ACADEMIC PORTFOLIO OPTIMIZATION

QUESTIONS

- For both academic programs SUNY OW has, as well as those they might consider adding in the future, where do we see: growth, decline, stagnation, and stability?

- Based on historical degree conferral trends, which academic programs are likely to be attractive to students?

  - Among these, which programs align with SUNY OW's strengths or fields that it would consider for signature program development?

  - Among these, which fields show a substantial volume of distance programs and should be considered for potential online programs?

METHODOLOGY

Hanover Research will discover potential opportunities regarding programmatic offerings through a high-level assessment of student and labor demand trends.

We recommend further program-specific analyses for areas of interest to address and contextualize viability through a review of other market factors, such as the competitive landscape, job opening trends and often-sought academic qualifications, and recent industry trends. Please see the Academic Program Assessment page for additional details.

OUTCOMES

- ✓ Identify possible fields for signature and online program development

- ✓ Identify other high-growth, high-potential program offerings to increase enrollment and revenue.

- ✓ Identify possible areas of refinement to align portfolio with regional labor market needs and student demand.

- ✓ Evaluate initial investment potential in specific academic programs or fields.

ESTIMATED TIMELINE

~6 WEEKS

SAMPLE PROPOSAL: BACHELOR'S-LEVEL ACADEMIC PORTFOLIO OPTIMIZATION

Hanover Research proposes beginning program development-focused research with a high-level review of student and labor demand to assess the health of SUNY OW's current undergraduate portfolio and identify opportunities for signature and online program development.

RESEARCH QUESTIONS

- For both bachelor's degree programs SUNY OW has, as well as those it might consider adding in the future, where do we see: growth, decline, stagnation, and stability?
- How does the performance of SUNY OW's bachelor's programs compare against trends within the region?
- Based on programmatic gaps within the region and existing strengths, what bachelor's programs present promising opportunities for signature program development?
- Based on trends in distance programs, what high-growth, high-potential bachelor's programs present promising opportunities for online program development?

HANOVER'S APPROACH

Hanover Research will identify potential opportunities regarding bachelor's programmatic offerings through a high-level assessment of state and national student demand trends as measured by degree conferral rates, and labor market trends as measured by economic forecasts. The report will analyze demand trends in fields in which SUNY OW currently reports programs, as well as fields outside of its existing portfolio. To further assess employment needs in the state, Hanover Research will supplement this analysis with a review of industry trends and projected occupational shortages.

ACADEMIC PROGRAM ASSESSMENT

QUESTIONS

- What is the feasibility of launching a specific proposed academic program at SUNY OW?

- What does potential student demand look like for this proposed degree?

- Will graduates of this potential program be able to find employment? What will these jobs look like?

- What is the competitive landscape for this potential degree program? What are SUNY OW's peers/competitors offering in this field?

- What other market factors such as geographic location, economic climate, and institutional mission might affect demand?

METHODOLOGY

Hanover Research will assess the feasibility of launching a specific proposed program by analyzing three critical elements: student demand as measured by degree conferral trends; labor market demand as measured by economic forecasts for related jobs in the industry; and market saturation as measured by the density and homogeneity of the competitive landscape. To supplement the student and labor market demand, Hanover will review secondary sources, such as professional organizations, accreditation agencies, and other related organizations, that speak to the demand for programs that offer educational opportunities for the proposed program.

OUTCOMES

- ✓ Increase student enrollment and revenue through a new program offering.

- ✓ Assess new program viability.

- ✓ Avoid launching programs with low demand or excess competitive supply.

- ✓ Understand how to position a new program offering for success within the market

ESTIMATED TIMELINE

~6 WEEKS