PATTERNS OF PRE-PANDEMIC GRADUATE APPLICATIONS 2015-2019

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EXECUTIVE SUMMARY

Proximity to campus and density of population drive graduate applications. While most graduate applications originate from Corpus Christi itself, the extended Coastal Bend is the second largest producer. The closest large metropolitan area, San Antonio, is the third largest source of applications. It is followed by remaining large Texas metropolitan areas: Houston, Dallas–Fort Worth, Austin, and the I-35 corridor between San Antonio and Georgetown. This pattern of applications follows general population density in the state. Bulk of the applications originate from more populous areas located east of the Wichita Falls–Abilene–San Angelo axis.

Comparatively few applications come from out-of-state. Out-of-State applications often originate in major population centers, particularly in the most populous states such as California and Florida. Remaining out-of-state applications originate from states along the East Coast.

Very few applications come from outside of the United States and an overwhelming majority of them are from India and intend to pursue a Master's degree in Computer Science. India is the second most populous nation in both Asia and the world. Comparatively small Vietnam was the second most prolific source of our international applications. The third highest producing international location is Nigeria, the most populous nation in Africa. Strikingly few applications come from world's most populous nation: China. Texas' neighbor, Mexico, sent unexpectedly few applicants. Both China and Mexico might represent untapped markets.

On the top 10 list of the most sought majors are all graduate programs in the College of Business, programs in Public Administration, Nursing, Computer Science, and a cluster of programs focusing on mental health.
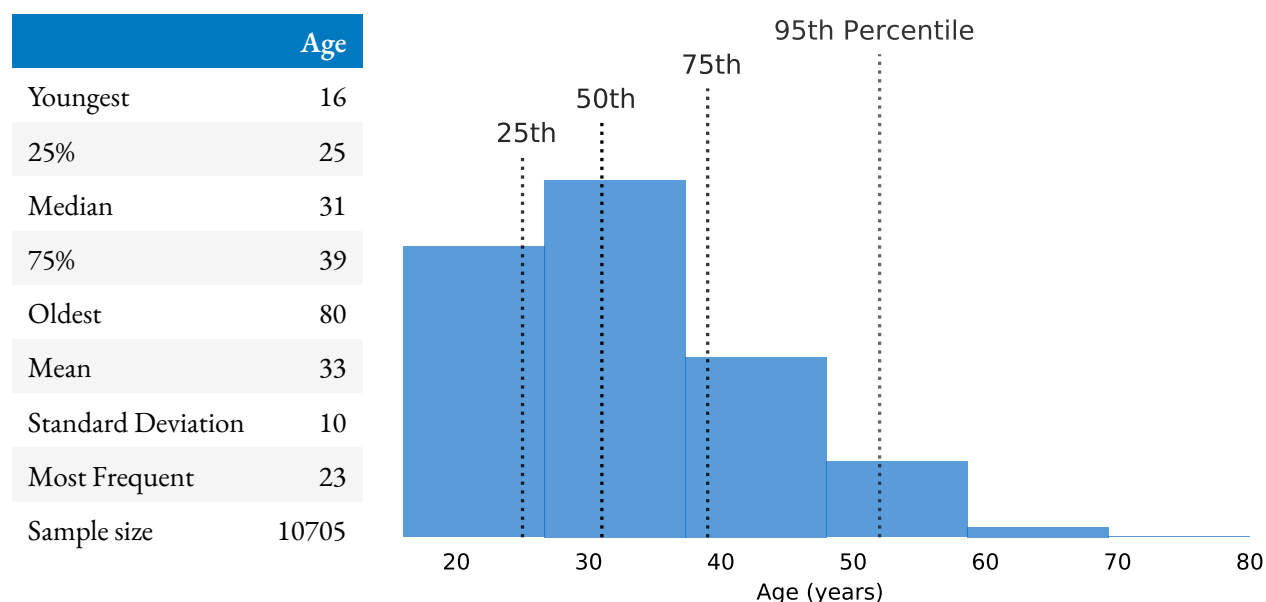
INTRODUCTION

This report includes an analysis of 2015-2019 graduate application data. It covers pre-pandemic period between January 1, 2015 and January 1, 2020. Results are presented in ten sections and ten tables. Analysis begins with a local focus on the Coastal Bend and gradually expands it to include statewide, nationwide, and international patterns.

Analysis is supplemented by links to interactive choropleth maps providing visual illustration of the distributions of applications across zip-codes. Zip-code choroplets are supplemented by heat maps that help visualize additional patterns. Heat maps illustrate densities of applications plotted using geocoded applicant addresses.

While the is argument to be made that the ongoing pandemic changed the world as we know it, the analysis focuses on pre-pandemic period as it is authors belief that decisions should be made based on long-term, cumulative body of evidence and not on individual, short-term outlier events. This analysis does not intend to predict the future as those who stare too closely into the crystal ball end up eating glass. The purpose of this document is to summarize data in hopes that it will inform our decisions and keep our graduate enrollment strategy firmly rooted in evidence. Future revisions of this document will supplement descriptive statistics with a predictive model.

1 AGE OF APPLICANTS

OUR TARGET POPULATION IS BETWEEN 21 AND 45 YEARS OLD. HALF OF OUR APPLICANTS ARE 30 OR UNDER. Our youngest applicant was 16 and oldest was 80 years old. On average our applicants are 33 years old with standard deviation of 10 years. The median age of our applicants is 31 years. Applicants under the age of 20 are likely to be mistaken applications intended as undergraduate.

	Age
Youngest	16
25%	25
Median	31
75%	39
Oldest	80
Mean	33
Standard Deviation	10
Most Frequent	23
Sample size	10705

Figure 1: *Age distribution of graduate school applicants 2015-2019*

AGE	% of Applicants	AGE	% of Applicants	AGE	% of Applicants
23	6.50	33	3.49	21	2.04
24	6.05	32	3.45	42	1.97
25	5.74	34	3.19	45	1.78
22	5.60	36	2.95	44	1.71
26	5.22	37	2.92	43	1.69
27	4.74	35	2.90	47	1.58
28	4.39	38	2.49	46	1.55
29	3.77	40	2.36	48	1.31
30	3.70	41	2.32	49	1.19
31	3.54	39	2.22	51	1.05

Table 1: *Applications by age group.*

2 COASTAL BEND APPLICATIONS

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MAJORITY OF GRADUATE APPLICATIONS ORIGINATED FROM THE CORPUS CHRISTI METROPOLITAN AREA.

- Graduate applications overwhelmingly originate from Corpus Christi. There is an approximate 10:1 ratio of applications from a Corpus Christi zip code to applications from the next highest producing non-Corpus Christi zip code.

- The top 1 zip code is adjacent to TAMUCC. It produced 734 applications over 5 years.

- Top 9 zip codes producing graduate applications are all in the metro Corpus Christi. Several other high-producing zip codes are on the edges of Corpus Christi.

- The #10 zip code is in Kingsville.

- Corpus Christi (3010) and Portland (140) together produced 3150 applications. In comparison, next highest yielding city, San Antonio, produced 735 applications.

- Overall distribution of applications follows general population density.

Links to interactive maps:

- **Texas graduate application interactive zip-code choropleth map**

- **Texas graduate application interactive heatmap**

3 TEXAS APPLICATIONS OUTSIDE OF CORPUS CHRISTI

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MAJORITY OF APPLICATIONS ARE FROM EAST OF THE WICHITA FALLS–ABILENE–SAN ANGELO AXIS

- Because Corpus Christi ZIP codes act as outliers skewing application count color scale, I removed those zip codes and re-plotted applications for all other zip codes.

- Application maps suggest that TAMUCC's Texas graduate education geographic market falls east of the diagonal connecting Wichita Falls, Abilene, and San Angelo

- The pattern shows that in addition to zip codes near Corpus Christi (Kingsville, Robstown, Alice, etc.) there are clusters in the Houston belt, San Antonio–San Marcos–Austin–Temple/Killeen I-35 corridor, Dallas–Fort Worth, College Station, Cameron and Hidalgo counties, and Laredo. Zooming in on linked interactive maps reveals more details.

Links to interactive maps:

- **Texas graduate applications from outside of Corpus Christi interactive choropleth map**

- **Texas graduate application interactive heatmap**
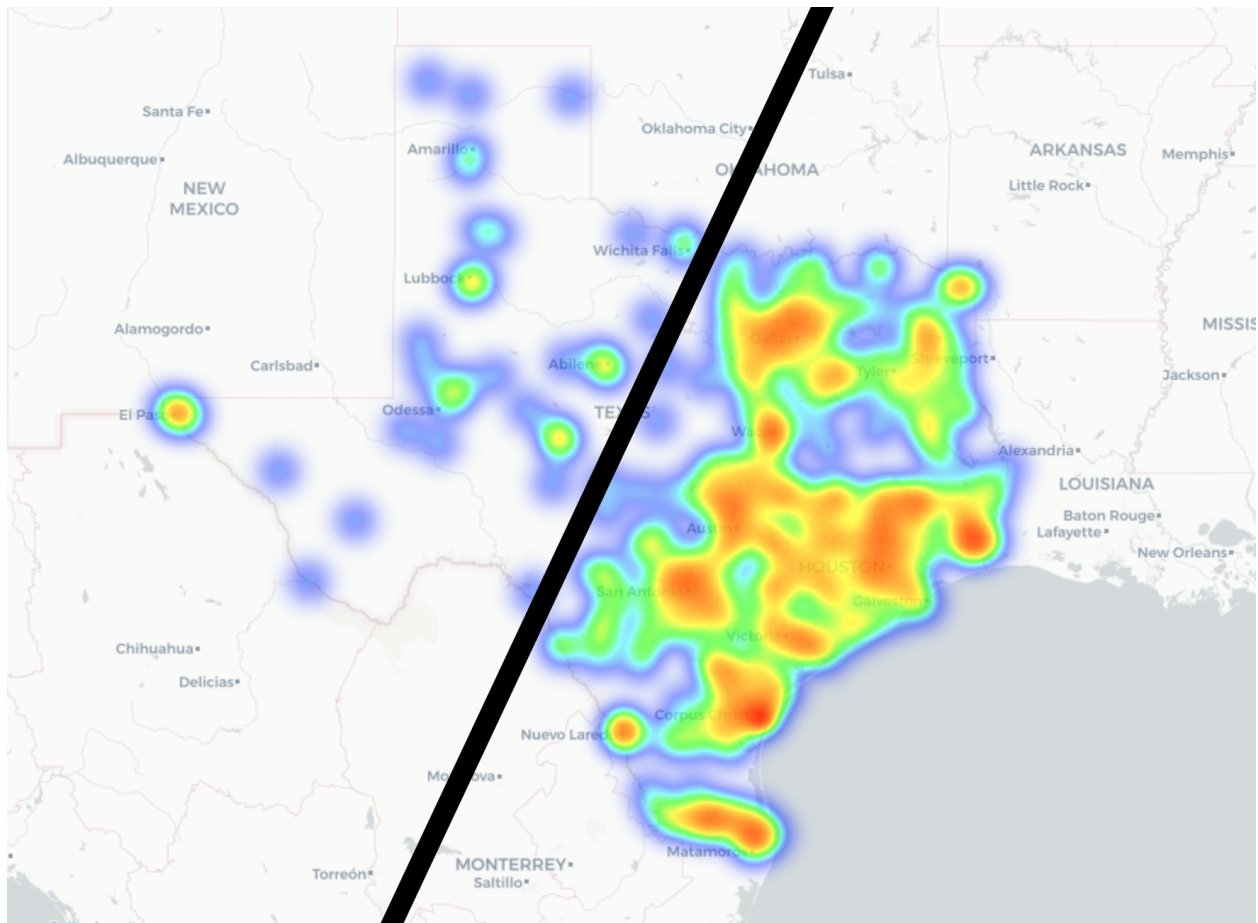
Figure 2: *Texas Recruiting Market Diagonal: areas east of the Wichita Falls–Abilene–San Angelo axis*

PRIMARY MARKET:

- Coastal Bend

SECONDARY MARKET:

- San Antonio

- Houston

- Austin

- Dallas-Fort Worth

TERTIARY MARKET:

- Cameron and Hidalgo counties

- College Station

- I-35 corridor between San Antonio and Georgetown

- El Paso

- Temple/Killeen/Fort Hood

- Laredo

See Table 8 on page 15 for a complete list of cities and numbers of applications they produced. All top producing cities are in Texas.

4 NATIONWIDE APPLICATIONS BY ZIP CODE

ONLY A SMALL PORTION OF GRADUATE APPLICATIONS COMES FROM OUT-OF-STATE

- "Higher producing" zip codes (only 3-5 applications over 5 years) tend to be near large universities. For example:
  - La Jolla, CA (UC–San Diego and Scripps)
  - Fort Collins, CO (Colorado State University)
  - Tempe, AZ (Arizona State University)
  - Pocatello, ID (Idaho State University)
  - Ames, IA (Iowa State University)
  - Wilmington, NC (UNC–Wilmington)
  - Tampa, FL (University of South Florida)
  - Tallahassee, FL (Florida State University and Florida A&M University)
  - Clinton, MS (Jackson State University)
  - Stillwater & Norman for Oklahoma State and the University of Oklahoma respectively

- Some clusters emerge corresponding to air & naval military installations including:
  - Virginia Beach-Norfolk, VA and Elizabeth City, NC cluster
  - Jacksonville, NC
  - Fredericksburg/Lake Ridge/Dale City, VA
  - Killeen/Temple, TX
  - Columbus, GA

- Nationwide zip-code hotspots should be considered as anecdotal evidence. The numbers are so low that any results might be solely attributed to chance. The difference between each level on a color-coded zip code choropleth map is just 1 application over 5 years. The scale maximum is 5 applications over the course of 5 years per zip code.

Links to interactive maps:

- **Nationwide graduate application by zip code interactive map**
- **Nationwide graduate application interactive heatmap**

5 NATIONWIDE APPLICATIONS BY CITY

CALIFORNIA, FLORIDA, AND LARGE METRO AREAS DRIVE OUT-OF-STATE APPLICATIONS

Higher producing cities outside of Texas are in California (San Diego, San Jose, Los Angeles, Sacramento) and Florida (Miami, Orlando, Tallahassee, Tampa, Jacksonville, Gainesville).

Large population centers like Chicago are more likely to produce applications. Those numbers are low when comparing to Texas cities.

City	Count
San Diego	16
San Jose	12
Columbus	11
Chicago	10
Miami	10
Las Cruces	9

City	Count
Oklahoma City	9
Albuquerque	9
New York	9
Seattle	9
Pittsburgh	9
Norfolk	8

See Table 9 on page 16 for a complete list of US cities and numbers of applications they produced.

6 NATIONWIDE APPLICATIONS BY STATE

MAJORITY OF OUR APPLICATIONS COME FROM TEXAS. OUR NATIONWIDE MARKET IS THE EAST COAST AND SOUTHWEST INCLUDING CALIFORNIA

- Large centers of population drive applications

- Most populous states produce most applications

- States with in-state tuition higher that Texas' out-of-state tuition rate yield application (California, New York)

- California has a clear lead with 224 applications and is followed by Florida with 101 applications

- California applications are driven by centers of population in Southern California (Los Angeles - San Diego cluster) and San Francisco Bay, particularly South Bay/San Jose.

- Heatmap helps detect concentration of applicants along the Boston-New York City-Philadelphia-Washington, D.C. axis

- TAMUCC nationwide market is the East Coast and Southwest including California

State	Applications
Texas	9307
California	224
Florida	101
New York	72
Georgia	60
Virginia	59
Illinois	50
Oklahoma	45
Pennsylvania	44
North Carolina	44
New Jersey	40
Arizona	39

State	Population
California	39,538,223
Texas	29,145,505
Florida	21,538,187
New York	20,201,249
Pennsylvania	13,002,700
Illinois	12,812,508
Ohio	11,799,448
Georgia	10,711,908
North Carolina	10,439,388
Michigan	10,077,331
New Jersey.	9,288,994
Virginia	8,631,393

Table 2: *Number of applications vs. state population. See also Table 3 on page 11 for complete ranking of states by applications*

Links to interactive maps:

- **Nationwide graduate application interactive zip-code choropleth map by state**

- **Nationwide graduate application interactive heatmap**

Heatmaps with kernel smoothing can help visually detect patterns but also can be deceptive. I recommend zooming in and out on the map to understand how patterns are amplified by the kernel smoothing.

7 INTERNATIONAL APPLICATIONS BY COUNTRY

Majority of international applicants originate from from India and want to pursue Master's Degree in Computer Science.

- Overwhelming majority of international applications come from India (1682) and apply to pursue master's in Computer Science (1337) or in-person MBA in Analytics (130).

- Second largest national group is from Vietnam (379) and intends to seek in-person MBA (196) or Accounting (63).

- Third largest application producing nation is Nigeria (271)

- Other high producing nations include:
  - China (182)
  - Saudi Arabia (126)
  - Mexico (102)

- See Table 5 on page 13 for a more extensive list of countries and numbers of applications they produced and Table 6 on page 13 for a list of most popular majors by country. See Table 7 on page 14 for a list of highest producing international municipalities.

Links to interactive maps:

- **International graduate application interactive choropleth map minus India**

8 APPLICATIONS BY PROGRAM

Majority of our applicants intend to pursue degrees in the College of Business

- Overwhelming majority of our applications are to our on-line MBA program (4668) followed by MSN Nurse Practitioner (1028) and in-person MBA (604).

- There has been a strong interest in nursing programs including degree seeking (MSN Nurse Practitioner, 1028) and certificate (Nurse Practitioner, 158)

- There has been a strong interest in programs focusing on mental health including MS Counseling (222), MA Psychology (173), and MS Professional Counseling (166)

- On the top 10 list of highest producing majors three are in the College of Business, two are in the College of Nursing, and three focus on mental health.

Major	Count
MBA Online	4668
MSN Nurse Practitioner	1028
MBA On-site	604
MS Counseling	222
MAcc Accountancy	197
MPA Public Administration	181
MA Psychology	173
MS Professional Counseling	166
MS Computer Science	159
CERT Nurse Practitioner	158

See Table 4 on page 12 for a more extensive list of programs and numbers of applications they produced.

9 CONCLUSIONS

- Our stronghold is in Corpus Christi

- Our stronghold is in Texas

- Our most popular program is the online MBA.

- Population size at the level of a city, ZIP code, state, or country drives applications. More populous places produce more applications.

- On a state level recruiting in major centers of population including Houston, San Antonio-Austin corridor, Dallas, and College Station shows promise since we have a foothold in those areas.

- On the national level recruiting in California shows most promise. It is followed by Florida that also share physical characteristics with Corpus Christi but sports a higher cost of living. Other higher producing states are mostly on the East Coast.

- On the international arena recruiting in India for Computer Science and online MBA or in Vietnam for MBA and Accountancy show promise.

- There is a striking lack of applicants from China (182) in the application numbers, especially when benchmarked against 1682 applicants from India. China has a slightly larger population than India but produces 1/10 (11%) of India's applicants. This might indicate an untapped market.

- There are some indications that TAMUCC attracts applicants from military bases (Temple = Fort Hood, Virginia Beach = various including Oceana, Columbus, GA = Fort Benning). Further attempts to attract military graduate enrollment might be beneficial.

- Coastal schools (UNC-Wilmington; USF), presumably because of their focus on marine and coastal studies seem like potential feeder schools. They often share similarities with TAMUCC in terms of environment, size, and profile.

TOP 10 CITIES

City	Count
Corp. Christi	3010
San Antonio	735
Houston	533
Austin	239
Portland	140
Dallas	139
Fort Worth	124
Katy	121
Spring	95
Richmond	75

TOP 10 STATES

State	Count
Texas	9307
California	224
Florida	101
New York	72
Georgia	60
Virginia	59
Illinois	50
Oklahoma	45
Pennsylvania	44
N. Carolina	44

TOP 10 COUNTRIES

Country	Count
India	1682
Vietnam	379
Nigeria	271
China	182
Saudi Arabia	126
Mexico	102
Pakistan	79
Canada	65
Iran	50
Colombia	42

POPULAR MAJORS

Program	Count
MBA Online	4668
MSN	1028
MBA On-site	604
Counseling	222
MAcc	197
MPA	181
Psychology	173
Counseling	166
Computer Sci	159
Nursing Cert.	158

10 RECOMMENDATIONS

DIVERSIFY APPLICANT PORTFOLIO.   While investing large chunk of recruiting resources in traditional markets produces strong returns on investment it also concentrates risk. Unbalanced or undiversified recruiting portfolios are susceptible to local fluctuations and global trends (fluctuations in the price of oil, foreign currency collapses, etc.). Diversification should include geographic, demographic, and degree diversification.

DIVERSIFY RECRUITING CHANNELS.   TAMUCC champions personal attention and going an extra mile to help. This culture certainly sets TAMUCC apart from big box universities and contributes to its unique brand. However, aging US population, growing competition for students with big brand schools, globalization, growth of online education, competition from MOOCs, and most recently the COVID-19 pandemic calls for increase in the geographic reach and decrease in the in-person and one-on-one recruiting. The one-on-one outreach events should be supplemented by targeted digital marketing campaigns consisting of comparatively inexpensive digital ad buys (Google ads, Google words, Facebook, LinkedIn, Instagram). Those campaigns should be targeted by geographic area, or/and demographics, and even profession in order to optimize return on investment. Within a channel, static image ads should be increasingly supplemented by animated ads, especially when targeting for younger audiences. University should fully leverage the CRM to track and convert leads that digital advertising creates.

LEVERAGE TECHNOLOGY TO SHORTEN TIME-TO-DECISION   With growing numbers of applications investments in automation become increasingly more feasible and even unavoidable. we should leverage existing technology including but not limited to capitalization on the existing CRM to both automate admission processes and help communicate with applicants, and help convert leads that digital advertising creates.

GROW AND DIFFERENTIATE THE BRAND.   While TAMUCC certainly cherishes its island identity it often does not explicitly sell itself as an THE "Island University". It becomes increasingly clear that in the age of the increased competition for students a strong brand is what sets "winners" and "losers" apart. While most strong university brands are either rooted in the elite status and tradition (Harvard, Yale, Stanford) or in the strong athletics (USC, UFL, Alabama, UT-Austin, Texas A&M etc.) there is most certainly a space for a distinctive brand that combines the idyllic dream of an island life with a promise of modern, high-quality education either based on research or on professional training. A unified campaign that mixes images of island life (palms, bay, kayaking, paddle boarding, surfing, sand, sunshine, etc.) with images of research (labs, high tech, hands on, data, filed research images-coastal/fisheries) and images of professional education (e.g. nursing, teaching, accounting, MBA) would help build that brand while also driving applicants. Projected images should vary age composition. Standard photos of young people should be supplemented by increasingly traditional "non-traditional" mid-age students.

LEVERAGE THE ALUMNI NETWORK.   Many alumni, even those that might have complained about the university during their studies, show affinity for their alma matter when looking back at their graduate school days. Who does not want to help their own alma matter? After all the prestige of your diploma relies on the success of the school that issued it. The university should explore activating alumni network, especially the international alumni, to help diversify enrollment portfolio at a relatively low cost.

INVOLVE FACULTY IN RECRUITING.   In the age when genuine and unique messaging is critical to attracting younger applicants the passion of the faculty for the topics they research has no substitutes. Involving faculty on the front-lines of recruitment is likely to improve effectiveness of the recruitment efforts. Helping subsidize cost of faculty-led recruitment efforts, recruiting at conferences, and having faculty bring up pursuing graduate education early on in students' academic careers shows promise for increased recruiting yields.

APPENDICES

Table 3: *Number of applications by state (U.S.)*

State	Count	State	Count	State	Count
California	224	Ohio	29	Hawaii	11
Florida	101	Indiana	27	Oregon	10
New York	72	New Mexico	27	Maine	8
Georgia	60	South Carolina	25	Idaho	7
Virginia	59	Arkansas	25	Alaska	6
Illinois	50	Alabama	24	Nebraska	6
Oklahoma	45	Michigan	23	West Virginia	5
Pennsylvania	44	Mississippi	21.	South Dakota	5
North Carolina	44	Iowa	19	Delaware	4
New Jersey	40	Connecticut	18	Rhode Island	4
Arizona	39	Utah	18	Vermont	2
Washington	36	Minnesota	17	New Hampshire	2
Louisiana	33	Massachusetts	17	North Dakota	2
Maryland	31	Wisconsin	13	Montana	1
Missouri	31	Nevada	13	Wyoming	1
Tennessee	30	Kentucky	13		
Colorado	30	Kansas	13		

Table 4: *Number of applications by academic program*

Major	Count	Major	Count
MBA Online	4668	MFA Studio Art	64
MSN Nurse Practitioner	1028	MA English	63
MBA On-site	604	MS Curriculum & Instruction	61
MS Counseling	222	MAcc Accounting Online	60
MAcc Accountancy	197	MS Counseling	58
MPA Public Administration	181	MS Reading	57
MA Psychology	173	Non-degree English	42
MS Professional Counseling	166	MS Mathematics	42
MS Computer Science	159	MA History	41
CERT Nurse Practitioner	158	PhD Curriculum & Instruction	40
MS Kinesiology (hybrid)	147	PhD Coastal and Marine System Science	39
MS Marine Biology	140	MS Geospatial Systems Engineering	37
MSN Nursing Leadership	116	MS Biology	36
MS Educational Administration	136	MS Early Childhood Education	34
MS Instructional Design & Ed. Tech.	129	Superintendent Certificate	34
MS Elementary Education	100	MS Chemistry	30
MA Communication	98	MS Coastal and Marine System Science	30
DNP Nurse Practitioner	95	PHD Geospatial Computer Science	30
MS-SCED	113	MS Kinesiology	29
EdD Educational Leadership	91	MSN Nurse Educator	29
MSN Nurse Educator	91	Non-degree Nurse Practitioner	26
PhD Marine Biology	90	Non-degree Biology	25
PhD Counselor Education	81	ED-NDCT-EACP	20
CERT EACP	79	Non-degree Counseling	20
MS Kinesiology on-line	76	MS Special Education	19
MS Environmental Science	72	MS Professional School Counseling	19
MS Fisheries & Mariculture	71	Non-degree Accounting	18
MS Special Education	64	Non-degree Psychology	17

Table 5: *Number of applications by country*

Country	Count
India	1682
Vietnam	379
Nigeria	271
China	182
Saudi Arabia	126
Mexico	102
Pakistan	79
Canada	65
Iran	50
Colombia	42

Country	Count
Turkey	39
Bangladesh	38
Philippines	37
Korea	31
Nepal	29
Kenya	28
Ghana	27
Taiwan	22
Germany	18
Jordan	18
UK	18

Country	Count
Peru	17
Thailand	16
Venezuela	15
Egypt	14
Brazil	13
Japan	13
Cameroon	12
Kuwait	11
Trinidad/Tobago	10
Jamaica	10

Table 6: *Number of applications by country & major combinations*

Major	Country	Count
Computer Science	India	1337
MBA in-person	Vietnam	196
MBA on-line	India	130
Accounting	Vietnam	63
MBA on-line	Nigeria	61
MBA in-person	Saudi Arabia	57
MBA in-person	India	46
MBA on-line	Mexico	45
MBA on-line	Canada	40
Computer Science	Nigeria	37
Accounting	China	35
MBA in-person	Nigeria	33
MBA in-person	India	32
MBA in-person	China	32
Computer Science	Vietnam	31

Major	Country	Count
MBA on-line	Pakistan	26
MBA in-person	Vietnam	25
Computer Science	China	25
MBA in-person	Nigeria	24
Kinesiology	India	22
Public Administration	Nigeria	22
Geospatial Computer Science	China	21
MBA on-line	Philippines	20
Geospatial Computer Science	Iran	19
Computer Science	Pakistan	18
Communication	Nigeria	17
Accounting	Saudi Arabia	16
Environmental Science	India	14
Accounting	Nigeria	13
MBA on-line	Colombia	13

Table 7: *Highest producing international municipalities*

City	Country	Count
Hyderabad	India	458
Warangal	India	58
Guntur	India	38
Lagos	Nigeria	38
Ahmedabad	India	37
Ho Chi Minh City	Vietnam	34
Vijayawada	India	31
Karimnagar	India	30
Bangalore	India	28
Visakhapatnam	India	24
Secunderabad	India	21
Chennai	India	19
Karachi	Pakistan	18
Mumbai	India	18
Nalgonda	India	17
Abuja	Nigeria	14
Khammam	India	14
Nizamabad	India	12
Ongole	India	11
Rangareddy	India	11
Dong Ha	Vietnam	10
Lahore	Pakistan	10
New Delhi	India	10

Table 8: *Highest producing U.S. municipalities*

City	Count	City	Count	Country	Count
Corpus Christi	3010	McKinney	48	Carrollton	24
San Antonio	735	Frisco	48	Cedar Park	24
Houston	533	Pearland.	45	Weslaco	23
Austin	239	Rockport	43	Kingwood	22
Portland	140	Sugar Land	43	Galveston	22
Dallas	139	Harlingen	42	Cibolo	22
Fort Worth	124	Pflugerville	40	Longview	22
Katy	121	League City	40	Grand Prairie	21
Spring	95	Ingleside	40	Sinton	21
Richmond	75	Missouri City	38	Converse	21
El Paso	74	Temple	38	The Woodlands	21
Cypress	74	Boerne	35	Odem	20
College Station	73	Waco	34	Garland	19
Arlington	68	Lewisville	34	Tyler	19
Edinburg	66	Killeen	33	Nacogdoches	19
Brownsville	66	Mission	32	Flower Mound	19
Plano	64	Beeville	31	Rosenberg	19
New Braunfels	64	San Marcos	30	Richardson	18
McAllen	64	Conroe	30	Taft	17
Kingsville	61	Tomball	29	Schertz	17
Victoria	58	Leander	29	Helotes	17
Round Rock	56	Georgetown	29	San Juan	17
Laredo	54	Bryan	27	Little Elm	16
Alice	52	Aransas Pass	26	Allen	15
Irving	52	Midland	26	Magnolia	15
Robstown	52	Denton	26	Abilene	15
Lubbock	52	San Diego	25	Belton	15
Humble	49	Mansfield	24	Beaumont	15

Table 9: *Highest producing U.S. municipalities outside of Texas*

City	Count	City	Count	Country	Count
San Diego	16	Virginia Beach	5	Springfield	4
San Jose	12	Tucson	5	Alexandria	4
Columbus	11	Charleston	5	Bronx	4
Chicago	10	Lake Charles	5	Washington	4
Miami	10	Indianapolis	5	Lafayette	4
Las Cruces	9	Fayetteville	5	Clarksville	4
Oklahoma City	9	Ames	5	Springdale	4
Albuquerque	9	Charlotte	5	Memphis	4
New York	9	Phoenix	5	Falls Church	3
Seattle	9	Saint Louis	5	Loveland	3
Pittsburgh	9	Reno	5	Fishers	3
Norfolk	8	Woodbridge	5	Tulsa	3
Brooklyn	8	Overland Park	4	Beavercreek	3
Orlando	8	Auburn	4	Lansing	3
Los Angeles	8	New Orleans	4	West Jordan	3
Tallahassee	7	Greenville	4	Flushing	3
Tampa	7	Jersey City	4	Pleasanton	3
Jacksonville	7	Edmond	4	Williamsburg	3
Norman	7	Syracuse	4	Fredericksburg	3
Sacramento	7	Clinton	4	Coral Gables	3
Gainesville	7	Corvallis	4	Honolulu	3
Stillwater	6	Conway	4	Pittsfield	3
Gilbert	6	Tempe	4	Little Rock	3
Scottsdale	6	Wilmington	4	Pocatello	3
Colorado Springs	6	Baltimore	4	Chandler	3
Atlanta	6	Columbia	4	Birmingham	3
Las Vegas	6.	Fresno	4	Sunnyvale	3
Saint Charles	5	Newark	4	Irvine	3

Table 10: *Highest producing city and major combinations*

City	Program	Count	City	Program	Count
San Antonio	MBA Online	447	Corpus Christi	MS Kinesiology	45
Corpus Christi	MBA Online	444	Corpus Christi	MS Instruct. Des. & Ed. Tech.	44
Houston	MBA Online	377	Corpus Christi	MS Curriculum & Instruct.	43
Corpus Christi	MBA Onsite	231	College Station	MBA Online	42
Corpus Christi	MSN Nursing	165	Humble	MBA Online	41
Austin	MBA Online	131	Houston	MSN Nursing	40
San Antonio	MSN Nursing	124	Corpus Christi	MA English	38
Corpus Christi	MPA	123	Irving	MBA Online	38
Corpus Christi	MS Counseling	118	Round Rock	MBA Online	37
Corpus Christi	MAcc Onsite	108	Frisco	MBA Online	36
Dallas	MBA Online	99	McKinney	MBA Online	35
Corpus Christi	MBA Onsite	96	New Braunfels	MBA Online	35
Katy	MBA Online	90	Pearland	MBA Online	35
Corpus Christi	MS Computer Science	88	Austin	MSN Nursing	34
Corpus Christi	MS Educational Admin.	77	Corpus Christi	PHD Counselor Education	34
Fort Worth	MBA Online	77	Corpus Christi	MS Mathematics	32
Corpus Christi	MA Psychology	72	Corpus Christi	MS Reading Specialist	31
Spring	MBA Online	68	Corpus Christi	PHD Curriculum & Instruct.	31
Corpus Christi	MS Prof. Counseling	65	Corpus Christi	Non Degree English	31
Corpus Christi	MS Secondary Edu.	62	Corpus Christi	MSN Leadership in Nursing	29
Corpus Christi	MA Communication	61	Corpus Christi	MA History	28
Corpus Christi	MS Elementary Edu.	58	Sugar Land	MBA Online	28
Corpus Christi	Alt. Cert. of Educators	55	Corpus Christi	MS Early Childhood Ed.	27
Richmond	MBA Online	52	Corpus Christi	MS Environmental Science	27
Corpus Christi	EDD Ed. Leadership	51	Corpus Christi	PHD Coastal Marine Sys. Sci.	27
Cypress	MBA Online	51	League City	MBA Online	27
Arlington	MBA Online	50	Missouri City	MBA Online	26
El Paso	MBA Online	50	Brownsville	MBA Online	25
Plano	MBA Online	49	Corpus Christi	Superintendent Certificate	25
Corpus Christi	MS Special Education	47	Lewisville	MBA Online	25