**Proposal for IPEDS Data Analysis**  
*Prepared for: Gonzaga University*

**Introduction**

This proposal outlines a comprehensive analysis of IPEDS (Integrated Postsecondary Education Data System) data, focusing on key institutional comparisons and trends relevant to Gonzaga University. The analysis will provide valuable insights into student demographics, institutional performance, and financial standing across various peer institutions and regions.

**Scope of Analysis**

The analysis will be conducted across the following three key areas:

1. **West Coast Conference (WCC) vs. Pac-12 Conference Comparison**
   * Assessment of student body size, retention rates, graduation rates, and endowment size.
   * Identification of institutional strengths and opportunities for Gonzaga within the WCC.
   * Comparative analysis with Pac-12 institutions to benchmark key performance indicators.
2. **Graduate Student Enrollment Trends in Washington State**
   * Examination of graduate student enrollment statistics across Washington State institutions.
   * Comparison of 2019 and 2024 enrollment data with segmentation by school sector, gender, and race.
   * Analysis of demographic shifts and enrollment patterns over time.
3. **Peer Institution Comparison: Enrollment and Operating Budgets**
   * Identification of institutions similar to Gonzaga University based on enrollment size and operating budget.
   * Benchmarking against peer institutions to assess financial sustainability and growth potential.
   * Insights into strategic positioning within the higher education landscape.

**Methodology**

The analysis will utilize publicly available IPEDS data, applying statistical and comparative methodologies to ensure accurate and meaningful insights. The key methods include:

* Data extraction and standardization from IPEDS databases.
* Descriptive and comparative statistical analysis.
* Trend analysis for multi-year comparisons.
* Visual representation of findings through charts and tables.

**Deliverables**

The final report will include:

* A detailed summary of findings for each analysis area.
* Graphical representations of key trends and comparisons.
* Executive summary with actionable insights for Gonzaga University.
* Recommendations for leveraging data insights for institutional strategy and decision-making.

**Conclusion**

This analysis will provide Gonzaga University with critical insights into institutional positioning, enrollment trends, and financial standing relative to peer and competitor institutions. By leveraging IPEDS data, Gonzaga can make informed decisions to enhance strategic planning and institutional effectiveness.

We look forward to your feedback and the opportunity to collaborate on this important initiative.