

Fashion Merchandising Department Student Characteristics 2006/07 through 2010/11

Unique Headcount by Term

FA06	FA07	FA08	FA09	FA10	SP07	SP08	SP09	SP10	SP11
76	37	89	105	123	79	71	69	112	110

Unique Headcount by Gender

	2006/07		2007/08		2008/09		2009/10		2010/11		Change 09/10-10/11	5 Year Row Total & Average	
Female	110	76%	79	76%	116	83%	148	77%	155	74%	5%	608	77%
Male	35	23%	24	24%	25	16%	46	22%	54	24%	17%	184	22%
Unreported	1	1%			2	1%	3	1%	4	2%	33%	10	1%
Column Total	146	100%	103	100%	143	100%	197	100%	213	100%	8%	802	100%

Unique Headcount by Ethnicity

	2006/07		2007/08		2008/09		2009/10		2010/11		Change 09/10-10/11	5 Year Row Total & Average	
African American	20	13%	4	2%	8	6%	27	14%	20	9%	-26%	79	10%
Asian	29	20%	14	13%	31	18%	28	14%	35	17%	25%	137	16%
Filipino	28	19%	24	25%	32	28%	42	23%	55	23%	31%	181	24%
Hispanic	25	17%	30	25%	35	25%	34	15%	36	16%	6%	160	19%
White	34	24%	19	23%	25	15%	36	18%	30	16%	-17%	144	18%
Other	3	2%	1	1%								4	0%
Unknown	7	4%	11	11%	12	8%	30	16%	37	19%	23%	97	14%
Column Total	146	100%	103	100%	143	100%	197	100%	213	100%	8%	802	100%

Unqie Headcount by Age

	2006/07		2007/08		2008/09		2009/10		2010/11		Change 09/10-10/11	5 Year Row Total & Average	
Under 18	3	2%			1	1%	7	3%	5	2%	-29%	16	2%
Age 18-22	116	83%	70	75%	103	74%	137	77%	147	74%	7%	573	76%
Age 23-28	16	10%	23	20%	27	17%	33	12%	40	16%	21%	139	15%
Age 29-39	2	2%	7	5%	7	6%	12	5%	14	5%	17%	42	5%
Age 40-49	7	2%	2	0%	2	2%	4	2%	4	1%	0%	19	1%
Age 50-59	2	1%	1	1%	4	1%	4	1%	2	0%	-50%	13	1%
Age 60+									1	0%		1	0%
Column Total	146	100%	103	100%	144	100%	197	100%	213	100%	8%	803	100%

Source: SMCCCD Data Warehouse

*Note: Counts and percents are based on census figures.

**Note: The variations in total numbers each year within the demographic segments are due to missing data points, and, in the case of age, also due to students crossing a category threshold during a year (18-22 in Fall, 23-28 in Spring).

Unique Headcount by Status

	2006/07		2007/08		2008/09		2009/10		2010/11		Change 09/10-10/11	5 Year Row Total & Average	
Continuing	106	71%	73	69%	106	67%	139	69%	162	74%	17%	586	70%
Currently K-12	1	1%			2	2%	3	2%	3	1%	0%	9	1%
First-Time	18	12%	8	11%	14	11%	21	11%	15	7%	-29%	76	10%
First-Time Transfer	15	12%	10	13%	20	15%	19	10%	23	11%	21%	87	12%
Returning	7	3%	9	5%	5	3%	14	5%	13	4%	-7%	48	4%
Returning Transfer	2	1%	4	3%	5	2%	9	3%	6	2%	-33%	26	2%
Column Total	149	100%	104	100%	152	100%	205	100%	222	100%	8%	832	100%

Unique Headcount by Course-Taking Pattern (Fall and Spring only)

	2006/07		2007/08		2008/09		2009/10		2010/11		Change 09/10-10/11	5 Year Row Total & Average	
Day	107	76%	79	76%	93	59%	181	91%	161	75%	-11%	621	77%
Day and Evening	2	2%	7	7%	12	10%	5	3%	15	8%	200%	41	6%
Evening	39	22%	20	17%	44	31%	14	6%	44	17%	214%	161	17%
Column Total	148	100%	106	100%	149	100%	200	100%	220	100%	10%	823	100%

Unique Headcount by Educational Goal

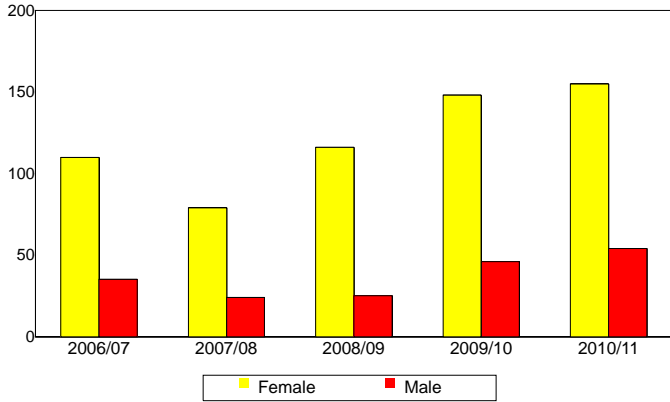
	2006/07		2007/08		2008/09		2009/10		2010/11		Change 09/10-10/11	5 Year Row Total & Average	
Transfer	108	74%	65	65%	79	55%	105	54%	119	56%	13%	476	58%
AA/AS w/o Transfer	5	3%	5	5%	3	2%	11	4%	9	3%	-18%	33	3%
Certificate w/o Transfer			3	3%	3	3%	1	0%	3	1%	200%	10	1%
Acquire/Update Job Skills	6	2%	3	3%	6	5%	5	3%	11	5%	120%	31	4%
Complete HS Credits					2	2%	2	1%	3	1%	50%	7	1%
Educational Development	4	2%	2	1%	4	2%	7	3%	10	5%	43%	27	3%
Formulate Career Plans/Goals			3	4%	5	4%	4	2%	1	0%	-75%	13	2%
Improve Basic Skills	2	2%					2	1%	4	2%	100%	3	1%
Maintain Certificate/Licensure					3	2%	3	1%	1	0%	-67%	7	1%
Undecided/Unreported	21	17%	23	19%	39	25%	59	31%	53	25%	-10%	195	25%
Column Total	146	100%	104	100%	144	100%	199	100%	214	100%	8%	807	100%

Source: SMCCCD Data Warehouse

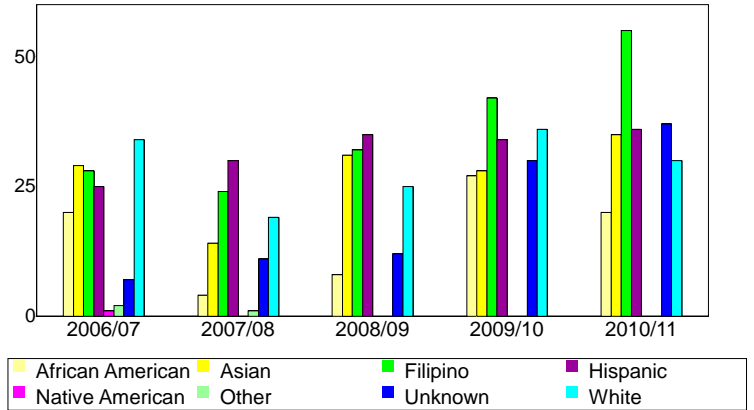
*Note: Counts and percents are based on census figures for summer, fall and spring.

**Note: The variations in total numbers each year within the Status, Course-Taking, and Educational Goal tables are due to missing data points and also due to students changing Status, Pattern, or Educational Goal within a given year - e.g. "First Time Student" in Fall and "Continuing Student" in Spring.

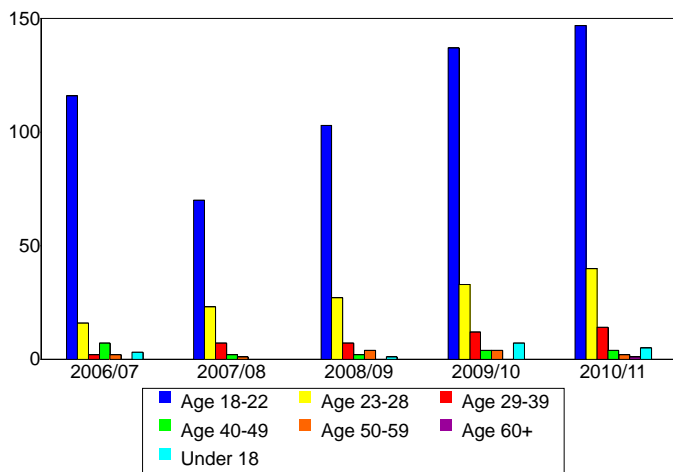
Unique Headcount by Gender



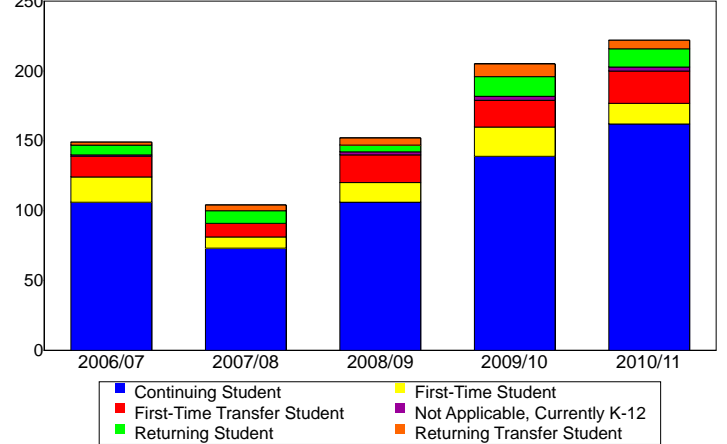
Unique Headcount by Ethnicity



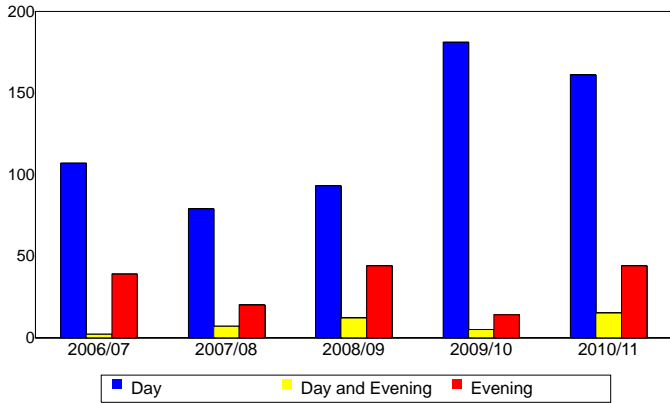
Unique Headcount by Student Age



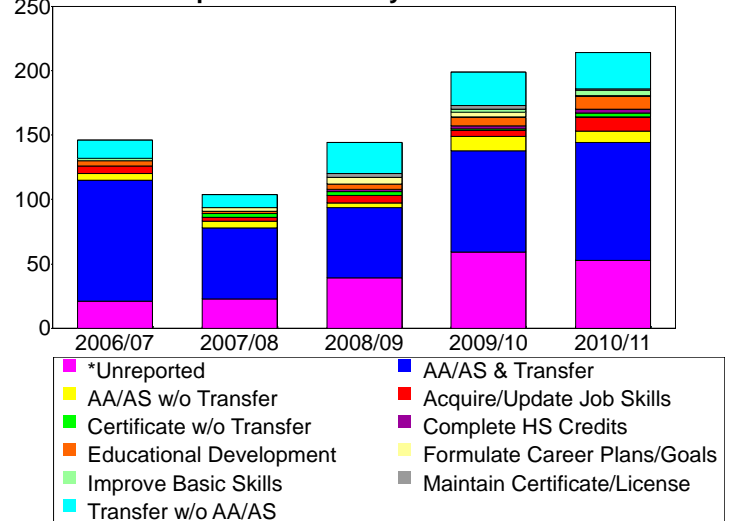
Unique Headcount by Enrollment Status



Unique Headcount by Course-Taking Pattern



Unique Headcount by Educational Goal



Source: SMCCCD Data Warehouse