

Table 1. Enrollment Patterns & Course Offerings

Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	Student Headcount	142	140	162	226	185
	Total Course Enrollments	165	150	170	277	213
	# of Course Offerings	8	5	4	7	6
	# of Section Offerings	10	8	7	9	8
	Ave Enrollment per Section*	16.5	18.8	24.3	30.8	26.6

*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.

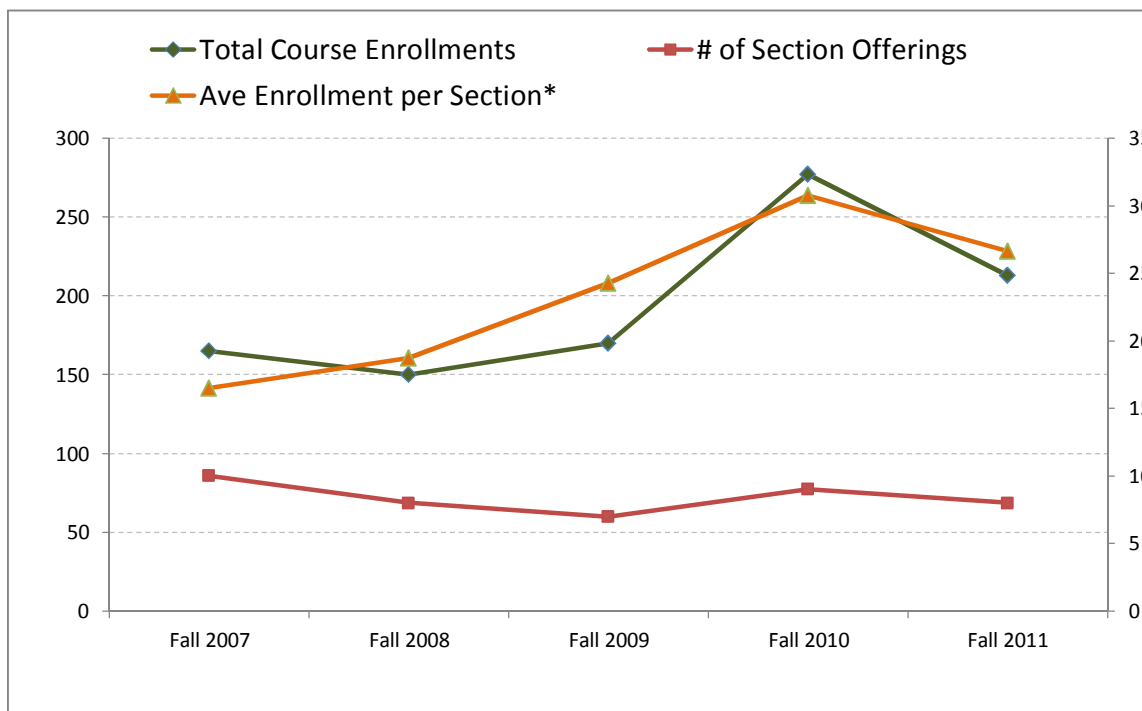
Data Definitions: **Student Headcount** is the count of individual students (no duplicates) enrolled in all courses within the Department

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 term.

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

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?

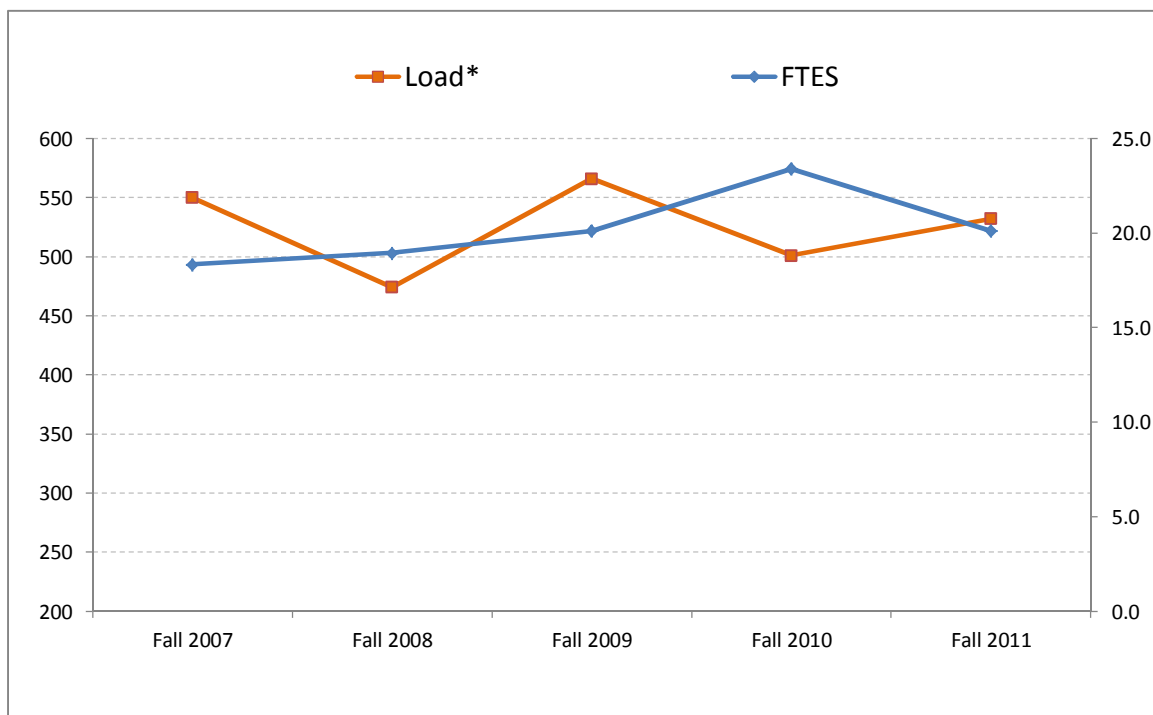
Table 2. Department Efficiency

Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	WSCH	550	568	603	702	603
	FTES	18.3	18.9	20.1	23.4	20.1
	FTE	1	1.2	1.07	1.4	1.13
	Load*	550	474	566	501	532

*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 term.
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?

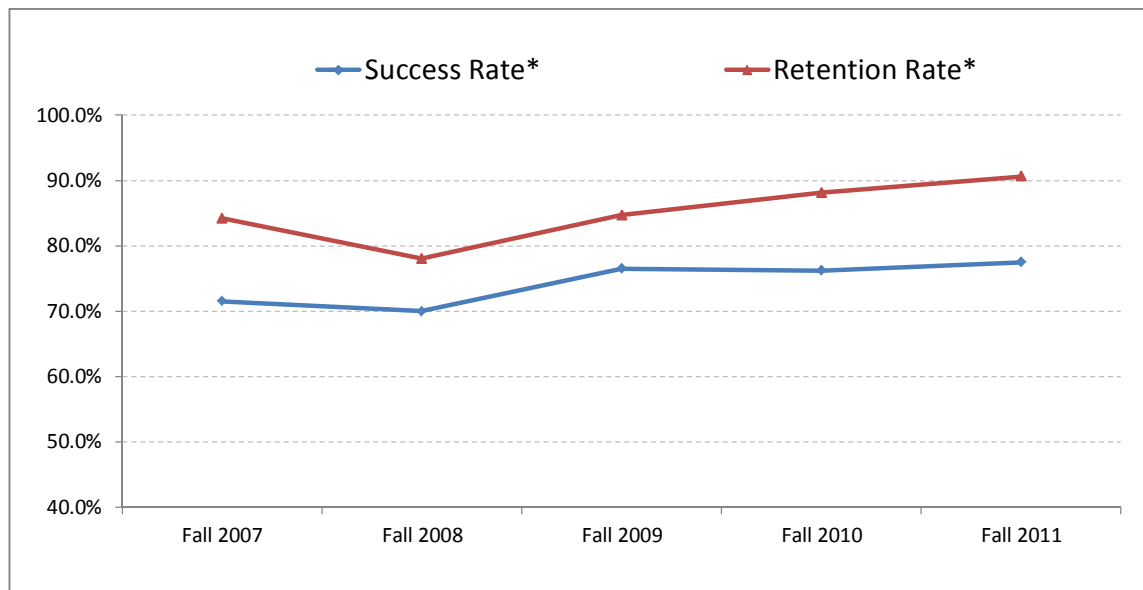
Table 3. Student Performance Profile

Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	Success Rate*	71.5%	70.0%	76.5%	76.2%	77.5%
	Retention Rate*	84.2%	78.0%	84.7%	88.1%	90.6%
	Ave Units Attempted this Term	8.4	9.5	9.6	9	9.1
	Ave Units Earned this Term	6	6.4	6.6	6.5	6.4
	Ave Term GPA	2.58	2.43	2.59	2.61	2.55
	Ave Cumulative GPA	2.58	2.49	2.66	2.69	2.62

*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.
Ave Units Attempted this Term is the average number of units associated with students enrollment for the term after the add/drop deadline.
Ave Units Earned this Term is the average number of course units awarded to the student at the end of the given term.
Ave Term GPA is the average current term GPA of all students taking courses in the department for the given term.
Ave Cumulative GPA is the average cumulative GPA of all students taking courses in the department for the given term.

Student Performance Profile



Some questions to get you thinking:

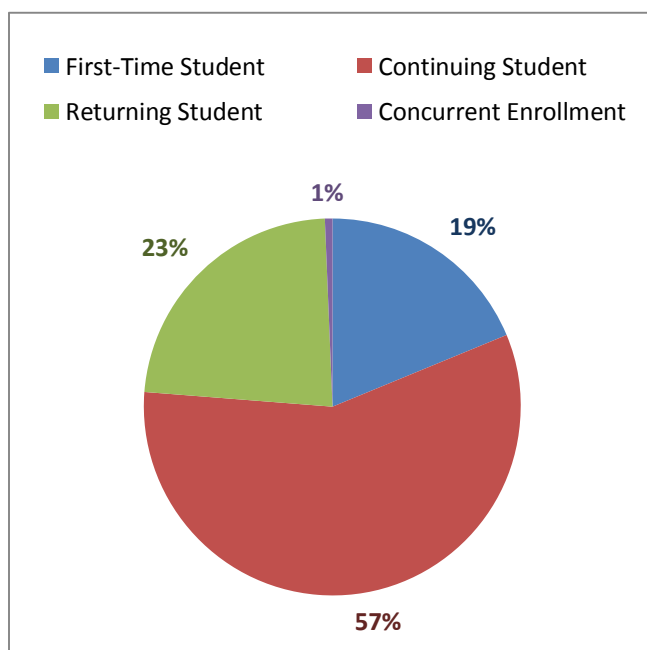
- * What are the overall trends in success rate and retention rate? Why might they be exhibiting those patterns?
- * Consider the levels & trends in student GPA and Unit Load? Could they explain any of the patterns in success and retention?
- * What do you think are the two or three underlying causes 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

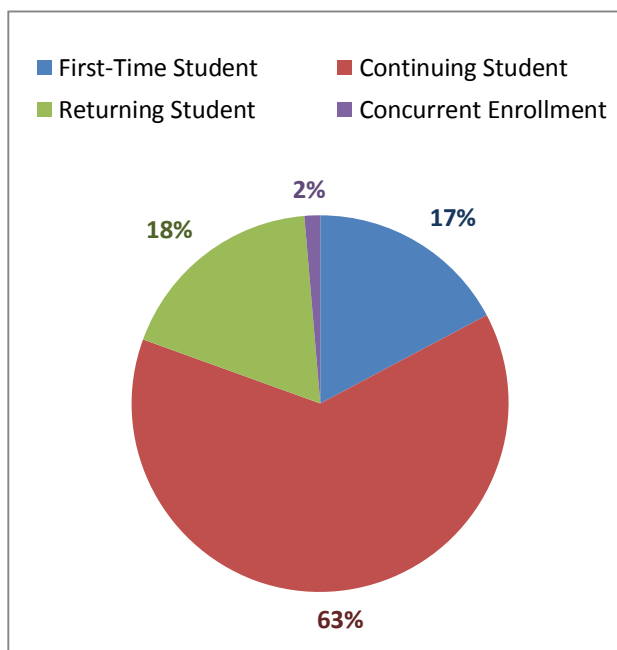
Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	First-Time Student	30	22	24	30	39
	Continuing Student	92	91	83	104	143
	Returning Student	37	27	31	24	41
	Concurrent Enrollment	1	2	2	4	3
	Percent First Time	21%	16%	15%	13%	21%
	Percent Continuing	65%	65%	51%	46%	77%
	Percent Returning	26%	19%	19%	11%	22%
	Percent Concurrent	1%	1%	1%	2%	2%

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 term. Fall & Spring are primary terms.
Returning Student is returning to this DISTRICT and has not attended another institution since the last term here or is returning to this DISTRICT after attending another college.
Concurrent Enrollment is a student that is attending high school during the term for which he/she is applying.

Fall 2007



Fall 2011



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?

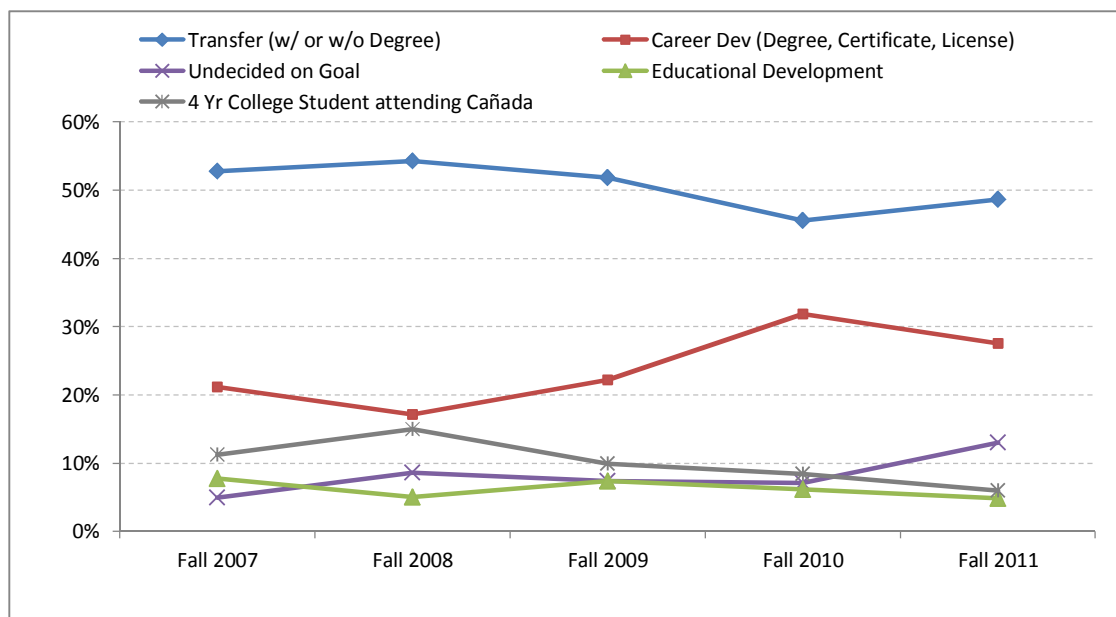
Table 5. Student Goal Orientation

Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	Transfer (w/ or w/o Degree)	75	76	84	103	90
	Career Dev (Degree, Certificate, License)	30	24	36	72	51
	Educational Development	11	7	12	14	9
	4 Yr College Student attending Cañada	16	21	16	19	11
	Undecided on Goal	7	12	12	16	24
	% Transfer (w/ or w/o Degree)	53%	54%	52%	46%	49%
	% Career Dev (Degree, Certificate, License)	21%	17%	22%	32%	28%
	% Educational Development	8%	5%	7%	6%	5%
	% 4 Yr College Student attending Cañada	11%	15%	10%	8%	6%
	% Undecided on Goal	5%	9%	7%	7%	13%

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:

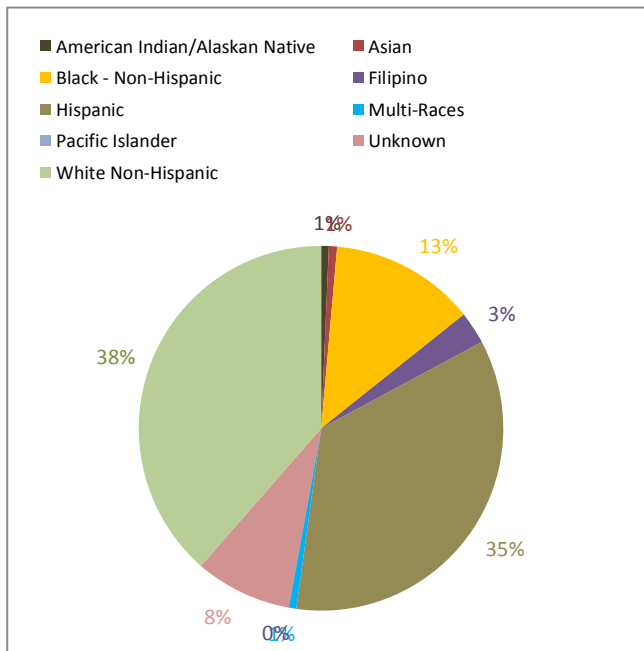
- * What are the most important trends occurring over the period? Do the data match your perceptions ?
- * What do you think are the underlying causes driving these trends ?
- * Does this change suggest any response strategy for the department?
- * How do the department trends compare to the college?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

Table 6. Student Demographics - Ethnicity

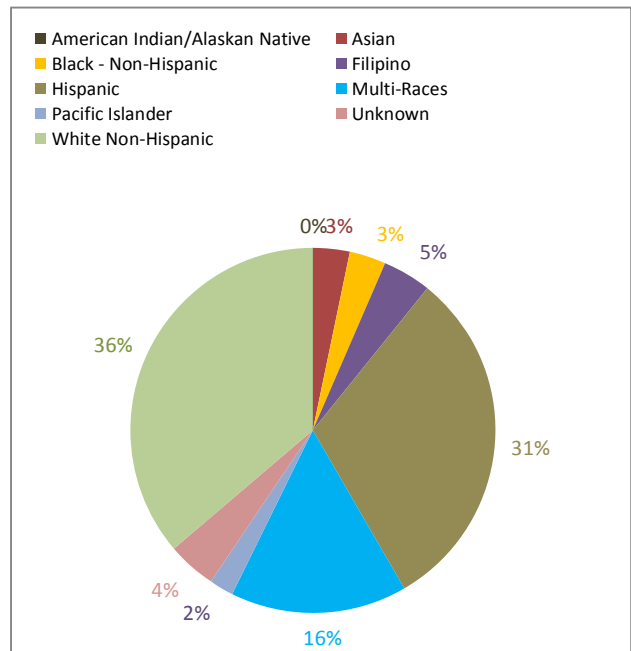
Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	American Indian/Alaskan Native		1	1	1	0
	Asian		1	9	14	6
	Black - Non-Hispanic		18	5	13	6
	Filipino		4	5	6	8
	Hispanic		49	61	69	57
	Multi-Races		1	4	12	29
	Pacific Islander		0	5	3	4
	Unknown		12	21	17	8
	White Non-Hispanic		54	51	91	67
	% American Indian/Alaskan Native		1%	1%	0%	0%
	% Asian		1%	6%	6%	3%
	% Black - Non-Hispanic		13%	3%	6%	3%
	% Filipino		3%	3%	3%	4%
	% Hispanic		35%	38%	31%	31%
	% Multi-Races		1%	2%	5%	16%
	% Pacific Islander		0%	3%	1%	2%
	% Unknown		9%	13%	8%	4%
	% White Non-Hispanic		39%	31%	40%	36%

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

Fall 2008



Fall 2011



Some questions to get you thinking:

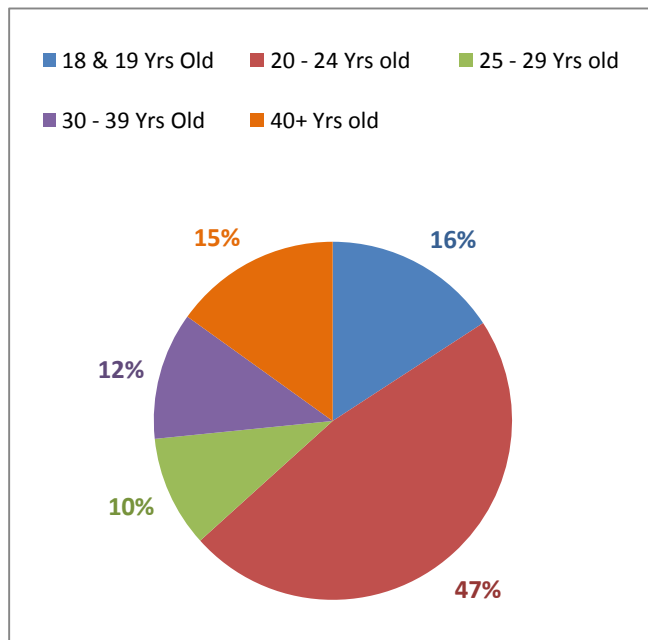
- * How has ethnicity profile of your department changed over the period? How do you interpret those changes?
- * What might be the underlying causes driving any changes?
- * Does this change suggest any response strategy for the department?
- * How does the current picture compare with the college average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

Table 7. Student Demographics - Gender & Age

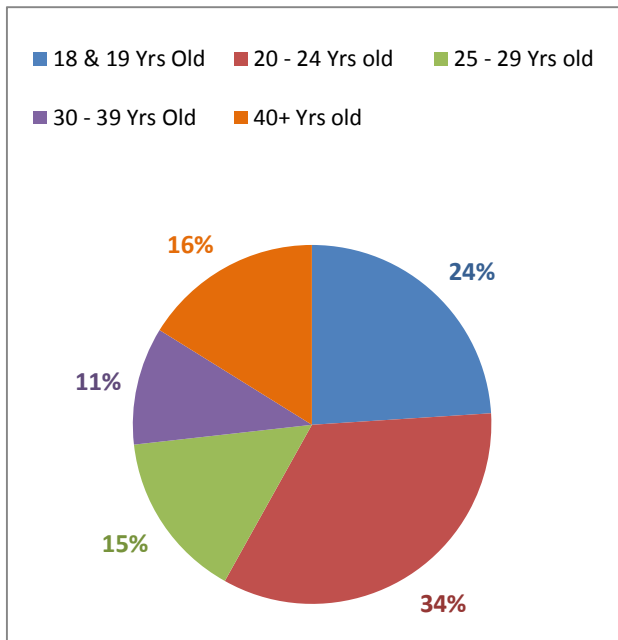
Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	Female	84	65	89	115	78
	Male	55	73	65	99	101
	18 & 19 Yrs Old	22	24	30	32	43
	20 - 24 Yrs old	66	66	64	80	61
	25 - 29 Yrs old	14	15	18	23	27
	30 - 39 Yrs Old	16	11	18	30	19
	40+ Yrs old	21	21	27	55	29
	% Female	59%	46%	55%	51%	42%
	% Male	39%	52%	40%	44%	55%
	% 18 & 19 Yrs Old	15%	17%	19%	14%	23%
	% 20 - 24 Yrs old	46%	47%	40%	35%	33%
	% 25 - 29 Yrs old	10%	11%	11%	10%	15%
	% 30 - 39 Yrs Old	11%	8%	11%	13%	10%
	% 40+ Yrs old	15%	15%	17%	24%	16%

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

Fall 2007



Fall 2011



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?

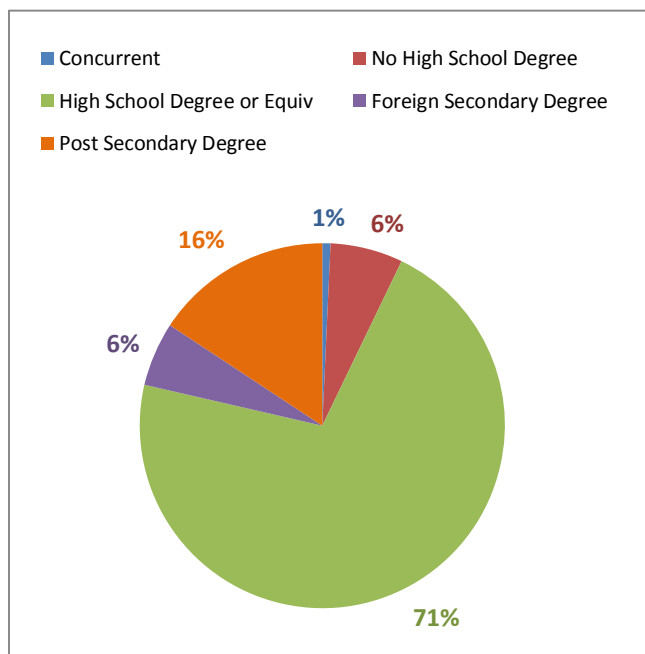
Table 8. Student Education Attainment Level

Department	Metric	Term				
		Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BUS.	Concurrent	1	2	2	4	3
	No High School Degree	9	14	11	16	13
	High School Degree or Equiv	100	107	120	153	143
	Foreign Secondary Degree	8	1	7	13	5
	Post Secondary Degree	22	14	19	39	20
	% Concurrent Enrollment	1%	1%	1%	2%	2%
	% No High School Degree	6%	10%	7%	7%	7%
	% High School Degree or Equiv	70%	76%	74%	68%	77%
	% Foreign Secondary Degree	6%	1%	4%	6%	3%
	% Post Secondary Degree	15%	10%	12%	17%	11%

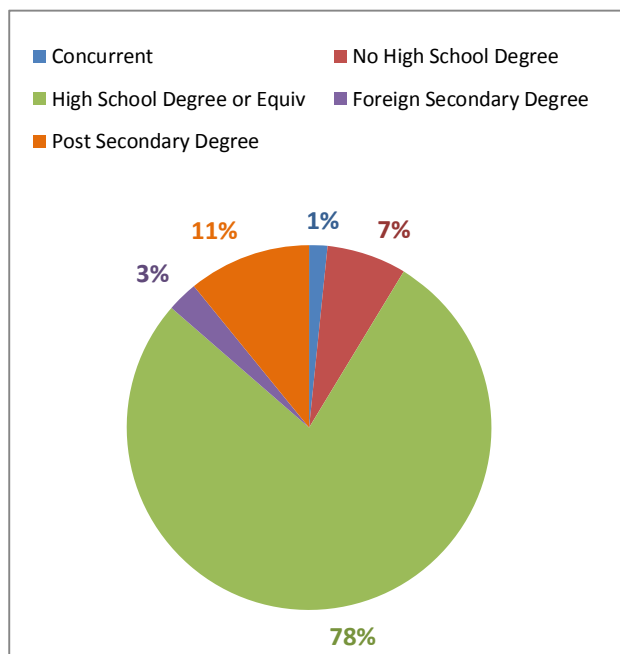
Data Definitions: All counts & percentages reflect the student's primary educational goal as indicated on their first application.

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

Fall 2007



Fall 2011



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?