

### Enrollment Patterns & Course Offerings

Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	Unique Headcount	46	51	54	65	80
	Total Course Enrollments	47	52	57	65	82
	# of Course Offerings	3	3	3	3	3
	# of Section Offerings	3	3	3	3	3
	Ave Enrollment per Section*	15.7	17.3	19.0	21.7	27.3

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

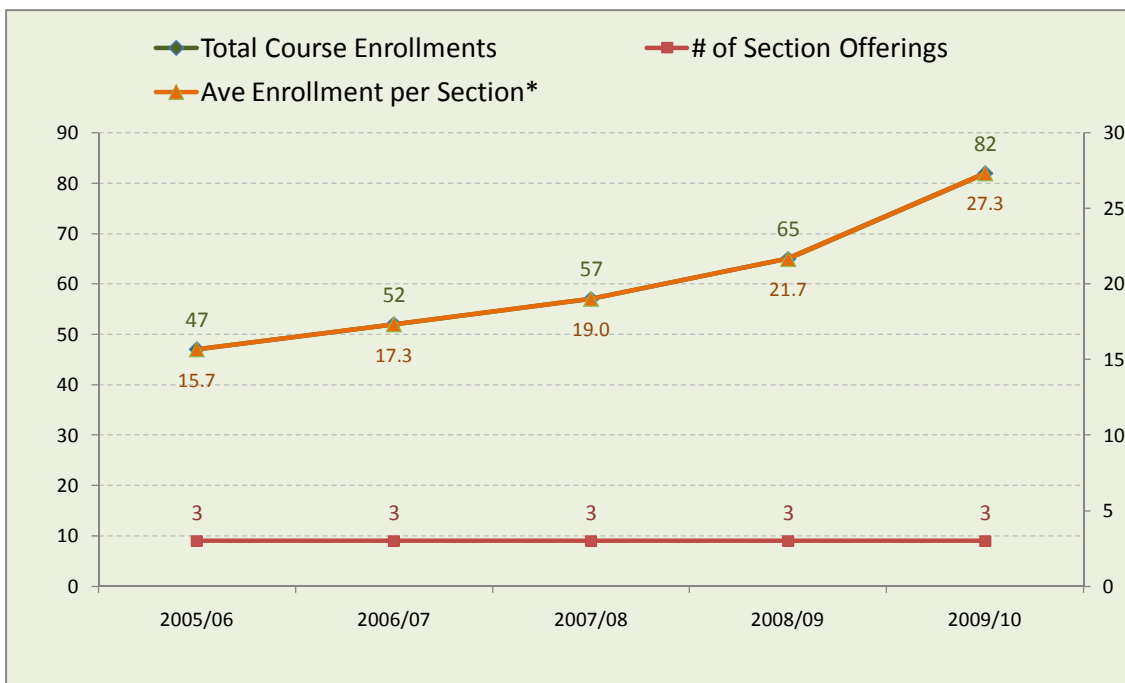
Data Definitions: **Unique Headcount** is the count of individual students (no duplicates) enrolled in any courses within the Department

**Total Course Enrollments** is the sum of all individual section enrollments 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?

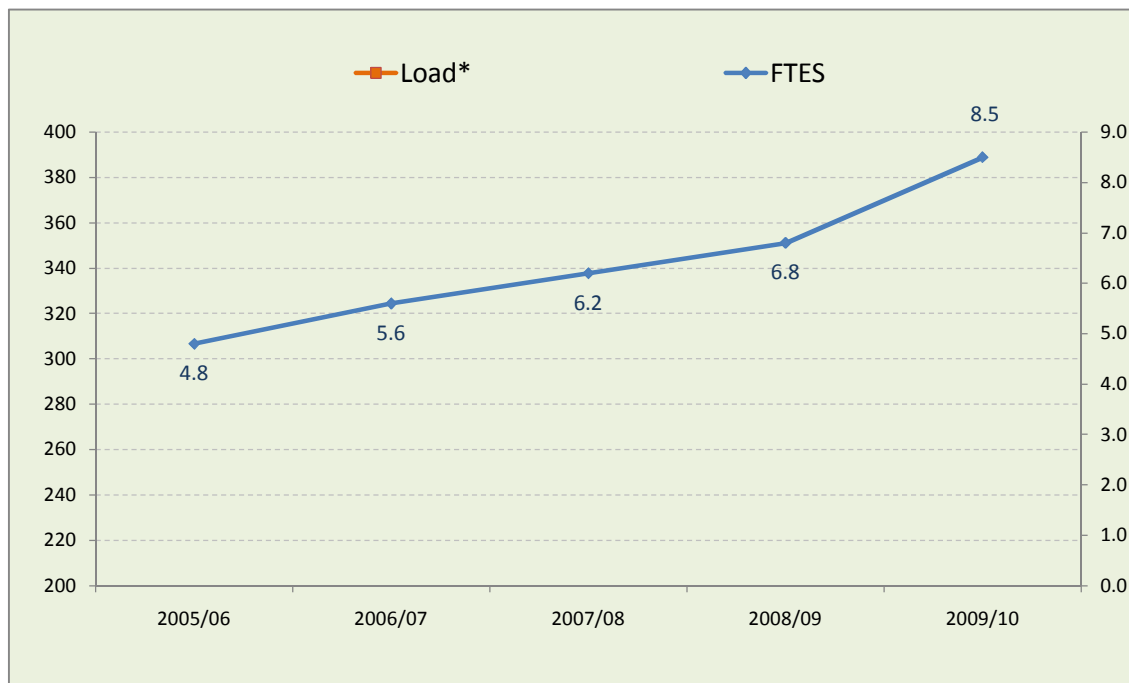
### Department Efficiency

Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	WSCH	144	168	186	204	255
	FTES	4.8	5.6	6.2	6.8	8.5
	FTE	0	0	0	0	0
	Load*	#INF	#INF	#INF	#INF	#INF

**\*Color Coding:** Cells shaded pink contain values 10% lower than the College average; cells shaded blue contain values 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?

### Student Performance Profile

Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	Success Rate*	53.2%	67.3%	59.6%	52.3%	68.3%
	Retention Rate*	89.4%	90.4%	86.0%	76.9%	89.0%
	Ave Units Attempted this Academic Year	8.98	7.59	8.77	9.76	8.84
	Ave Units Earned this Academic Year	5.9	5.15	5.7	6.81	7.05
	Ave Academic Year GPA	2.29	2.38	2.17	2.3	2.81
	Ave Cumulative GPA	2.51	2.53	2.65	2.61	2.76

**\*Color Coding:** Cells shaded pink contain values 10% lower than the College average; cells shaded blue contain values 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.

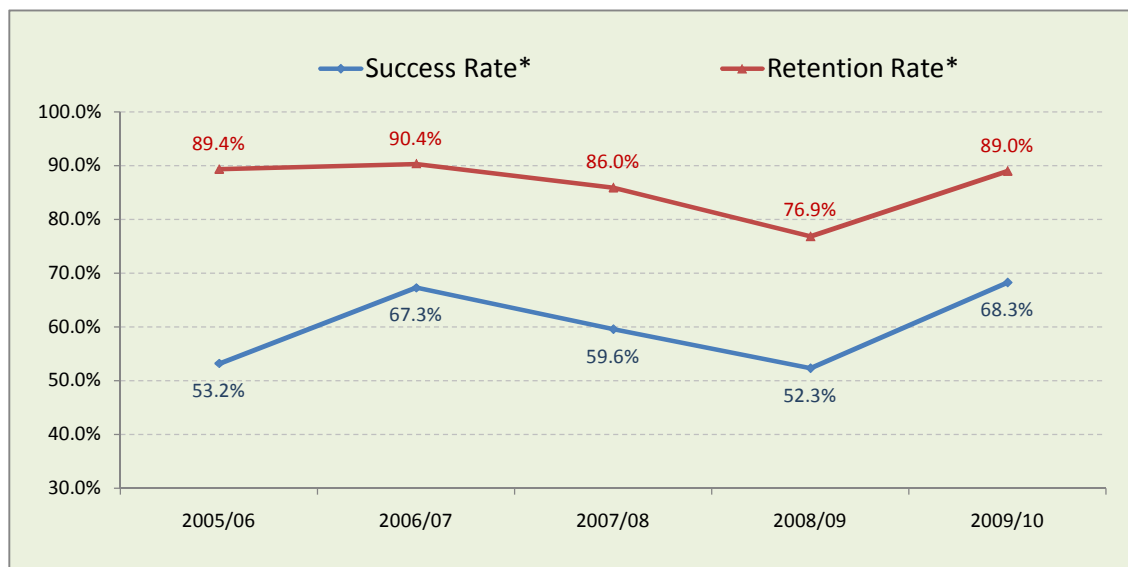
**Ave Units Attempted this Academic Year** is the average number of units associated with students enrollment for the Academic Year after the add/drop deadline.

**Ave Units Earned this Academic Year** is the average number of course units awarded to the student at the end of the given Academic Year.

**Ave Academic Year GPA** is the average current Academic Year GPA of all students taking courses in the department for the given Academic Year.

**Ave Cumulative GPA** is the average cumulative GPA of all students taking courses in the department for the given Academic Year.

### Student Performance Profile



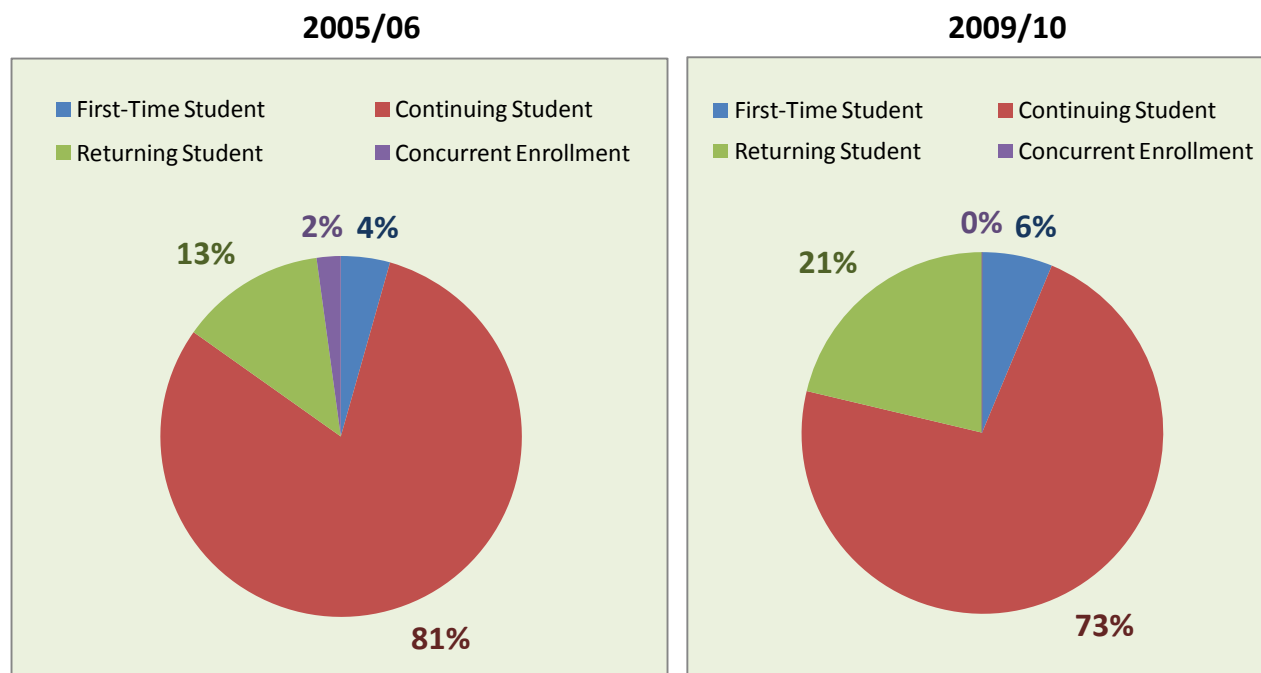
Some questions to get you thinking:

- \* 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?

### Student Enrollment Status Profile

Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	First-Time Student	2	4	9	4	5
	Continuing Student	37	39	40	49	58
	Returning Student	6	6	5	12	17
	Concurrent Enrollment	1	2	0	0	0
	Percent First Time	4%	8%	17%	6%	6%
	Percent Continuing	80%	76%	74%	75%	73%
	Percent Returning	13%	12%	9%	18%	21%
	Percent Concurrent	2%	4%	0%	0%	0%

**Data Definitions:** **First Time Student** A student that has never attended this DISTRICT, but may have attended or may be currently attending another college.  
**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.  
**Continuing Students** are those that attended the DISTRICT in immediately previous primary Academic Year. Fall & Spring are primary Academic Years.  
**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?

### Student Goal Orientation

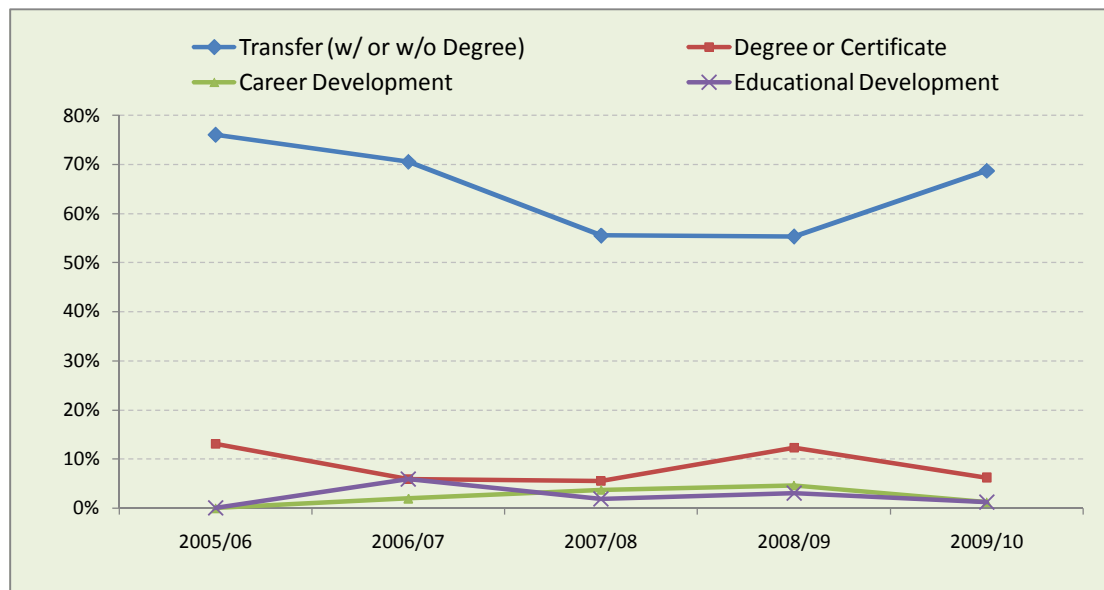
Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	Transfer (w/ or w/o Degree)	35	36	30	36	55
	Degree or Certificate	6	3	3	8	5
	Career Development	0	1	2	3	1
	Educational Development	0	3	1	2	1
	Undecided	1	3	16	13	13
	Other Goal	4	5	2	3	3
	Percent Transfer	76%	71%	56%	55%	69%
	Percent Degree or Certificate	13%	6%	6%	12%	6%
	Percent Career Development	0%	2%	4%	5%	1%
	Percent Education Development	0%	6%	2%	3%	1%
	Percent Undecided	2%	6%	30%	20%	16%
	Percent Other	9%	10%	4%	5%	4%

**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.

**Note 2:** Because of limited space only the first four categories are plotted below. Consider the patterns associated with the Undecided and Other categories when identifying and analyzing department trends.

### Sample of Student Goal Orientation



Some questions to get you thinking:

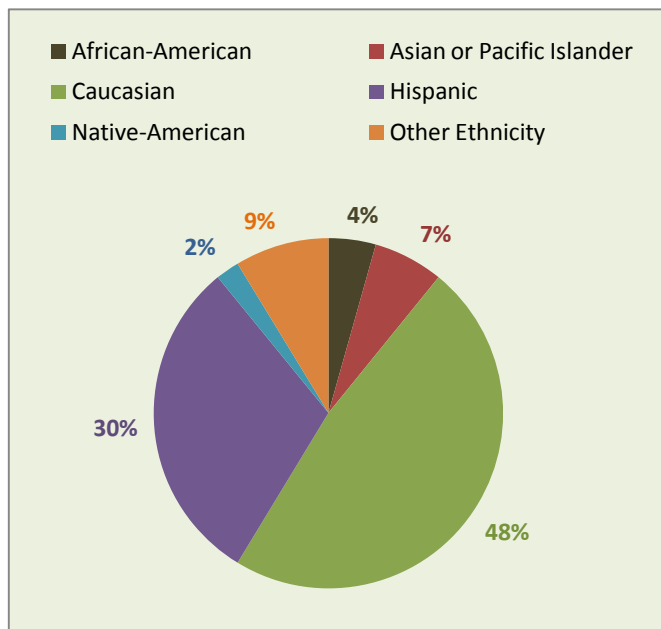
- \* What are the most important trends occurring over the period? Do the data match your perceptions ?
- \* What do you think are the underlying causes driving these trends ?
- \* Does this change suggest any response strategy for the department?
- \* How do the department trends compare to the college?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

### Student Demographics - Ethnicity

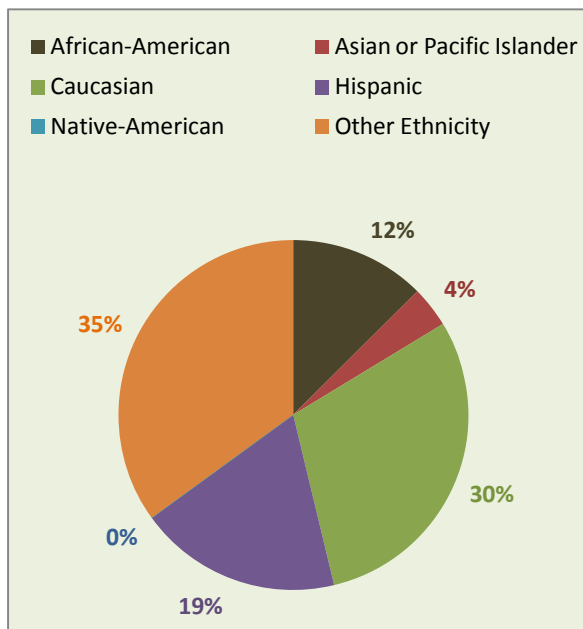
Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	African-American	2	5	6	6	10
	Asian or Pacific Islander	3	4	6	2	3
	Caucasian	22	26	28	31	24
	Hispanic	14	13	11	21	15
	Native-American	1	0	0	0	0
	Other Ethnicity	4	3	3	5	28
	Percent African-American	4%	10%	11%	9%	13%
	Percent Asian or Pacific Islander	7%	8%	11%	3%	4%
	Percent Caucasian	48%	51%	52%	48%	30%
	Percent Hispanic	30%	25%	20%	32%	19%
	Percent Native-American	2%	0%	0%	0%	0%
	Percent Other Ethnicity	9%	6%	6%	8%	35%

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

2005/06



2009/10



Some questions to get you thinking:

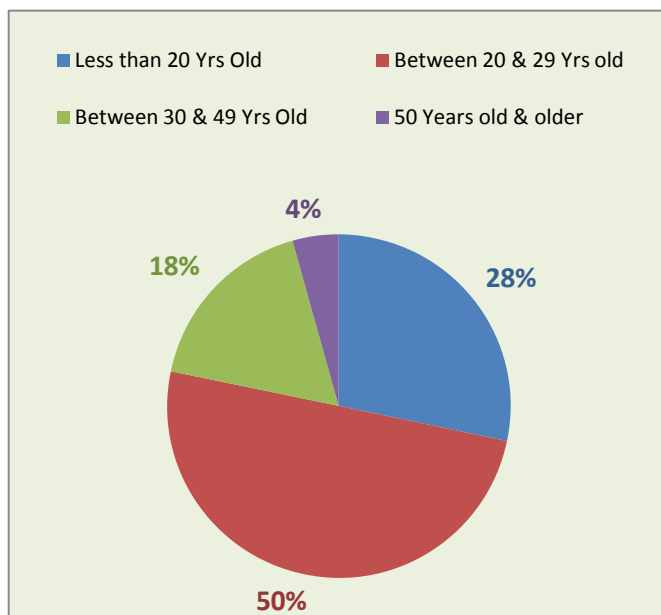
- \* How has ethnicity profile of your department changed over the period? How do you interpret those changes?
- \* What might be the underlying causes driving any changes?
- \* Does this change suggest any response strategy for the department?
- \* How does the current picture compare with the college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

### Student Demographics - Gender & Age

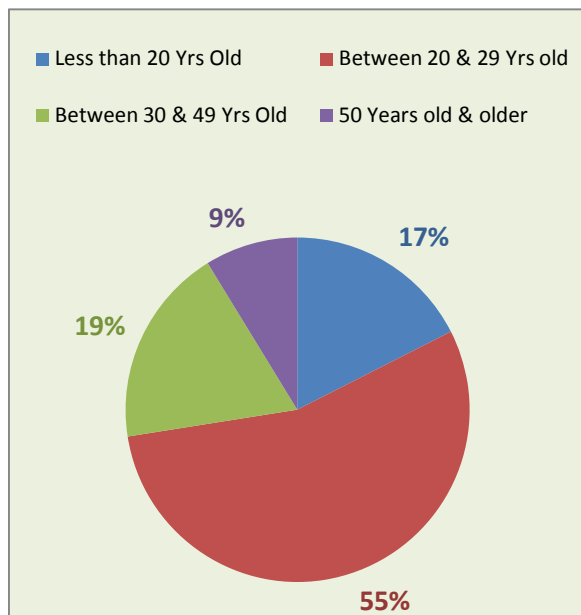
Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	Female	23	26	31	43	44
	Male	22	25	23	21	36
	Less than 20 Yrs Old	13	8	7	9	14
	Between 20 & 29 Yrs old	23	28	32	42	44
	Between 30 & 49 Yrs Old	8	12	12	10	15
	50 Years old & older	2	3	3	4	7
	% Female	50%	51%	57%	66%	55%
	% Male	48%	49%	43%	32%	45%
	% Less than 20 yrs old	28%	16%	13%	14%	18%
	% Between 20 & 29 yrs old	50%	55%	59%	65%	55%
	% Between 30 and 49 yrs old	17%	24%	22%	15%	19%
	% 50 Years old & older	4%	6%	6%	6%	9%

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

**2005/06**



**2009/10**



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?

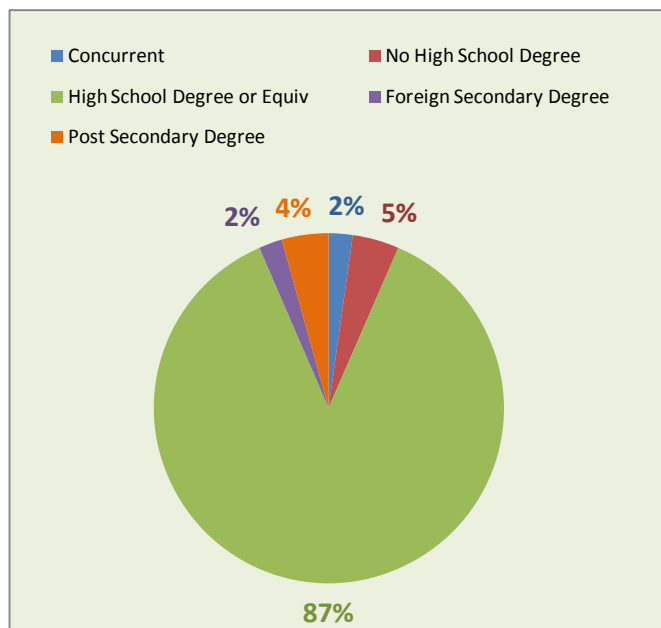
### Student Education Attainment Level

Department	Metric	Academic Year				
		2005/06	2006/07	2007/08	2008/09	2009/10
FILM	Concurrent	1	2	0	0	0
	No High School Degree	2	1	2	1	2
	High School Degree or Equiv	40	42	47	49	71
	Foreign Secondary Degree	1	2	0	3	2
	Post Secondary Degree	2	4	4	11	4
	% Concurrent Enrollment	2%	4%	0%	0%	0%
	% No High School Degree	4%	2%	4%	2%	3%
	% High School Degree or Equiv	87%	82%	87%	75%	89%
	% Foreign Secondary Degree	2%	4%	0%	5%	3%
	% Post Secondary Degree	4%	8%	7%	17%	5%

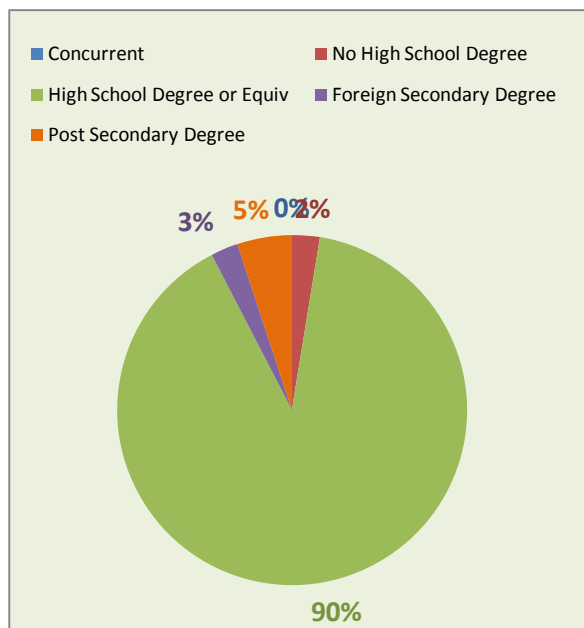
**Data Definitions:** All counts & percentages reflect the student's primary educational goal as indicated on their first application.

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

2005/06



2009/10



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?