



Columbia College - Online Education  
 California Main Location  
 4025 Tripoli Ave  
 San Diego, CA 92140-5290

Phone: (844) 377-6011  
 Fax: (573) 875-7445  
 Website: <https://www.ccis.edu/california-pfs>

# School Performance Fact Sheet Calendar Years 2023 & 2024

## MARKETING ANALYTICS CERTIFICATE

(16 SEMESTER CREDIT HOURS)

This program is new at this location. Therefore, two years of data is not available for the number of students who show as placed, or the starting salary you can earn after finishing the educational program are unknown at this time. Information regarding general salary and placement statistics may be available from government sources or from the institution, but is not equivalent to actual performance data. This program was approved on July 5, 2023. The latest two full calendar years of data for this program will be available in 2026 and a new performance fact sheet will be available at that time.

### C1. 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 |
|---------------|--|-----------------------------------|-----------------------------|-------------------------|
| 2023          | N/A                                      | N/A                               | N/A                         | N/A                     |
| 2024          | N/A                                      | N/A                               | N/A                         | N/A                     |

Student's initials:

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



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## C2. 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 |
|---------------|--|-----------------------------------|----------------|----------------------|
| 2021          | N/A                                      | N/A                               | N/A            | N/A                  |
| 2022          | N/A                                      | N/A                               | N/A            | N/A                  |
| 2023          | N/A                                      | N/A                               | N/A            | N/A                  |
| 2024          | N/A                                      | N/A                               | N/A            | N/A                  |

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### C3. JOB PLACEMENT RATES

*Includes data for the two calendar years prior to reporting*

| Calendar year | Number of students who began the program | Number of graduates | Graduates available for employment | Graduates employed in the field | Placement rate % employed in the field |
|---------------|--|---------------------|------------------------------------|---------------------------------|--|
| 2023          | N/A                                      | N/A                 | N/A                                | N/A                             | N/A                                    |
| 2024          | N/A                                      | N/A                 | N/A                                | N/A                             | N/A                                    |

You may obtain from the institution a list of the employment positions determined to be in the field for which a student received education and training. Please contact Columbia College's admissions department.

### GAINFULLY EMPLOYED CATEGORIES

*Includes data for the two calendar years prior to reporting*

#### C4. PART-TIME VS. FULL-TIME EMPLOYMENT

| Calendar year | Graduates 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 |
|---------------|--|--|---------------------------------------|
| 2023          | N/A  | N/A  | N/A                                   |
| 2024          | N/A  | N/A  | N/A                                   |

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**C5. SINGLE POSITION VS. CONCURRENT AGGREGATED POSITION**

| Calendar year | Graduates employed in the field in a single position | Graduates employed in the field concurrent aggregated positions | Total graduates employed in the field |
|---------------|--|---|---------------------------------------|
| 2023          | N/A  | N/A   | N/A                                   |
| 2024          | N/A  | N/A   | N/A                                   |

**C6. SELF-EMPLOYED/FREELANCE POSITIONS**

| Calendar year | Graduates who are self-employed or working freelance | Total graduates employed in the field |
|---------------|--|---------------------------------------|
| 2023          | N/A  | N/A                                   |
| 2024          | N/A  | N/A                                   |

**C7. INSTITUTIONAL EMPLOYMENT**

| Calendar year | Graduates employed in the field who are employed by the institution or an employer who shares ownership with the institution | Total graduates employed in the field |
|---------------|--|---------------------------------------|
| 2023          | N/A  | N/A                                   |
| 2024          | N/A  | N/A                                   |

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## LICENSE EXAMINATION PASSAGE RATES

*Includes data for the two calendar years prior to reporting*

| First available exam date | Date exam results announced | Number of graduates in calendar year | Number of graduates taking exam | Number who passed exam | Number who failed exam | Passage rate |
|---------------------------|-----------------------------|--------------------------------------|---------------------------------|------------------------|------------------------|--------------|
| N/A                       | N/A                         | N/A                                  | N/A                             | N/A                    | N/A                    | N/A          |
| N/A                       | N/A                         | N/A                                  | N/A                             | N/A                    | N/A                    | N/A          |

Not Applicable. No Columbia College degree programs require licensure.

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## C8. 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 - \$25,000 | \$25,001 - \$30,000 | \$30,001 - \$35,000 | \$35,001 - \$40,000 | \$40,001 - \$45,000 | \$45,001 - \$50,000 | No salary information reported |
|---------------|------------------------------------|-----------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------------------------|
| 2023          | N/A                                | N/A                         | N/A                 | N/A                 | N/A                 | N/A                 | N/A                 | N/A                 | N/A                            |
| 2024          | N/A                                | N/A                         | N/A                 | N/A                 | N/A                 | N/A                 | N/A                 | N/A                 | N/A                            |

A list of sources used to substantiate salary disclosures is available from the school. For more information, contact the Grossnickle Career Services Center (<https://www.ccis.edu/careerservices>).

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## C9. COST OF EDUCATIONAL PROGRAM

Total charges for the program for students completing on-time in 2023: \$6,000.00

Total charges may be higher for students that do not complete on time.

Total charges for the program for students completing on-time in 2024: \$6,000.00

Total charges may be higher for students that do not complete on time.

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## C10. FEDERAL STUDENT LOAN DEBT

| Calendar year | <sup>1</sup> Most recent three year cohort default rate, as reported by the United States Department of Education | The percentage of enrolled students receiving federal student loans to pay for this program | The percentage of graduates who took out federal student loans to pay for this program | The average amount of federal student loan debt of graduates who took out federal student loans at this institution |
|---------------|---|---|--|---|
| 2023          | 0.00%   | N/A   | N/A  | \$3,012.13  |
| 2024          | 0.00%   | N/A   | N/A  | \$2,669.75  |

<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.

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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: 1747 N Market Blvd. Ste 225, Sacramento, CA 95834, <https://www.bppe.ca.gov/>, toll-free telephone number (888) 370-7589 or by fax (916) 263-1897.

Student's name:  Date:

Student signature:

Staff signature:  Date:

Student acknowledges that upon submission of this form it will be routed to an authorized school official for review and signature. Once the agreement is accepted and signed by an authorized school official, it will be emailed back to the student at their Columbia College email address and will be stored electronically with Columbia College. If the student does not receive the form signed by a school official within one business day, they may inquire about the status with their advisor. The student will not be eligible to enroll in courses until this document is reviewed and signed by the authorized school official.



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## 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.





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## STUDENT'S RIGHT TO CANCEL

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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 they cancel this agreement by dropping through CougarTrack or an Add/Drop form is received at the location prior to close-of-business on the first business day of the second week of the session.

In addition, the student may withdraw from a course after instruction has started by submitting a 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.

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