

Mini Degree Prioritization Matrix

Inventory of Existing Professional Master’s Degrees

Mini degrees condense full degrees into several short modules that convey select key learning outcomes. These programs cater to prospective students who will never have the time or money to enroll in a full degree program to guard against cannibalization. Master’s degrees with above average enrollment numbers and a large number of lost leads are good candidates for a mini degree—high enrollment in the degree indicates a demand for content and a high percentage of leads that do not convert may be due to students’ inability to commit to the time required to complete the program.

To test demand for a mini degree, administrators can follow up with leads that did not convert to determine the level of interest in a mini degree option.

Professional Master’s Degrees	Annual Enrollment	Percent Leads That Do Not Apply
Calculate the mean for each column:		

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Analysis of Programs Appropriate for Mini Degrees

Complete the matrix below based on the information on the previous page. Place master's programs in the matrix based on whether the number of enrollments and percentage of lost leads are below or above the average. Programs that fall in the gray box are the best opportunities for mini degrees.

