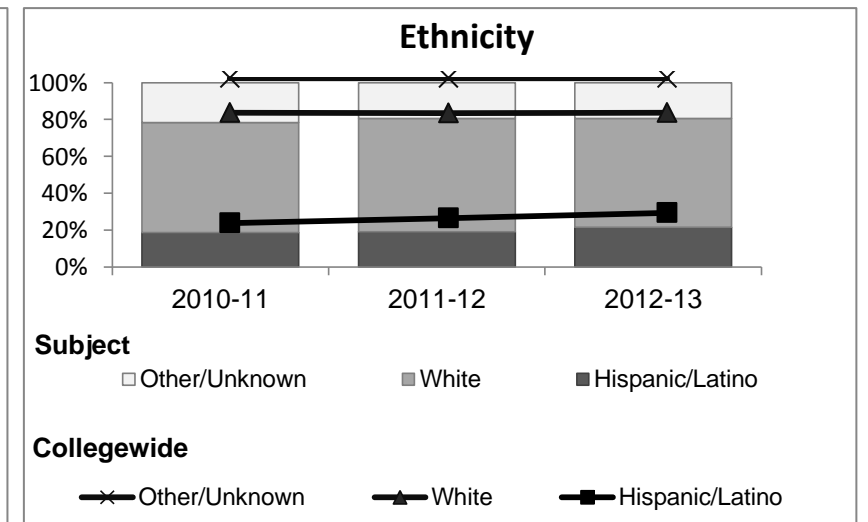
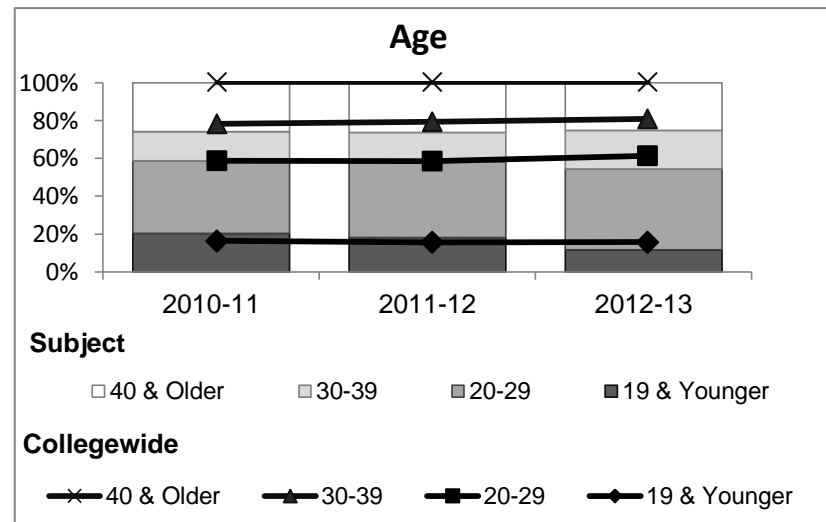
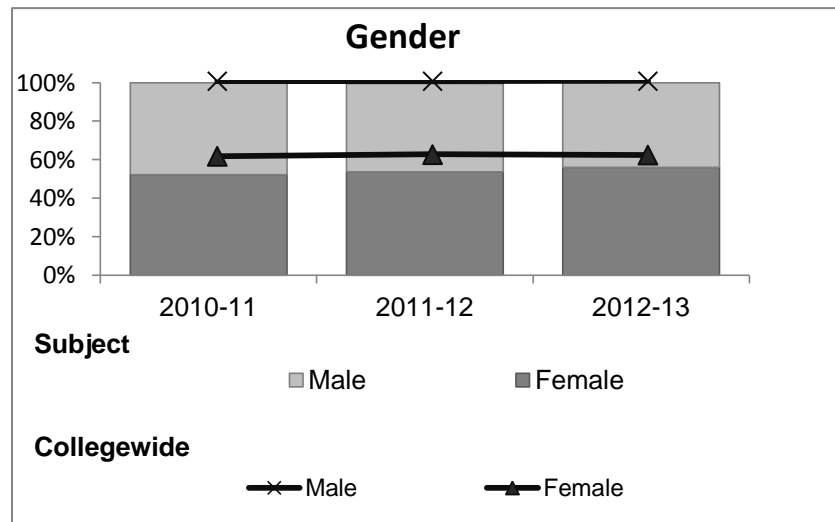


Digital Media Arts

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	464	--	432	-7%	400	-7%	391	-2%	241	-38%	8,583	-16%

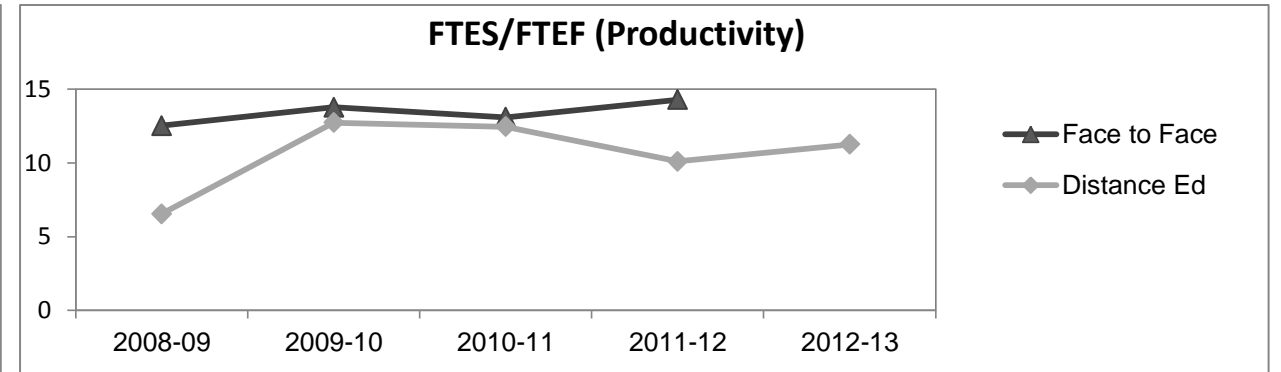
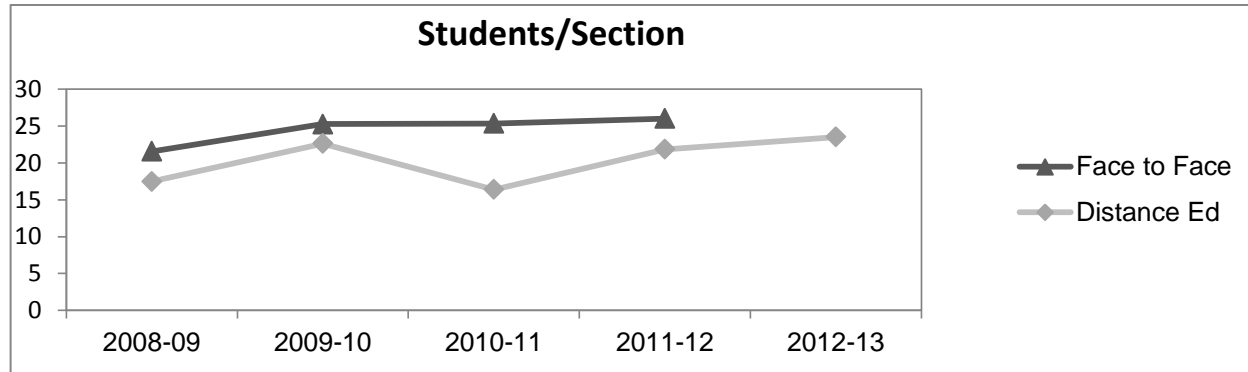
	2008-09		2009-10		2010-11		2011-12		2012-13		2012-13	
	#	%	#	%	#	%	#	%	Subject		Collegewide	
									#	%	#	%
Gender												
Female	210	45%	219	51%	209	52%	210	54%	135	56%	5,289	62%
Male	254	55%	212	49%	191	48%	179	46%	106	44%	3,283	38%
Unknown	0	0%	1	0%	0	0%	2	1%	0	0%	11	0%
Age												
19 & Younger	106	23%	72	17%	81	20%	71	18%	28	12%	1,298	15%
20-29	131	28%	151	35%	154	39%	156	40%	103	43%	3,929	46%
30-39	75	16%	81	19%	61	15%	61	16%	49	20%	1,671	19%
40 & Older	152	33%	128	30%	104	26%	103	26%	61	25%	1,685	20%
Ethnicity												
African American	17	4%	19	4%	24	6%	26	7%	11	5%	502	6%
American Indian	8	2%	8	2%	9	2%	6	2%	3	1%	177	2%
Asian/Filipino/Pac Islander	31	7%	21	5%	29	7%	20	5%	17	7%	416	5%
Hispanic/Latino	55	12%	67	16%	75	19%	75	19%	52	22%	2,554	30%
White	325	70%	296	69%	238	60%	240	61%	142	59%	4,480	52%
Two or more races	8	2%	7	2%	21	5%	21	5%	13	5%	413	5%
Unknown	20	4%	14	3%	4	1%	3	1%	3	1%	41	0%



Digital Media Arts

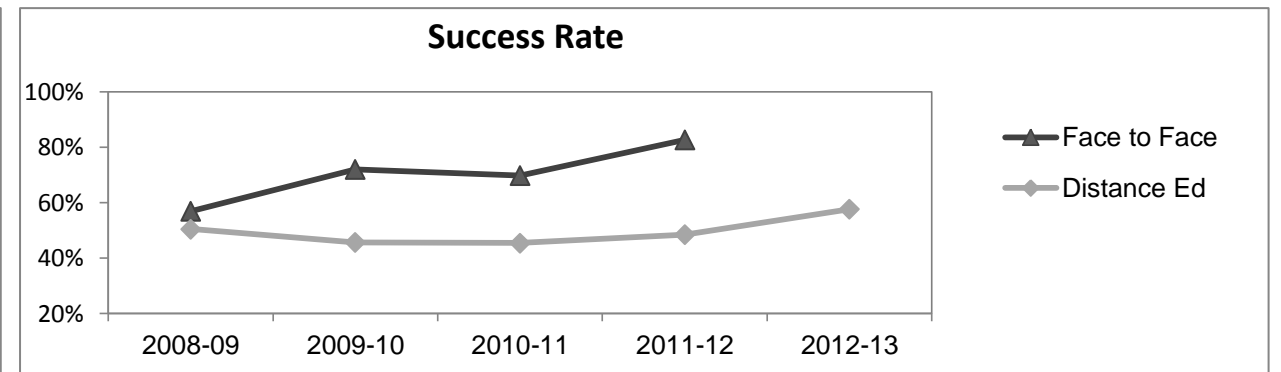
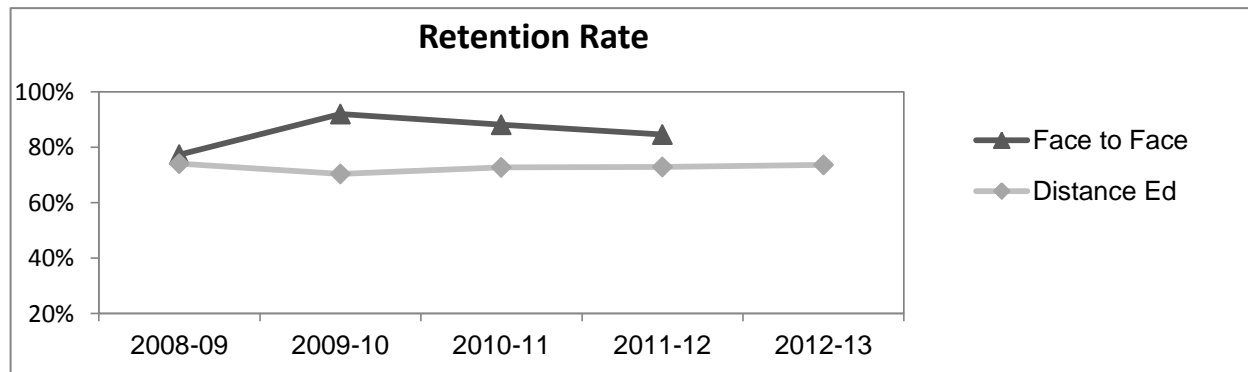
Course Enrollments - Productivity

	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	Subject	Subject	Collegewide	Collegewide	Collegewide
Number of Sections	24	13	37	4	27	31	3	31	34	2	25	27	0	16	16	511	519	1,030
Enrollment ⁴																		
Census	517	227	744	101	610	711	76	508	584	52	546	598	0	376	376	9,387	15,094	24,481
Students/Section ⁵	22	17	20	25	23	23	25	16	17	26	22	22		24	24	18	29	24
Productivity																		
FTES ⁶	83.4	31.7	115.1	13.7	94.5	108.2	11.6	77.3	88.9	7.9	83.4	91.4	0	55.3	55.3	1,368.1	1,573.3	2,941.4
FTEF ⁶	6.7	4.9	11.5	1.0	7.4	8.4	0.9	6.2	7.1	0.6	8.3	8.8	0	4.9	4.9	98.2	104.3	202.5
Contract			23%			30%			36%			24%			38%			38%
Overload			8%			8%			5%			5%			5%			12%
Adjunct			58%			42%			47%			58%			41%			36%
Summer			12%			20%			12%			13%			17%			14%
FTES/FTEF ⁷	12.5	6.5	10.0	13.8	12.7	12.8	13.1	12.4	12.5	14.3	10.1	10.4		11.2	11.2	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	Subject	Subject	Collegewide	Collegewide	Collegewide
Retention Rate ⁸	77.4%	74.1%	76.4%	92.0%	70.4%	73.4%	88.2%	72.7%	74.7%	84.6%	72.9%	74.0%		73.6%	73.6%	90.1%	78.5%	83.0%
Success Rate ⁸	56.9%	50.4%	55.0%	72.0%	45.7%	49.4%	69.7%	45.4%	48.5%	82.7%	48.4%	51.4%		57.6%	57.6%	75.9%	61.0%	66.8%



Digital Media Arts

Degrees - Certificates

	2008-09			2009-10			2010-11			2011-12			2012-13			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).