

Mission College Program Review Packet 2011-2012

Update September 9, 2011

Enrollment Patterns

Marketing

Subject Enrollment Patterns	Fall 2008	Spring 2009	Fall 2009	Spring 2010	Fall 2010	Spring 2011	CHANGE FROM FA 08 to FA 10
Unduplicated Headcount	136	174	122	164	114	100	-16.2%
Total Enrollment	198	261	182	216	137	172	-30.8%
Total WSCH	294.3	296.1	249.7	313.5	237.6	223.6	-19.3%
Total FTES	9.1	9.1	7.7	9.7	7.3	6.9	-19.3%
Total WSCH/FTEF	337.9	404.4	391.4	459.7	396.7	395.1	17.4%
Load (FTEF)	0.9	0.7	0.6	0.7	0.6	0.6	-31.2%
CA Residents							
Resident Enrollment	188	250	172	206	128	135	-31.9%
Resident WSCH	278.3	286.3	239.4	293.7	210.4	169.8	-24.4%
Resident FTES	8.6	8.8	7.4	9.1	6.5	6.4	-24.4%
Resident WSCH/FTEF	319.6	391.1	375.2	430.6	351.2	299.9	9.9%

Data Definitions: **Unduplicated Headcount** is the count of individual students (no duplicates) enrolled in all courses within the subject. Includes CA residents and nonresidents.

Total figures include all students, including CA resident students and nonresident students.

CA Resident figures include CA resident students only.

Enrollment is the sum of all course enrollments (filled seats) within the subject.

Load (FTEF) is the Full Time Equivalent Faculty associated with the subject's course offerings for that term.

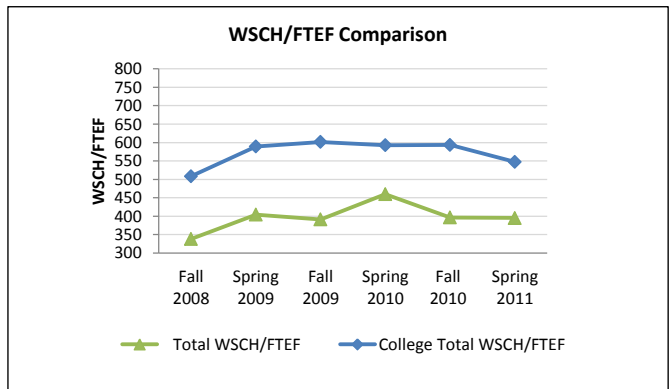
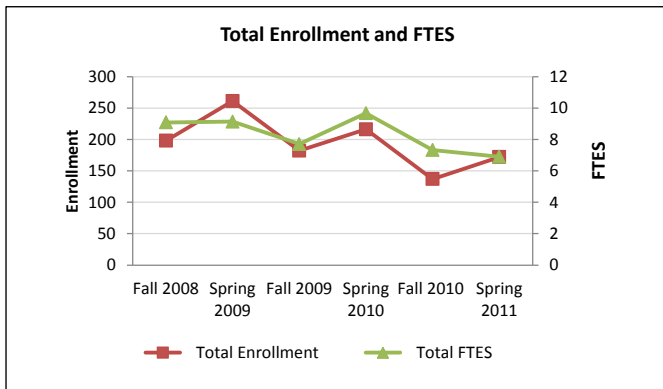
WSCH is the total Weekly Student Contact Hours resulting from all enrollment within the subject.

WSCH/FTEF is the ratio of WSCH to FTEF and is a standard measure of department and subject productivity.

Note: Enrollment totals based on the WVMCCD Data Warehouse and may not reflect final FTES 320 Report totals as submitted to the State.

College Enrollment Patterns	Fall 2008	Spring 2009	Fall 2009	Spring 2010	Fall 2010	Spring 2011	CHANGE FROM FA 08 to FA 10
Unduplicated Headcount	21,244	22,796	23,389	23,467	23,376	22,839	10.0%
Total Enrollment	27,639	29,477	30,324	29,874	29,568	30,071	7.0%
Total FTES	3,259	3,399	3,510	3,556	3,478	3,394	6.7%
Total WSCH/FTEF	508.0	589.5	601.6	592.6	593.5	547.1	16.8%
Load (FTEF)	207.9	186.9	189.1	194.5	189.9	201.0	-8.7%

Note: Additional collegewide data elements for comparison are available on the Mission College Datasheet.



Questions to Consider:

- * How has enrollment changed over the last few years? Is it relatively steady, or do you see noticeable changes?
- * What are the overall trends for subject FTEF and FTES? Are the trends moving in the same direction?
- * Compare subject productivity to college average productivity. Every department is unique, but do you notice any difference? Why might they be different?
- * Do you see any deviations or sudden changes in any of the trends? If so, what do you think might be the underlying causes of these changes?
- * Do any of the trends or comparisons suggest possible goals for the department?

Mission College Program Review Packet 2011-2012

Student Performance Profile

Marketing

Student Performance Metrics	Fall 2008	Spring 2009	Fall 2009	Spring 2010	Fall 2010	Spring 2011	CHANGE FROM FA 08 to FA 10
Retention Rate	91.8%	90.3%	81.4%	66.0%	73.1%	69.8%	-18.7%
Success Rate	73.7%	61.5%	66.7%	43.2%	48.7%	53.5%	-25.0%
Distance Ed Retention Rate	93.3%	80.5%	60.0%	64.8%	82.5%	69.2%	-10.8%
Distance Ed Success Rate	66.7%	48.8%	40.0%	31.5%	47.5%	40.4%	-19.2%
College Avg Retention Rate	87.3%	83.8%	84.6%	85.0%	86.1%	84.8%	-1.2%
College Avg Success Rate	67.3%	65.6%	65.9%	67.5%	67.2%	67.4%	-0.1%

Data Definitions: Retention Rate is the percentage of students receiving any grade other than W relative to all students receiving a grade for all sections in the subject area.

Success Rate is the percentage of students receiving a passing grade (A, B,C or CR) relative to all students receiving a grade for all sections in the subject area.

Distance Ed Retention Rate is the Retention Rate for the subset of sections taught via Distance Education in the subject area.

Distance Ed Success Rate is the Success Rate for the subset of sections taught via Distance Education in the subject area.

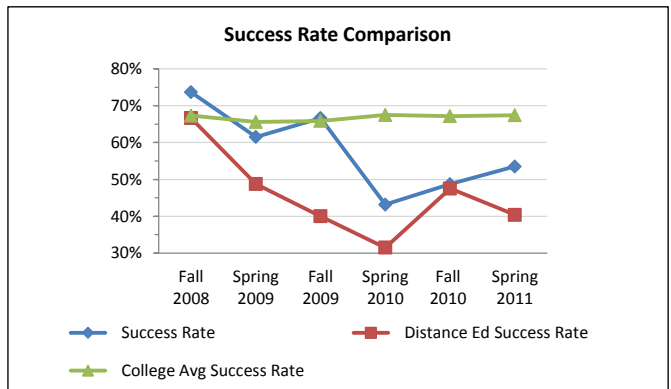
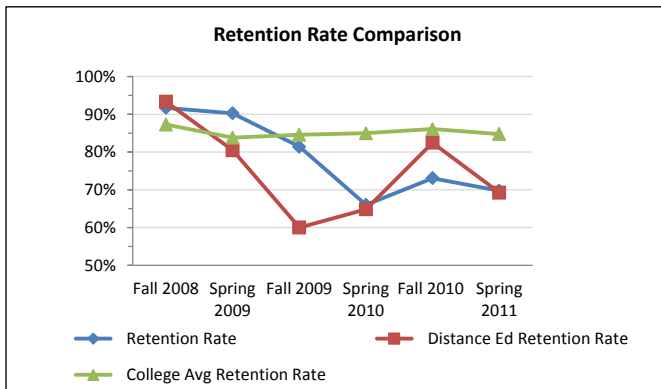
College Avg Retention Rate is the average Retention Rate for the entire college.

College Avg Success Rate is the average Success Rate for the entire college.

Degrees and Certificates	2008-2009	2009-2010	2010-2011	CHANGE FROM 08-09 to 10-11	Details
Degrees	1	0	0	-100.0%	Marketing, AS
Certificates					

Data Definitions: Degrees include only degrees that are transcriptable.

Certificates include only certificates that are transcriptable.



Questions to Consider:

- * What are the overall trends for Student Success and Retention? Are there any deviations or changes?
- * Compare the success and retention with the distance education and college averages? Do you notice any differences? Why might they be different?
- * What do you think might be the underlying factors that impact student success and retention? Are there any factors that you can modify?
- * Looking at degrees and certificates, are there any trends over time? Are the total awards in line with expectations? Why or why not?
- * Are there any goals that could lead to improved success, retention, or student awards?

Mission College Program Review Packet 2011-2012

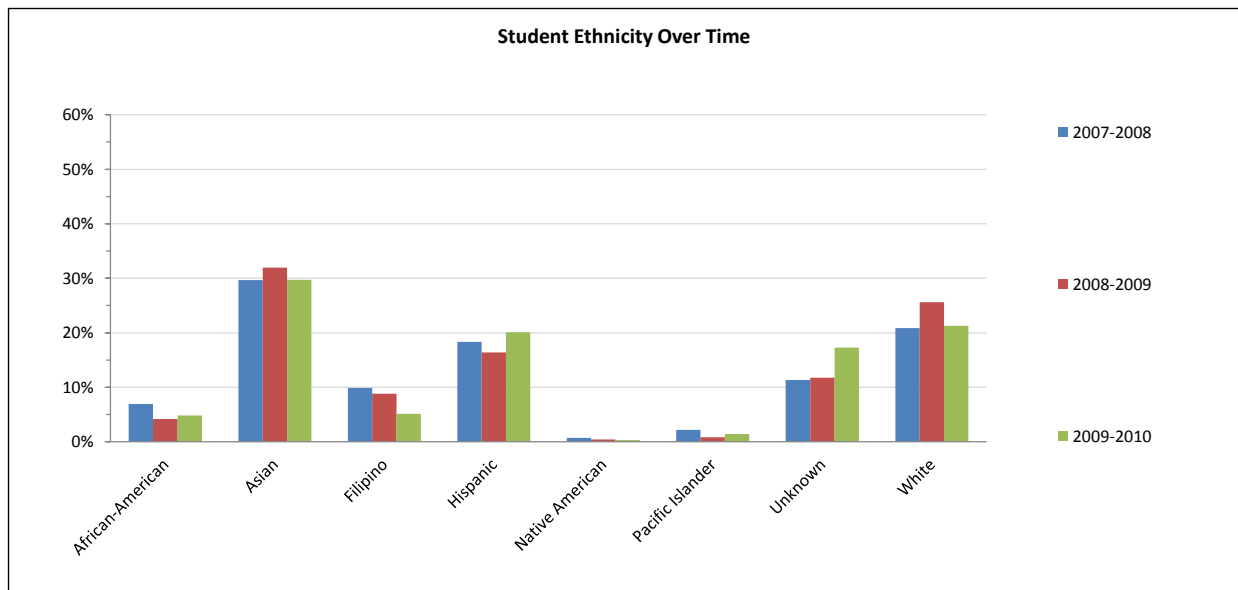
Student Demographic Profile

Marketing

Student Ethnicity	2007-2008	2008-2009	2009-2010	CHANGE FROM 07-08 to 09-10
African-American	7.0%	4.2%	4.8%	-2.1%
Asian	29.7%	31.9%	29.7%	0.1%
Filipino	9.9%	8.8%	5.1%	-4.8%
Hispanic	18.3%	16.4%	20.1%	1.8%
Native American	0.7%	0.4%	0.3%	-0.4%
Pacific Islander	2.2%	0.8%	1.4%	-0.8%
Unknown	11.4%	11.8%	17.3%	5.9%
White	20.9%	25.6%	21.2%	0.4%

Data Definitions: Student Ethnicity may not sum to 100% due to nondisclosures.

College Student Ethnicity	2007-2008	2008-2009	2009-2010	CHANGE FROM 07-08 to 09-10
African-American	4.6%	4.5%	5.0%	0.3%
Asian	29.6%	35.9%	37.6%	8.0%
Filipino	8.2%	9.8%	10.8%	2.6%
Hispanic	15.2%	17.0%	16.8%	1.6%
Native American	0.5%	0.3%	0.5%	0.1%
Pacific Islander	0.9%	0.9%	1.1%	0.2%
Unknown	11.4%	15.0%	10.3%	-1.1%
White	29.6%	16.5%	17.9%	-11.7%



Questions to Consider:

- * Is the profile of your department changing? What do those changes mean to you?
- * How does the profile of your department compare to the overall profile of the college?
- * What do any changes over time or differences from the college tell you about your students or program?
- * Are there any goals that you might develop as a result of thinking about your student profile?

Mission College Program Review Packet 2011-2012

Student Demographic Profile

Marketing

Student Gender	2007-2008	2008-2009	2009-2010	CHANGE FROM 07-08 to 09-10
Female	55.7%	51.7%	63.0%	7.3%
Male	41.8%	46.4%	34.7%	-7.0%
Unknown	2.6%	1.9%	2.3%	-0.3%

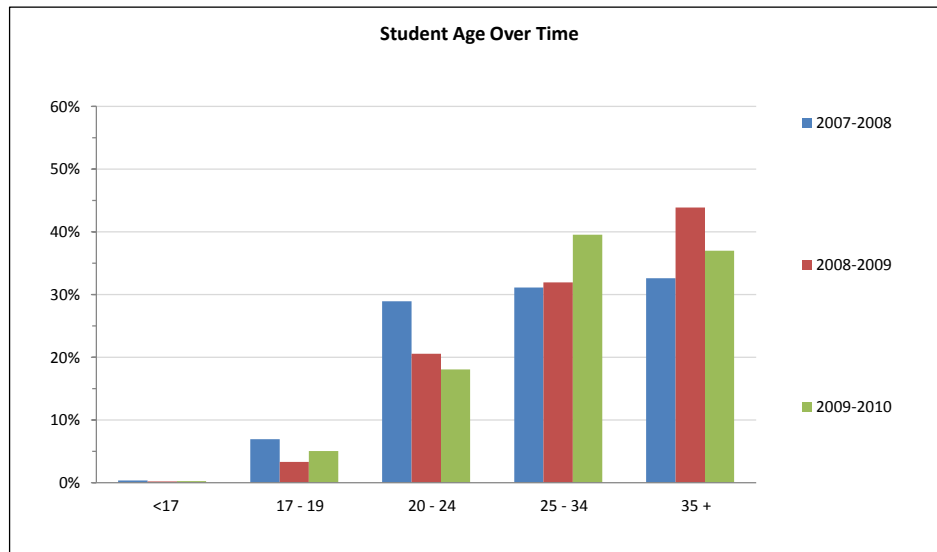
Data Definitions: Student Gender may not sum to 100% due to nondisclosures.

College Student Gender	2007-2008	2008-2009	2009-2010	CHANGE FROM 07-08 to 09-10
Female	58.2%	59.1%	58.4%	0.3%
Male	39.1%	38.0%	40.0%	0.9%
Unknown	2.8%	2.9%	1.6%	-1.2%

Student Age	2007-2008	2008-2009	2009-2010	CHANGE FROM 07-08 to 09-10
<17	0.4%	0.2%	0.3%	-0.1%
17 - 19	7.0%	3.4%	5.1%	-1.9%
20 - 24	28.9%	20.6%	18.1%	-10.9%
25 - 34	31.1%	31.9%	39.5%	8.4%
35 +	32.6%	43.9%	37.0%	4.4%

Data Definitions: Student Age at time of enrollment may not sum to 100% due to nondisclosures.

College Student Age	2007-2008	2008-2009	2009-2010	CHANGE FROM 07-08 to 09-10
<17	0.8%	0.7%	1.0%	0.2%
17 - 19	13.0%	12.1%	11.9%	-1.1%
20 - 24	21.6%	20.8%	24.3%	2.8%
25 - 34	22.4%	22.1%	31.5%	9.1%
35 +	42.2%	44.3%	31.3%	-10.9%



Questions to Consider:

- * Is the profile of your department changing? What do those changes mean to you?
- * How does the profile of your department compare to the overall profile of the college?
- * What do any changes over time or differences from the college tell you about your students or program?
- * Are there any goals that you might develop as a result of thinking about your student profile?