The Future of the Master’s Degree

How Are Master’s Programs Evolving in the US?

Tim Mack, Dean
Indiana University of Pennsylvania
A Doctoral Research University
So, What Does It All Mean?

http://www.youtube.com/watch?v=jpEnFwiqdx8

This is the “Did You Know” video shown at the meeting
Who Was Asked

- Carnegie Masters.
  - Edelma Huntley, Appalachian State University.
  - Bob Bolla, Bradley University.

- Carnegie Doctoral Research.
  - Tom Reynolds, University of North Carolina-Charlotte.
  - Robert Morris, Ball State University.
  - Tim Mack, Georgia Southern University.

- Carnegie Research Intensive.
  - William Weiner, Marquette University.
  - Philip Langlais, Old Dominion University.

- Carnegie Research Very Intensive
  - Janet Weiss, University of Michigan.
  - Karen DePauw, Virginia Tech.
What Changes in Master’s Education Do You Envision?

- Changes In Delivery:
  - More certificate programs.
  - More graduate courses offered via different delivery methods.

- Changes in Programs:
  - Additional PSMs.
  - Accelerated 5 year BA to MA degrees.
  - Add new Master’s degrees in fields that make sense for our mission.
  - Interdisciplinary Master’s degrees.
  - Less traditional masters programs.
  - Graduate profile shifting to professional masters, professional doctoral degrees, and Ph.D. degrees.
Do You Think That Enrollment in Traditional Masters’ Programs Will Decrease, As More Are Admitted Directly Into Doctoral Programs?

❖ Yes:
  - We have already seen evidence of this.
  - More students admitted to both the Master’s and the Doctoral Degree with fewer being “Master’s only.”
  - Students will be brought directly into doctoral programs from the baccalaureate degree

❖ No:
  - We have built a reputation for successfully preparing students who aren’t quite ready for doctoral work, to go on after a Master’s degree.
Do You See The Mix Of Research Vs. Professional Master’s Degrees Changing?

- There is an increased awareness of PSMs.
- Increase the number of master’s degrees that involve applied research.

Applied, professionally-oriented programs are often the hallmark of Carnegie Master’s and Doctoral Research Universities.
What Do You Think Will Stay The Same?

- The number of assistantships.
- The emphasis on graduate students doing research with faculty.
- Serving the needs of our region.
- Fulfilling our part of the University’s mission.
All Universities have a “Core Region,” where most of their students come from.

Each has a “Radius of Influence.”
“Expanding the geographic reach of institutions is a primary reason for entering online education. Almost three-quarters of all institutions agree or strongly agree on this.”

Therefore…. 

- Online graduate degree programs are a **disruptive influence** on the composition of degree programs at universities.

“Increases in total enrollment are projected to continue through 2018, with enrollment increasing at a faster rate for females than for males.

International students accounted for 3 percent of students at the postsecondary level in 2007–08. The top three countries in 2007–08 were India, China, and South Korea.

Of the 1.5 million bachelor's degrees awarded in 2006–07, over 50 percent were concentrated in five fields: business (21%); social sciences and history (11%); education (7%); health professions and related clinical sciences (7%); and psychology (6%).
Table 1. Average Amount of Financial Aid Received by Graduate Students by Level, Gender, Citizenship, and Race/Ethnicity, 2007-08

<table>
<thead>
<tr>
<th></th>
<th>Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Master’s</td>
<td>Doctoral</td>
</tr>
<tr>
<td>Total</td>
<td>$14,386</td>
<td>$23,773</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>$14,294</td>
<td>$24,280</td>
</tr>
<tr>
<td>Female</td>
<td>14,446</td>
<td>23,244</td>
</tr>
<tr>
<td>Citizenship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S. Citizens</td>
<td>$14,496</td>
<td>$23,890</td>
</tr>
<tr>
<td>Permanent Residents</td>
<td>13,446</td>
<td>18,165</td>
</tr>
<tr>
<td>Temporary Residents</td>
<td>13,341</td>
<td>24,255</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>$15,846</td>
<td>$23,748</td>
</tr>
<tr>
<td>Black/African American</td>
<td>16,608</td>
<td>23,210</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>16,653</td>
<td>27,370</td>
</tr>
<tr>
<td>White</td>
<td>13,486</td>
<td>23,265</td>
</tr>
<tr>
<td>More than one race</td>
<td>14,952</td>
<td>25,106</td>
</tr>
</tbody>
</table>

Greater need for loans & scholarships
### Table 2. The 10 industries with the largest wage and salary employment growth, 2006-2016

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment 2006</th>
<th>Employment 2016</th>
<th>Change Number</th>
<th>Change Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, scientific, and technical consulting services</td>
<td>921</td>
<td>1,639</td>
<td>718</td>
<td>77.9</td>
</tr>
<tr>
<td>Employment services</td>
<td>5,657</td>
<td>4,348</td>
<td>692</td>
<td>15.9</td>
</tr>
<tr>
<td>General medical and surgical hospitals, public and private</td>
<td>4,988</td>
<td>5,679</td>
<td>691</td>
<td>13.9</td>
</tr>
<tr>
<td>Elementary and secondary schools, public and private</td>
<td>8,346</td>
<td>8,983</td>
<td>638</td>
<td>7.6</td>
</tr>
<tr>
<td>Local government, excluding education and hospitals</td>
<td>5,594</td>
<td>6,206</td>
<td>612</td>
<td>9.9</td>
</tr>
<tr>
<td>Offices of physicians</td>
<td>2,154</td>
<td>2,687</td>
<td>534</td>
<td>24.8</td>
</tr>
<tr>
<td>Limited-service eating places</td>
<td>4,019</td>
<td>4,548</td>
<td>529</td>
<td>13.2</td>
</tr>
<tr>
<td>Colleges, universities, and professional schools, public and private</td>
<td>3,434</td>
<td>3,933</td>
<td>499</td>
<td>14.5</td>
</tr>
<tr>
<td><strong>Computer systems design and related services</strong></td>
<td>1,278</td>
<td>1,768</td>
<td>489</td>
<td>38.3</td>
</tr>
<tr>
<td><strong>Home health care services</strong></td>
<td>867</td>
<td>1,348</td>
<td>481</td>
<td>55.4</td>
</tr>
</tbody>
</table>

*Data are from the National Employment Matrix.*
More People Changing Jobs Means: More Applied Master’s Degrees, More Professional Degree Programs, More Certificates, And More Online Programs.

The Internet Means: Competition Will Increase Sharply Among Institutions, And Between For-profits And Us.

Emerging Countries Mean: More Competition For International Students. Less from China and India.


The For-Profits

- **Cannot Be Dismissed.**
  - Around too long to be disrespected.
  - We are hiring their graduates as faculty.
  - We trained some of their faculty.
  - Some of our faculty become their faculty.

- **The For-Profits Mean Business.**
  - Customer Service emphasis.
  - Emphasis on marketable programs that generate enrollment.
  - Deliver programs when students want them.
  - Not tied to semester or term model, 8-5, M-F model.
  - Charge a premium for convenience.
  - Are accredited.
  - Big marketing budgets: $175,000 per quarter for just one state.

Completely different business model than we use
Figure 2.3--Average Annual Percentage Change in Graduate Enrollment by Major Field of Study, 1997 to 2007

- Health Sciences: 4.03%
- Engineering: 2.71%
- Physical Sciences: 2.32%
- Other Fields**: 2.15%
- Biological Sciences*: 1.90%
- Social Sciences: 1.45%
- Public Administration & Services: 1.08%
- Education: 0.73%
- Humanities & Arts: 0.34%
- Business: 0.14%
Online Graduate Enrollment

- Over 500,000 graduate students were enrolled in at least one online course in 2007.
- For Profits (think market share):
  - University of Phoenix: 77,700 graduate students.
  - Walden University: 25,082 graduate students.
  - Nova Southeastern University: 17,740 graduate students.

"Know Your Foe"