

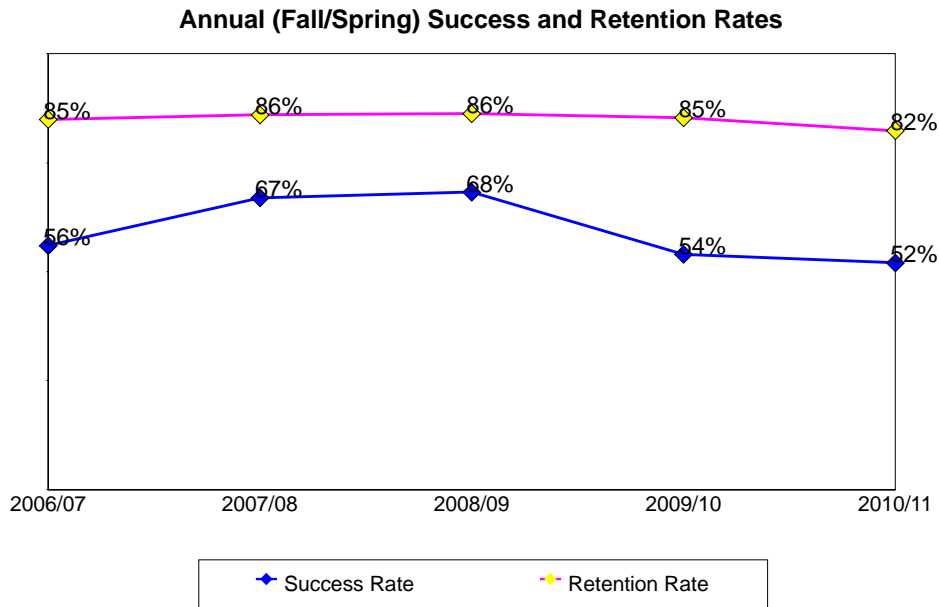
Fashion Merchandising Department Success and Retention 2006/07 through 2010/11

This report contains success and retention rates by various demographic segments and by course. Annual data are an aggregate of the fall and spring semesters. The following parameters have been applied:

- Success Counts: Number of students with A,B,C,CR grades.
- Success Rate: The percentage of students who complete a course with a grade of A,B,C,CR out of total enrollments.
- Retention Counts: Number of students with A,B,C,D,F,CR,NC, I grades.
- Retention Rate: The percentage of students who complete a course with a grade of A,B,C,D,F,CR,NC, I out of total headcount.

Annual Success and Retention

	Enrollments	Success Count	Success Rate	Retention Count	Retention Rate
2006/07	159	89	56%	135	85%
2007/08	121	81	67%	104	86%
2008/09	189	129	68%	163	86%
2009/10	252	136	54%	215	85%
2010/11	300	156	52%	247	82%
Change from 2009/10 to 2010/11	48	20	-2%	32	-3%
Totals & Averages	1,021	591	58%	864	85%



Source: SMCCD Data Warehouse

Success and Retention by Term

	Headcount	Success Count	Success Rate	Retention Count	Retention Rate
Fall 2006	77	37	48%	66	86%
Fall 2007	38	29	76%	33	87%
Fall 2008	101	63	62%	85	84%
Fall 2009	124	70	56%	107	86%
Fall 2010	167	94	56%	146	87%
Spring 2007	82	52	63%	69	84%
Spring 2008	83	52	63%	71	86%
Spring 2009	88	66	75%	78	89%
Spring 2010	128	66	52%	108	84%
Spring 2011	133	62	47%	101	76%

Grade Distribution

	A		B		C		D		F		W	
Fall 2006	18	21%	9	12%	9	12%	12	17%	17	23%	11	14%
Fall 2007	12	29%	10	31%	6	14%			4	13%	5	14%
Fall 2008	28	33%	14	16%	14	14%	5	4%	16	17%	16	16%
Fall 2009	18	20%	19	19%	22	19%	10	10%	25	20%	15	12%
Fall 2010	19	17%	27	18%	28	21%	23	15%	23	17%	15	12%
Spring 2007	17	20%	17	21%	18	19%	2	2%	15	19%	13	18%
Spring 2008	15	19%	18	23%	14	18%	6	9%	10	13%	10	18%
Spring 2009	25	38%	23	25%	9	11%	4	5%	7	9%	9	12%
Spring 2010	24	19%	19	16%	21	16%	15	12%	22	21%	20	16%
Spring 2011	19	14%	26	21%	12	10%	4	4%	29	27%	22	25%

Source: SMCCD Data Warehouse

Success and Retention by Ethnicity		Success	Success	Retention	Retention	
	Headcount	Count	Rate	Count	Rate	
2006/07	African Am.	20	8	40%	17	85%
	Asian	33	19	58%	27	82%
	Filipino	32	17	53%	26	81%
	Hispanic	27	16	59%	23	85%
	Native Am.	1			1	100%
	Other	2	1	50%	1	50%
	Unknown	7	5	71%	7	100%
	White	37	23	62%	33	89%
	Totals & Averages	159	89	56%	135	85%
2007/08	African Am.	4	4	100%	4	100%
	Asian	18	12	67%	16	89%
	Filipino	27	16	59%	22	81%
	Hispanic	32	19	59%	28	88%
	Other	2	2	100%	2	100%
	Unknown	12	6	50%	8	67%
	White	26	22	85%	24	92%
	Totals & Averages	121	81	67%	104	86%
2008/09	African Am.	10	5	50%	8	80%
	Asian	36	26	72%	30	83%
	Filipino	58	42	72%	55	95%
	Hispanic	38	28	74%	33	87%
	Unknown	13	6	46%	7	54%
	White	34	22	65%	30	88%
	Totals & Averages	189	129	68%	163	86%
2009/10	African Am.	32	11	34%	27	84%
	Asian	39	22	56%	33	85%
	Filipino	60	33	55%	52	87%
	Hispanic	39	22	56%	34	87%
	Unknown	39	18	46%	30	77%
	White	43	30	70%	39	91%
	Totals & Averages	252	136	54%	215	85%
2010/11	African Am.	30	13	43%	26	87%
	Asian	49	27	55%	40	82%
	Filipino	69	38	55%	60	87%
	Hispanic	44	18	41%	34	77%
	Unknown	53	25	47%	43	81%
	White	55	35	64%	44	80%
	Totals & Averages	300	156	52%	247	82%

Success and Retention by Gender

		Headcount	Success Count	Success Rate	Retention Count	Retention Rate
2006/07	Female	122	73	60%	102	84%
	Male	36	15	42%	32	89%
	Totals & Averages	158	88	56%	134	85%
2007/08	Female	95	72	76%	86	91%
	Male	26	9	35%	18	69%
	Totals & Averages	121	81	67%	104	86%
2008/09	Female	157	110	70%	136	87%
	Male	29	18	62%	26	90%
	Unreported	3	1	33%	1	33%
	Totals & Averages	189	129	68%	163	86%
2009/10	Female	192	111	58%	168	88%
	Male	57	24	42%	46	81%
	Unreported	2				
	Totals & Averages	251	135	54%	214	85%
2010/11	Female	226	122	54%	187	83%
	Male	70	32	46%	57	81%
	Unreported	1	1	100%	1	100%
	Totals & Averages	297	155	52%	245	82%

Success and Retention by Day/Evening Status

		Headcount	Success Count	Success Rate	Retention Count	Retention Rate
2006/07	Day	118	54	46%	97	82%
	Evening	41	35	85%	38	93%
2007/08	Day	94	60	64%	80	85%
	Evening	27	21	78%	24	89%
2008/09	Day	112	64	57%	93	83%
	Evening	77	65	84%	70	91%
2009/10	Day	234	125	53%	202	86%
	Evening	18	11	61%	13	72%
2010/11	Day	232	112	48%	185	80%
	Evening	68	44	65%	62	91%

Source: SMCCD Data Warehouse

Success and Retention by Age

		Headcount	Success Count	Success Rate	Retention Count	Retention Rate
2006/07	Under 18	3	3	100%	3	100%
	Age 18-22	126	65	52%	105	83%
	Age 23-28	19	12	63%	17	89%
	Age 29-39	2	1	50%	2	100%
	Age 40-49	7	6	86%	6	86%
	Age 50-59	2	2	100%	2	100%
	Totals & Averages	159	89	56%	135	85%
2007/08	Age 18-22	82	54	66%	68	83%
	Age 23-28	29	19	66%	26	90%
	Age 29-39	7	5	71%	7	100%
	Age 40-49	2	2	100%	2	100%
	Age 50-59	1	1	100%	1	100%
	Totals & Averages	121	81	67%	104	86%
2008/09	Under 18	1	1	100%	1	100%
	Age 18-22	127	78	61%	108	85%
	Age 23-28	40	33	83%	36	90%
	Age 29-39	14	11	79%	11	79%
	Age 40-49	2	2	100%	2	100%
	Age 50-59	5	4	80%	5	100%
	Totals & Averages	189	129	68%	163	86%
2009/10	Under 18	6	4	67%	6	100%
	Age 18-22	176	92	52%	151	86%
	Age 23-28	43	20	47%	34	79%
	Age 29-39	17	12	71%	15	88%
	Age 40-49	6	5	83%	5	83%
	Age 50-59	4	3	75%	4	100%
	Totals & Averages	252	136	54%	215	85%
2010/11	Under 18	5	3	60%	4	80%
	Age 18-22	201	96	48%	167	83%
	Age 23-28	61	35	57%	52	85%
	Age 29-39	18	18	100%	18	100%
	Age 40-49	12	2	17%	3	25%
	Age 50-59	2	2	100%	2	100%
	Age 60+	1			1	100%
	Totals & Averages	300	156	52%	247	82%

Success and Retention by Enrollment Status

		Headcount	Success Count	Success Rate	Retention Count	Retention Rate
2006/07	Continuing Student	113	68	60%	100	88%
	Currently K-12	1	1	100%	1	100%
	First-Time Student	18	3	17%	11	61%
	First-Time Transfer Student	18	11	61%	15	83%
	Returning Student	7	5	71%	6	86%
	Returning Transfer Student	2	1	50%	2	100%
2007/08	Continuing Student	83	57	69%	74	89%
	First-Time Student	10	6	60%	7	70%
	First-Time Transfer Student	14	10	71%	10	71%
	Returning Student	10	5	50%	9	90%
	Returning Transfer Student	4	3	75%	4	100%
2008/09	Continuing Student	126	87	69%	110	87%
	Currently K-12	2	2	100%	2	100%
	First-Time Student	18	7	39%	15	83%
	First-Time Transfer Student	27	17	63%	20	74%
	Returning Student	10	10	100%	10	100%
	Returning Transfer Student	6	6	100%	6	100%
2009/10	Continuing Student	174	98	56%	149	86%
	Currently K-12	2			2	100%
	First-Time Student	27	8	30%	25	93%
	First-Time Transfer Student	21	14	67%	19	90%
	Returning Student	18	9	50%	11	61%
	Returning Transfer Student	10	7	70%	9	90%
2010/11	Continuing Student	218	116	53%	176	81%
	Currently K-12	3	2	67%	3	100%
	First-Time Student	23	10	43%	20	87%
	First-Time Transfer Student	38	19	50%	32	84%
	Returning Student	11	7	64%	9	82%
	Returning Transfer Student	7	2	29%	7	100%

Source: SMCCD Data Warehouse