



# SWC Strategic Plan 2012-15



INTERNAL ENVIRONMENTAL SCAN

SOUTHWESTERN COLLEGE  
OFFICE OF INSTITUTIONAL EFFECTIVENESS

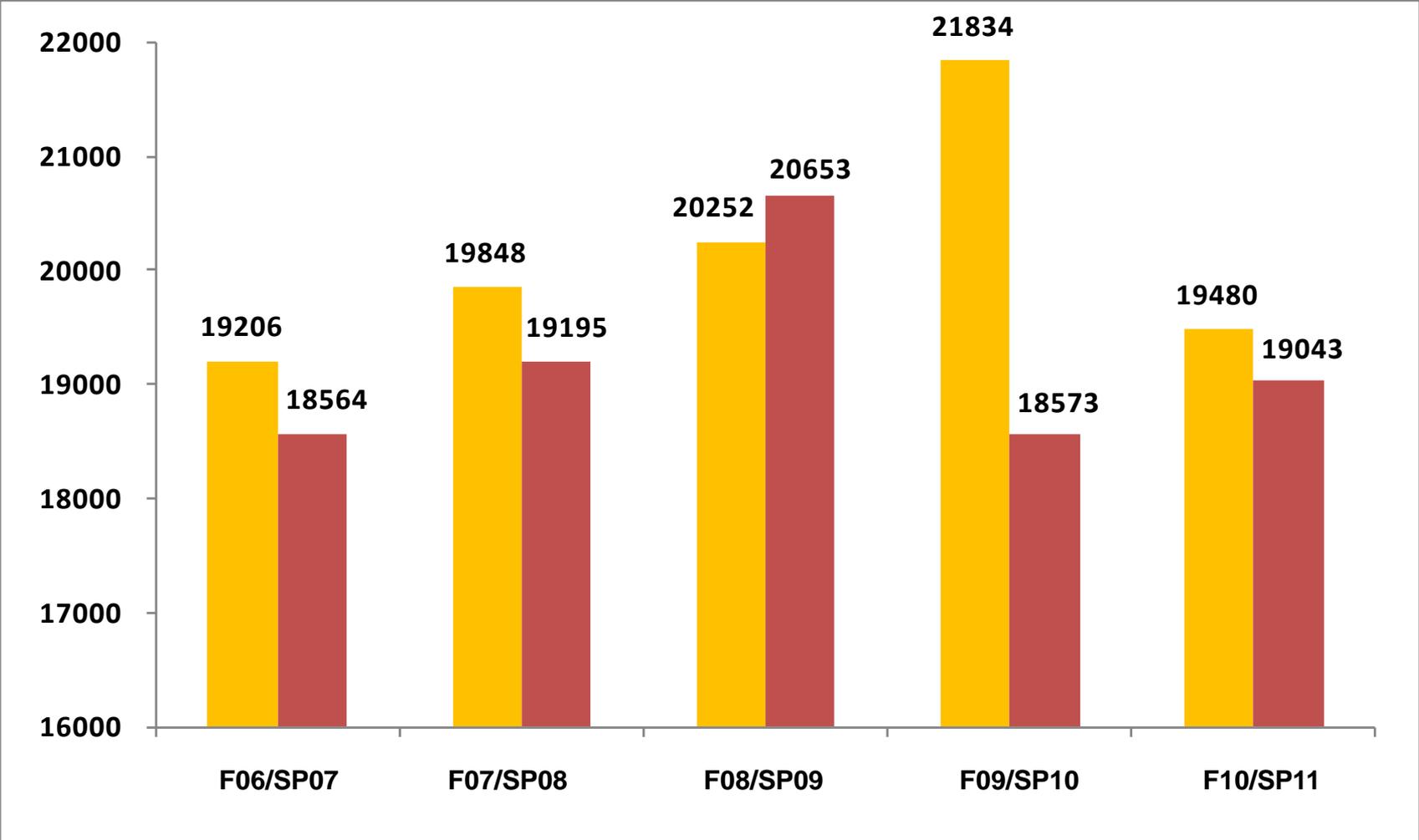
OCTOBER 1, 2011

# Student Characteristics/Profile

# Unduplicated Headcount

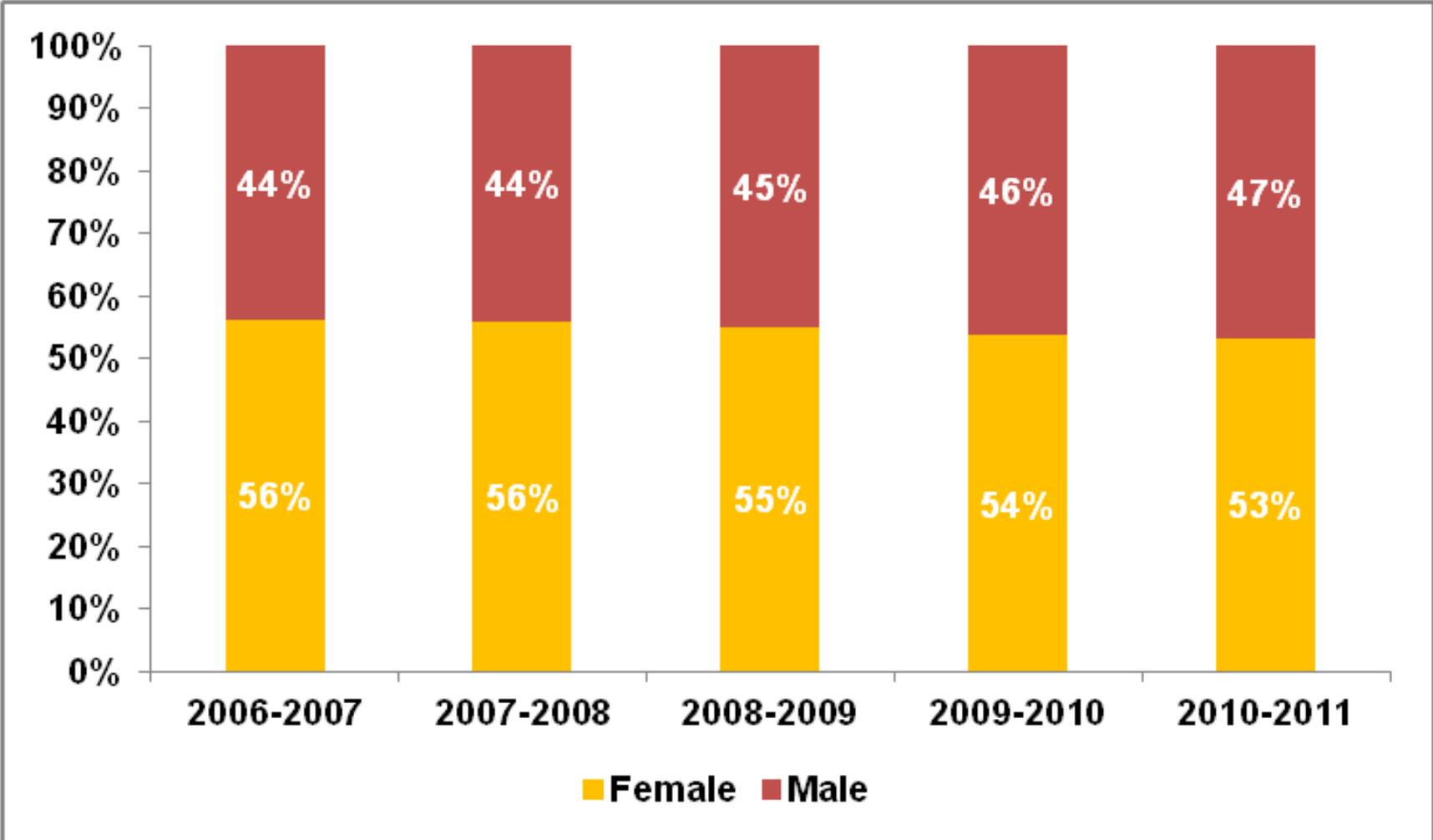


3



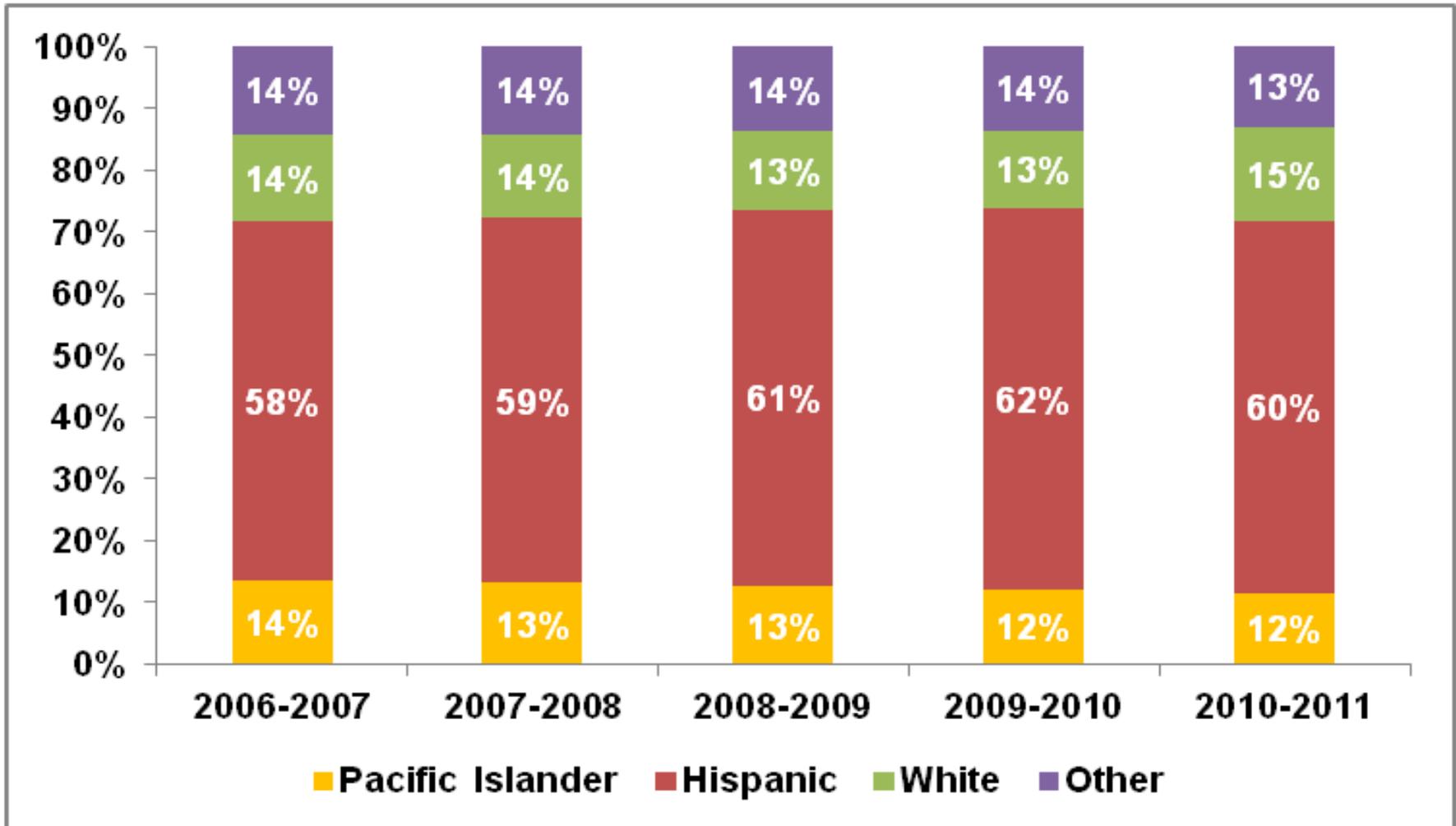
(Source: Southwestern College IT/Institutional Effectiveness Data)

# Gender



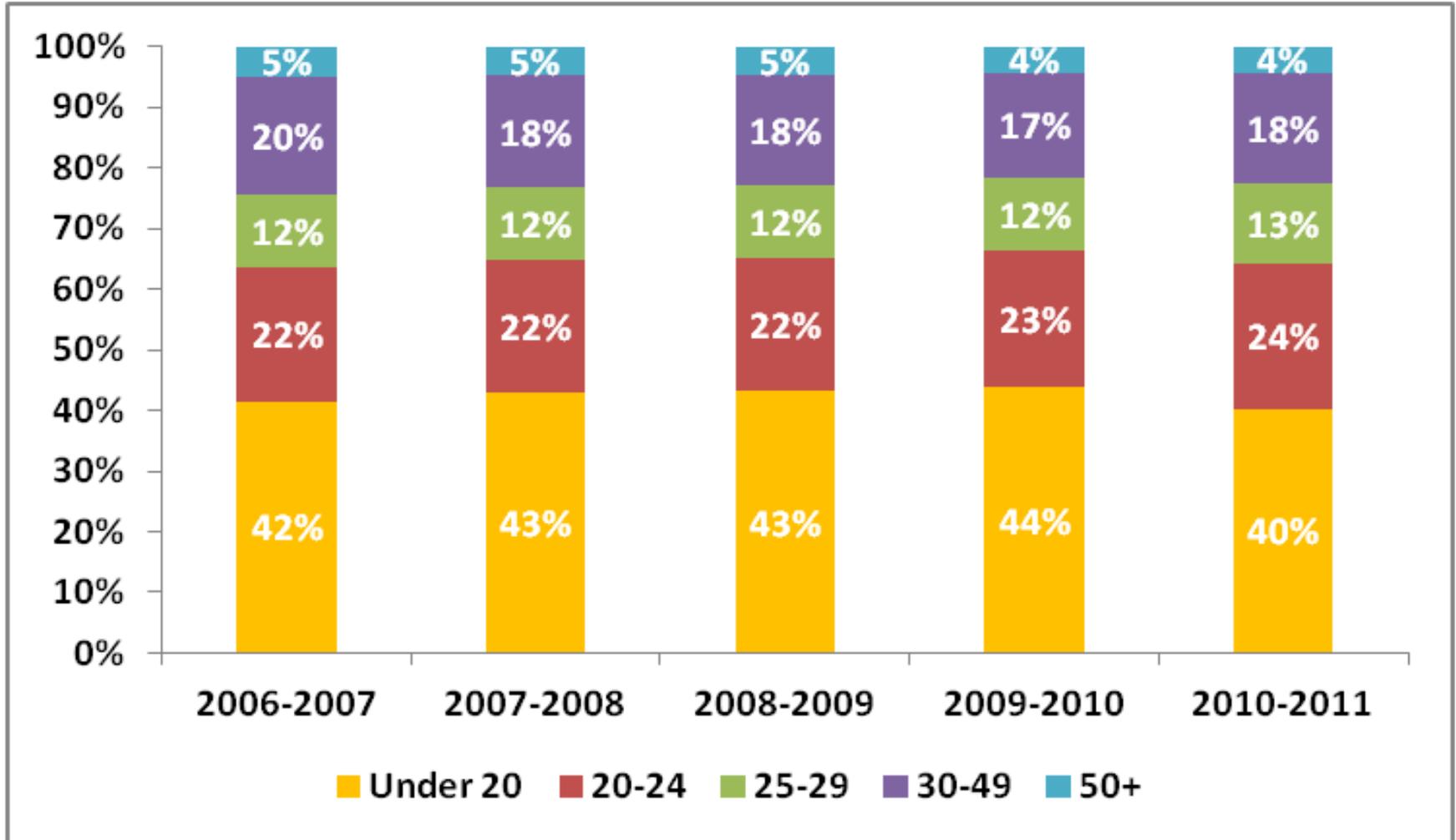
(Source: Southwestern College IT/Institutional Effectiveness Data)

# Ethnicity



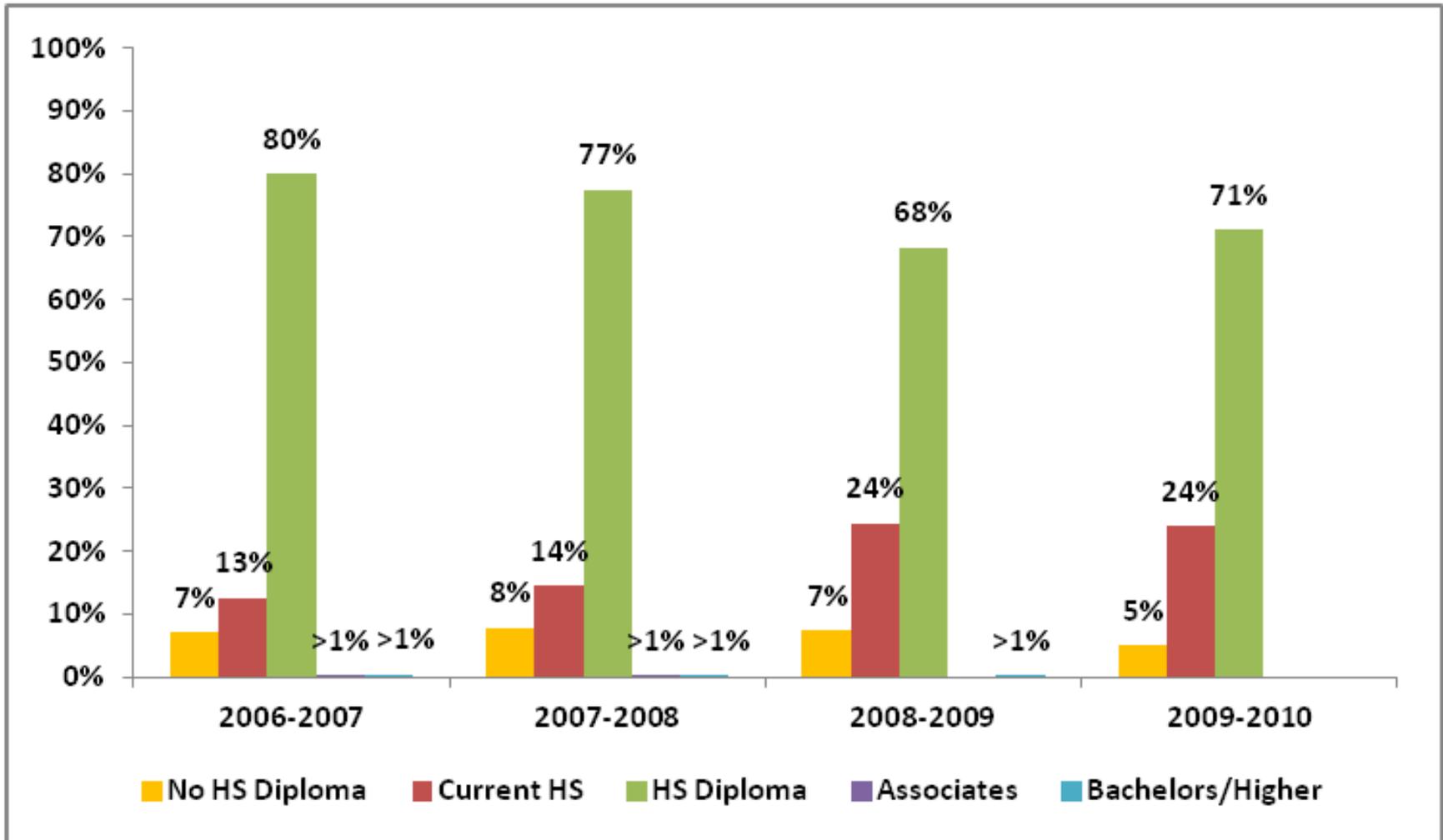
(Source: Southwestern College IT/Institutional Effectiveness Data)

# Age



(Source: Southwestern College IT/Institutional Effectiveness Data)

# Student Prior Educational Experience



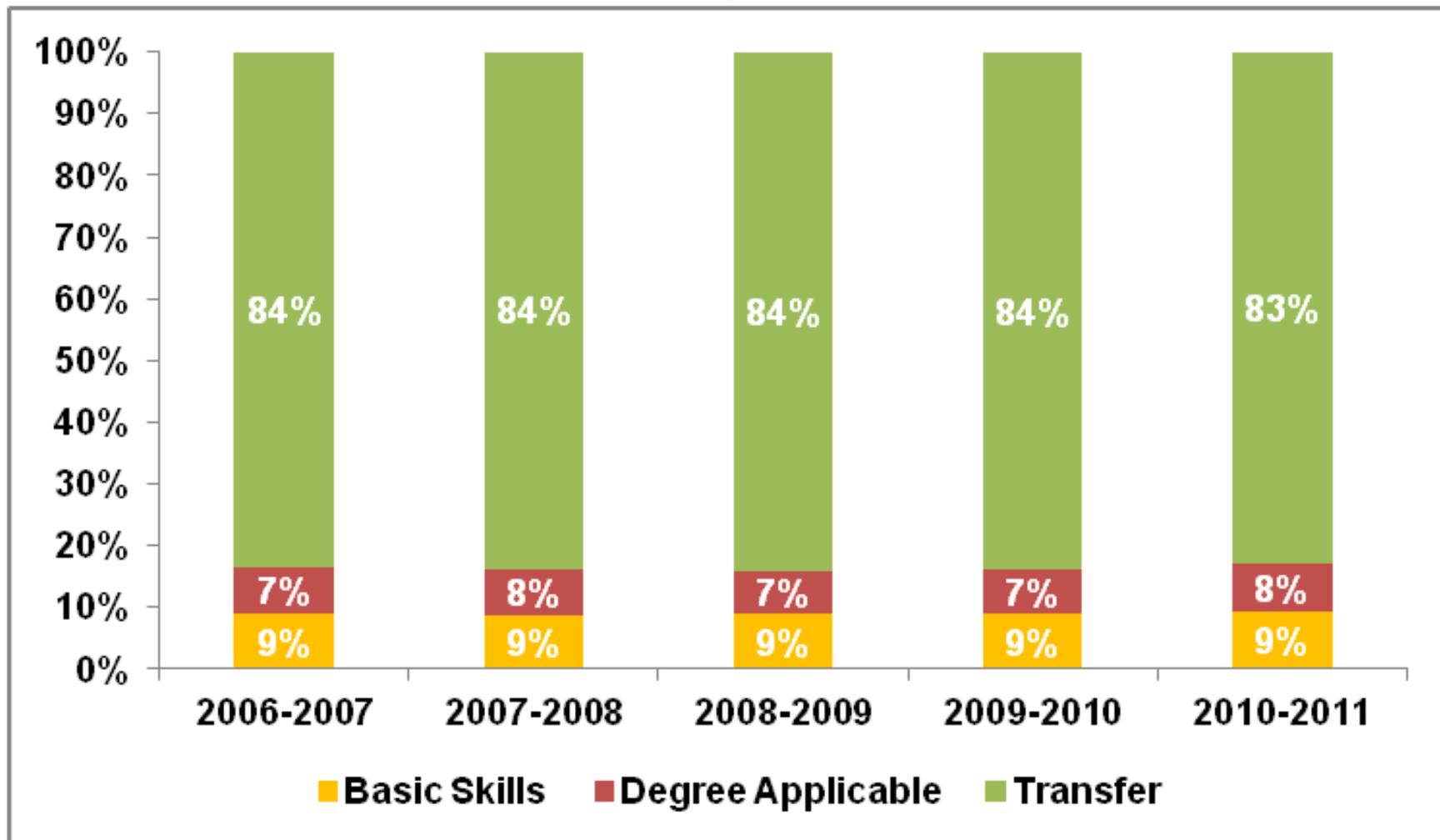
(Source: Southwestern College IT/Institutional Effectiveness Data)

## Course Taking Patterns

# Top Five Course Enrollments

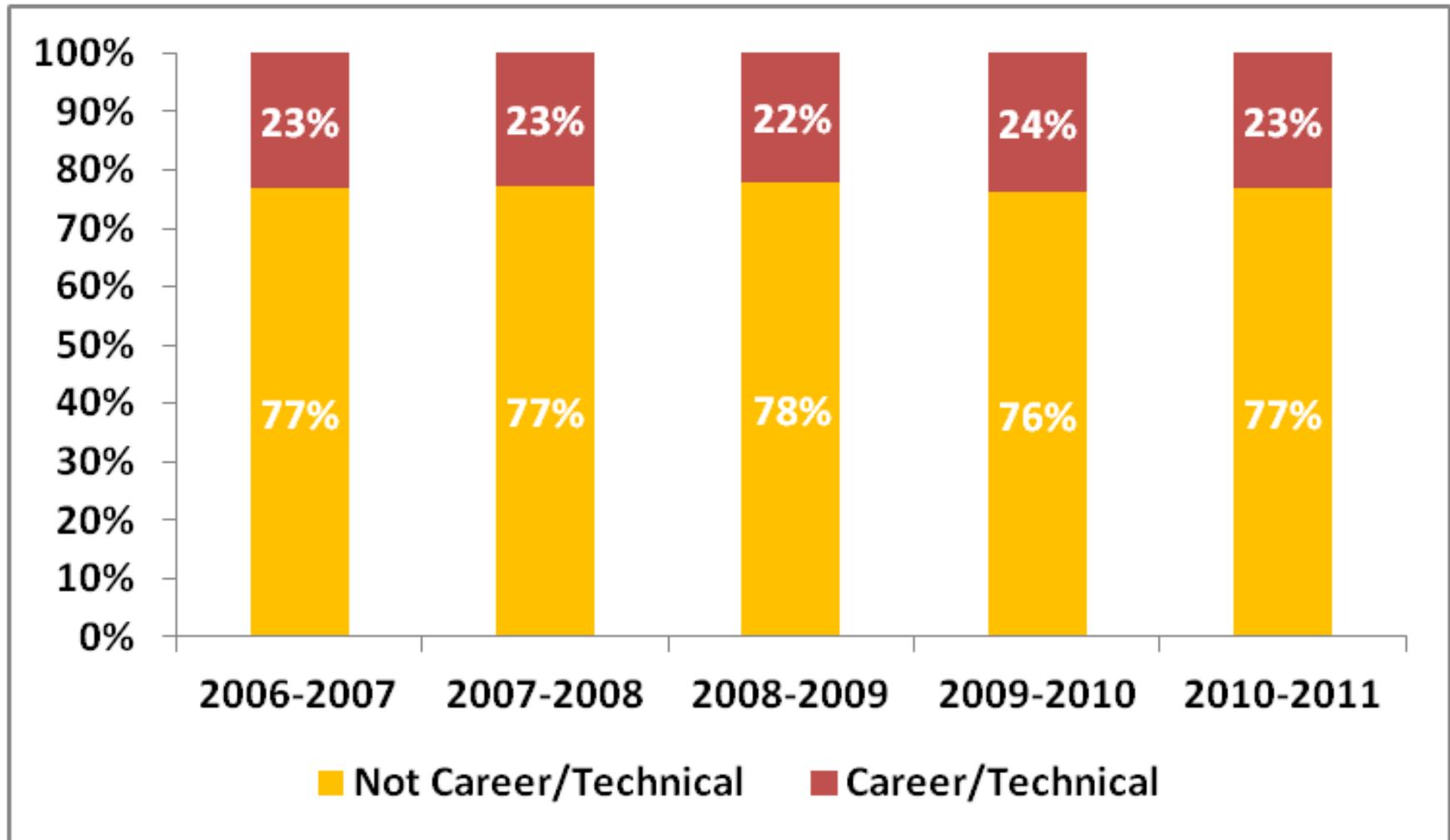
Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
MATH	MATH	MATH	MATH	MATH
ENGL	ENGL	ENGL	ENGL	ENGL
ES/A	ES/A	ES/A	ES/A	ES/A
BIOL	BIOL	BIOL	BIOL	BIOL
PSYC	PSYC	PSYC	ART	ART

# Course Type



(Source: Southwestern College IT/Institutional Effectiveness Data)

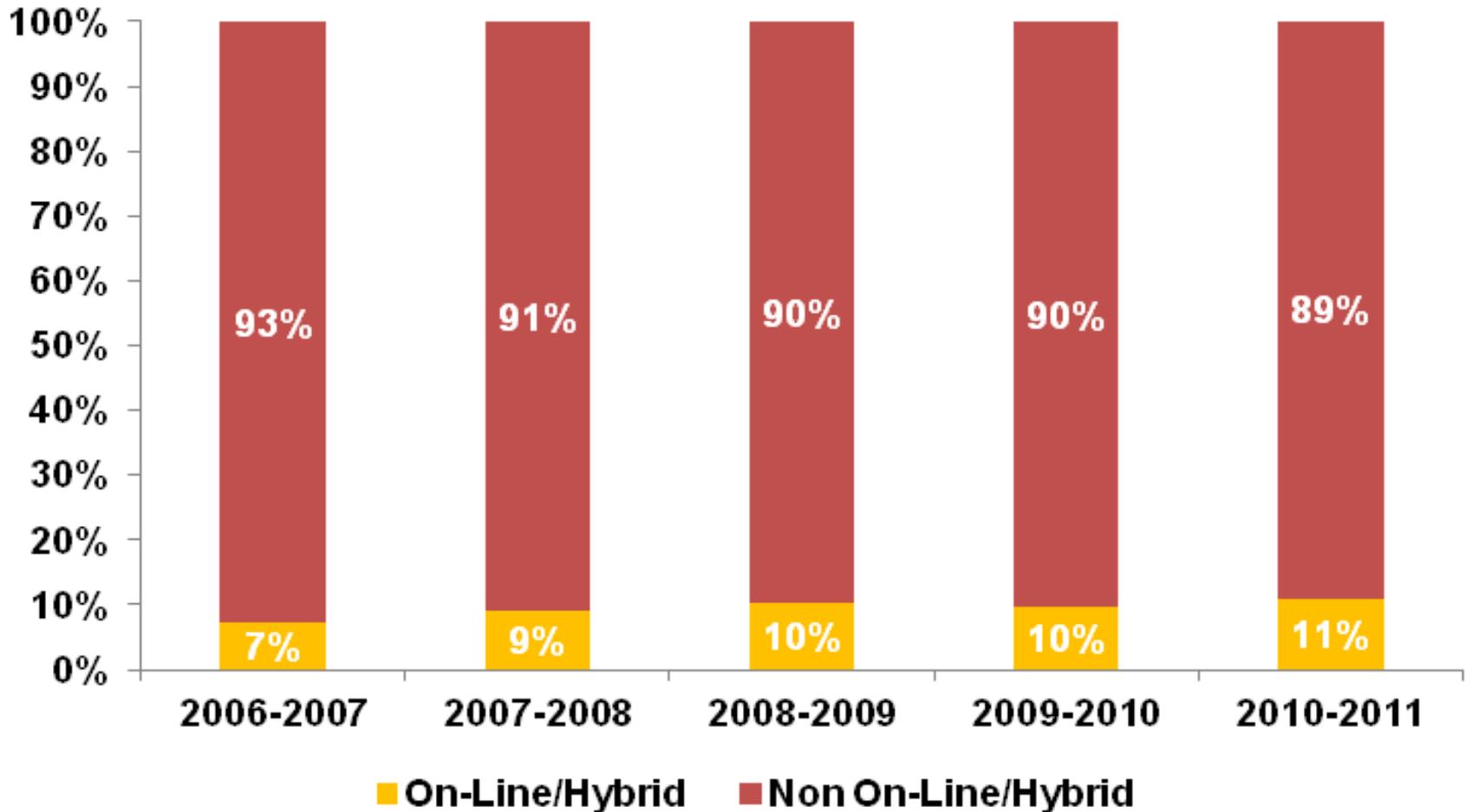
# Career/Technical Enrollment



(Source: Southwestern College IT/Institutional Effectiveness Data)

# On-Line/Hybrid Enrollment

12

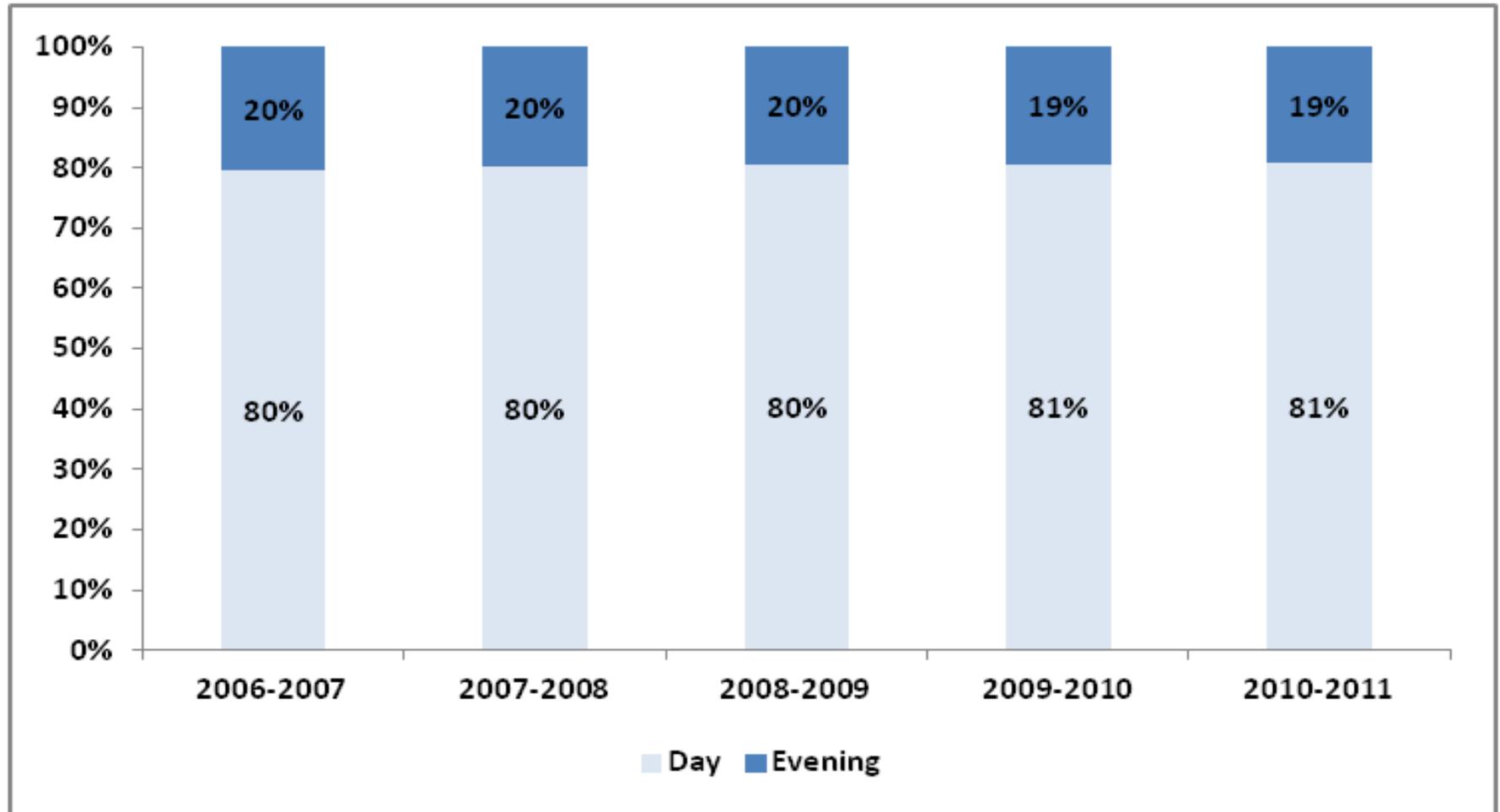


(Source: Southwestern College IT/Institutional Effectiveness Data)

# Day/Evening Course Enrollment



13

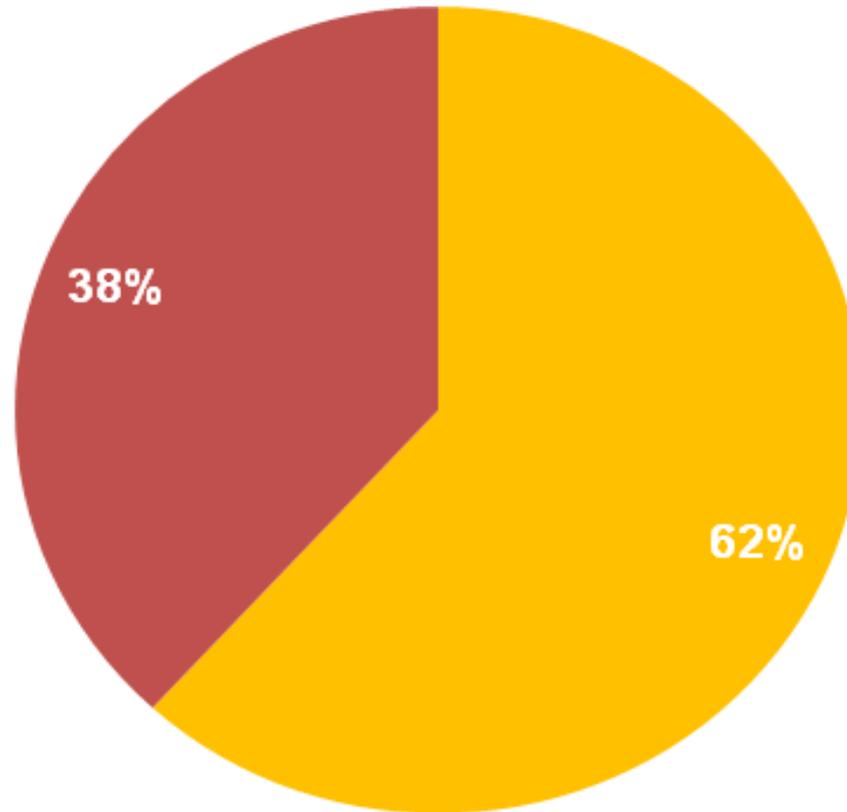


Evening course is defined as any course that starts at 4 pm or later  
(Source: Southwestern College IT/Institutional Effectiveness Data)

# Full/Part Time Students-Fall 2010



14

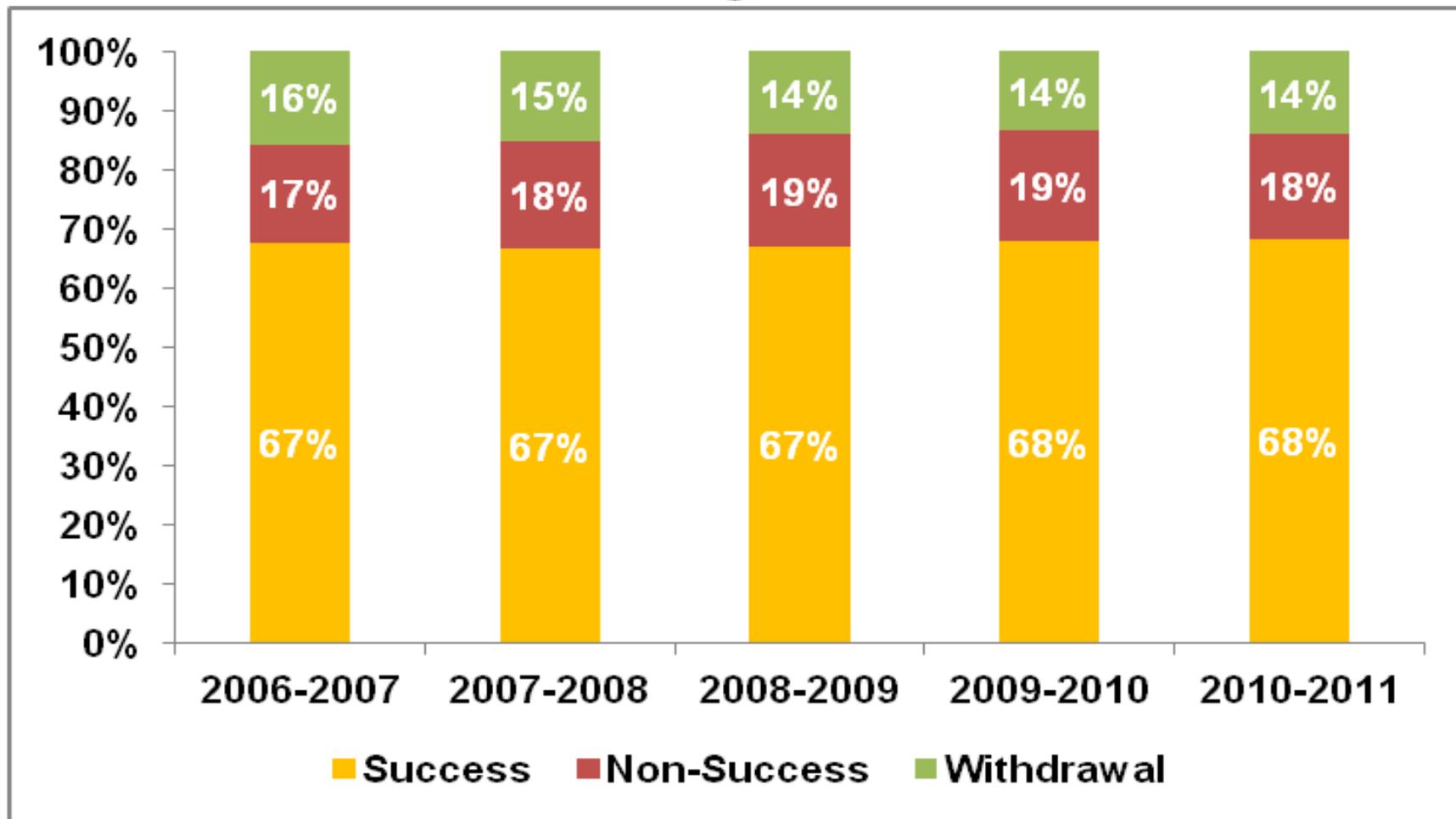


■ Part Time (>12 units)    ■ Full Time (12+ units)

(Source: Southwestern College IT/Institutional Effectiveness Data)

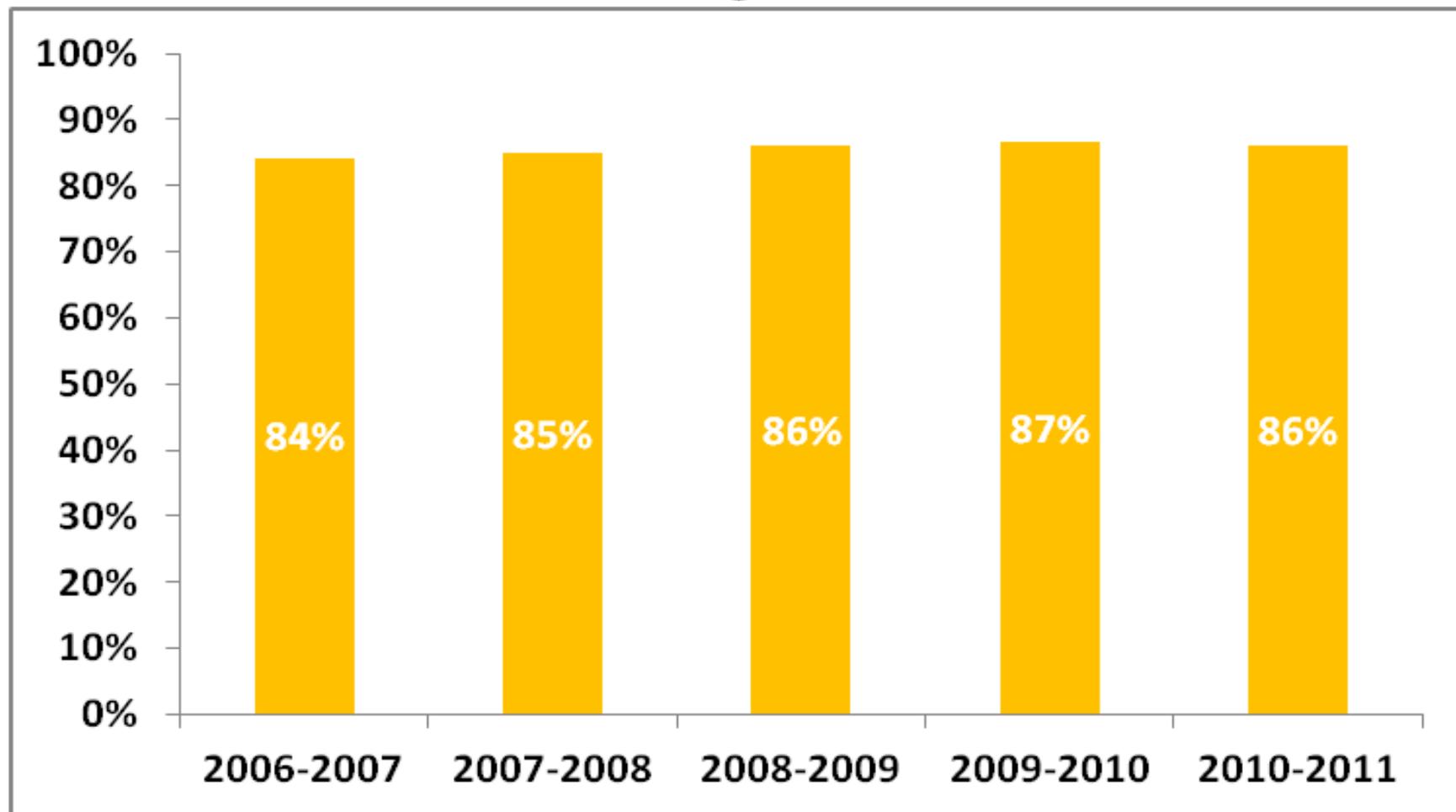
## Institutional Performance Indicators

# Success



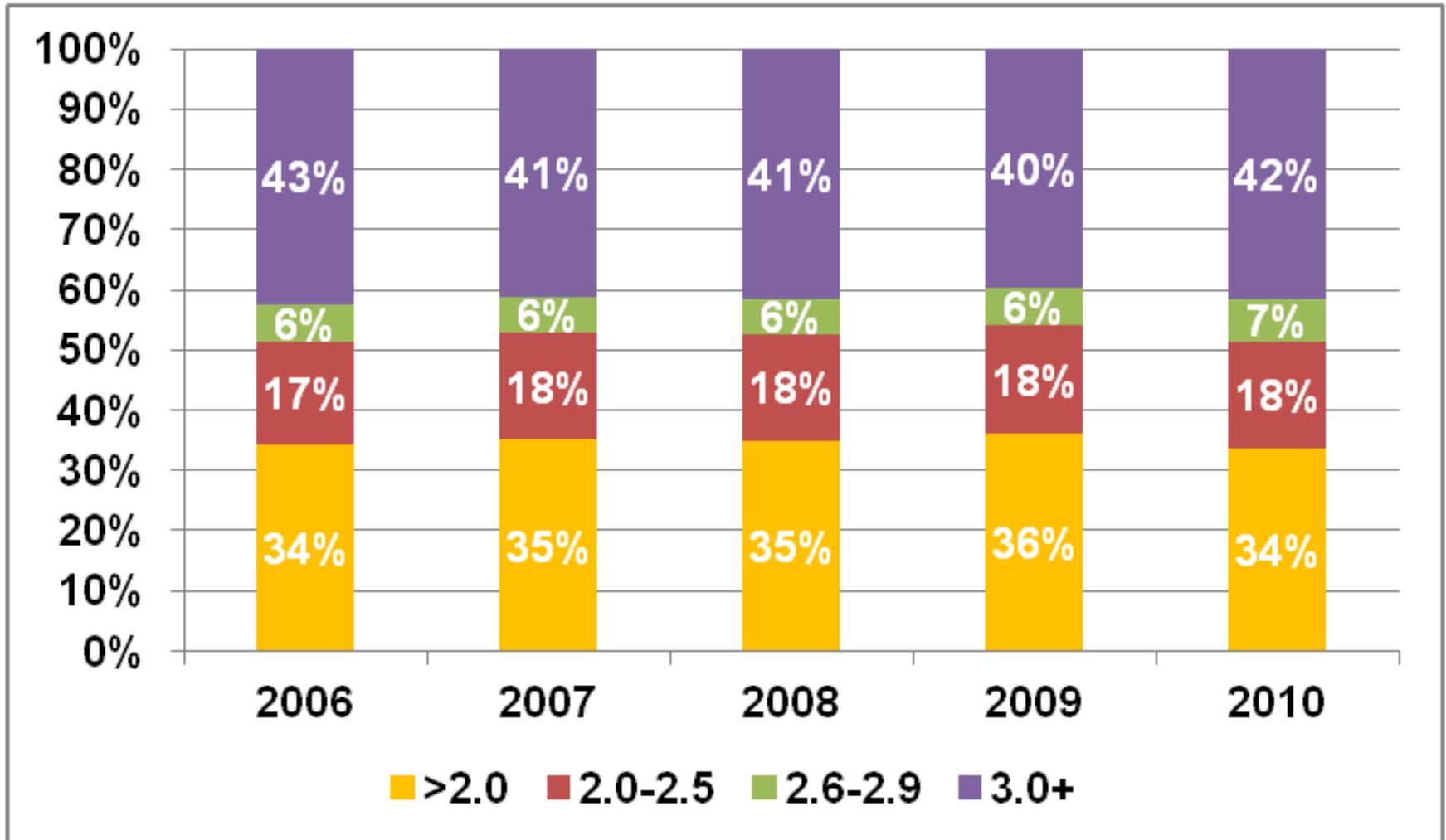
Success is defined as a course grade of "A", "B", "C", or Pass  
(Source: Southwestern College IT/Institutional Effectiveness Data)

# Retention



Retention is defined as a course grade other than “W” (Withdrawal)  
(Source: Southwestern College IT/Institutional Effectiveness Data)

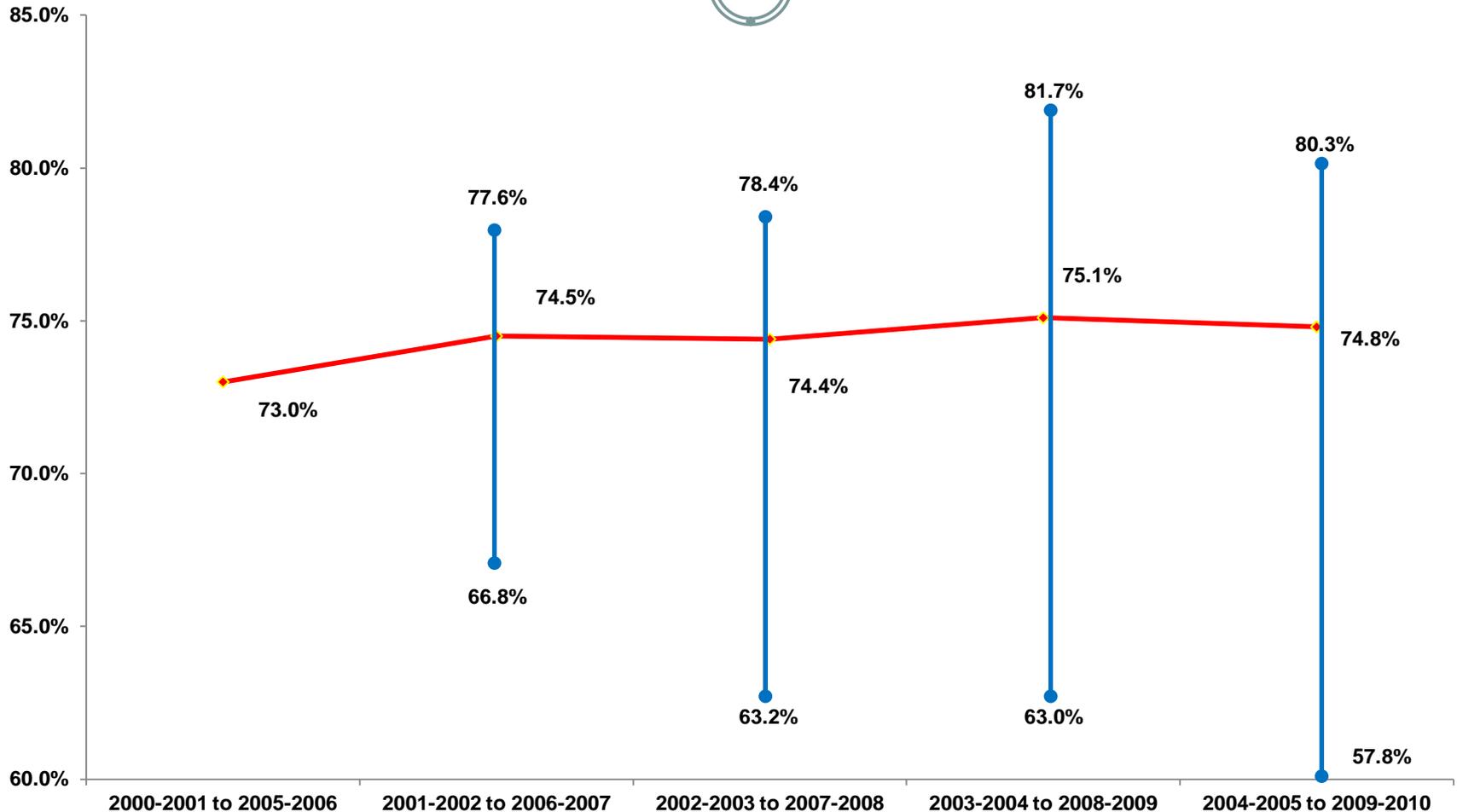
# Term GPA



(Source: Southwestern College IT/Institutional Effectiveness Data)

# Percent of Students Who Earned at Least 30 Units

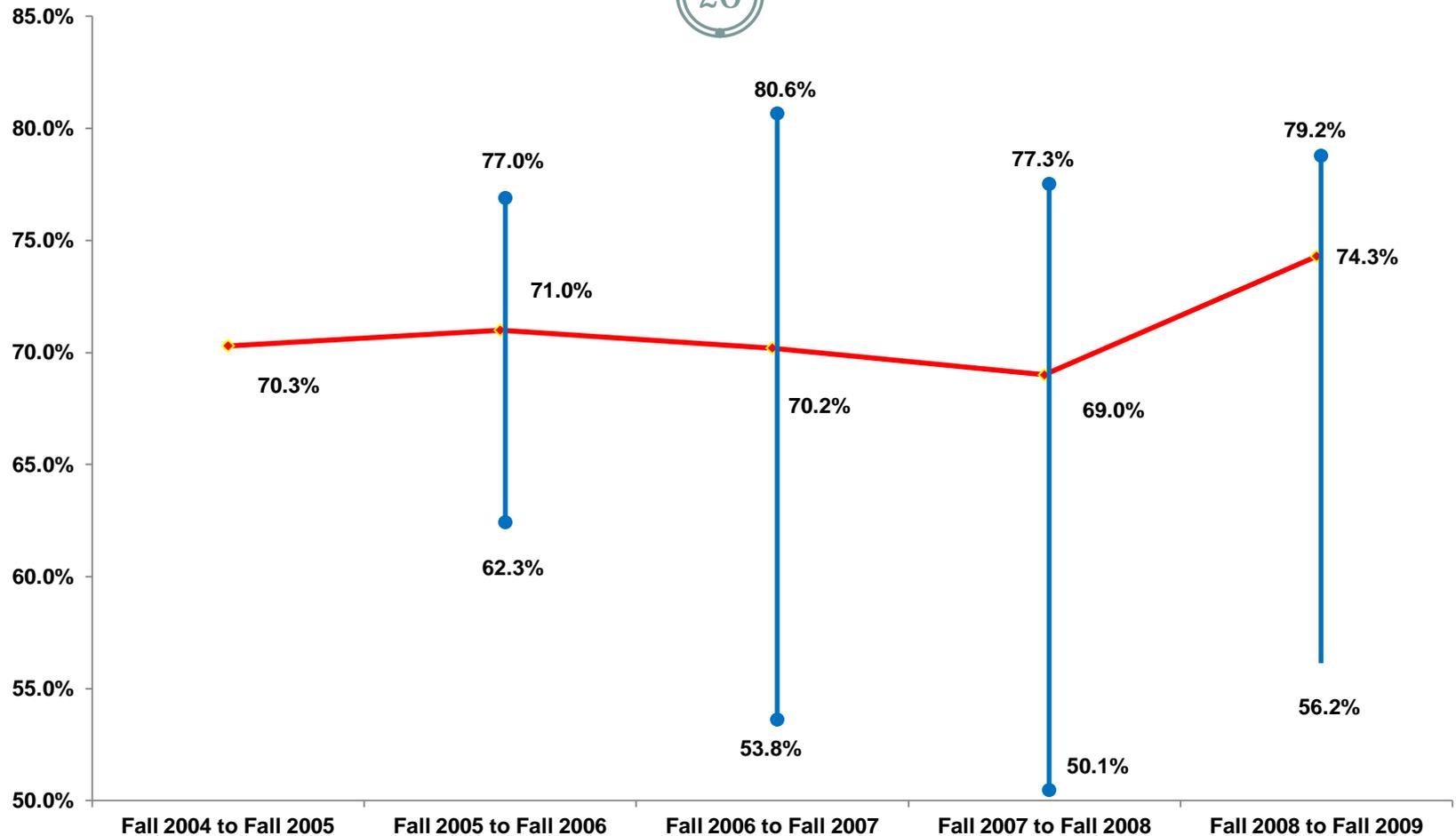
19



Percentage of cohort of first-time students with minimum of 12 units earned who attempted a degree/certificate/transfer threshold course within six years of entry who are shown to have achieved the following value-added measure of progress within six years of entry: Earned at least 30 units while in the CCC system.  
(Source: Accountability Reporting for the California Community Colleges)

# Persistence Rate

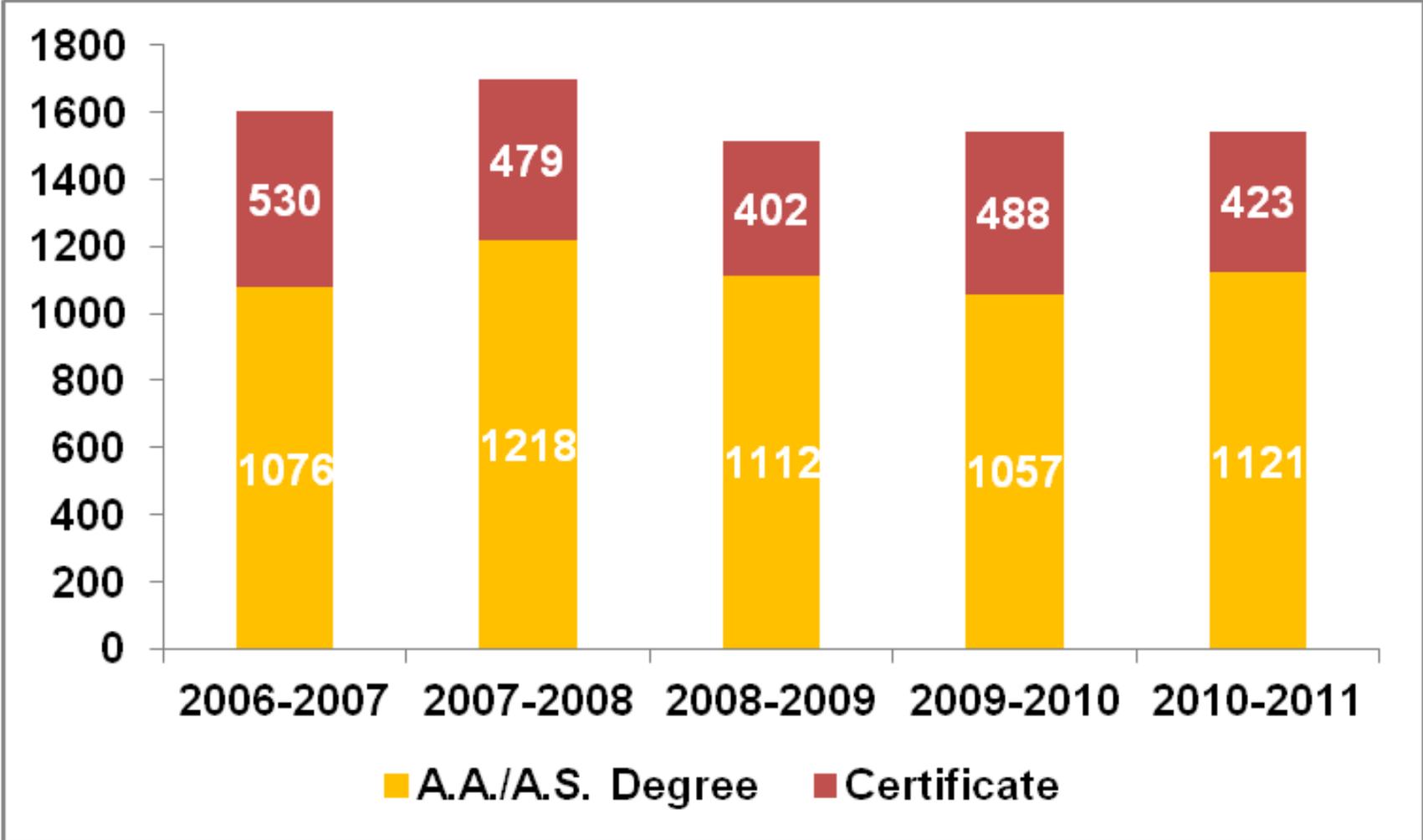
20



Percentage of cohort of first-time students with minimum of six units earned in their first fall term in the CCC who return and enroll in the subsequent fall term anywhere in the system

(Source: Accountability Reporting for the California Community Colleges)

# Degrees/Certificates



(Source: Southwestern College IT/Institutional Effectiveness Data)

# College/University Transfers



Four Year Institutions	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009
San Diego State	475	341	350	281	411
UC San Diego	44	34	52	41	59
CSU San Marcos	30	54	35	38	74
Other UC	26	41	30	39	47
Other CSU	84	67	64	79	89
Total	659	537	531	478	680

(Source: California Post Secondary Education Commission)

# Transfer Majors-UC



2004-2005	2005-2006	2006-2007	2007-2008	2008-2009
Social Sciences	Unknown Discipline	Social Sciences	Social Sciences	Social Sciences
English Lang/ Literature/ Letters	Social Sciences	Unknown Discipline	Engineering	Unknown Discipline
Psychology	Psychology	Engineering	Unknown Discipline	Biological/ Biomedical Sciences
Visual and Performing Arts	Engineering	Biological/ Biomedical Sciences	Biological/ Biomedical Sciences	Psychology
Physical Sciences	English Lang/ Literature/ Letters	History	Visual and Performing Arts	Visual and Performing Arts

# Transfer Majors-CSU



2004-2005	2005-2006	2006-2007	2007-2008	2008-2009
Business, Management, Marketing, and Related Support Services				
Psychology	Psychology	Psychology	Social Sciences	Social Sciences
Social Sciences	Liberal Arts and Sciences, General Studies, and Humanities	Social Sciences	Psychology	Psychology
Liberal Arts and Sciences, General Studies, and Humanities	Security and Protective Services	Security and Protective Services	Health Services/Allied Health/Health Sciences, General	Security and Protective Services
Security and Protective Services	Social Sciences	Health Services/Allied Health/Health Sciences, General	Security and Protective Services	Liberal Arts and Sciences, General Studies, and Humanities

**(Source: California Post Secondary Education Commission)**