



**SCHOOL PERFORMANCE FACT SHEET**  
**CALENDAR YEARS 2019 & 2020**

**Program Name: Digital Marketing (prev. Social Media) / Program Length: 2 Years**  
**Campus: Los Angeles / Degree: Associate of Arts**

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

Calendar Year	Number of Students Who Began the Program	Students Available for Graduation	Number of On-Time Graduates	On-Time Completion Rate
2019	28	28	14	50%
2020	23	23	16	70%

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
2017	22	22	15	68%
2018	38	38	33	87%
2019	28	28	14	50%
2020	23	23	18	78%

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

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**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
2019	28	17	12	4	33%
2020	23	18	6	0	0

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 your Admissions Advisor.

**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
2019	1	2	4
2020	0	0	0

**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
2019	4	0	4
2020	0	0	0



**Self-Employed / Freelance Positions**

Calendar Year	Graduates Employed who are Self-Employed or Working Freelance	Total Graduates Employed in the Field
2019	0	4
2020	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
2019	1	4
2020	0	0

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

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**License Examination Passage Rates (includes data for the two calendar years prior to reporting)**

Calendar Year	Number of Graduates in Calendar Year	Number of Graduates Taking Exam	Number Who Passed First Available Exam	Number Who Failed First Available Exam	Passage Rate
2019	N/A	N/A	N/A	N/A	N/A
2020	N/A	N/A	N/A	N/A	N/A

No FIDM programs require licensure examinations, so we are unable to collect data from graduates.

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

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**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	\$15,001 - \$20,000	\$20,001 - \$25,000	\$25,001 - \$30,000	\$30,001 - \$35,000	\$35,001 - \$40,000
2019	12	4	0	1	0	0	1
2020	6	0	0	0	0	0	0

Calendar Year	\$40,001 - \$45,000	\$45,001 - \$50,000	\$50,001 - \$55,000	\$55,001 - \$60,000	\$60,001 - \$65,000	\$65,001 - \$70,000	\$70,001 - \$75,000	\$75,001 - \$95,000	No Salary Information Reported
2019	0	0	0	0	0	0	0	0	3
2020	0	0	0	0	0	0	0	0	0

A list of sources used to substantiate salary disclosures is available from the school. Please contact your Admissions Advisor.

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

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**Cost of Educational Program**

Total charges for the program for students completing on time in 2019: \$66,815

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

Total charges for the program for students completing on time in 2020: \$66,815

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

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

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**Federal Student Loan Debt**

Calendar Year(s)	Most recent three year cohort default rate, as reported by the United States Department of Education. <sup>1</sup>	The percentage of enrolled students in 2019/20 receiving federal student loans to pay for this program.	The percentage of graduates in 2019/20 who took out federal student loans to pay for this program.	The average amount of federal student loan debt of 2019/20 graduates who took out federal student loans at this institution.
2019	5.1%	34%	47%	\$18,966
2020	6.6%	49%	30%	\$16,261

<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 PO Box 980818, Sacramento, CA 95798-0818, [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.
- “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.
- “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.



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

The student has the right to cancel an enrollment agreement and obtain a refund of institutional charges paid through FIDM's first week of scheduled classes or the seventh day after enrollment, whichever is later. Within 45 days of written notice of cancellation, FIDM will refund all institutional charges paid, less the application and enrollment fees totaling \$225.

If a student has been provided with a set of books and supplies, a refund will be made in accordance with FIDM's Refund Policy for Books and Supplies. Cancellation shall occur when the student gives dated, written notice of cancellation to FIDM Admission's Office, 919 South Grand Ave, Suite 215A, Los Angeles, CA 90015. The written notice of cancellation, if sent by mail, is effective when postmarked.