

PROGRAM REVIEW - SUMMARY SCOREBOARD

2018-2019

Marketing

Metrics	2013-14	2014-15	2015-16	2016-17	2017-18	3-Yr Trend		
						2015-16 to 2017-18	MKTG	GWC
Enrollment	154	158	146	106	154	↑	↓	78,146
Enrollment/Section	39	26	24	18	22	↓	↓	37
Average Fill Rate	85.6%	58.5%	54.1%	39.3%	49.7%	↓	↓	70.5%
FTES	15.2	15.4	14.2	10.1	13.2	↓	↓	9,404
FTES/FTEF	37.9	25.7	23.7	18.3	24.0	↑	↓	33
Success	53.2%	44.9%	53.4%	57.9%	60.6%	↑	↑	72.2%
Retention	79.2%	77.2%	87.0%	75.7%	82.6%	↓	↑	86.9%
AA Degree	0	0	0	1	2	↑	↑	860
ADT Degree	0	0	0	0	0	↔	↑	544
Certificates	0	0	0	0	1	↑	↓	1,286
Transferred to 4-Yr Institution*	--	1	1	--	no data	***	↓	no data
Assessment Activity	100%	100%	100%	25%	40%	↓	↓	64%

*Transfer data source: National Student Clearinghouse data. Three-year trend based on 2014-15 and 2016-17 data

Assessment Activity: Percent of courses assessed per academic year

Legend	↑	↓	↔	***
	Increased	Decreased	No Change	Insufficient Data

Gaps in Success Rates, 2017-18 Academic Year

The Percentage Point Gap (PPG) compares the percentage in a particular outcome for a disaggregated subgroup to the percentage for all student. Disproportionate impact (DI) occurs when a subset of students are unjustifiably experiencing lower outcomes compared to the total student population.

Largest DI groups: Hispanic/Latinx, Economically Disadvantaged, Foster Youth

	Total Enrolled	% of Total Enrolled	Success Rate	Success Rate (Avg.)	PPG	No. of successful course completion needed to close gap
Race/Ethnicity						
Am. Indian/Alaska Native	0	--	--	60.6%	--	--
Asian	25	16.1%	68.0%	60.6%	7.4%	--
Black or African American	--	--	33.3%	60.6%	-27.3%	2
Hispanic/Latinx	61	39.4%	55.7%	60.6%	-4.9%	3
Nat. Hawaiian/Pac. Islander	--	--	100.0%	60.6%	39.4%	--
White	49	31.6%	65.3%	60.6%	4.7%	--
Two or more races	11	7.1%	63.6%	60.6%	3.0%	--
Gender						
Woman	91	58.7%	61.5%	60.6%	0.9%	--
Man	61	39.4%	60.7%	60.6%	0.0%	--
Special Population Status						
Economically Disadvantaged	85	54.8%	56.5%	60.6%	-4.2%	4
DSPS	--	--	50.0%	60.6%	-10.6%	0
Veteran	--	--	50.0%	60.6%	-10.6%	0
Foster Youth	--	--	0.0%	60.6%	-60.6%	2
EOPS/CARE	--	--	57.1%	60.6%	-3.5%	0
CalWORKs	--	--	0.0%	60.6%	-60.6%	1
International Student	--	--	83.3%	60.6%	22.7%	--

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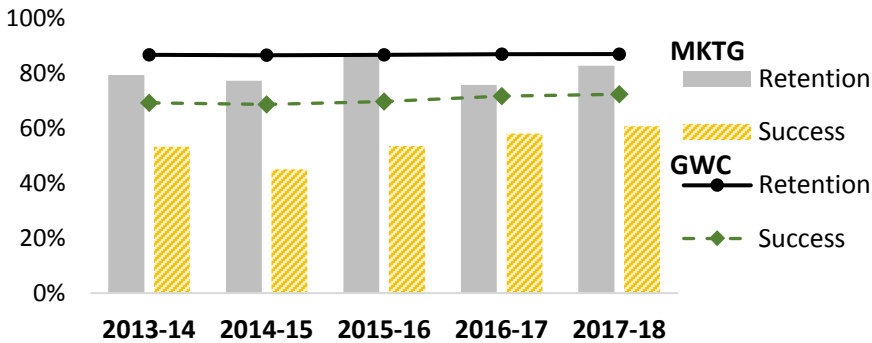
Marketing

Unduplicated Headcount and Distribution

	2013-14		2014-15		2015-16		2016-17		2017-18	
	N	%	N	%	N	%	N	%	N	%
Race/Ethnicity										
Am. Indian/Alaska Native	--	--	--	--	0	0.0%	0	0.0%	0	0.0%
Asian	28	19.0%	22	14.4%	21	15.7%	28	28.0%	24	16.9%
Black or African American	--	--	--	--	--	--	--	--	--	--
Hispanic/Latinx	41	27.9%	57	37.3%	40	29.9%	29	29.0%	53	37.3%
Nat. Hawaiian/Pac. Islander	--	--	--	--	--	--	0	0.0%	--	--
Two or More Races	14	9.5%	--	--	--	--	--	--	--	--
White	57	38.8%	56	36.6%	60	44.8%	38	38.0%	46	32.4%
Unknown	--	--	--	--	0	0.0%	0	0.0%	--	--
Gender										
Woman	69	46.9%	53	34.6%	67	50.0%	43	43.0%	83	58.5%
Man	77	52.4%	98	64.1%	64	47.8%	54	54.0%	56	39.4%
Special Population Status										
Economically Disadvantaged	85	56.0%	92	60.3%	75	55.7%	42	39.7%	76	52.4%
DSPS	--	--	--	--	--	--	--	--	--	--
Veteran	--	--	--	--	--	--	0	--	--	--
Foster Youth	--	--	--	--	--	--	0	--	--	--
EOPS/CARE	--	--	--	--	--	--	--	--	--	--
CalWORKs	0	--	--	--	--	--	0	--	--	--
International Student	--	--	--	--	--	--	--	--	--	--

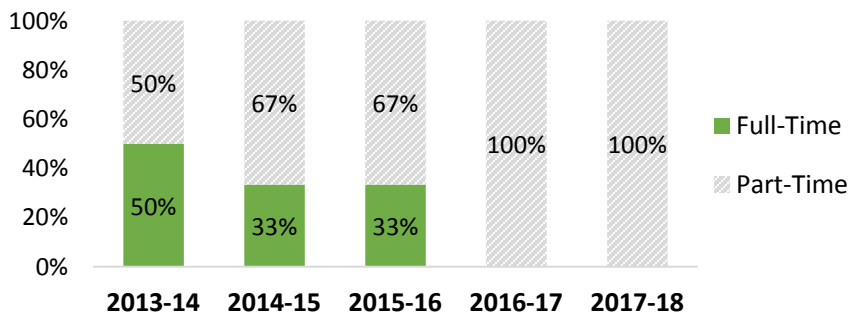
Note: In cases where the enrollment for a student racial or ethnic group is 10 or fewer students, data have been suppressed to protect individuals' privacy.

Overall Retention and Success Rate



	MKTG		GWC	
	Retention	Success	Retention	Success
2013-14	79.2%	53.2%	86.5%	69.1%
2014-15	77.2%	44.9%	86.4%	68.6%
2015-16	87.0%	53.4%	86.6%	69.6%
2016-17	75.7%	57.9%	86.8%	71.6%
2017-18	82.6%	60.6%	86.9%	72.2%

Courses Taught by Full-Time and Part-Time Faculty



	% Courses Taught		Total Courses Taught	
	FT	PT	FT	PT
2013-14	50%	50%	2	2
2014-15	33%	67%	2	4
2015-16	33%	67%	2	4
2016-17	--	100%	--	6
2017-18	--	100%	--	7