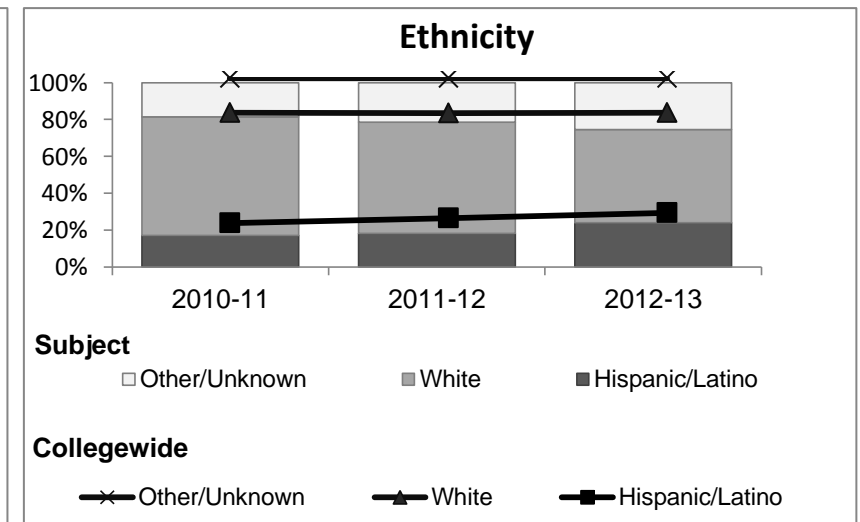
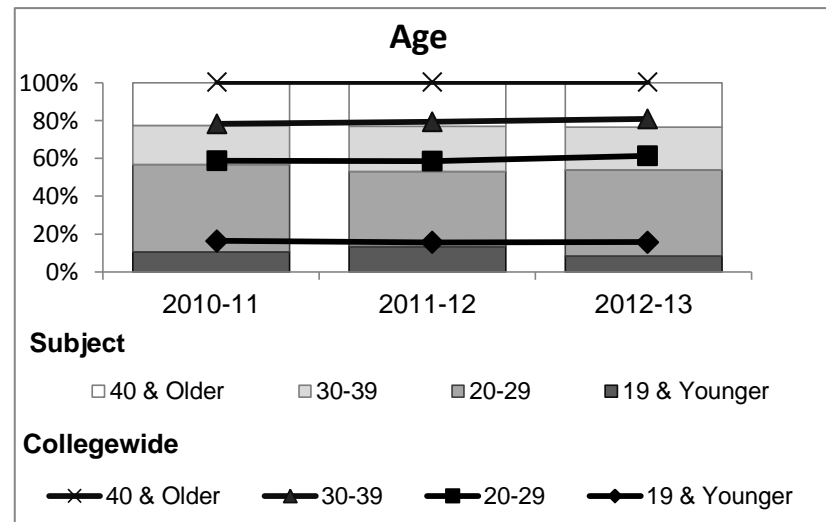
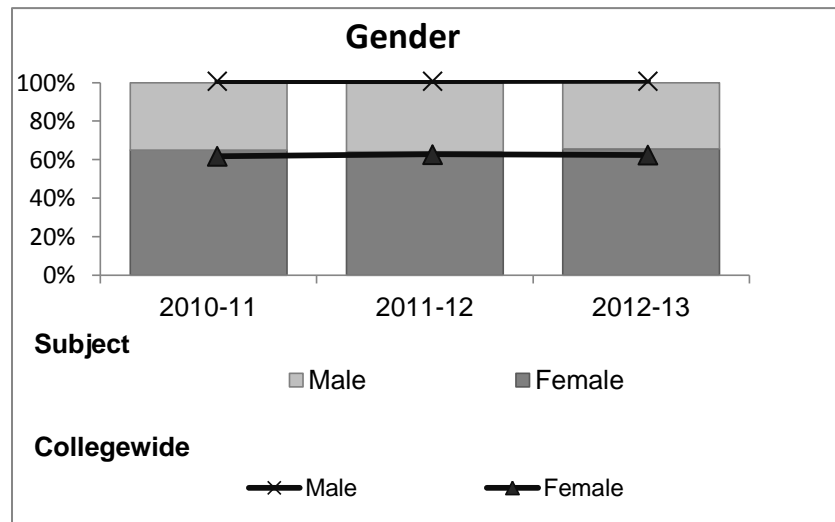


Business Administration

Student Demographic Information

Student Headcount	2008-09		2009-10		2010-11		2011-12		2012-13		2012-13	
	#	% change - Prior Yr	#	% change - Prior Yr	#	% change - Prior Yr	#	% change - Prior Yr	Subject		Collegewide	
									#	% change - Prior Yr	#	% change - Prior Yr
Unduplicated ²	655	--	725	11%	704	-3%	639	-9%	568	-11%	8,583	-16%

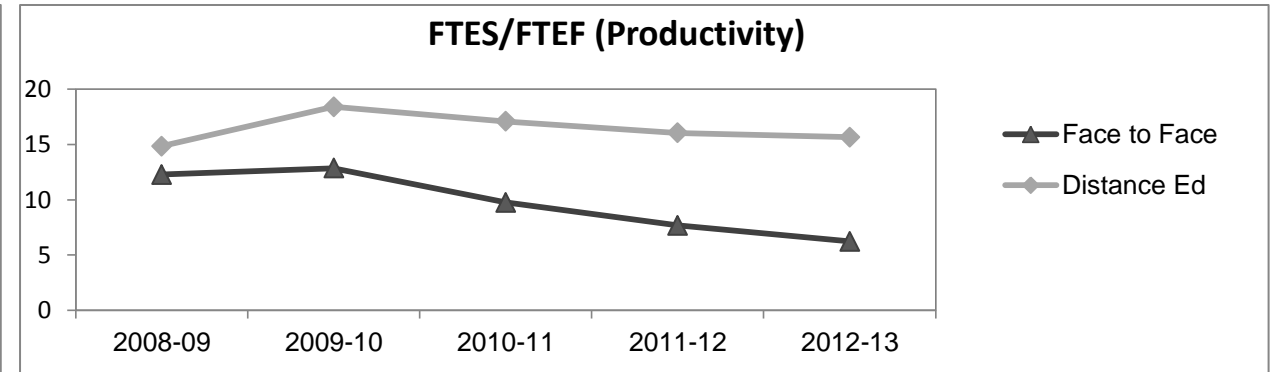
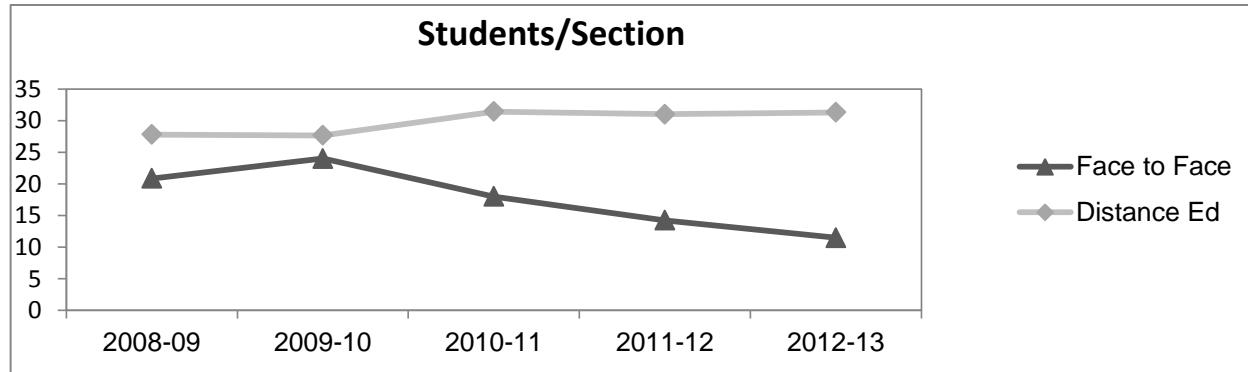
	2008-09		2009-10		2010-11		2011-12		2012-13		2012-13	
	#	%	#	%	#	%	#	%	Subject		Collegewide	
									#	%	#	%
Gender												
Female	430	66%	474	65%	457	65%	410	64%	373	66%	5,289	62%
Male	225	34%	250	34%	246	35%	227	36%	195	34%	3,283	38%
Unknown	0	0%	1	0%	1	0%	2	0%	0	0%	11	0%
Age												
19 & Younger	100	15%	117	16%	74	11%	86	13%	48	8%	1,298	15%
20-29	264	40%	320	44%	325	46%	253	40%	258	45%	3,929	46%
30-39	112	17%	132	18%	146	21%	153	24%	129	23%	1,671	19%
40 & Older	179	27%	156	22%	159	23%	147	23%	133	23%	1,685	20%
Ethnicity												
African American	37	6%	38	5%	36	5%	42	7%	50	9%	502	6%
American Indian	37	6%	47	6%	40	6%	30	5%	25	4%	177	2%
Asian/Filipino/Pac Islander	27	4%	33	5%	25	4%	28	4%	32	6%	416	5%
Hispanic/Latino	92	14%	124	17%	121	17%	117	18%	136	24%	2,554	30%
White	430	66%	445	61%	452	64%	385	60%	287	51%	4,480	52%
Two or more races	16	2%	31	4%	28	4%	37	6%	37	7%	413	5%
Unknown	16	2%	7	1%	2	0%	0	0%	1	0%	41	0%



Business Administration

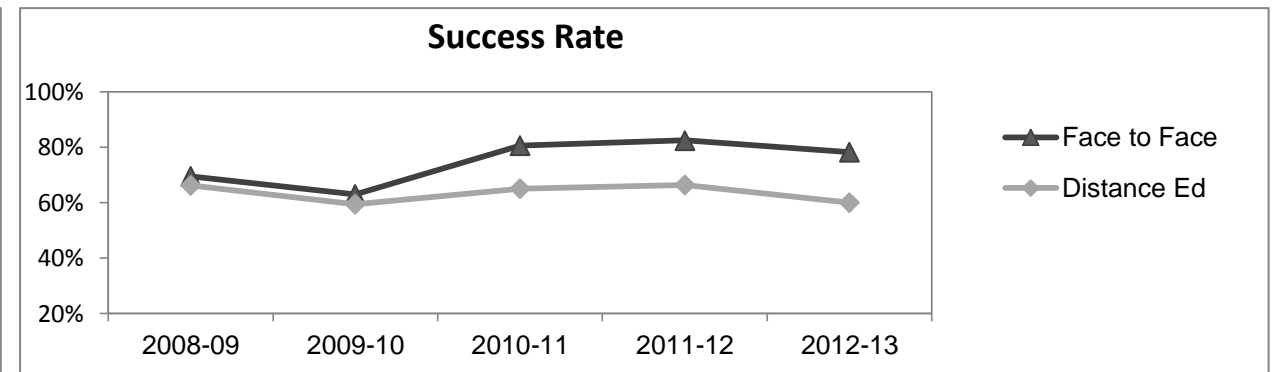
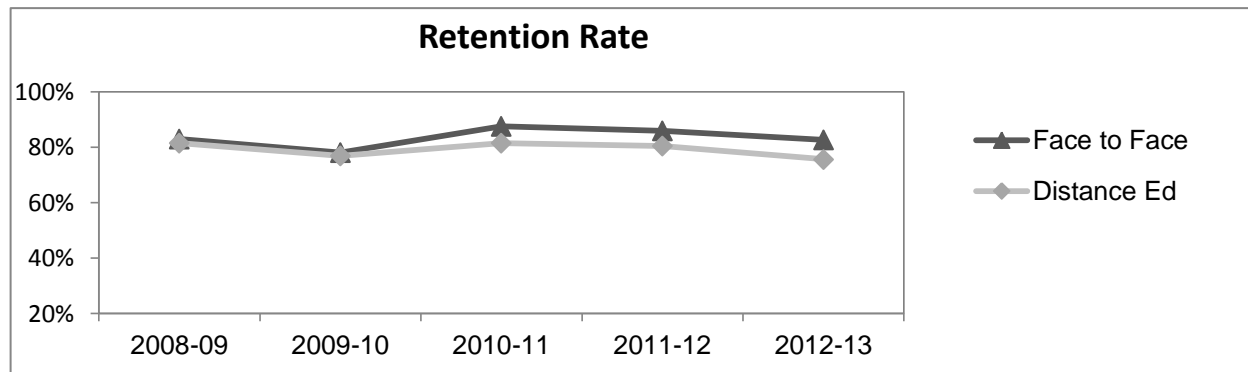
Course Enrollments - Productivity

	2008-09			2009-10			2010-11			2011-12			2012-13			2012-13		
	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	Subject			Collegewide		
	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total
Number of Sections	13	26	39	3	43	46	4	32	36	4	30	34	2	27	29	511	519	1,030
Enrollment ⁴																		
Census	271	723	994	72	1,190	1,262	72	1,006	1,078	57	930	987	23	845	868	9,387	15,094	24,481
Students/Section ⁵	21	28	25	24	28	27	18	31	30	14	31	29	12	31	30	18	29	24
Productivity																		
FTES ⁶	31.9	73.2	105.1	8.6	126.2	134.8	8.5	102.5	110.9	6.7	96.2	102.9	2.9	88.6	91.6	1,368.1	1,573.3	2,941.4
FTEF ⁶	2.6	4.9	7.5	0.7	6.9	7.5	0.9	6.0	6.9	0.9	6.0	6.9	0.5	5.7	6.1	98.2	104.3	202.5
<i>Contract</i>			27%			19%			15%			22%			52%			38%
<i>Overload</i>			10%			16%			12%			3%			7%			12%
<i>Adjunct</i>			57%			53%			60%			57%			27%			36%
<i>Summer</i>			6%			12%			14%			17%			14%			14%
FTES/FTEF ⁷	12.3	14.8	13.9	12.8	18.4	17.9	9.8	17.1	16.1	7.7	16.0	15.0	6.2	15.6	14.9	13.9	15.1	14.5



Outcomes

	2008-09			2009-10			2010-11			2011-12			2012-13			2012-13		
	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	Subject			Collegewide		
	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total	F-t-F ³	DE	Total
Retention Rate ⁸	82.9%	81.4%	81.8%	78.1%	76.9%	77.0%	87.5%	81.5%	81.9%	86.0%	80.5%	80.8%	82.6%	75.6%	75.8%	90.1%	78.5%	83.0%
Success Rate ⁸	69.5%	66.2%	67.0%	63.0%	59.4%	59.7%	80.6%	65.1%	66.1%	82.5%	66.3%	67.3%	78.3%	60.0%	60.5%	75.9%	61.0%	66.8%



Business Administration

Degrees - Certificates

	2012-13																	
	2008-09			2009-10			2010-11			2011-12			Subject			Collegewide		
	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT
Awards related to or contributed to by CIS & Business & Digital Arts																		
Business	7	1	0	0	2	2	5	6	3	0	7	1	0	4	3			
Business Administration	2	9	3	13	7	1	19	7	1	23	3	0	24	1	0			
Business Management	0	10	3	0	10	2	0	14	1	0	4	2	0	2	0			
Business Office Technology	0	0	0	0	3	0	0	6	1	0	2	0	0	1	5			
Computer Information Systems	0	3	3	0	3	0	0	7	1	0	5	3	0	9	1			
Computer Science	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0			
Digital Animation	0	6	0	0	2	0	0	0	0	0	0	1	0	0	0			
Management	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0			
Office Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6			
Office Assistant I	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0			
Office Clerk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6			
Paralegal Studies	0	2	3	0	1	3	0	2	2	0	0	5	0	4	6			
Small Business Mgmt/Entreprene	0	1	0	0	2	0	0	1	1	0	0	0	0	0	0			
Web Design	0	7	2	0	4	1	0	1	1	0	2	3	0	2	3			
Digital Animation	0	6	0	0	2	0	0	0	0	0	0	1	0	0	0			
Digital Media	2	0	0	3	0	0	7	3	0	0	3	0	0	3	0			
Total Awards by Type	11	45	14	16	36	9	31	47	12	23	27	17	24	28	30	193	61	121
% of total awards by type	16%	64%	20%	26%	59%	15%	34%	52%	13%	34%	40%	25%	29%	34%	37%	51%	16%	32%
Total Awards	70			61			90			67			82			375		
Liberal Arts/Math & Science	3	0	0	14	0	0	21	0	0	23	0	0	44	0	0			
Engineering	2	0	0	3	0	0	7	3	0	0	3	0	0	3	0			
Mathematics	0	0	0	0	0	0	0	0	0	2	0	0	0	3	0			
Human Services	0	0	0	0	6	0	0	5	0	0	8	0	0	6	0			
Human Services Worker	0	0	0	0	0	1	0	0	3	0	0	8	0	0	9			

Notes

- ¹ **Source:** ODS Reports (July, 2013)
- ² **Student Headcount, *Unduplicated*:** Number of students enrolled on census day, where each student is counted one time.
- ³ **F-t-F:** Face to Face instructional delivery mode.
- ⁴ **Enrollment:** Every course in which students are enrolled on census day.
- ⁵ **Students/Section:** Student enrollments per section on census day. Cross-listed sections are not combined.
- ⁶ Acronyms **FTES** and **FTEF** represent full-time equivalent students and full-time equivalent faculty, respectively.
- ⁷ **FTES/FTEF:** A measurement of productivity where the generally accepted target is 17.5.
- ⁸ **Success rate numerator:** Number of course enrollments with a successful passing grade (A,B,C,P/CR).
- Retention rate numerator:** Number of course enrollments retained through the semester (grade = A,B,C,P/CR,D,F,NP/NC,I).
- Success and Retention rate denominator:** Number of enrollments retained (A,B,C,P/CR,D,F,NP/NC,I), withdrawn (W), and dropped after Census Day (DR).