Las Positas College

Discipline Program Review Data Packet

Fall 2017 to Fall 2021
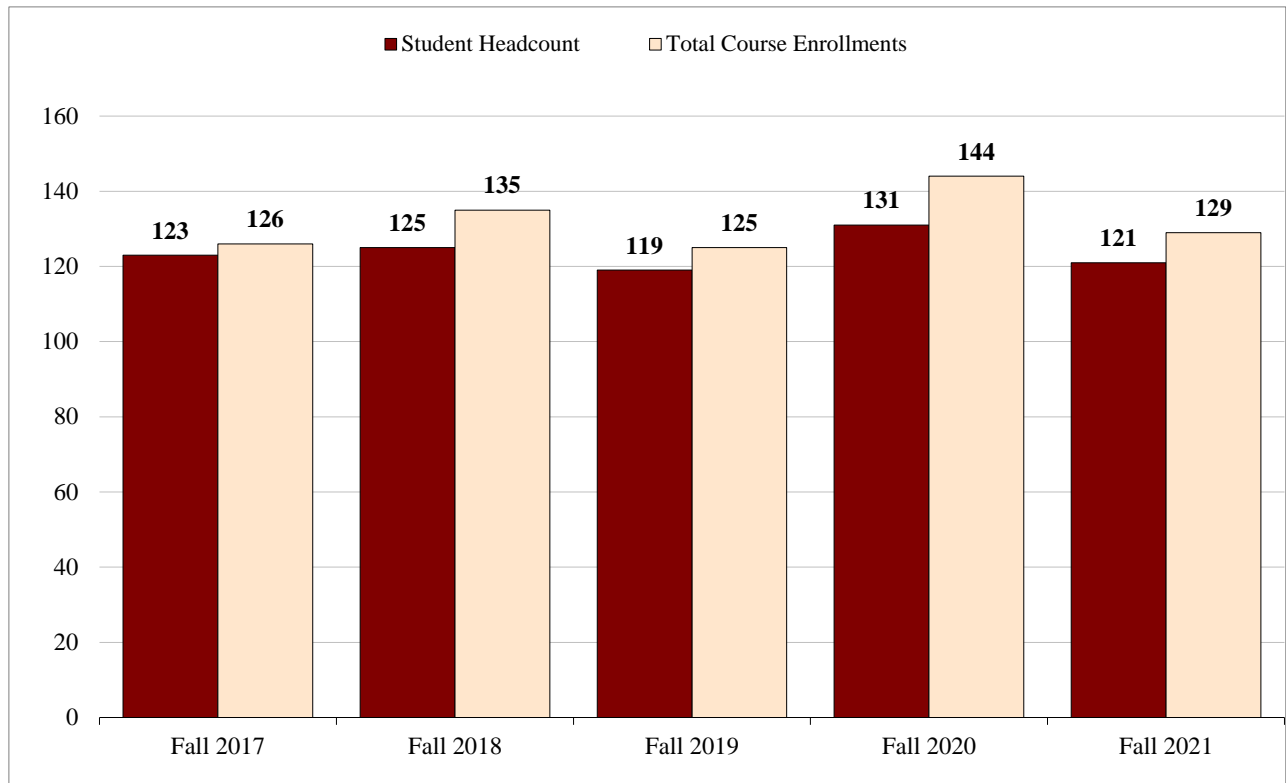
Discipline:

Marketing (MKTG)

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Headcount & Enrollment

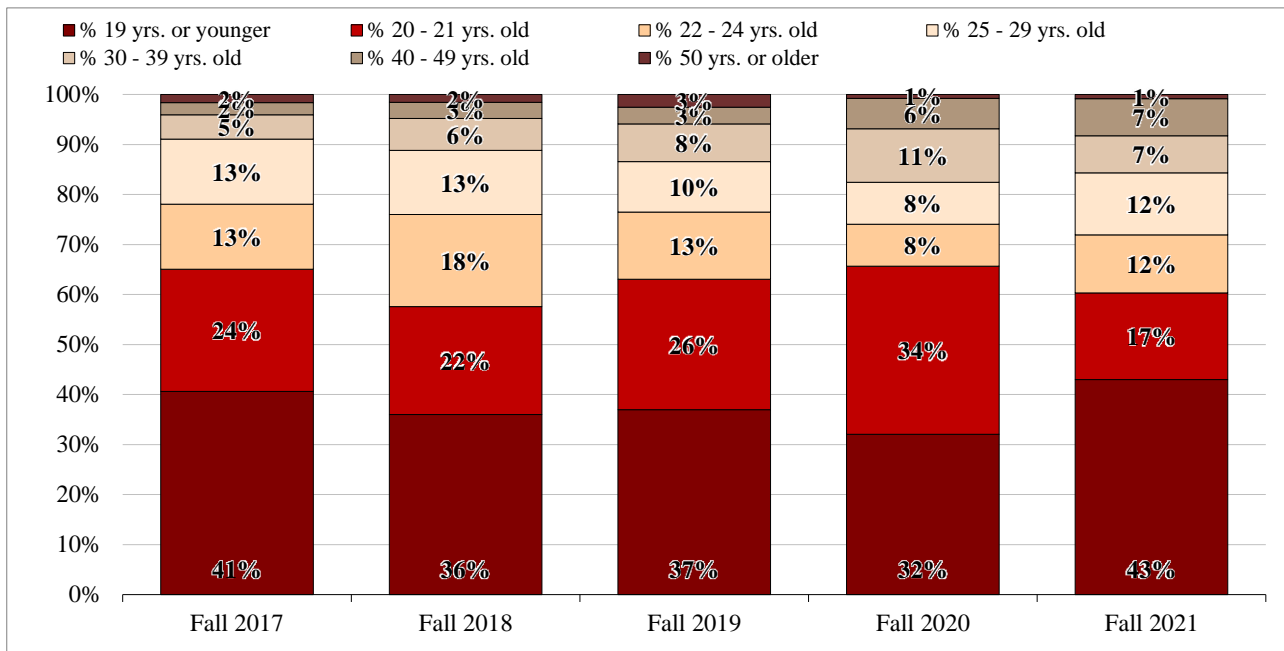| Marketing (MKTG)					
	Term				
	Fall 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
Student Headcount	123	125	119	131	121
Total Course Enrollments	126	135	125	144	129

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 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
Female	46	41	50	63	62
Male	75	81	65	65	56
19 yrs. or younger	50	45	44	42	52
20-21 yrs. old	30	27	31	44	21
22-24 yrs. old	16	23	16	11	14
25-29 yrs. old	16	16	12	11	15
30-39 yrs. old	6	8	9	14	9
40-49 yrs. old	3	4	4	8	9
50 yrs. or older	2	2	3	1	1
% Female	38%	34%	43%	49%	53%
% Male	62%	66%	57%	51%	47%
% 19 yrs. or younger	41%	36%	37%	32%	43%
% 20 - 21 yrs. old	24%	22%	26%	34%	17%
% 22 - 24 yrs. old	13%	18%	13%	8%	12%
% 25 - 29 yrs. old	13%	13%	10%	8%	12%
% 30 - 39 yrs. old	5%	6%	8%	11%	7%
% 40 - 49 yrs. old	2%	3%	3%	6%	7%
% 50 yrs. or older	2%	2%	3%	1%	1%

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Student Demographic: Race-Ethnicity

Marketing (MKTG)					
	Term				
	Fall 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
African American	5	4	3	6	8
Asian	14	19	12	18	13
Filipino	4	9	5	9	9
Latino	31	29	37	45	36
Native American	1	1	0	0	0
Pacific Islander	0	0	0	2	0
White	57	52	48	40	41
Multiethnic	10	10	10	11	11
Other/Unknown	1	1	4	0	3
% African American	4%	3%	3%	5%	7%
% Asian	11%	15%	10%	14%	11%
% Filipino	3%	7%	4%	7%	7%
% Latino	25%	23%	31%	34%	30%
% Native American	1%	1%	0%	0%	0%
% Pacific Islander	0%	0%	0%	2%	0%
% White	46%	42%	40%	31%	34%
% Multiethnic	8%	8%	8%	8%	9%
% Other/Unknown	1%	1%	3%	0%	2%
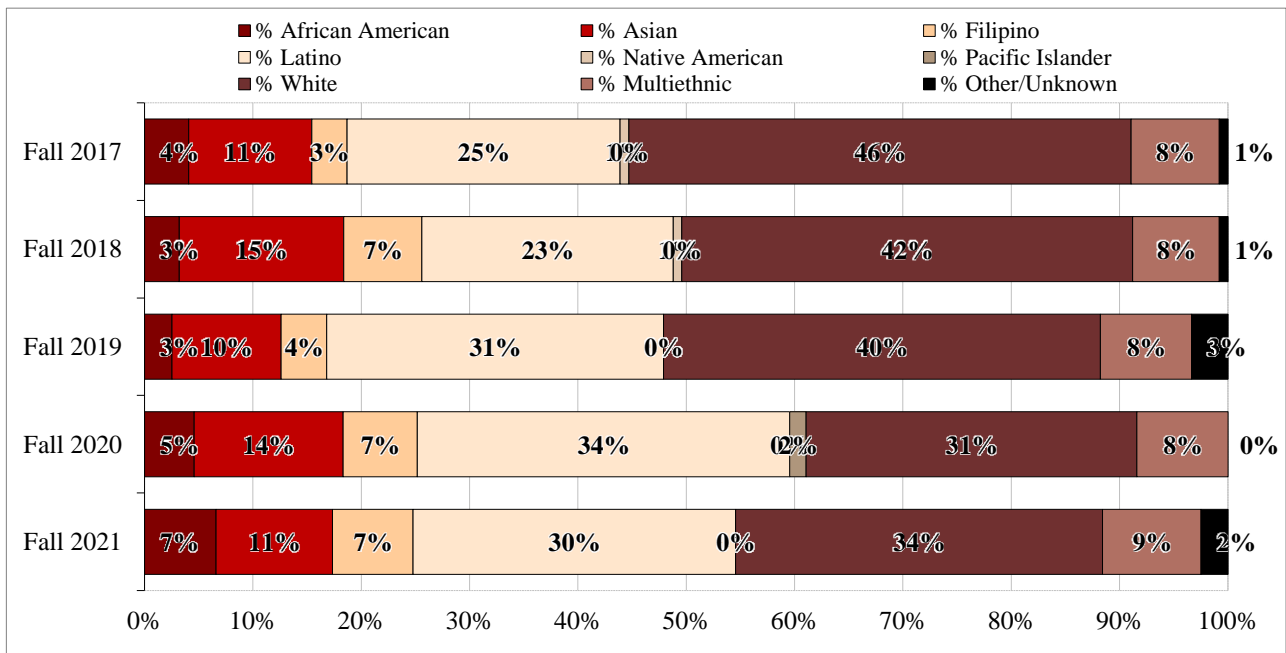
Student Enrollment Status

Marketing (MKTG)					
	Term				
	Fall 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
First-Time Any College	27	19	25	27	29
First-Time Transfer	16	19	5	3	6
Continuing	72	76	80	93	79
Returning	5	10	8	7	5
Concurrent Enrollment	3	1	1	1	2
% First-Time Any College	22%	15%	21%	21%	24%
% First-Time Transfer	13%	15%	4%	2%	5%
% Continuing	59%	61%	67%	71%	65%
% Returning	4%	8%	7%	5%	4%
% Concurrent Enrollment	2%	1%	1%	1%	2%
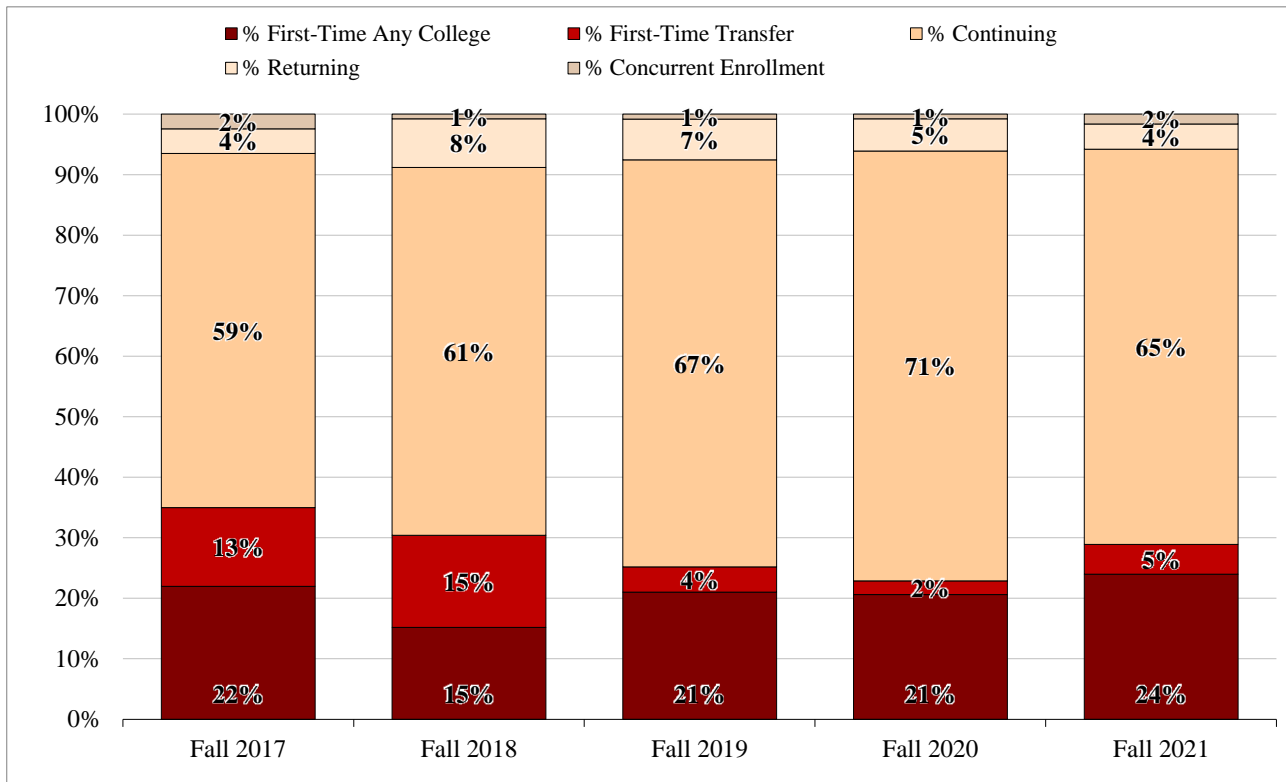
Definitions:

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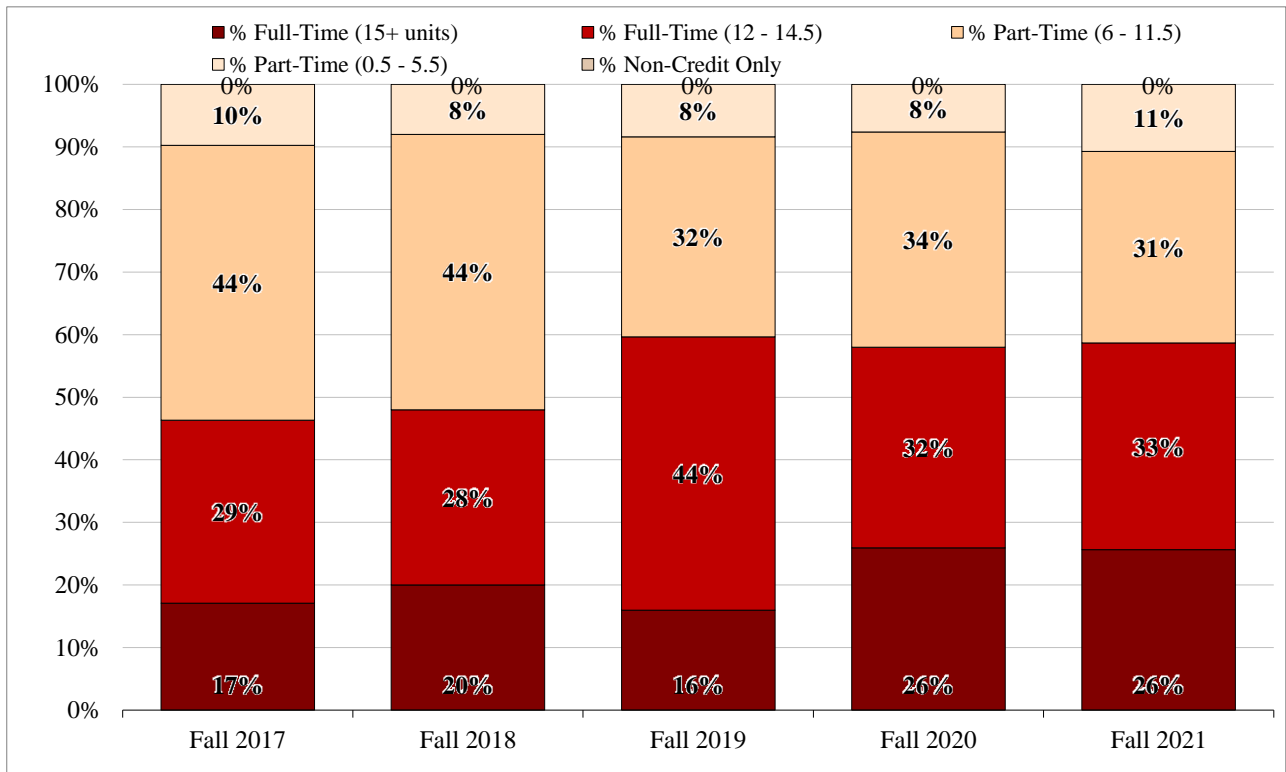
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

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				
	Fall 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
Full-Time (15+ units)	21	25	19	34	31
Full-Time (12 - 14.5)	36	35	52	42	40
Part-Time (6 - 11.5)	54	55	38	45	37
Part-Time (0.5 - 5.5)	12	10	10	10	13
Non-Credit Only	0	0	0	0	0
% Full-Time (15+ units)	17%	20%	16%	26%	26%
% Full-Time (12 - 14.5)	29%	28%	44%	32%	33%
% Part-Time (6 - 11.5)	44%	44%	32%	34%	31%
% Part-Time (0.5 - 5.5)	10%	8%	8%	8%	11%
% Non-Credit Only	0%	0%	0%	0%	0%

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Students Using Distance Education

| Marketing (MKTG)					
	Term				
(Categories reflect college-wide coursework)	**Fall 2017**	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
Face-to-Face (F2F) Only	61	43	30	0	0
Both F2F and DE	39	52	49	0	26
Distance Education (DE) Only	23	30	40	131	95
% Face-to-Face (F2F) Only	50%	34%	25%	0%	0%
% Both F2F and DE	32%	42%	41%	0%	21%
% Distance Education (DE) Only	19%	24%	34%	100%	79%
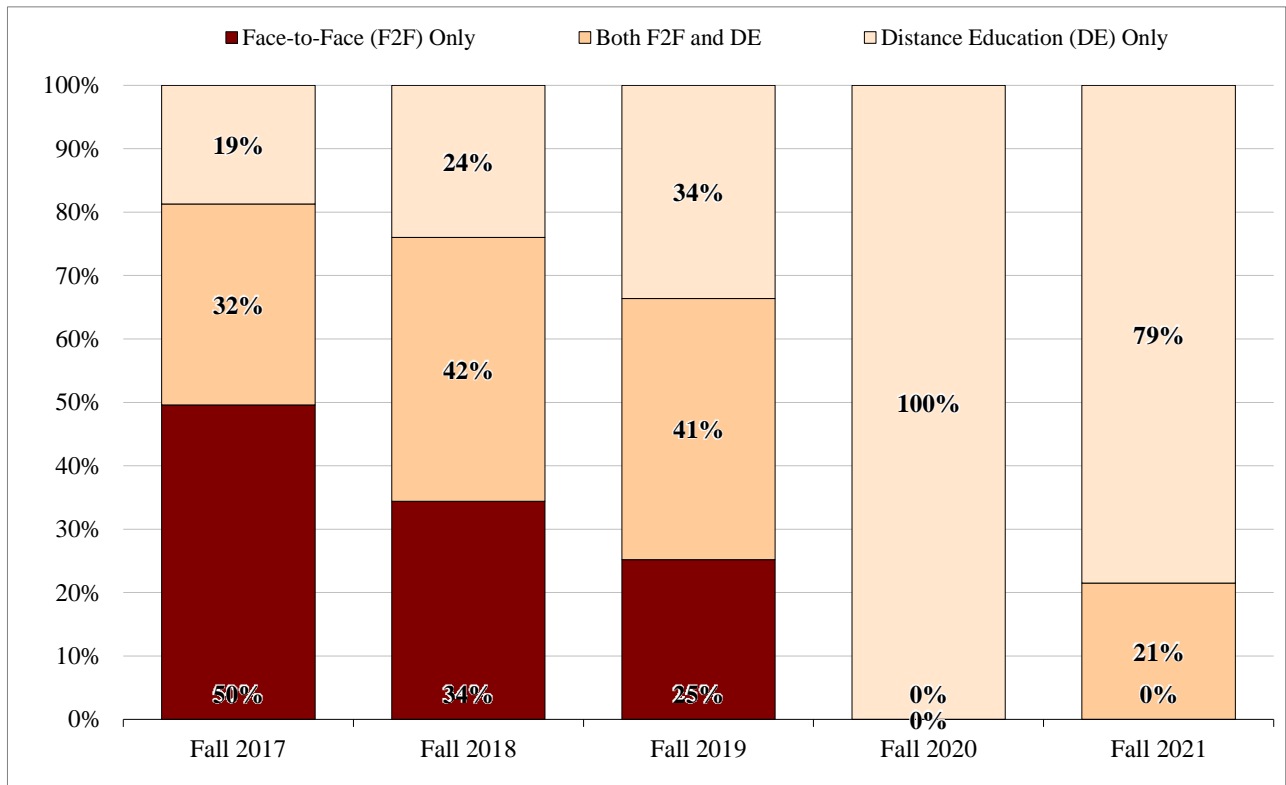
Definitions:

Distance Education (DE) includes enrollments in courses with section numbers designated as courses with 51% or more of instruction delivered online.

Due to the COVID-19 pandemic, 2020-21 DE courses were distinguished through provisional designations.

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Student Educational Goal

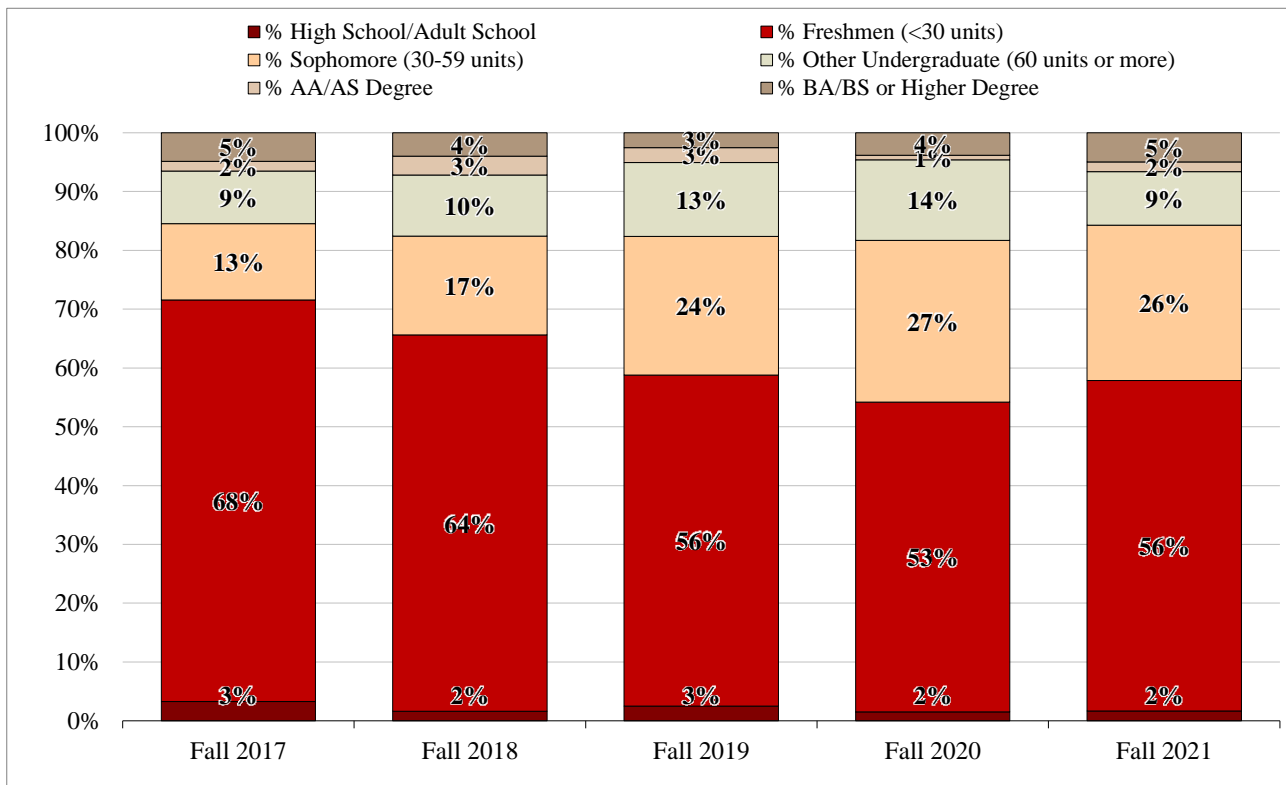| Marketing (MKTG)					
	Term				
	Fall 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
Transfer (w/ or w/o AA/AS degree)	84	90	89	88	85
Associate Degree Only (AA/AS)	7	6	7	14	9
Occupational Certificate or Job Training	13	13	9	11	11
Improve English/Math Basic Skills	3	1	0	0	1
Personal Development (intellectual/cultural)	3	1	2	2	3
Other	0	2	2	2	0
Undecided	12	11	10	14	12
Unknown	1	1	0	0	0
% Transfer (w/ or w/o AA/AS degree)	68%	72%	75%	67%	70%
% Associate Degree Only (AA/AS)	6%	5%	6%	11%	7%
% Occupational Certificate or Job Training	11%	10%	8%	8%	9%
% Improve English/Math Basic Skills	2%	1%	0%	0%	1%
% Personal Development (intellectual/cultural)	2%	1%	2%	2%	2%
% Other	0%	2%	2%	2%	0%
% Undecided	10%	9%	8%	11%	10%
% Unknown	1%	1%	0%	0%	0%
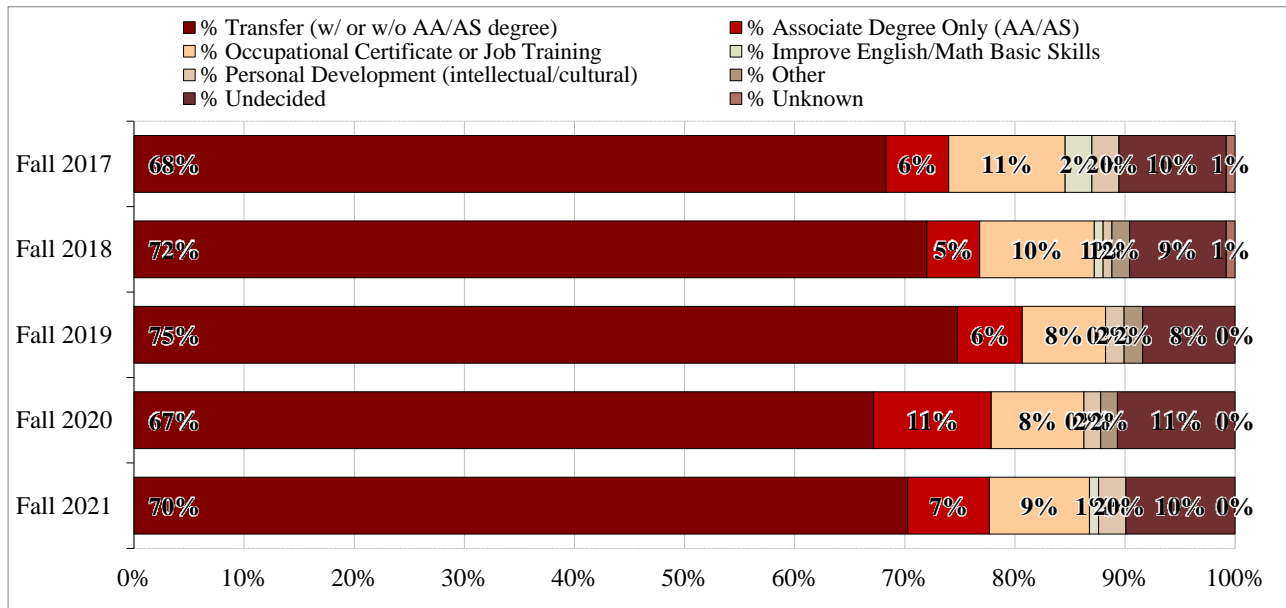
Definitions:

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				
	Fall 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
High School/Adult School	4	2	3	2	2
Freshmen (<30 units)	84	80	67	69	68
Sophomore (30-59 units)	16	21	28	36	32
Other Undergraduate (60 units or more)	11	13	15	18	11
AA/AS Degree	2	4	3	1	2
BA/BS or Higher Degree	6	5	3	5	6
% High School/Adult School	3%	2%	3%	2%	2%
% Freshmen (<30 units)	68%	64%	56%	53%	56%
% Sophomore (30-59 units)	13%	17%	24%	27%	26%
% Other Undergraduate (60 units or more)	9%	10%	13%	14%	9%
% AA/AS Degree	2%	3%	3%	1%	2%
% BA/BS or Higher Degree	5%	4%	3%	4%	5%

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Student Performance: Grade Distribution

| Marketing (MKTG)					
	Term				
	Fall 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
Total Course Enrollments	**126**	**135**	**125**	**144**	**129**
Course Success Rates	**60%**	**81%**	**77%**	**78%**	**68%**
A	22%	41%	45%	48%	45%
B	22%	25%	22%	20%	19%
C	16%	15%	9%	10%	3%
P	0%	0%	1%	0%	1%
Course Non-Success Rate	**21%**	**8%**	**14%**	**11%**	**13%**
D	7%	2%	4%	2%	3%
F*	14%	6%	10%	9%	10%
Withdrawals (See Note)	**18%**	**11%**	**9%**	**11%**	**19%**
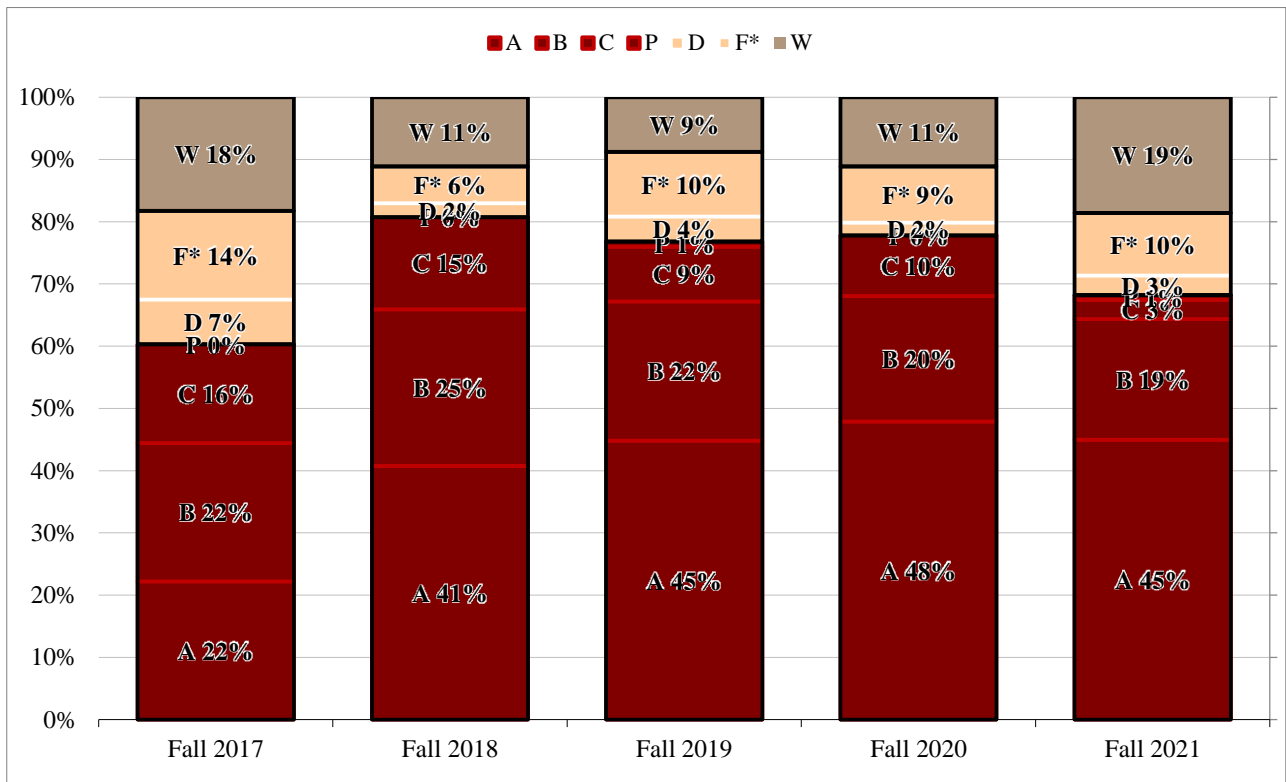
Definitions:

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', 'I', '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 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Total Course Enrollments	**126**	**135**	**125**	**144**	**129**
Face-to-Face (F2F) Sections	**85**	**58**	**39**	**0**	**0**
Success Rates	64%	76%	82%	—	—
Non-Success Rates	19%	12%	8%	—	—
Withdrawals	18%	12%	10%	—	—
Distance Education (DE) Sections	**41**	**77**	**86**	**144**	**129**
Success Rates	54%	84%	74%	78%	68%
Non-Success Rates	27%	5%	17%	11%	13%
Withdrawals	20%	10%	8%	11%	19%
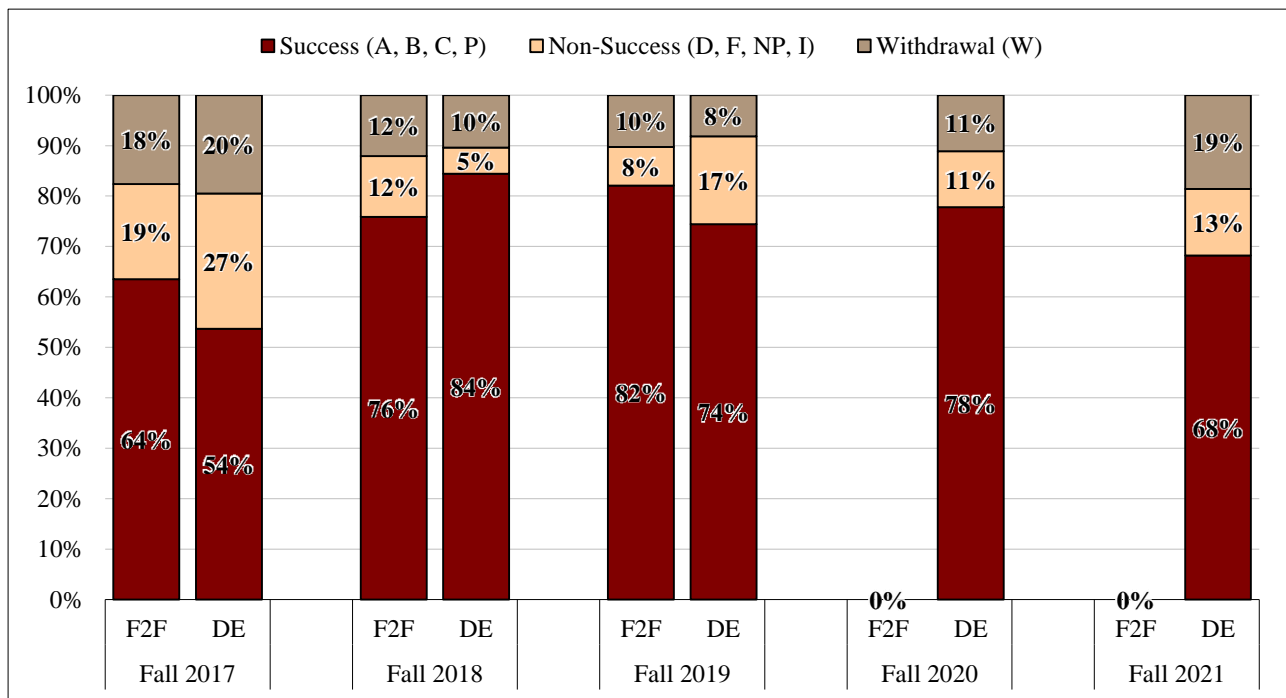
Definitions:

Course Success Rate: Share of course enrollments resulting in a passing grade ('A', 'B', 'C', 'P', 'NCA', 'NCB', 'NCC', or 'NCP').
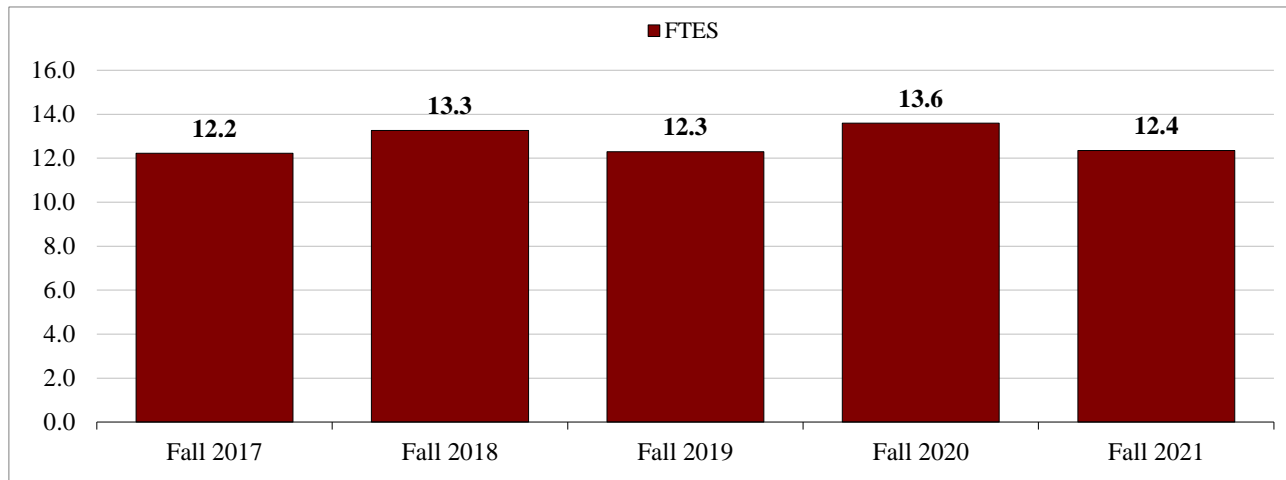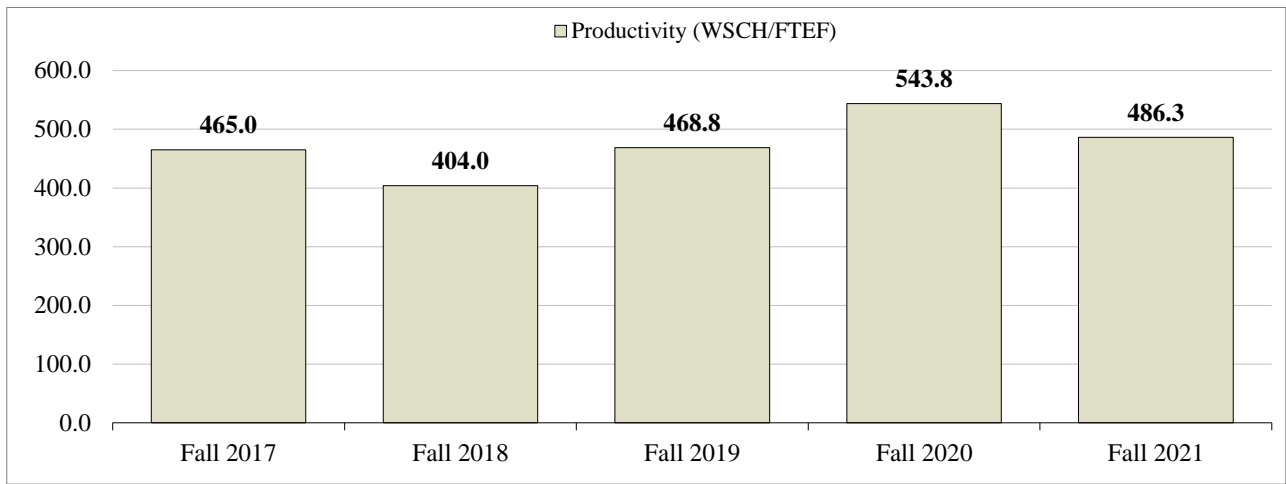
Course Non-Success Rate: Share of course enrollments resulting in a grade of 'D', 'F', 'NP', 'I', 'NCD', 'NCF', or 'NCNP'.

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 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
WSCH	372	404	375	435	389
FTES	12.2	13.3	12.3	13.6	12.4
FTEF	0.8	1.0	0.8	0.8	0.8
Productivity (WSCH/FTEF)	465.0	404.0	468.8	543.8	486.3

Productivity (WSCH/FTEF)

Term	Value
Fall 2017	465.0
Fall 2018	404.0
Fall 2019	468.8
Fall 2020	543.8
Fall 2021	486.3

FTES

Term	Value
Fall 2017	12.2
Fall 2018	13.3
Fall 2019	12.3
Fall 2020	13.6
Fall 2021	12.4

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 2017	**Fall 2018**	**Fall 2019**	**Fall 2020**	**Fall 2021**
FTEF from Full-Time Faculty	0.0	0.6	0.6	0.4	0.4
% FTEF from Full-Time Faculty	0%	60%	75%	50%	50%
Enrollments	126	135	125	144	129
Capacity (seats available)	176	220	176	176	176
Fill Rate	72%	61%	71%	82%	73%
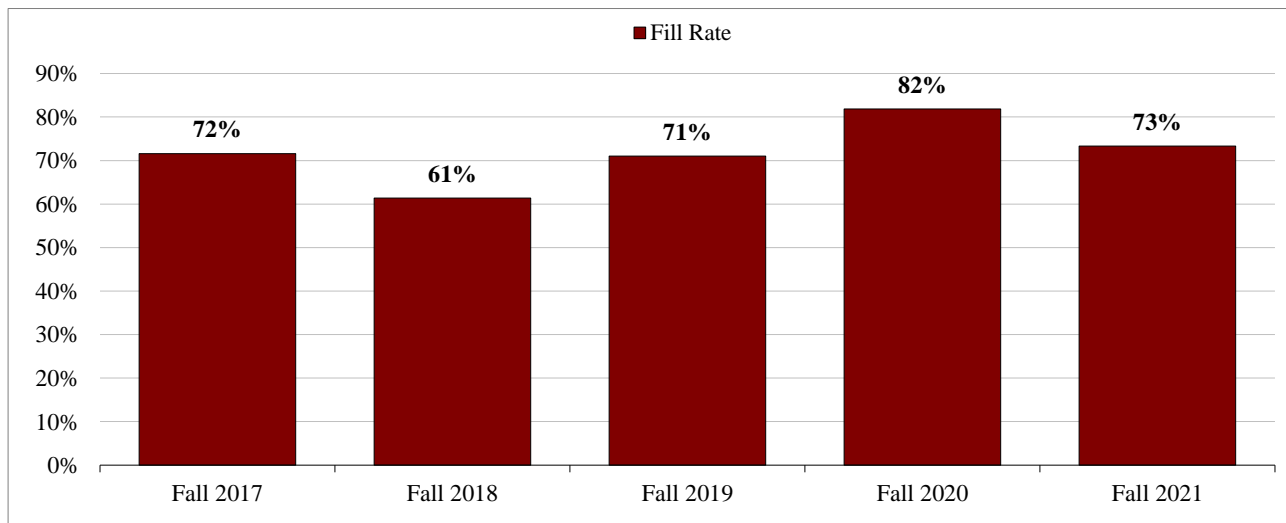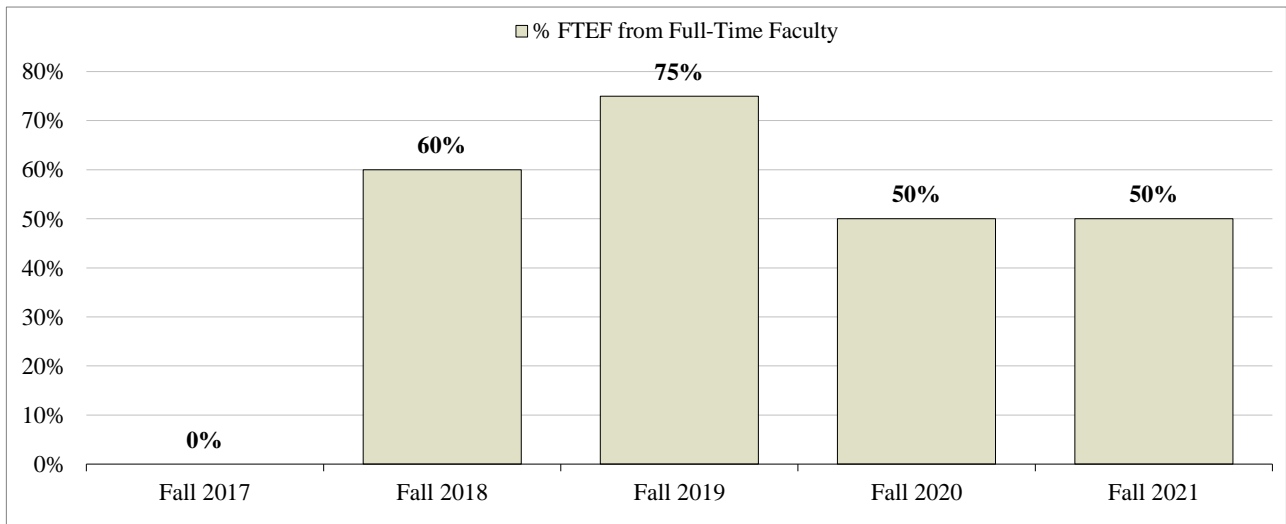
Definitions:

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 2021				
	MKTG		**LPC Overall**	
	Num	**Pct**	**Num**	**Pct**
College English				
Completed College-level	56	46%	3,849	52%
Attempted College-level	9	7%	430	6%
Attempted Below College-level	1	1%	46	1%
No Prior Attempt (has placement)	33	27%	1,845	25%
No Prior Attempt (no placement)	22	18%	1,202	16%
College Math				
Completed College-level	59	49%	4,530	61%
Attempted College-level	5	4%	132	2%
Attempted Below College-level	3	2%	181	2%
No Prior Attempt (has placement)	32	26%	1,337	18%
No Prior Attempt (no placement)	22	18%	1,192	16%
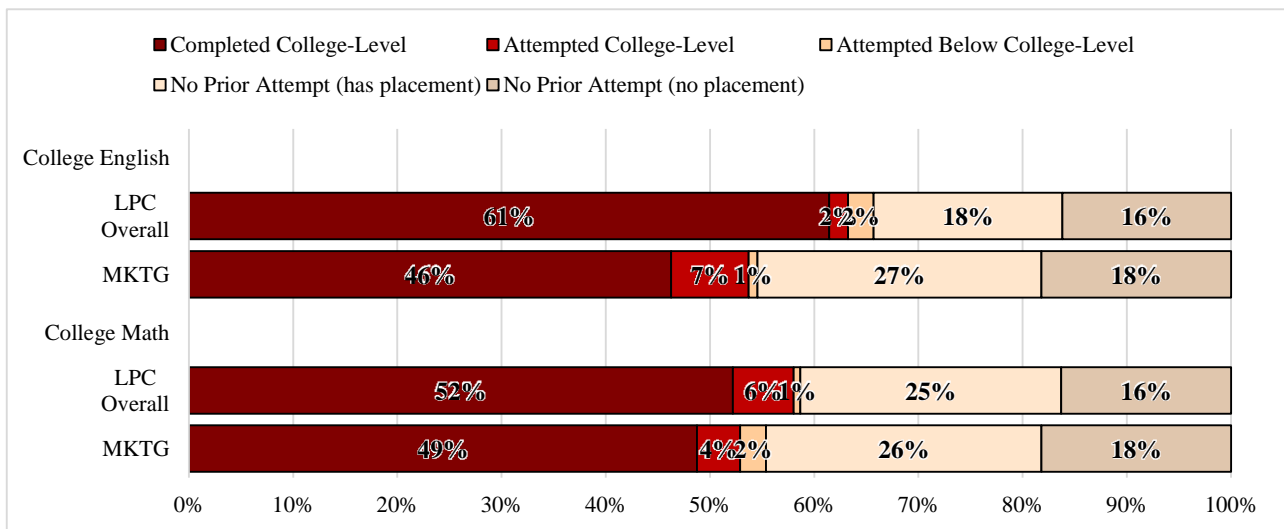
Definitions:

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

College Math:

Completed College-level = succesfully 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 Atempt (no placement) = no previous Math enrollments within the sequence and did not utilize a placement tool.