

Table 1. Enrollment Patterns & Course Offerings

Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	Student Headcount	292	304	317	364	324
	Total Course Enrollments	444	425	511	490	427
	# of Course Offerings	13	14	14	10	10
	# of Section Offerings	19	20	21	17	17
	Ave Enrollment per Section*	23.4	21.3	24.3	28.8	25.1

*Color Coding: Peach shaded cells contain values at least 10% lower than the college average; blue shaded cells at least 10% above the college average.

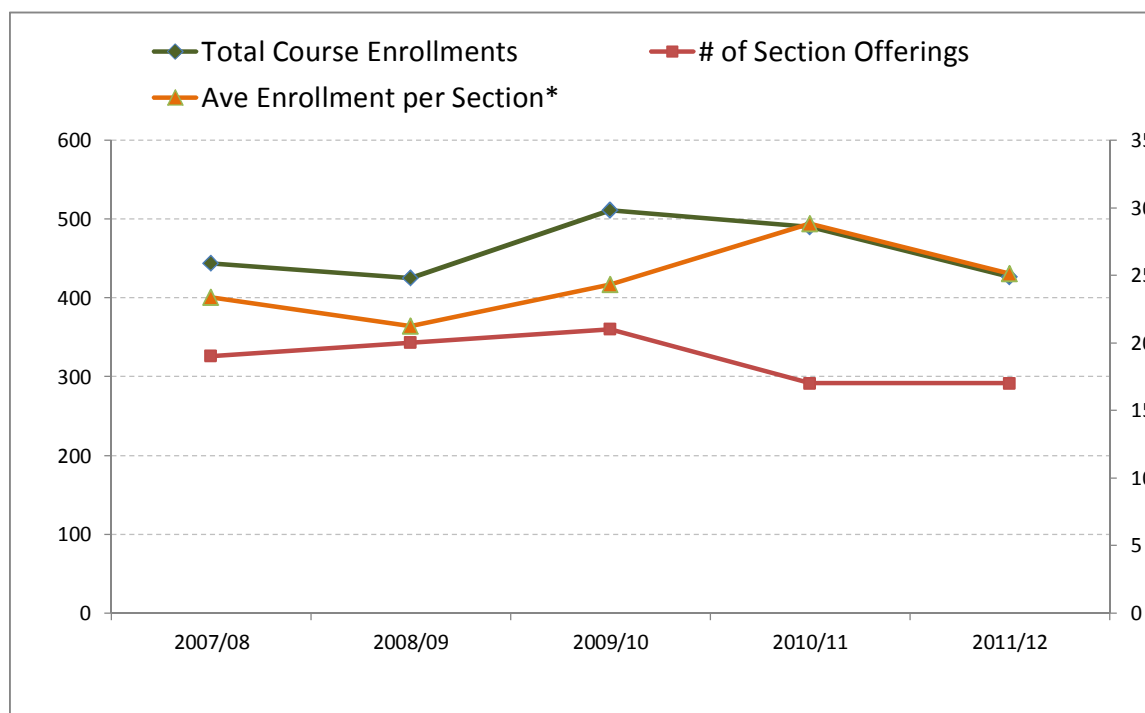
Data Definitions: **Student Headcount** is the count of individual students (no duplicates) enrolled in all courses within the Department

Total Course Enrollments is the sum of all course enrollments (filled seats) within the Department.

of Course Offerings is the number of courses offered within the department for that Academic Year.

of Section Offerings is the number of course sections offered within the department for that Academic Year.

Ave Enrollment per Section is the average number of students per section (Average Class Size).



Some questions to get you thinking:

- * Compare course enrollments to section offerings. What is the relationship between the two trends?
- * Consider the trend in average enrollments per section. How does that trend compare to the trend in section offerings?
- * How does your Department's average enrollment per section compare to the college average? Why might they be different?
- * Consider the levels & growth of course enrollments and unique headcount. What does the difference tell you about your students?
- * Do the trends suggest any goals or enrollment targets for the department?

Table 2. Department Efficiency

Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	WSCH	1477	1488	1372	1581	1533
	FTES	49.2	49.6	45.7	52.7	51.1
	FTE	3.8	3.6	3.8	3.7	3.8
	Load*	385	417	362	431	404

*Color Coding: Peach shaded cells contain values at least 10% lower than the college average; blue shaded cells at least 10% above the college average.

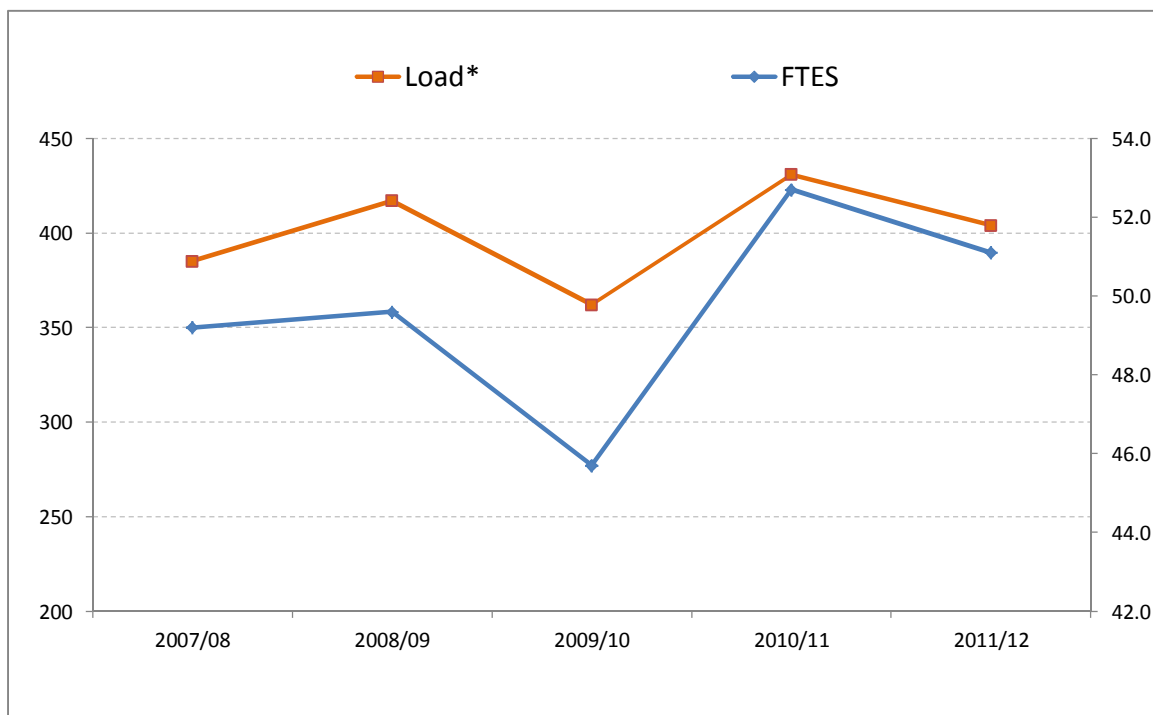
Data Definitions: **WSCH** is the total Weekly Student Contact Hours resulting from all enrollment within the department.

FTES is the total Full Time Equivalent Student value resulting from all enrollment within the department.

FTE is the Full Time Equivalent faculty associated with the Department's course offerings for that Academic Year.

Load is the ratio of WSCH to FTE and a standard measure of department efficiency.

Department Overview



Some questions to get you thinking:

- * What are the overall trends for Dept FTES & Load? Are the trends moving in the same direction?
- * Were there any deviations or sudden changes in the trend over the period? What do you think might be the underlying causes?
- * How does your Dept load compare with the college average? Are the trends similar? Why might they be different?
- * Given these trends and your reflection on their causes, what do you think are reasonable one-year and three-year targets for FTES & Load?

Table 3. Student Performance Profile

Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	Success Rate	73%	73%	71%	66%	72%
	Retention Rate	87%	86%	85%	79%	84%
	Pct A Grades Awarded	8.4	7.9	8.6	8.9	9.2
	Pct A or B Grades Awarded	6.56	6.12	6.44	6.4	6.93
	Pct Withdraws	2.59	2.49	2.66	2.67	2.63
	Retained Pass Rate*	2.92	2.9	2.92	2.89	2.89

*Color Coding: Peach shaded cells contain values at least 10% lower than the college average; blue shaded cells at least 10% above the college average.

Data Definitions: **Success Rate** is the percentage of students receiving a passing grade (A, B, C or CR) relative to all students receiving a grade.

Retention Rate is the percentage of students receiving any grade other than W relative to all students receiving a grade.

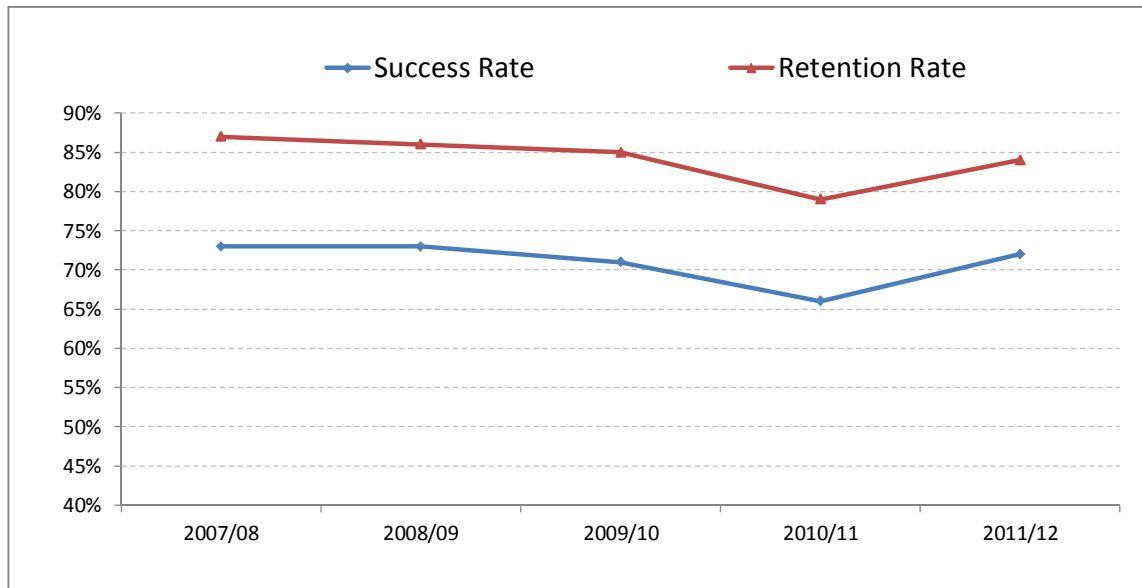
Pct A Grades Awarded is the percentage of students receiving a grade of A divided by all other grades awarded.

Pct A or B Grades Awarded is the percentage of students receiving either a grade of A or B divided by all other grades awarded.

Pct W Grades Awarded is the percentage of students receiving a grade of W divided by all other grades awarded (inverse of the Retention Rate).

***Retained Pass Rate** is the percentage of students receiving a passing grade (A, B, C or CR) relative to all students that didn't withdraw from the course.

Student Performance Profile



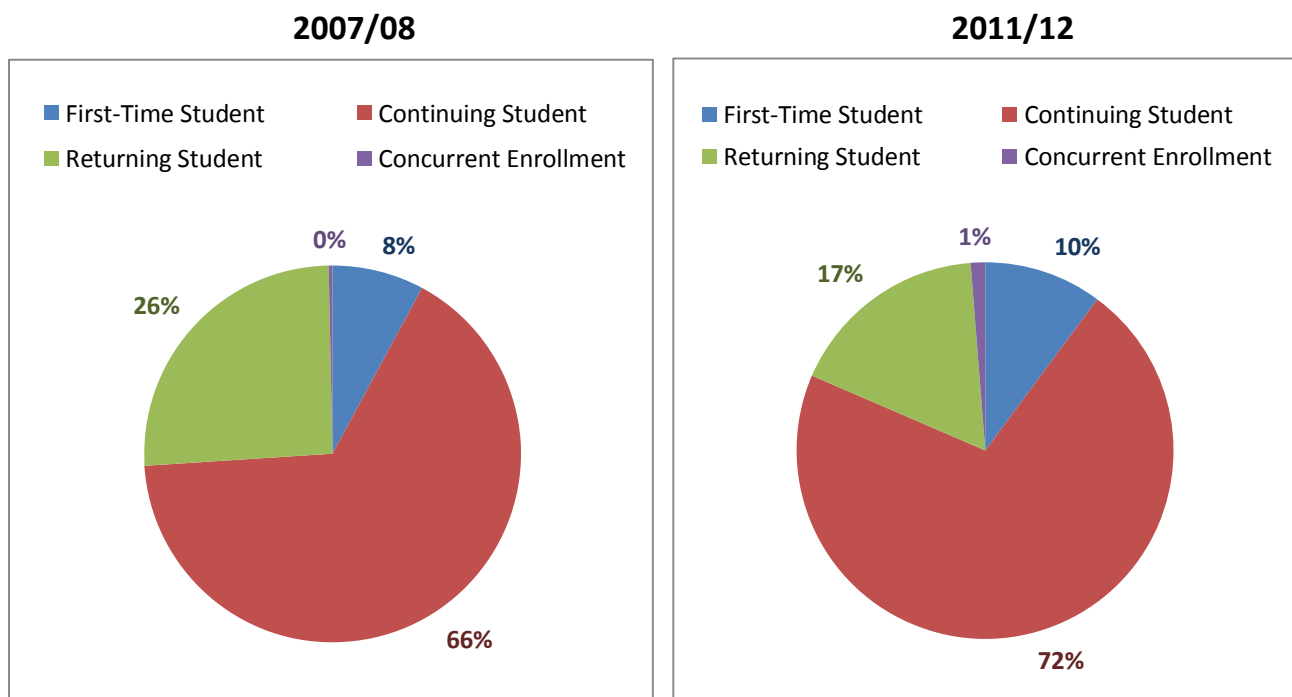
Some questions to get you thinking:

- * What are the overall trends in success rate and retention rate? Why might they be exhibiting those patterns?
- * Consider the levels & trends in student GPA and Unit Load? Could they explain any of the patterns in success and retention?
- * What do you think are the two or three underlying causes driving those trends and how might they be improved?
- * Are you generally satisfied with the departments current success & retention rates? How do they compare with the college average?

Table 4. Student Enrollment Status Profile

Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	First-Time Student	23	44	52	47	33
	Continuing Student	193	199	191	238	231
	Returning Student	75	60	73	79	56
	Concurrent Enrollment	1	1	1	0	4
	Percent First Time	8%	14%	16%	13%	10%
	Percent Continuing	66%	65%	60%	65%	71%
	Percent Returning	26%	20%	23%	22%	17%
	Percent Concurrent	0%	0%	0%	0%	1%

Data Definitions: **First Time Student** A student that has never attended this DISTRICT, but may have attended or may be currently attending another college. Continuing Students are those that attended the DISTRICT in immediately previous primary Academic Year. Fall & Spring are primary Academic Years. Returning Student is returning to this DISTRICT and has not attended another institution since the last Academic Year here or is returning to this DISTRICT after attending another college. Concurrent Enrollment is a student that is attending high school during the Academic Year for which he/she is applying.



Some questions to get you thinking:

- * How has the proportion first-time, continuing & returning students in your department changed over the period?
- * Does this change suggest any response strategy for the department?
- * How does the current picture compare with the college average and what does that tell you?

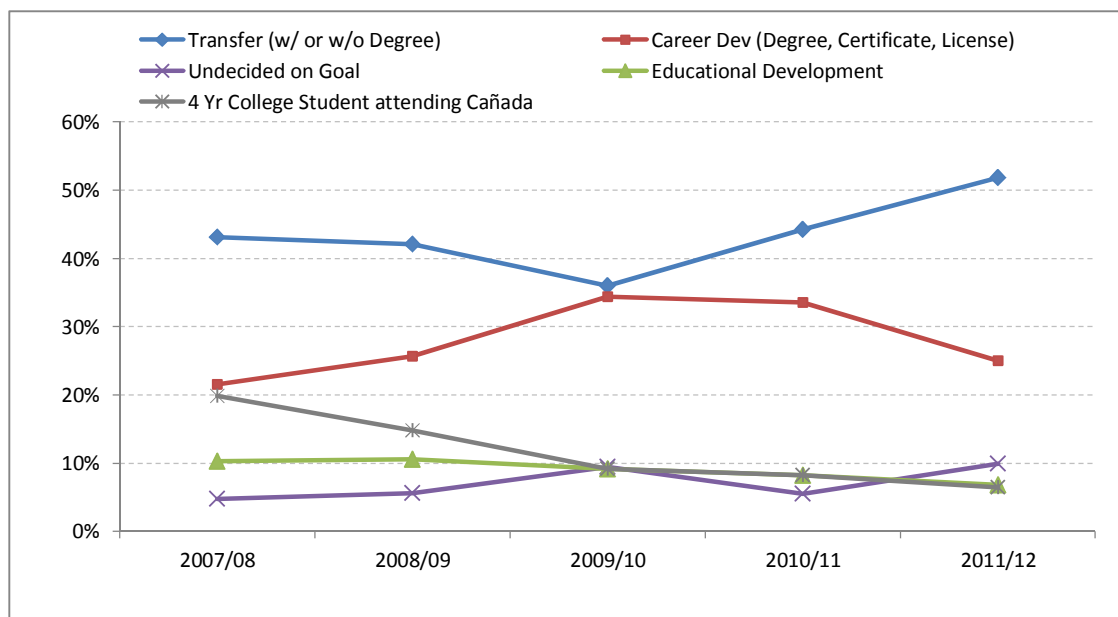
Table 5. Student Goal Orientation

Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	Transfer (w/ or w/o Degree)	126	128	114	161	168
	Career Dev (Degree, Certificate, License)	63	78	109	122	81
	Educational Development	30	32	29	30	22
	4 Yr College Student attending Cañada	58	45	29	30	21
	Undecided on Goal	14	17	30	20	32
	% Transfer (w/ or w/o Degree)	43%	42%	36%	44%	52%
	% Career Dev (Degree, Certificate, License)	22%	26%	34%	34%	25%
	% Educational Development	10%	11%	9%	8%	7%
	% 4 Yr College Student attending Cañada	20%	15%	9%	8%	6%
	% Undecided on Goal	5%	6%	9%	5%	10%

Data Definitions: All counts & percentages reflect the student's primary educational goal as indicated on their first application.

Note 1: Percentages do not sum to 100% because the Transfer category also includes some degree seeking students.

Student Goal Orientation



Some questions to get you thinking:

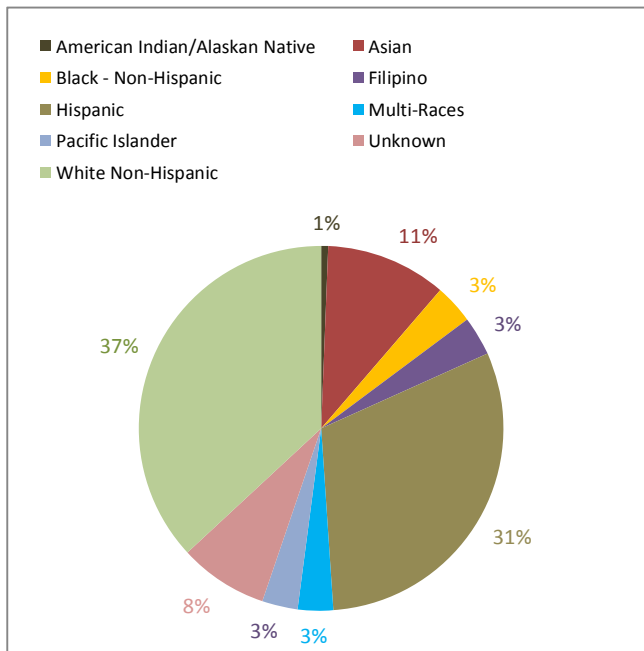
- * What are the most important trends occurring over the period? Do the data match your perceptions ?
- * What do you think are the underlying causes driving these trends ?
- * Does this change suggest any response strategy for the department?
- * How do the department trends compare to the college? Why might the two show different trends?

Table 6. Student Demographics - Ethnicity

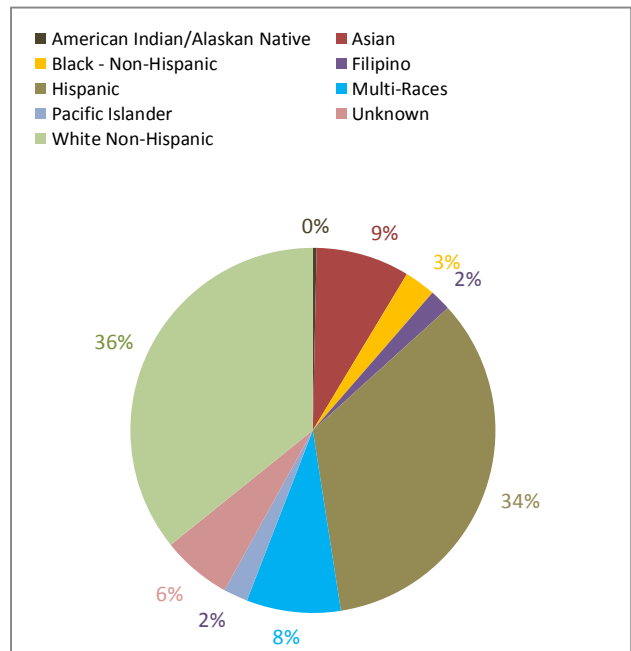
Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	American Indian/Alaskan Native		1	2	0	1
	Asian		25	34	32	27
	Black - Non-Hispanic		8	11	20	9
	Filipino		6	11	12	6
	Hispanic		104	97	110	111
	Multi-Races		3	10	24	27
	Pacific Islander		7	10	9	7
	Unknown		31	25	27	20
	White Non-Hispanic		119	117	130	116
	% American Indian/Alaskan Native		0%	1%	0%	0%
	% Asian		8%	11%	9%	8%
	% Black - Non-Hispanic		3%	3%	5%	3%
	% Filipino		2%	3%	3%	2%
	% Hispanic		34%	31%	30%	34%
	% Multi-Races		1%	3%	7%	8%
	% Pacific Islander		2%	3%	2%	2%
	% Unknown		10%	8%	7%	6%
	% White Non-Hispanic		39%	37%	36%	36%

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

2009/10



2011/12



Some questions to get you thinking:

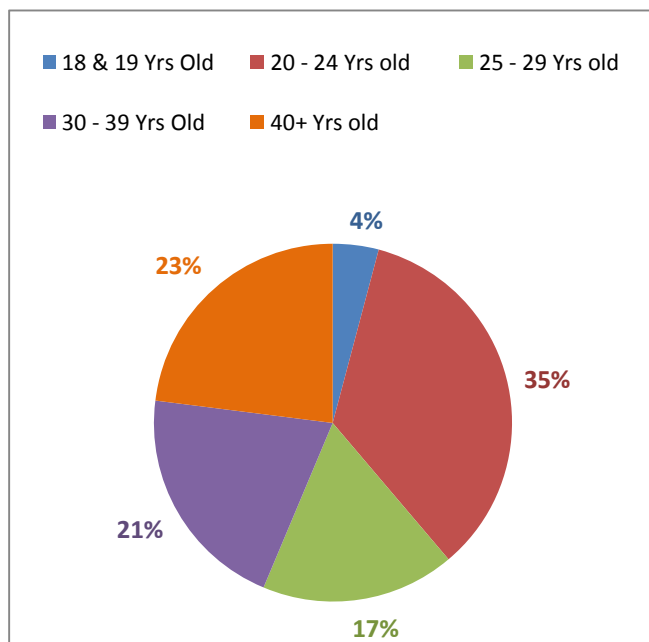
- * How has ethnicity profile of your department changed over the period? How do you interpret those changes?
- * What might be the underlying causes driving any changes?
- * Does this change suggest any response strategy for the department?
- * How does the current picture compare with the college average and what does that tell you?

Table 7. Student Demographics - Gender & Age

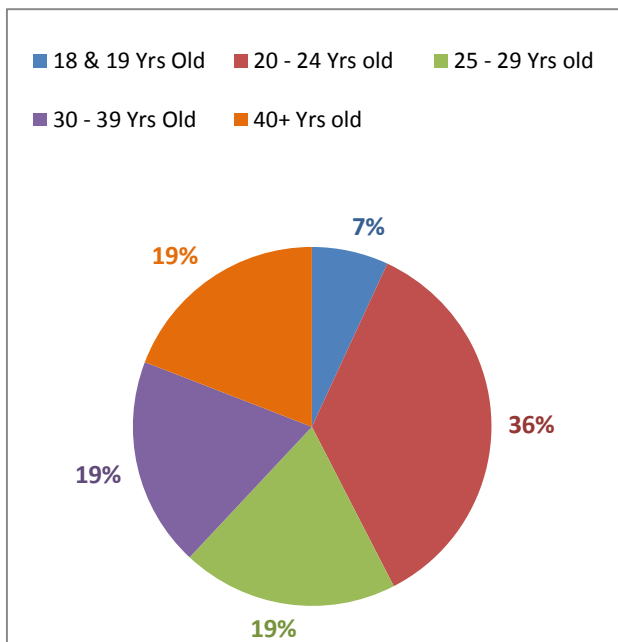
Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	Female	187	188	193	218	181
	Male	99	107	118	134	137
	18 & 19 Yrs Old	12	21	31	21	22
	20 - 24 Yrs old	101	113	92	128	113
	25 - 29 Yrs old	51	57	43	54	62
	30 - 39 Yrs Old	60	43	61	72	60
	40+ Yrs old	67	66	89	86	61
	% Female	64%	62%	61%	60%	56%
	% Male	34%	35%	37%	37%	42%
	% 18 & 19 Yrs Old	4%	7%	10%	6%	7%
	% 20 - 24 Yrs old	35%	37%	29%	35%	35%
	% 25 - 29 Yrs old	17%	19%	14%	15%	19%
	% 30 - 39 Yrs Old	21%	14%	19%	20%	19%
	% 40+ Yrs old	23%	22%	28%	24%	19%

Data Definitions: Gender & Age category percentages may not sum to 100% due to nondisclosures.

2007/08



2011/12



Some questions to get you thinking:

- * Have there been any significant changes in the age profile of your students over the period? How do you interpret those changes?
- * What might be the underlying causes driving any changes? Do you expect the trend to continue?
- * How does the current picture for the department compare with the college?
- * Does this change suggest any response strategy for the department?

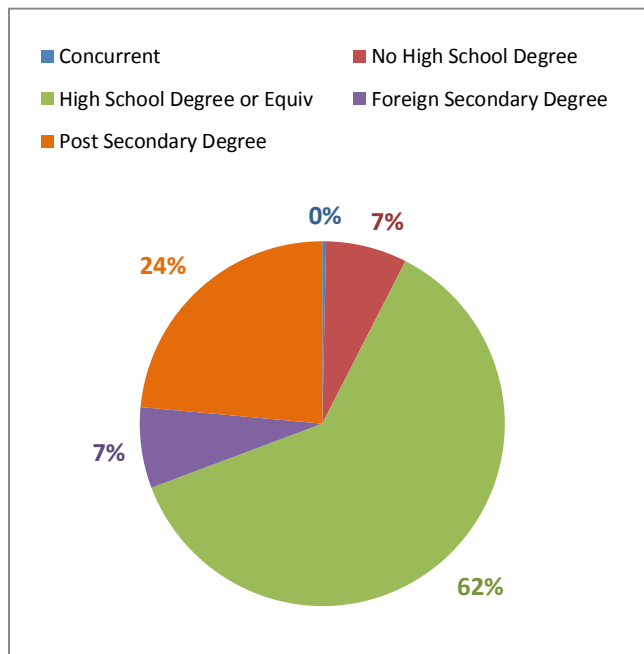
Table 8. Student Education Attainment Level

Department	Metric	Academic Year				
		2007/08	2008/09	2009/10	2010/11	2011/12
ACTG	Concurrent	1	1	1	0	4
	No High School Degree	21	16	25	17	16
	High School Degree or Equiv	181	190	197	231	218
	Foreign Secondary Degree	21	20	25	15	13
	Post Secondary Degree	69	78	70	101	73
	% Concurrent Enrollment	0%	0%	0%	0%	1%
	% No High School Degree	7%	5%	8%	5%	5%
	% High School Degree or Equiv	62%	63%	62%	63%	67%
	% Foreign Secondary Degree	7%	7%	8%	4%	4%
	% Post Secondary Degree	24%	26%	22%	28%	23%

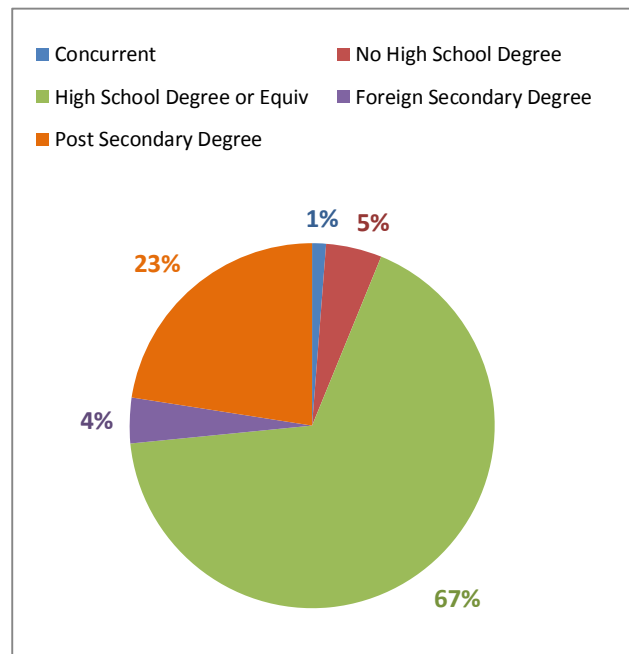
Data Definitions: All counts & percentages reflect the student's primary educational goal as indicated on their first application.

Note 1: Percentages do not sum to 100% because the Transfer category is not mutually exclusive with Degree Orientation.

2007/08



2011/12



Some questions to get you thinking:

- * Is the current education attainment profile of your students what you expected?
- * How has the education level of the students in your department been changing over this period?
- * What might be the underlying causes driving any changes? Do you expect the trend to continue?
- * How does the current picture for the department compare with the college?
- * Does this change suggest any response strategy for the department?