



PRESENTATION HANDOUT



Utilizing Market Analytics to Maximize Low-Performing Graduate Programs

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Higher Ed. Environment

- 1) Tightening budgets
- 2) Do more with less
- 3) Cutting Programs



UT Tyler Story

- 1) Increase Graduate Enrollment
- 2) Increase Revenue
- 3) Do 1 & 2 with no capital outlay
- 4) Engage colleges in graduate student recruitment

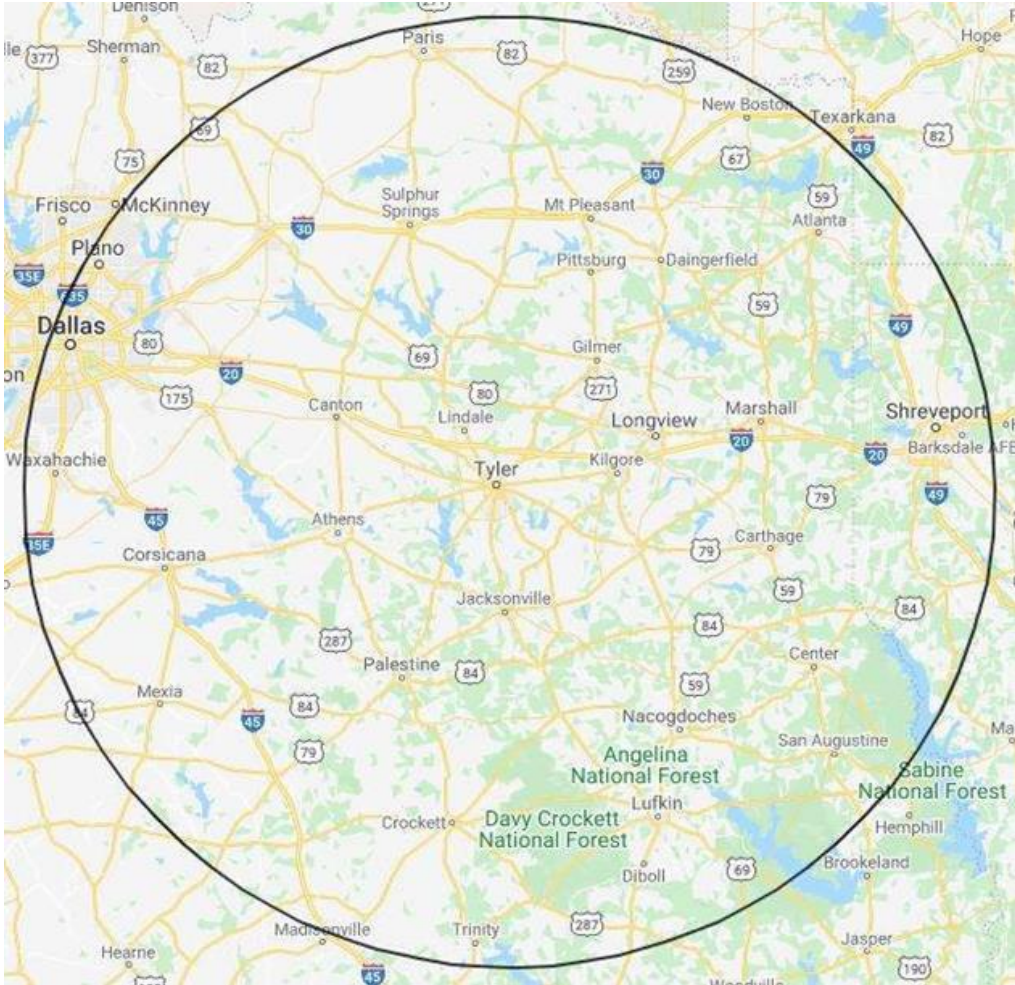
Proposal

- Target low performing graduate programs with market capacity for easy wins
- Provide tuition offsets for graduate assistant positions after programs achieve growth
- Colleges and programs on the hook for off-sets received with no growth

Identify Low Performing Programs

Enrollment by Curriculum Area					
Year	Institution List	Classification	CIP Group	CIP Desc	Count
2020	Texas A&M University	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	170
2020	Texas A&M University-Kingsville	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	38
2020	Texas Tech University	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	43
2020	The University of Texas at Arlington	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	108
2020	The University of Texas at Dallas	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	142
2020	The University of Texas at El Paso	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	37
2020	The University of Texas at San Antonio	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	56
2020	The University of Texas at Tyler	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	5
2020	University of Houston	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	98
2020	University of North Texas	Masters	14 - Engineering	14100100 - Electrical and Electronics Engineering	44

Regional Market



Understanding Your Market

The very first step to developing an active recruitment strategy is to research and understand the market where you will draw the majority of your students. RNL researchers applied the following methodology to the programmatic research included in this document:

- Data for each program presented in this report were gathered within a **100-mile radius** of the primary campus location, and profiles recent classroom and online performance.
- This report uses standardized Classifications of Instructional Programs (CIPs) and Standard Occupational Categories (SOCs) most closely related to each program area. Data are accessed using the Emsi data platform. Data sources are:
 - The Integrated Postsecondary Education Data System (IPEDS)
 - The U.S. Department of Labor's Bureau of Labor Statistics
 - State-level Departments of Labor
 - Emsi's own proprietary data gathered among thousands of job boards as well as their own analyses of the federal and state labor data.
- Data were retrieved in February 2021 and includes:
 - Degree production trends between 2003 and 2019
 - Occupational trends between 2003 and 2020 as well as projections for the ten-year period from 2020 to 2030
 - Job postings analytics for 12-month period ending in the month prior to the report being produced

Program Analytics

Description	2019 - ALL							2019 - ONLINE					Projected		
	ALL Degrees	Rank- ALL	UT-Tyler 2019-20	5-Year Growth #	5-Year Growth %	CARG %	Online as % of Total	ONLINE Degrees	Rank- Online	5-Year Growth #	5-Year Growth %	CARG %	2020 Jobs	Annual Openings	Growth (2020-2030)
Business Administration, General	2,964	1	347	580	24.3%	4.5%	86%	2,553	1	606	31%	6%	137,374	12,953	19,443
Accounting	649	2	6	(130)	-16.7%	-3.6%	15%	100	12	100	n/a	n/a	41,560	4,009	4,698
Educational Leadership and Admin.	564	5	112	10	1.8%	0.4%	70%	393	2	-138	-26%	-6%	7,413	601	864
Computer and Information Sciences	525	6	8	209	66.1%	10.7%	20%	107	10	107	n/a	n/a	60,858	5,434	11,858
Counseling Psychology	273	9	18	6	2.2%	0.4%	67%	183	5	53	41%	7%	1,822	142	285
Curriculum and Instruction	271	10	56	102	60.4%	9.9%	72%	194	4	73	60%	10%	4,381	443	545
Electrical Engineering	241	11	2	5	2.1%	0.4%	18%	44	27	23	110%	16%	10,115	728	873
Special Education and Teaching	87	23	19	32	58.2%	9.6%	43%	37	33	10	37%	7%	8,466	703	900
Kinesiology and Exercise Science	76	27	12	18	31.0%	5.6%	55%	42	29	7	20%	4%	871	68	143
Human Resources Development	73	29	72	48	192.0%	23.9%	100%	73	17	48	192%	24%	7,304	833	1,185
Engineering/Industrial Mgmt.	72	31	22	26	56.5%	9.4%	63%	45	25	-1	-2%	0%	7,881	613	708
Public Administration	63	36	11	12	23.5%	4.3%	35%	22	48	13	144%	20%	82,116	7,409	10,701
Biology/Biological Sciences, General	61	37	4	36	144.0%	19.5%	51%	31	38	21	210%	25%	1,007	93	170
Mechanical Engineering	59	39	10	26	78.8%	12.3%	27%	16	57	2	14%	3%	12,271	999	1,067
Family Practice Nurse/Nursing	53	42	35	31	140.9%	19.2%	100%	53	21	53	n/a	n/a	3,902	447	2,059
English Language and Literature	52	43	20	13	33.3%	5.9%	56%	29	41	20	222%	26%	43,322	3,913	6,017
Nursing Administration	47	48	35	26	123.8%	17.5%	96%	45	26	24	114%	16%	9,307	1,015	2,757
Clinical Psychology	47	47	30	13	38.2%	6.7%	38%	18	53	3	20%	4%	1,822	142	285
Reading Teacher Education	46	49	30	26	130.0%	18.1%	24%	11	70	8	267%	30%	36,534	2,876	3,871
School Psychology	43	51	23	(21)	-32.8%	-7.6%	72%	31	39	-7	-18%	-4%	1,822	142	285
History, General	35	63	5	9	34.6%	6.1%	20%	7	73	7	n/a	n/a	50	6	9
Mathematics, General	29	74	2	4	16.0%	3.0%	0%	0	n/a	0	n/a	n/a	1,755	205	599
Occupational Therapy/Therapist	24	83	0	(1)	-4.0%	-0.8%	0%	0	n/a	0	n/a	n/a	2,451	179	397
Civil Engineering, General	18	97	6	4	28.6%	5.2%	67%	12	69	-2	-14%	-3%	8,055	625	749
Fine/Studio Arts, General	15	109	12	2	15.4%	2.9%	0%	0	n/a	0	n/a	n/a	1,069	131	198
Political Science and Government	14	116	2	(24)	-63.2%	-18.1%	0%	0	n/a	0	n/a	n/a	59	8	17
Criminal Justice/Safety Studies	13	120	6	7	116.7%	16.7%	38%	5	78	5	n/a	n/a	25,758	2,058	503
Health Svcs./Health Sci.	7	142	5	3	75.0%	11.8%	0%	0	n/a	0	n/a	n/a	16,654	1,480	2,313

Growth Forecast

Master's, Mechanical Engineering

Growth Statistics

Degree Production (2012-2019): 103% (online: -27%)

- Projected Occupation Growth (2020-2030): 10%

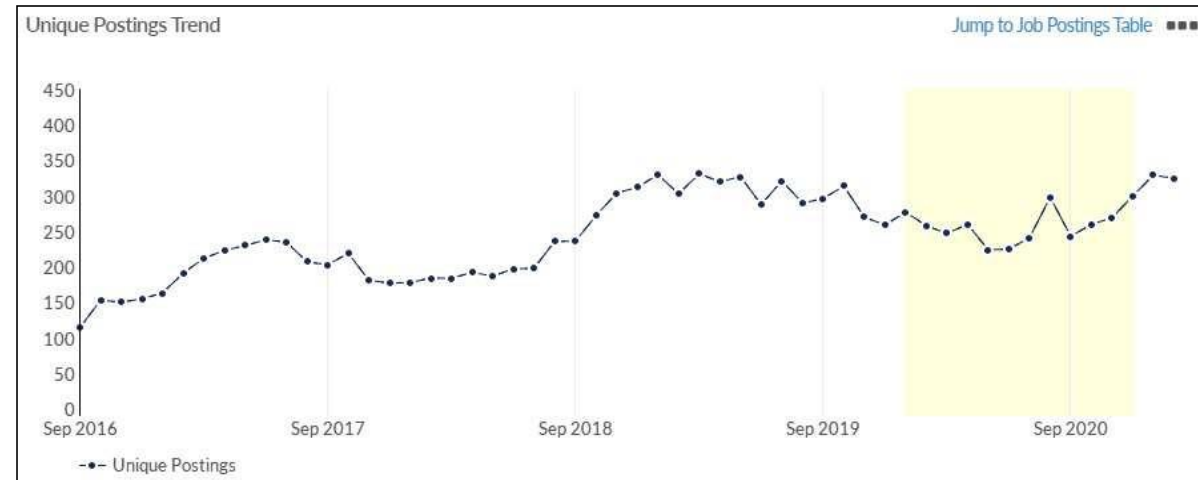
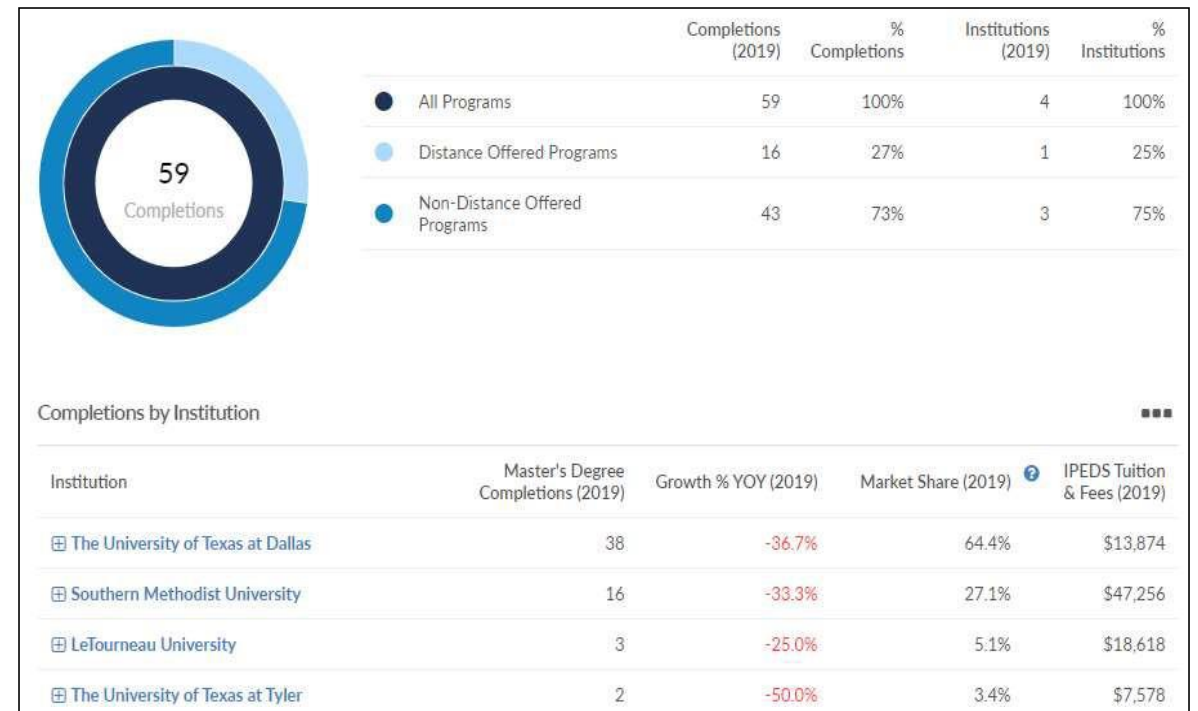
Related Job Trends* (2020-2030)

- Total Jobs: 2,108 (25% below national average)
- Annual Openings: 158
- 10-Year Growth: 10.0% (5.7% nationwide)
- Median Earnings: \$92,000 (\$2k more than national average)

Related Job Postings Analytics* (January-December 2020)

- Total Unique Postings: 1,104
- Median Posting Duration: 43 days (35 days is average)
- Median Starting Salary: \$108,300

**in associated occupations at degree level being presented*



Pilot Programs Chosen

Graduate Program	Current	Market/ Capacity	CH /yr	FF Weight	FF Standard rate	FF /y/stud	TR/y/stud	Fees/y/stud	Rev/y/stu	REV/Half TRB/stu
14100100 - Electrical and Electronics Engineering	5	20	18	7.28	55.66	\$7,293.69	\$6,448.00	\$1,922.00	\$15,663.69	\$12,439.69
14190100 - Mechanical Engineering	9	20	18	7.28	55.66	\$7,293.69	\$6,448.00	\$1,922.00	\$15,663.69	\$12,439.69
11010100 - Computer and Information Sciences, General	11	20	18	7.67	55.66	\$7,684.42	\$6,448.00	\$1,922.00	\$16,054.42	\$12,830.42
52030100 - Accounting	26	50	18	3.47	55.66	\$3,476.52	\$6,448.00	\$1,922.00	\$11,846.52	\$8,622.52
26010100 - Biology/Biological Sciences, General	9	20	18	7.67	55.66	\$7,684.42	\$6,448.00	\$1,922.00	\$16,054.42	\$12,830.42

Pilot Program Proposal

Proposal 1:					
10 additional enrollments in each program above current program enrollment numbers.		TRB Funding (Expense)		Full Revenue	
TRB Positions	TRB Positions	1/2 Waiver			Revenue after TRB
					1/2 Waiver
14100100 - Electrical and Electronics Engineering	10	\$32,240.00	\$156,636.86		\$124,396.86
14190100 - Mechanical Engineering	10	\$32,240.00	\$156,636.86		\$124,396.86
11010100 - Computer and Information Sciences, General	10	\$32,240.00	\$160,544.20		\$128,304.20
52030100 - Accounting	10	\$32,240.00	\$118,465.24		\$86,225.24
26010100 - Biology/Biological Sciences, General	10	\$32,240.00	\$160,544.20		\$128,304.20
Total	50	\$161,200.00	\$752,827.36		\$591,627.36

Implementation and Parameters

UT Tyler Tuition Reduction Benefit (TRB) Program

Goals

- Support UT Tyler graduate student growth in programs
- Create graduate assistant (GAs) positions with scholarships to reduce the resident (in-state) portion of tuition.

Funding

- Will be allotted from Designated Tuition
- Designated Tuition budget would be expanded based on anticipated revenue growth
- TRB funding will be provided proportionally based on every student enrolled greater than the last fall semester enrollment number for the program, up to ten half tuition waivers.
- To receive funding - the program ***must enroll at least ten more students than the previous fall semester.***

Implementation and Parameters

Graduate School TRB Rates for Fall and Spring Semesters:

- Graduate students employed as GAs are eligible for the TRB, the amount of which is determined by the number of hours employed per week during the fall or spring as specified below:
 - For half-time appointments (20 hours/week) or more, the TRB provides 9 credit hours of resident (in-state) tuition.
 - For appointments between 10 and 19 hours/week, the TRB provides ½ of the 9-hour resident tuition amount.
 - For appointments between 1 - 9 hours/week, no TRB is provided.

Application of the TRB

- The TRB does not pay out directly to the student, but instead is applied to the student's tuition bills. If a student has paid their tuition bill prior to the application of the TRB to their tuition bill, a refund will be issued in the amount of the TRB.
- If a student has a Zero balance tuition bill after all exemptions and waivers (and before a TRB has been applied), the student will not receive a TRB (i.e., when an outside entity pays a student's tuition in full).
- Dual Degree students
- The TRB amount will be calculated at 9 hours resident tuition cost of the (Graduate School) Discipline that is shown on your tuition bill.

Enrollment Growth

Graduate Program		Y2D % Increase
14100100 - Electrical and Electronics Engineering		250%
14190100 - Mechanical Engineering		400%
11010100 - Computer and Information Sciences, General		150%
52030100 - Accounting		125%
26010100 - Biology/Biological Sciences, General		20%



UTTyler
THE UNIVERSITY OF TEXAS AT TYLER

Thank You

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