

# Program Scorecard 2022-23

## Digital Marketing 10-104-8

Student Demographics	2022-23		2021-22		2020-21	
	Number	Percent	Number	Percent	Number	Percent
Full-Time	27	45%	32	54%	31	55%
Part-Time	33	55%	20	34%	25	45%
Students with Disabilities	5	8%	3	6%	4	7%
Students of Color	11	18%	6	12%	5	9%
Financial Aid Recipients	24	39%	25	42%	26	44%
Male	23	38%	30	58%	33	59%
Female	37	62%	22	42%	23	41%
Mean Age	27		25		26	
Median Age	23		21		22	
Mode Age	21		20		20	
Bias per WTCS (NTO*)	None		None		None	
Total Program Students	60		52		56	
Total Pre-Program Students	8		7		3	

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

\*NTO: non-traditional occupation

Student Interest	2022-23	2021-22	2020-21	2019-20	2018-19
New Accepted Students	36	32	32	47	37
Capacity	40	40	50	50	54
Percent Capacity	90%	80%	64%	94%	69%
FTEs	42	39	41	48	54
Fall/Spring Waitlist	0	0	0	0	0

Graduate Placement	2022-23*	2021-22	2020-21	2019-20	2018-19
Graduates	12	14	16	13	18
Employed in Related Field	NA	50%	50%	38%	71%
Seeking Employment	NA	0%	0%	0%	30%
Continuing Education	NA	0%	25%	0%	9%
Survey Response Rate	NA	57%	50%	62%	61%

\*2022-23 graduate placement data is not available because graduates are surveyed 6 months to 1 year after graduation; 2022-23 data will be available spring 2024.

Wages & Openings	2021-22
CVTC Graduate Average Hourly Wage	\$19.82
CVTC Graduate Average Annual Wage	\$42,590
Regional Median Annual Wage	\$54,711
Regional Job Openings	109

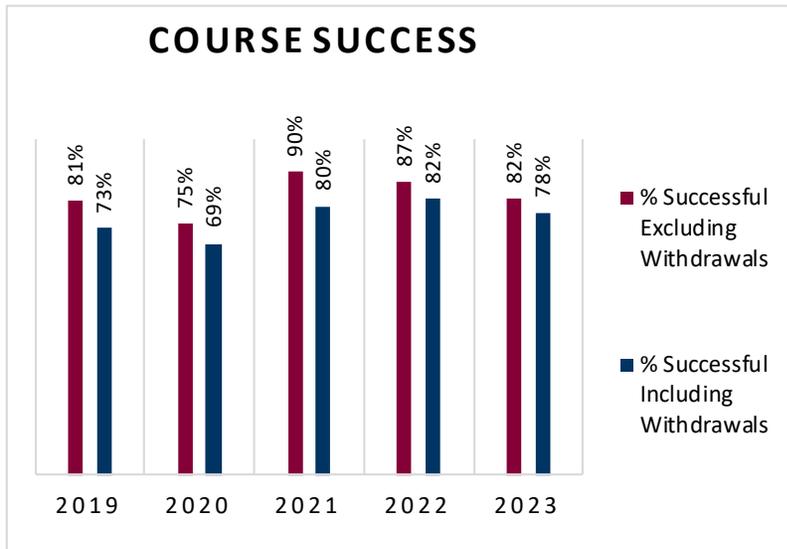
CVTC Key Performance Indicator Goals		
	Goal	Actual
Graduation within 3 years	55%	43%
Job Related Placement	90%	82%
Aidable FTEs	3,865	3,835

Graduation Rates	Cohort Year*					Program Target	WTCS
	2020-21	2019-20	2018-19	2017-18	2016-17		
Graduation within 3 Years	42%	30%	28%	28%	30%	34%	32%
Graduation within 4 Years	NA	30%	31%	32%	35%	38%	34%

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

Retention Rates	Academic Year					Program Target
	Fall 2022 to Fall 2023	Fall 2021 to Fall 2022	Fall 2020 to Fall 2021	Fall 2019 to Fall 2020	Fall 2018 to Fall 2019	
Fall-to-Fall Retention	56%	50%	62%	44%	54%	57%
Core Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	79%	85%	87%	78%	79%	88%
Withdraw Rate	5%	5%	3%	6%	5%	NA
General Education Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	73%	77%	64%	52%	71%	69%
Withdraw Rate	5%	3%	18%	7%	13%	NA

Technical Skills Attainment	2022-23	2021-22	2020-21	2019-20	2018-19
Met	19	18	24	13	18
Not Met	0	3	2	1	0
Not Assessed	1	0	0	0	0



CVTC Course Success Goal: 80%

**CAREER CLUSTER**  
Marketing, Sales, & Service

**Digital Marketing (10-104-8)**

**2022-23 Course Success**

<b>Delivery Method</b>	<b>Successful Count</b>	<b>Unsuccessful Count</b>	<b>Withdrawal Count</b>	<b>Enrollment Count</b>	<b>% Successful Excluding Withdrawals</b>	<b>% Successful Including Withdrawals</b>
Blended (less than 50% online)	1	0	1	2	100%	50%
Face-to-Face	19	9	0	28	68%	68%
MyChoice	99	18	6	123	85%	80%
Online	138	28	9	175	83%	79%
<b>Grand Total</b>	<b>257</b>	<b>55</b>	<b>16</b>	<b>328</b>	<b>82%</b>	<b>78%</b>

<b>Course &amp; Delivery Method</b>	<b>Successful Count</b>	<b>Unsuccessful Count</b>	<b>Withdrawal Count</b>	<b>Enrollment Count</b>	<b>% Successful Excluding Withdrawals</b>	<b>% Successful Including Withdrawals</b>
<b>101-105 Accounting, Intro to</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>50%</b>	<b>50%</b>
MyChoice	0	1	0	1	0%	0%
Online	3	2	0	5	60%	60%
<b>101-111 Accounting I</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0%</b>	<b>0%</b>
Online	0	1	0	1	0%	0%
<b>102-112 Principles of Management</b>	<b>12</b>	<b>2</b>	<b>1</b>	<b>15</b>	<b>86%</b>	<b>80%</b>
Face-to-Face	3	2	0	5	60%	60%
Online	9	0	1	10	100%	90%
<b>102-188 Project Management</b>	<b>16</b>	<b>2</b>	<b>1</b>	<b>19</b>	<b>89%</b>	<b>84%</b>
Face-to-Face	6	0	0	6	100%	100%
Online	10	2	1	13	83%	77%
<b>104-102 Marketing Principles</b>	<b>10</b>	<b>9</b>	<b>4</b>	<b>23</b>	<b>53%</b>	<b>43%</b>
Face-to-Face	2	1	0	3	67%	67%
MyChoice	3	3	1	7	50%	43%
Online	5	5	3	13	50%	38%
<b>104-112 Adobe Visual Design</b>	<b>19</b>	<b>9</b>	<b>1</b>	<b>29</b>	<b>68%</b>	<b>66%</b>
MyChoice	9	5	0	14	64%	64%
Online	10	4	1	15	71%	67%
<b>104-119 Digital Marketing Strategy</b>	<b>13</b>	<b>3</b>	<b>0</b>	<b>16</b>	<b>81%</b>	<b>81%</b>
MyChoice	3	2	0	5	60%	60%
Online	10	1	0	11	91%	91%

**Digital Marketing (10-104-8)**

**2022-23 Course Success**

Course & Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
<b>104-125 Advertising</b>	<b>13</b>	<b>2</b>	<b>0</b>	<b>15</b>	<b>87%</b>	<b>87%</b>
MyChoice	4	1	0	5	80%	80%
Online	9	1	0	10	90%	90%
<b>104-127 Digital Marketing Campaigns</b>	<b>15</b>	<b>2</b>	<b>2</b>	<b>19</b>	<b>88%</b>	<b>79%</b>
MyChoice	15	2	2	19	88%	79%
<b>104-148 Web Fundamentals</b>	<b>16</b>	<b>3</b>	<b>0</b>	<b>19</b>	<b>84%</b>	<b>84%</b>
Online	16	3	0	19	84%	84%
<b>104-154 Digital Audio &amp; Video</b>	<b>21</b>	<b>2</b>	<b>0</b>	<b>23</b>	<b>91%</b>	<b>91%</b>
MyChoice	21	2	0	23	91%	91%
<b>104-174 Digital Marketing Analytics</b>	<b>16</b>	<b>0</b>	<b>1</b>	<b>17</b>	<b>100%</b>	<b>94%</b>
MyChoice	16	0	1	17	100%	94%
<b>104-182 Personal Branding</b>	<b>14</b>	<b>1</b>	<b>1</b>	<b>16</b>	<b>93%</b>	<b>88%</b>
MyChoice	14	1	1	16	93%	88%
<b>104-183 Marketing Strategy</b>	<b>13</b>	<b>1</b>	<b>1</b>	<b>15</b>	<b>93%</b>	<b>87%</b>
MyChoice	13	1	1	15	93%	87%
<b>699-115 Editing and Proofreading</b>	<b>14</b>	<b>2</b>	<b>1</b>	<b>17</b>	<b>88%</b>	<b>82%</b>
Online	14	2	1	17	88%	82%
<b>699-133 Digital Content Writing</b>	<b>22</b>	<b>1</b>	<b>0</b>	<b>23</b>	<b>96%</b>	<b>96%</b>
Online	22	1	0	23	96%	96%
<b>801-136 English Composition 1</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>9</b>	<b>63%</b>	<b>56%</b>
Face-to-Face	1	1	0	2	50%	50%
Online	4	2	1	7	67%	57%
<b>801-198 Speech</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>10</b>	<b>89%</b>	<b>80%</b>
Blended (less than 50% online)	1	0	1	2	100%	50%
Online	7	1	0	8	88%	88%
<b>804-134 Mathematical Reasoning</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>100%</b>	<b>100%</b>
Face-to-Face	3	0	0	3	100%	100%
Online	2	0	0	2	100%	100%
<b>804-189 Introductory Statistics</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>80%</b>	<b>80%</b>
MyChoice	1	0	0	1	100%	100%
Online	3	1	0	4	75%	75%

**Digital Marketing (10-104-8)  
2022-23 Course Success**

<b>Course &amp; Delivery Method</b>	<b>Successful Count</b>	<b>Unsuccessful Count</b>	<b>Withdrawal Count</b>	<b>Enrollment Count</b>	<b>% Successful Excluding Withdrawals</b>	<b>% Successful Including Withdrawals</b>
<b>809-195 Economics</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>10</b>	<b>89%</b>	<b>80%</b>
Face-to-Face	2	1	0	3	67%	67%
Online	6	0	1	7	100%	86%
<b>809-198 Intro to Psychology</b>	<b>10</b>	<b>6</b>	<b>0</b>	<b>16</b>	<b>63%</b>	<b>63%</b>
Face-to-Face	2	4	0	6	33%	33%
Online	8	2	0	10	80%	80%
<b>Grand Total</b>	<b>257</b>	<b>55</b>	<b>16</b>	<b>328</b>	<b>82%</b>	<b>78%</b>