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▶  Data, Decisions, &
Discombobulation:
Using Market Data to Inform
Program Decisions 



Use the QR code above to access our padlet and submit suggested programs to examine for market research data.

Which programs would you like to see data on?

Please use our padlet to let us know:

- padlet.com/jbulloc3/marketresearch
- Submit your own ideas, or use the “Like” button to vote for which you’d like to see
- If you are using a mobile device, click on the category name and it will open the option to add a post



Why use market research?



To launch new programs aligned with demand



To refine existing programs and services



To make data-driven decisions



To ensure accountability and transparency



To meet legal and fiscal requirements

What can we learn from market research?

Demand Factors

Student Demand

- How interested are current/prospective students in this degree?
- What are the enrollment trends for similar programs at other universities?
- Who are the potential students for this program?
- What messaging and channels resonate with the target audience?

Labor Market Trends

- For what occupations will this degree prepare students?
- Are job opportunities in this field expanding?
- Are there specific skills or knowledge areas that employers are looking for?

Supply Factors

Competitor Saturation

- What other institutions offer this program?
(Consider location, type of institution, competitor/peer institutions)
- What are common features across institutions that offer this type of program?
- What could a new program offer that current programs do not?
- Are there emerging trends or innovations in the field that should be considered in the program design?

Other factors at play



Program Structure

(e.g., degree program sequence, external dependency on other departments)



Course/Program Needs

(new materials, labs, specialized equipment, software, hardware, etc)



Faculty Support

(and the need for instructional design / program development)



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Demos on Hanover Digital



Search Trends



Academic Program
Review



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<https://hanoverresearch.secure.force.com/customerportal/Login?refURL=http%3A%2F%2Fhanoverresearch.secure.force.com%2Fcustomerportal%2F>

Market Research Resources

MARKET RESEARCH RESOURCES

HANOVER RESEARCH REPORTS

Click below for reports from Hanover Digital related to Hanover Digital and market research / program planning.

Contact [Ryan Martinez](#) for market research data from Hanover Digital.



PUBLIC DATA SOURCES

- [IPEDS \(Integrated Post-Secondary Data System\)](#)
- [BLS \(Bureau of Labor Statistics\)](#)
- [Projections Central](#) (Labor Department)
- [Data.gov](#)
- [Data USA](#) (Deloitte)
- [Indeed.com](#) (and other job aggregators)
- State Labor Boards / Agencies
 - [CO Dept of Labor & Employment](#)
 - [CO Information Marketplace](#)
 - [Quick Guide to Colorado State Government Statistical Information](#)
- Accrediting Bodies
 - E.g., [HLC White Papers](#)

UNIVERSITY DATA SOURCES

- [UCCS Data](#)
- [System Online Enrollment Data](#)
- [CU Data Made Simple](#)
- [Qualtrics](#) (Create surveys)

sites.google.com/view/uccsonline/



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Thank you for coming today!

- Visit sites.google.com/view/uccsonline/ for links to market research resources.
- Please contact us with any questions, for market research data from the Hanover Digital system, or if you'd like access to Hanover Digital.
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