

**Table 1. Enrollment Patterns & Course Offerings**

Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	Student Headcount	19	24	28	40	0
	Total Course Enrollments	19	24	28	40	0
	# of Course Offerings	1	1	1	1	0
	# of Section Offerings	1	1	1	1	0
	Ave Enrollment per Section*	19.0	24.0	28.0	40.0	#DIV/0!

\*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.

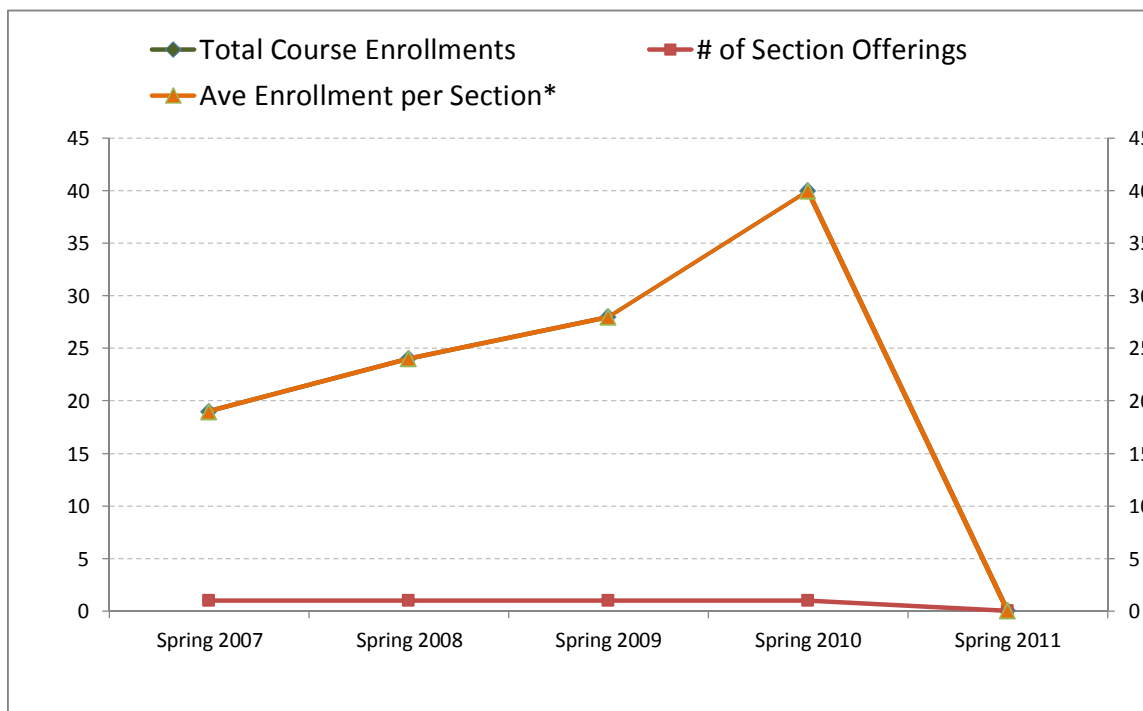
Data Definitions: **Student Headcount** is the count of individual students (no duplicates) enrolled in all courses within the Department

**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?

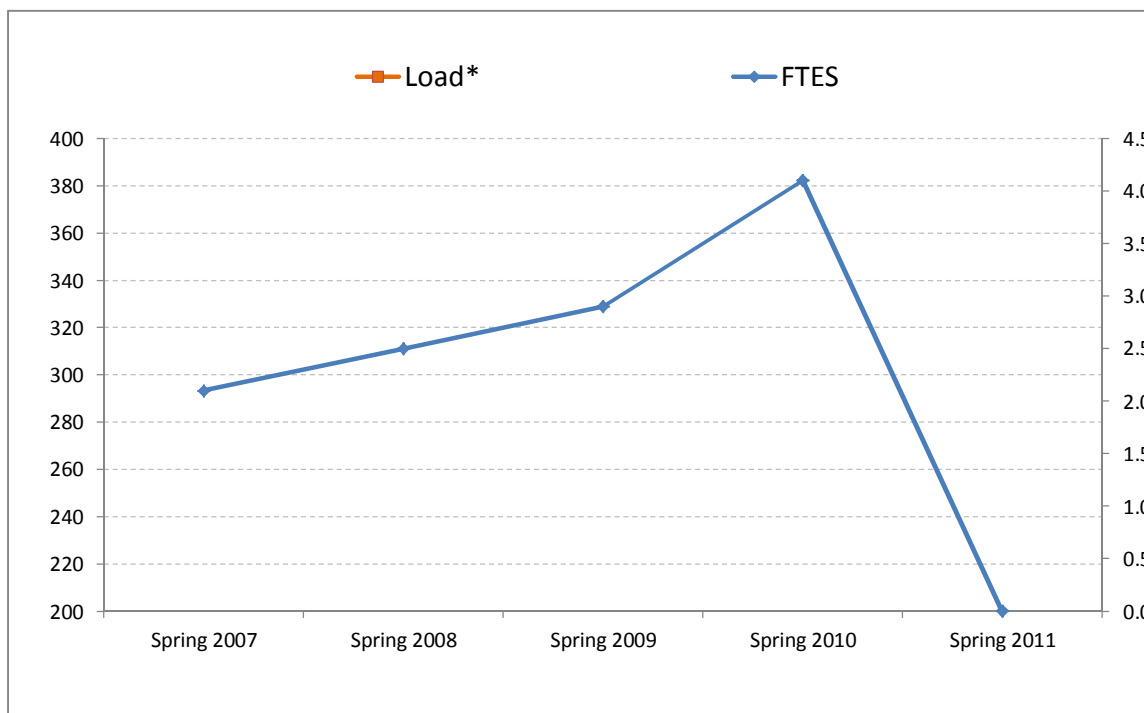
**Table 2. Department Efficiency**

Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	WSCH	63	75	87	123	0
	FTES	2.1	2.5	2.9	4.1	0.0
	FTE	0	0	0	0	0
	Load*	#INF	#INF	#INF	#INF	0

\*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?

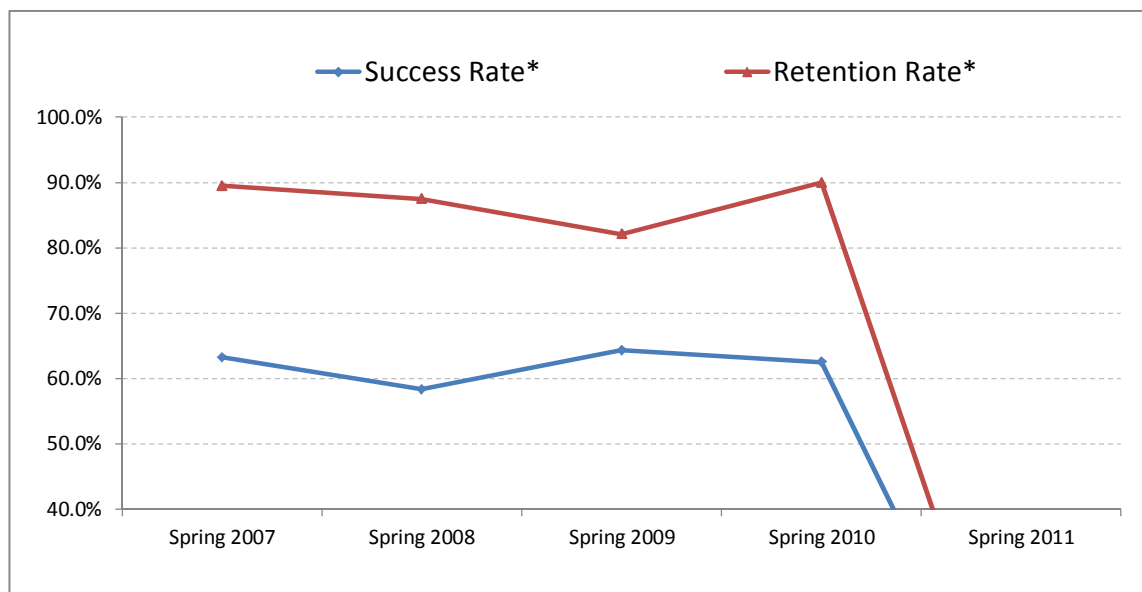
**Table 3. Student Performance Profile**

Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	Success Rate*	63.2%	58.3%	64.3%	62.5%	0.0%
	Retention Rate*	89.5%	87.5%	82.1%	90.0%	0.0%
	Ave Units Attempted this Term	10.7	10.4	11.6	9.6	0
	Ave Units Earned this Term	6.6	6.8	8.6	7.4	0
	Ave Term GPA	2.13	2.17	2.59	2.79	0
	Ave Cumulative GPA	2.48	2.65	2.9	2.73	0

\*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:

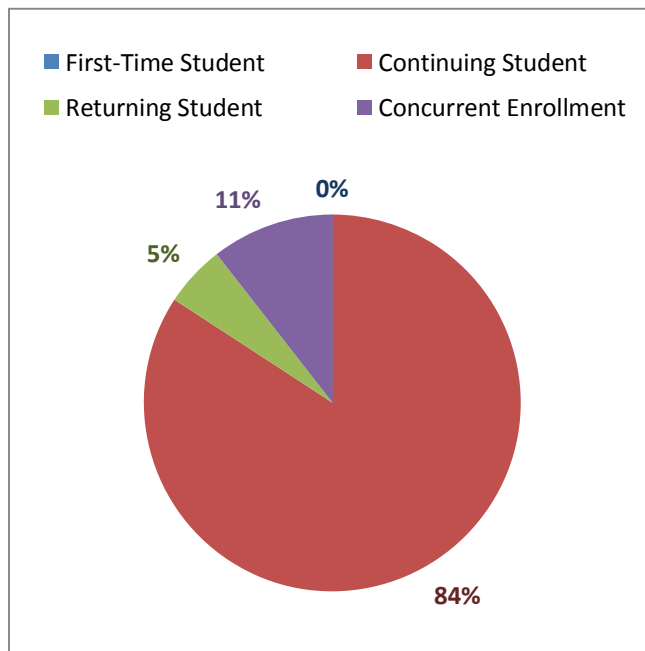
- \* What are the overall trends in success rate and retention rate? Why might they be exhibiting those patterns?
- \* Consider the levels & trends in student GPA and Unit Load? Could they explain any of the patterns in success and retention?
- \* What do you think are the two or three underlying causes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

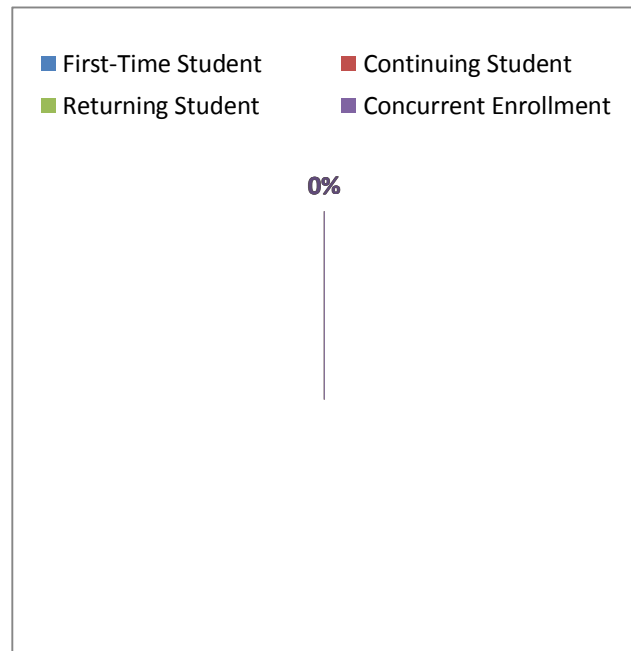
Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	First-Time Student	0	2	1	1	0
	Continuing Student	16	20	24	33	0
	Returning Student	1	2	3	6	0
	Concurrent Enrollment	2	0	0	0	0
	Percent First Time	0%	8%	4%	3%	#DIV/0!
	Percent Continuing	84%	83%	86%	83%	#DIV/0!
	Percent Returning	5%	8%	11%	15%	#DIV/0!
	Percent Concurrent	11%	0%	0%	0%	#DIV/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.  
**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.

**Spring 2007**



**Spring 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?

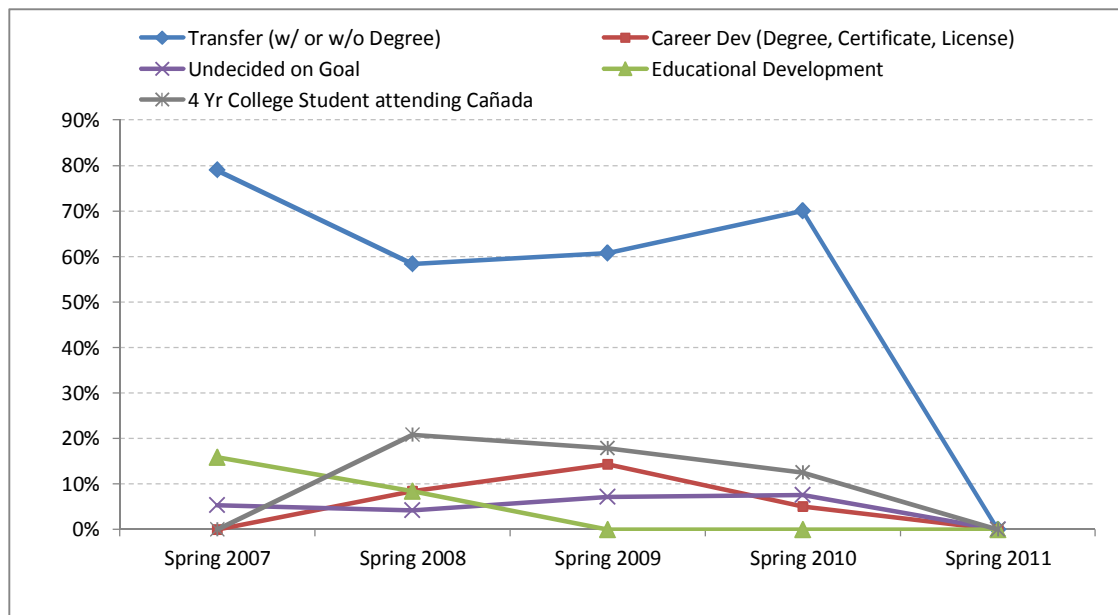
**Table 5. Student Goal Orientation**

Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	Transfer (w/ or w/o Degree)	15	14	17	28	0
	Career Dev (Degree, Certificate, License)	0	2	4	2	0
	Educational Development	3	2	0	0	0
	4 Yr College Student attending Cañada	0	5	5	5	0
	Undecided on Goal	1	1	2	3	0
	% Transfer (w/ or w/o Degree)	79%	58%	61%	70%	#DIV/0!
	% Career Dev (Degree, Certificate, License)	0%	8%	14%	5%	#DIV/0!
	% Educational Development	16%	8%	0%	0%	#DIV/0!
	% 4 Yr College Student attending Cañada	0%	21%	18%	13%	#DIV/0!
	% Undecided on Goal	5%	4%	7%	8%	#DIV/0!

**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:

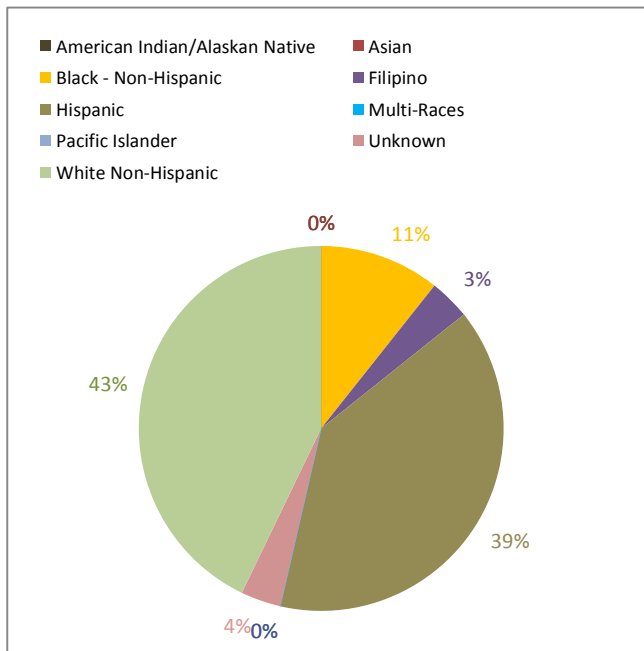
- \* What are the most important trends occurring over the period? Do the data match your perceptions ?
- \* What do you think are the underlying causes driving these trends ?
- \* Does this change suggest any response strategy for the department?
- \* How do the department trends compare to the college?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

**Table 6. Student Demographics - Ethnicity**

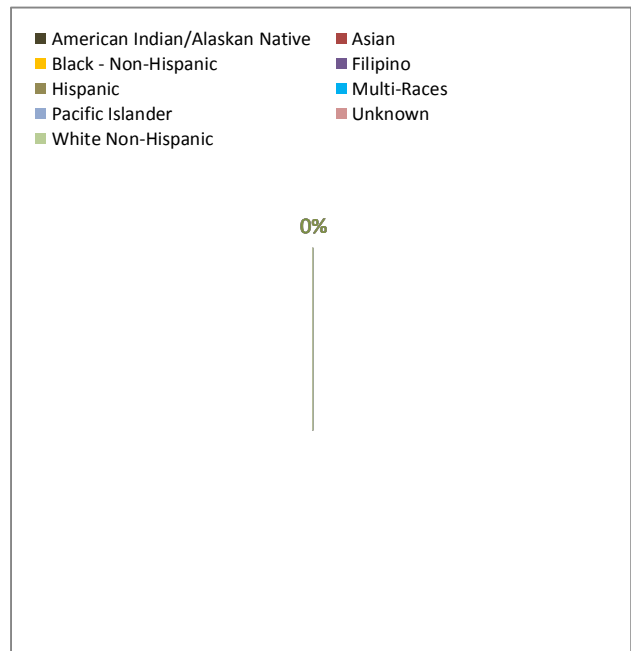
Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	American Indian/Alaskan Native			0	0	0
	Asian			0	2	0
	Black - Non-Hispanic			3	5	0
	Filipino			1	0	0
	Hispanic			11	10	0
	Multi-Races			0	1	0
	Pacific Islander			0	0	0
	Unknown			1	3	0
	White Non-Hispanic			12	19	0
	% American Indian/Alaskan Native			0%	0%	#DIV/0!
	% Asian			0%	5%	#DIV/0!
	% Black - Non-Hispanic			11%	13%	#DIV/0!
	% Filipino			4%	0%	#DIV/0!
	% Hispanic			39%	25%	#DIV/0!
	% Multi-Races			0%	3%	#DIV/0!
	% Pacific Islander			0%	0%	#DIV/0!
	% Unknown			4%	8%	#DIV/0!
	% White Non-Hispanic			43%	48%	#DIV/0!

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

**Spring 2009**



**Spring 2011**



Some questions to get you thinking:

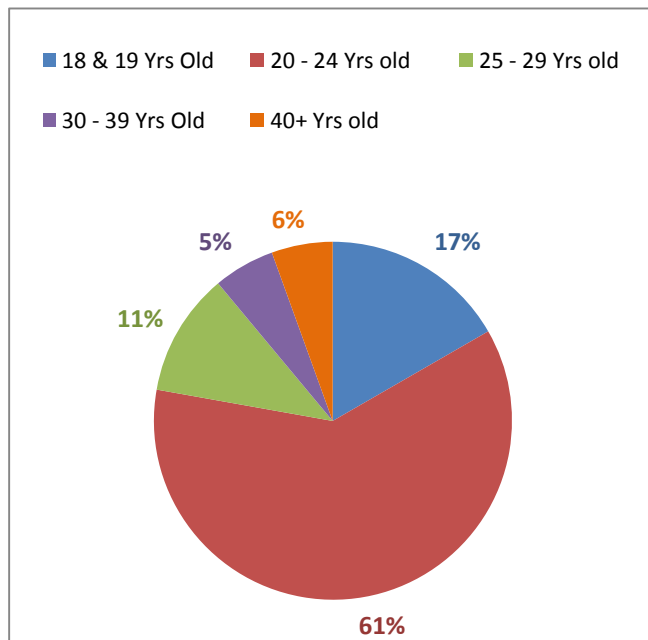
- \* How has ethnicity profile of your department changed over the period? How do you interpret those changes?
- \* What might be the underlying causes driving any changes?
- \* Does this change suggest any response strategy for the department?
- \* How does the current picture compare with the college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

**Table 7. Student Demographics - Gender & Age**

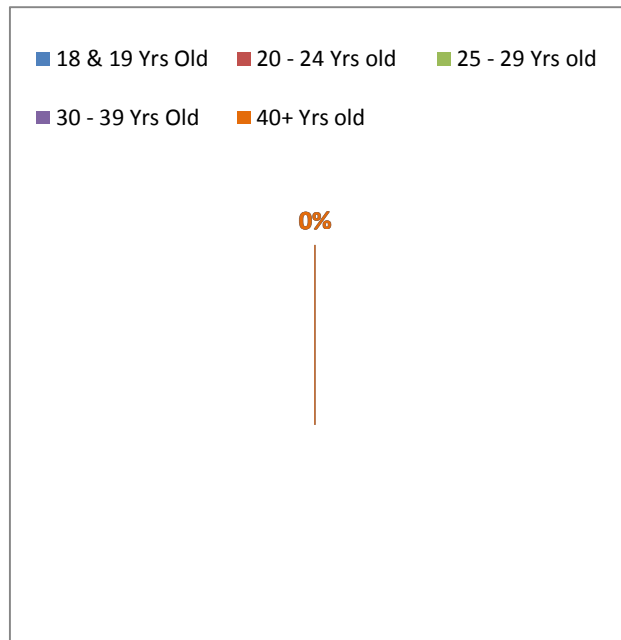
Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	Female	10	14	19	20	0
	Male	9	10	8	20	0
	18 & 19 Yrs Old	3	4	4	9	0
	20 - 24 Yrs old	11	10	10	17	0
	25 - 29 Yrs old	2	4	8	4	0
	30 - 39 Yrs Old	1	6	2	5	0
	40+ Yrs old	1	0	4	5	0
	% Female	53%	58%	68%	50%	#DIV/0!
	% Male	47%	42%	29%	50%	#DIV/0!
	% 18 & 19 Yrs Old	16%	17%	14%	23%	#DIV/0!
	% 20 - 24 Yrs old	58%	42%	36%	43%	#DIV/0!
	% 25 - 29 Yrs old	11%	17%	29%	10%	#DIV/0!
	% 30 - 39 Yrs Old	5%	25%	7%	13%	#DIV/0!
	% 40+ Yrs old	5%	0%	14%	13%	#DIV/0!

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

**Spring 2007**



**Spring 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?

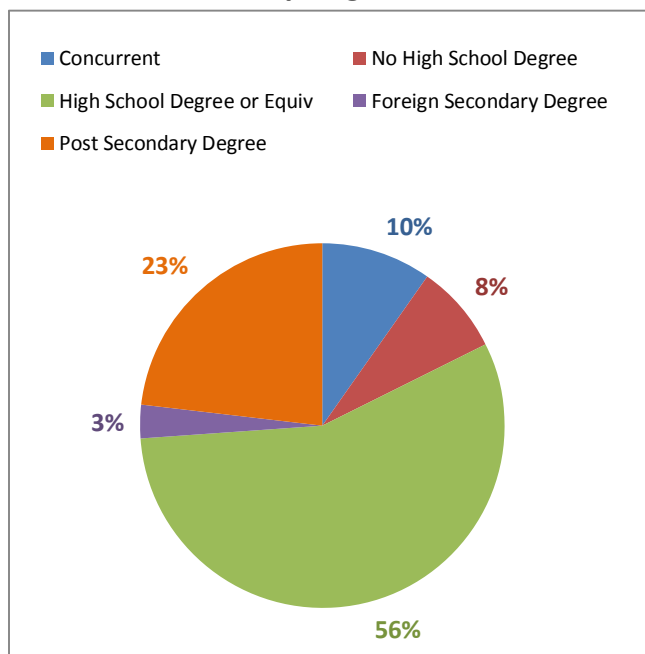
**Table 8. Student Education Attainment Level**

Department	Metric	Term				
		Spring 2007	Spring 2008	Spring 2009	Spring 2010	Spring 2011
FILM	Concurrent	62	85	109	90	98
	No High School Degree	50	34	49	60	69
	High School Degree or Equiv	357	390	459	523	586
	Foreign Secondary Degree	19	32	21	27	32
	Post Secondary Degree	147	167	164	152	139
	% Concurrent Enrollment	326%	354%	389%	225%	#DIV/0!
	% No High School Degree	263%	142%	175%	150%	#DIV/0!
	% High School Degree or Equiv	1879%	1625%	1639%	1308%	#DIV/0!
	% Foreign Secondary Degree	100%	133%	75%	68%	#DIV/0!
	% Post Secondary Degree	774%	696%	586%	380%	#DIV/0!

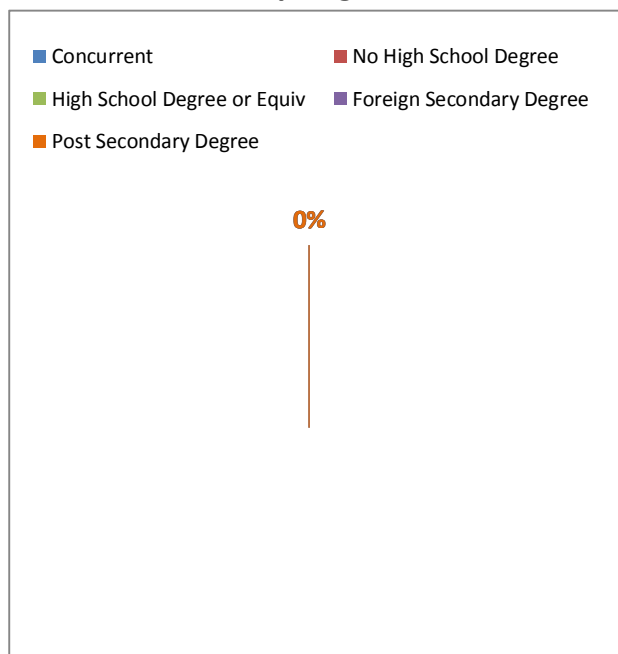
**Data Definitions:** All counts & percentages reflect the student's primary educational goal as indicated on their first application.

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

**Spring 2007**



**Spring 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?