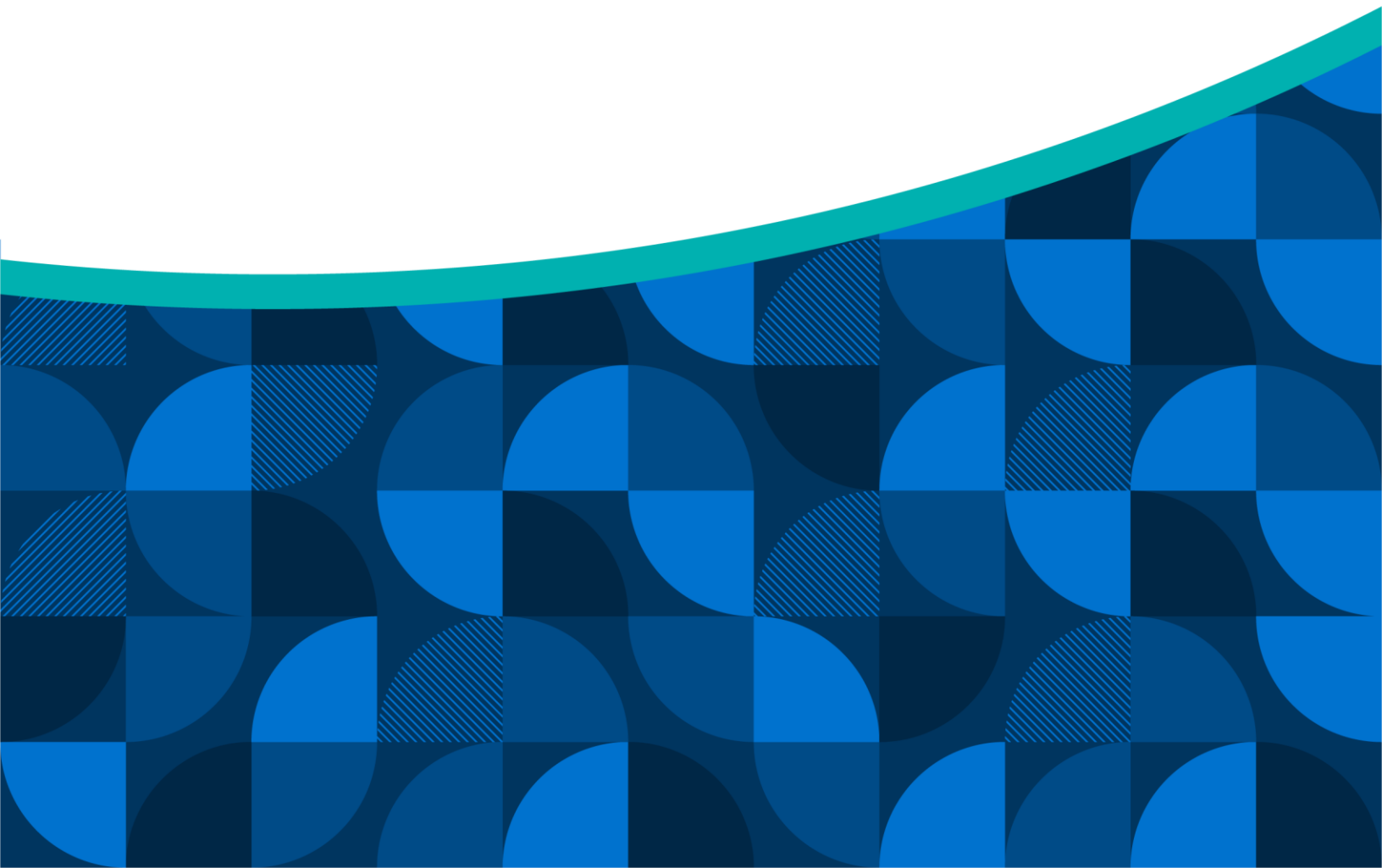




MARKET INSIGHTS BRIEF SAMPLE

Graduate Portfolio Health Check



Senior Market Insights Associate

Senior Market Insights Manager

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Table of Contents

I. Recommendations and Considerations	4
II. Portfolio Diagnostic	5
Appendix A: Programs Analyzed and Scoring Source Data	6
Appendix B: Research Parameters and Sources	8

I. Recommendations and Considerations

Research Challenge

The partner institution requested a Portfolio Health Check to evaluate the requesting institution's existing graduate portfolio and assess growth opportunities.

A full list of programs evaluated appears in the appendix.

Region

The region for this analysis included New York state.

Recommended Next Steps

- Request a 360-degree program assessment to examine potential for growth in an existing program
- Request a market opportunity scan for help identifying promising new program subjects
- Review the Business Affairs Forum's [Rightsizing the Program Portfolio](#) study to learn more about a transformed program review process

Limitations

The analysis only considers program potential in terms of labor demand and competition and does not account for programs' operational costs or potential capacity limitations (e.g., instructor shortages).

Key Findings

EAB's market scoring analyses identified the following programs as best poised for growth among the requesting institution's existing graduate portfolio. These programs demonstrate high and/or growing labor market demand along with some combination of high or growing completions and few regional competitors:

- Mental Health Counseling
- Sports Science
- Marriage and Family Therapy

Further, the following programs demonstrate strong labor market demand, but scored lower in competitive opportunity (i.e., high number of competitors and/or decreasing reported completions). These programs indicate potential for growth based on labor market demand, but the competitive landscape may be a limiting factor:

- Speech Language Pathology
- Public Health
- Health Administration

All programs received scores relative to each other. Thus, a program described with low regional labor demand does not necessarily represent low opportunity for growth in absolute terms, but rather lower opportunity for growth when compared to other programs in the graduate portfolio.

Overview

EAB evaluated the requesting institution's graduate-level program portfolio based on labor market demand and competitive landscape variables, including regional job growth over time, national projected job growth, regional competitive field saturation, and regional degree completions (i.e., a proxy for regional adult student demand). EAB assigned each program¹ a quantitative score for labor market demand and competitive opportunity.

Programs receive one of four designations based on program scores:

1. Strong Regional Labor Market, Strong Regional Competitive Opportunity
2. Strong Regional Labor Market, Lower Regional Competitive Opportunity
3. Weaker Regional Labor Market, Strong Regional Competitive Opportunity
4. Weaker Regional Labor Market, Lower Regional Competitive Opportunity

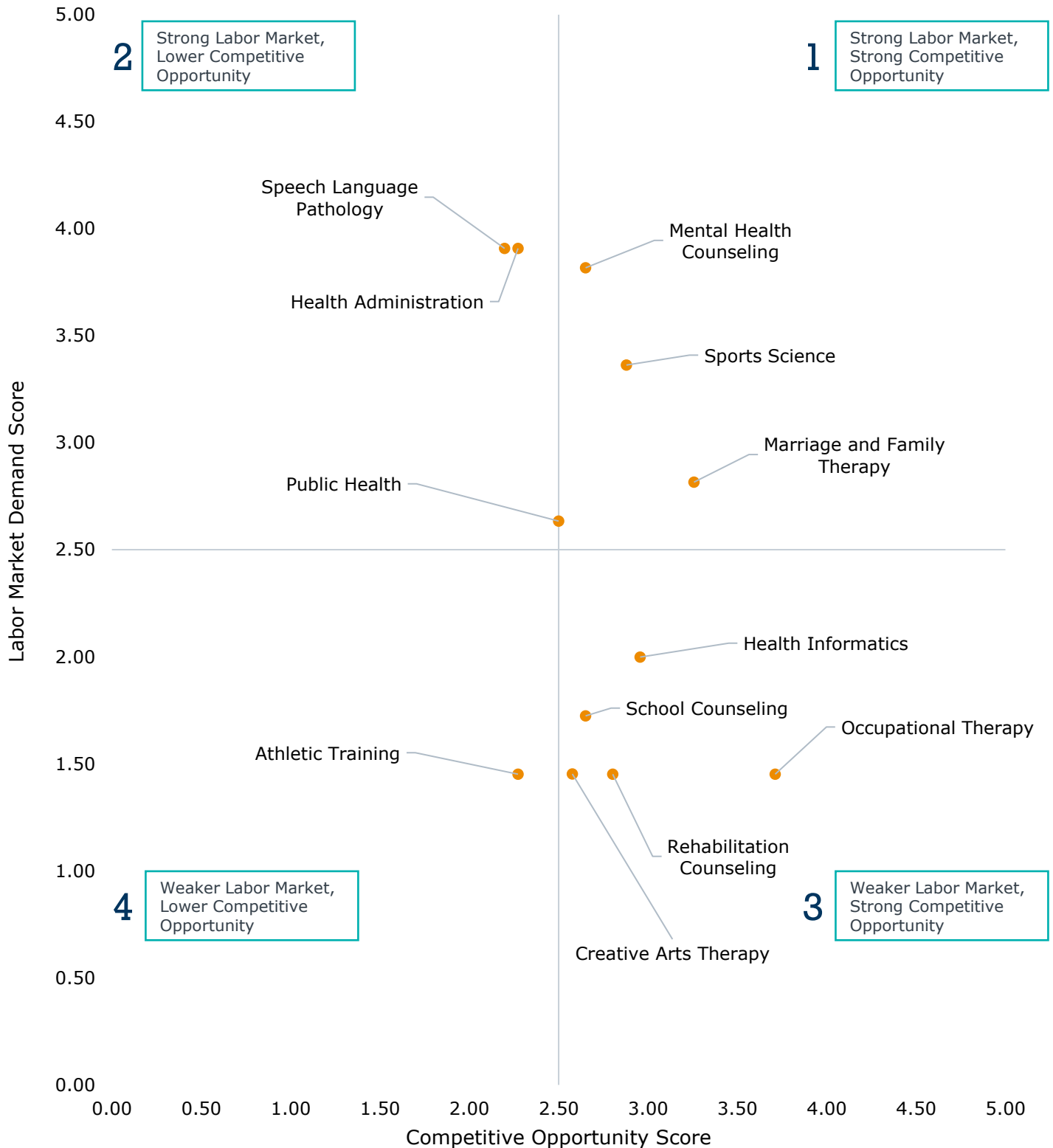
The completed portfolio diagnostic appears on page five.

See Appendix B for a detailed explanation of the methodology used in this analysis.

II. Portfolio Diagnostic

Graduate Portfolio Diagnostic

Assessment of Labor Market Demand and Competitive Opportunity, Regional Data



Source: EAB analysis. Lightcast Analyst.

Appendix A: Programs Analyzed and Scoring Source Data

Labor Market Intelligence Data

Regional Data

Program	Average Quarterly Job Postings, 2020 Q1-2022 Q4	Average Quarterly Percent Growth in Job Postings, 2020 Q1-2022 Q4	Average Quarterly Actual Growth in Job Postings, 2020 Q1-2022 Q4	BLS Projected National Occupation Percent Growth, 2022-2032	BLS Projected National Occupation Actual Growth, 2022-2032	Labor Market Score
Speech Language Pathology	782	8.78%	52	24.69%	37,346	4.00
Health Administration	3,114	2.93%	80	24.79%	106,216	3.92
Mental Health Counseling	2,691	5.72%	134	18.92%	58,394	3.92
Sports Science	96	12.64%	9	31.24%	79,386	3.38
Marriage and Family Therapy	558	7.74%	30	17.26%	12,210	3.08
Mental Health Counseling	2,691	5.72%	134	18.92%	58,394	3.92
Public Health	1,259	3.32%	37	24.13%	2,197	2.69
Health Professions Education	294	9.06%	18	11.14%	6,661	2.61
Health Informatics	330	0.17%	-2	17.57%	132,370	2.15
School Counseling	110	7.09%	4	10.14%	11,513	1.77
Athletic Training	100	4.60%	2	18.41%	5,192	1.54
Occupational Therapy	289	1.13%	1	15.48%	19,833	1.54
Gerontology	299	3.93%	8	7.31%	2,716	1.46
Creative Arts Therapy	110	7.97%	7	8.95%	1,875	1.38

Source: EAB analysis. Lightcast Analyst.

Competitive Opportunity Data

Regional Data

Program	Avg. No. of Annual Degree Conferrals, 2018-2019 to 2020-2021	Avg. Annual Percent Change in Degree Conferrals, 2018-2019 to 2020-2021	Avg. Annual Actual Change in Degree Conferrals, 2018-2019 to 2020-2021	No. of Competitors , 2020-2021 Academic Year	Avg. Annual Percent Growth in No. of Competitors , 2018-2019 to 2020-2021	Avg. Annual Actual Growth in No. of Competitors , 2018-2019 to 2020-2021	Competitive Opportunity Score
Occupational Therapy	511	2.50%	12	12	0.00%	0	3.71
Marriage and Family Therapy	62	9.34%	6	8	0.00%	0	3.26
Health Informatics	109	42.80%	34	9	7.50%	1	2.96
Sports Science	73	46.73%	27	3	25.00%	1	2.88
Rehabilitation Counseling	9	-51.67%	-6	2	0.00%	0	2.80
Mental Health Counseling	598	-5.98%	-37	22	0.00%	0	2.65
School Counseling	256	-7.12%	-24	15	0.00%	0	2.65
Creative Arts Therapy	84	13.99%	11	6	10.00%	1	2.58
Public Health	870	-5.71%	-54	17	0.16%	0	2.50
Athletic Training	25	19.98%	5	4	16.67%	1	2.27
Health Administration	370	10.70%	34	20	5.56%	1	2.27
Speech Language Pathology	476	-4.29%	-21	15	3.57%	1	2.20
Gerontology	0	0.00%	0	0	0.00%	0	N/A*
Health Professions Education	0	0.00%	0	0	0.00%	0	N/A*

* The Gerontology and Health Professions Education programs were not assigned a Competitive Opportunity score due to a lack of reported completions for each program.

Source: EAB analysis. Lightcast Analyst.

Appendix B: Research Parameters and Sources

Research Methodology

EAB’s market insights research guides strategic programmatic decisions at partner institutions. The Market Insights Service combines qualitative and quantitative data to help administrators identify opportunities for new program development, assess job market trends, and align curriculum with employer and student demand.

EAB employed a quantitative scoring system to assess labor market demand and competitive opportunity for each program. To score each program, EAB distilled the most fundamental external signals of market demand in terms of labor market intelligence and competitive landscape, outlined below. Each program was assigned two scores (zero through five) based on available data across 11 metrics, synthesized to the:

1. Labor market demand score
2. Competitive opportunity score

Quantitative scores were calculated using benchmark scores based on labor market demand and competition for all programs in the portfolio; therefore, **program performance scores are relative to performance against the reviewed portfolio.**

Data Analyzed

Labor Market Demand

Data Point	Time Period Used	Rationale
Average number of jobs posted quarterly	2020 Q1-2022 Q4	Measures the actual number of jobs posted per quarter, during the most recent period of data available.
Average quarterly growth in proportion of job postings (percent change)	2020 Q1-2022 Q4	Measures the quarterly change in job postings. EAB analyzed job posting growth in terms of proportion to identify occupations growing faster than the labor market as a whole and to account for economic fluctuations.
Average quarterly growth in job postings (actual change)	2020 Q1-2022 Q4	Measures the quarterly change in job postings. EAB analyzed actual change in addition to percent change to account for volume of job posting growth.
Projected occupational growth (percent change)	2022-2032	Indicates potential future growth in labor market demand nationwide.
Projected occupational growth (actual change)	2022-2032	Indicates potential future growth in labor market demand nationwide.

Data Analyzed (cont.)

Competitive Landscape

Data Point	Time Period Used	Rationale
Number of competitors offering programs	2020-2021 academic year	Measures the current competitive saturation of the program landscape.
Average annual change in the number of competitors offering programs (percent change)	2018-2019 through 2020-2021 academic year	Assesses changes in competitive saturation through year-over-year change in the number of competitors. EAB analyzed percent change to assess growth in relation to total competitive saturation.
Average annual change in the number of competitors offering programs (actual change)	2018-2019 through 2020-2021 academic year	Assesses year-over-year change in the number of competitors to assess changes in competitive saturation. EAB analyzed actual change to identify net change in competitors.
Average annual degree conferrals	2018-2019 through 2020-2021 academic year	Measures the average number of degree conferrals per year as a proxy for student demand.
Average annual change in total degree conferrals (percent change)	2018-2019 through 2020-2021 academic year	Assesses year-over-year change in the total number of degrees conferred to gauge changes in student demand. EAB analyzed percent change to assess growth in relation to total degree conferral volume.
Average annual change in total degree conferrals (actual change)	2018-2019 through 2020-2021 academic year	Assesses year-over-year change in the total number of degrees conferred to gauge changes in student demand. EAB analyzed actual change to account for volume of growth in degree conferrals.

Definitions and Project Sources

Sources

The Forum consulted the following sources for this report:

- Lightcast Analyst, described below
- U.S. Bureau of Labor Statistics (BLS)
- U.S. National Center for Education Statistics (NCES)

Labor Market Intelligence Partner: Lightcast

This report includes data made available through EAB's partnership with Lightcast (formerly Emsi), a labor market analytics firm serving higher education, economic development, and industry leaders in the U.S., Canada and the United Kingdom.

Lightcast curates and maintains the most comprehensive labor market data sets available for academic program planning, providing real-time job posting data, workforce and alumni outcomes data, and traditional government sources of data. Under this partnership, EAB may use Lightcast's proprietary Analyst™ and Alumni Insight™ tools to answer partner questions about employer demand, the competitive landscape, in-demand skills, postings versus actual hires, and skills gaps between job postings and professionals in the workforce. The Lightcast tools also provide EAB with in-depth access to unsuppressed, zip-code-level government data for occupations, industries, programs, and demographics. For more complete descriptions of the Lightcast tools, visit:

- <https://lightcast.io/solutions/education/analyst>
- <https://lightcast.io/solutions/education/alumni-pathways>

To learn more about Lightcast and its software and services, please contact Bob Hieronymus, Vice President of Business Development at bob.hieronymus@lightcast.io.



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