



Market Analysis Template
(To Be Included with New Program Proposals)

Use this template to demonstrate that you have carefully evaluated the need, demand, and outcomes of a new program before proposing it. You may answer the questions directly on the template and attach it to your New Program proposal, or you may respond to the questions when explaining, on the New Program Proposal Form, how you determined the need for the program.

Date

Academic Program (Degree) to be Offered

Type of Request

- ☐ New Undergraduate Degree (e.g. B.A./ B.S.)
- ☐ New Graduate Degree (MBA/ Ph.D..)
- ☐ New Graduate Certificate

Competing Programs: Provide a list of the main competing programs in the DFW area and at competitor, peer, and aspirational peer schools. For each competitor program, provide a link to the main webpage for that program.

Institution	Name of Program	Program Page Link

Degrees Conferred at Competitor Institutions: *For each of the programs listed above, provide the number of graduates/degrees conferred in the most recent year for which data exists. To obtain this information, please consult IPEDS. Select the institution you are searching, and then select “completions” from the menu on the left. Scroll down until you see completions by program and degree level.*

IPEDS: <https://nces.ed.gov/ipeds/datacenter/InstitutionByName.aspx?stepId=1&sid=8c43e93f-7fab-414d-a273-9b11b3e9de7f&rtid=0>

Institution	Name of Program	Degrees Conferred

Evidence of Need and Demand: *What evidence exists of current demand for the program (not just students asking, but requests from employers, job opportunities, gaps in the labor market, needs of local school districts, etc.)? Please provide as much evidence as possible to support the existence of need and demand for this program.*

Evidence of Sustained Need/Demand: *What evidence exists of sustained demand for this program across time (what indicators are there out there, in the marketplace or the local community that indicate there is sustained need and demand for the program?)*

Key Employment Skills: *What are the key skills developed in the program and how do these align with the skills sought after in the relevant labor market?*

Potential Job Opportunities: *Provide three to five examples of current job listings (position postings) that graduates from the program might qualify for after obtaining this degree. Please include links to current job postings.*

Employer	Job Description	Link to Job Posting

Employment Pathways: *Describe the local, regional, or national employment pipelines from this program? What pathways to employment (or advancement) exist from the program?*

Professional Licensure : *Will this program lead to professional licensure? If so, in which states? Provide evidence that this program will meet the licensure requirements in Texas and any other indicated states.*

Relationships with Employers: *What relationships does the program (or housing school) have or plan to develop with relevant employers (in order to support positive employment outcomes)?*

You have completed the market analysis. Please include this analysis in your new program proposal.