APD Data Resource Guide:

This guide has been developed specifically for those working on a program proposal for Academic Program Planning and Development. Each resource below has been specifically included because of its relevance to data-driven items in the required forms. Please take the time to review this guide in its entirety, and use the step-by-step instructions as you navigate each site to obtain relevant data. If you run into any questions or issues with these resources, do not hesitate to contact Kari Koss (kossk15@ecu.edu), your data support liaison at ECU’s Office of Institutional Research.

What is a CIP code, Why is it important, How is it used

- Each university degree program has an assigned CIP (Classification of Instructional Program) code. The purpose of CIP codes is to provide a taxonomic scheme that will support the accurate tracking, assessment, and reporting of fields of study and program completions activity.
  - The CIP taxonomy is organized on three levels: 1) the two-digit series, 2) the four-digit series, and 3) the six-digit series. The two-digit series represent the most general groupings of related programs. The four-digit series represent intermediate groupings of programs that have comparable content and objectives. The six-digit series, also referred to as six-digit CIP Codes, represent specific instructional programs.


- CIP codes are useful in a number of ways. A few aspects particularly relevant to the Academic Program Development process include:
  - Degree programs data is often organized by CIP in order to ensure comparability across campuses; thus, many of the resources you encounter for creating your proposal will provide data organized (and searchable) by CIP code. For example, in order to find number of degrees conferred in a program or the number of similar programs in the state at the IPEDS Data Center, you’ll need to search by program CIP code.
  - CIP codes are also used to align degree programs with occupational categories. For example, SOC (Stand Occupational Classification) Codes are 1 commonly used system to classify occupational fields. The National Center for Education Statistics provides a CIP-SOC crosswalk, which is an important tool for relating data about programs to data about occupations and the labor market. This CIP-SOC crosswalk can be downloaded as an excel file from [http://nces.ed.gov/ipeds/cipcode/resources.aspx?y=55](http://nces.ed.gov/ipeds/cipcode/resources.aspx?y=55). To use this crosswalk, first locate the CIP code associated with your program of interest (e.g. African and African American Studies, 05.0201). Then, simply read across the row to locate the title of the CIP code, the aligned SOC code (in this case, 25-1062), and the SOC code title (Area, Ethnic, and Cultural Studies: Teachers, Postsecondary). In most cases, the CIP will be associated with multiple SOC codes. This is indicative of the fact that program graduates are likely to seek employment in a number of different occupational fields.
For additional information on (or assistance with) these resources, contact Beverly King at kingb14@ecu.edu or Kari Koss at kossk15@ecu.edu.

- If you are unsure what CIP code is assigned to a program are proposing a change (or assigned to similar programs on currently on campus), you can locate the CIP code on ECU’s Academic Program Inventory, located here: [http://www.ecu.edu/cs-acad/acadprograms/upload/ECU_AcademicProgramInventory.pdf](http://www.ecu.edu/cs-acad/acadprograms/upload/ECU_AcademicProgramInventory.pdf)
  - Within this document, a program’s two-digit code will be listed in the “Div” column. Its four-digit CIP code will be a combination of the two-digit code in the “Div” column and the first two digits in the “Code” column. Its six-digit CIP code will be a combination of the two-digit CIP in the “Div” column and the four digits in the “Code” column. For example, for the BA in African and African American Studies, the two-digit CIP code is 05; the four-digit CIP code is 05.02; and the six-digit CIP code is 05.0201. (By convention, four- and six-digit CIP codes are written with a period between the second and third number.)

**AVAILABLE RESOURCES: STUDENT ADMISSIONS, ENROLLMENT, AND DEGREES AWARDED**

- **UNC Data Dashboard (UNCGA)** ([http://www.northcarolina.edu/?q=content/unc-data-dashboard](http://www.northcarolina.edu/?q=content/unc-data-dashboard))
  - The UNC Data Dashboard is an interactive, online database that provides access to UNC system data. Eight interactive dashboards are available at the website. Of particular interest to Program Development submissions are: (1) **enrollment** (provides enrollment trends across the UNC system and enrollment demographics), and (2) **degrees awarded** (provides degree completion data for over 200 academic programs (CIP codes) listed across campuses; sortable by year, level of degree, student demographics, and field of study).
  - Detailed instructions for using this dashboard are provided in the document below.

  - IPEDS is the core postsecondary education data collection program for the National Center for Education Statistics (U.S. Department of Education). Data are collected from all primary providers of postsecondary education in the country in a number of areas. Of particular interest to Academic Program Development proposals, will be the **program completions** (i.e., degrees awarded) data.
  - Detailed instructions for using this site are provided in the document below.

- **ECU Interactive Analytics Portal** ([https://performance.ecu.edu/portal/](https://performance.ecu.edu/portal/))
  - The ECU Analytics Portal allows for easy viewing of data related to ECU students, staff, and faculty. Information about the University and its operations (e.g., admissions, degrees, and enrollment) is available via the interactive ECU Fact Book. Additional details regarding specific academic programs (including student and faculty profiles, student credit hours, and grade distributions) are also available to those with ECU log-in credentials within an interactive report titled “Academic Program Profiles.”

**AVAILABLE RESOURCES: EMPLOYMENT/OCCUPATIONAL/ INDUSTRY INFORMATION**

- **NCWorks** ([www.ncworks.gov](http://www.ncworks.gov))
Academic Program Planning and Development Data Resources

For additional information on (or assistance with) these resources, contact Beverly King at kingb14@ecu.edu or Kari Koss at kossk15@ecu.edu.

 PAGE_DASHBOARD_ANA). This dashboard can be used to obtain occupational data related to a geographic area, a specific job industry, or an educational program. This site can be particularly useful for addressing items in the APD Appendices asking for evidence of societal demand and employability of graduates.

- Detailed instructions for using this dashboard are provided in the document below.

  - NC Tower provides data for recent graduates of the North Carolina Community College System and from University of North Carolina system schools. Employment rates, wages, and ongoing higher education enrollment of graduates is available. Information in NC Tower can be viewed at an aggregate level (e.g., outcomes for all bachelor’s degree earners in North Carolina, regardless of where they went to school or what they studied). It can also be broken out by broad subject areas (e.g., 2-digit Classification of Instructional Program code), specific subject areas (e.g., 6-digit Classification of Instructional Program code), and campus. Employment and wage information can also be broken out by the industrial sector of the student’s employment, while data on further enrollment in higher education can be broken out by level of study.
  - Detailed instructions for using this site are provided in the document below.

  - Every other year, the Bureau of Labor Statistics updates its employment projections for occupations. The data for the 2014–24 projections are searchable in number of different locations and data formats. 2 searchable databases provided by BLS include:
    - (1) The National Employment Matrix database, which displays data on 2014 and projected 2024 employment and employment change (searchable by occupation or industry). For example, data on secretaries and executive assistants can be found across all industries in which they are employed, and data on the construction industry can be displayed by detailed occupation.
    - (2) The Occupational Projections Data database, with displays data on 2014 and projected 2024 employment, employment change, job openings, education, training, and wages for each detailed National Employment Matrix occupation. Users can obtain specific data for any occupation in the matrix and compare the results with data on other detailed occupations.
  - The data also appear in the “Job Outlook” section of the Occupational Outlook Handbook. This site also provides succinct narrative descriptions of occupational fields and growth projections.

- **North Carolina Department of Commerce** ([http://www.nccommerce.com/](http://www.nccommerce.com/))
  - NC Commerce is the state’s lead agency for economic, community, and workforce development. The department regularly publishes data, statistics, information, and reports regarding the state’s economy.
  - Within NC Commerce, the Labor and Economic Analysis Division (LEAD) ([http://www.nccommerce.com/lead/data-tools](http://www.nccommerce.com/lead/data-tools)) prepares regular analysis of the states’ industry sectors, workforce, and key economic trends. This link serves as a gateway to various labor market information, including labor force statistics, occupational and industry projections, and demographic reports.
  - NC Commerce also houses the Demand Driven Data Delivery System (D4) ([http://d4.nccommerce.com/](http://d4.nccommerce.com/)), which is an application providing easy-access to labor...
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market data produced by LEAD, BLS, and other sources. Users can review BLS data sets such as the Current Employment Statistics (CES) and the Occupational Employment and Wages in North Carolina (OES) at the state-, county-, or workforce development area-level.

DETAILED INSTRUCTIONS: UNC DATA DASHBOARD (ENROLLMENT AND DEGREES)

➢ UNC General Admission has provided this portal as a resource for accessing a wealth of information related to UNC system including student enrollment and degrees awarded by program area (associated with CIP code). Eight interactive dashboards are available for use; however, the instructions below provide a step-by-step guide for retrieving enrollment figures for a specific degree program. Similar steps can be followed within the degrees dashboard to obtain number of degrees awarded for a specific program.

1. Using Chrome or Firefox as your web browser, follow this link to the UNC Data Dashboard home page: http://www.northcarolina.edu/?q=content/unc-data-dashboard.
2. Scrolling down about a quarter of the page, you will see 8 green bars serving as links to each of the interactive dashboards available through this site.
3. Locate and click the first green bar labeled “Enrollment”. This will initiate a SAS program/dashboard to open in a separate window. It may take a minute to load.
4. The Enrollment Dashboard should appear as a tan background with a colored graph as the focal point of the page. As you look to the top of the page, you should see 2 rows of tabs. These two rows will always be at the top of the webpage, and allow you to navigate the site. The top row provides different options for exploring enrollment figures. Currently, we are interested in enrollment numbers for a specific program, so we will want to select “Student Majors”.
5. The second row of tabs along the top of the screen allows the option of including enrollment numbers across all UNC System Universities by selecting “UNC Total”, or by just 1 University at a time. Select “ECU” (or any other UNC School that houses the program of interest for your search).
6. Next, review your options for filtering the data based upon your specific data needs:
   o For “Year”, you may select one or more Academic Fall terms to include in the data set.
   o For “Enrollment Measure”, leave “Student Count” selected as the default.
   o For “Degree/Non-Degree-Seeking”, select only “Degree-Seeking” student to include in your enrollment counts.
   o For “First/All Majors”, leave “First Major” selected as the default.
   o For “Degree Level”, select the levels you are interested in capturing (e.g., Bachelor’s Master’s, etc.). You may consider selecting more than 1 level if you are interested to see enrollment numbers for ‘similar’ programs to the one of focus in the proposal. Also note that post-mater’s certificate programs are classified under “Intermediate/Specialist degrees”.
   o Finally, you’ll want to select the name of the program you are interested in. If you already have a specific program in mind, you can go directly to the right column labeled “Specific Area of Major” and make your selection. If you are unsure of the specific area or would like to first view a broader scope of enrollment data, you may select a ‘Broad Area of Major’.
This selection allows you to view the larger set of data as a whole, with 2 options for further refining the selection:
By selecting a field in the “Broad Area of Major”, listing options under “Specific Area of Study” will automatically be updated to include only those under the broader domain. You may review this updated list and select one or more ‘specific’ areas that are relevant to your search.

By selecting a field in the “Broad Area of Major”, the data table at the bottom of the page will also be automatically updated. You can then interact with the table (further discussed below) in order to expand this broad category into all specific sub-categories under that broader program heading.

7. As you have made each of the selections outlined above, you may have noticed the data table at the bottom of the screen automatically updating. This interactive table automatically populates per all of your selection criteria and update as you make changes (indicated by a green spinning wheel in the lower right corner of the object block). Each row of table provides data for a single “Area of Study”, labeled in the first column on the left hand side; columns are provided for student level and/or degree level categories you have selected; and each cell is filled with the enrollment headcount for the cross-referenced categories, labeled as “Student Counts” at the top of the table. There are 2 important notes to keep in mind when viewing this data table.

- First, by clicking anywhere on the table (or any other object block for that matter), you should see 3 blue icons appear at the top. The arrow/funnel icon allows you to view a listing of the variables that have been filtered based upon your selections, the circled ‘i’ icon will tell you the name of the table, and the 2 squares icon will allow you to minimize/maximize the table for ease of viewing.

- Second, by right-clicking on the table, you will see an option to “Export Student Majors Table”. By selecting this option, you can export the table in an excel format and then save it for future use. Data will be exported in a similar format to what is on the screen, and include a statement describing the filters you have applied when generating the dataset.

8. As a final note, please be aware of the “About the Dashboard” tab located on the main dashboard page. This is the right-most tab in top row of options (2 down from where you selected “Student Majors” earlier). Here you may find additional information about using the dashboard, definitions for terminology you may be unfamiliar with, and notes about the data sources.

DETAILED INSTRUCTIONS: IPEDS DATABASE (DEGREES AWARDED)

- The IPEDS Data Center is a centralized location for information from ALL schools required to submit data to IPEDS. Data of particular interest to the APD Appendices includes number of programs offered and number of degrees awarded. The instructions below guide you through the process of retrieving number of degrees awarded for a specific program of interest.

1. Follow this link to the IPEDS Data Center: [http://nces.ed.gov/ipeds/datacenter/](http://nces.ed.gov/ipeds/datacenter/)
2. Locate and click on “Compare Individual Institutions”.
3. The subsequent screen will ask, “What data would you like to access?” Leave the default setting at “Use final release data” and click “Continue.”
4. On the next screen (“Compare individual institutions”), move your cursor over “By Groups” under the heading “How would you like to select institutions to include in your data file/report”) and then click on “EZ Group”.
5. On this screen, you are going to select the institutions you want to include in your data file/report. There are a number of selection criteria from which to choose. If you wish to have information

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6. About all North Carolina schools, click on “State or other jurisdiction” and then check “North Carolina.” If you then wish to further filter the results to only those schools in North Carolina which are part of the state university system, click on “Sector” and then check “Public, 4-year or above.” Other options would be to select all schools in the Southeastern United States (by clicking on “Geographical region” and checking “Southeast...”) and/or to select only those schools which offer a Master’s degree or higher (by clicking on “Highest degree offered” and checking “Master’s degree” and one or more of the “Doctor’s degree” categories). A summary of the criteria you have selected will appear at the bottom of the screen. Once you have made all your selections, click the “Search” button (located to the right of the screen next to “Clear”).

6. After you select “Search,” a screen will appear listing all of the schools that will be included in your data file/report. You now are ready to select “Variables”. To do so, click on the “Continue” button located in the sentence “When you have finished selecting institutions, CONTINUE to Step 2 – Select Variables.”

7. To select the number of degrees awarded (by CIP code) at the schools in your search, click the plus box next to “Completions” and then the plus box next to “Awards/degrees conferred by program [2010 CIP classification], award level, race/ethnicity, and gender – includes new race/ethnicity and award level categories”.

8. Even though you are not going to create a report broken out by gender, click the plus box next to “Gender” and make the following selections to include total degrees awarded:
   - Step 1: Select Year(s)
     - Year(s): check the box next to one or more report years for which you want data. (Typically, you will want only the most recent year of data available.)
   - Step 2: Select Qualifying Variable(s)
     - Click on “First or Second Major,” check the box for “First major”, and click “Save” (in the top right corner of the screen).
     - Click on “CIP Code – 2010 Classification”. Each degree program at ECU has an assigned CIP code. If you are unsure what CIP code is assigned to the program(s) for which you are conducting a search, you can find a list of ECU degree programs with their CIP codes here: [http://www.ecu.edu/cs-acad/acadprograms/upload/ECU_AcademicProgramInventory.pdf](http://www.ecu.edu/cs-acad/acadprograms/upload/ECU_AcademicProgramInventory.pdf) (You’ll need a six-digit code which will be a combination of the numbers in the “Div” column and the numbers in the “Code” column; e.g., for the BA in African and African American Studies, the six-digit CIP code would be 050201.) Once you know the CIP code(s) for the program(s) for which you are conducting a search, click on the plus box next to the category listed by 2-digit CIP (e.g., for the BA in African and African American Studies, you would click on the plus box next to “05 – Area, Ethnic, Cultural, Gender, and Group Studies”). Then, click the plus box next to the 4-digit CIP code. (In our example, you would check next to “05.02 – Ethnic, Cultural Minority, Gender, and Group Studies.”) Finally, check the box next to the specific 6-digit CIP and click “Save” in the top right of the screen.
     - Click on “Award Level code” and check the box next to the degree level(s) you want to include in your data file/report (e.g., “Master’s degree” under “Degrees total”). Click on “Save” in the top right corner of the screen.
   - Step 3: Select from the list of variables
     - Check the box next to “Grand total”.

9. After you have made all of your variable selections, click on the “Continue” button next to “When you have finished selecting variables from the tree, click Continue.” A screen will appear listing all of the variables you have chosen to include in your data file/report.
Academic Program Planning and Development Data Resources
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10. Click the “Continue” button about half way down the screen to the right. The next screen allows you to choose options for your data file/report. Let these options remain at the default settings and click the “Continue” button.
11. You will be prompted to open the resulting file with Microsoft Excel; click OK. You now have a file with a list of the schools and the variables for which you searched. Save the file to your computer using a file name that will remind you of its contents.

DETAILED INSTRUCTIONS: NCWORKS (SOCIETAL DEMAND AND EMPLOYABILITY)

➢ NCWorks is an online resource for job seekers and employers in North Carolina. Within this online system, is a Labor Market Analysis Dashboard that can be used to obtain occupational data related to a geographic area, specific job industry, or educational program. This site can be particularly useful for addressing items in the APD Appendices asking for evidence of societal demand and employability of graduates.

1. Open the NCWorks Online Workspace at the following link:
2. Along the left side of the screen you will see a listing of available resources within this site to obtain information. In particular, notice the “Current Data Analysis” options.
3. To obtain a state-level profile of the labor market, locate and click “Area Profile”. There will be 4 options for viewing area information. Upon selecting any of them, you will be prompted to first indicate the “Area of interest” (i.e., state, county, region, etc.). Alternatively, if you click the blue “Select by Map” link, you can view these pre-determined options in a visual layout.
   o The “Area Narrative” section will provide brief descriptive summaries of the state labor market information (to include current jobs available, job and unemployment distributions, and wage statistics).
   o The “Area Summary” tab will provide a numeric summary of this information in the form of data tables, charts and graphs. Note that many of the data tables are interactive, and by selecting “+Show Display Options” you can change the format of the data and/or variables included. Additionally, many of the charts and graphs allow you to view additional information and/or update fields by clicking into the subcategories. Finally, note that many of the objects have an “Export” or “Print” icon directly below them that may be useful.
   o The “Area Comparison” tab offers an interesting view of the data as it can (for instance) provide the State of NC data side-by-side with a chosen region such as North Carolina’s Eastern Part. Simply click the blue “North Carolina” link and a “Select New Area” drop-down menu should appear. Within this menu, you should be able to select various pre-determined area selections.
   o The “Area Details” tab provides access to more detailed information regarding some of these labor market indicators and a good navigation pane for locating specific information that may be of interest to your proposal.
4. Looking back to the blue navigation tabs on the left side of the screen, locate and click “Occupational Profile” to obtain labor market information specific to the occupational fields related to your proposed program. Once again, you will be provided with options to view labor market information in numeric format (“Occupation Summary”), a narrative format (“Occupation
Narrative”), links to locate more detailed information (“Occupational Details”), or compare labor market data across two different occupations (“Occupational Comparison”).

- Upon clicking any of these sections, you will be prompted to enter information regarding the occupation of interest. The various options will be presented as yellow tabs. For example, you may elect to narrow your occupation search by keyword, education program, or occupational code.
- Note that under “Occupation Summary” there is a “Summary of Job Duties” and “Significant Points” section that provides a great, fast-facts type overview of the occupation.
- Also in the “Occupation Summary” you can find a section on “Employment Data” that provides occupational employment and future employment outlook information, employment data area distribution, and employment data in related occupations. There is also a section titled “Annual Openings” that provides projected annual openings and area distributions for your occupation of interest.

DETAILED INSTRUCTIONS: NCTower (LONGITUDINAL FOLLOW-UP OF NC GRADUATES)

- NC Tower provides data for recent graduates of the North Carolina Community College System and from University of North Carolina system schools. Employment rates, wages, and ongoing higher education enrollment of graduates is available. Information in NC Tower can be broken out by broad subject areas (e.g., 2-digit CIP code), specific subject areas (e.g., 6-digit CIP code), and campus. Employment and wage information can also be broken out by the industrial sector of the student’s employment, while data on further enrollment in higher education can be broken out by level of study. The instructions below guide you through the process of retrieving post-graduation North Carolina employment & education information by university, level, and program.

1. Follow this link to the NCTower website: http://nctower.com/
2. On the right side of the screen, locate the “Start a search for outcome data” block and select “Public Universities” from the drop-down menu. Click “Go”.
3. Under “Public University Program Finder” (about half way down the page), make the following choices:
   - **Credential**: Select the degree level for which you want employment data.
   - **Campus**: Select “East Carolina University”.
   - **CIP code**: Type in the 6-digit CIP Code of the program for which you want post-graduation employment data. (For example, to find post-graduation employment for ECU degree recipients who received a MA in Applied Economics, you would type in 45.0602.)
4. Click on the plus symbol to the left of the listed degree for which you want post-employment data to add it to “Your Program Selections”.
5. Repeat the process described above if you wish to add additional degrees/programs to your selections.
6. Click on the button labeled “View Outcomes”.
7. On the subsequent screen, under “Query Information”, you may elect to change school year for which you would like to obtain data. The default “2007-2008” selection, however, allows for 5 years of follow-up employment data to be included for your program graduates.
8. As you scroll down the page, you will see graphs for each of the following:
   - Number of Students and Graduates (for year selected)
Academic Program Planning and Development Data Resources

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- Post-Graduation Employment in North Carolina (for years post-graduation)
- Mean Annual Wages (for years post-graduation)
- Median Annual Wages, with 25th to 75th Percentile Range (for years post-graduation)
- Post-Graduation Enrollment in North Carolina Public Higher Education
- Post-Graduation Enrollment or Employment in North Carolina

9. At the top right of each graph, is a button labeled “View Table”. Click this button if you prefer to see the data in tabular, rather than graphic, form. Next to the “View Table” button is a button labeled “Info”. Click on this button for a graph/table if you would like more information on which students/degree recipients are included in the counts or how each metric is calculated.

10. A chart can be downloaded as .png, .jpg, or .pdf files by clicking on the “=” symbol in the top right corner of a chart.

11. An Excel file containing ALL of the NCTower data can be downloaded here: http://nctower.com/aboutdownload/