

**SCHOOL PERFORMANCE FACT SHEET CALENDAR YEARS 2016 & 2017**

**CERTIFICATE IN MARKETING MANAGEMENT  
 (18 semester credit hours)**

**On-Time Completion Rates (Graduation Rates)**

*(Includes data for the two calendar years prior to reporting.)*

Calendar Year	Number of Students Who Began the Program	Students Available for Graduation	Number of On Time Graduates	On-Time Completion Rate
2016	0	0	0	0%
2017	0	0	0	0%

Student's Initials: \_\_\_\_\_ Date: \_\_\_\_\_

Initial only after you have had sufficient time to read and understand the information.

**Students Completing Within 150% of the Published Program Length**

Calendar Year	Number of Students Who Began the Program	Students Available for Graduation	150% Graduates	150% Completion Rate
2014	N/A	N/A	N/A	N/A
2015	N/A	N/A	N/A	N/A
2016	0	0	0	0%
2017	0	0	0	0%

**Job Placement Rates**

*(includes data for the two calendar years prior to reporting)*

Calendar Year	Number of Students Who Began Program	Number of Graduates	Graduates Available for Employment	Graduates Employed in the Field	Placement Rate % Employed in the Field
2016	0	0	0	0	0%
2017	0	0	0	0	0%

Information regarding employment positions are available by emailing [careerservices@ccis.edu](mailto:careerservices@ccis.edu). Additional information related to programs are available on Columbia College’s website at: <http://www.ccis.edu/degrees/all.aspx>.

**Gainfully Employed Categories**

*(includes data for the two calendar years prior to reporting)*

**Part-Time vs. Full-Time Employment**

Calendar Year	Graduate Employed in the Field 20-29 Hours Per Week	Graduates Employed in the Field at Least 30 Hours Per Week	Total Graduates Employed in the Field
2016	0	2	2
2017	0	1	1

**Single Position vs. Concurrent Aggregated Position**

Calendar Year	Graduates Employed in the Field in a Single Position	Graduates Employed in the Field in Concurrent Aggregated Positions	Total Graduates Employed in the Field
2016	0	0	0
2017	0	0	0

**Self-Employed/Freelance Positions**

Calendar Year	Graduates Employed who are Self- Employed or Working Freelance	Total Graduates Employed in the Field
<b>2016</b>	0	0
<b>2017</b>	0	0

**Institutional Employment**

Calendar Year	Graduates Employed in the Field who are Employed by the Institution, an Employer Owned by the Institution, or an Employer who Shares Ownership with the Institution.	Total Graduates Employed in the Field
<b>2016</b>	0	0
<b>2017</b>	0	0

Student's Initials: \_\_\_\_\_ Date: \_\_\_\_\_

Initial only after you have had sufficient time to read and understand the information.

**License Examination Passage Rates**

*(includes data for the two calendar years prior to reporting)*

**Not Applicable**

Student's Initials: \_\_\_\_\_ Date: \_\_\_\_\_

Initial only after you have had sufficient time to read and understand the information.

**Salary and Wage Information**

*(includes data for the two calendar years prior to reporting)*

**Annual salary and wages reported for graduates employed in the field.**

Calendar Year	Graduates Available for Employment	Graduates Employed in Field	\$20,001-\$35,000	\$35,001-\$40,000	\$40,001-\$45,000	\$45,001-\$50,000	\$50,001 & Above	No Salary Information Reported
<b>2016</b>	25	2	0	0	0	0	1	24
<b>2017</b>	21	1	0	0	0	0	1	20

Two sources for average starting salary:

1. National Association of Colleges and Employers (NACE), [www.naceweb.org/job-market/compensation](http://www.naceweb.org/job-market/compensation), and
2. Salary.com, [www.salary.com/personal/](http://www.salary.com/personal/).

**Student's Initials: \_\_\_\_\_ Date: \_\_\_\_\_**

**Initial only after you have had sufficient time to read and understand the information.**

**Cost of Educational Program**

Total charges for the program for students completing on-time in 2016: \$4,140.00. Additional charges may be incurred if the program is not completed on-time.

**Student's Initials: \_\_\_\_\_ Date: \_\_\_\_\_**

**Initial only after you have had sufficient time to read and understand the information.**



**Federal Student Loan Debt**

Most recent three year cohort default rate, as reported by the United State Department of Education. <sup>1</sup>	The percentage of enrolled students in 2016 receiving federal student loans to pay for this program.	The average amount of federal student loan debt of 2016 graduates who took out federal student loans at this institution.	The percentage of graduates in 2016 who took out federal student loans to pay for this program.
13.9%	17.65%	\$1686.88	0.00%

<sup>1</sup>The percentage of students who defaulted on their federal student loans is called the Cohort Default Rate (CDR). It shows the percentage of this school’s students who were more than 270 days (9 months) behind on their federal student loans within three years of when the first payment was due. This is the most recent CDR reported by the U.S. Department of Education.

**Student’s Initials:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Initial only after you have had sufficient time to read and understand the information.**

This fact sheet is filed with the Bureau for Private Postsecondary Education. Regardless of any information you may have relating to completion rates, placement rates, starting salaries, or license exam passage rates, this fact sheet contains the information as calculated pursuant to state law.

Any questions a student may have regarding this fact sheet that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, [www.bppe.ca.gov](http://www.bppe.ca.gov), toll-free telephone number (888) 370-7589 or by fax (916) 263-1897.

\_\_\_\_\_  
 Student Name - Print

\_\_\_\_\_  
 Student Signature

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 School Official

\_\_\_\_\_  
 Date

### **Definitions**

- “Number of Students Who Began the Program” means the number of students who began a program who were scheduled to complete the program within 100% of the published program length within the reporting calendar year and excludes all students who cancelled during the cancellation period.
- “Students Available for Graduation” is the number of students who began the program minus the number of students who have died, been incarcerated, or been called to active military duty.
- “Number of On-time Graduates” is the number of students who completed the program within 100% of the published program length within the reporting calendar year.
- “On-time Completion Rate” is the number of on-time graduates divided by the number of students available for graduation.
- “150% Graduates” is the number of students who completed the program within 150% of the program length (includes on-time graduates).
- “150% Completion Rate” is the number of students who completed the program in the reported calendar year within 150% of the published program length, including on-time graduates, divided by the number of students available for graduation.
- “Graduates Available for Employment” means the number of graduates minus the number of graduates unavailable for employment.
- “Graduates Unavailable for Employment” means the graduates who, after graduation, die, become incarcerated, are called to active military duty, are international students that leave the United States or do not have a visa allowing employment in the United States, or are continuing their education in an accredited or bureau-approved postsecondary institution.
- “Graduates Employed in the Field” means graduates who beginning within six months after a student completes the applicable educational program are gainfully employed, whose employment has been reported, and for whom the institution has documented verification of employment. For occupations for which the state requires passing an examination, the six months period begins after the announcement of the examination results for the first examination available after a student completes an applicable educational program.
- “Placement Rate Employed in the Field” is calculated by dividing the number of graduates gainfully employed in the field by the number of graduates available for employment.
- “Number of Graduates Taking Exam” is the number of graduates who took the first available exam in the reported calendar year.
- “First Available Exam Date” is the date for the first available exam after a student completed a program.
- “Passage Rate” is calculated by dividing the number of graduates who passed the exam by the number of graduates who took the reported licensing exam.
- “Number Who Passed First Available Exam” is the number of graduates who took and passed the first available licensing exam after completing the program.
- “Salary” is as reported by graduate or graduate’s employer.
- “No Salary Information Reported” is the number of graduates for whom, after making reasonable attempts, the school was not able to obtain salary information.

## **STUDENT'S RIGHT TO CANCEL**

The student has the right to cancel and obtain a refund of charges paid through attendance at the first class session, or the seventh day after enrollment, whichever is later. The student has the right to a full refund of all charges if he/she cancels this agreement by submitting a *Columbia College Add/Drop/Withdrawal Form* or through CougarTrack prior to close of business on Monday of the second week of the session.

In addition, the student may withdraw from a course after instruction has started by submitting a *Columbia College Add/Drop/Withdrawal Form* and receive a pro-rated refund for the unused portion of the tuition and other refundable charges if the student has completed 75% or less of the instruction. If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds. Refunds will be made within 30 days of cancellation or withdrawal.

If the student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If the student is eligible for a loan guaranteed by the federal or state government and the student defaults on the loan, both of the following may occur:

1. The federal or state government or a loan guarantee agency may take action against the student, including applying any income tax refund to which the person is entitled to reduce the balance owed on the loan; and
2. The student may not be eligible for any other federal student financial aid at another institution or other governmental financial assistance until the loan is repaid.

Columbia College advises students to take advantage of the financial aid counseling available on the college website before accepting any student loans.

## Explanation of Charts

### **Chart 1: On –Time Completion Rates (Graduation Rates)**

This chart represents graduation rates for New First time students, those students with less than 6 transfer credit hours, to Columbia College who graduated within 4 years of starting their program of study.

### **Chart 2: Students Completing within 150% of the Published Program Length**

This chart represents graduation rates for New First time students, those students with less than 6 transfer credit hours, to Columbia College who graduated within 6 years of starting their program of study.

### **Chart 3: Job Placement Rates**

This chart represents placement rates for the new first time students represented in charts 1 and 2.

### **Chart 4: Part time vs Full time Employment**

This chart represents information taken from Columbia College's 6 month after graduation survey. This survey is sent to all graduates from the college, not just those students who graduated in 4 or 6 years. The results of this chart represent a comprehensive view of the placement results of all graduates, not just those that came to the college as new first time students. In future years, this survey will be tailored to represent the cohorts identified in the California Performance Fact Sheet.

### **Chart 5: Institutional Employment**

This chart represents students who are also employees of Columbia College.

### **Chart 6: Salary and Wage Information**

This chart represents information taken from Columbia College's 6 month after graduation survey. This survey is sent to all graduates from the college, not just those students who graduated in 4 or 6 years. The results of this chart represent a comprehensive view of the placement results of all graduates, not just those that came to the college as new first time students. In future years, this survey will be tailored to represent the cohorts identified in the California Performance Fact Sheet.

### **Chart 7: Federal Student Loan Debt**

This chart represents statistics concerning students who took out federal aid. For purposes of this chart, all students who were enrolled or graduated in a program and who received federal aid to help pay for that program were considered to provide a true representation of how many students take out federal aid.