	46%	42%	40%	31%
% Multiethnic	9%	8%	8%	8%	8%
% Other/Unknown	0%	1%	1%	3%	0%



Student Enrollment Status

	Marketing (MKTG)				
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
First-Time Any College	36	27	19	25	27
First-Time Transfer	10	16	19	5	3
Continuing	62	72	76	80	93
Returning	14	5	10	8	7
Concurrent Enrollment	1	3	1	1	1
% First-Time Any College	29%	22%	15%	21%	21%
% First-Time Transfer	8%	13%	15%	4%	2%
% Continuing	50%	59%	61%	67%	71%
% Returning	11%	4%	8%	7%	5%
% Concurrent Enrollment	1%	2%	1%	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.

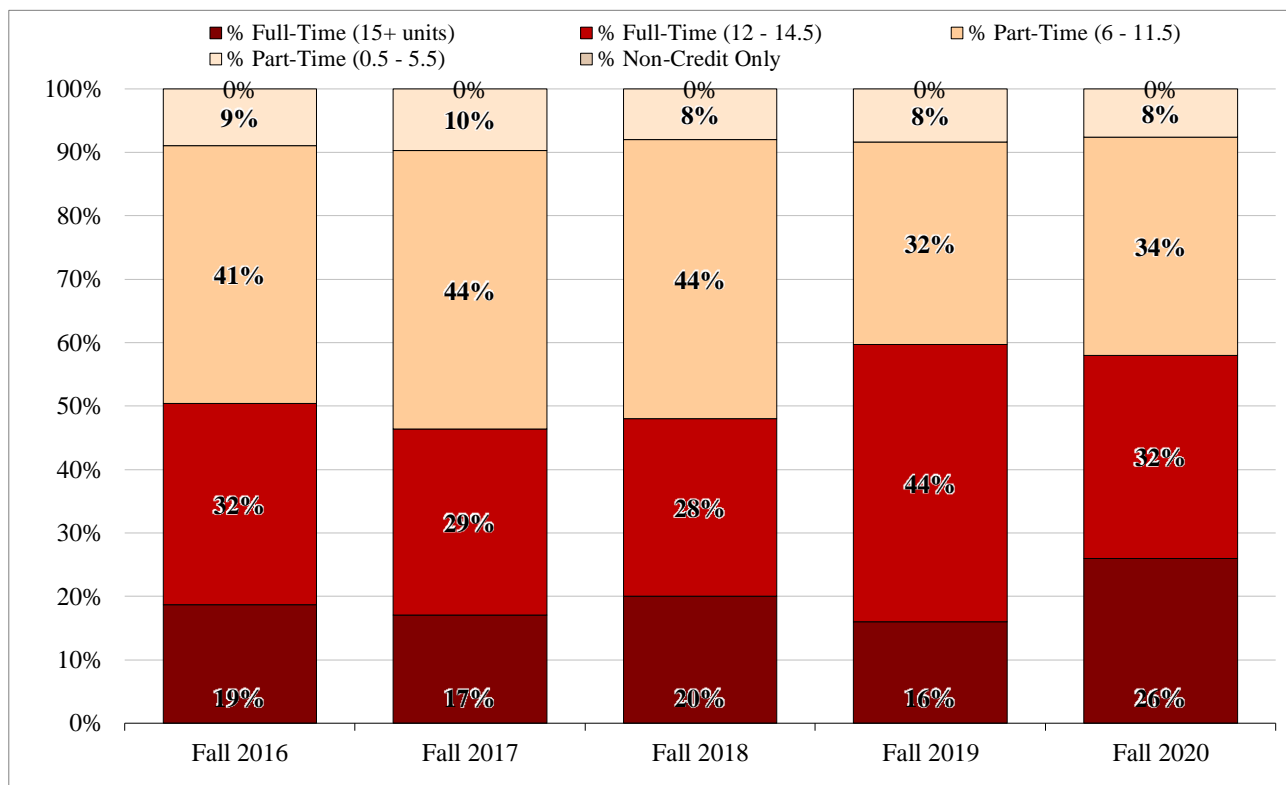
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

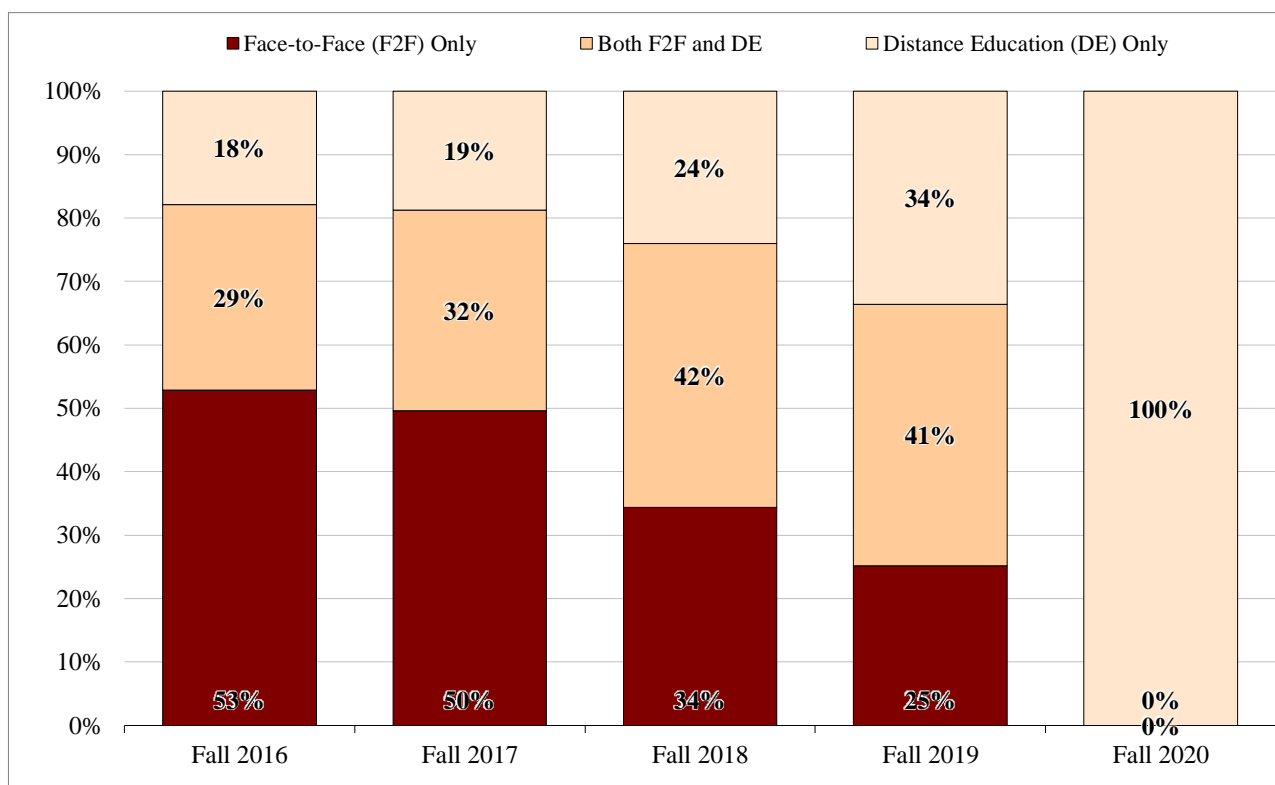
Student Unit Load

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Full-Time (15+ units)	23	21	25	19	34
Full-Time (12 - 14.5)	39	36	35	52	42
Part-Time (6 - 11.5)	50	54	55	38	45
Part-Time (0.5 - 5.5)	11	12	10	10	10
Non-Credit Only	0	0	0	0	0
% Full-Time (15+ units)	19%	17%	20%	16%	26%
% Full-Time (12 - 14.5)	32%	29%	28%	44%	32%
% Part-Time (6 - 11.5)	41%	44%	44%	32%	34%
% Part-Time (0.5 - 5.5)	9%	10%	8%	8%	8%
% Non-Credit Only	0%	0%	0%	0%	0%



Students Using Distance Education

Marketing (MKTG)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Face-to-Face (F2F) Only	65	61	43	30	0
Both F2F and DE	36	39	52	49	0
Distance Education (DE) Only	22	23	30	40	131
% Face-to-Face (F2F) Only	53%	50%	34%	25%	0%
% Both F2F and DE	29%	32%	42%	41%	0%
% Distance Education (DE) Only	18%	19%	24%	34%	100%

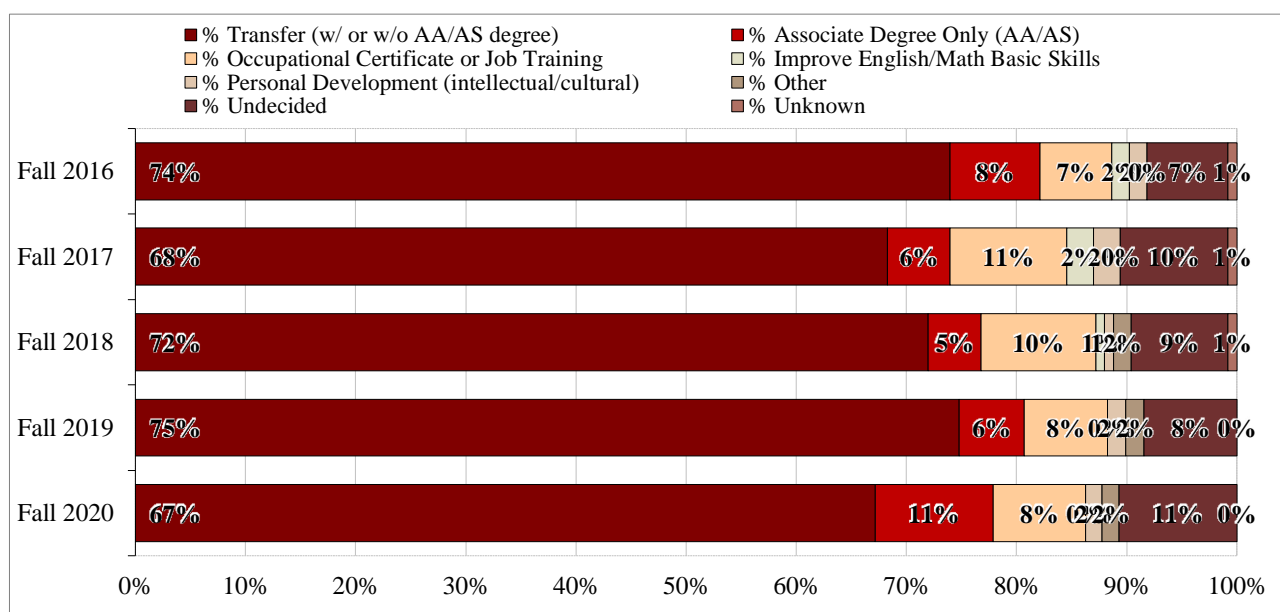


Definitions:

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'. In 2020-21, due to the COVID-19 pandemic, DE sections were distinguished through provisional designations.

Student Educational Goal

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Transfer (w/ or w/o AA/AS degree)	91	84	90	89	88
Associate Degree Only (AA/AS)	10	7	6	7	14
Occupational Certificate or Job Training	8	13	13	9	11
Improve English/Math Basic Skills	2	3	1	0	0
Personal Development (intellectual/cultural)	2	3	1	2	2
Other	0	0	2	2	2
Undecided	9	12	11	10	14
Unknown	1	1	1	0	0
% Transfer (w/ or w/o AA/AS degree)	74%	68%	72%	75%	67%
% Associate Degree Only (AA/AS)	8%	6%	5%	6%	11%
% Occupational Certificate or Job Training	7%	11%	10%	8%	8%
% Improve English/Math Basic Skills	2%	2%	1%	0%	0%
% Personal Development (intellectual/cultural)	2%	2%	1%	2%	2%
% Other	0%	0%	2%	2%	2%
% Undecided	7%	10%	9%	8%	11%
% 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.

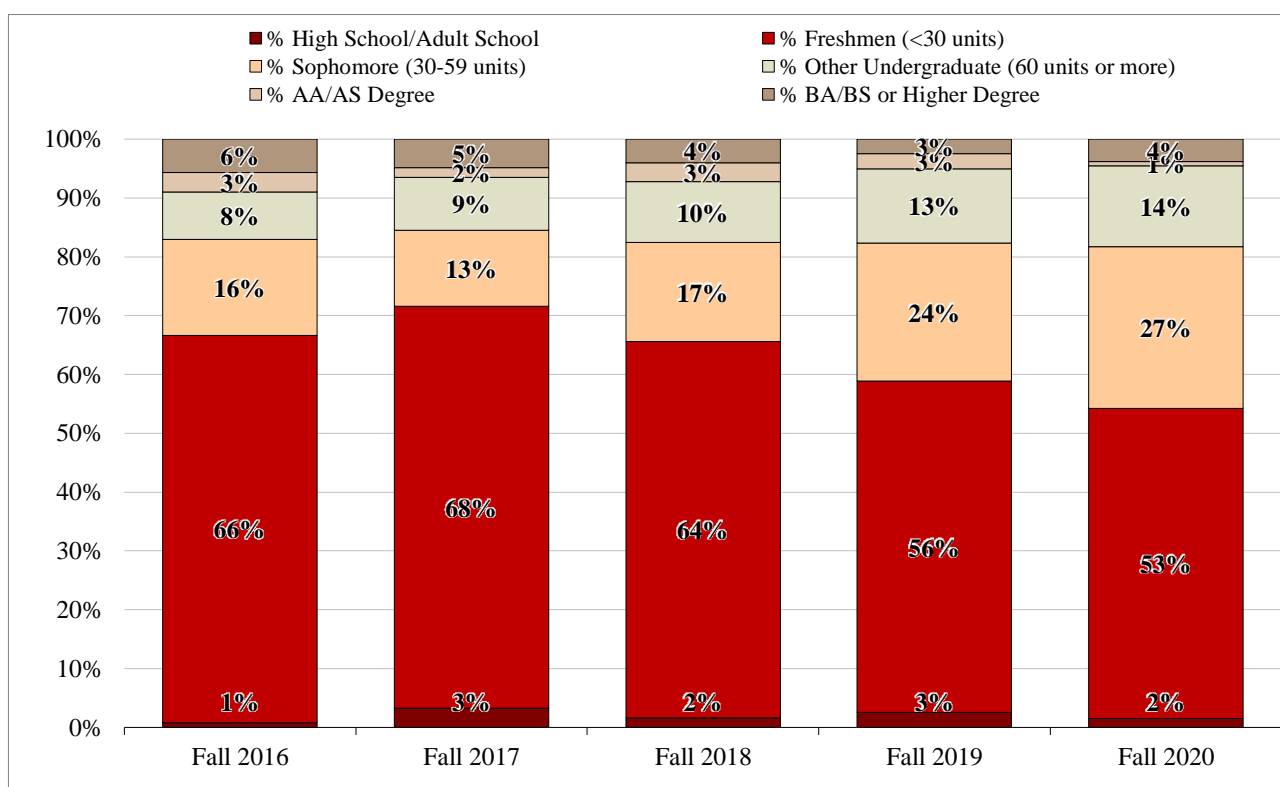
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

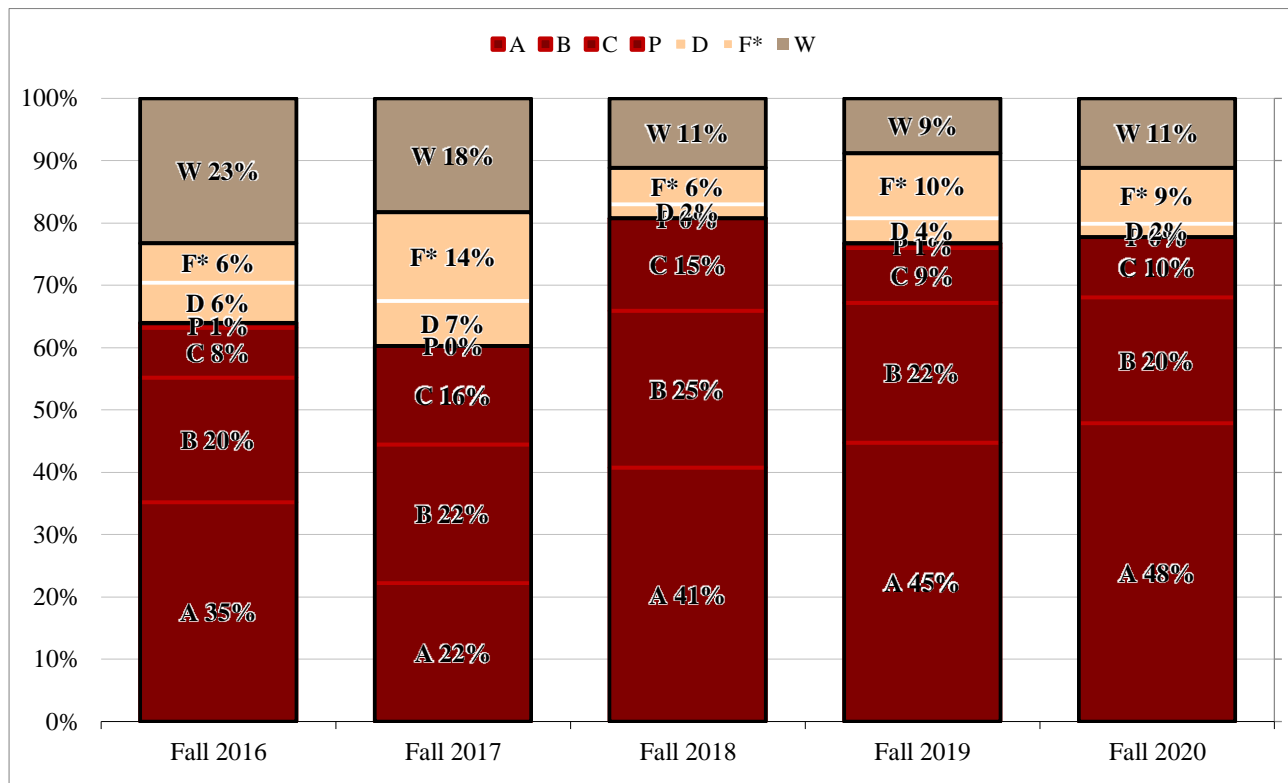
Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
High School/Adult School	1	4	2	3	2
Freshmen (<30 units)	81	84	80	67	69
Sophomore (30-59 units)	20	16	21	28	36
Other Undergraduate (60 units or more)	10	11	13	15	18
AA/AS Degree	4	2	4	3	1
BA/BS or Higher Degree	7	6	5	3	5
% High School/Adult School	1%	3%	2%	3%	2%
% Freshmen (<30 units)	66%	68%	64%	56%	53%
% Sophomore (30-59 units)	16%	13%	17%	24%	27%
% Other Undergraduate (60 units or more)	8%	9%	10%	13%	14%
% AA/AS Degree	3%	2%	3%	3%	1%
% BA/BS or Higher Degree	6%	5%	4%	3%	4%



Student Performance: Grade Distribution

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Total Course Enrollments	125	126	135	125	144
Course Success Rates	64%	60%	81%	77%	78%
A	35%	22%	41%	45%	48%
B	20%	22%	25%	22%	20%
C	8%	16%	15%	9%	10%
P	1%	0%	0%	1%	0%
Course Non-Success Rate	13%	21%	8%	14%	11%
D	6%	7%	2%	4%	2%
F*	6%	14%	6%	10%	9%
Withdrawals (See Note)	23%	18%	11%	9%	11%



Definitions:

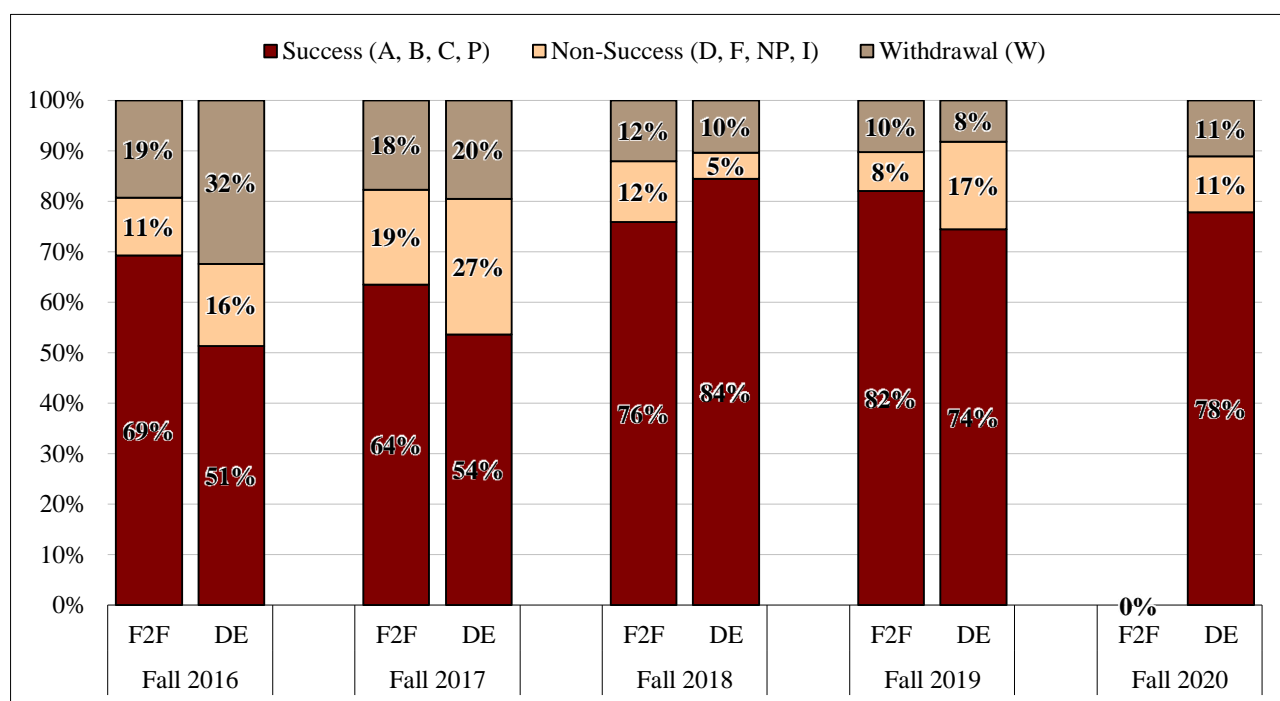
Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D' or F* (includes: 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP').

Withdrawals are the share of course enrollments resulting in (1) a grade notation of 'W', 'MW', or 'EW', or, (2) a course dropped due to COVID-19.

Student Performance: Distance Education

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Total Course Enrollments	125	126	135	125	144
Face-to-Face (F2F) Sections	88	85	58	39	0
Success Rates	69%	64%	76%	82%	—
Non-Success Rates	11%	19%	12%	8%	—
Withdrawals	19%	18%	12%	10%	—
Distance Education (DE) Sections	37	41	77	86	144
Success Rates	51%	54%	84%	74%	78%
Non-Success Rates	16%	27%	5%	17%	11%
Withdrawals	32%	20%	10%	8%	11%



Definitions:

Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

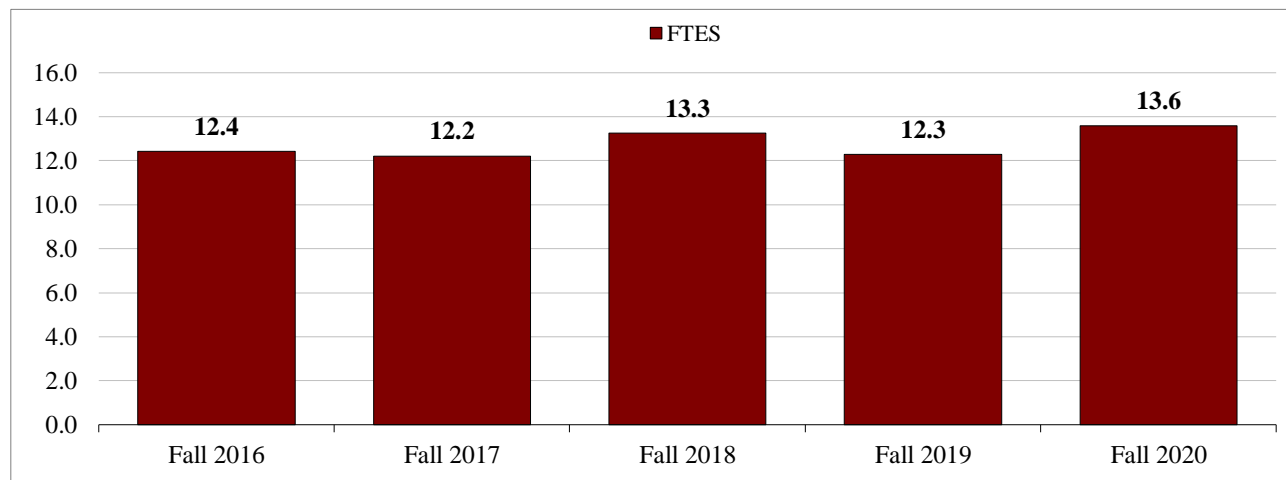
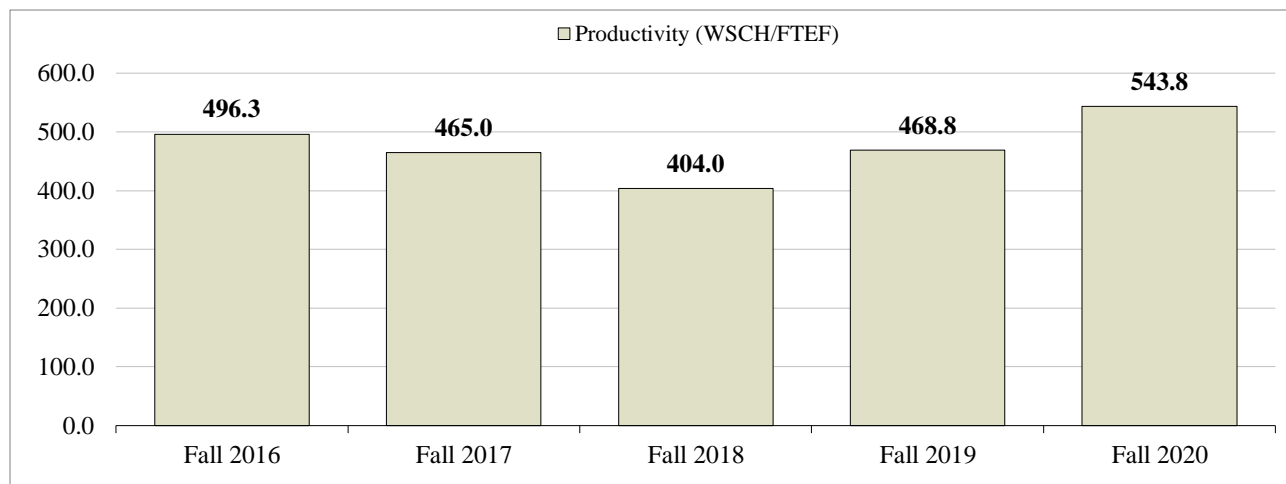
Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D', 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP'.

Withdrawals are the share of course enrollments resulting in (1) a grade notation of 'W', 'MW', or 'EW', or, (2) a course dropped due to COVID-19.

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'. In 2020-21, due to the COVID-19 pandemic, DE sections were distinguished through provisional designations.

Enrollment Management: Part 1

	Marketing (MKTG)				
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
WSCH	397	372	404	375	435
FTES	12.4	12.2	13.3	12.3	13.6
FTEF	0.8	0.8	1.0	0.8	0.8
Productivity (WSCH/FTEF)	496.3	465.0	404.0	468.8	543.8



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.

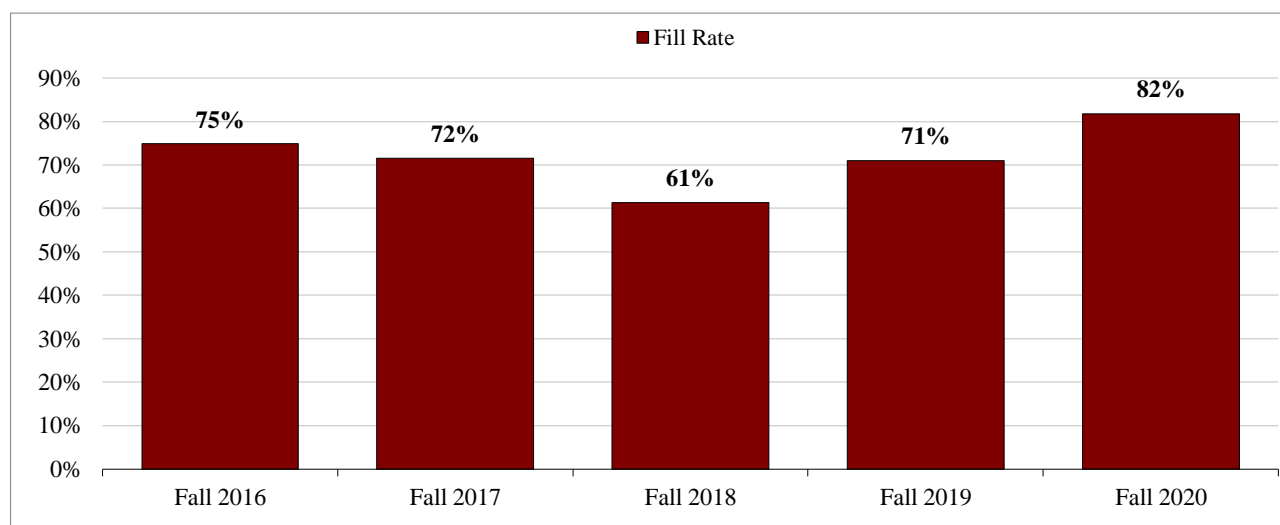
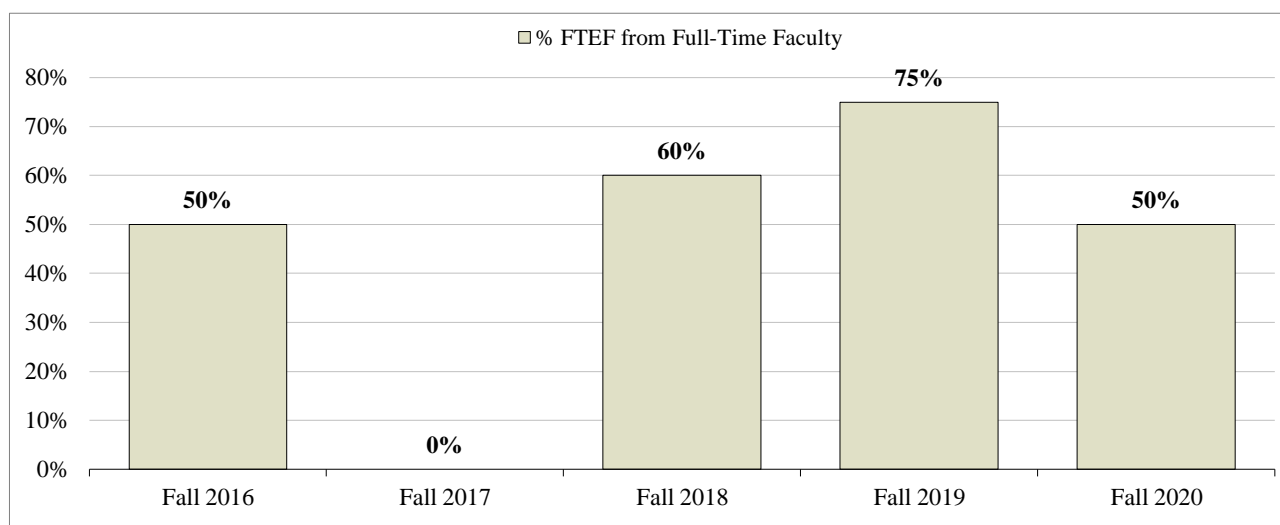
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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 7/20/21.

Enrollment Management: Part 2

Marketing (MKTG)					
	Term				
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
FTEF from Full-Time Faculty	0.4	0.0	0.6	0.6	0.4
% FTEF from Full-Time Faculty	50%	0%	60%	75%	50%
Enrollments	125	126	135	125	144
Capacity (seats available)	167	176	220	176	176
Fill Rate	75%	72%	61%	71%	82%



Definitions:

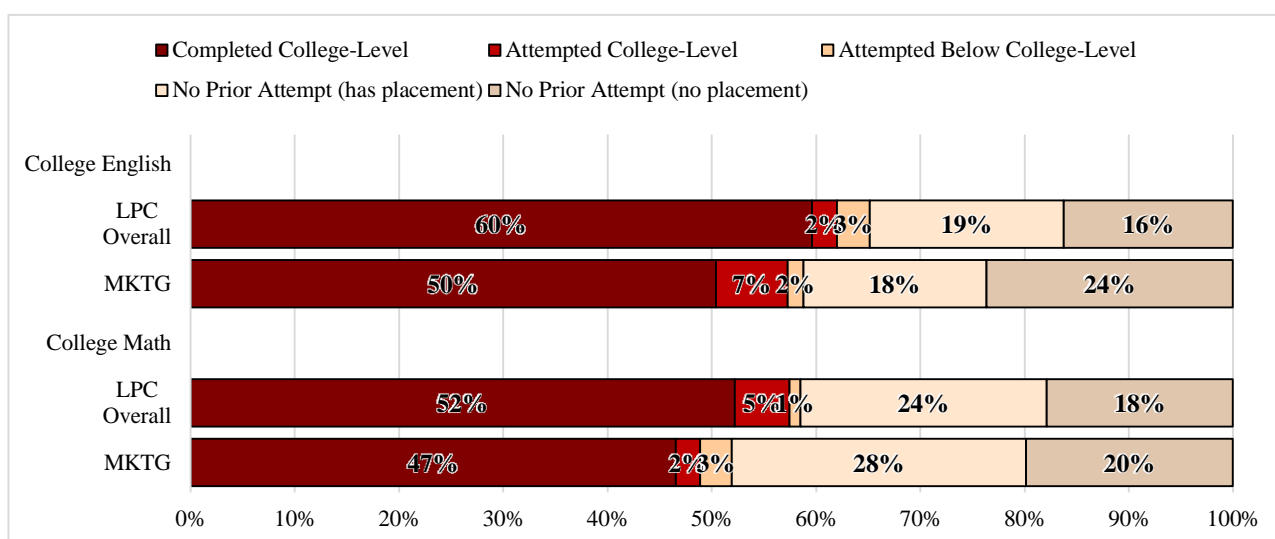
Fill Rate is number of enrollments over the total capacity (seats available).

% 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 7/20/21.

Prior Experience in English & Math

Fall 2020				
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	66	50%	4,353	52%
Attempted College-level	9	7%	438	5%
Attempted Below College-level	2	2%	86	1%
No Prior Attempt (has placement)	23	18%	1,974	24%
No Prior Attempt (no placement)	31	24%	1,489	18%
College Math				
Completed College-level	61	47%	4,972	60%
Attempted College-level	3	2%	199	2%
Attempted Below College-level	4	3%	261	3%
No Prior Attempt (has placement)	37	28%	1,555	19%
No Prior Attempt (no placement)	26	20%	1,353	16%



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

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

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