

# Program Scorecard 2022-23

## Professional Communications 10-699-1

Student Demographics	2022-23		2021-22		2020-21	
	Number	Percent	Number	Percent	Number	Percent
Full-Time	11	31%	13	43%	20	65%
Part-Time	25	69%	10	33%	11	35%
Students with Disabilities	1	20%	2	9%	2	6%
Students of Color	7	19%	5	22%	2	6%
Financial Aid Recipients	17	49%	17	57%	19	56%
Male	5	14%	4	17%	4	13%
Female	31	86%	19	83%	27	87%
Mean Age	31		32		29	
Median Age	25		29		26	
Mode Age	25		22		21	
Bias per WTCS (NTO*)	None		None		None	
Total Program Students	36		23		31	
Total Pre-Program Students	4		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	21	13	16	18	16
Capacity	27	27	27	27	27
Percent Capacity	78%	48%	59%	67%	59%
FTEs	20	17	24	22	18
Fall/Spring Waitlist	0	0	0	0	0

Graduate Placement	2022-23*	2021-22	2020-21	2019-20	2018-19
Graduates	6	2	11	3	6
Employed in Related Field	NA	0%	100%	NA	100%
Seeking Employment	NA	100%	50%	NA	0%
Continuing Education	NA	0%	43%	NA	67%
Survey Response Rate	NA	50%	70%	NA	50%

\*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	NA
CVTC Graduate Average Annual Wage	NA
Regional Median Annual Wage	\$63,303
Regional Job Openings	23

\*NA: Fewer than 5 graduates working in a related field provided a wage on the graduate follow-up survey.

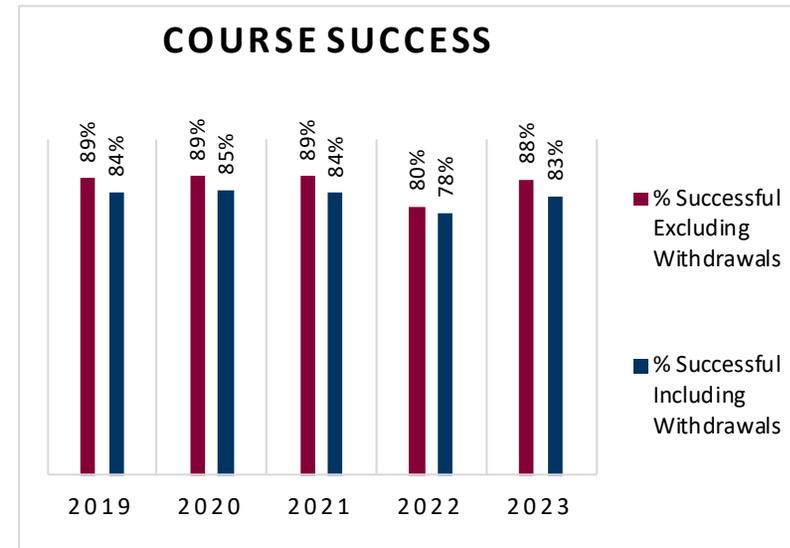
CVTC Key Performance Indicator Goals		
	Goal	Actual
Graduation within 3 years	55%	43%
Job Related Placement	90%	82%
Aidable FTEs	3,865	3,835

Graduation Rates	Cohort Year*					Program Target	WTCS
	2020-21	2019-20	2018-19	2017-18	2016-17		
Graduation within 3 Years	29%	44%	31%	21%	26%	31%	25%
Graduation within 4 Years	NA	44%	31%	21%	29%	32%	27%

\*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%	53%	59%	73%	62%	67%
Core Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	85%	86%	93%	91%	87%	95%
Withdraw Rate	6%	0%	0%	2%	2%	NA
General Education Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	79%	67%	70%	84%	84%	78%
Withdraw Rate	3%	7%	9%	6%	7%	NA

Technical Skills Attainment	2022-23	2021-22	2020-21	2019-20	2018-19
Met	1	5	8	4	7
Not Met	0	0	0	0	0
Not Assessed	1	0	1	1	1



CVTC Course Success Goal: 80%

### CAREER CLUSTER

*Arts, Audio Visual Tech. & Communication*

**Professional Communications (10-699-1)  
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>
Face-to-Face	1	0	0	1	100%	100%
Online	155	22	10	187	88%	83%
<b>Grand Total</b>	<b>156</b>	<b>22</b>	<b>10</b>	<b>188</b>	<b>88%</b>	<b>83%</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>102-188 Project Management</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>100%</b>	<b>100%</b>
Online	7	0	0	7	100%	100%
<b>103-102 Microsoft Office Suite</b>	<b>10</b>	<b>2</b>	<b>0</b>	<b>12</b>	<b>83%</b>	<b>83%</b>
Online	10	2	0	12	83%	83%
<b>699-105 Document Design</b>	<b>12</b>	<b>1</b>	<b>0</b>	<b>13</b>	<b>92%</b>	<b>92%</b>
Online	12	1	0	13	92%	92%
<b>699-107 Professional/Technical Writing</b>	<b>13</b>	<b>2</b>	<b>1</b>	<b>16</b>	<b>87%</b>	<b>81%</b>
Online	13	2	1	16	87%	81%
<b>699-115 Editing and Proofreading</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>9</b>	<b>100%</b>	<b>89%</b>
Online	8	0	1	9	100%	89%
<b>699-117 Research Basics</b>	<b>7</b>	<b>1</b>	<b>1</b>	<b>9</b>	<b>88%</b>	<b>78%</b>
Online	7	1	1	9	88%	78%
<b>699-125 Proposal/Grant Writing</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>9</b>	<b>75%</b>	<b>67%</b>
Online	6	2	1	9	75%	67%
<b>699-127 Digital Media Communications</b>	<b>10</b>	<b>1</b>	<b>2</b>	<b>13</b>	<b>91%</b>	<b>77%</b>
Online	10	1	2	13	91%	77%
<b>699-131 Information Design</b>	<b>7</b>	<b>1</b>	<b>1</b>	<b>9</b>	<b>88%</b>	<b>78%</b>
Online	7	1	1	9	88%	78%
<b>699-133 Digital Content Writing</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>100%</b>	<b>100%</b>
Online	9	0	0	9	100%	100%
<b>699-135 Writing and Publishing</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>100%</b>	<b>100%</b>
Online	7	0	0	7	100%	100%
<b>699-137 Technical Documentation</b>	<b>7</b>	<b>1</b>	<b>1</b>	<b>9</b>	<b>88%</b>	<b>78%</b>

**Professional Communications (10-699-1)  
2022-23 Course Success**

Course & Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
Online	7	1	1	9	88%	78%
<b>699-138 Professional Comm Capstone</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>100%</b>	<b>100%</b>
Online	4	0	0	4	100%	100%
<b>699-139 Professional Comm Internship</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>100%</b>	<b>100%</b>
Face-to-Face	1	0	0	1	100%	100%
<b>801-136 English Composition 1</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>50%</b>	<b>50%</b>
Online	3	3	0	6	50%	50%
<b>801-141 Intro to Mass Comm</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>10</b>	<b>78%</b>	<b>70%</b>
Online	7	2	1	10	78%	70%
<b>801-196 Oral/Interpersonal Comm</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>7</b>	<b>86%</b>	<b>86%</b>
Online	6	1	0	7	86%	86%
<b>801-197 Technical Reporting</b>	<b>12</b>	<b>2</b>	<b>0</b>	<b>14</b>	<b>86%</b>	<b>86%</b>
Online	12	2	0	14	86%	86%
<b>804-134 Mathematical Reasoning</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>80%</b>	<b>80%</b>
Online	4	1	0	5	80%	80%
<b>804-189 Introductory Statistics</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>100%</b>	<b>100%</b>
Online	1	0	0	1	100%	100%
<b>809-196 Intro to Sociology</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>100%</b>	<b>100%</b>
Online	4	0	0	4	100%	100%
<b>809-198 Intro to Psychology</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>100%</b>	<b>100%</b>
Online	4	0	0	4	100%	100%
<b>890-115 Online Success Strategies</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>10</b>	<b>78%</b>	<b>70%</b>
Online	7	2	1	10	78%	70%
<b>Grand Total</b>	<b>156</b>	<b>22</b>	<b>10</b>	<b>188</b>	<b>88%</b>	<b>83%</b>