

Program Scorecard 2021-2022

Professional Communications 10-699-1

Student Demographics	2021-22		2020-21		2019-20	
	Number	Percent	Number	Percent	Number	Percent
Full-Time	13	43%	20	65%	16	52%
Part-Time	10	33%	11	35%	15	48%
Students with Disabilities	2	9%	2	6%	1	3%
Students of Color	5	22%	2	6%	5	16%
Financial Aid Recipients	17	57%	19	56%	21	57%
Male	4	17%	4	13%	7	23%
Female	19	83%	27	87%	24	77%
Mean Age	32		29		31	
Median Age	29		26		28	
Mode Age	22		21		25	
Bias per WTCS (NTO*)	None		None		None	
Total Program Students	23		31		31	
Total Pre-Program Students	7		3		6	

NOTE: Demographics include program students only, with the exception of financial aid

*NTO: non-traditional occupation

Student Interest	2021-22	2020-21	2019-20	2018-19	2017-18
New Accepted Students	13	16	18	16	15
Capacity	27	27	27	27	135
Percent Capacity	48%	59%	67%	59%	11%
FTEs	17	24	22	18	26
Fall/Spring Waitlist	0	0	0	0	0

Graduate Placement	2021-22*	2020-21	2019-20	2018-19	2017-18
Graduates	2	11	3	6	5
Employed in Related Field	NA	100%	NA	100%	40%
Seeking Employment	NA	50%	NA	0%	0%
Continuing Education	NA	43%	NA	67%	0%
Survey Response Rate	NA	70%	NA	50%	100%

*2021-22 graduate placement data is not available because graduates are surveyed 6 months to 1 year after graduation; 2021-22 data will be available spring 2023.

Wages & Openings	2020-21
CVTC Graduate Average Hourly Wage	NA
CVTC Graduate Average Annual Wage	NA
Regional Median Annual Wage	\$59,190
National Median Annual Wage	\$62,828
Regional Job Openings	18

CVTC Key Performance Indicator Goals		
	Goal	Actual
Graduation within 3 years	55%	43%
Job Related Placement	90%	82%
Aidable FTEs	3,865	3,722

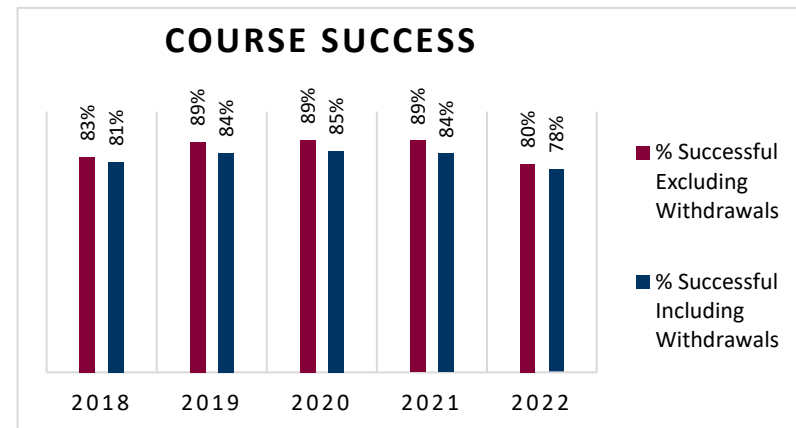
Graduation Rates	Cohort Year*					Program Target	WTCS
	2019-20	2018-19	2017-18	2016-17	2015-16		
Graduation within 3 Years	44%	31%	21%	26%	NA	31%	25%
Graduation within 4 Years	NA	31%	21%	29%	NA	32%	27%

*Cohort year is the year the student started in the program.

Retention Rates	Academic Year					Program Target
	Fall 2021 to Fall 2022	Fall 2020 to Fall 2021	Fall 2019 to Fall 2020	Fall 2018 to Fall 2019	Fall 2017 to Fall 2018	
Fall-to-Fall Retention	53%	59%	73%	62%	60%	67%
Core Courses	2021-22	2020-21	2019-20	2018-19	2017-18	
Course Success Rate	86%	93%	91%	87%	88%	95%
Withdraw Rate	0%	0%	2%	2%	2%	NA
General Education Courses	2021-22	2020-21	2019-20	2018-19	2017-18	
Course Success Rate	67%	70%	84%	84%	73%	78%
Withdraw Rate	7%	9%	6%	7%	2%	NA

Technical Skills Attainment	2021-22	2020-21	2019-20	2018-19	2017-18
Met	5	8	4	7	0
Not Met	0	0	0	0	0
Not Assessed	0	1	1	1	0

Student Surveys	2021-22	2020-21	2019-20	2018-19	CVTC
SSI- Instructional Effectiveness by Program (scale of 1 to 7)		6.5		6.6	6.3
CCSSE- Active & Collaborative Learning by Cluster (scale of 1 to 4)	2.5				2.2



CVTC Course Success Goal: 80%

CAREER CLUSTER

Arts, Audio Visual Tech. & Communication

**Professional Communications (10-699-1)
2021-22 Course Success**

Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
Face-to-Face	3	0	0	3	100%	100%
MyChoice	2	1	0	3	67%	67%
Online	109	27	4	140	80%	78%
Grand Total	114	28	4	146	80%	78%

Course & Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
102-188 Project Management	8	0	0	8	100%	100%
Online	8	0	0	8	100%	100%
103-102 Microsoft Office Suite	6	2	1	9	75%	67%
MyChoice	1	0	0	1	100%	100%
Online	5	2	1	8	71%	63%
699-105 Document Design	7	2	0	9	78%	78%
Online	7	2	0	9	78%	78%
699-107 Professional/Technical Writing	7	3	0	10	70%	70%
Online	7	3	0	10	70%	70%
699-115 Editing and Proofreading	7	0	0	7	100%	100%
Online	7	0	0	7	100%	100%
699-117 Research Basics	7	0	0	7	100%	100%
Online	7	0	0	7	100%	100%
699-125 Proposal/Grant Writing	4	2	1	7	67%	57%
Online	4	2	1	7	67%	57%
699-127 Digital Media Communications	5	2	0	7	71%	71%
Online	5	2	0	7	71%	71%
699-131 Information Design	5	1	0	6	83%	83%
Online	5	1	0	6	83%	83%
699-133 Digital Content Writing	5	1	0	6	83%	83%
Online	5	1	0	6	83%	83%
699-135 Writing and Publishing	5	1	0	6	83%	83%

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Online	5	1	0	6	83%	83%
699-137 Technical Documentation	4	0	0	4	100%	100%
Online	4	0	0	4	100%	100%
699-138 Professional Comm Capstone	6	0	0	6	100%	100%
Online	6	0	0	6	100%	100%
699-139 Professional Comm Internship	3	0	0	3	100%	100%
Face-to-Face	3	0	0	3	100%	100%
801-136 English Composition 1	2	3	1	6	40%	33%
MyChoice	0	1	0	1	0%	0%
Online	2	2	1	5	50%	40%
801-141 Intro to Mass Comm	7	3	0	10	70%	70%
Online	7	3	0	10	70%	70%
801-196 Oral/Interpersonal Comm	4	0	0	4	100%	100%
Online	4	0	0	4	100%	100%
801-197 Technical Reporting	5	1	1	7	83%	71%
Online	5	1	1	7	83%	71%
804-134 Mathematical Reasoning	2	0	0	2	100%	100%
Online	2	0	0	2	100%	100%
804-189 Introductory Statistics	3	0	0	3	100%	100%
MyChoice	1	0	0	1	100%	100%
Online	2	0	0	2	100%	100%
809-196 Intro to Sociology	4	3	0	7	57%	57%
Online	4	3	0	7	57%	57%
809-198 Intro to Psychology	1	2	0	3	33%	33%
Online	1	2	0	3	33%	33%
890-115 Online Success Strategies	7	2	0	9	78%	78%
Online	7	2	0	9	78%	78%
Grand Total	114	28	4	146	80%	78%