

**Johnson County Community College**  
**Annual Academic Program Review, Planning & Development Report Summary**

*Reporting for AY 16 & Planning for AY 17*

<b>Division:</b>		
<b>Full Program Name:</b> Marketing & Management	<b>Course Prefix(s) within Program:</b> MKT	<b>Transfer/ Career Primary Mission:</b> Career

**Program Data Summary**

<b>Demand Indicators</b>	<b>AY 14</b>	<b>AY 15</b>	<b>AY 16</b>	<b>AY 2014 – 2016 CTE Programs</b>
<b>Student Credit Hours</b>	2,195	2,358	2,158	2.5% of CTE SCH
<b>Student Head Count (Unduplicated)</b>	529	567	515	
<b>Average Class Size</b>	15	16	14	13.2

<b>Quality Indicators (All Programs)</b>	<b>AY 14</b>	<b>AY 15</b>	<b>AY 16</b>	<b>AY 2014 – 2016 CTE Programs</b>
<b>% Student Completion</b>	91.0	91.3	87.5	93.2%
<b>% Student Completer Success</b>	80.8	80.2	79.0	88.2%
<b>% Attrition</b>	9.0	8.7	12.5	6.7%

<b>Quality Indicators (CTE Programs)</b>	<b>AY 14</b>	<b>AY 15</b>	<b>AY 16</b>	<b>AY 2014 – 2016 CTE Programs</b>
<b>Degrees/Certificates Awarded (CTE)</b>	9	8	17	.3% of CTE Awards
<b># of Graduates Transferring (CTE)</b>	6	1	0*	
	AY 13	AY 14	AY 15	
<b>% Placement Rate for Graduates – working related field (CTE) based off career student follow up survey</b>	20%	100%	50%	62%

\*Transfer data for AY 16 incomplete – as of July 2016

<b>Resource Utilization Indicators (All Programs)</b>	<b>AY 14</b>	<b>AY 15</b>	<b>AY 16</b>
<b>Expenses</b>			
<b># of Full Time Faculty</b>	5	4	4
<b># of Part Time/Adjunct Faculty</b>	8	7	5
<b>Student Credit Hours by FT Faculty</b>	1,229	1,344	1,285
<b>Student Credit hours by PT Faculty</b>	966	927	606
<b>Student Enrollment by FT Faculty</b>	433	470	451
<b>Student Enrollment by PT Faculty</b>	322	309	202
<b>Cost per credit hour</b>	\$93.29	\$121.38	\$133.75
<b>Cost per student FTE</b>	\$2,799	\$3,641	\$4,013
<b>FY Expenditures</b>	\$204,779	\$286,203	\$288,640
<b>Revenue</b>			
<b>Tuition</b>	\$180,666	\$203,950	\$191,753
<b>KBOR Calculated State Share of Cost on percent received previous year</b>	\$110,995	\$131,664	\$117,926

# Faculty based on Fall 15 semester