Background

- Texas State University
  - ~38,000 students (~4,000 graduate students)
  - Located between Austin and San Antonio
  - Hispanic Serving Institution (55% of all students and 35% of graduate students are underrepresented minorities, 37% of all students and 24% of graduate students Hispanic)
  - 14 doctoral degrees (12 Ph.D.s, 1 DPT, 1 Ed.D)
  - 93 master’s degrees
  - 21 graduate college staff members & 9 student workers
Process at Texas State

• Program creation driven by strategic planning

• Collaborative and reiterative writing process involving Curriculum Services, The Graduate College, Academic Dean, Department, proposal writers
Resources / Steps

I. Pre-Writing Stage
• Workshop on THECB requirements with emphasis on job market need
• PowerPoint and video of workshop
• Online toolkit with past successful proposals
• Budget development help

II. Writing Stage
• Reiterative process: written feedback, regular meetings to discuss feedback and next steps
• External review team commissioned by university (for Ph.D. proposals)

III. Curriculum Approval Process
THECB Requirements for the Needs Section

A. Job Market Need
Provide short- and long-term evidence of the need for graduates in the Texas and US job markets. Common sources for workforce need and workforce projections include the Bureau of Labor Statistics, the Texas Workforce Commission, and professional associations. If the program is designed to address particular regional or state needs in addition to workforce demands, provide a detailed description.

B. Existing Programs
Identify the existing programs and their locations in Texas. Provide enrollments and graduates of these programs for the last five years, and explain how the proposed program would not unnecessarily duplicate existing or similar programs in Texas. Provide evidence that existing Texas programs are at or near capacity and describe how the existing programs are not meeting current workforce needs. Provide the job placement of existing Texas programs. Provide information about the number of existing programs nationally.

C. Student Demand
Provide short- and long-term evidence of student demand for the program. Types of data commonly used to demonstrate this include increased enrollment in related and feeder programs at the institution, high enrollment in similar programs at other institutions, qualified applicants rejected at similar programs in the state, and student surveys. Provide documentation that qualified applicants are leaving Texas for similar programs in other states.

D. Student Recruitment

E. Enrollment Projections
Fundamental Expectations

I. Demonstrate that jobs will be available for program graduates
II. Understand similar programs that already exist in Texas
III. Calculate the gap between jobs available and graduates of existing programs in Texas
IV. Supplement workforce projections with additional data and information from professional organizations, reports, etc.
I. Jobs Available for Program Graduates

1) Determine CIP code of proposed program
2) Use CIP to SOC crosswalk to identify occupations associated with the CIP code
3) Review occupations to determine the level of education typically required (undergraduate, master’s, doctoral)
4) Review Texas Workforce Commission and Bureau of Labor Statistics workforce projections for occupations identified

CIP = Classification of Instructional Programs
SOC = Standard Occupational Classification
New MA / MS program: Landscape Architecture

CIP Code:
I.a. Classification of Instructional Programs

- Access website to determine CIP code:
  

Or:

1. in search engine, enter “IPEDS”,
2. on IPEDS site search for “CIP user guide”
3. Enter search word
What is the CIP?

The Classification of Instructional Programs (CIP) provides a taxonomic scheme that supports the accurate tracking and reporting of fields of study and program completions activity. CIP was originally developed by the U.S. Department of Education’s National Center for Education Statistics (NCES) in 1980, with revisions occurring in 1985, 1990, and 2000. For information about these early revisions to the CIP, click here or access specific links to historical versions from the resources page. For information about CIP 2010, click the 'change year' dropdown on this site to see the available versions.

Search

Enter search terms if desired, select any of the available options, and click 'Search'. Note: Separate search terms with spaces.

Landscape Architecture

Search within: ✔ Title  ✔ Definition  ✔ Examples

2-digit series: All

CIP types: ✔ 2 digit CIP code  ✔ 4 digit CIP code  ✔ 6 digit CIP code

Actions: ✔ ★ No substantive changes  ★ New  ★ Deleted  ★ Moved from  ✔ Moved to
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>Environmental Design/Architecture. A program that prepares individuals to design public and private spaces, indoor and outdoor, for leisure, recreational, commercial, and living purposes, and for professional practice as environmental designers and architects. Includes instruction in the design and planning of public and private open spaces and their relationship to buildings and other aspects of the built environment, facilities management, related aspects of interior design and architecture, landscape architecture, and urban planning; and professional responsibilities and standards.</td>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>04.0401</td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>Landscape Architecture (BS, BSLA, MLA, MLA, MLA, PhD). A program that prepares individuals for the independent professional practice of landscape architecture and research in various aspects of the field. Includes instruction in geology and hydrology; soils, groundcovers, and horticultural elements; project and site planning; landscape design, history, and theory; environmental design; applicable law and regulations; and professional responsibilities and standards.</td>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>04.0601</td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>Landscape Architecture. Instructional content is defined in code 04.0601.</td>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>04.06</td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>Real Estate Development. A program that prepares individuals to create and redevelop housing, offices, retail centers, and industrial sites. Includes instruction in architectural design and construction, historic preservation, landscape architecture, urban planning and design, business, real estate and land use law, public policy, and engineering.</td>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>04.1001</td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>Sustainability Studies. A program that focuses on the concept of sustainability from an interdisciplinary perspective. Includes instruction in sustainable development, environmental policies, ethics, ecology, landscape architecture, city and regional planning, economics, natural resources, sociology, and anthropology.</td>
<td><img src="green-arrow.png" alt="Green Arrow" /></td>
<td>30.3301</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Detail for CIP Code 04.0601

**Title:** Landscape Architecture (BS, BSLA, BLA, MSLA, MLA, PhD).

**Definition:** A program that prepares individuals for the independent professional practice of landscape architecture and research in various aspects of the field. Includes instruction in geology and hydrology; soils, groundcovers, and horticultural elements; project and site planning; landscape design, history, and theory; environmental design; applicable law and regulations; and professional responsibilities and standards.

**Action:** No Substantive Changes

### Crosswalk

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Action</th>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>04.0601</td>
<td>Landscape Architecture (BS, BSLA, BLA, MSLA, MLA, PhD).</td>
<td></td>
<td>04.0601</td>
<td>Landscape Architecture (BS, BSLA, BLA, MSLA, MLA, PhD).</td>
</tr>
</tbody>
</table>

### Illustrative Examples
- None available

### Browse

- **04** ARCHITECTURE AND RELATED SERVICES.
  - **04.02** Architecture.
    - **04.0201** Architecture (BArch, BA/BS, MArch, MA/Ms, PhD).
  - **04.03** City/Urban, Community and Regional Planning.
    - **04.0301** City/Urban, Community and Regional Planning.
  - **04.04** Environmental Design.
    - **04.0401** Environmental Design/Architecture.
  - **04.05** Interior Architecture.
    - **04.0501** Interior Architecture.
  - **04.06** Landscape Architecture.
    - **04.0601** Landscape Architecture (BS, BSLA, BLA, MSLA, MLA, PhD).
New MA / MS program: Landscape Architecture

CIP Code: 04.0601

Professions:
I.b. Occupations Linked to CIP Code

- Standard Occupational Classification (SOC) system is used to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.
- There are 840 detailed occupational codes categorized into 23 major employment groups.
Resources

2000-2010 CIP Conversion

Information on the selected CIP version is available below.

General
- Introduction
- Acknowledgements
- Help Document

Online
- Browse all CIP codes
- Search CIP codes
- View Crosswalk 2000-2010
- View NEW CIP codes
- View DELETED CIP codes
- View MOVED CIP codes

Download
- Crosswalk 2000-2010
- CIPCode 2010

2020 CIP SOC crosswalk files will be available by June 2020.

Archive and Historical

2010 RESOURCES

General
- Introduction
- Acknowledgements
- Help Document

Online
- Search CIP codes
- Crosswalk
- View NEW CIP codes
- View DELETED CIP codes
- View MOVED CIP codes

Download
- Crosswalk 2000-2010
- CIPCode 2010
- Guidelines for Using the CIP to crosswalk
- CIP 2010 to SOC 2010 Crosswalk
- SOC 2010 to CIP 2010 Crosswalk
<table>
<thead>
<tr>
<th>CIP Code</th>
<th>Occupational Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>04.0401</td>
<td>Environmental Design/Architecture.</td>
</tr>
<tr>
<td>04.0401</td>
<td>Landscape Architects</td>
</tr>
<tr>
<td>04.0401</td>
<td>Architecture Teachers, Postsecondary</td>
</tr>
<tr>
<td>04.0501</td>
<td>Interior Architecture</td>
</tr>
<tr>
<td>04.0501</td>
<td>Architectural and Engineering Managers</td>
</tr>
<tr>
<td>04.0501</td>
<td>Architecture Teachers, Postsecondary</td>
</tr>
<tr>
<td>04.0501</td>
<td>Interior Designers</td>
</tr>
<tr>
<td>04.0601</td>
<td>Landscape Architecture</td>
</tr>
<tr>
<td>04.0601</td>
<td>Architectural and Engineering Managers</td>
</tr>
<tr>
<td>04.0601</td>
<td>Landscape Architects</td>
</tr>
<tr>
<td>04.0601</td>
<td>Architecture Teachers, Postsecondary</td>
</tr>
<tr>
<td>04.0801</td>
<td>Architectural History and Criticism, General.</td>
</tr>
<tr>
<td>04.0801</td>
<td>Architects, Except Landscape and Naval</td>
</tr>
<tr>
<td>04.0901</td>
<td>Architectural Technology/Technician.</td>
</tr>
<tr>
<td>04.0901</td>
<td>Architectural and Civil Drafters</td>
</tr>
<tr>
<td>04.0901</td>
<td>Architectural and Engineering Managers</td>
</tr>
<tr>
<td>04.0902</td>
<td>Architectural and Building Sciences/Technology.</td>
</tr>
<tr>
<td>04.0902</td>
<td>Architectural and Civil Drafters</td>
</tr>
<tr>
<td>04.0902</td>
<td>Architectural and Engineering Managers</td>
</tr>
<tr>
<td>04.0999</td>
<td>Architectural Sciences and Technology, Other.</td>
</tr>
<tr>
<td>04.0999</td>
<td>Architectural and Civil Drafters</td>
</tr>
<tr>
<td>04.0999</td>
<td>Architecture Teachers, Postsecondary</td>
</tr>
<tr>
<td>04.1001</td>
<td>Real Estate Development</td>
</tr>
<tr>
<td>04.1001</td>
<td>Property, Real Estate, and Community Association Managers</td>
</tr>
<tr>
<td>04.1001</td>
<td>Appraisers and Assessors of Real Estate</td>
</tr>
<tr>
<td>04.1001</td>
<td>Urban and Regional Planners</td>
</tr>
<tr>
<td>04.1001</td>
<td>Social Sciences Teachers, Postsecondary, All Others</td>
</tr>
</tbody>
</table>

Results: Three occupations match the CIP code
New MA / MS program: Landscape Architecture

CIP Code: 04.0601

Professions:
- 17-1012 Landscape Architects
- 11-9041 Architectural and Engineering Managers
- 25-1031 Architecture Teachers, Postsecondary

Degree Required:
I.c. Educational Requirements

• The Occupational Outlook Handbook (OOC) provides specific information on occupations.
• Information includes duties, education and training, pay, and outlook for hundreds of occupations in 25 major categories.
• Access website and review information for each SOC title that matches CIP code:
  http://www.bls.gov/ooh/a-z-index.htm
Landscape Architects

Summary

Quick Facts: Landscape Architects

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Median Pay</td>
<td>$68,230 per year $32.80 per hour</td>
</tr>
<tr>
<td>Typical Entry-Level Education</td>
<td>Bachelor's degree</td>
</tr>
<tr>
<td>Work Experience in a Related Occupation</td>
<td>None</td>
</tr>
<tr>
<td>On-the-job Training</td>
<td>Internship/residency</td>
</tr>
<tr>
<td>Number of Jobs, 2018</td>
<td>23,500</td>
</tr>
<tr>
<td>Job Outlook, 2018-28</td>
<td>4% (As fast as average)</td>
</tr>
<tr>
<td>Employment Change, 2018-28</td>
<td>1,000</td>
</tr>
</tbody>
</table>

What Landscape Architects Do
Landscape architects design parks and other outdoor spaces.

Work Environment
Landscape architects spend much of their time in offices, where they create designs, prepare models, and meet with clients. They spend the rest of their time at jobsites.

How to Become a Landscape Architect
All states require landscape architects to be licensed. Licensing requirements vary by state but usually include at least a bachelor’s degree in landscape architecture from an accredited school, internship experience, and passing the Landscape Architect Registration Examination.

Pay
The median annual wage for landscape architects was $68,230 in May 2018.

Job Outlook
Employment of landscape architects is projected to grow 4 percent from 2018 to 2028, about as fast as the average for all occupations. Planning and developing new commercial, industrial, and residential construction projects and redeveloping existing landscapes are expected to drive employment growth.
How to Become a Landscape Architect

Landscape architects usually need a degree in landscape architecture and a state-issued license, which typically requires completion of an internship.

Education

A bachelor's or master's degree in landscape architecture is usually necessary for entry into the profession. There are two undergraduate landscape architect professional degrees: a Bachelor of Landscape Architecture (BLA) and a Bachelor of Science in Landscape Architecture (BSLA). These programs usually require 4 to 5 years of study.

Accredited programs are approved by the Landscape Architectural Accreditation Board (LAAB). Those with an undergraduate degree in a field other than landscape architecture may enroll in a Master of Landscape Architecture (MLA) graduate degree program, which typically takes 3 years of full-time study.

Courses typically include surveying, landscape design and construction, landscape ecology, site design, and urban and regional planning. Other relevant coursework may include history of landscape architecture, plant and soil science, geology, professional practice, and general management.

The design studio is a key component of any curriculum. Whenever possible, students are assigned real projects, providing them with valuable hands-on experience. While working on these projects, students become proficient in the use of computer-aided design and drafting (CADD), model building, and other design software.

Training

To become licensed, candidates must meet experience requirements determined by each state. A list of training requirements can be found at the Council of Landscape Architectural Registration Boards (CLARB).

New hires may be called interns, landscape architects until they become licensed. Although duties vary with the type and size of the employing firm, interns typically must work under the supervision of a licensed landscape architect for the experience to count toward licensure. Potential landscape architects may benefit by completing an internship with a landscape architecture firm during educational studies. Interns may improve their technical skills and gain an understanding of the day-to-day operations of the business, including learning how to recruit clients, generate fees, and work within a budget.

Licenses, Certifications, and Registrations

All states except for Illinois, Massachusetts, and Maine require landscape architects to be licensed in order to practice. Licensing is based on candidates passing the Landscape Architect Registration Examination (LARE), which is sponsored by the Council of Landscape Architectural Registration Boards (CLARB).

Candidates who are interested in taking the exam usually need a degree from an accredited school and a few years of work experience under the supervision of a licensed landscape architect, although standards vary by state. For those without an accredited landscape architecture degree, many states offer alternative paths—which usually require more work experience—to qualify to take the LARE.
New MA / MS program: Landscape Architecture

CIP Code: 04.0601

Professions / Degree
17-1012 Landscape Architects
  • Bachelor’s degree (Master’s for those with other BAs)

11-9041 Architectural and Engineering Managers
  • Bachelor’s degree

25-1031 Architecture Teachers, Postsecondary
  • Ph.D.

Projections?
I.d. Employment Projections

• Access U.S. data: Review occupational profile in OOC
Job Outlook

Employment of landscape architects is projected to grow 4 percent from 2018 to 2028, about as fast as the average for all occupations.

The need for planning and developing new and existing landscapes for commercial, industrial, and residential construction projects is expected to drive employment growth. In addition, environmental concerns and increased demand for sustainably designed buildings and open spaces should spur demand for the services of landscape architects. For example, landscape architects are involved in the design of green roofs, which are covered with vegetation and help reduce air and water pollution as well as decrease the costs of heating and cooling a building.

Efforts to conserve water and prevent waterway pollution are expected to continue, especially in areas prone to drought. Landscape architects will be needed to design plans for managing storm-water runoff in these efforts.

Job Prospects

There may be strong competition for the relatively small number of jobs in this occupation. Job opportunities may fluctuate with the overall state of the economy, as the number of landscape architecture projects is often tied to increases or decreases in business and consumer spending.

<table>
<thead>
<tr>
<th>Employment projections data for landscape architects, 2018-28</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Occupational Title</strong></td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td>Landscape architects</td>
</tr>
</tbody>
</table>

New MA / MS program: Landscape Architecture
CIP Code: 04.0601

Professions / Degree / Projections
17-1012 Landscape Architects
• Bachelor’s degree (Master’s for those with other BAs)
• Job outlook: 4% (1,000 positions)

11-9041 Architectural and Engineering Managers
• Bachelor’s degree
• Job outlook: 3% (5,400 positions)

25-1031 Architecture Teachers, Postsecondary
• Ph.D.
• Job outlook: 15%
States also have workforce data:
  – Good starting point: list of state level labor departments: https://www.dol.gov/whd/contacts/state_of.htm
  
  For Texas: Texas Workforce Commission  https://lmci.state.tx.us/
https://texaslmi.com/LMIbyCategory/Projections

**Projections**

**Select Area Type**
- Texas
- WDA

- [ ] Include all WDAs

**Select Occupations**

Search Occupations (SOC) Title: [Search] [Clear]

Select Occupation Levels:

<table>
<thead>
<tr>
<th>Occupation Code</th>
<th>Occupation Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>00-0000</td>
<td>Total, All Occupations</td>
</tr>
<tr>
<td>11-0000</td>
<td>Management Occupations</td>
</tr>
<tr>
<td>11-1000</td>
<td>Top Executives</td>
</tr>
<tr>
<td>11-1011</td>
<td>Chief Executives</td>
</tr>
</tbody>
</table>

Selected 0 of 909 occupations.
Projecting Employment for the years 2016 - 2026

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>Landscape Architects</td>
<td>1,774</td>
<td>2,063</td>
<td>16.29</td>
<td>163</td>
</tr>
</tbody>
</table>

Question: Are Texas public universities graduating at least 163 students per year with landscape architecture degrees?
New MA / MS program: Landscape Architecture
CIP Code: 04.0601

Professions / Degree / Projections for TEXAS
17-1012 Landscape Architects
   • Bachelor’s degree (Master’s for those with other BAs)
   • Job outlook: 4% (1,000 positions)
   • TEXAS outlook (2016-2026): 16.29% (163 annual jobs)

11-9041 Architectural and Engineering Managers
   • Bachelor’s degree
   • Job outlook: 3% (5,400 positions)
   • TEXAS outlook (2016-2026): 15.62% (960 annual jobs)

25-1031 Architecture Teachers, Postsecondary
   • Ph.D.
   • Job outlook: 15%
   • TEXAS outlook (2016-2026): 9.4% (180 annual jobs)
II. Similar Programs in Texas

- Access information on similar programs in Texas (program level, CIP code) from the Texas Higher Education Coordinating Board
  
  http://www.thecb.state.tx.us/apps/programinventory/

- Review university websites for more detailed information on similar programs
Program Inventory

The degree program inventory contains information on degree and certificate programs offered by Texas public institutions of higher education. Locations of higher education throughout the state can be found on our Higher Education Locator Map (HELM).

Degree Program Search

This tool allows a user to search by one or more fields to find a degree program(s) offered at one or more public colleges, universities, or health-related institutions.

Institution's Inventory of Degree Programs

This tool allows a user to search by institutional name to obtain a full list of its degree programs by either the institution's administrative structure or CIP Code.

Distance Education Program Search

This tool allows a user to search by distance education type to obtain a full list of offerings for selected institution types or selected institutions.

http://www.thecb.state.tx.us/apps/programinventory/
Program Search

This tool allows a user to search by one field or a combination of fields to find a degree program(s) offered at one or more public community, technical, or state college, public university, health-related institution, Independent/Private (ICUT) Institution, For Profit Colleges & Universities Authorized by Certificate, or Other Institutions Authorized by Certificate.

Texas CIP Codes: CIP codes are used to identify degree and certificate programs, courses, and declared majors on the reports and inventories of the Texas Higher Education Coordinating Board.

Characteristics of Doctoral Programs: The Characteristics provide a snapshot of doctoral programs offered by Texas public universities and health-related institutions and serve as a reference for the general public who are interested in doctoral education, including prospective students and their families.

Institution Type:
- Community Colleges
- State Colleges
- Technical Colleges
- Public Universities
- Health Related Institutions
- Independent Colleges and Universities of Texas (ICUT)
- For Profit Colleges & Universities Authorized by Certificate
- Other Institutions Authorized by Certificate

Institution: [All Institutions for Selected Types]

Degree Level: [All]

CIP Code: 04 0601

Enter 2-digit stem codes to retrieve the broadest possible results.

Program Name:

Enter key words or truncated words to retrieve the broadest possible results.

Output: [HTML, XML, PDF]
Results: 2 bachelor’s programs and 4 master’s programs at public institutions in Texas
III. Gap between Jobs Available and Graduates of Existing Programs

- THECB provides enrollment and graduation data on specific academic programs (by CIP code) from public universities

- Visit http://www.txhigheredaccountability.org/acctpublinc/#goal2
Select a 60x30TX goal below to see related measures for Statewide:

- **60x30: Educated Population**
  By 2030, at least 60 percent of Texans ages 25-34 will have a certificate or degree.

- **Completion**
  By 2030, at least 550,000 students in that year will complete a certificate, associate, bachelor’s, or master’s from an institution.

- **Marketable Skills**
  By 2030, all graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.

- **Student Debt**
  By 2030, undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.

http://www.txhighereddata.org/Interactive/PREP_New/
Download data from the Accountability database in Excel or PDF format

Frequently requested reports on topics such as Fall Headcount, Graduation Rates, Degree and Certificates Awarded, and others

Reports showing all Accountability measures by institution, sector, peer group or statewide

http://www.txhigheredaccountability.org/AcctPublic/InteractiveReport/ManageReports
Select Institution:
- Statewide

What data would you like to see?
- Degrees and Certificates Awarded by C

Select Year(s) to Filter
- 2017, 2018

Select MajorType(s) to Filter
- All selected (4)

Select LevelGroup(s) to Filter
- All selected (11)

Select CIPGroup(s) to Filter
- 04 - Architecture and Related Services

Select CIP(s) to Filter
- 04060100 - Landscape Architecture
Results: Texas public institutions are graduating 80+ students each year with landscape architecture degrees. 163 landscape architects are needed per year. What about the other two occupations identified?
Next Steps

• Texas needs over 960 architecture and engineering managers per year.
• Texas needs 180 post-secondary teachers of architecture per year.
• Landscape architecture is not the only degree that will work for these two occupations, as they are broader in nature.
• Analysis should incorporate broader architecture programs and graduates in the state.
• Supplemental surveys and support are needed.
Other Resources

Additional tools to conduct market analysis:
- America’s Labor Market Analyzer (ALMA)
- EMSI
- Others?

Companies that provide market analysis:
- EAB
- Wiley Education Services
- Hanover Research
- Others?
Lessons Learned at Texas State

- Strong undergraduate programs are vital for master’s programs; strong master’s programs are vital for doctoral programs.
- Only programs on the strategic plan move forward in the order in which they were proposed.
- For doctoral programs, the faculty must have strong research records.
- Not all concentrations / tracks of a proposed degree may turn out to be viable. We move forward with the viable one(s) to be authorized to offer the degree. Adding tracks/concentrations later is easier.
- Open communication with faculty is essential.
- Faculty can still participate in the program (as teachers, advisors, etc.) even if their specialization is not one of final concentrations.
- Proposal writers typically receive summer salary, work load credits, etc.
- It can be helpful to hire an editor for consistent style.
- Once the program is approved, you need to market it (print, digital, social media, geofencing).
Questions?

- agolato@txstate.edu