

**Market Analysis**

**New Program Proposal**

We are excited to hear about the new program you have proposed. As part of this process, we need to review the goals of your program so we can assess how its development will benefit students and our larger community. Please respond to the following questions regarding what you are proposing and review the questions we will be using to assess market viability. The more details you can provide about your proposed program, the more accurate our analysis will be.

If your program is intended to be both occupational and transfer, please complete all required sections. Incomplete proposals will be returned.

When ready, submit this completed document to Wyl McCully, Market Research Analyst with CDS.

# Program Information

Proposed Program Name: Click or tap here to enter text.

Proposed Program Department(s): Click or tap here to enter text.

Proposed Program Classification of Instructional Program (CIP): Click or tap here to enter text.

Program Purpose: *Briefly describe (a) what need your program is designed to fill, (b) how you know this need exists, and (c) how your program will fulfill this need.*

Click or tap here to enter text.

## Occupational Outcomes:

Proposed Program Standard Occupational Codes (SOC): Click or tap here to enter text.

*The Bureau of Labor Statistics (BLS) uses Standard Occupational Codes (SOCs) to define different jobs. Using the crosswalk found on the* [*ONet*](https://www.onetonline.org/)*, identify the SOCs aligned with your proposed CIP code. From this list of SOCs, identify the job(s) for which your pathway is designed to train students. In other words, what profession(s) do you intend students to pursue upon completion of your proposed program? If you have questions about how to find this information, or need assistance, contact* *Wyl McCully**, Market Research Analyst with CDS.*

*If the typical entry-level SOC is often a temporary (1-3 years) position used to gain experience, list the next level a graduate of this program would likely pursue without returning for additional training, and earning the proposed credential would likely lead to advancement.*

*If your degree provides skills and knowledge required for a career, but the degree does not align directly with CIP and SOC codes, please provide alternative documentation such as letters from employers showing the connection between your degree and job requirements and/or job postings listing requirements for knowledge and skills included in your degree.*

ENTRY-LEVEL SOCs *(Jobs pursued immediately upon graduation)*

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.

ADVANCEMENT SOCs *(Jobs pursued after gaining experience)*

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.

Where do you expect students to look for employment in these jobs:

* Locally (Students will likely find effective employment without relocating)
* Statewide (Students may need to move within the state)
* Nationally (Students should expect to relocate outside Michigan for employment)
* Online/Remote (These jobs are, or are becoming, primarily remote positions for which students can work anywhere)

## Transfer Opportunities:

Proposed Transfer Opportunities:

*All newly proposed programs must be assessed for transfer potential. Please discuss potential transferability with the Director of Academic Quality to determine how students can use this pathway, or its courses, if they choose to continue their education at another institution. List all institutions to which the proposed program would transfer, and the extent to which credits would be accepted (e.g.: Articulation agreement, assurance that all courses will be accepted, or how many courses would transfer as equal credit).*

### Receiving Institutions:

* 1. Click or tap here to enter text.
	2. Click or tap here to enter text.
	3. Click or tap here to enter text.

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**TO BE COMPLETED BY CDS:**

# Degree Level Analysis

## SOC 1: [ENTER CODE AND DESCRIPTION HERE]

Percentage Some College or Associate at Entry: Click or tap here to enter text.

Percentage Bachelor’s or higher at Entry: Click or tap here to enter text.

Conclusion (Transfer/Occupational): Click or tap here to enter text.

# Current Market Demand

Current Number of Jobs (National/State/MSA): Click or tap here to enter text.

Click or tap here to enter text.

Projected 5yr Number of Jobs (National/State/MSA): Click or tap here to enter text.

Click or tap here to enter text.

Conclusion (Healthy/Unhealthy): Click or tap here to enter text.

# Occupational Conditions

Median Income (National/State/MSA): Click or tap here to enter text.

Click or tap here to enter text.

Turnover Rate (National/State/MSA): Click or tap here to enter text.

 Click or tap here to enter text.

Other Notes: Click or tap here to enter text.

Conclusion (Strong/Poor): Click or tap here to enter text.

# Overall Conclusion:

Based upon the above information:

[ ]  No concerns about the market for this pathway exist.

[ ]  Concerns about market conditions exist and include the following

[ ]  Insufficient information has been provided to conduct an adequate market analysis.

The following information is needed to facilitate accurate processing
Click or tap here to enter text.