DATA TIPS AND RESOURCES: APD REQUEST TO PLAN A NEW DEGREE PROGRAM

This guide has been developed specifically for those preparing a new degree program proposal for submission to Academic Program Planning and Development. Items below correspond to each data-driven element in UNC-GA’s revised “Request to Plan” form, dated January 12, 2016. Please take the time to review this tip-sheet in its entirety, and in conjunction with the APD Data Resource Guide. If you run into any questions or issues with obtaining data for these items, do not hesitate to contact Kari Koss (kossk15@ecu.edu), your data support liaison at ECU’s Office of Institutional Research.

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| CIP Codes and Titles | - The Classification of Instructional Programs (CIP) is a taxonomic structure for tracking and reporting academic degree programs. Please refer to the APD Resource Guide to learn more about what a CIP code is, and where to locate a complete listing of ECU’s programs.  
- Similar degree programs in the UNC System can be located by CIP or keyword with the UNC Program and Degree Finder: http://www.northcarolina.edu/apps/programs/index.php  
- Once similar programs have been identified, the CIP will be useful for obtaining enrollment figures and degrees awarded. | IR Liaison can assist with understanding and locating CIP codes for your proposed program and ‘similar’ programs that you may wish to use for comparison. |
| Item 3: Student Demand (also relevant to Item 5A: Unnecessary Duplication) | Student demand evidence is used to determine if enrollment projections are reasonable. Recommended sources of evidence include:  
(1) Surveys of current students or prospective student pools. Faculty planner(s) may wish to include data available from surveys conducted within his/her department, across ECU, and/or the community.  
(2) Enrollment and degrees awarded in similar existing minor, concentration, or certificate programs at ECU (including feeder programs). This information is available through the interactive ECU Fact Book (https://performance.ecu.edu/) and/or the UNC Data Dashboard (http://www.northcarolina.edu/?q=content/unc-data-dashboard). See the APD data resource guide for more information.  
(3) Enrollment and degrees awarded in similar programs offered at other UNC institutions. For programs within the UNC System, fall enrollment and degrees awarded can be obtained through the UNC Data Dashboard (http://www.northcarolina.edu/?q=content/unc-data-dashboard). Please see the APD data resource guide for step-by-step instructions for navigating this site.  
(4) Enrollment and degrees awarded in similar programs outside the UNC system. Numbers of degrees awarded can be found for any university through the IPEDS Database (http://nces.ed.gov/ipeds/datacenter/). See the APD Data Resource Guide for step-by-step instructions. Enrollment numbers for schools outside of the UNC system are a little more difficult, as they are not currently accessible from a single location. One option is to locate the institutional Fact Book directly from the school’s website. Another (less preferred) option is to email a point of contact at the university requesting enrollment numbers. | IR Liaison can assist with understanding and locating CIP codes for your proposed program and identifying ‘similar’ programs based upon that CIP.  
IR Liaison can also assist with using resources to obtain enrollment/degree figures, and/or help problem-solve any issues you encounter with obtaining data. |
### Item 4A: Societal Demand (Labor Market Information)

Proposals should provide evidence of post-graduate opportunities specific to the degree level being proposed. The following resources are available to obtain national and state-level labor market data:

1. **Data Specific to North Carolina**
   - **NC Works** ([www.ncworks.gov](http://www.ncworks.gov)) is a good resource to obtain: (1) area, occupational, and industry profiles, (2) NC occupational and employment projections, (3) job postings data, and (4) economic and demographic indicators. See the APD Resource Guide for detailed instructions for using this site and note-worthy highlights.
   - **NC Tower** ([www.nctower.com](http://www.nctower.com)) provides employment follow-up data for recent graduates of North Carolina schools that are still employed within the state of NC. See the APD Resource Guide for detailed instructions for using this site and highlights worth noting.
   - Job posting analysis can be completed through NCWorks or other outside vendor such as Burning Glass. The content of this analysis/summary will depend largely on the specific program being proposed. Suggested elements to consider include: required degree details (area and level), experience, skill-set, specific knowledge required, and/or preferred qualifications.

2. **Occupational and Industry Projections**
   - The **Bureau of Labor Statistics**, BLS ([www.bls.gov/data](http://www.bls.gov/data)) is the suggested resource for obtaining *nation-level* occupational and industry projections in the areas for which graduates of the proposed program are expected to find employment. BLS projections at the *state- or county-level* can be obtained through **NC Commerce** ([http://d4.nccommerce.com/](http://d4.nccommerce.com/)). See the APD Data Resource Guide for detailed instructions for using these sites.

### IR Liaison can assist with determining occupational codes (SOC, O*NET, NAICS) that may be related to the proposed program CIP code.

IR Liaison can also assist in navigating resource websites and obtaining relevant data.

### Item 4B: Societal Demand (Prof. Assoc. or Industry Reports)

Faculty planners may consider collecting data by accessing professional association or industry sources (potentially with membership access only). Findings should be summarized as they relate to the specific proposal.

### Item 4C: Societal Demand (Other)

Any other relevant information/data may be included under this item. For example, alumni surveys, statements/letters of support, program-specific data showcasing demand or student favorability.