

# Program Scorecard 2022-23

## Sales and Marketing Specialist 31-104-10

Student Demographics	2022-23		2021-22		2020-21	
	Number	Percent	Number	Percent	Number	Percent
Full-Time	13	76%	1	17%	NA	NA
Part-Time	4	24%	5	83%	NA	NA
Students with Disabilities	3	18%	0	0%	NA	NA
Students of Color	1	6%	1	17%	NA	NA
Financial Aid Recipients	0	0%	3	50%	NA	NA
Male	8	47%	6	100%	NA	NA
Female	9	53%	0	0%	NA	NA
Mean Age	20		22		NA	
Median Age	20		20		NA	
Mode Age	20		20		NA	
Bias per WTCS (NTO*)	None		None		NA	
Total Program Students	5		6		NA	
Total Pre-Program Students	0		0		NA	

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	5	8	NA	NA	NA
Capacity	10	10	NA	NA	NA
Percent Capacity	50%	80%	NA	NA	NA
FTEs	15	4	NA	NA	NA
Fall/Spring Waitlist	0	0	NA	NA	NA

Graduate Placement	2022-23*	2021-22	2020-21	2019-20	2018-19
Graduates	13	3	NA	NA	NA
Employed in Related Field	NA	NA	NA	NA	NA
Seeking Employment	NA	NA	NA	NA	NA
Continuing Education	NA	NA	NA	NA	NA
Survey Response Rate	NA	NA	NA	NA	NA

\*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	\$42,962
Regional Job Openings	272

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

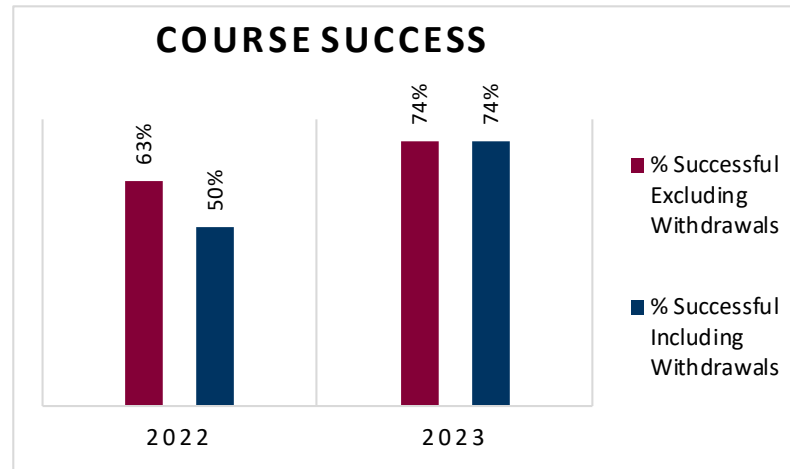
CVTC Key Performance Indicator Goals		
	Goal	Actual
Graduation within 2 years	80%	70%
Job Related Placement	90%	82%
Aidable FTEs	3,865	3,835

Graduation Rates	Cohort Year*					3 Year Program Target	WTCS
	2021-22	2020-21	2019-20	2018-19	2017-18		
Graduation within 2 Years	33%	NA	NA	NA	NA	NA	NA

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

Retention Rates	Academic Year					3 Year Program Target
	Fall 2022 to Spring 2023	Fall 2021 to Spring 2022	Fall 2020 to Spring 2021	Fall 2019 to Spring 2020	Fall 2018 to Spring 2019	
Semester-to-Semester	80%	NA	NA	NA	NA	NA
Core Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	73%	58%	NA	NA	NA	NA
Withdraw Rate	0%	17%	NA	NA	NA	NA
General Education Courses	2022-23	2021-22	2020-21	2019-20	2018-19	
Course Success Rate	91%	100%	NA	NA	NA	NA
Withdraw Rate	0%	0%	NA	NA	NA	NA

Technical Skills Attainment	2022-23	2021-22	2020-21	2019-20	2018-19
Met	NA	NA	NA	NA	NA
Not Met	NA	NA	NA	NA	NA
Not Assessed	NA	NA	NA	NA	NA



CVTC Course Success Goal: 80%

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

**Sales and Marketing Specialist (31-104-10)**  
**2022-23 Course Success**

Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
Face-to-Face	2	3	0	5	40%	40%
MyChoice	12	2	0	14	86%	86%
Online	20	7	0	27	74%	74%
<b>Grand Total</b>	<b>34</b>	<b>12</b>	<b>0</b>	<b>46</b>	<b>74%</b>	<b>74%</b>

Course & Delivery Method	Successful Count	Unsuccessful Count	Withdrawal Count	Enrollment Count	% Successful Excluding Withdrawals	% Successful Including Withdrawals
<b>102-112 Principles of Management</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>67%</b>	<b>67%</b>
Face-to-Face	1	1	0	2	50%	50%
Online	1	0	0	1	100%	100%
<b>104-102 Marketing Principles</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>5</b>	<b>40%</b>	<b>40%</b>
Face-to-Face	1	2	0	3	33%	33%
Online	1	1	0	2	50%	50%
<b>104-105 Marketing Research</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>100%</b>	<b>100%</b>
MyChoice	2	0	0	2	100%	100%
<b>104-110 Customer Relationship Mgmt</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>100%</b>	<b>100%</b>
MyChoice	3	0	0	3	100%	100%
<b>104-119 Digital Marketing Strategy</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>75%</b>	<b>75%</b>
MyChoice	3	0	0	3	100%	100%
Online	0	1	0	1	0%	0%
<b>104-125 Advertising</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>100%</b>	<b>100%</b>
MyChoice	1	0	0	1	100%	100%
Online	2	0	0	2	100%	100%
<b>104-140 Professional Sales</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>5</b>	<b>60%</b>	<b>60%</b>
MyChoice	3	2	0	5	60%	60%
<b>106-113 Customer Service Foundations</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>106-114 Customer Communic Techniques</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%

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**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>106-115 Customer Care Strategies</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>50%</b>	<b>50%</b>
Online	2	2	0	4	50%	50%
<b>106-128 Found in Business Writing</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>67%</b>	<b>67%</b>
Online	2	1	0	3	67%	67%
<b>106-129 Traditional Business Writing</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>100%</b>	<b>100%</b>
Online	2	0	0	2	100%	100%
<b>106-130 Managerial Bus Writing</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>50%</b>	<b>50%</b>
Online	1	1	0	2	50%	50%
<b>801-198 Speech</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>50%</b>	<b>50%</b>
Online	1	1	0	2	50%	50%
<b>Grand Total</b>	<b>34</b>	<b>12</b>	<b>0</b>	<b>46</b>	<b>74%</b>	<b>74%</b>