

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.”

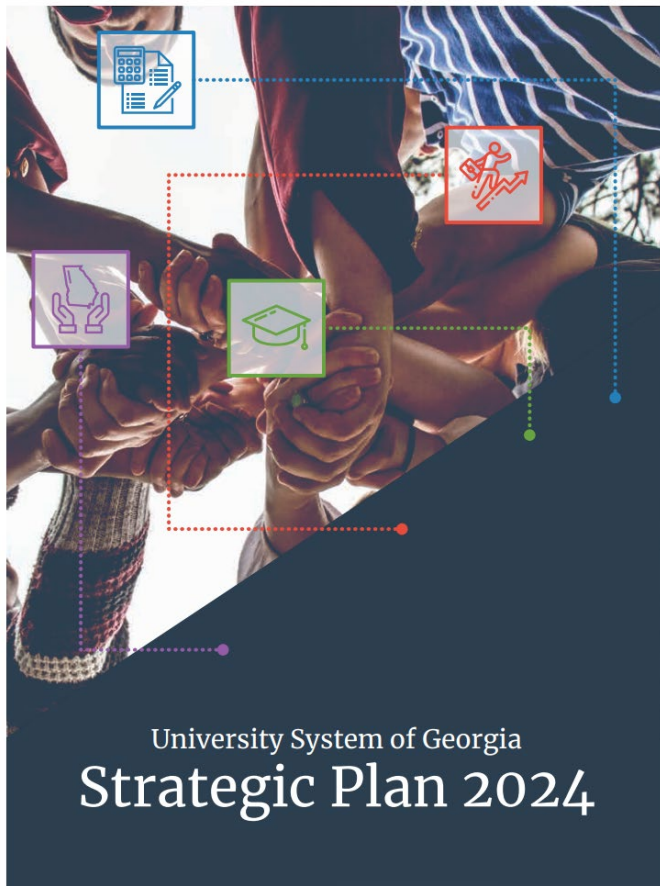


Board of Regents Authorization

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



UNIVERSITY SYSTEM OF GEORGIA

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

USG BOR



Adult Learner App



CCG Degrees Awarded



CCG Enrollment



CCG Graduation



CCG Retention



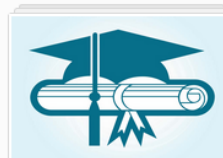
Fall Enrollment by Academic Program ...



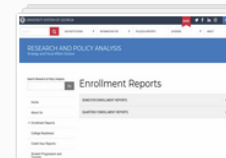
Fiscal Year Degrees Conferred by ...



Georgia High Schools



IPEDS Degrees Awarded Dashboard ...



SER with Consolidated Names



USG First Time Freshmen



USG Market Share 2.0

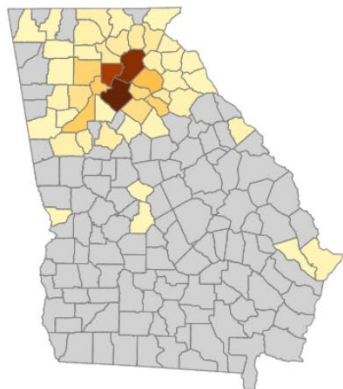
FTF app –
Enrollment
Area



University of North Georgia - Enrollment

USG First Time Freshmen Enrollment Overview

of Freshmen from Counties



County
Area layer
First Time
Freshmen
2.56k
40

© Qlik

County

Banks	✓
Barrow	✓
Bartow	✓
Bibb	✓
Bryan	✓
Carroll	✓
Chatham	✓
Cherokee	✓
Clarke	✓
Cobb	✓
Columbia	✓
Coweta	✓
Dawson	✓
DeKalb	✓

Freshmen Enrollment by School

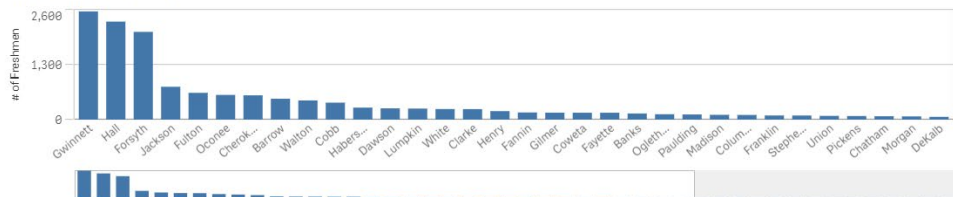
Institution	Freshmen Count
Totals	14,981
University of North Georgia	14,981

Total Freshmen Count

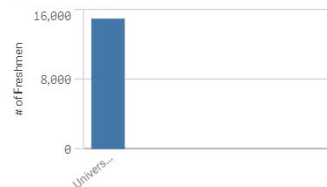
14,981

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

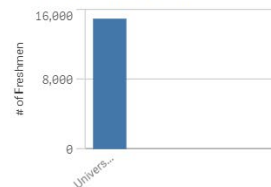
Total Freshmen by County



Top 5 Freshmen Enrollments by Institution



Bottom 5 Freshmen by Institution



UNIVERSITY SYSTEM OF GEORGIA

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

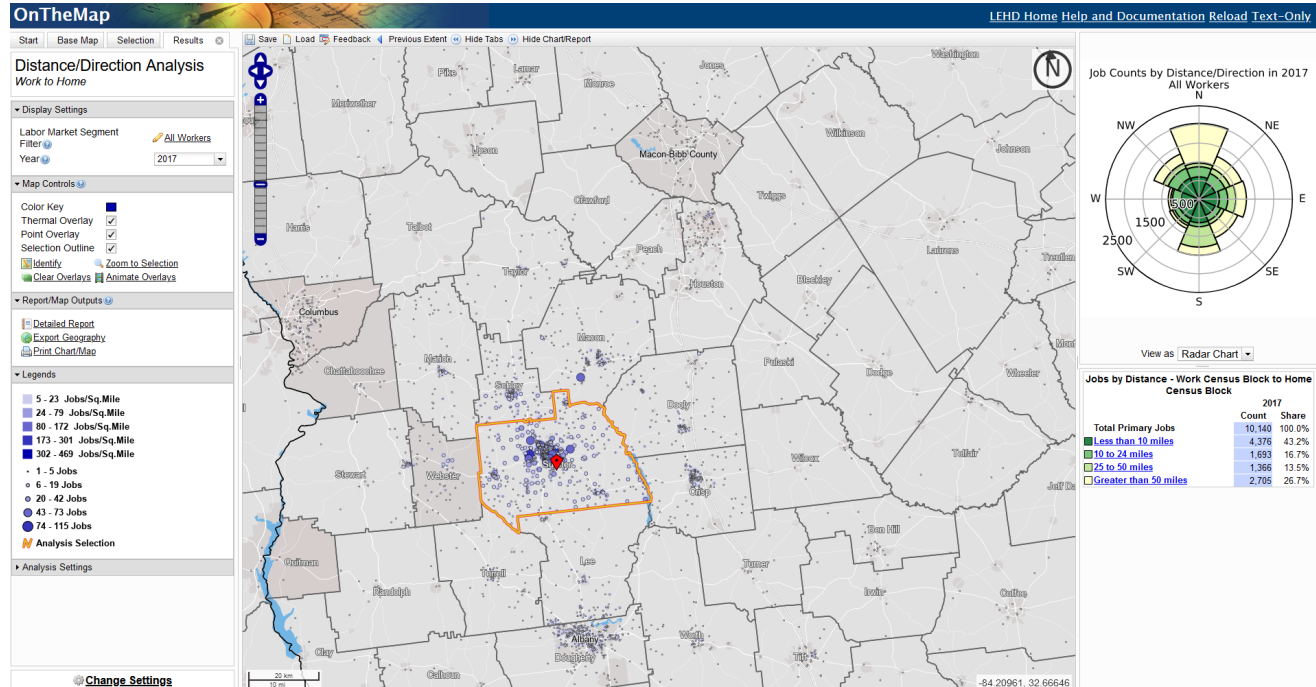
University of North Georgia - Mission

- Cybersecurity
- Georgia's Military College

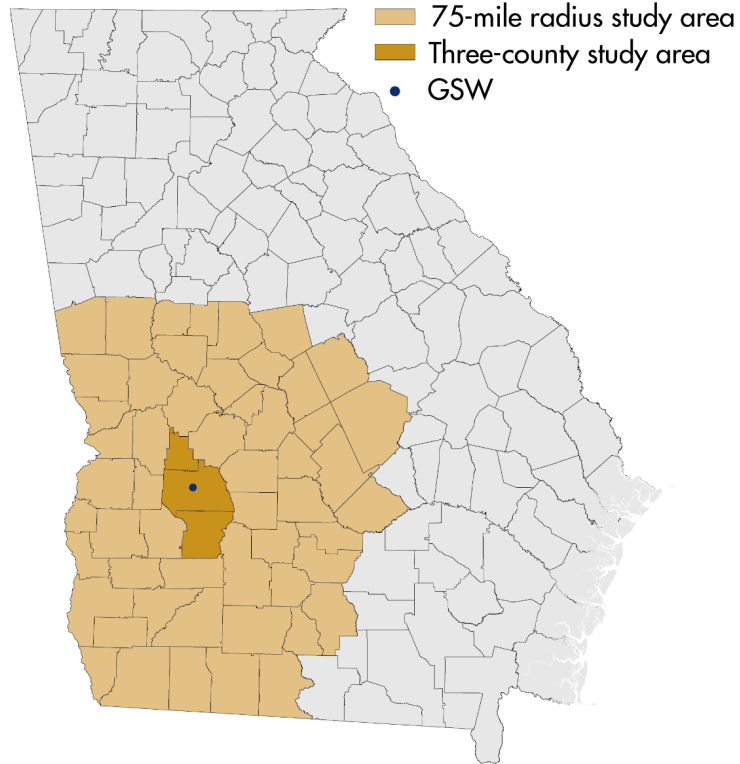


Region – Labor Shed

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



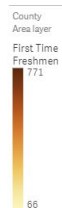
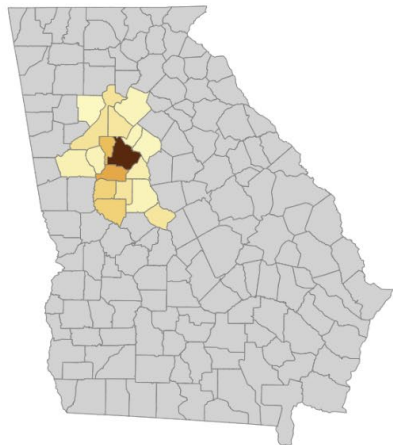
GSW - Study area for program study



Gordon State – Enrollment

USG First Time Freshmen Enrollment Overview

of Freshmen from Counties



Q County

Bibb	✓
Butts	✓
Clayton	✓
Cobb	✓
Coweta	✓
DeKalb	✓
Fayette	✓
Fulton	✓
Gwinnett	✓
Henry	✓
Lamar	✓
Monroe	✓
Newton	✓
Pike	✓
Rockdale	✓
Spalding	✓
Upson	✓
Appling	
Baldwin	
Banks	
Barrow	
Bartow	

Freshmen Enrollment by School

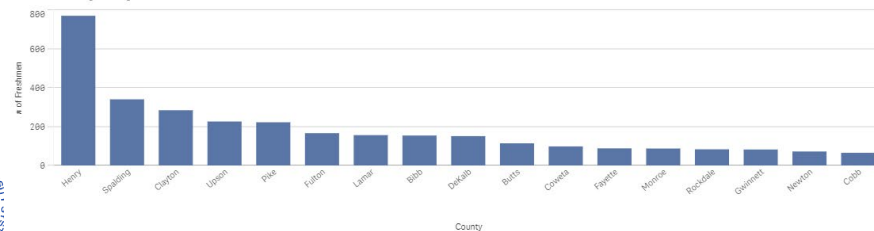
Institution	Freshmen Count
Totals	3,175
Gordon State College	3,175

Total Freshmen Count

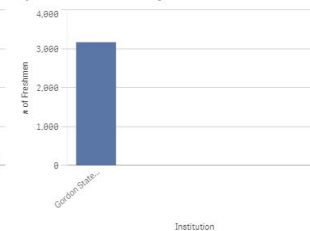
3,175

Fall Term	# of Freshmen
Totals	3,175
2010	696
2018	718
2017	995
2016	766

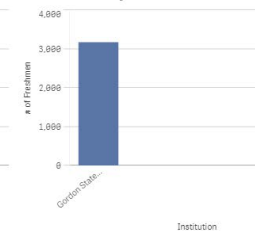
Total Freshmen by County



Top 5 Freshmen Enrollments by Institution



Bottom 5 Freshmen by Institution



Gordon State College Workforce Study Region



Source: Carl Vinson Institute of Government

Sense® Enterprise Adult Learners – GDOL 2026 Occupation Projections

dtanner@uga.edu

Personal
Work
Published
Streams

USG BOR

Adult Learner App

CCG Degrees Awarded

CCG Enrollment

CCG Graduation

CCG Retention

UNIVERSITY SYSTEM OF GEORGIA
Fall Enrollment by Academic Program ...

UNIVERSITY SYSTEM OF GEORGIA
Fiscal Year Degrees Conferred by ...

Georgia High Schools

IPEDS Degrees Awarded Dashboard ...

SER with Consolidated Names

USG First Time Freshmen

USG Market Share 2.0

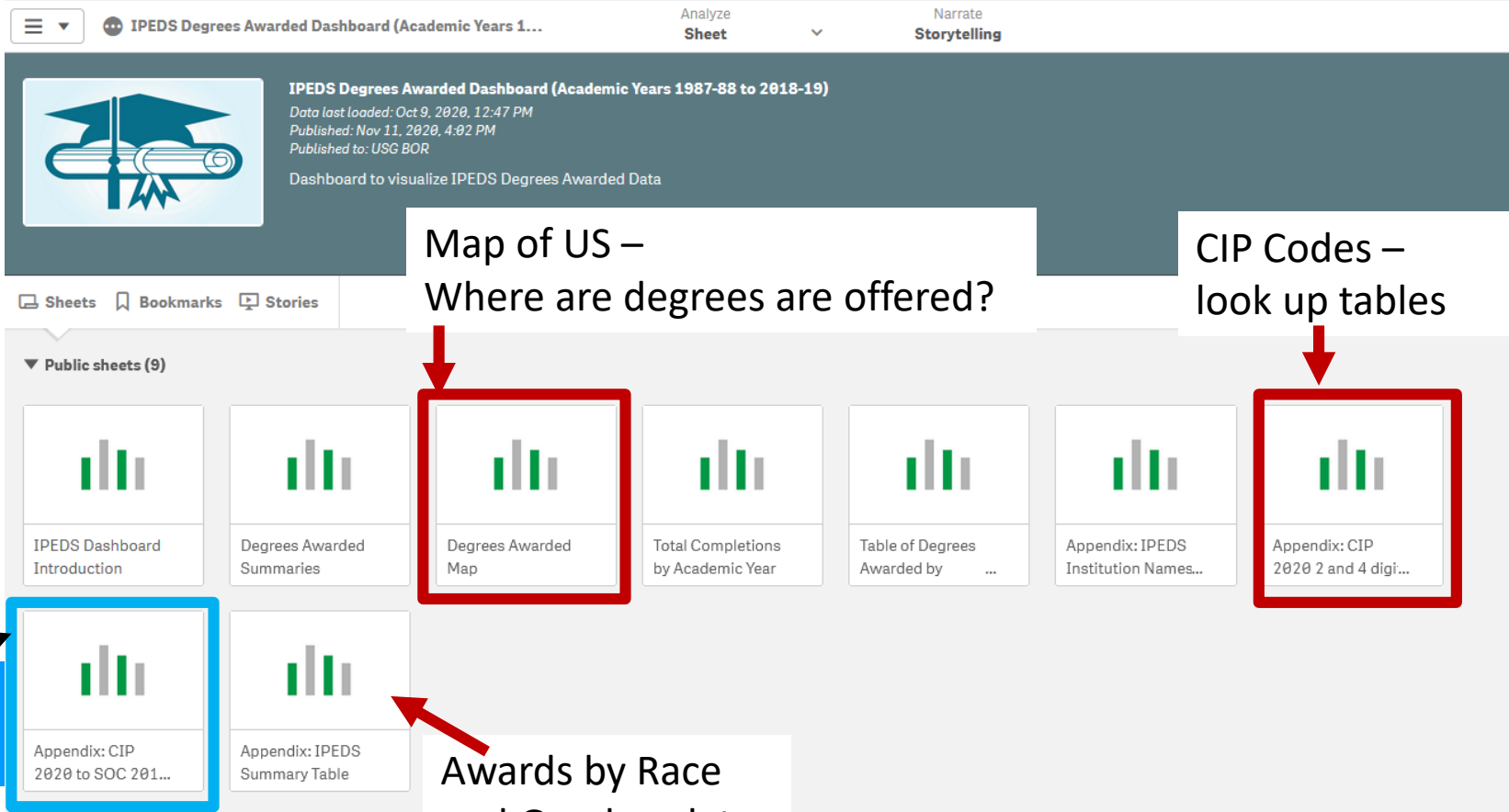
IPEDS App – National Awards data; Market Analysis; CIP-SOC Crosswalk

USG Degrees Awarded App

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



IPEDS APP Appendix CIP codes

Appendix: IPEDS Summary Table

Consolidated		Non Consolidated		Academic Year		Educational System		Peer Groups of USG Institutions	
IPEDS #	State Name	Institution Name	CIP Code 2020	Major Name (CIP 2020)	CIP_CODE_2020_2digit	CIP_CODE_2020_2digit_Desc			
Totals									
100654	Alabama	ALABAMA A & M UNIVERSITY	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100663	Alabama	UNIVERSITY OF ALABAMA: BIRMINGHAM	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100706	Alabama	UNIVERSITY OF ALABAMA: HUNTSVILLE	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100724	Alabama	ALABAMA STATE UNIVERSITY	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100751	Alabama	THE UNIVERSITY OF ALABAMA	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100812	Alabama	ATHENS STATE UNIVERSITY	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100830	Alabama	AUBURN UNIVERSITY: MONTGOMERY	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100858	Alabama	AUBURN UNIVERSITY	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
100937	Alabama	BIRMINGHAM-SOUTHERN COLLEGE	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
101189	Alabama	FAULKNER UNIVERSITY	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
101365	Alabama	HERZING UNIVERSITY: BIRMINGHAM	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
101435	Alabama	HUNTINGDON COLLEGE	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			
101480	Alabama	JACKSONVILLE STATE UNIVERSITY	52.0301	ACCOUNTING	52	BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES			

...

✕

✓

Search Economics

AGRICULTURAL ECONOMICS

APPLIED ECONOMICS

BUSINESS/MANAGERIAL ECONOMI...

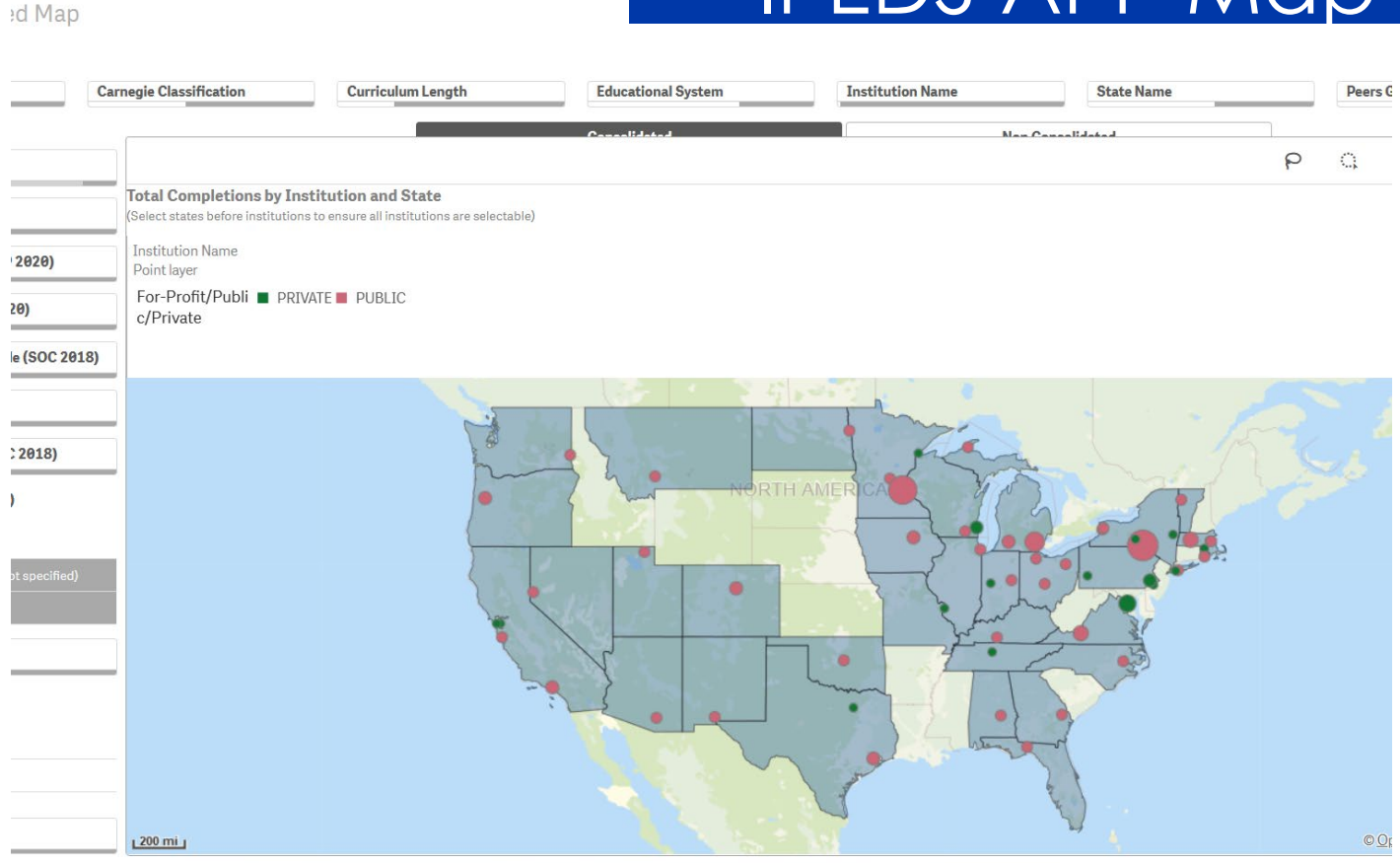
CONSUMER ECONOMICS

DEVELOPMENT ECONOMICS AND I...

ECONOMETRICS AND QUANTITATIV...

ECONOMICS, GENERAL

ECONOMICS, OTHER

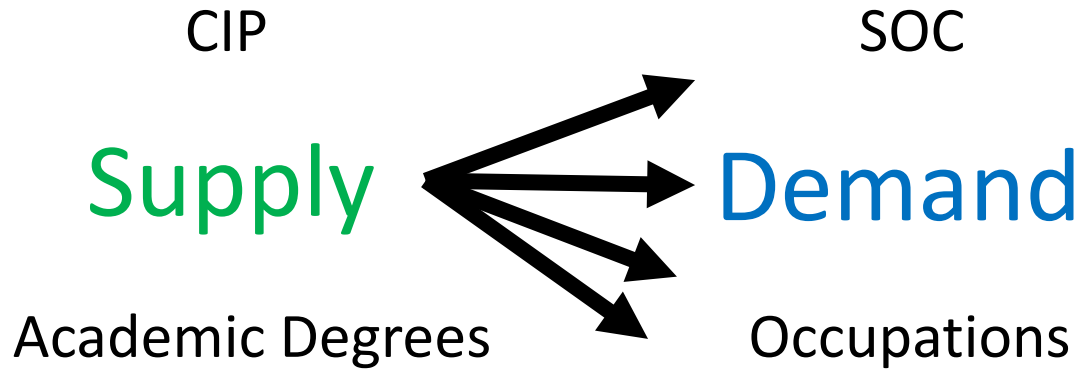


Demand Analysis

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](#).

Related Occupation	SOC code	Current Employment [Enter Year]	Projected Employment [Enter Year]	# Change	% Change	Average Annual Openings

A degree aligns with many different occupations...



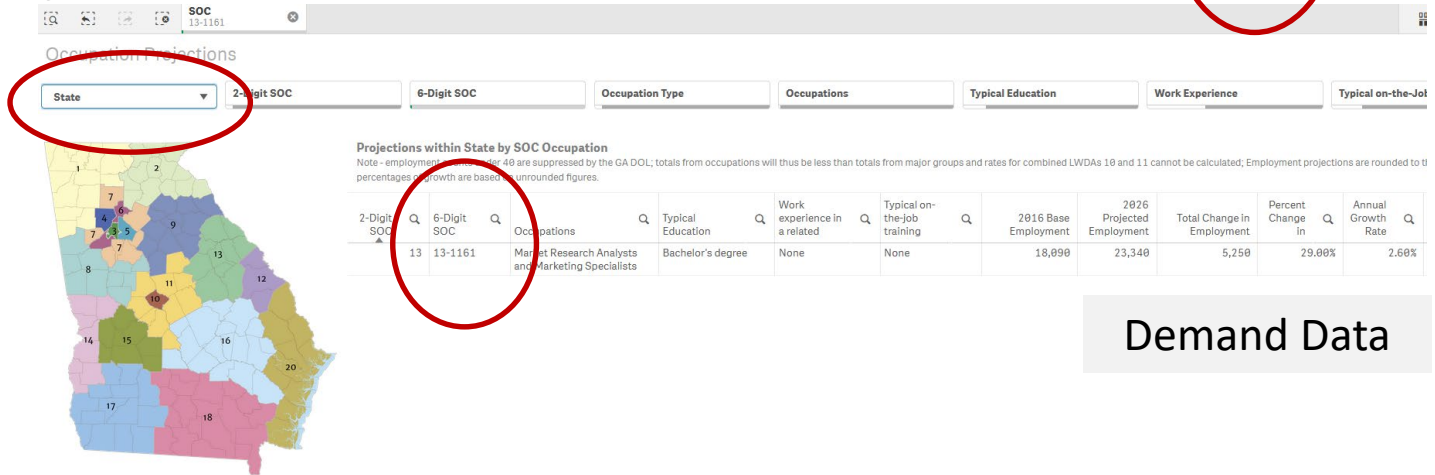
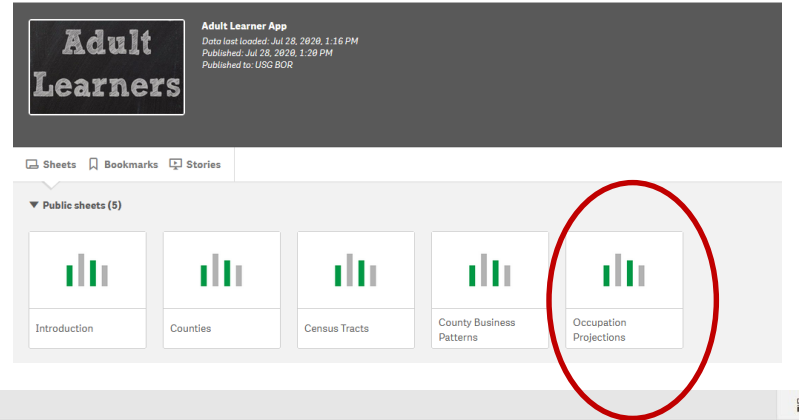
CIP to SOC Crosswalk

- **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

Appendix: CIP 2020 to SOC 2018 Codes (2 and 4 digits)

CIP Code (2020)	Major Name (CIP2020)	SOC Code 2018	SOC Occupation
45.0602	APPLIED ECONOMICS	11-9199	MANAGERS, ALL OTHER
45.0602	APPLIED ECONOMICS	11-9199	MANAGERS, ALL OTHER
45.0602	APPLIED ECONOMICS	11-9199	MANAGERS, ALL OTHER
45.0602	APPLIED ECONOMICS	11-9199	MANAGERS, ALL OTHER
45.0602	APPLIED ECONOMICS	11-9199	MANAGERS, ALL OTHER
45.0602	APPLIED ECONOMICS	11-9199	MANAGERS, ALL OTHER
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	19-3011	ECONOMISTS
45.0602	APPLIED ECONOMICS	19-3011	ECONOMISTS
45.0602	APPLIED ECONOMICS	19-3011	ECONOMISTS
45.0602	APPLIED ECONOMICS	19-3011	ECONOMISTS
45.0602	APPLIED ECONOMICS	19-3011	ECONOMISTS
45.0602	APPLIED ECONOMICS	19-3011	ECONOMISTS
45.0602	APPLIED ECONOMICS	19-3022	SURVEY RESEARCHERS
45.0602	APPLIED ECONOMICS	19-3022	SURVEY RESEARCHERS
45.0602	APPLIED ECONOMICS	19-3022	SURVEY RESEARCHERS
45.0602	APPLIED ECONOMICS	19-3022	SURVEY RESEARCHERS
45.0602	APPLIED ECONOMICS	19-3022	SURVEY RESEARCHERS
45.0602	APPLIED ECONOMICS	19-4061	SOCIAL SCIENCE RESEARCH ASSISTANTS
45.0602	APPLIED ECONOMICS	19-4061	SOCIAL SCIENCE RESEARCH ASSISTANTS
45.0602	APPLIED ECONOMICS	19-4061	SOCIAL SCIENCE RESEARCH ASSISTANTS

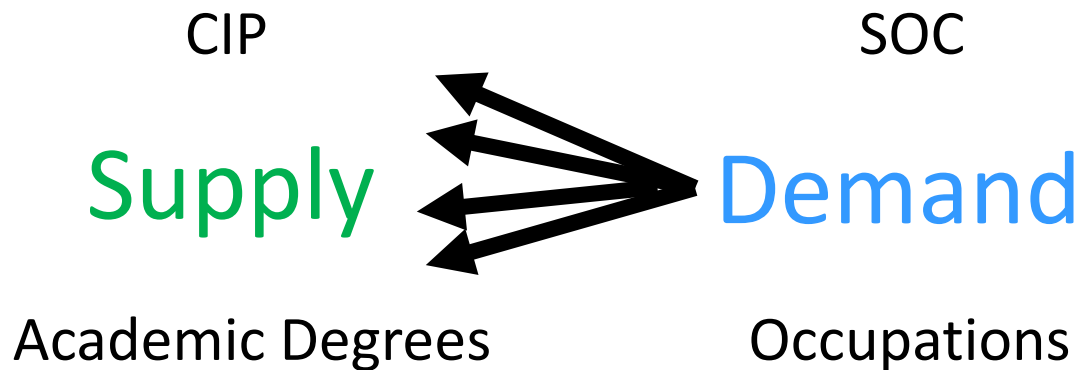
Adult Learners App – GDOL Occupation Projections



Demand Data

Example: Demand Related to CIP Code 45.0602 Applied Economics

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



... 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.[^]

Similar or Related Programs	CIP Code	Supply ¹	Competitor Institutions ²

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?[^]

CIP to SOC Crosswalk

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

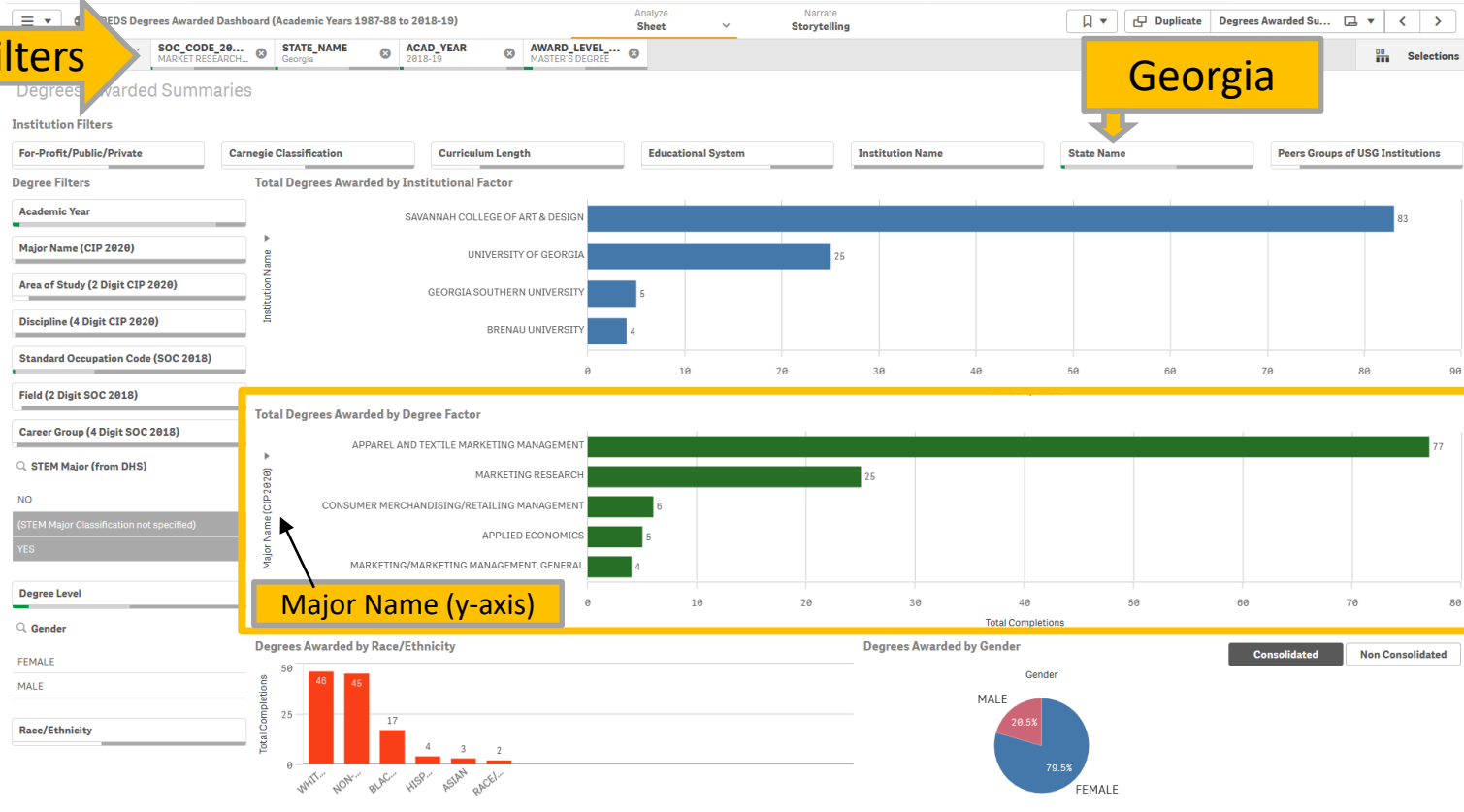
SOC

Appendix: CIP 2020 to SOC 2018 Codes (2 and 4 digits)

CIP Code (2020)	Major Name (CIP2020)	SOC Code 2018	SOC Occupation
19.0905	APPAREL AND TEXTILE MARKETING MANAGEMENT	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
19.0905	APPAREL AND TEXTILE MARKETING MANAGEMENT	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
45.0602	APPLIED ECONOMICS	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1401	MARKETING/MARKETING MANAGEMENT, GENERAL	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1401	MARKETING/MARKETING MANAGEMENT, GENERAL	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1401	MARKETING/MARKETING MANAGEMENT, GENERAL	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1401	MARKETING/MARKETING MANAGEMENT, GENERAL	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1401	MARKETING/MARKETING MANAGEMENT, GENERAL	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1401	MARKETING/MARKETING MANAGEMENT, GENERAL	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1401	MARKETING/MARKETING MANAGEMENT, GENERAL	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1402	MARKETING RESEARCH	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1402	MARKETING RESEARCH	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1402	MARKETING RESEARCH	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS
52.1402	MARKETING RESEARCH	13-1161	MARKET RESEARCH ANALYSTS & MARKETING SPECIALISTS

IPEDS APP: Degrees Awarded Summary

Active Filters



2018-2019

Masters

Supply Example: Applied Economics

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

Masters
Degrees in
Georgia

Similar or Related Programs	CIP Code	Supply ¹	Competitor Institutions ²
Applied Economics	45.0602	5	Georgia Southern
Business Analytics	30.7102	0	
Marketing/Marketing Management General	52.1401	4	Brenau University
Marketing Research	51.1402	25	UGA
Apparel and textile marketing management	19.0905	77	Savannah College of Art and Design
<i>Economics, General</i>	<i>45.0601</i>	<i>25</i>	<i>Georgia State</i>

Using IPEDS data, list the supply of graduates in the program and related programs in the service area.^

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)

☰

IPEDS Degrees Awarded Dashboard (Academic Years 1987-88 to 2018-19)

Analyze Sheet

Narrate Storytelling

🔖

Duplicate

Degrees Awarded Su...

📄

<

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🔍

🔍

🔍

🔍

CIP_NAME_2020
23 of 2493

STATE_NAME
Georgia

ACAD_YEAR
2018-19

AWARD_LEVEL_....
MASTER'S DEGREE

📊

Selections

Degrees Awarded Summaries

Institution Filters

For-Profit/Public/Private

Carnegie Classification

Curriculum Length

Educational System

Institution Name

State Name

Peers Groups of USG Institutions

Degree Filters

Academic Year

Major Name (CIP 2020)

Area of Study (2 Digit CIP 2020)

Discipline (4 Digit CIP 2020)

Standard Occupation Code (SOC 2018)

Field (2 Digit SOC 2018)

Career Group (4 Digit SOC 2018)

STEM Major (from DHS)

NO

YES

(STEM Major Classification not specified)

Degree Level

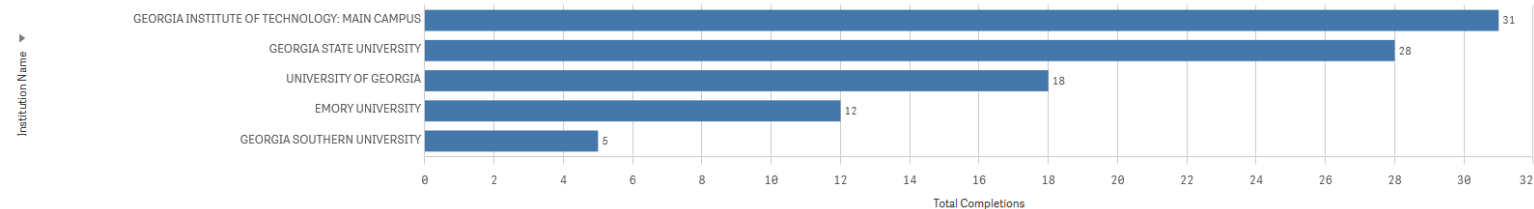
Gender

FEMALE

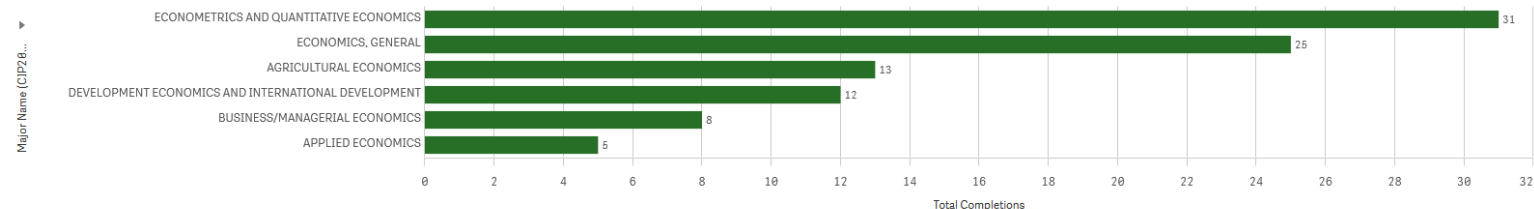
MALE

Race/Ethnicity

Total Degrees Awarded by Institutional Factor



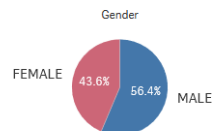
Total Degrees Awarded by Degree Factor



Degrees Awarded by Race/Ethnicity



Degrees Awarded by Gender



Consolidated

Non Consolidated

Pause for Questions

Occupational Knowledge, Skills, and Abilities

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)

SOC Code (6 digit)	Average Salary (O-Net data)	Occupation specific technology skills & KSAs

Notes:

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

Occupational Knowledge, Skills, and Abilities

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)

[illegible]

Enter the SOC code here

https://www.onetonline.org

O*NET OnLine

Occupation Quick Search:

Help Find Occupations Advanced Search Crosswalks Share O*NET Sites

Build your future with O*NET OnLine.

Welcome to your tool for career exploration and job analysis!

O*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!

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Updated Sources of Additional Information and New Career Videos

Learn More

Get O*NET news by email or RSS.

I want to be a...

Start the career you've dreamed about, or find one you never imagined.

Find It Now at My Next Move

ATTN: VETERANS

Put your military skills and experience to work in civilian life. Learn how at:

MY NEXT MOVE

Get Started

Hot Technologies

are frequently included in employer job postings.

Learn More

Occupation Search

Keyword or O*NET-SOC Code

Find Occupations

Browse groups of similar occupations to explore careers. Choose from industry, field of work, science area, and more.

Bright Outlook

Advanced Search

Focus on occupations that use a specific tool or software. Explore occupations that need your skills.

Filter by O*NET Data:

Crosswalks

Connect to a wealth of O*NET data. Enter a code or title from another classification to find the related O*NET-SOC occupation.

Military

FIND THE APPRENTICESHIP THAT'S RIGHT FOR YOU. APPRENTICESHIP.GOV

Help Find Occupations Advanced Search Crosswalks O*NET Sites

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Site updated November 17, 2020

O*NET OnLine is sponsored by the U.S. Department of Labor, Employment & Training Administration, and developed by the National Center for O*NET Development.





Quick Search for:

13-1161

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

Code	Occupation
13-1161.00	Market Research Analysts and Marketing Specialists ⭐ Bright Outlook
13-1161.01	Search Marketing Strategists ⭐

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Wages and Employment data

Technical Skills and KSAs



Summary Report for:

13-1161.00 - Market Research Analysts and Marketing Specialists

Updated 2020
Bright Outlook

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](#)

View report: Summary Details Custom

[Tasks](#) | [Technology Skills](#) | [Tools Used](#) | [Knowledge](#) | [Skills](#) | [Abilities](#) | [Work Activities](#) | [Detailed Work Activities](#) | [Work Context](#) | [Job Zone](#) | [Education](#) | [Credentials](#) | [Interests](#) | [Work Styles](#) | [Work Values](#) | [Related Occupations](#) | [Wages & Employment](#) | [Job Openings](#) | [Additional Information](#)

Tasks

5 of 13 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.

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Technology Skills

5 of 33 displayed [Show 6 tools used](#)

- Analytical or scientific software** — IBM SPSS Statistics; Minitab; TNS Miriad; WinCross
- Customer relationship management CRM software** — Blackbaud The Raiser's Edge; Insightful Corporation Confrim; Oracle Eloqua; Salesforce software
- Data base user interface and query software** — Amazon Redshift; GMI NET-MR; Microsoft Access; Structured query language SQL
- Graphics or photo imaging software** — Adobe Systems Adobe Creative Cloud; Microsoft Visio; SmugMug Flickr; Thomson Dialog
- Information retrieval or search software** — Factiva; LexisNexis; Mintel Reports; Verispan Patient Parameters

Hot Technology — a technology requirement frequently included in employer job postings.

[back to top](#)

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.



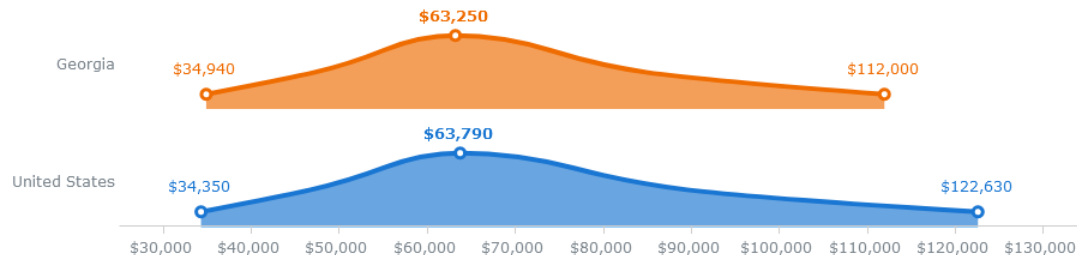
Georgia Wages for:

13-1161.00 - [Market Research Analysts and Marketing Specialists](#) ★ Bright Outlook

View wages for state:

View wages near ZIP Code:

View wages:



In Georgia:

- Workers on average earn **\$63,250**.
- 10% of workers earn **\$34,940** or less.
- 10% 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](#) ¹⁹

Example: Occupational KSAs

	SOC Code (6 digit)	Average Salary (O-Net data)	Occupation specific technology skills & KSAs
Market Research Analysts	13-1161	\$63,250	SPSS, Minitab, Microsoft Access, SQL Marketing strategies, math and statistics, critical thinking, problem solving
Economists	19-3011	\$100,780	MATLAB, Microsoft Access, SQL, R, Excel Calculus and Statistics, active listening, mathematical reasoning, written and reading comprehension
Social Science Research Assistants	19-4061	\$52,090	SPSS, SAS, MATLAB, Excel, MS Access Data management, calculus and statistics, Evaluation, complex problem solving, information ordering,

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

TIP: Look for KSAs that align with upper-division or major related competencies



UNIVERSITY SYSTEM OF GEORGIA

28. Using **GOSA Earning and Learnings data**, what is the typical salary range 5 years after graduation from the program?

Average Salary	75 th Percentile	50 th Percentile	25 th Percentile
1 year after graduation			
5 years after graduation			

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?^



Degree Type:

Master's

Program of Study:

Social Sciences

[Having trouble finding your program?](#)

College:

Statewide

*This list is now being filtered by both your degree and program selection

Clear Selections

Subcategories of your selected program:

- Anthropology
- Archeology
- Criminology
- Demography
- **Economics**
- Geography And Anthropology
- Geography And Cartography
- International Relations And National Security Studies
- Political Science And Government
- Rural Sociology
- Social Sciences, General
- Social Sciences, Other
- Sociology
- Sociology And Anthropology
- Urban Studies/Affairs

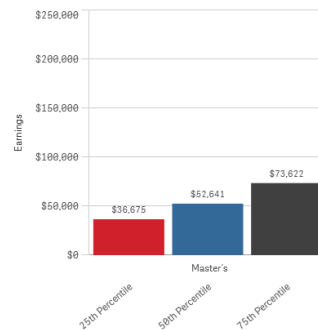
Master's Degree in Social Sciences (Statewide)

Summary

- One year after graduation median earnings are: \$52,641
- Five years after graduation median earnings are: \$65,424
- Ten years after graduation median earnings are: \$73,176
- There is a \$20,535 increase in median earnings after ten years
- One year after graduation, earnings are \$2,149 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

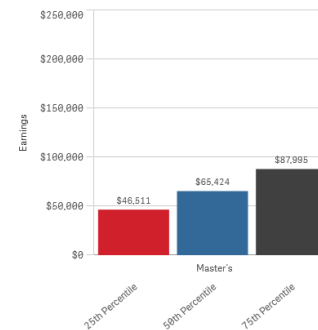
Please keep in mind that in addition to degree type, program, and college many factors (student ability/motivation, college selectivity, and job market conditions) affect earnings. The information on this site should not be interpreted as a guarantee of employment or earnings. The results should be seen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

Earnings One Year After Graduation



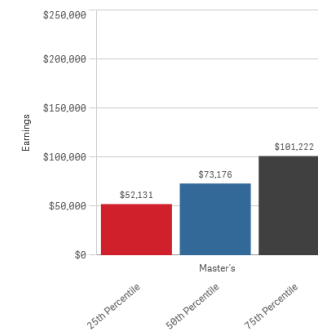
*If data are not available for your selection the graph will not populate.

Earnings Five Years After Graduation



*If data are not available for your selection the graph will not populate.

Earnings Ten Years After Graduation



*If data are not available for your selection the graph will not populate.

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

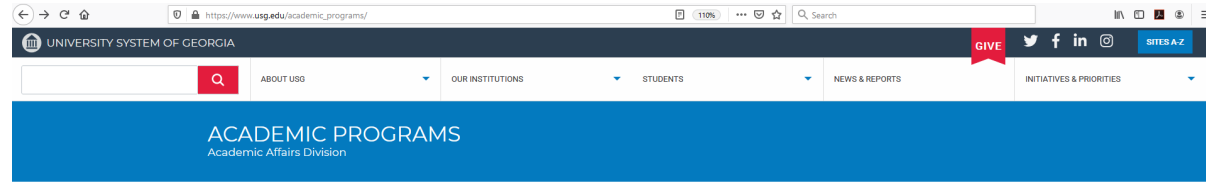
Additional Training

Dates	Academic Program Proposal Module:	Registration Link
12/04/2020 Friday 2:00 – 2:50 PM	Curriculum	https://zoom.us/webinar/register/WN_ZJ9NpVhOSaKxVVw7nE_knw
12/04/2020 Friday 3:00 – 4:00 PM	Faculty/Staff Plan	https://zoom.us/webinar/register/WN_Z0HMmImxRXcTtH1AD2JMwYw
12/11/2020 Friday 1:00 – 2:30 PM	Budget	https://zoom.us/webinar/register/WN_pS2SutOYTZianom9RNUQ2A
12/11/2020 Friday 2:30 – 3 PM	Facilities and Technology	https://zoom.us/webinar/register/WN_ono_LPHAQmO4vha3eSx6EQ
12/16/2020 1:00 – 3:00 pm	Office Hours for Program Proposal Application	https://zoom.us/webinar/register/WN_lewoLuAOTFmo180hHSusSQ

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



Enhancing educational opportunities at the associate, baccalaureate, masters, and doctoral levels



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Nexus Degree
External Programs: Off-Campus & Distance Learning Delivery
Program & Curriculum Changes
Articulation
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About Us

Mission Statement

The Office of Academic Programs strives to enhance educational opportunities at the associate, baccalaureate, masters, and doctoral levels by developing processes that are responsive to the economic, intellectual, and cultural needs of the state and the regions served by the 26 public institutions of the University System.

Academic program implementation will follow the model of a responsible culture that uses review and assessment to develop procedures that benefit students, faculty, and administrators while working as a unified system of educational opportunity. The development of academic programs comes with attendant foci and measures of accountability that collectively promote access to degree and course opportunities to a wide and diverse populace. The programs may be offered in multiple formats to meet the needs of multiple constituencies.

To address issues of accountability, programs will be developed that garner national, state, regional, and local attention in terms of research, scholarship, quality, viability, and productivity. Academic programs will be developed that expand disciplinary knowledge, solve problems, promote discovery, and contribute to the economic future of the state.

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

