

Enrollment by Registration Type
Fall 2016

This is a profile of the Certificate of Achievement (C.O.A.) in Marketing Assistant. The purpose of this document is to highlight the program's enrollments, demographics, and outcomes. Enrollment information includes enrollment by attendance, enrollment by registration type, credits enrolled by attendance, and enrollment by gender and race/ethnicity. Outcomes information includes retention rates, graduation rates, transfer rates, degrees awarded by race/ethnicity, and 4-year colleges to which students transferred.

■ First-Time* ■ Transfer** ■ Stop-Out*** ■ Returning****

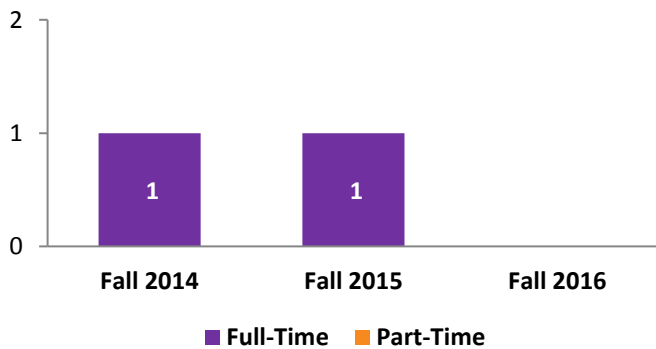
*New to college **New to Bergen (originally enrolled at different institution)

Not enrolled in previous semester *Enrolled in previous semester

Source: SURE Enrollment File

Enrollment by Attendance

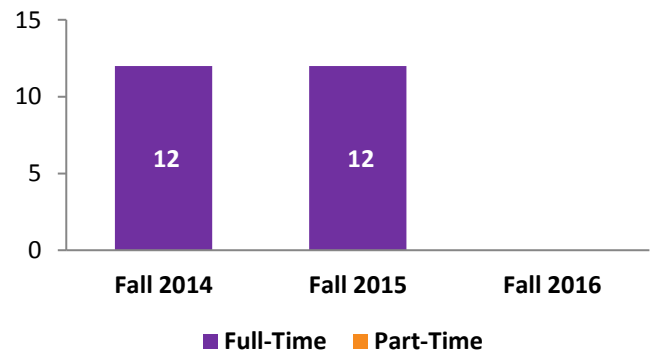
Student Status	Fall 2014	Fall 2015	Fall 2016
Full-Time	1	1	#N/A
Part-Time	-	-	#N/A
TOTAL	1	1	#N/A



Source: SURE Enrollment File

Credits Enrolled by Attendance

Student Status	Fall 2014	Fall 2015	Fall 2016
Full-Time	12	12	#N/A
Part-Time	-	-	#N/A
TOTAL	12	12	#N/A



Source: SURE Enrollment File

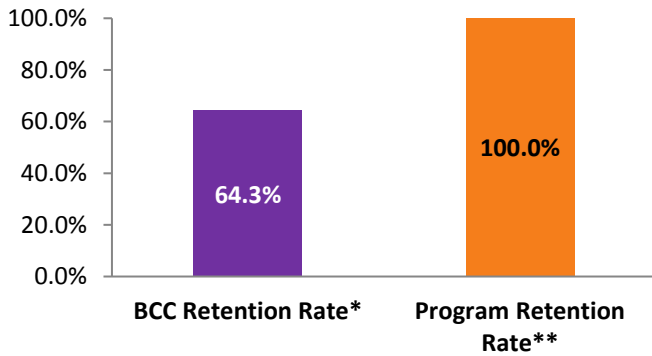
Enrollment by Gender & Race/Ethnicity, Fall 2016



*All Other category includes American Indian/Alaskan Natives, Hawaiian/Pacific Islanders, Non-Resident Aliens and students who reported two or more races.

Source: SURE Enrollment File

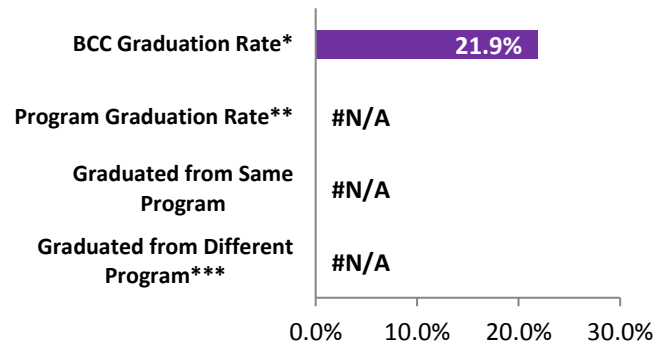
One-Year Retention Rate, Fall 2015



*One-Year Retention Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2015 who re-enrolled at BCC in Fall 2016. **Students who were First-Time, Full-Time and enrolled in program in Fall 2015 and re-enrolled at BCC in Fall 2016.

Source: SURE Enrollment File

Graduation Rate, Fall 2013

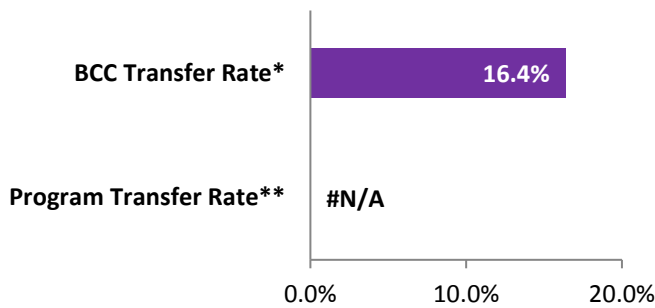


*Graduation Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2013 who graduated in 3 years. **Students who were First-Time, Full-Time and enrolled in program in Fall 2013 who graduated in 3 years.

***Most popular major(s) graduated from: N/A

Source: IPEDS Graduation Rates Survey

Transfer Rate, Fall 2013



*Transfer Rate includes First-Time, Full-Time, Degree-Seeking Students in Fall 2013 who transferred without graduating in 3 years. **Students who were First-Time, Full-Time and enrolled in program in Fall 2013 who transferred without graduating in 3 years.

Source: IPEDS Graduation Rates Survey

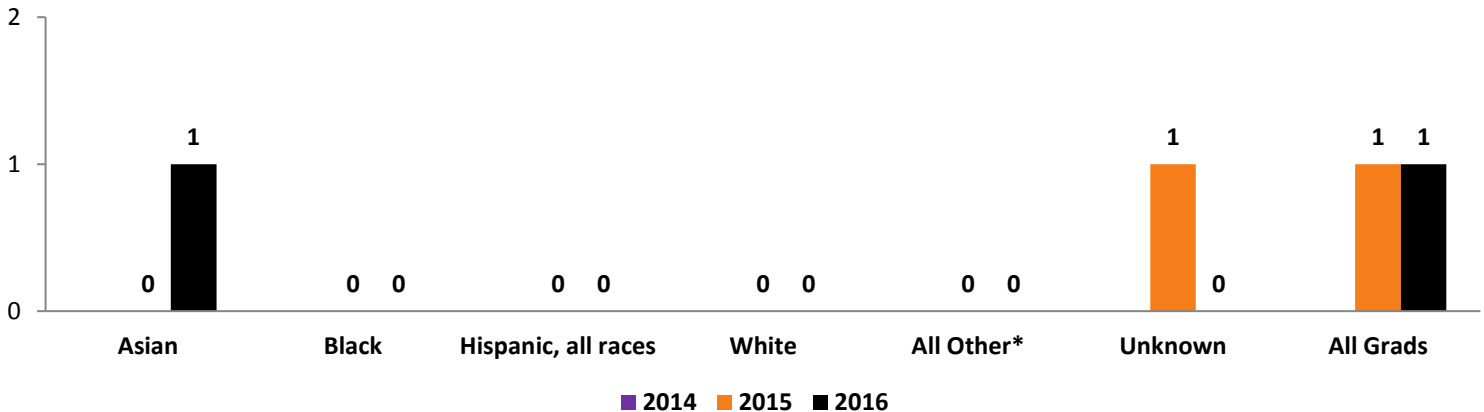
Job Growth for Target Occupations, NYC Metro Area*

Target Occupations	2016 Jobs	2026 Jobs	% Change
Advertising and Promotions Managers	4975	5357	7.7%
Marketing Managers	22769	24285	6.7%
Sales Managers	25363	26616	4.9%
Fundraisers	7952	9147	15.0%
Market Research Analysts and Marketing Specialists	59121	68828	16.4%

*NYC Metro Area includes: NJ counties: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union NY counties: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Westchester PA counties: Pike

Source: EMSI Economic Modeling, NJ Dept. of Labor

Graduates by Race/Ethnicity



*All Other category includes American Indian/Alaskan Natives, Hawaiian/Pacific Islanders, Non-Resident Aliens and students who reported two or more races.

Source: SURE Degrees Awarded File