



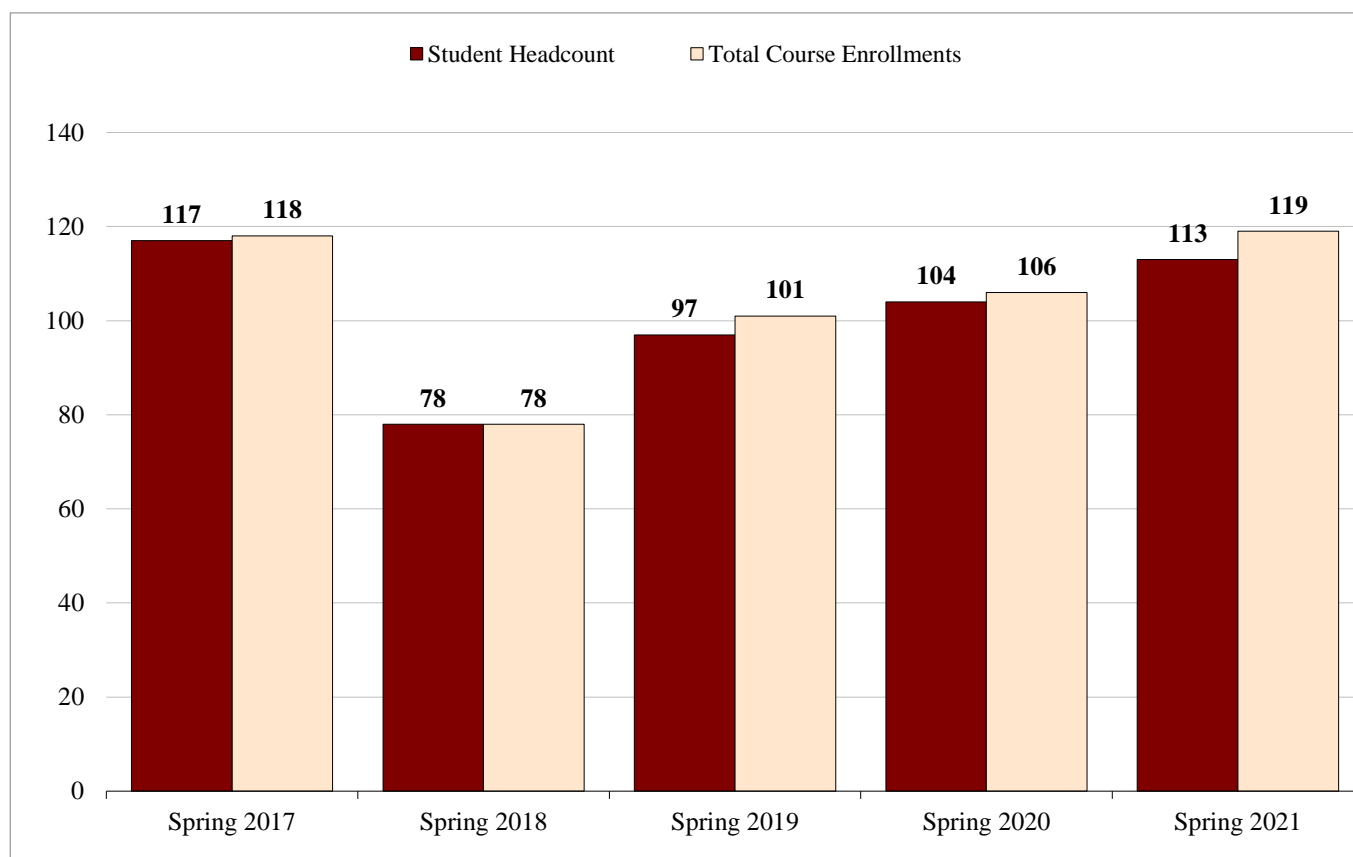
Las Positas College
Discipline Program Review Data Packet
Spring 2017 to Spring 2021

Discipline:
Marketing (MKTG)

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Headcount & Enrollment

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
Student Headcount	117	78	97	104	113
Total Course Enrollments	118	78	101	106	119



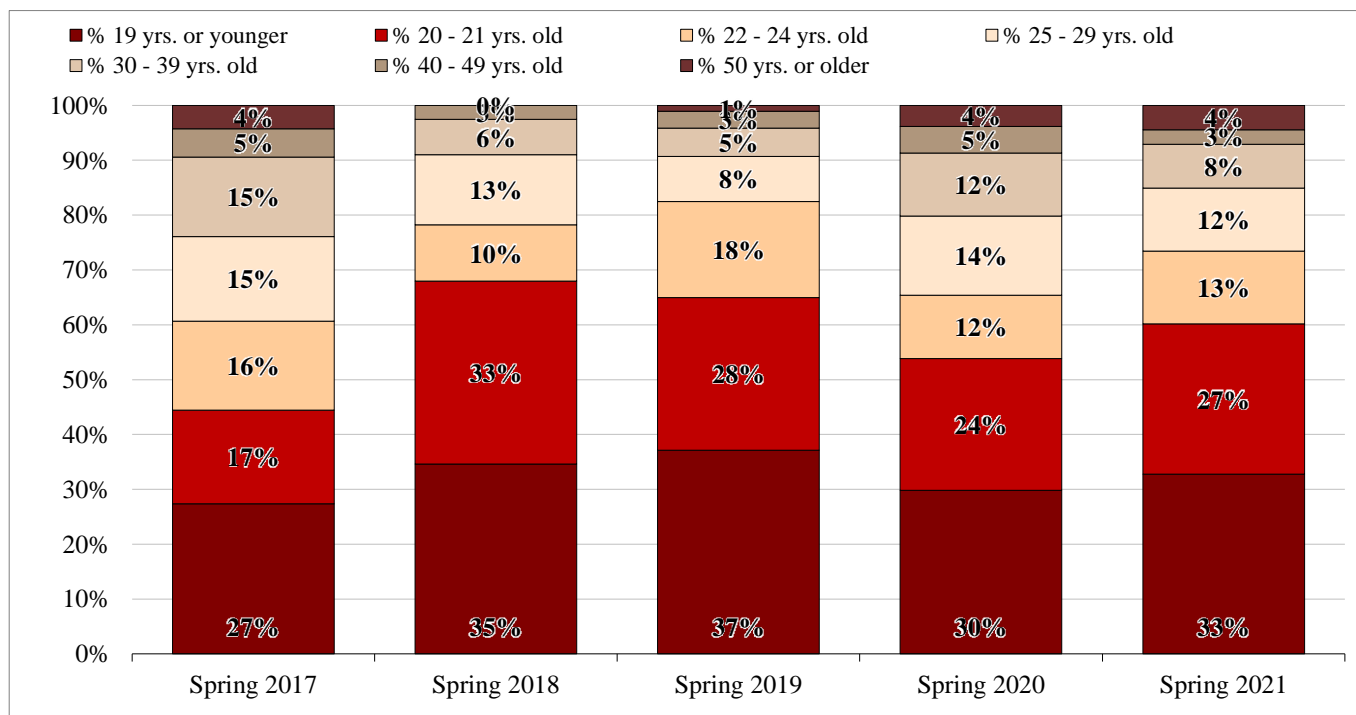
Definitions:

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.

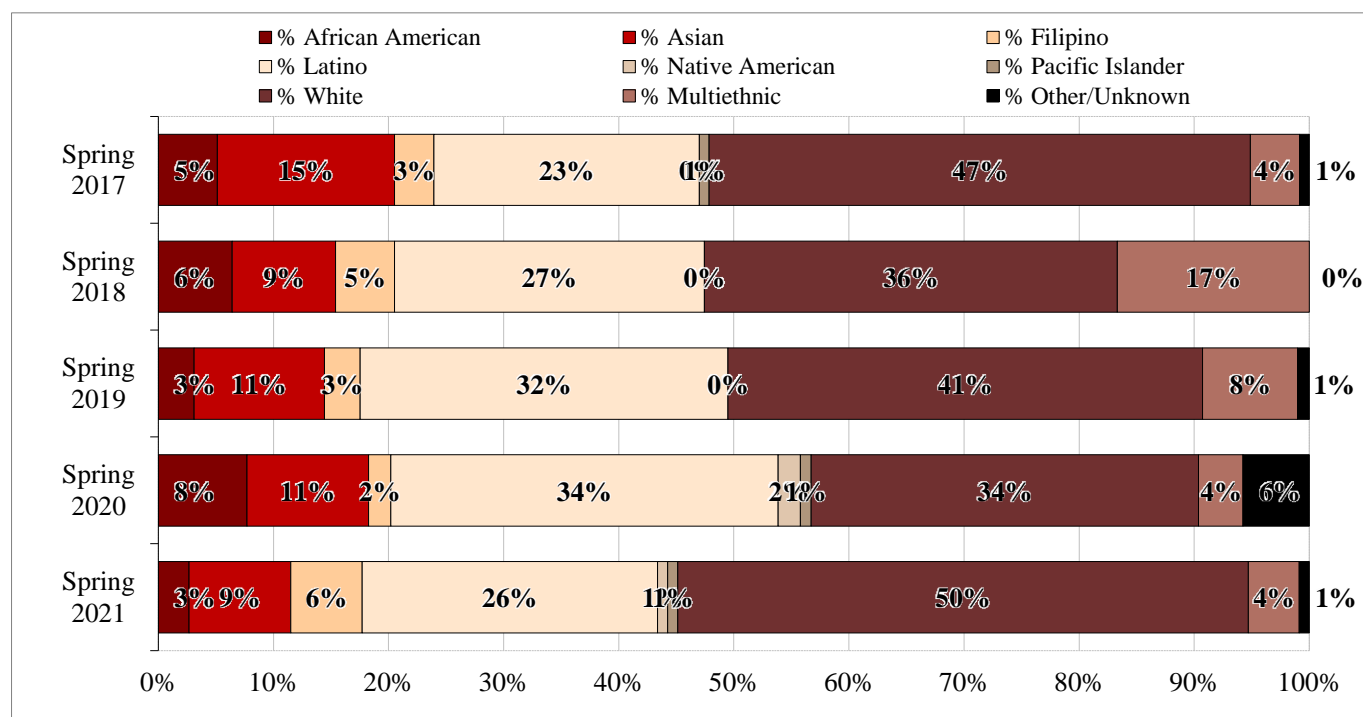
Student Demographics: Gender & Age

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
Female	42	31	44	45	58
Male	72	45	52	54	49
19 yrs. or younger	32	27	36	31	37
20-21 yrs. old	20	26	27	25	31
22-24 yrs. old	19	8	17	12	15
25-29 yrs. old	18	10	8	15	13
30-39 yrs. old	17	5	5	12	9
40-49 yrs. old	6	2	3	5	3
50 yrs. or older	5	0	1	4	5
% Female	37%	41%	46%	45%	54%
% Male	63%	59%	54%	55%	46%
% 19 yrs. or younger	27%	35%	37%	30%	33%
% 20 - 21 yrs. old	17%	33%	28%	24%	27%
% 22 - 24 yrs. old	16%	10%	18%	12%	13%
% 25 - 29 yrs. old	15%	13%	8%	14%	12%
% 30 - 39 yrs. old	15%	6%	5%	12%	8%
% 40 - 49 yrs. old	5%	3%	3%	5%	3%
% 50 yrs. or older	4%	0%	1%	4%	4%



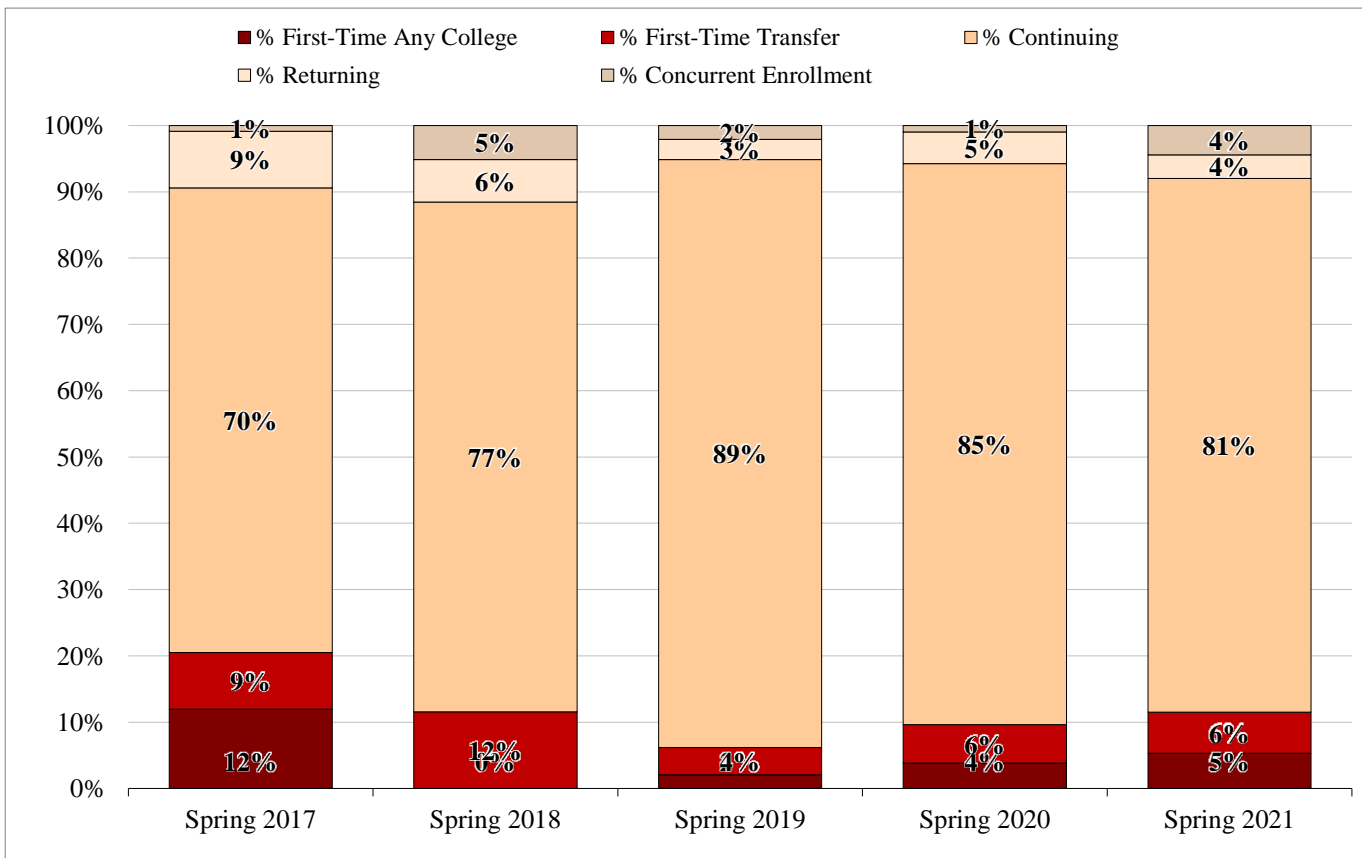
Student Demographic: Race-Ethnicity

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
African American	6	5	3	8	3
Asian	18	7	11	11	10
Filipino	4	4	3	2	7
Latino	27	21	31	35	29
Native American	0	0	0	2	1
Pacific Islander	1	0	0	1	1
White	55	28	40	35	56
Multiethnic	5	13	8	4	5
Other/Unknown	1	0	1	6	1
% African American	5%	6%	3%	8%	3%
% Asian	15%	9%	11%	11%	9%
% Filipino	3%	5%	3%	2%	6%
% Latino	23%	27%	32%	34%	26%
% Native American	0%	0%	0%	2%	1%
% Pacific Islander	1%	0%	0%	1%	1%
% White	47%	36%	41%	34%	50%
% Multiethnic	4%	17%	8%	4%	4%
% Other/Unknown	1%	0%	1%	6%	1%



Student Enrollment Status

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
First-Time Any College	14	0	2	4	6
First-Time Transfer	10	9	4	6	7
Continuing	82	60	86	88	91
Returning	10	5	3	5	4
Concurrent Enrollment	1	4	2	1	5
% First-Time Any College	12%	0%	2%	4%	5%
% First-Time Transfer	9%	12%	4%	6%	6%
% Continuing	70%	77%	89%	85%	81%
% Returning	9%	6%	3%	5%	4%
% Concurrent Enrollment	1%	5%	2%	1%	4%



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.

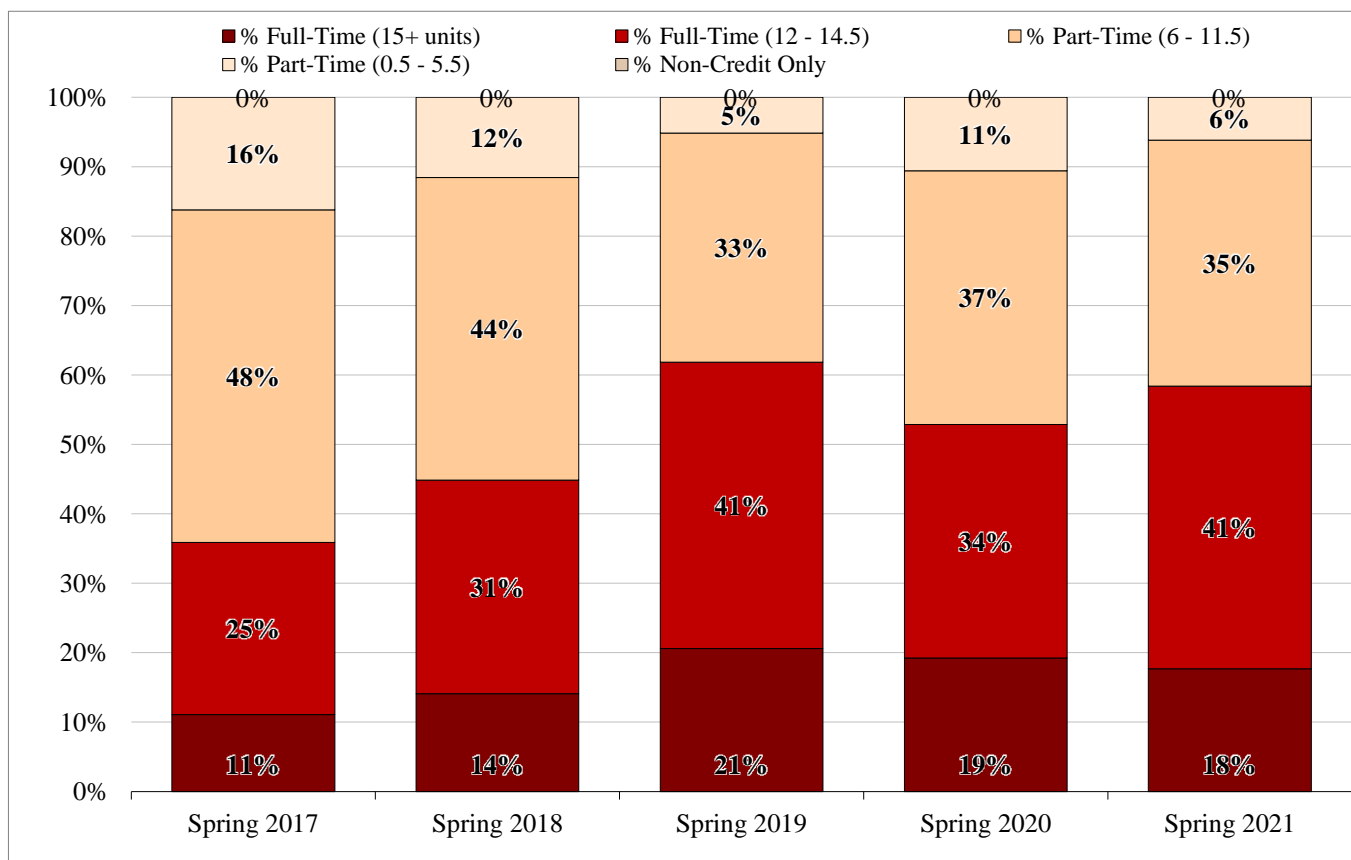
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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.

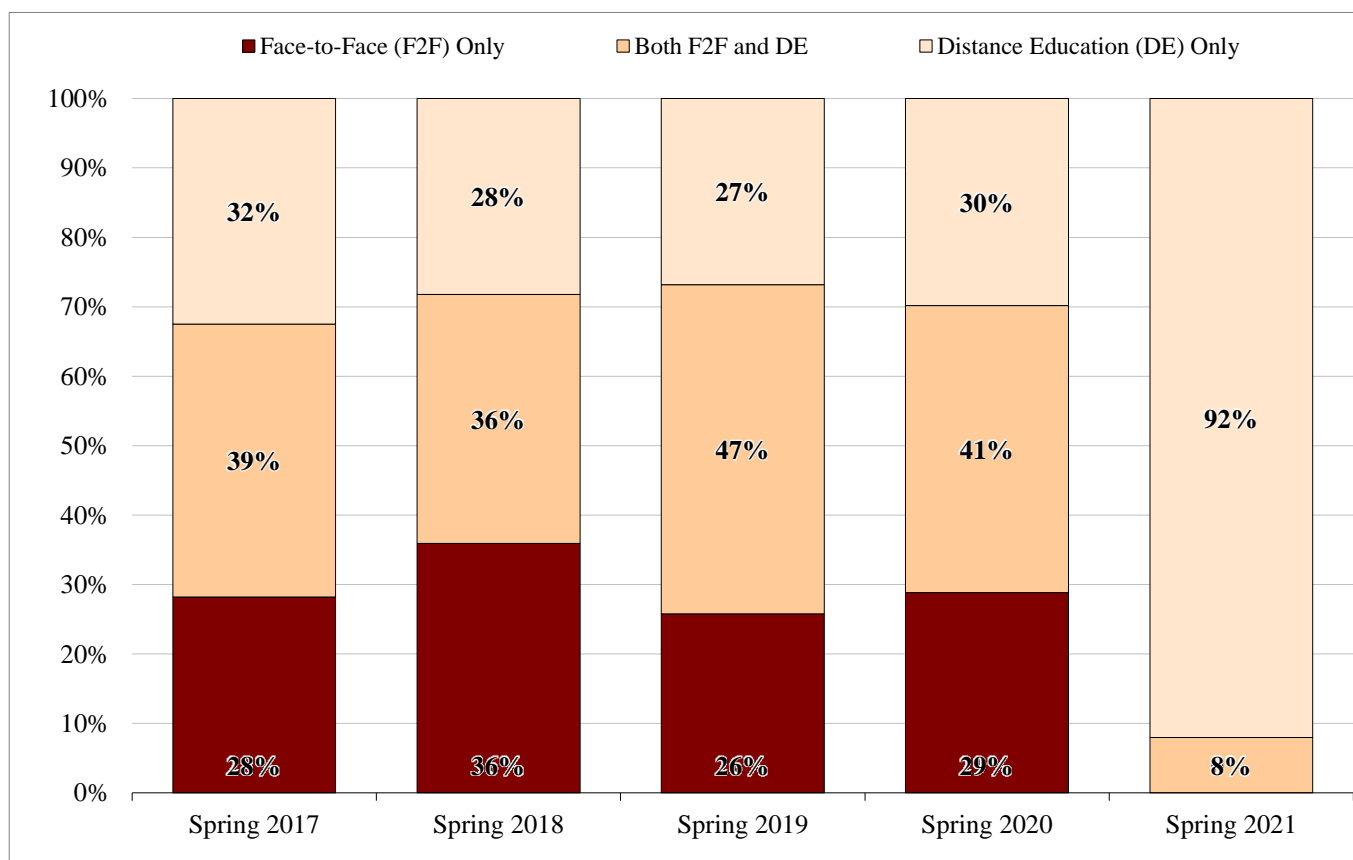
Student Unit Load

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
Full-Time (15+ units)	13	11	20	20	20
Full-Time (12 - 14.5)	29	24	40	35	46
Part-Time (6 - 11.5)	56	34	32	38	40
Part-Time (0.5 - 5.5)	19	9	5	11	7
Non-Credit Only	0	0	0	0	0
% Full-Time (15+ units)	11%	14%	21%	19%	18%
% Full-Time (12 - 14.5)	25%	31%	41%	34%	41%
% Part-Time (6 - 11.5)	48%	44%	33%	37%	35%
% Part-Time (0.5 - 5.5)	16%	12%	5%	11%	6%
% Non-Credit Only	0%	0%	0%	0%	0%



Students Using Distance Education

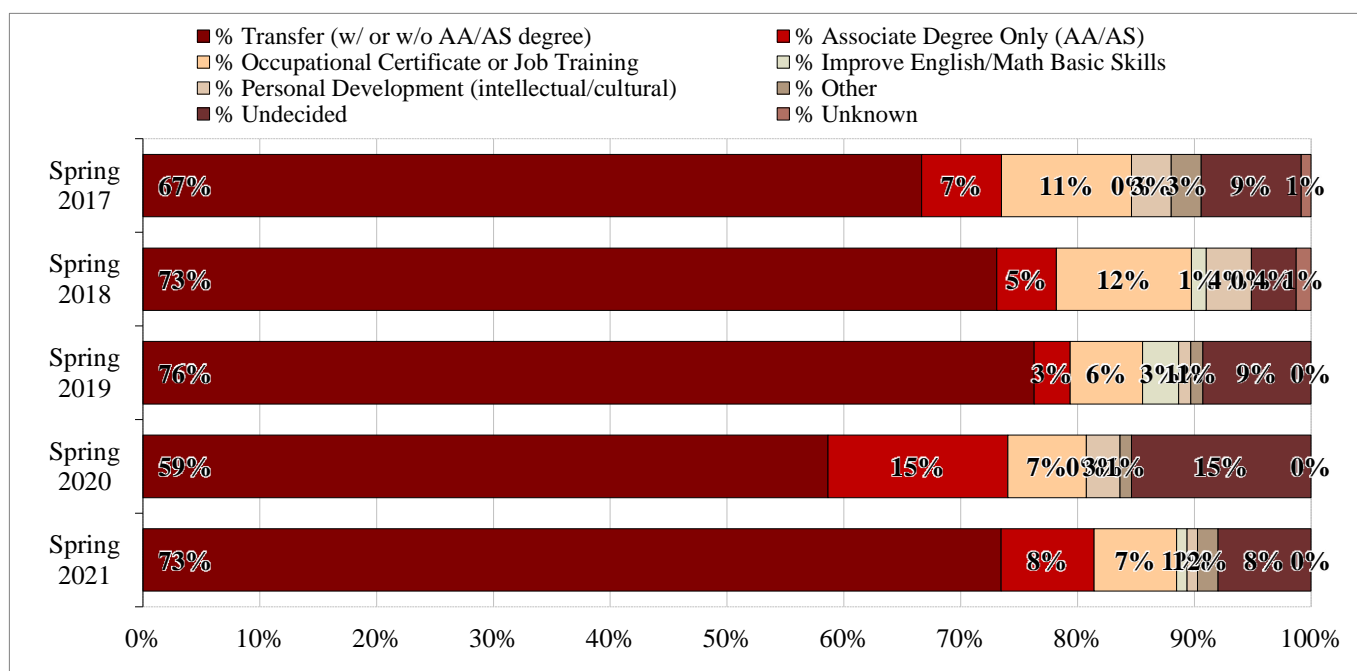
Marketing (MKTG)					
(Categories reflect college-wide coursework)	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
Face-to-Face (F2F) Only	33	28	25	30	0
Both F2F and DE	46	28	46	43	9
Distance Education (DE) Only	38	22	26	31	104
% Face-to-Face (F2F) Only	28%	36%	26%	29%	0%
% Both F2F and DE	39%	36%	47%	41%	8%
% Distance Education (DE) Only	32%	28%	27%	30%	92%



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				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
Transfer (w/ or w/o AA/AS degree)	78	57	74	61	83
Associate Degree Only (AA/AS)	8	4	3	16	9
Occupational Certificate or Job Training	13	9	6	7	8
Improve English/Math Basic Skills	0	1	3	0	1
Personal Development (intellectual/cultural)	4	3	1	3	1
Other	3	0	1	1	2
Undecided	10	3	9	16	9
Unknown	1	1	0	0	0
% Transfer (w/ or w/o AA/AS degree)	67%	73%	76%	59%	73%
% Associate Degree Only (AA/AS)	7%	5%	3%	15%	8%
% Occupational Certificate or Job Training	11%	12%	6%	7%	7%
% Improve English/Math Basic Skills	0%	1%	3%	0%	1%
% Personal Development (intellectual/cultural)	3%	4%	1%	3%	1%
% Other	3%	0%	1%	1%	2%
% Undecided	9%	4%	9%	15%	8%
% Unknown	1%	1%	0%	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.

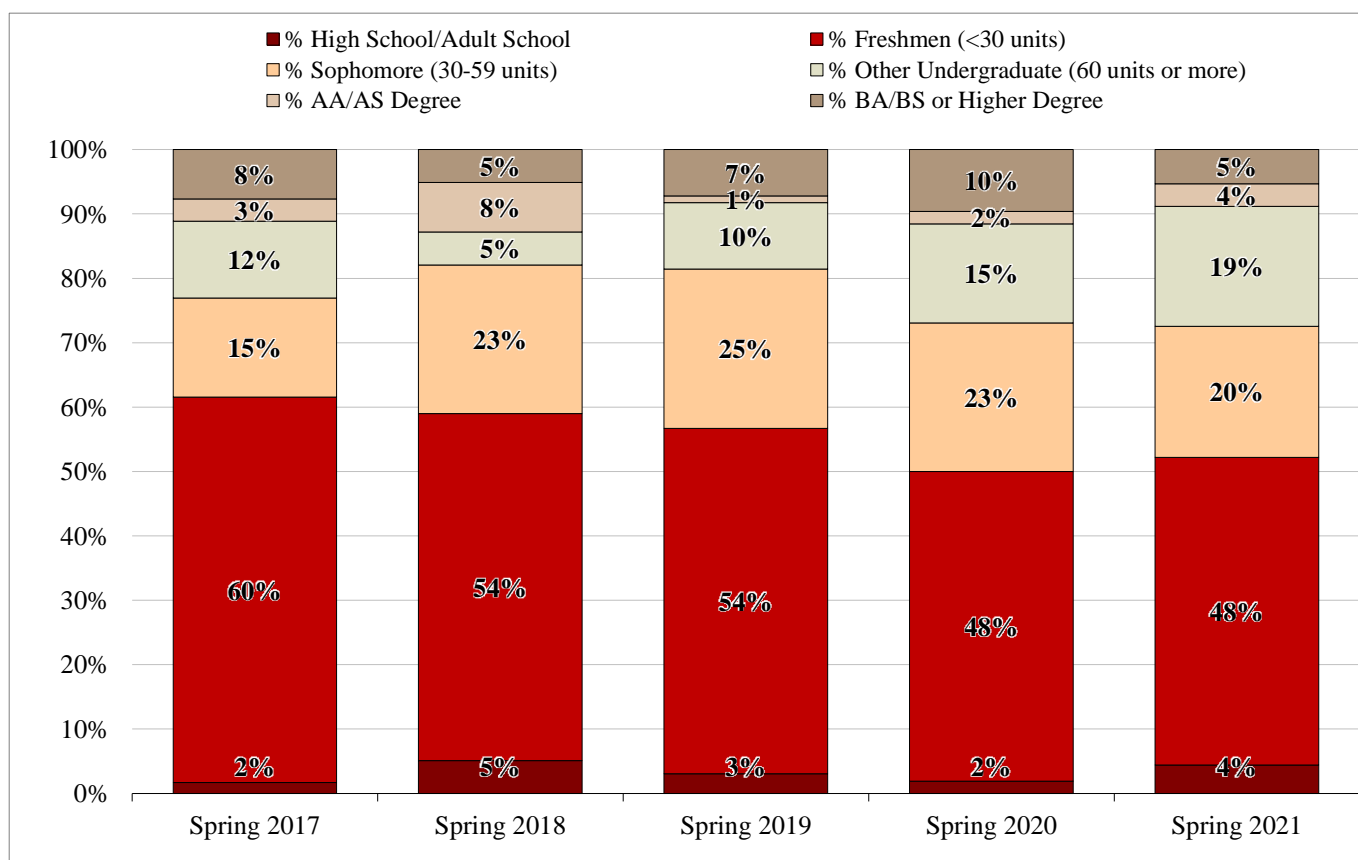
Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.

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.

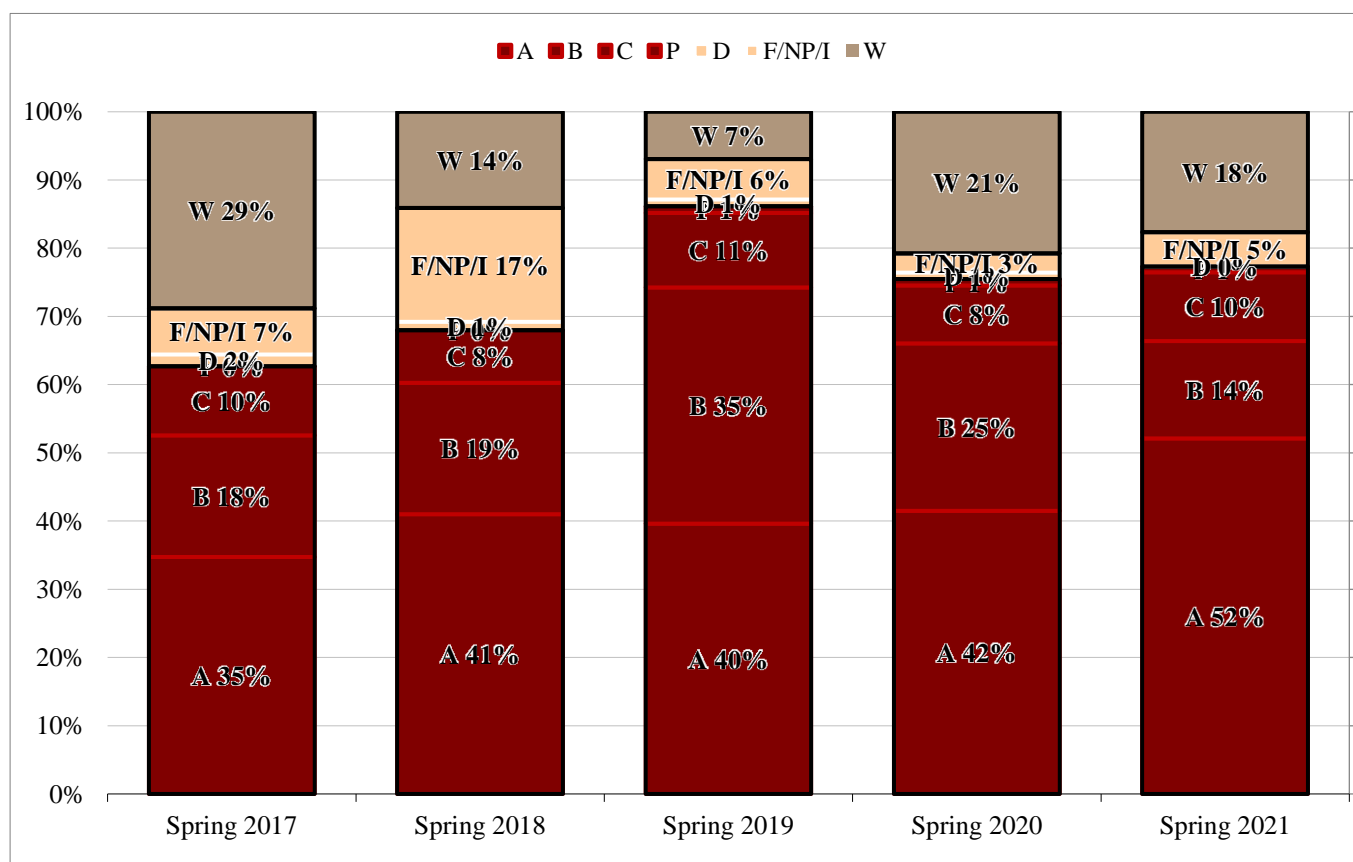
Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
High School/Adult School	2	4	3	2	5
Freshmen (<30 units)	70	42	52	50	54
Sophomore (30-59 units)	18	18	24	24	23
Other Undergraduate (60 units or more)	14	4	10	16	21
AA/AS Degree	4	6	1	2	4
BA/BS or Higher Degree	9	4	7	10	6
% High School/Adult School	2%	5%	3%	2%	4%
% Freshmen (<30 units)	60%	54%	54%	48%	48%
% Sophomore (30-59 units)	15%	23%	25%	23%	20%
% Other Undergraduate (60 units or more)	12%	5%	10%	15%	19%
% AA/AS Degree	3%	8%	1%	2%	4%
% BA/BS or Higher Degree	8%	5%	7%	10%	5%



Student Performance: Grade Distribution

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
Total Course Enrollments	118	78	101	106	119
Course Success Rates	63%	68%	86%	75%	77%
A	35%	41%	40%	42%	52%
B	18%	19%	35%	25%	14%
C	10%	8%	11%	8%	10%
P	0%	0%	1%	1%	1%
Course Non-Success Rate	8%	18%	7%	4%	5%
D	2%	1%	1%	1%	0%
F*	7%	17%	6%	3%	5%
Withdrawals (See Note)	29%	14%	7%	21%	18%



Definitions:

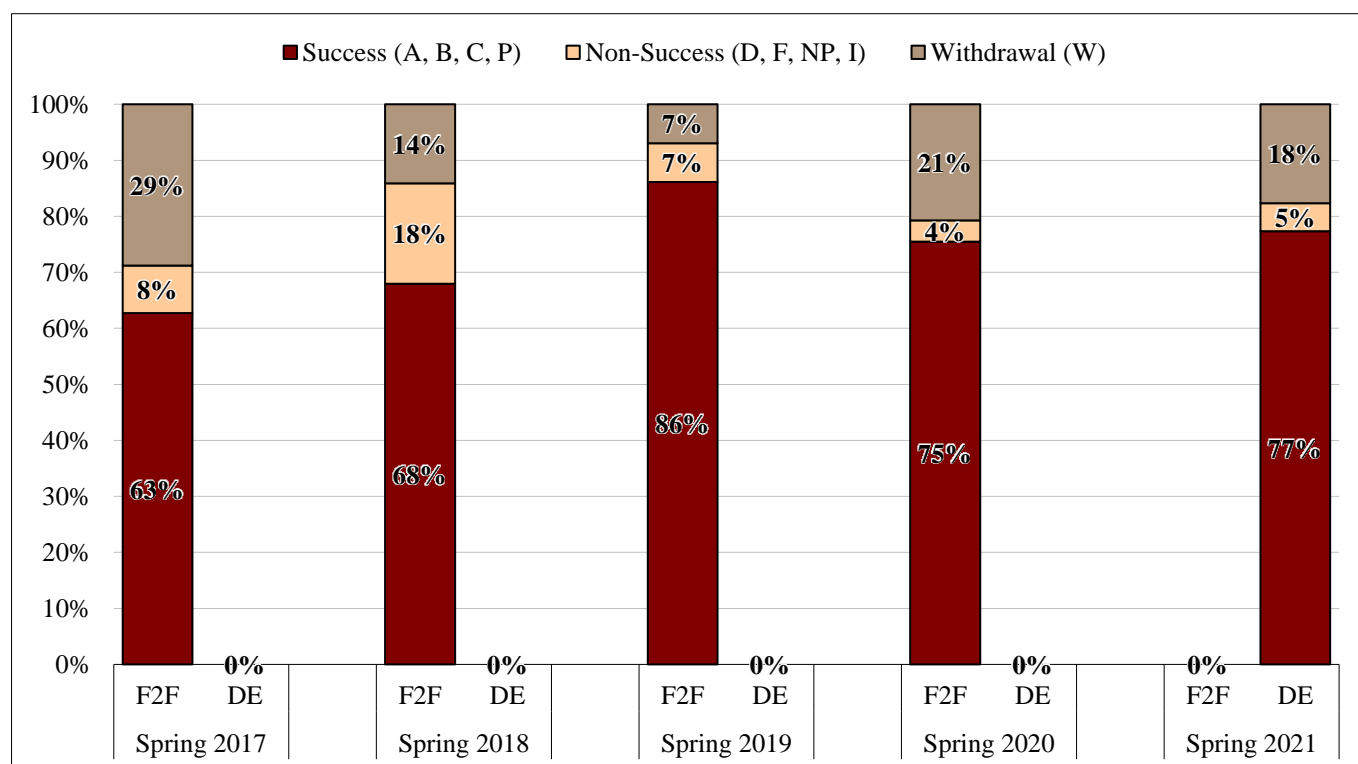
Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').

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				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
Total Course Enrollments	118	78	101	106	119
Face-to-Face (F2F) Sections	50	38	36	42	0
Success Rates	63%	68%	86%	75%	—
Non-Success Rates	8%	18%	7%	4%	—
Withdrawals	29%	14%	7%	21%	—
Distance Education (DE) Sections	68	40	65	64	119
Success Rates	—	—	—	—	77%
Non-Success Rates	—	—	—	—	5%
Withdrawals	—	—	—	—	18%



Definitions:

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

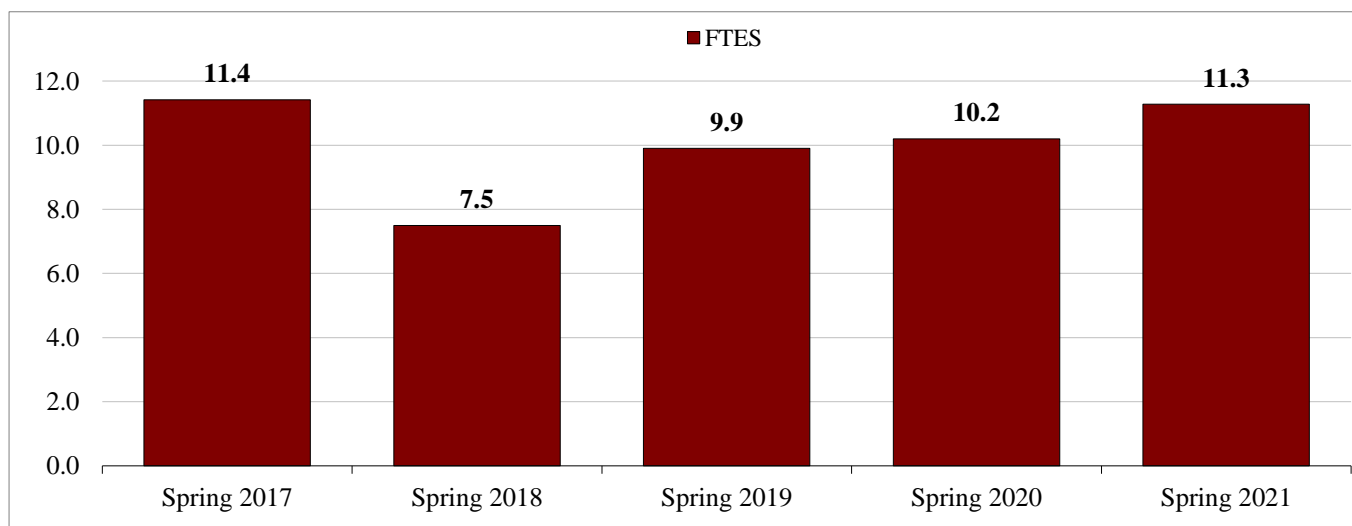
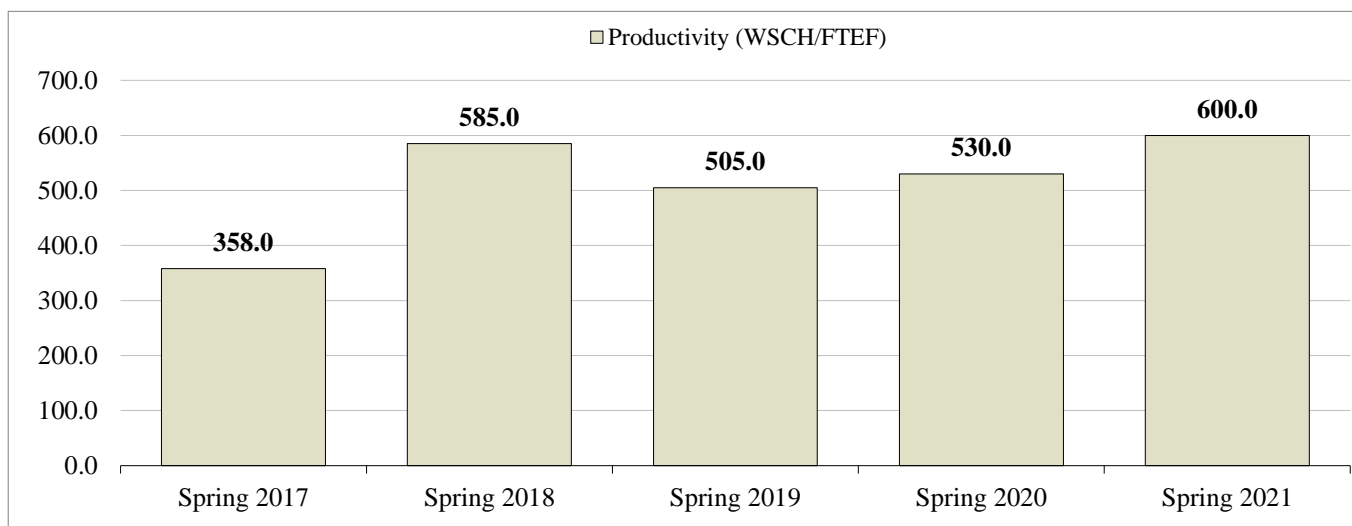
Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D', 'F', 'NP', 'T', 'NCD', 'NCF', or 'NCNP'.

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				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
WSCH	358	234	303	318	360
FTES	11.4	7.5	9.9	10.2	11.3
FTEF	1.0	0.4	0.6	0.6	0.6
Productivity (WSCH/FTEF)	358.0	585.0	505.0	530.0	600.0



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.

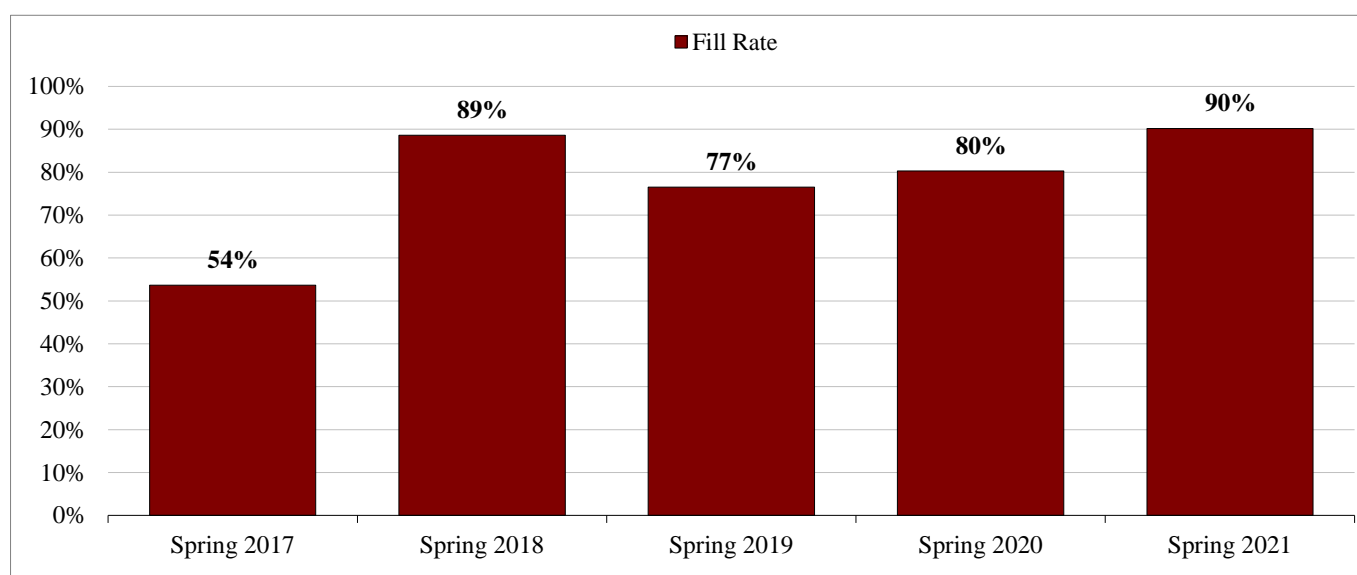
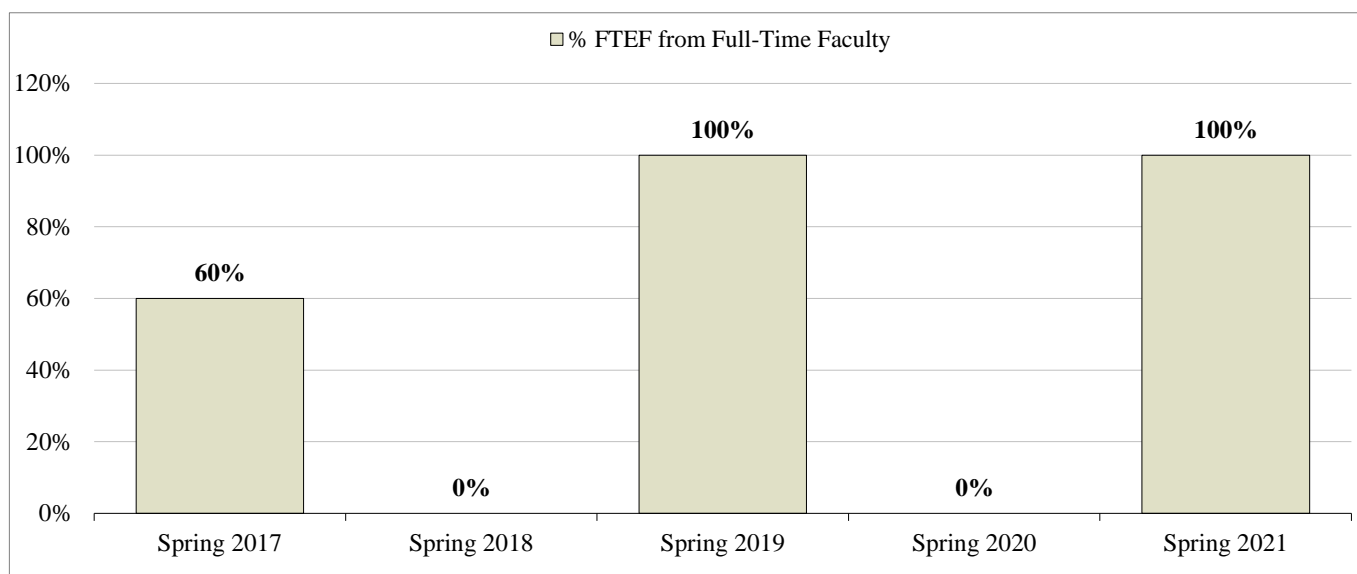
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

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 7/20/21.

Enrollment Management: Part 2

Marketing (MKTG)					
	Term				
	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021
FTEF from Full-Time Faculty	0.6	0.0	0.6	0.0	0.6
% FTEF from Full-Time Faculty	60%	0%	100%	0%	100%
Enrollments	118	78	101	106	119
Capacity (seats available)	220	88	132	132	132
Fill Rate	54%	89%	77%	80%	90%


Definitions:

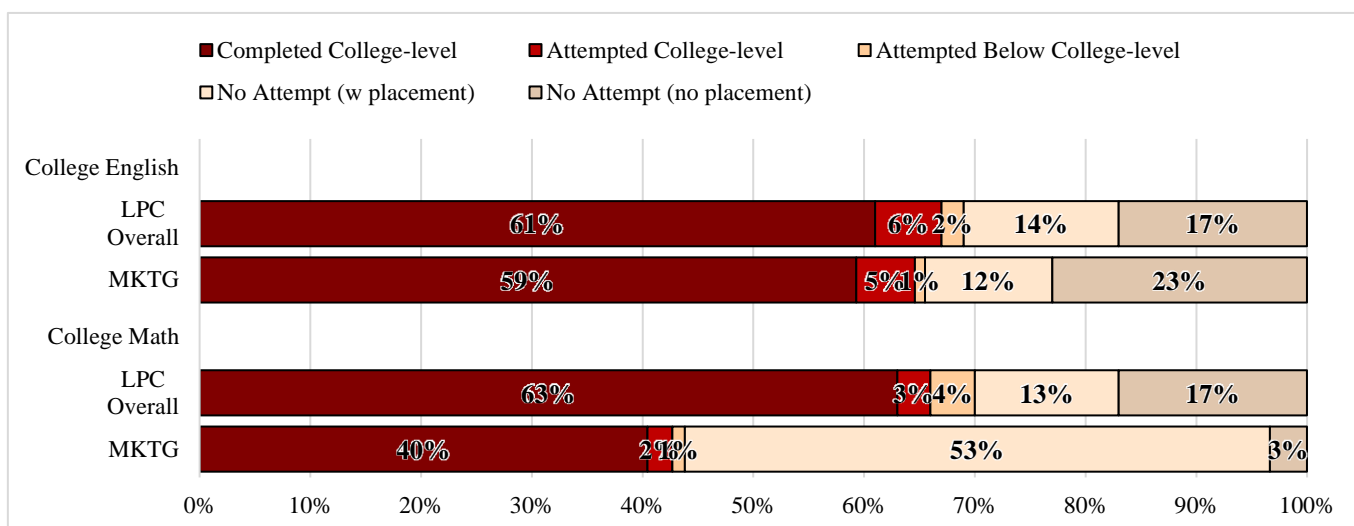
Fill Rate is number of enrollments over the total capacity (seats available).

% 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.

Prior Experience in English & Math

	Spring 2021			
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	67	59%	4,882	61%
Attempted College-level	6	5%	547	7%
Attempted Below College-level	1	1%	65	1%
No Prior Attempt (has placement)	13	12%	1,066	13%
No Prior Attempt (no placement)	26	23%	1,485	18%
College Math				
Completed College-level	36	40%	5,173	64%
Attempted College-level	2	2%	186	2%
Attempted Below College-level	1	1%	217	3%
No Prior Attempt (has placement)	47	53%	1,126	14%
No Prior Attempt (no placement)	3	3%	1,343	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 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.