

# Market Studies in Higher Education:

*Leveraging market share data to  
support new program development*

# Presentation Overview

- Managing Market Studies Requests
- Data Sources
- Deliverables & Reporting Templates
- Best Practices
- Questions
- Emsi “demo”



# About Us: DePaul University

- Located in Chicago, IL with two campuses
- DePaul University enrolls over 22,000 students
- The Office of Institutional Research and Market Analytics is housed under Academic Affairs





# We have data – how can we help?

In the past, we typically received requests via Word of Mouth, or at the end of a proposal... how could we better reach more of our faculty members?





# What can an IR office do for me?

## Faculty Resources for New Program Proposals

This page serves as a resource for faculty developing new academic programs. Below you will find a list of resources and examples that can aid in the process. Faculty can also use these resources for certificate program and non-degree program proposals, as IRMA cannot provide market analysis support for these programs at this time. If you have any questions, please contact [Coleen Dickman](#).

### General Information

The links below provide general information on the CCP proposal guidelines and a list of recent IRMA competitive analyses.

- The Committee on Curriculum and Programs (CCP) [website](#).
- The list of all IRMA [new program competitive market studies](#)

### Developing the Market Analysis

[Self-Service Resources](#) - a list of self-service resources that can be useful in the development of a competitive analysis for a newly proposed program. Faculty can also use these resources for certificate program and non-degree program proposals, as IRMA cannot provide market analysis support for these programs at this time.

[Additional Resources Faculty May Find Useful](#) - a list of additional information resources that IRMA can provide for the new proposed program.

### Marketing Strategy Examples

The following are good examples of Marketing Strategy sections of past proposals. These should give proposal writers direction on the types of information that should be included in this section. Please click a title below to access the report.

- [BFA in Wig and Makeup Design and Technology](#)
- [MS in Hospitality](#)
- [MS in Sustainable Urban Development](#)
- [MS in Wealth Management](#)
- [Doctorate in Nursing Practice](#)

# Managing Requests for Market Data

## Types of Competitive Market Analysis Summaries

### This best describes the program you are proposing:

- A bachelor's or master's program that is already offered at other institutions locally, regionally, or nationally
- A bachelor's program that does not have to distinguish between BA or BS
- A program that does not have to be distinguished by mode of delivery (i.e. in-class, online or hybrid)

### IF YES, THEN

Provide IRMA with:

- Program proposal
- Any possible Classification Instructional Program (CIP) codes
- A list of similar programs at other institutions

### FINAL STEPS FROM IRMA

- Confirm correct CIP codes by providing description from National Center for Education Statistics (NCES)
- Develop program market demand:
  - Degree completions
  - Competitor institution
  - National, Regional, & State Trends
  - Job posting analytics
  - Occupation overview

### This best describes the program you are proposing:

- A unique program that is not offered locally, regionally or nationally
- A bachelor's program that requires a distinction between a BA and BS
- A program that has a specific mode of delivery (i.e. entirely online)
- A program that is interdisciplinary

### IF YES, THEN

Describe to IRMA how the program is unique

- Is it interdisciplinary?
- Does it have a unique concentration?
- Are there any other differentiating characteristics?
- It will need to be compared to a very specific degree like Bachelor of Arts in Applied Computing (BAAC)

### FINAL STEPS FROM IRMA

- Find Most similar CIP codes to develop program market demand:
  - Degree completions
  - Competitor institution
  - National, Regional, & State Trends
  - Job posting analytics
  - Occupation overview
- Search university websites to find most similar programs at National, Regional, & State level.

# Deliverables

## One Page Report

- Quick turnaround
- Easily shareable
- Typically, one or two specified degrees (i.e. BFA and MFA or BA and BFA)
- CIP Code is a good match, both in terms of subject matter and course programming
- Usually includes a map or graph feature

## Full Analysis

- A deeper analysis into the proposed program including SWOT type analysis
- Career and job industry included
- Text heavy, and not easily shared
- Time-consuming
- Helpful for interdisciplinary programs or programs lacking market awareness



# Engaging a Broader Audience: One Page Reports

## One Page Report



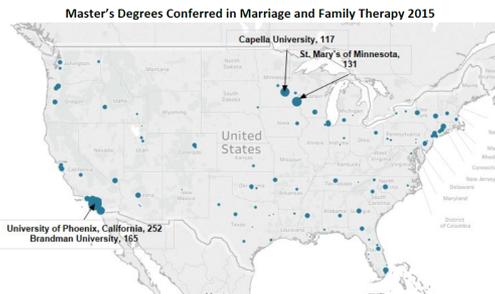
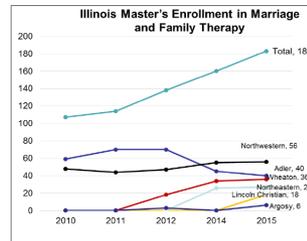
### Market Trends: Master's in Marriage and Family Therapy

U.S. Degrees Conferred In 2015, there were 133 U.S. institutions that awarded master's degrees for Marriage and Family Therapy (CIP code 51.1505). Institutions with the largest numbers of degrees conferred include University of Phoenix, California (252), Brandman University (165), St. Mary's of Minnesota (131), and Capella University (117). Nationally, there was a 21% increase in degrees conferred between 2011-2015.

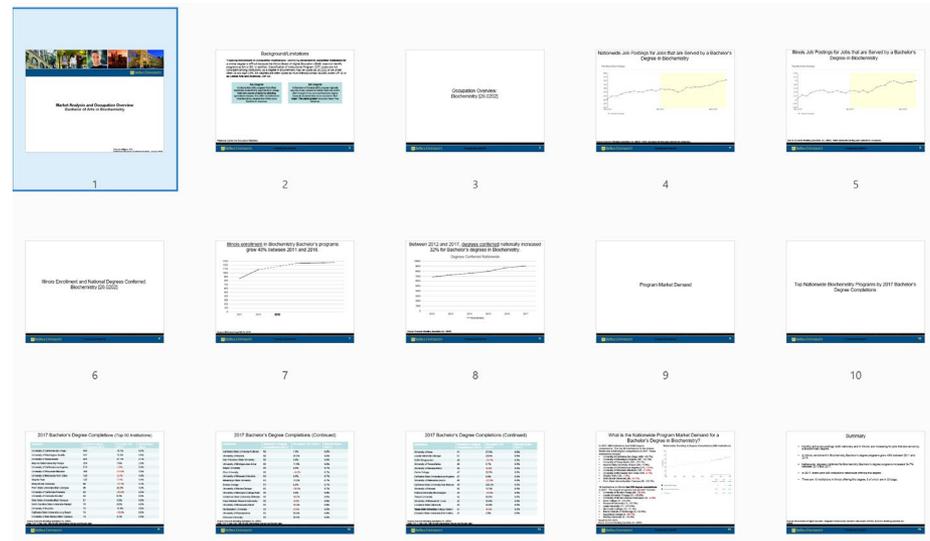
Illinois Enrollment Within Illinois, enrollment in Marriage and Family Therapy increased 71% between 2010-2015 for a total of 183 enrollments in 2015. Northwestern University had the highest enrollments (56) followed by Adler University (40).

Employment Nationwide, the occupation is expected to grow faster than average with employment growth of 15% between 2014 and 2024. In the Chicago-Naperville-Elgin, IL-IN-WI Metro area employment is expected to grow 11%

between 2016-2020. Overall, this occupation has a *Bright Outlook\** based on employment growth and job openings.



## Full Analysis

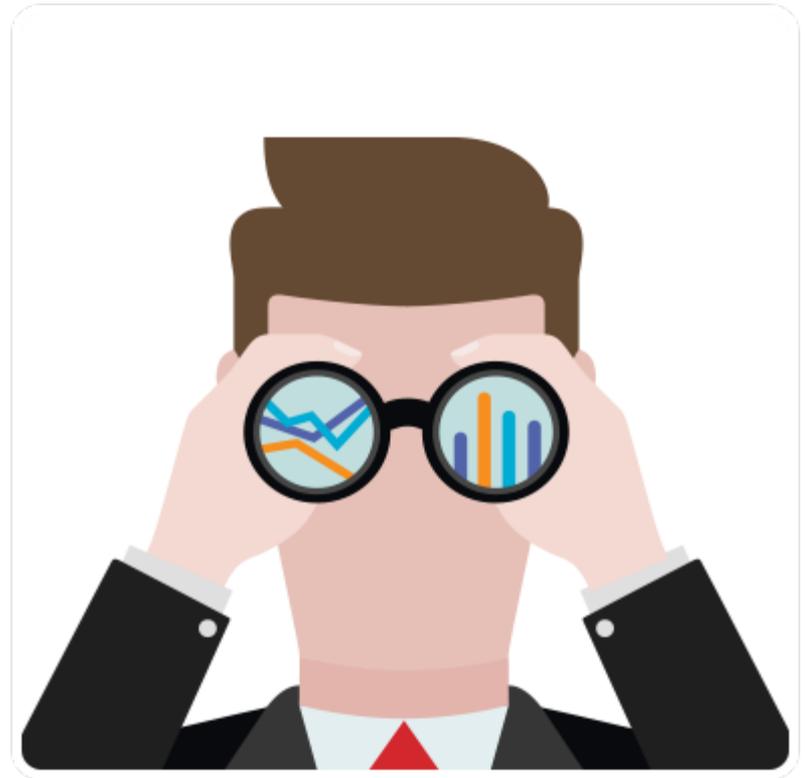


Source: This Profile was created by IRMA from a synthesis of current market research using IPEDS data, O\*Net Online\*, and IBHE (no data available for 2013). For more information, contact Sue Stachler at sstachle@depaul.edu or Connie Castellucci at castel3@depaul.edu

# Data Sources

Typically, reports are created with data from multiple sources:

- IPEDS
- IBHE
- Emsi
- Institution Websites
- O\*Net





# Emsi: Economic Modeling Software

Labor market insights covering more than 99% of the workforce.

Our data helps colleges offer the right programs and get students on a path to career success, employers hire the right talent, and economic and workforce developers prosper their communities.

## Traditional Labor Market Information

18 billion data points curated from dozens of government data sources (QCEW, OES, etc.) updated quarterly.

### CYBER SECURITY

1,902  
JOBS

\$50.68/hr  
MEDIAN WAGE

+3.8%  
GROWTH



# Leveraging Emsi Data Points

## Program Market Demand Nationwide

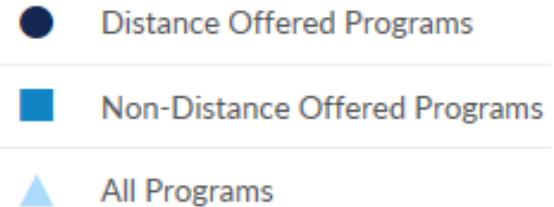
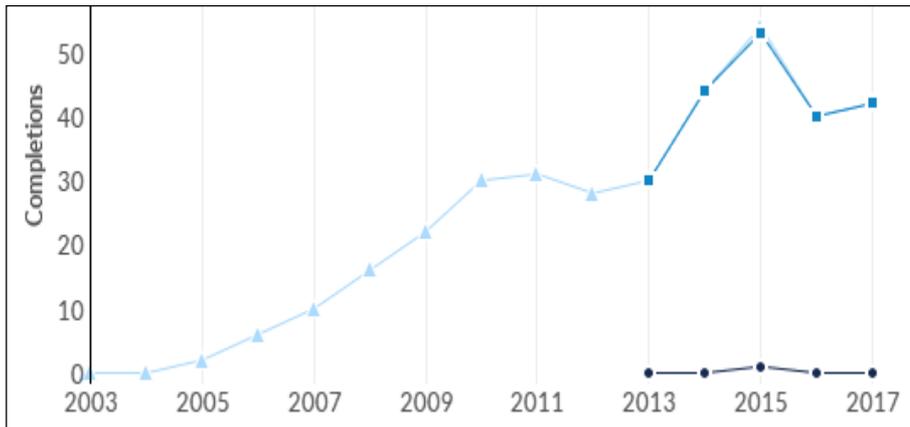
In 2017, 203 institutions in the U.S. offered Classification Instructional Program (CIP) code 52.0701 (Entrepreneurship, Entrepreneurial Studies) with a total of 2,810 degree completions. 90 percent of these were non-distance offered programs. Overall, between 2013 and 2017, all programs increased 5.5%, while distance programs decreased 4.7%, and non-distance program increased 6.8%.

## Market Demand in Metropolitan Statistical Area

In 2017, 10 institutions in Chicago-Naperville-Elgin, IL-IN offered CIP code 52.0701 with a total of 42 degree completions. All of the degree completions were non-distance offered programs. Between 2013 and 2017, there was a 40% increase in degree completions.

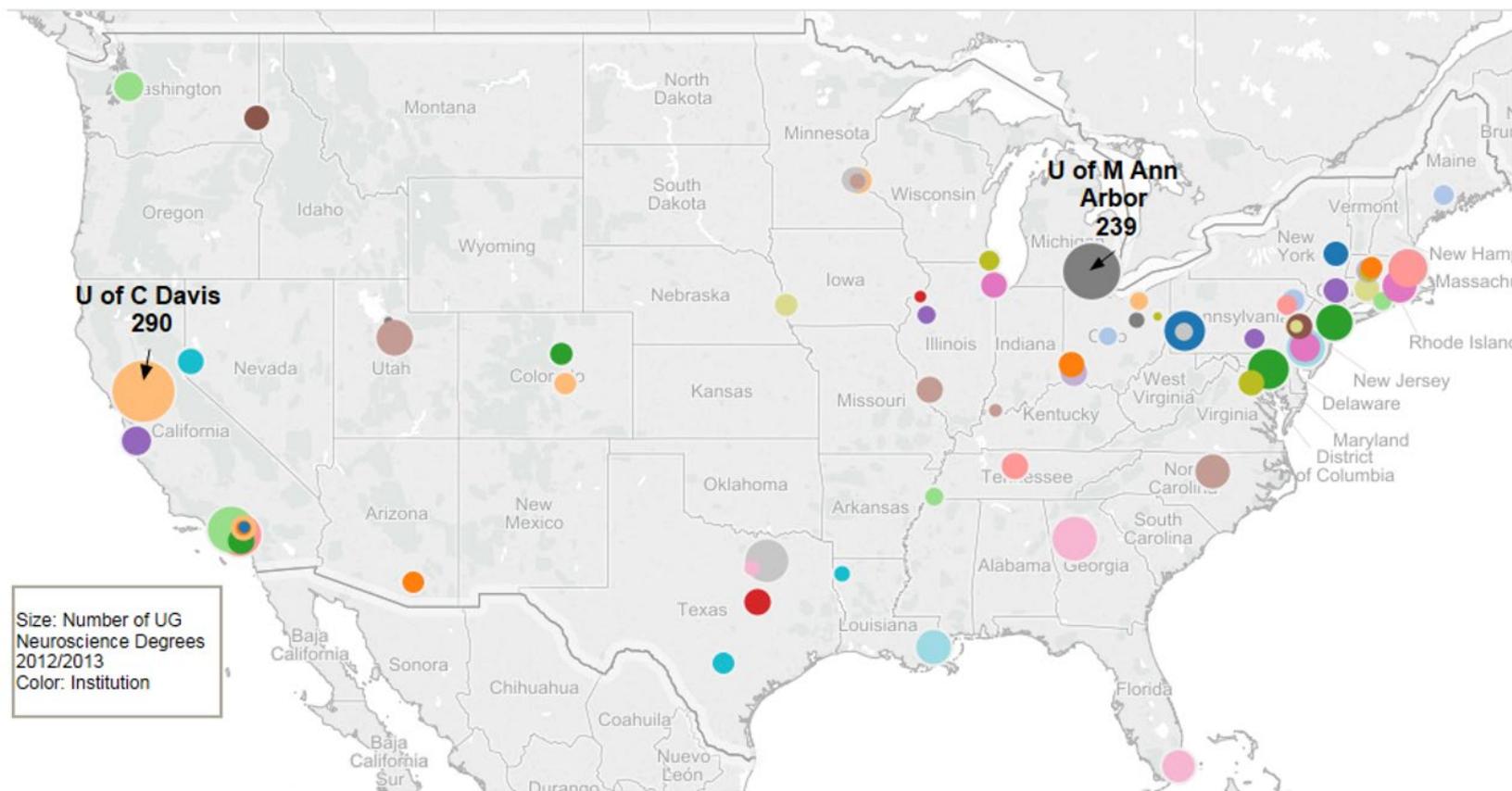
## Job Postings by County for MSA

The top five unique job postings by county for January 2019 include Cook County (2,677) followed by Lake County, IL (488), DuPage (353), Will (129) and Lake County, IN (69).



# Utilizing Tableau: Mapping

Undergraduate Neuroscience degrees Conferred  
2012/2013



# Other Best Practices

- Create a spreadsheet to maintain current project list and track the status of requests
  - This may surprise you, but we tend to get duplicate requests that are either identical or very similar!
  - We found the most pertinent details include: requester, program name, date requested and deadline, status, and notes for additional detail
- If possible, train additional colleagues to assist during busy times of the year

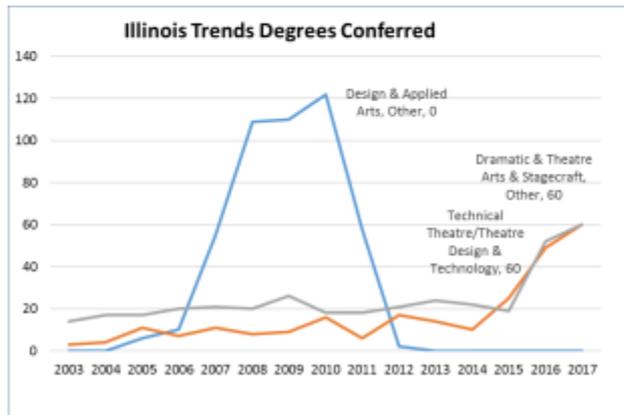
# Examples

## Bachelor of Fine Arts in Wig and Makeup Design and Technology

The Theatre School has proposed a bachelor of fine arts (B.F.A.) degree in Wig and Makeup Design and Technology. The program fits into Classification Instructional Program (CIP) Codes [50.0499] Design and Applied Arts, Other; [50.0599] Dramatic & Theatre Arts & Stagecraft, Other; and [50.0502] Technical Theatre/Theatre Design and Technology. These CIP codes do not identify wigs and makeup as a focus, but careers in makeup artists, theatrical and performance are expected to grow faster than average 2016-2026.\* Another perspective on interest in Wig Design is DePaul's Institute for Professional Development that offers Wigs and Hair Production, a one week study that graduated 31 students between 2016 and 2018.

### Degrees Conferred in Illinois (all 3 CIPs)

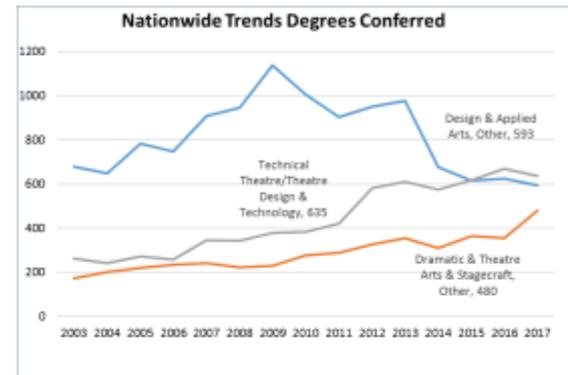
*Market Share:* In 2017, there were 109 degree completions among six Illinois institutions. Columbia



College had the highest market share (60%) followed by DePaul (25%), SIU (6%), North Central (5%), Illinois Wesleyan (4%) and UIC (2%).

### Nationwide Program Market Demand

In 2017, there were 1,708 completions from 124 institutions.



### Similar Programs

University of North Carolina School of the Arts, B.F.A. with focus of Wigs & Makeup grew 35% YOY (2017) with 50 completions. The first two years are described as: "In the Wig & Makeup Design program you will learn the full array of skills required by the industry. Classroom topics will include drawing, color and design, hair and makeup history, styling, wig and makeup technology, and portraiture. Students will be able to practice what they learn through hands-on settings in realized student-driven productions, within the areas of drama, dance, film and opera."

The third and fourth years are described as "Students will learn the necessary skills to run Production from positions of Assistants to Wig and Makeup Designers, Wig Masters, Head of Department in film productions." The hours are spent working in a 9000 square foot Costume/Wig/Makeup Studio completed in 2005 and five different state-of-the-art theatrical spaces.

# IRMA RESEARCH SUMMARY

INFORMATION FROM INSTITUTIONAL RESEARCH AND  
MARKET ANALYTICS RESEARCH PRESENTATIONS

## Market Trends: Bachelor's Degree in Sports Communication

### IPEDS DEGREES CONFERRED NATIONWIDE

Sports Communication bachelor's degrees (CIP code 09.0906) awarded in the U.S. were aggregated using the Integrated Postsecondary Education Data System (IPEDS). Fifteen institutions awarded degrees in 2015 and they accounted for a total of 364 bachelor's degrees conferred for the five years between 2011 and 2015. The number of degrees conferred grew from 40 in 2011 to 110 in 2015, a 168% increase. Oklahoma State had the highest number of degrees conferred in 2015 (39) followed by Bradley University (29) and Ithaca College (10).



### IBHE ENROLLMENT ILLINOIS

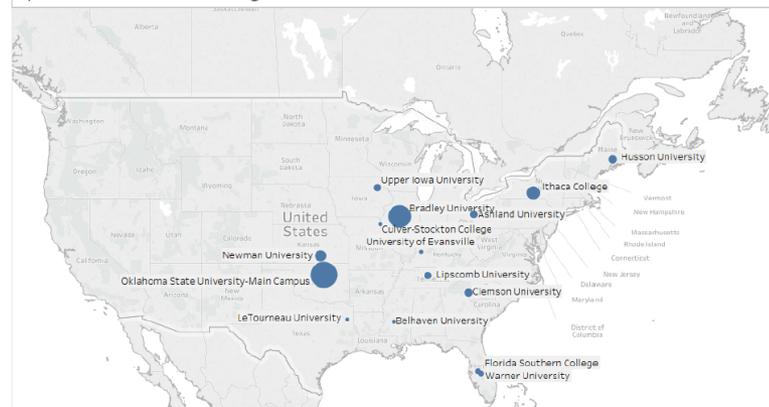
Only one institution in Illinois, Bradley University, has been enrolling students in Sports Communication since 2011. In 2016, Bradley enrolled 96 students and has had a consistent number of students (~100) between 2011-2016 (2013 data is not available).



### ECONOMIC DATA

Regional job outlook (Chicago-Naperville-Elgin, IL-IN-WI) shows a projected +9% change in jobs related to this degree between 2011-2022. The median hourly earnings in 2016 was \$31.46.

### Speech Communication Degrees Conferred 2015



## MS in Hospitality

# MARKETING STRATEGY

### Target Audience

Hospitality firms value that contextual application of advanced knowledge and improved leadership ability. The proposed MS degree in Hospitality Leadership and Operational Performance is targeted for (1) individuals who have little or no hospitality industry experience and wish to enter the field, or (2) students with an undergraduate degree in hospitality who want to pursue studies about a narrow subject within the field. Most of the first-year MS coursework has a strong focus on business core courses followed by specific hospitality industry content in the area of Leadership and Operational Performance.

### Nature of the Demand for our Graduates

A factor in the hospitality industry is that there are no entry-level management or supervisory positions that require a graduate degree. Some other fields, such as banking or pharmaceuticals, have clearly articulated job descriptions that demand a graduate degree for the higher-level functions necessary for successful operations. The hospitality industry has no such need. Thus, our MS graduates would have the same entry-level positions as similar to that of our undergraduates. The key difference is that the MS graduate typically outperforms the undergraduate in the workplace and usually achieves multiple promotions within the first few years of employment. The MSHLOP degree offers industry embedded curriculum content designed to prepare graduates for those mid-level managerial and supervisory positions in operations while strengthening the DePaul brand image within the Hospitality industry through competency based learning.

| State of Illinois Industry Employment Projections (Long-term) 2008-2018 |  |                              |                                      |                     |
|---|--|------------------------------|--------------------------------------|---------------------|
| North American Industrial Classification System (NAICS)                 |  |                              |                                      |                     |
| Code  | Title                                      | Base Year<br>Employment 2008 | Projected Year<br>Employment<br>2018 | Change<br>2008-2018 |
| 713000  | Amusements, Gambling & Recreation Industry | 58,305.00                    | 69,316                               | 11,011              |
| 720000  | Accommodation and Food Services            | 450,768                      | 511,455                              | 60,687              |
| 721000  | Accommodation                              | 52,235                       | 57,416                               | 5,181               |
| 722000  | Food Services and Drinking Places          | 398,533                      | 454,039                              | 55,506              |
|   | <b>Total</b>                               | 959,841.00                   | 1,092,226                            | 132,385             |



## **Proposal MS in Wealth Management**

### **4- Marketing Strategy**

In this section, we will cover the careers available to students and the strength of the job market, the target student, the competition, and what are the competitive strengths of DePaul to attract students for an MS in Wealth Management.

#### **The Careers Available**

The job market for graduates in Wealth Management is exploding and so are the numbers of professionals in this area. According to the U.S. Department of Labor, Bureau of Labor Statistics, employment of personal financial advisors is projected to grow percent from 2010 to 2020, much faster than the average for all occupations.

The primary driver of growth will be the aging population. As large numbers of baby boomers approach retirement, they will seek planning advice from personal financial advisors.

Decreased funds for corporate and state pensions also are expected to contribute to the trend of hiring personal financial advisors. Private corporations and state and local governments are facing shortfalls in their pension funds, which may lead to benefit reductions. This will require more financial planning from individuals and increase the demand for personal financial advisors.

# Questions?



Coleen Dickman

Research Associate

[cdickma1@depaul.edu](mailto:cdickma1@depaul.edu) | (312) 362-6645

<https://irma.depaul.edu>

# Market Study on the Spot

Let's pull some Emsi data – any requests?

<https://www.economicmodeling.com/data/>