WVU Annual Program Review Process

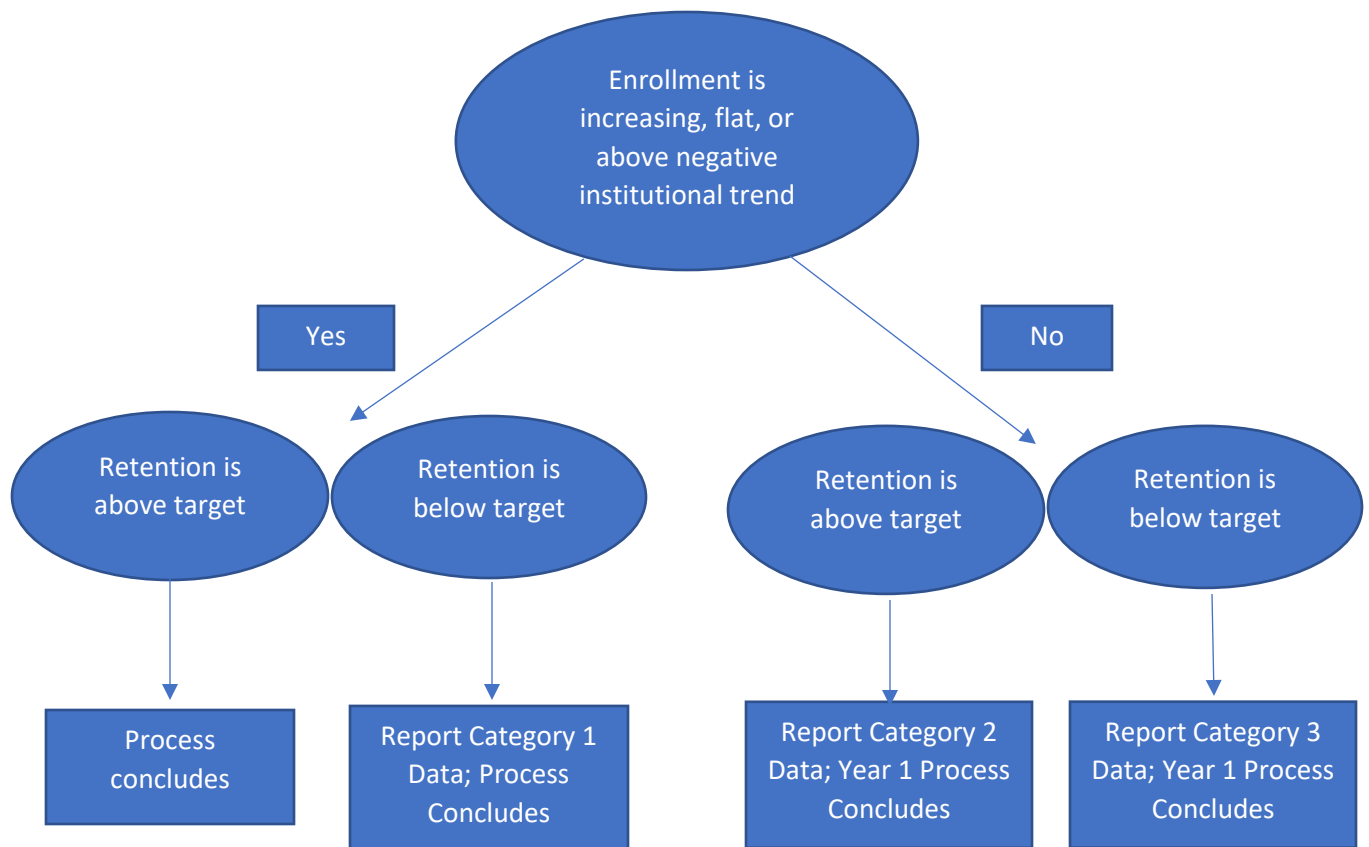*** for undergraduate and master's degree programs only

Rationale

Viability review of WVU's academic programs is currently too infrequent to meet the emerging needs of growing programs, to invest in or sunset those programs struggling with enrollment or student success, or to address curricular issues.

Given the long-term demographic trends in higher education nationally and within the state, it is imperative that the institution have a timely process that allows for more proactive, program-level interventions in order to make best use of its financial, physical, and human resources.

Participation in this process and any resulting actions will be included in Board of Governors' program review.

Process Steps

1. Academic programs at the bachelors and masters levels will pull their **three-year enrollment trend and fall-to-fall retention rate** from EAB's Program Analytics each January. That data will assign each program to a category that then determines whether the process is concluded or whether the program needs to submit more data.
   a. Training will be provided for all dean's offices, department chairs and department representatives in September or October.
   b. Institutional target metrics will be provided by the Provost's Office.
2. Programs will submit additional data as determined by the category into which their program falls.
3. Dean's Offices and the Provost's Office will review additional data to determine if any further follow-up actions are to be assigned. Programs may also request any of the associated follow-up actions possible for their category.
   a. These actions will be documented for program review.

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                    ┌─────────────────────┐
                    │    Enrollment is    │
                    │ increasing, flat, or│
                    │   above negative    │
                    │ institutional trend │
                    └─────────────────────┘
           Yes                                No
    ┌──────────────┐  ┌──────────────┐   ┌──────────────┐  ┌──────────────┐
    │ Retention is │  │ Retention is │   │ Retention is │  │ Retention is │
    │ above target │  │ below target │   │ above target │  │ below target │
    └──────────────┘  └──────────────┘   └──────────────┘  └──────────────┘
    ┌──────────────┐  ┌──────────────┐   ┌──────────────┐  ┌──────────────┐
    │   Process    │  │   Report     │   │   Report     │  │   Report     │
    │  concludes   │  │ Category 1   │   │ Category 2   │  │ Category 3   │
    │              │  │ Data; Process│   │Data; Year 1  │  │Data; Year 1  │
    │              │  │  Concludes   │   │   Process    │  │   Process    │
    │              │  │              │   │  Concludes   │  │  Concludes   │
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Category 1 Data

- Program graduation rate after 60 institutional credits
    - Question: Are students able to complete the program once they get into it?
- Migration out data
    - Question: Where are students going when they leave the program? Are they retaining at the institution or are they leaving WVU altogether?
- High DFW courses
    - Question: Are there particular courses that are impeding student success?
- Median course completion rate by course level
    - Question: Is there a particular point in the program that is particularly challenging to students?
- **Potential outcomes**: No action, investment in program, curricular redesign

Category 2 Data

- Migration data
    - Question: How are students coming to the program? Are new students internal to WVU only, recruited students that are new to WVU, or a mix of the two? Where are students going when they leave the program? Are they retaining at the institution or are they leaving WVU altogether?
- Regional analysis via JobsEQ
    - Question: How many degrees are being granted in this program in our recruiting area? At what degree level? By what kind of institutions? What are the occupational possibilities for this degree program? What are the current market needs? What is the past growth in this area? What is the projected future growth?
- **Potential outcomes**: No action, investment in program, curricular redesign, marketing and recruitment plan with enrollment target, designation for second year review for potential sunsetting

Category 3 Data

- 3-year graduation trend
    - Question: Is the program graduating the students it has?
- 3-year trend in attempted SCH
    - Question: Is the program teaching *other* students besides its own majors? Is that amount increasing or decreasing?
- Median course completion rate by course level
    - Question: Is there a particular point in the program that is particularly challenging to students?
- Program graduation rate after 60 institutional credits
    - Question: Are students able to complete the program once they get into it?
- Migration data
    - Question: How are students coming to the program? Are new students internal to WVU only, recruited students that are new to WVU, or a mix of the two? Where are students going when they leave the program? Are they retaining at the institution or are they leaving WVU altogether?
- High DFW courses
    - Question: Are there particular courses that are impeding student success?
- 10-year enrollment trend (from IDEAS)
    - Question: Are there longer trends or variations in the enrollment data that could explain the current three-year trend?
- Regional analysis on demand and production (from JobsEQ)
    - Question: How many degrees are being granted in this program in our recruiting area? At what degree level? By what kind of institutions? What are the occupational possibilities for this degree program? What are the current market needs? What is the past growth in this area? What is the projected future growth?
- **Potential outcomes**: No action, investment in program, curricular redesign, marketing and recruitment plan with enrollment target, designation for second year review for potential sunsetting