Academic Program Authorization and Review

NEED SECTION
December 2, 2020
1:30 to 3:00 pm
Questions for the audience
AGENDA

1. Program Authorization Responsibilities
2. New Forms and Process
3. Need Section of the application
4. Tools, Resources, and Training
Board of Regents
Program Authorization
Responsibilities
Georgia State Constitution
– Section IV. I. b

“The government, control, and management of the University System of Georgia and all of the institutions in said system shall be vested in the Board of Regents of the University System of Georgia.”
Board of Regents Authorization

Official Code of Georgia Annotated TITLE 20. EDUCATION; CHAPTER 3. POSTSECONDARY EDUCATION; ARTICLE 2. BOARD OF REGENTS AND UNIVERSITY SYSTEM; PART 1. BOARD OF REGENTS

• § 20-3-32. Powers as to institutions, departments, courses, and degrees of university system
  • (a) The board of regents is authorized to consolidate, suspend, or discontinue institutions; merge departments; **inaugurate or discontinue courses; and abolish or add degrees.**
  • (b) Whenever any such modifications, changes, consolidations, or suspensions are put into effect, the board is authorized to readjust budgets to the extent necessary by the reallocation of the moneys appropriated for the institutions affected.
“Institutions must build more partnerships with both local officials as well as Georgia business and economic development leaders and seek their input about educational programs and what knowledge and skills students need to be successful [in order to] improve the alignment of our degree programs with industry demands and focus on our communities’ need for talent.”

USG 2024 Strategic Plan
Proposal Form

Answers to questions that are italicized will be entered in the SharePoint form
Understanding the Need: Triangulate the data

Employer, Economic Developer, and Community Input

Real-time job posting data and futurists

Historical labor market trend data and projections
Evidence of Employer and Community Input

17. Was this proposal and the design of the curriculum informed by talking with alumni, employers, and community representatives?

18. Does the program align with any local, regional, or state workforce strategies or plans?

19. Provide any additional evidence of regional demand for the program (e.g. prospective student interest survey data, community needs, letters of support from employers, etc.)

20. Identify the partners you are working with to create a career pipeline with this program. Provide letters of support and explain the collaboration and how partners will share or contribute resources.
Competition

21. Are there any competing programs at your own institution?

22. The program service area is used as the basis for labor market supply and demand analysis. What is the program's service area (local, regional, state, national)? If outside of the institution's traditional service area, provide a compelling rationale for the institution to offer the program.
Defining the Service Area

• What is the service area?
  – Region of one or multiple counties
  – Statewide
  – National

• Region
  – Based on enrollment patterns
  – Based on local community need
  – Based on labor-shed
FTF app – Enrollment Area
University of North Georgia - Enrollment

USG First Time Freshmen Enrollment Overview

Total Freshmen Count
14,981

Fall Term | # of Freshmen
---|---
Totals | 14,981
2019 | 3,734
2018 | 4,058
2017 | 3,623
2016 | 3,566

Total Freshmen by County

Top 5 Freshmen Enrollments by Institution

Bottom 5 Freshmen by Institution
University of North Georgia

Regional Impact

- Five campuses
- Nearly 20,000 students
- $620 million annual economic impact*
- 80% of UNG students come from a 30-county region
- 75% of active UNG alumni still live in region

*Selig Center for Economic Growth report to USG for FY2017
University of North Georgia - Mission

• Cybersecurity
• Georgia’s Military College
Region – Labor Shed

- Example: Sumter County
- Approx. 27% of people from Sumter County work more than 50 miles away

https://onthemap.ces.census.gov/
GSW - Study area for program study

- 75-mile radius study area
- Three-county study area
- GSW
Gordon State – Enrollment

Total Freshmen Count

3,175
Gordon State College Workforce Study Region

Source: Carl Vinson Institute of Government
USG BOR Qlik Apps

Adult Learners – GDOL 2026
Occupation Projections

USG Degrees Awarded App

IPEDS App – National Awards data; Market Analysis; CIP-SOC Crosswalk
Competition

23. Do any other higher education institutions in close proximity offer a similar program?

• Use IPEDS app in the BOR Qlik Portal
  – EXAMPLE
  – CIP table (use last 3 tabs in the app)
  – Search for Economics related degrees
  – Refine to “Applied Economics”
  – Go to the map tab to see where the competition exists
Map of US – Where are degrees are offered?

CIP Codes – look up tables

Awards by Race and Gender; data table

CIP to SOC Crosswalk
### IPEDS APP Appendix CIP codes

<table>
<thead>
<tr>
<th>IPEDS #</th>
<th>State Name</th>
<th>Institution Name</th>
<th>CIP Code 2020</th>
<th>Major Name (CIP 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100654</td>
<td>Alabama</td>
<td>ALABAMA A &amp; M UNIVERSITY</td>
<td>52.0301</td>
<td>ACCOUNTING</td>
</tr>
<tr>
<td>100663</td>
<td>Alabama</td>
<td>UNIVERSITY OF ALABAMA: BIRMINGHAM</td>
<td>52.0301</td>
<td>ACCOUNTING</td>
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<tr>
<td>100706</td>
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<td>52.0301</td>
<td>ACCOUNTING</td>
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<tr>
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<td>100751</td>
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<td>100812</td>
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<td>100830</td>
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<td>100937</td>
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<td>BIRMINGHAM-SOUTHERN COLLEGE</td>
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<td>101189</td>
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<td>101365</td>
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<td>52.0301</td>
<td>ACCOUNTING</td>
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<td>101435</td>
<td>Alabama</td>
<td>HUNTINGDON COLLEGE</td>
<td>52.0301</td>
<td>ACCOUNTING</td>
</tr>
<tr>
<td>101480</td>
<td>Alabama</td>
<td>JACKSONVILLE STATE UNIVERSITY</td>
<td>52.0301</td>
<td>ACCOUNTING</td>
</tr>
</tbody>
</table>

### CIP_CODE_2020_2digit

- 52 BUSINESS, MANAGEMENT, MARKET RELATED SUPPORT SERVICES
- AGRICULTURAL ECONOMICS
- APPLIED ECONOMICS
- BUSINESS/MANAGERIAL ECONOMICS
- CONSUMER ECONOMICS
- DEVELOPMENT ECONOMICS AND QUANTITATIVE METHODS
- ECONOMETRICS AND QUANTITATIVE METHODS
- ECONOMICS GENERAL
- ECONOMICS OTHER
Supplied Data

IPEDS APP Map

Total Completions by Institution and State
(Select states before institutions to ensure all institutions are selectable)

Institution Name
Point layer
For-Profit/Public
PRIVATE
PUBLIC
PRIVATE

NORTH AMERICA

UNIVERSITY SYSTEM OF GEORGIA

25
Demand Analysis

24. Based on the program’s study area, what is the employment outlook for occupations related to the program, according to the CIP to SOC crosswalk in the Qlik IPEDS Application. An Excel version of the CIP to SOC crosswalk is also available from NCES. If data for the study area is not available, then use state- or national-level data.

   a. Click here for US and Georgia occupation projections
   b. Click here for 2026 Georgia Department of Labor data projections for the State or Georgia Workforce Board Regions in Qlik (link to GDOL Projections); data is also available through the GDOL Labor Market Explore Website
   c. For a custom Georgia geography – request a Jobs EQ report from USG Academic Affairs office.

<table>
<thead>
<tr>
<th>Related Occupation</th>
<th>SOC code</th>
<th>Current Employment [Enter Year]</th>
<th>Projected Employment [Enter Year]</th>
<th># Change</th>
<th>% Change</th>
<th>Average Annual Openings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>
A degree aligns with many different occupations...

CIP

Supply

Academic Degrees

SOC

Demand

Occupations
### CIP to SOC Crosswalk

- **CIP 45.0602 Applied Economics**
- **SOC codes:**
  - 11-9199 Managers, all others *(Careful)*
  - 13-1161 Market Research Analysts
  - 19-3011 Economists
  - 19-3022 Survey Researchers
  - 19-4061 Social Science Research Assistants
Adult Learners App – GDOL Occupation Projections

Demand Data
Example: Demand Related to CIP Code 45.0602 Applied Economics

<table>
<thead>
<tr>
<th>Related Occupation</th>
<th>SOC code</th>
<th>Current Employment 2016</th>
<th>Projected Employment 2026</th>
<th># Change</th>
<th>% Change</th>
<th>Annual Openings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research Analysts</td>
<td>13-1161</td>
<td>18,090</td>
<td>23,340</td>
<td>5,250</td>
<td>29%</td>
<td>2,500</td>
</tr>
<tr>
<td>Economists</td>
<td>19-3011</td>
<td>400</td>
<td>440</td>
<td>40</td>
<td>9.7%</td>
<td>30</td>
</tr>
<tr>
<td>Survey Researchers</td>
<td>19-3022</td>
<td>200</td>
<td>220</td>
<td>20</td>
<td>12.1%</td>
<td>20</td>
</tr>
<tr>
<td>Social Science Research Assistants</td>
<td>19-4061</td>
<td>730</td>
<td>800</td>
<td>70</td>
<td>8.9%</td>
<td>100</td>
</tr>
</tbody>
</table>


... and an occupation aligns with many different degrees
Supply and Demand Analysis

25. Using IPEDS data, list the supply of graduates in the program and related programs in the service area.\(^\uparrow\)

<table>
<thead>
<tr>
<th>Similar or Related Programs</th>
<th>CIP Code</th>
<th>Supply(^1)</th>
<th>Competitor Institutions(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

\(^1\) Supply = Number of program graduates last year within the study area

\(^2\) Competitors = List other institutions that offer this program or a similar program in the area (see Question 23)

26. Based on the data provided in questions 24 and 25, discuss how this program will help address a need or gap in the labor market\(^2\)^\(^\uparrow\)
SOC: 13-1161  Market Research Analysts

- **CIP codes:**
  - 19.0905 Apparel and textile marketing management
  - 45.0602 Applied Economics
  - 52.14.01 Marketing/Marketing Management General
  - 52.1402 Marketing Research

### CIP to SOC Crosswalk

<table>
<thead>
<tr>
<th>CIP Code (2020)</th>
<th>Major Name (CIP2820)</th>
<th>SOC Code 2018</th>
<th>SOC Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.0905</td>
<td>APPAREL AND TEXTILE MARKETING MANAGEMENT</td>
<td>13-1161</td>
<td>MARKET RESEARCH ANALYSTS &amp; MARKETING SPECIALISTS</td>
</tr>
<tr>
<td>45.0602</td>
<td>APPLIED ECONOMICS</td>
<td>13-1161</td>
<td>MARKET RESEARCH ANALYSTS &amp; MARKETING SPECIALISTS</td>
</tr>
<tr>
<td>52.14.01</td>
<td>MARKETING/MARKETING MANAGEMENT, GENERAL</td>
<td>13-1161</td>
<td>MARKET RESEARCH ANALYSTS &amp; MARKETING SPECIALISTS</td>
</tr>
<tr>
<td>52.1402</td>
<td>MARKETING RESEARCH</td>
<td>13-1161</td>
<td>MARKET RESEARCH ANALYSTS &amp; MARKETING SPECIALISTS</td>
</tr>
</tbody>
</table>
IPEDS APP: Degrees Awarded Summary

Active Filters
- 2018-2019
- Masters

Georgia

Major Name (y-axis)

Degrees Awarded by Race/Ethnicity
- MALE: 50
- FEMALE: 79

Degrees Awarded by Gender
- MALE: 70.55%
- FEMALE: 29.45%
Supply Example: Applied Economics

Degrees that map to
Market Research Analysts
SOC Code 13-1161

<table>
<thead>
<tr>
<th>Similar or Related Programs</th>
<th>CIP Code</th>
<th>Supply¹</th>
<th>Competitor Institutions²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Economics</td>
<td>45.0602</td>
<td>5</td>
<td>Georgia Southern</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>30.7102</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Marketing/Marketing Management General</td>
<td>52.1401</td>
<td>4</td>
<td>Brenau University</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>51.1402</td>
<td>25</td>
<td>UGA</td>
</tr>
<tr>
<td>Apparel and textile marketing management</td>
<td>19.0905</td>
<td>77</td>
<td>Savannah College or Art and Design</td>
</tr>
<tr>
<td>Economics, General</td>
<td>45.0601</td>
<td>25</td>
<td>Georgia State</td>
</tr>
</tbody>
</table>

Using IPEDS data, list the supply of graduates in the program and related programs in the service area.¹
1 Supply = Number of program graduates last year within the study area
2 Competitors = List other institutions that offer this program or a similar program in the area (see Question 23)
Economics Related Degrees In Georgia (2018-2019)
Pause for Questions
27. Using data from O*-Net, identify the average salary for the related occupations identified in question 24. Then list at least three technical skills and three Knowledge, Skills and Abilities (KSAs) associated with the related occupations. This information can be found using at onetonline.org. (Standard Occupation Code = SOC)

<table>
<thead>
<tr>
<th>SOC Code (6 digit)</th>
<th>Average Salary (O-Net data)</th>
<th>Occupation specific technology skills &amp; KSAs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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Notes:

https://www.onetonline.org/
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</table>

**Notes:**

<table>
<thead>
<tr>
<th>Related Occupation</th>
<th>SOC code</th>
<th>Current Employment 2016</th>
<th>Projected Employment 2026</th>
<th># Change</th>
<th>% Change</th>
<th>Average Annual Openings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research Analysts</td>
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<td>Survey Researchers</td>
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<td>Social Science Research Assistants</td>
<td>19-4061</td>
<td>730</td>
<td>800</td>
<td>70</td>
<td>8.9%</td>
<td>100</td>
</tr>
</tbody>
</table>
Enter the SOC code here
Quick Search for:
13-1161

2 O*NET-SOC codes matching "13-1161"

<table>
<thead>
<tr>
<th>Code</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-1161.00</td>
<td>Market Research Analysts and Marketing Specialists</td>
</tr>
<tr>
<td>13-1161.01</td>
<td>Search Marketing Strategists</td>
</tr>
</tbody>
</table>
Summary Report for: 13-1161.00 - Market Research Analysts and Marketing Specialists

Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

Sample of reported job titles: Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher

Also see: Search Marketing Strategists

Tasks
5 of 12 displayed
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
- Measure and assess customer and employee satisfaction.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.

Technology Skills
5 of 33 displayed
- Analytical or scientific software — IBM SPSS, Statistical: Winbugs, Minitab, TIS Minad, WinCross
- Customer relationship management CRM software — Blackbaud The Raiser's Edge, Insightful Corporation Confromit, Oracle Eloqua, Salesforce, software
- Data base user interface and query software — Amazon Redshift, GM/NET/IVR, Microsoft Access, Structured query language SQL
- Graphics or photo imaging software — Adobe Systems Adobe Creative Cloud, Adobe Photoshop, SnagIt, Flicker, Thomson Dialog
- Information retrieval or search software — Factiva, Lexis/Nexis, Mintel Reports, Varispan Patient Parameters

Knowledge
5 of 11 displayed
- English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Wages and Employment data
Technical Skills and KSAs
Georgia Wages for:
13-1161.00 - Market Research Analysts and Marketing Specialists

In Georgia:
- Workers on average earn $63,250.
- 10% of workers earn $34,340 or less.
- 15% of workers earn $112,000 or more.

In the United States:
- Workers on average earn $63,790.
- 10% of workers earn $34,350 or less.
- 10% of workers earn $122,630 or more.

Source: Bureau of Labor Statistics 2019 wage data ©
### Example: Occupational KSAs

<table>
<thead>
<tr>
<th>SOC Code (6 digit)</th>
<th>Average Salary (O-Net data)</th>
<th>Occupation specific technology skills &amp; KSAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research Analysts</td>
<td>13-1161</td>
<td>$63,250</td>
</tr>
<tr>
<td>Economists</td>
<td>19-3011</td>
<td>$100,780</td>
</tr>
<tr>
<td>Social Science Research Assistants</td>
<td>19-4061</td>
<td>$52,090</td>
</tr>
</tbody>
</table>

https://www.onetonline.org/  

TIP: Look for KSAs that align with upper-division or major related competencies
28. Using **GOSA Earning and Learnings data**, what is the typical salary range 5 years after graduation from the program?

<table>
<thead>
<tr>
<th>Average Salary</th>
<th>75&lt;sup&gt;th&lt;/sup&gt; Percentile</th>
<th>50&lt;sup&gt;th&lt;/sup&gt; Percentile</th>
<th>25&lt;sup&gt;th&lt;/sup&gt; Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year after graduation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 years after graduation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Provide any additional comments, if needed:

29. Based on the data compiled and analyzed for this section (see Section C: Need), what is the job outlook for occupations filled by students with this degree?
### Master's Degree in Social Sciences (Statewide)

**Summary**
- One year after graduation median earnings are: $50,661
- Five years after graduation median earnings are: $65,424
- Ten years after graduation median earnings are: $75,176
- There is a $20,853 increase in median earnings after ten years
- One year after graduation, earnings are $2,146 less than the statewide median for Master’s degrees
- Five years after graduation, earnings are $1,766 more than the statewide median for Master’s degrees
- Ten years after graduation, earnings are $1,153 more than the statewide median for Master’s degrees.

**Please keep in mind** that in addition to degree type, program, and college, many factors (student ability/achievement, college selectivity, and job market conditions) affect earnings. The information on this site should not be interpreted as a guarantee of employment or earnings. The results should be seen as one piece of information that students and parents can use when making degree, major, and college choices.

### Earnings One Year After Graduation

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Median Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anthropology</td>
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<tr>
<td>Archaeology</td>
<td></td>
</tr>
<tr>
<td>Criminology</td>
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<tr>
<td>Economics</td>
<td>$30,875</td>
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<tr>
<td>Geography And Anthropology</td>
<td></td>
</tr>
<tr>
<td>Geography And Cartography</td>
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<tr>
<td>International Relations And National Security Studies</td>
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<tr>
<td>Political Science And Government</td>
<td>$33,822</td>
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<tr>
<td>Rural Sociology</td>
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<tr>
<td>Urban Studies/Affairs</td>
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**Important Notes**
- 54% of graduates were matched with the wage data one year after graduation.
- 51% of graduates were matched with the wage data five years after graduation.
Pause for Questions
Current Data Tools

• Labor Market Data tools
  – Qlik Adult Learns App – GDOL 2026 Projections (State and WF Board)
  – Jobs EQ Reports (Upon Request)
  – CIP to SOC cross walk in IPEDS App
  – O-Net (Occupational Competencies, KSAs, wages)

• Enrollment and Awards Apps
  – Qlik Enrollment and Awards (most recent 5 years and 3 yr. average)
  – IPEDS App – National trends; academic market analysis

• GOSA Earnings and Learning Data
  – Salary data for USG graduates 1 year and 5 years after graduation
# Additional Training

<table>
<thead>
<tr>
<th>Dates</th>
<th>Academic Program Proposal Module:</th>
<th>Registration Link</th>
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<tr>
<td>12/04/2020 Friday</td>
<td>Curriculum</td>
<td><a href="https://zoom.us/webinar/register/WN_ZJ9NpVhOSaKxVVw7nE_knw">https://zoom.us/webinar/register/WN_ZJ9NpVhOSaKxVVw7nE_knw</a></td>
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<td>Faculty/Staff Plan</td>
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<td>Budget</td>
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<td>12/11/2020 Friday</td>
<td>Facilities and Technology</td>
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<td>12/16/2020 1:00 – 3:00 pm</td>
<td>Office Hours for Program Proposal Application</td>
<td><a href="https://zoom.us/webinar/register/WN_lowoLuAOTFmo180hHSusSQ">https://zoom.us/webinar/register/WN_lowoLuAOTFmo180hHSusSQ</a></td>
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Website Resources

The USG academic affairs webpage will be updated to include links to the forms and presentations.

Links to the recordings of all trainings will also be posted on the “New Program Review” webpage.
Academic Degree Proposals

• Launch new procedures, forms, and SharePoint site
  – January 4, 2021
Feedback Questions

Join at
slido.com
#G011USG
Thank you for joining us today