Las Positas College

Discipline Program Review Data Packet

Fall 2019 to Spring 2024
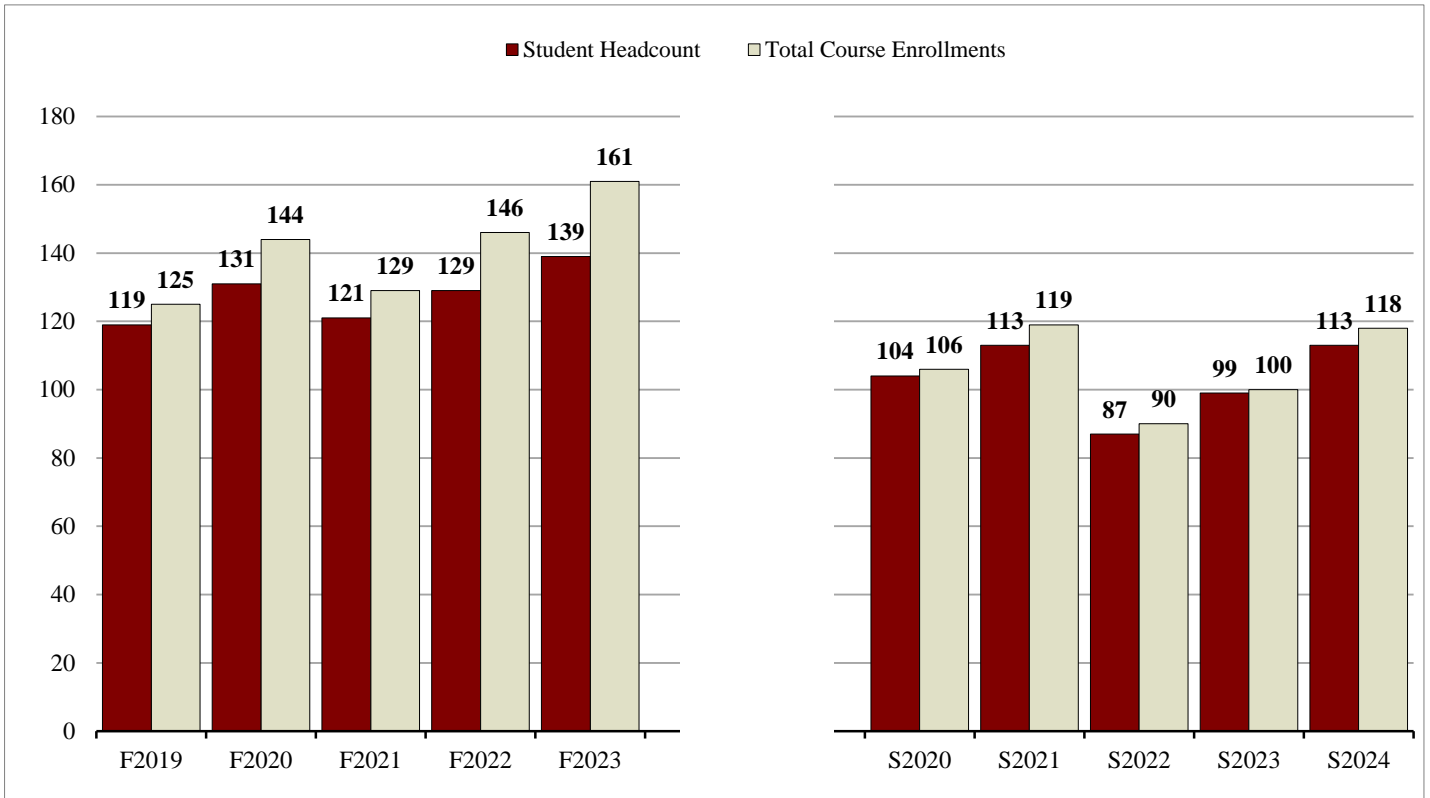
Discipline:

Marketing (MKTG)

Office of Research, Planning, and Institutional Effectiveness
Las Positas College

Headcount & Enrollment

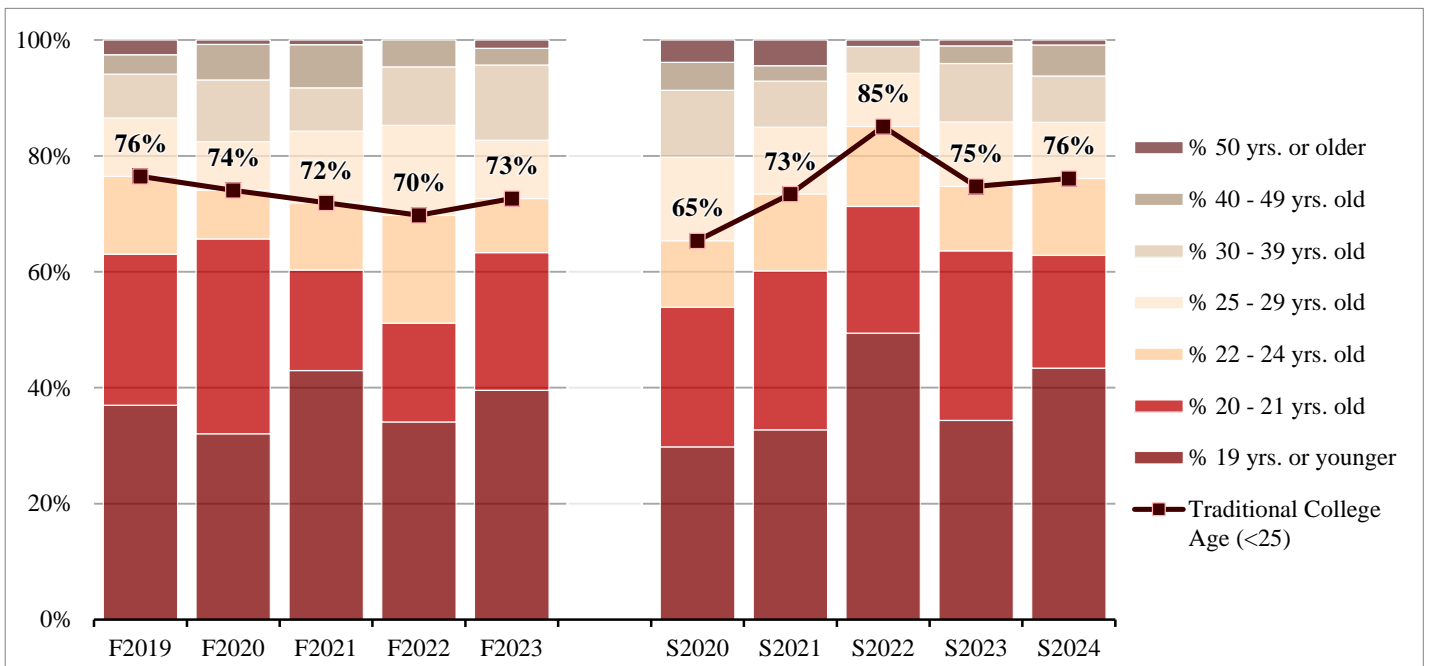| Marketing (MKTG)										
	Fall Terms					**Spring Terms**				
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
Student Headcount	119	131	121	129	139	104	113	87	99	113
Total Course Enrollments	125	144	129	146	161	106	119	90	100	118

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.
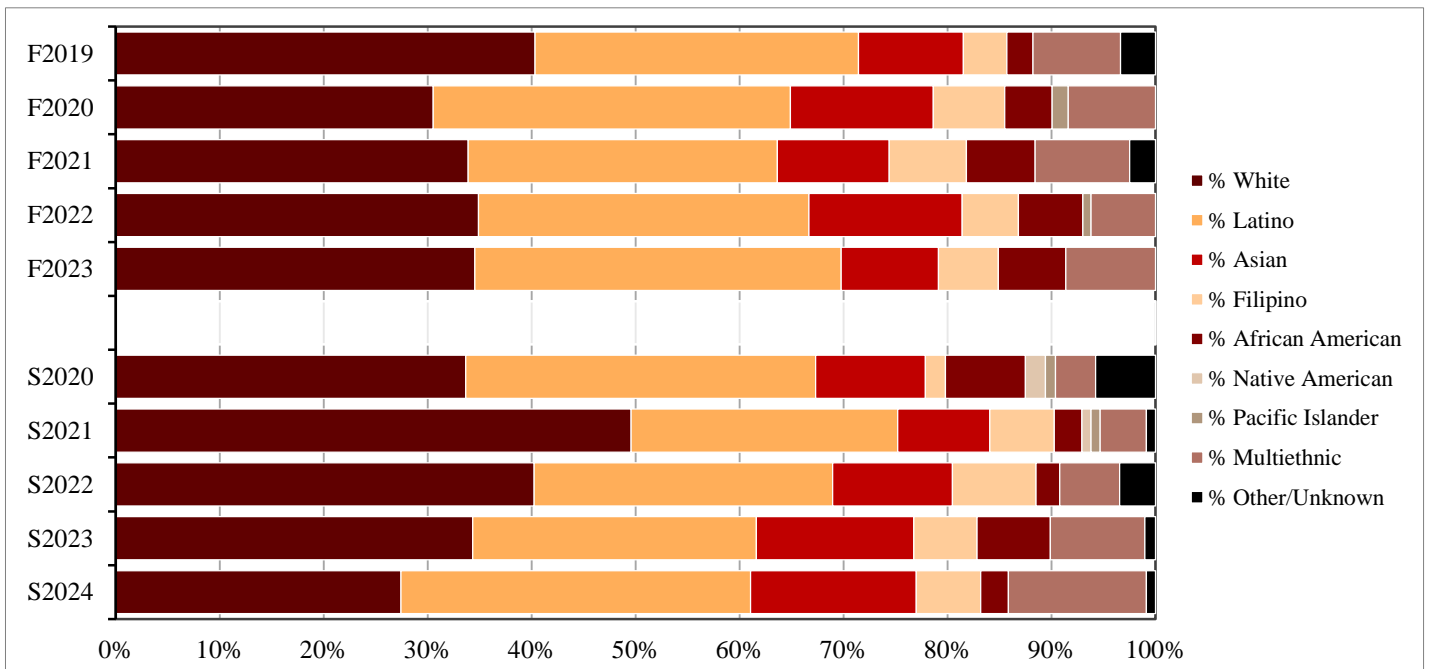
Student Demographics: Gender & Age

Marketing (MKTG)										
	Fall Terms					**Spring Terms**				
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
Female	50	63	62	61	66	45	58	39	47	65
Male	65	65	56	68	68	54	49	46	50	45
19 yrs. or younger	44	42	52	44	55	31	37	43	34	49
20-21 yrs. old	31	44	21	22	33	25	31	19	29	22
22-24 yrs. old	16	11	14	24	13	12	15	12	11	15
25-29 yrs. old	12	11	15	20	14	15	13	8	11	11
30-39 yrs. old	9	14	9	13	18	12	9	4	10	9
40-49 yrs. old	4	8	9	6	4	5	3	0	3	6
50 yrs. or older	3	1	1	0	2	4	5	1	1	1
% Female	43%	49%	53%	47%	49%	45%	54%	46%	48%	59%
% Male	57%	51%	47%	53%	51%	55%	46%	54%	52%	41%
% 19 yrs. or younger	37%	32%	43%	34%	40%	30%	33%	49%	34%	43%
% 20 - 21 yrs. old	26%	34%	17%	17%	24%	24%	27%	22%	29%	19%
% 22 - 24 yrs. old	13%	8%	12%	19%	9%	12%	13%	14%	11%	13%
% 25 - 29 yrs. old	10%	8%	12%	16%	10%	14%	12%	9%	11%	10%
% 30 - 39 yrs. old	8%	11%	7%	10%	13%	12%	8%	5%	10%	8%
% 40 - 49 yrs. old	3%	6%	7%	5%	3%	5%	3%	0%	3%	5%
% 50 yrs. or older	3%	1%	1%	0%	1%	4%	4%	1%	1%	1%

Office of Research, Planning, and Institutional Effectiveness
Las Positas College

Student Demographic: Race-Ethnicity

Marketing (MKTG)										
	Fall Terms					**Spring Terms**				
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
African American	3	6	8	8	9	8	3	2	7	3
Asian	12	18	13	19	13	11	10	10	15	18
Filipino	5	9	9	7	8	2	7	7	6	7
Latino	37	45	36	41	49	35	29	25	27	38
Native American	0	0	0	0	0	2	1	0	0	0
Pacific Islander	0	2	0	1	0	1	1	0	0	0
White	48	40	41	45	48	35	56	35	34	31
Multiethnic	10	11	11	8	12	4	5	5	9	15
Other/Unknown	4	0	3	0	0	6	1	3	1	1
% African American	3%	5%	7%	6%	6%	8%	3%	2%	7%	3%
% Asian	10%	14%	11%	15%	9%	11%	9%	11%	15%	16%
% Filipino	4%	7%	7%	5%	6%	2%	6%	8%	6%	6%
% Latino	31%	34%	30%	32%	35%	34%	26%	29%	27%	34%
% Native American	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%
% Pacific Islander	0%	2%	0%	1%	0%	1%	1%	0%	0%	0%
% White	40%	31%	34%	35%	35%	34%	50%	40%	34%	27%
% Multiethnic	8%	8%	9%	6%	9%	4%	4%	6%	9%	13%
% Other/Unknown	3%	0%	2%	0%	0%	6%	1%	3%	1%	1%

Office of Research, Planning, and Institutional Effectiveness
Las Positas College

Student Enrollment Status

Marketing (MKTG)									
	Fall Terms					**Spring Terms**			
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
First-Time Any College	22	23	27	22	29	2	5	2	5	6
First-Time Transfer	8	4	6	12	13	6	7	2	10	5
Continuing	75	88	77	68	78	83	84	72	69	85
Returning	13	15	9	25	17	12	12	6	13	13
Concurrent Enrollment	1	1	2	2	2	1	5	5	2	4
% First-Time Any College	18%	18%	22%	17%	21%	2%	4%	2%	5%	5%
% First-Time Transfer	7%	3%	5%	9%	9%	6%	6%	2%	10%	4%
% Continuing	63%	67%	64%	53%	56%	80%	74%	83%	70%	75%
% Returning	11%	11%	7%	19%	12%	12%	11%	7%	13%	12%
% Concurrent Enrollment	1%	1%	2%	2%	1%	1%	4%	6%	2%	4%
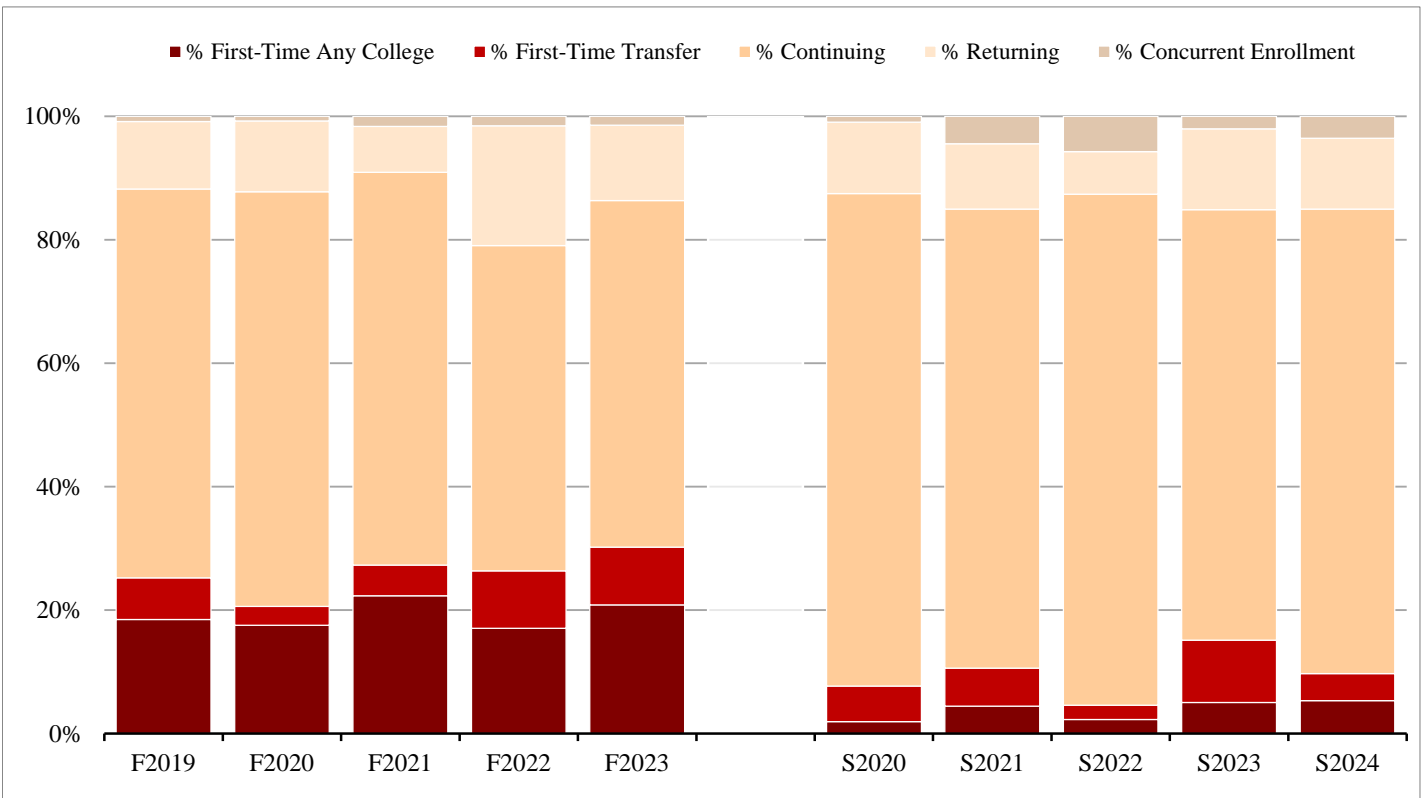
Definitions:

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)										
	Fall Terms					Spring Terms				
	F2019	F2020	F2021	F2022	F2023	S2020	S2021	S2022	S2023	S2024
Full-Time (15+ units)	19	34	31	20	29	20	20	18	17	27
Full-Time (12 - 14.5 units)	52	42	40	45	48	35	46	32	36	36
Part-Time (6 - 11.5 units)	38	45	37	48	53	38	40	35	40	43
Part-Time (0.5 - 5.5 units)	10	10	13	16	9	11	7	2	6	7
Non-Credit Only	0	0	0	0	0	0	0	0	0	0
% Full-Time (15+ units)	16%	26%	26%	16%	21%	19%	18%	21%	17%	24%
% Full-Time (12 - 14.5)	44%	32%	33%	35%	35%	34%	41%	37%	36%	32%
% Part-Time (6 - 11.5)	32%	34%	31%	37%	38%	37%	35%	40%	40%	38%
% Part-Time (0.5 - 5.5)	8%	8%	11%	12%	6%	11%	6%	2%	6%	6%
% Non-Credit Only	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Students Using Distance Education
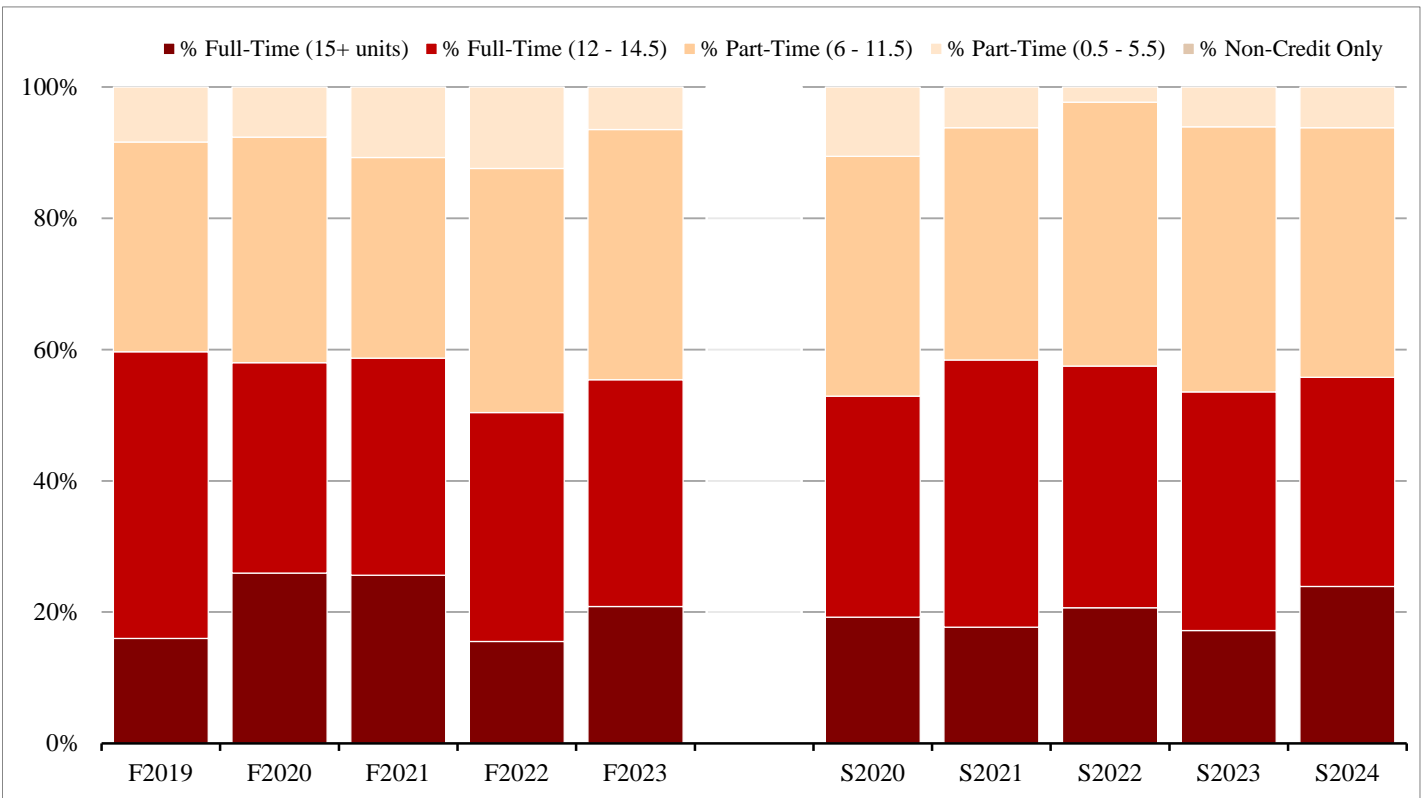
| Marketing (MKTG)										
	Fall Terms					**Spring Terms**				
(Categories reflect college-wide coursework)	F2019	F2020	F2021	F2022	F2023	S2020	S2021	S2022	S2023	S2024
Face-to-Face (F2F) Only	30	0	0	4	5	30	0	3	6	3
Both F2F and DE	49	4	18	42	57	43	6	23	33	37
Distance Education (DE) Only	40	127	103	83	77	31	107	61	60	73
% Face-to-Face (F2F) Only	25%	0%	0%	3%	4%	29%	0%	3%	6%	3%
% Both F2F and DE	41%	3%	15%	33%	41%	41%	5%	26%	33%	33%
% Distance Education (DE) Only	34%	97%	85%	64%	55%	30%	95%	70%	61%	65%
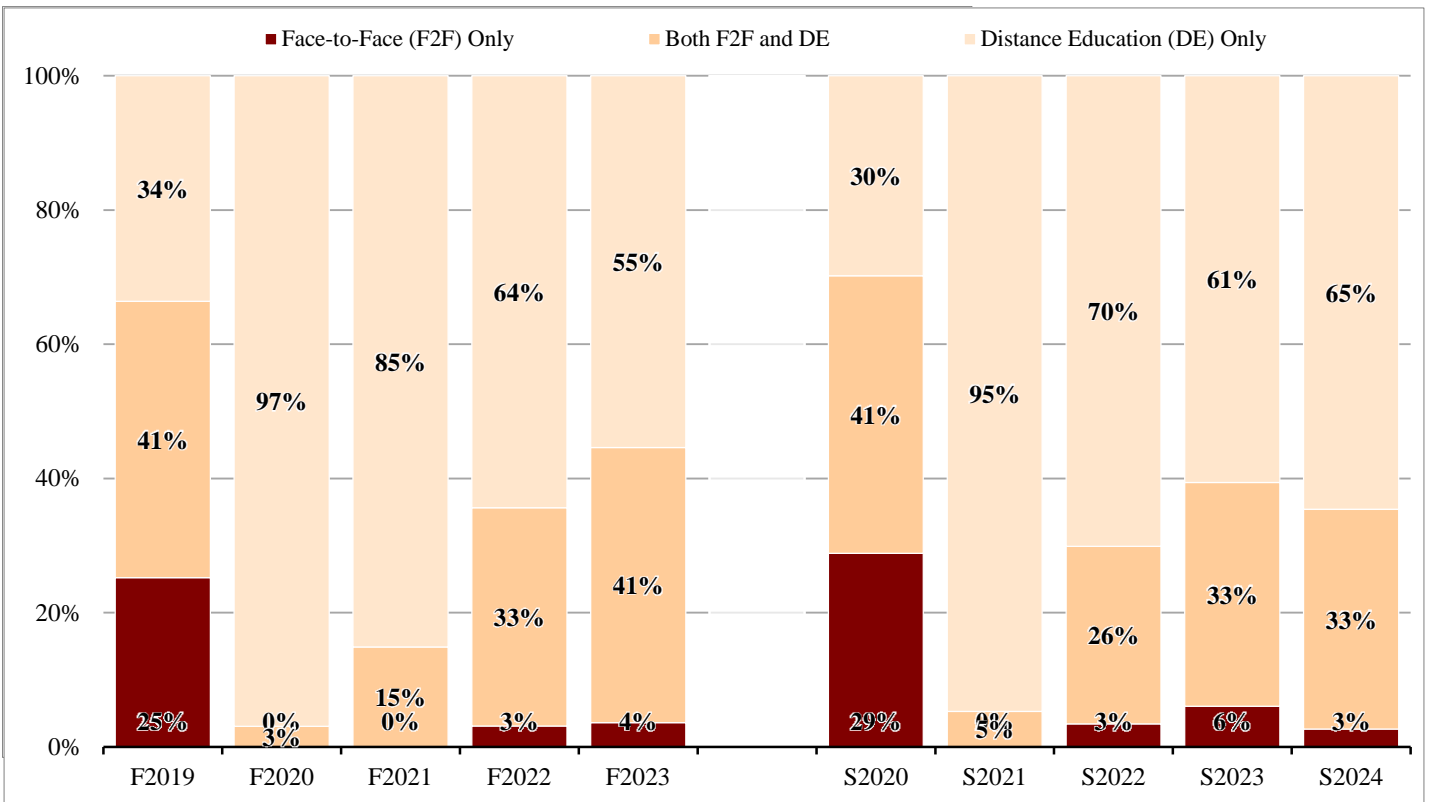
Definitions:

Distance Education (DE) includes enrollments in course sections that deliver course content online. Courses are categorized using the following methods:

Prior to Summer 2020, via section numbers (i.e., start with 'DE', 'HD', 'LD' and 'LO'); courses with 51% of content delivered online.

In Summer 2020 and Fall 2020, due to the COVID-19 pandemic, via web comments for each section; identified as any with an online component.

In Spring 2021 and Summer 2021, via section numbers (i.e., 'A##', 'S##', 'B##', 'H##', 'HF#').

Since Fall 2021 to preset, via course attributes identifying course modality, or, when no attributes are provided, via section numbers (as previously indicated).

Student Educational Goal

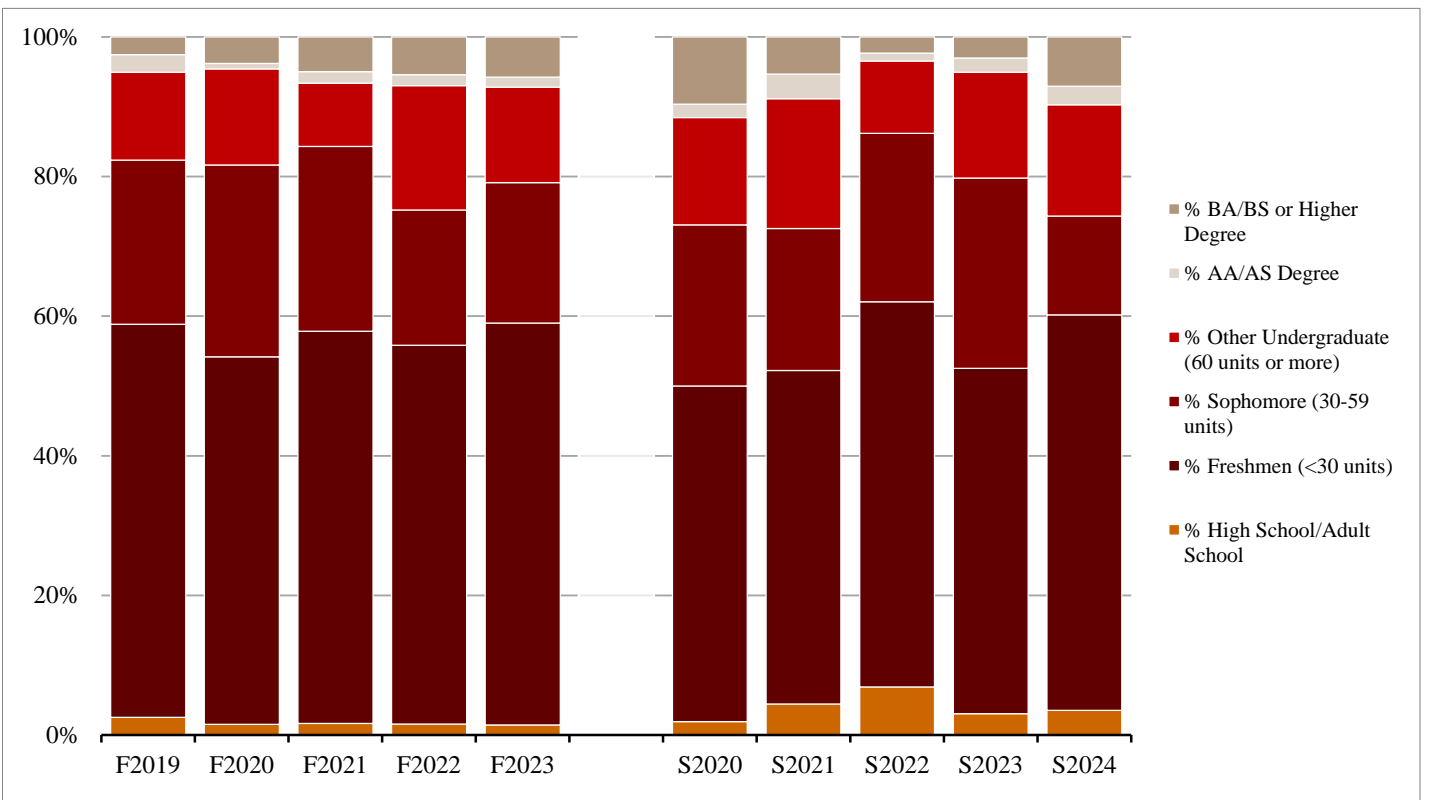| Marketing (MKTG)										
	Fall Terms					**Spring Terms**				
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
Transfer (w/ or w/o AA/AS degree)	89	88	85	83	87	61	83	58	66	69
Associate Degree Only (AA/AS)	7	14	9	17	20	16	9	5	12	17
Occupational Certificate / Job Training	9	11	11	14	14	7	8	5	7	13
Improve English/Math Basic Skills	0	0	1	1	2	0	1	0	0	3
Personal Development (intellectual/cultural)	2	2	3	3	5	3	1	4	4	3
Other	2	2	0	0	0	1	2	1	1	0
Undecided	10	14	12	11	11	16	9	13	9	8
Unknown	0	0	0	0	0	0	0	1	0	0
% Transfer (w/ or w/o AA/AS degree)	75%	67%	70%	64%	63%	59%	73%	67%	67%	61%
% Associate Degree Only (AA/AS)	6%	11%	7%	13%	14%	15%	8%	6%	12%	15%
% Occupational Certificate / Job Training	8%	8%	9%	11%	10%	7%	7%	6%	7%	12%
% Improve English/Math Basic Skills	0%	0%	1%	1%	1%	0%	1%	0%	0%	3%
% Personal Dev. (intellectual/cultural)	2%	2%	2%	2%	4%	3%	1%	5%	4%	3%
% Other	2%	2%	0%	0%	0%	1%	2%	1%	1%	0%
% Undecided	8%	11%	10%	9%	8%	15%	8%	15%	9%	7%
% Unknown	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
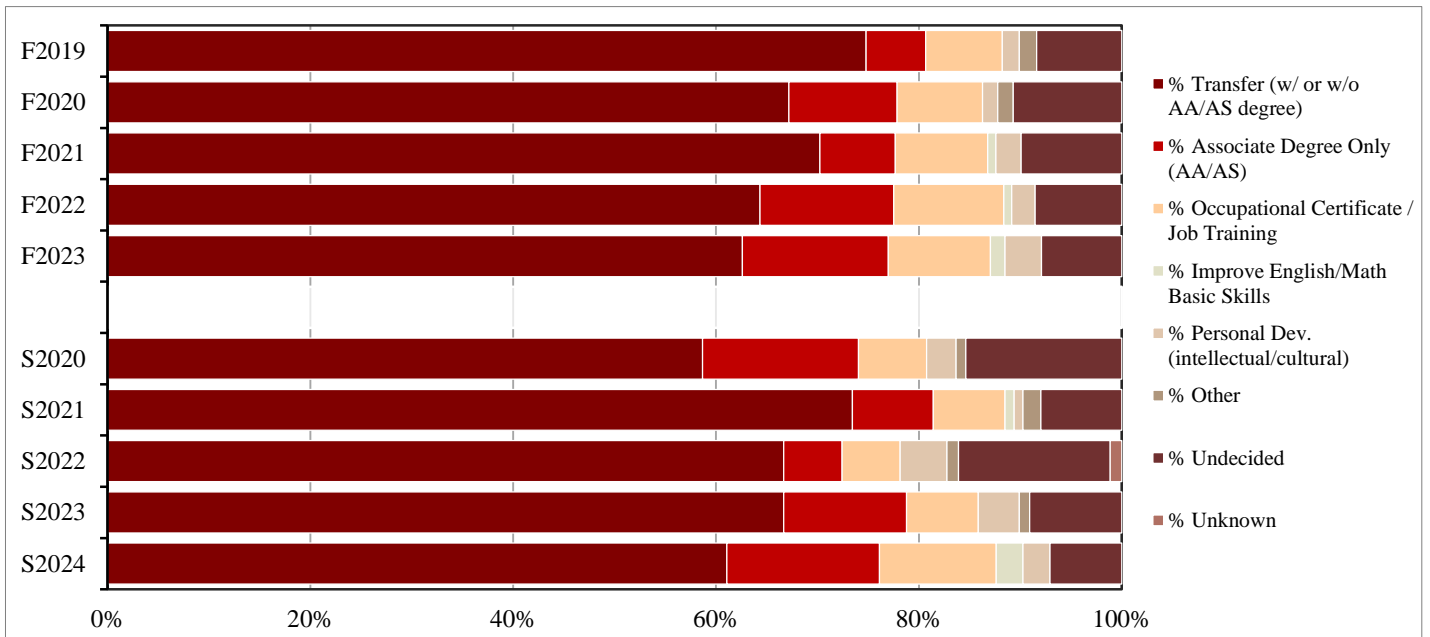
Definitions:

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)										
	Fall Terms					**Spring Terms**				
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
High School/Adult School	3	2	2	2	2	2	5	6	3	4
Freshmen (<30 units)	67	69	68	70	80	50	54	48	49	64
Sophomore (30-59 units)	28	36	32	25	28	24	23	21	27	16
Other Undergraduate (60 units or more)	15	18	11	23	19	16	21	9	15	18
AA/AS Degree	3	1	2	2	2	2	4	1	2	3
BA/BS or Higher Degree	3	5	6	7	8	10	6	2	3	8
% High School/Adult School	3%	2%	2%	2%	1%	2%	4%	7%	3%	4%
% Freshmen (<30 units)	56%	53%	56%	54%	58%	48%	48%	55%	49%	57%
% Sophomore (30-59 units)	24%	27%	26%	19%	20%	23%	20%	24%	27%	14%
% Other Undergraduate (60 units or more)	13%	14%	9%	18%	14%	15%	19%	10%	15%	16%
% AA/AS Degree	3%	1%	2%	2%	1%	2%	4%	1%	2%	3%
% BA/BS or Higher Degree	3%	4%	5%	5%	6%	10%	5%	2%	3%	7%

Office of Research, Planning, and Institutional Effectiveness
Las Positas College

Student Performance: Grade Distribution

| Marketing (MKTG)									
	Fall Terms					Spring Terms			
	F2019	F2020	F2021	F2022	F2023	S2020	S2021	S2022	S2023	S2024
Total Course Enrollments	125	144	129	146	161	106	119	90	100	118
Course Success Rates	77%	78%	68%	75%	80%	75%	77%	83%	88%	85%
A	45%	48%	45%	45%	58%	42%	52%	53%	62%	64%
B	22%	20%	19%	23%	14%	25%	14%	20%	20%	15%
C	9%	10%	3%	7%	8%	8%	10%	10%	6%	5%
P	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%
Course Non-Success Rate	14%	11%	13%	11%	6%	4%	5%	11%	6%	5%
D	4%	2%	3%	5%	3%	1%	0%	7%	2%	4%
F*	10%	9%	10%	5%	3%	3%	5%	4%	4%	1%
Withdrawals (See Note)	9%	11%	19%	14%	14%	21%	18%	6%	6%	10%
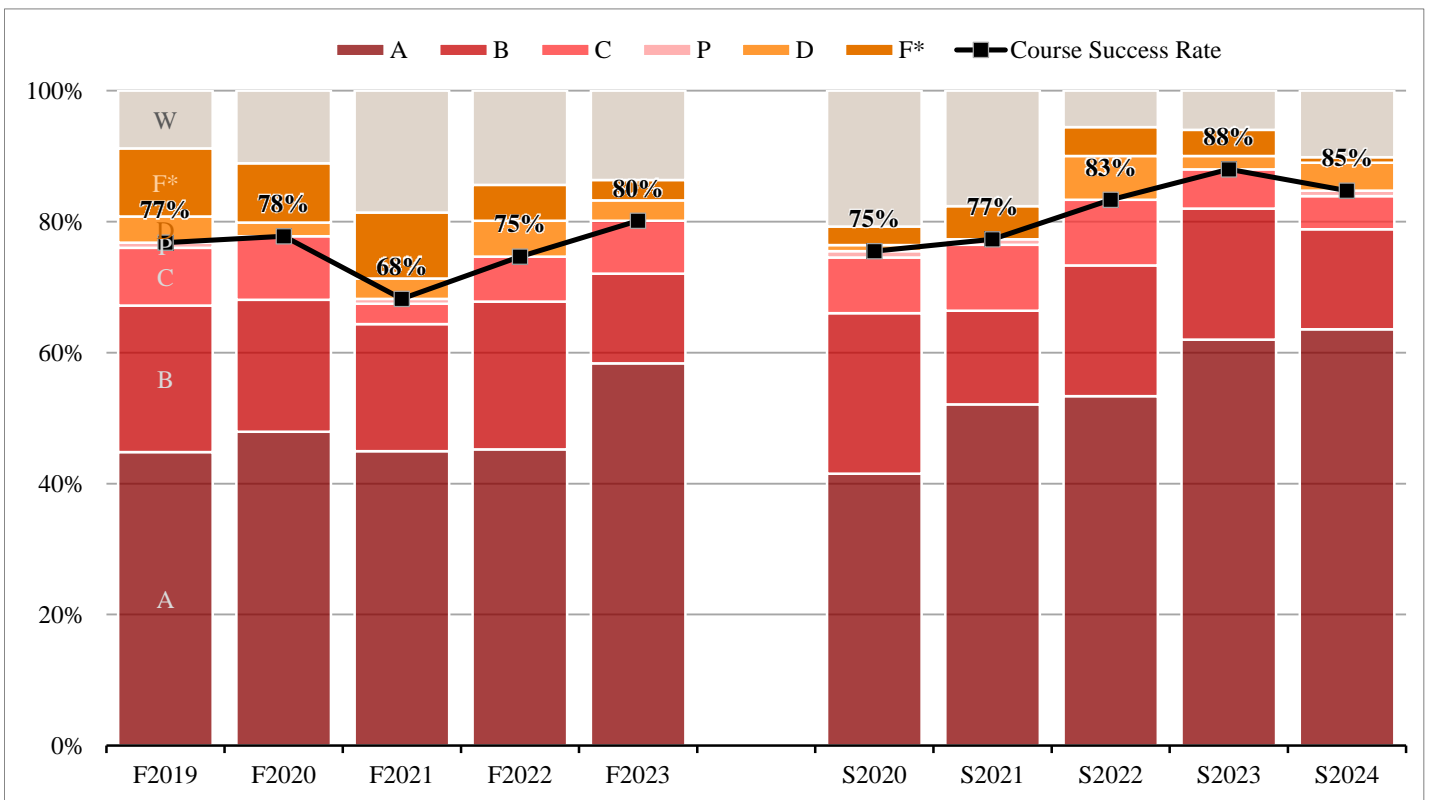
Definitions:

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)										
	Fall Terms					**Spring Terms**				
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
Total Course Enrollments	125	144	129	146	161	106	119	90	100	118
Face-to-Face (F2F) Sections	39	0	0	25	38	42	0	11	22	23
Success Rates	82%	—	—	84%	92%	79%	—	73%	82%	91%
Non-Success Rates	8%	—	—	12%	5%	0%	—	27%	9%	0%
Withdrawals	10%	—	—	4%	3%	21%	—	0%	9%	9%
Distance Education (DE) Sections	86	144	129	121	123	64	119	79	78	95
Success Rates	74%	78%	68%	73%	76%	73%	77%	85%	90%	83%
Non-Success Rates	17%	11%	13%	11%	7%	6%	5%	9%	5%	6%
Withdrawals	8%	11%	19%	17%	17%	20%	18%	6%	5%	11%
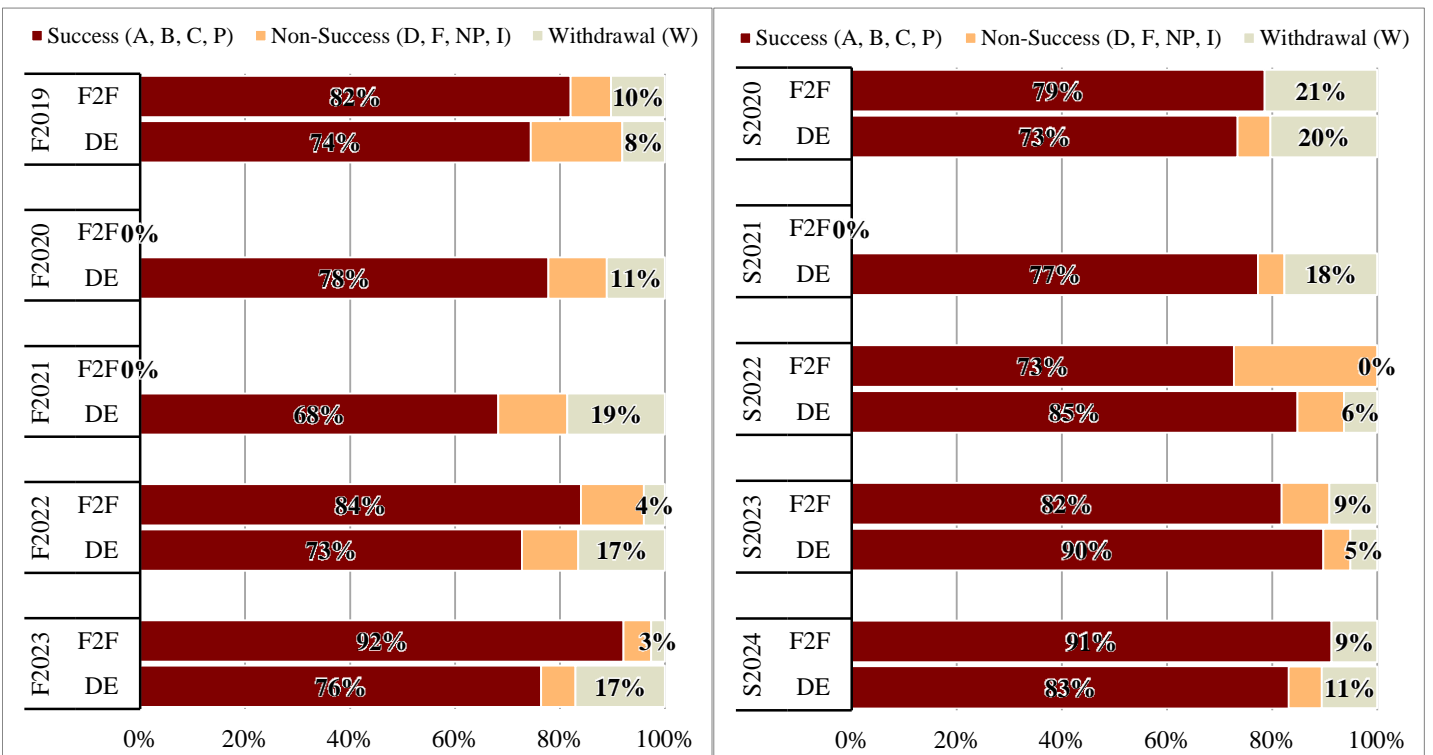
Definitions:

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', '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 deliver course content online. (see note in "Students Using Distance Education" for details.)

Enrollment Management: Part 1

Marketing (MKTG)										
	Fall Terms					**Spring Terms**				
	F2019	**F2020**	**F2021**	**F2022**	**F2023**	**S2020**	**S2021**	**S2022**	**S2023**	**S2024**
WSCH	375	435	389	438	483	318	360	270	300	354
FTES	12.3	13.6	12.4	14.0	15.5	10.2	11.3	9.0	9.7	11.5
FTEF	0.8	0.8	0.8	0.8	0.8	0.6	0.6	0.6	0.6	0.6
Productivity (WSCH/FTEF)	468.8	543.8	486.3	547.5	603.8	530.0	600.0	450.0	500.0	590.0
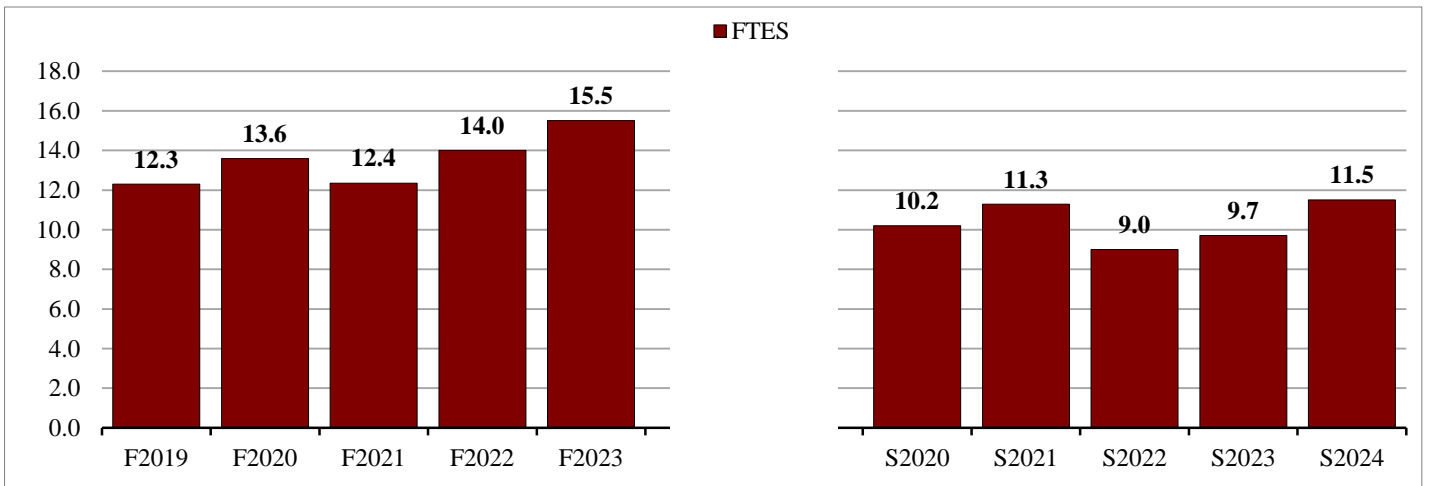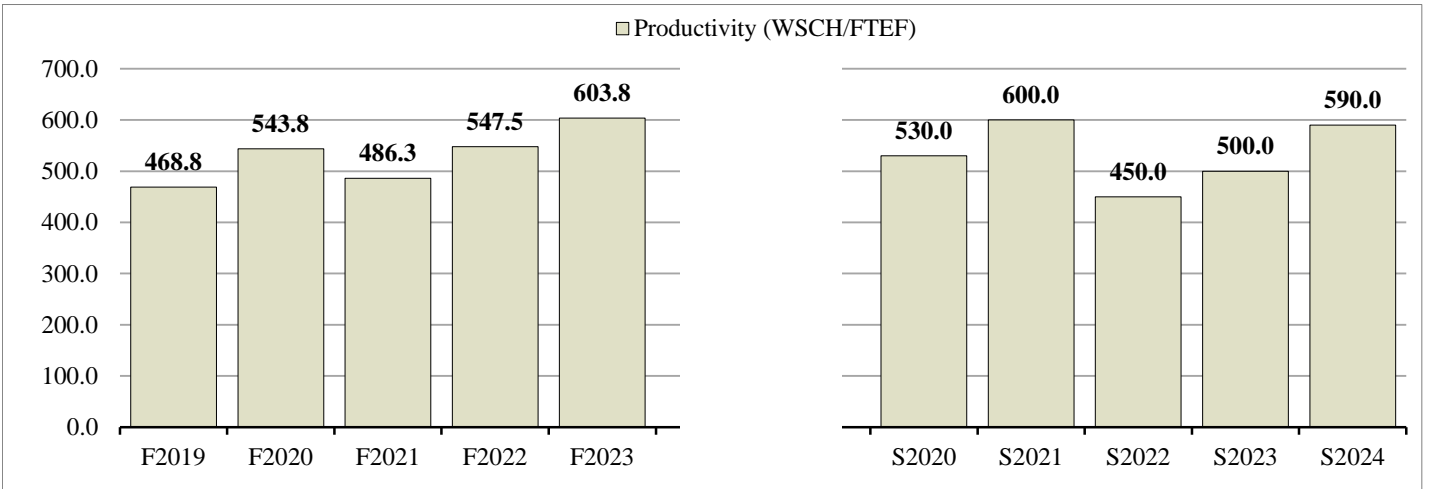
Definitions:

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 7/25/23.

Enrollment Management: Part 2

| Marketing (MKTG)										
	Fall Terms					Spring Terms				
	F2019	F2020	F2021	F2022	F2023	S2020	S2021	S2022	S2023	S2024
FTEF from Full-Time Faculty	0.6	0.4	0.4	0.4	0.8	0.0	0.6	0.4	0.6	0.6
% FTEF from Full-Time Faculty	75%	50%	50%	50%	100%	0%	100%	67%	100%	100%
Enrollments	125	144	129	146	161	106	119	90	100	118
Capacity (seats available)	176	176	176	176	176	132	132	132	132	132
Fill Rate	71%	82%	73%	83%	91%	80%	90%	68%	76%	89%
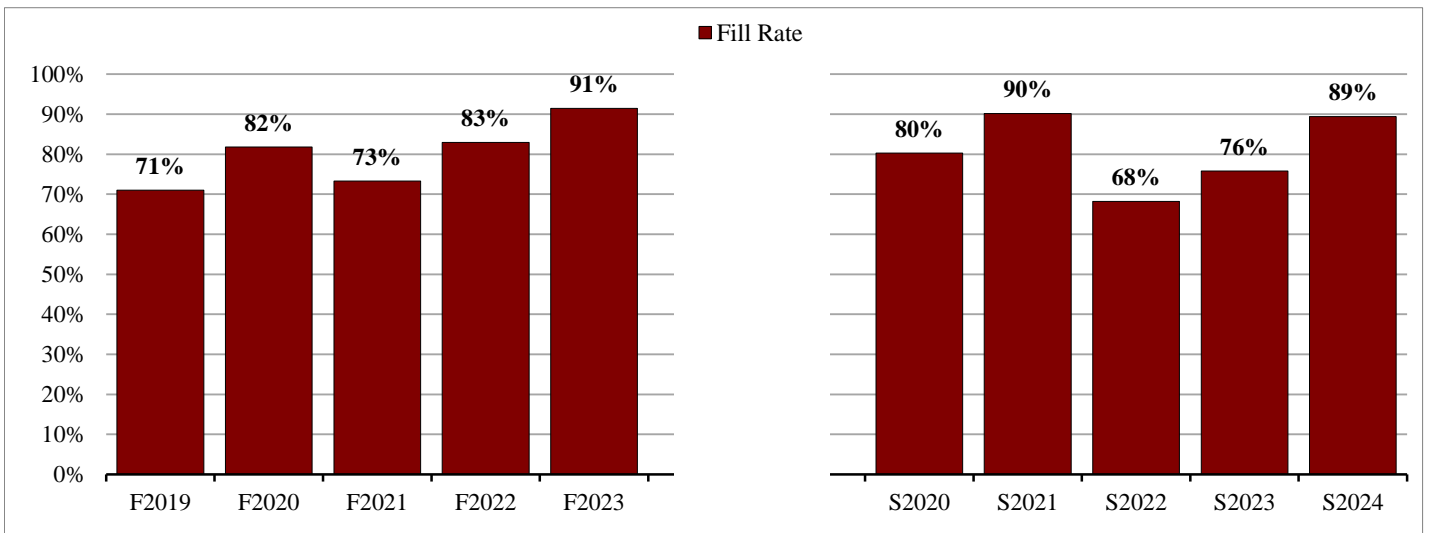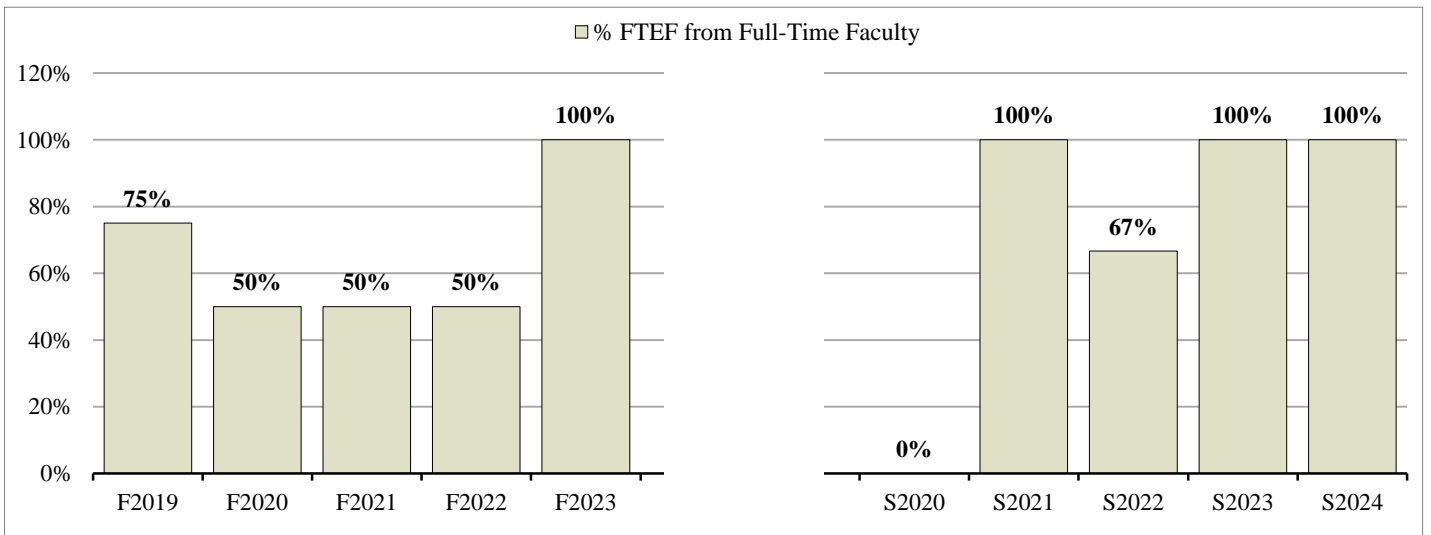
Definitions:

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 7/25/23.

Prior Experience in English & Math

(English and math status *prior* to the start of the term)	Fall 2023				Spring 2024			
	MKTG		LPC Overall		MKTG		LPC Overall	
	Num	Pct	Num	Pct	Num	Pct	Num	Pct
Transfer-level English								
Successful Completion*	63	45%	2,796	37%	65	58%	3,393	45%
Attempted *(not successful)*	10	7%	454	6%	11	10%	600	8%
No Attempt	21	15%	1,652	22%	21	19%	2,036	27%
New-to-LPC Student	45	32%	2,703	36%	16	14%	1,472	20%
Transfer-level Math								
Successful Completion*	37	27%	1,971	26%	35	31%	2,498	33%
Attempted *(not successful)*	12	9%	752	10%	20	18%	986	13%
No Attempt	45	32%	2,179	29%	42	37%	2,545	34%
New-to-LPC Student	45	32%	2,703	36%	16	14%	1,472	20%
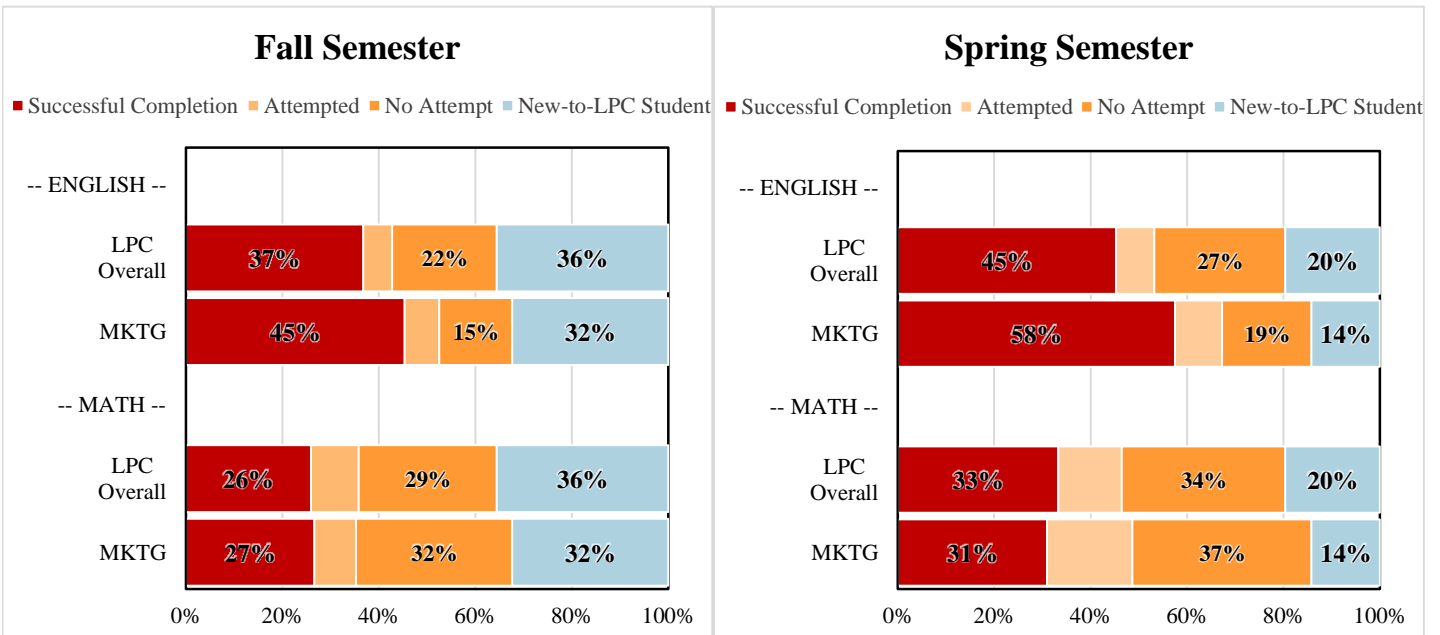
Definitions:

Transfer-Level English:

Successful Completion = earned a passing grade in ENG 1A or 1AEX, or attempted a higher transfer-level course in the sequence in prior terms.

Attempted (no successful completion) = attempted ENG 1A or 1AEX in prior terms but did not receive a passing grade.

No Prior Attempt = no prior enrollment in transfer-level English within the sequence.

New-to-LPC Student = students with no for credit enrollments within our district prior to the current term.

Transfer-Level Math:

Successful Completion = earned a passing grade in a transfer-level math course or attempted a higher transfer-level course in the sequence in prior terms.

Attempted (no successful completion) = attempted a entry transfer-level math course in prior terms but did not receive a passing grade.

No Prior Attempt = no prior enrollment in transfer-level math within the sequence.

New-to-LPC Student = students with no for credit enrollments within our district prior to the current term.