



EDUVENTURES

Continuing and Professional Education
Learning Collaborative
March 24, 2008

Dear Tom,

Per our recent conversation and your related custom research request, the CPE program is pleased to submit this research proposal for your review.

Background

University of Missouri – St. Louis (UMSL) seeks to understand regional enrollment and degree conferral trends among regional competitors to identify discipline areas in which demand has dramatically increased over time. UMSL is particularly interested in identifying enrollment and degree conferral patterns among the following institutions:

- Washington University
- St. Louis University
- Webster University
- Maryville University
- Southern Illinois University at Edwardsville
- Lindenwood University
- Fontbonne University

Key questions this research will address include:

1. **Within the top five discipline areas, what longitudinal degree/award conferral patterns emerge among regional competitors between 2003 and 2006?**
 - a. Discipline areas – education; business and management; liberal arts and sciences, general studies and humanities; health professions and clinical sciences; computer and information sciences
 - b. Credential levels – associate, bachelor's, master's, and doctor's degrees; certificates above and below the baccalaureate
2. **What longitudinal enrollment patterns have regional competitors experienced between the fall of 1996 to the fall of 2004?**
 - a. Major field of study – education; biological sciences/life sciences; mathematics; physical sciences, business management and administrative services; law; dentistry; medicine
 - b. Student level/attendance status– graduate; undergraduate; full/part-time
3. **In what discipline areas and credential levels have identified competitors witnessed growth and confronted challenges in enrollments and degrees conferred over time?**
 - a. Identification of fields and credential levels in which demand appears to have *increased* dramatically over time
 - b. Identification of fields and credential levels in which demand appears to have *decreased* dramatically over time

4. What opportunities exist for the inquiring member institution to leverage identified growth areas?

- a. Delivery formats targeting adult learners
- b. Accelerated programs targeting adult learners

Research Methodology

CPE staff will extract and analyze longitudinal degree conferral and enrollment data provided by the National Center for Education Statistics (NCES) to identify which discipline areas and credential levels regional demand appears to be increasing most over time. Degree conferral patterns for 2003 to 2006 will be assessed by the top five discipline areas and related credential levels; enrollment patterns for Fall 1996 to Fall 2004 will be assessed by major field of study, level of student, and attendance status.

CPE staff will analyze longitudinal trends to identify key discipline areas and credential levels in which demand appears to have increased and decreased the most dramatically. To pinpoint opportunities for the inquiring member to leverage identified growth areas, CPE staff will conduct an analysis of regional competitors and aim to interview one to three key administrators.

Deliverable and Timeframe

The final report will take the form of a 15-25 page Word document. Analysis of research findings and recommendations will be provided. Delivery of the final report will be approximately 11 to 12 weeks from the date of the approval of the proposal.

CPE staff would be happy to schedule an interim check in or provide an interim memo if requested by the Inquiring Institution.

Best,
Susan and Sara

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