

Academic Program Demand Research – Phase 2 Survey Research

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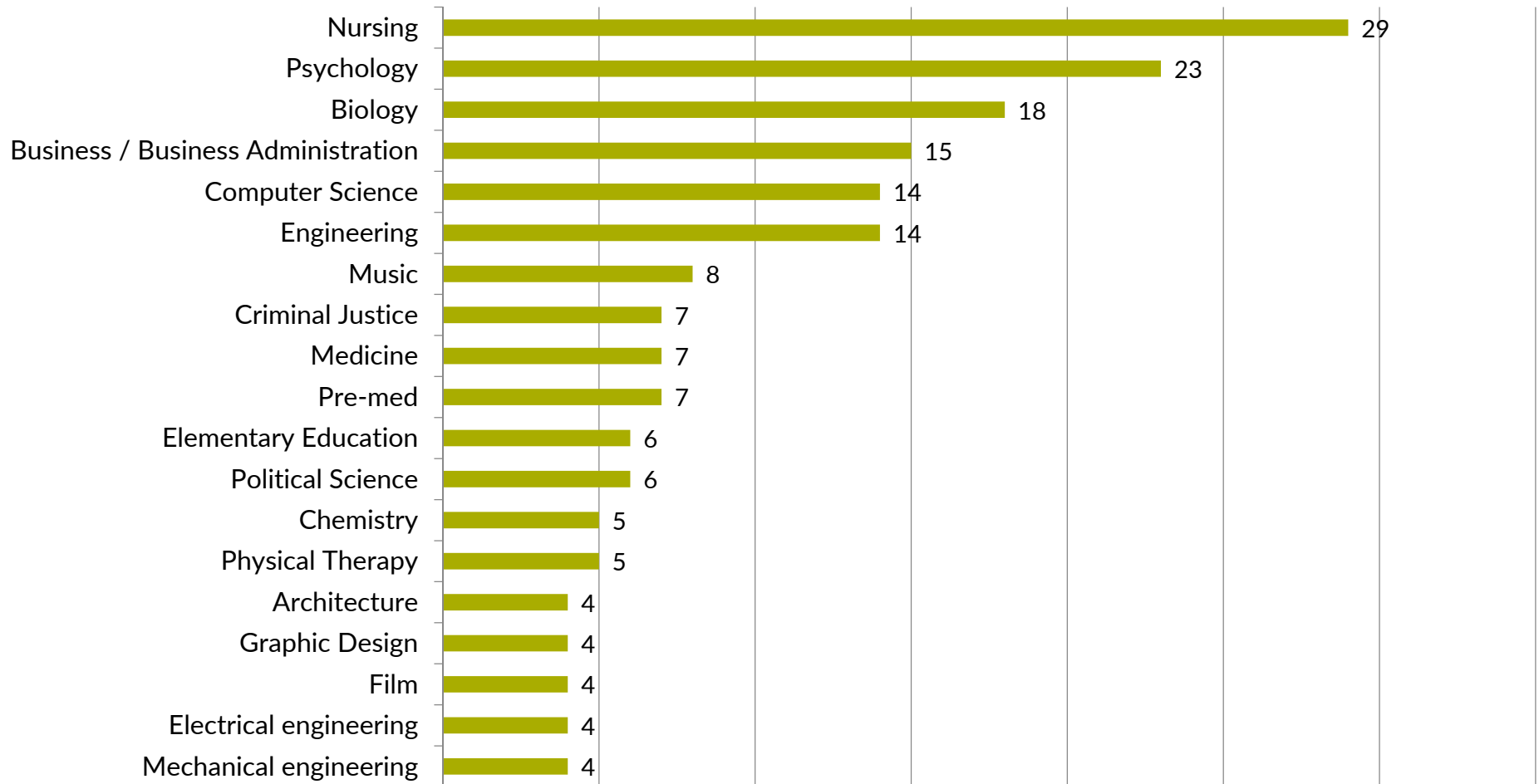
Methodology

- Telephone survey interviews
 - College-bound high school student population (n=318)
 - 90% seniors
 - 10% juniors
 - Geography: Representative NRCCUA sample from the following PA counties:
 - Berks
 - Bucks
 - Carbon
 - Chester
 - Columbia
 - Cumberland
 - Dauphin
 - Delaware
 - Lackawanna
 - Lancaster
 - Lebanon
 - Lehigh
 - Luzerne
 - Lycoming
 - Monroe
 - Montgomery
 - Montour
 - Northampton
 - Northumberland
 - Philadelphia
 - Schuylkill
 - Snyder
 - Union
 - York

Undergraduate programs

Top programs of interest

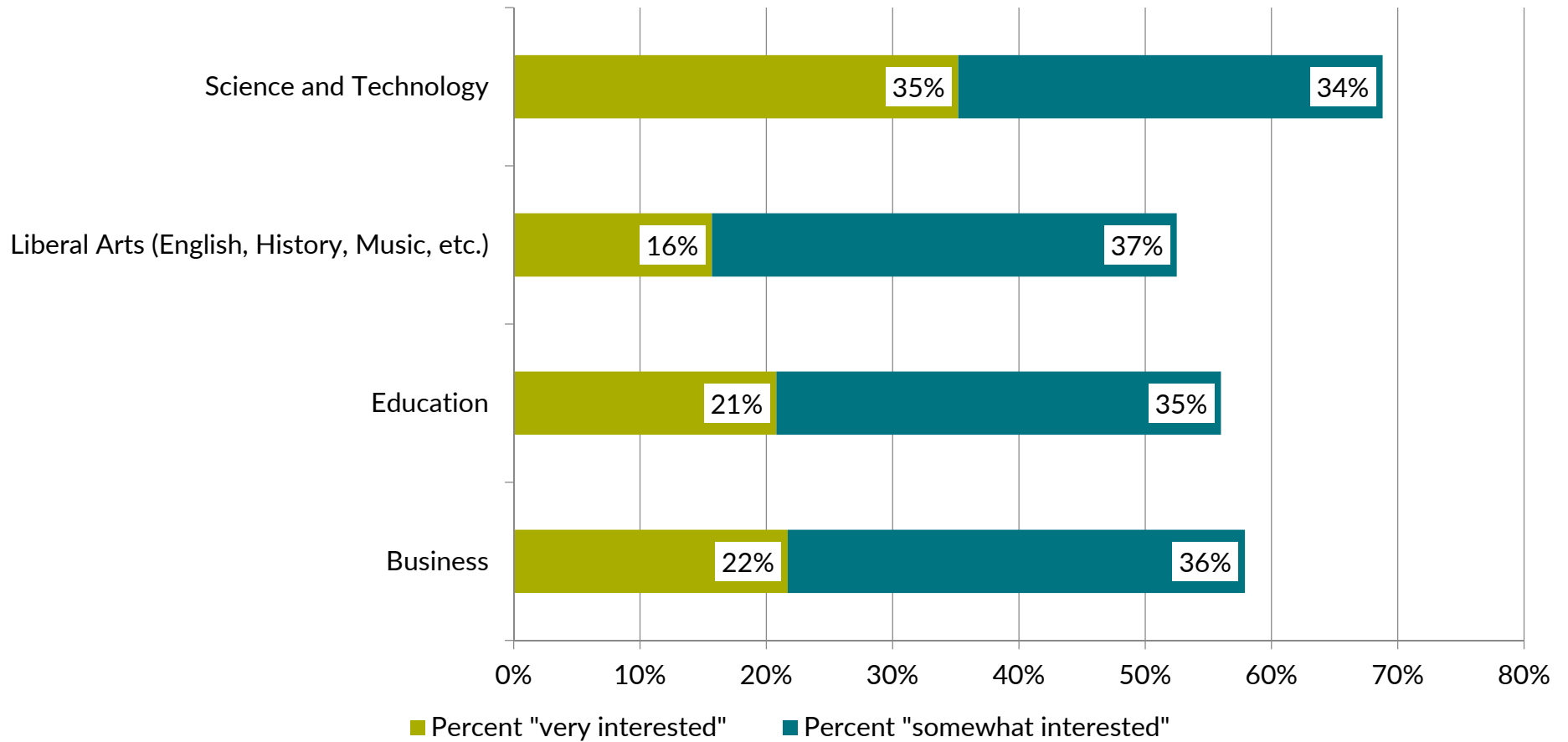
What program or major do you currently plan to study?



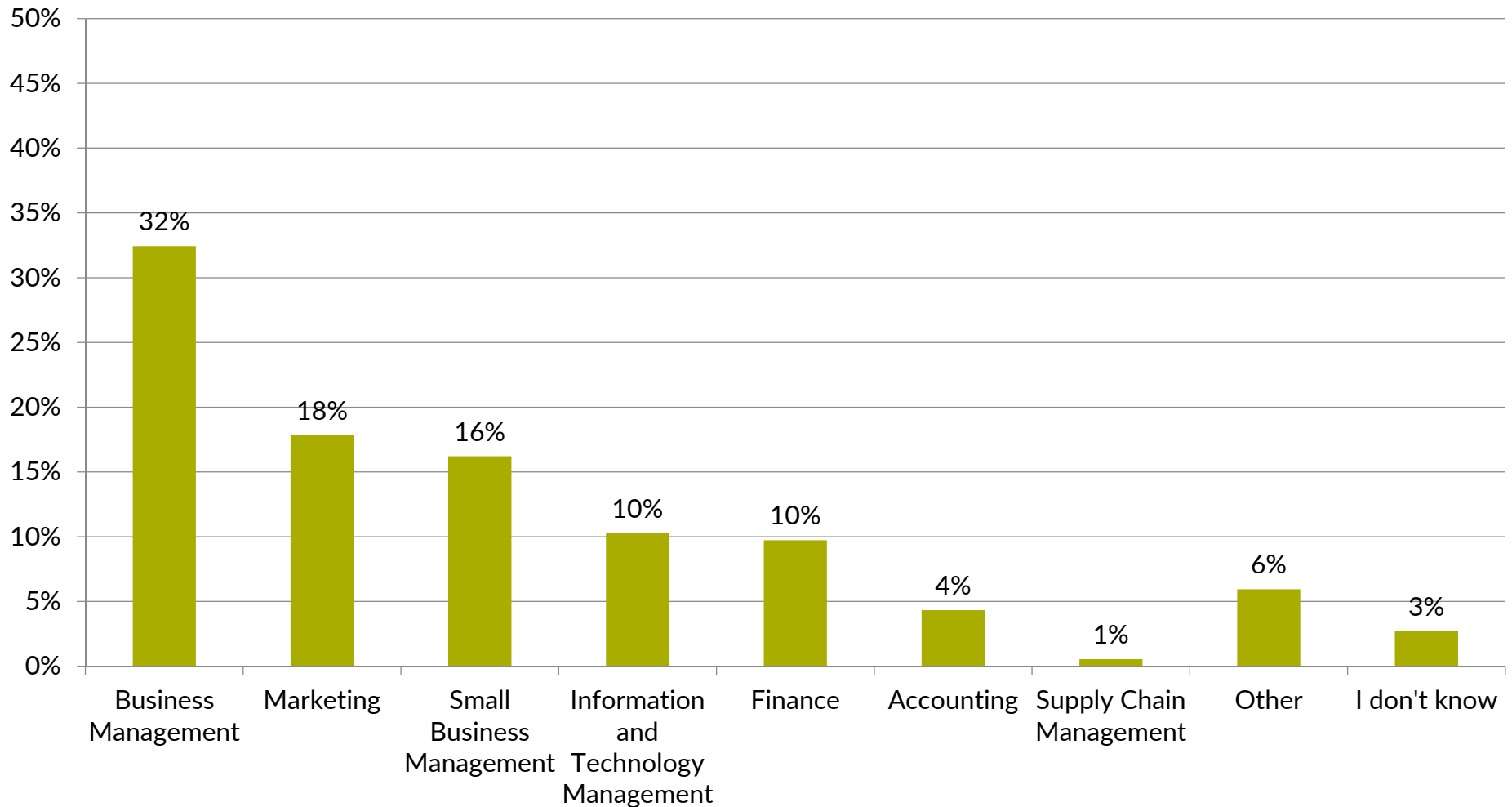
Interest in undergraduate program areas

Interest is highest for Science and Technology programs

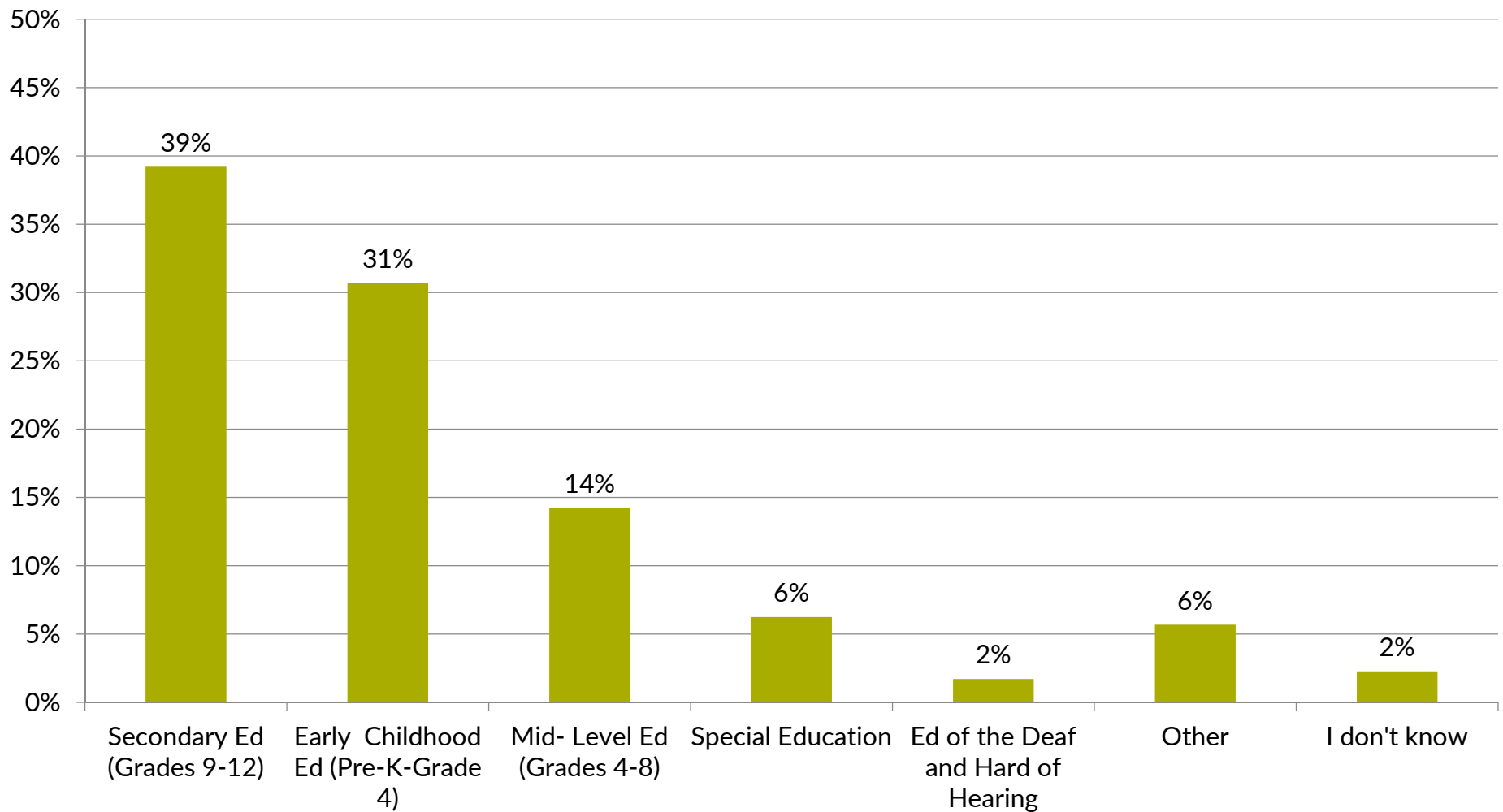
How interested are you in programs in the following general areas?



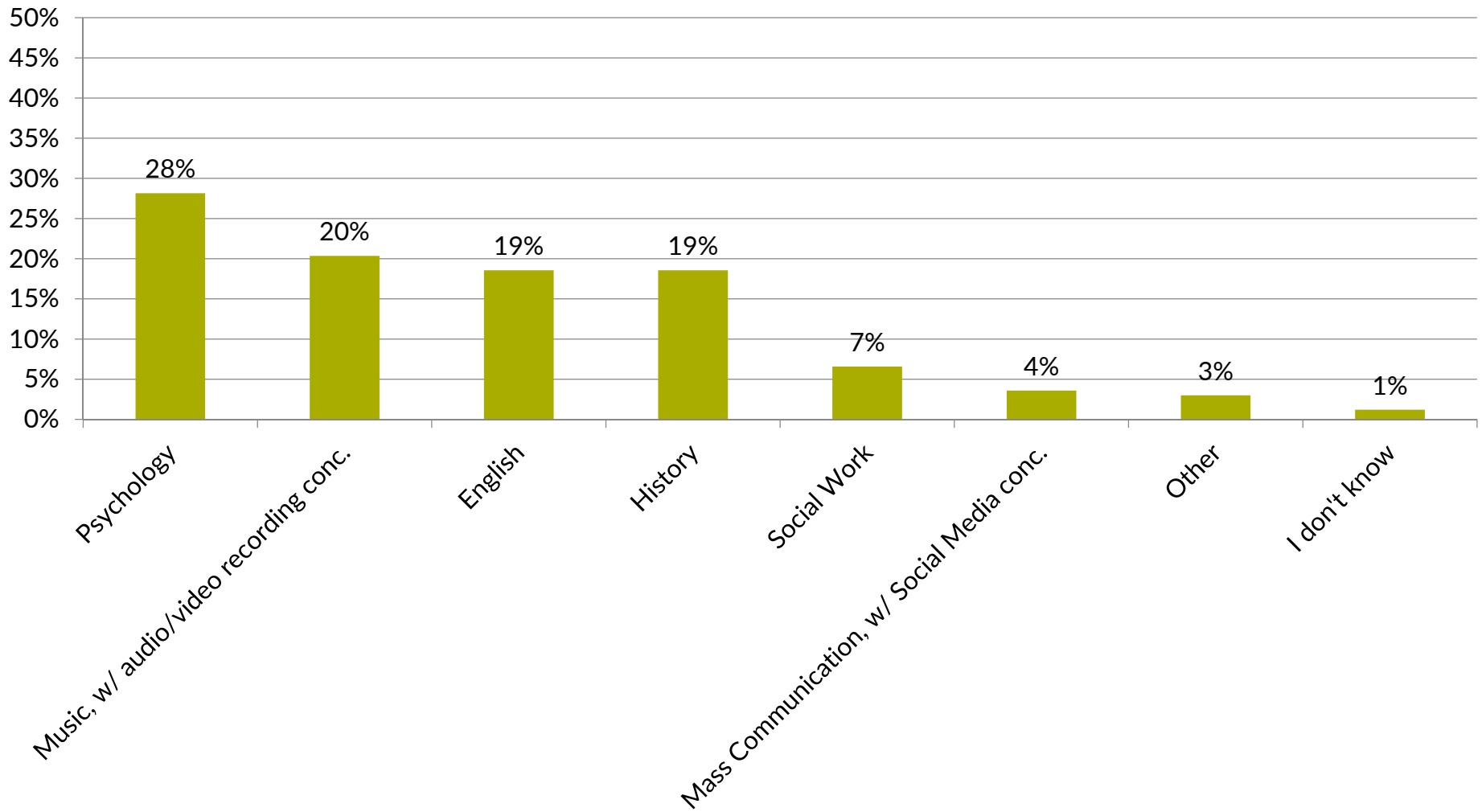
Which of the following specific Business programs are you most interested in?



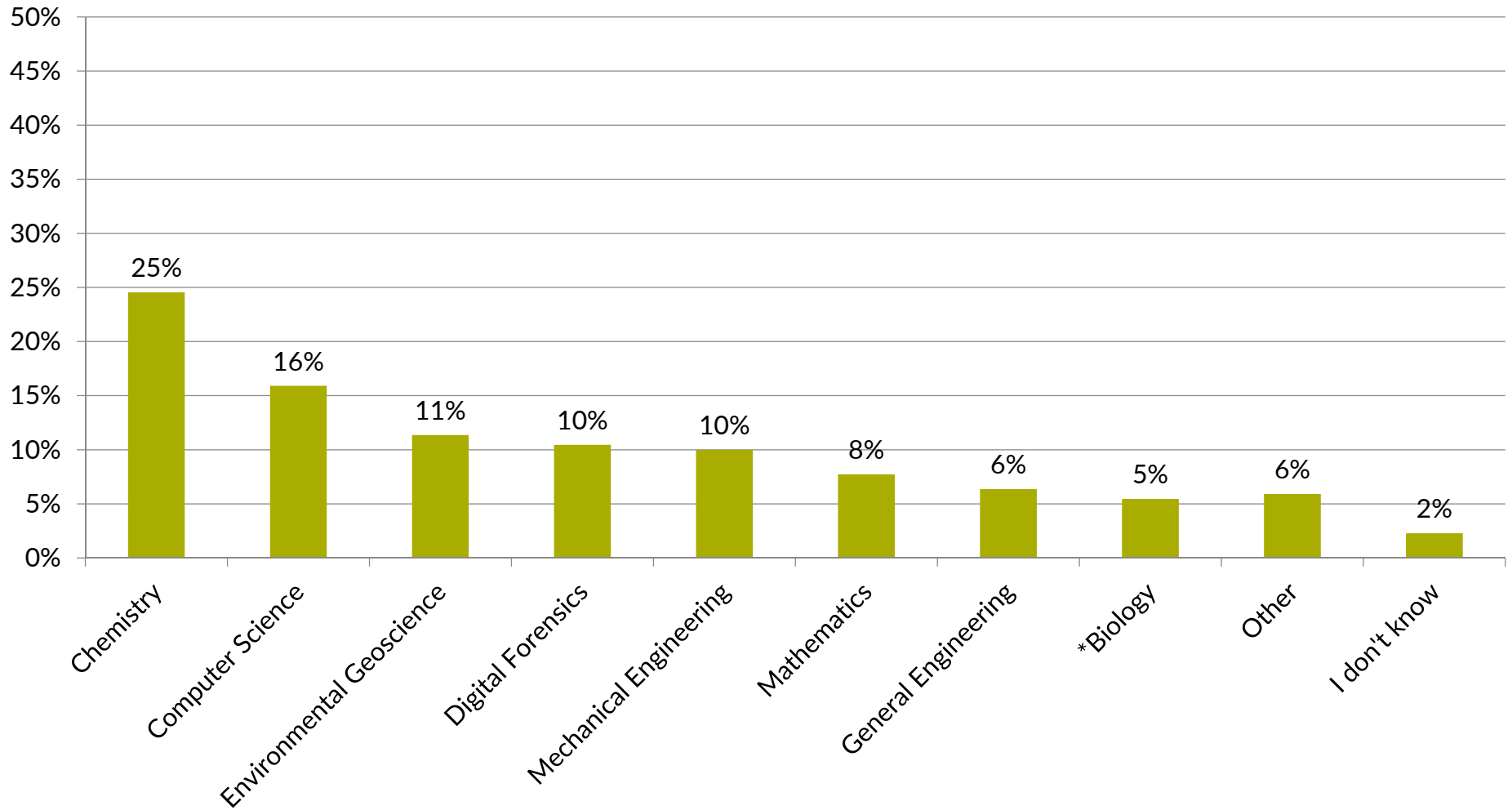
Which of the following specific Education programs are you most interested in?



Which of the following specific Liberal Arts programs are you most interested in?



Which of the following specific Science and Technology programs are you most interested in?



Likelihood to study undergraduate programs we tested

If you had to choose today, which of these programs would you be most likely to study?

Program	Number	Percent
Psychology	23	7%
Computer Science	13	4%
Music, with an audio/video recording concentration	10	3%
Chemistry	9	3%
Mechanical Engineering	9	3%
Business Management	8	3%
General Engineering	6	2%
Marketing	6	2%
Early Childhood Education (Pre-K-Grade 4)	5	2%
Mathematics	5	2%
Secondary Education (Grades 9-12)	5	2%
English	4	1%
Social Work	4	1%
Accounting	3	1%
Digital Forensics	3	1%
History	3	1%
Small Business Management	3	1%
Environmental Geoscience	2	1%
Finance	2	1%
Mid- Level Education (Grades 4-8)	2	1%
Science and Technology: Other	2	1%
Business: Other	1	0%
Information and Technology Management	1	0%
Liberal Arts: Other	1	0%
Mass Communication, w/ a concentration in Social Media	1	0%
Special Education	1	0%
Other	186	58%

What would you look for in your program to be sure it was high quality?

Most common responses to open-ended question

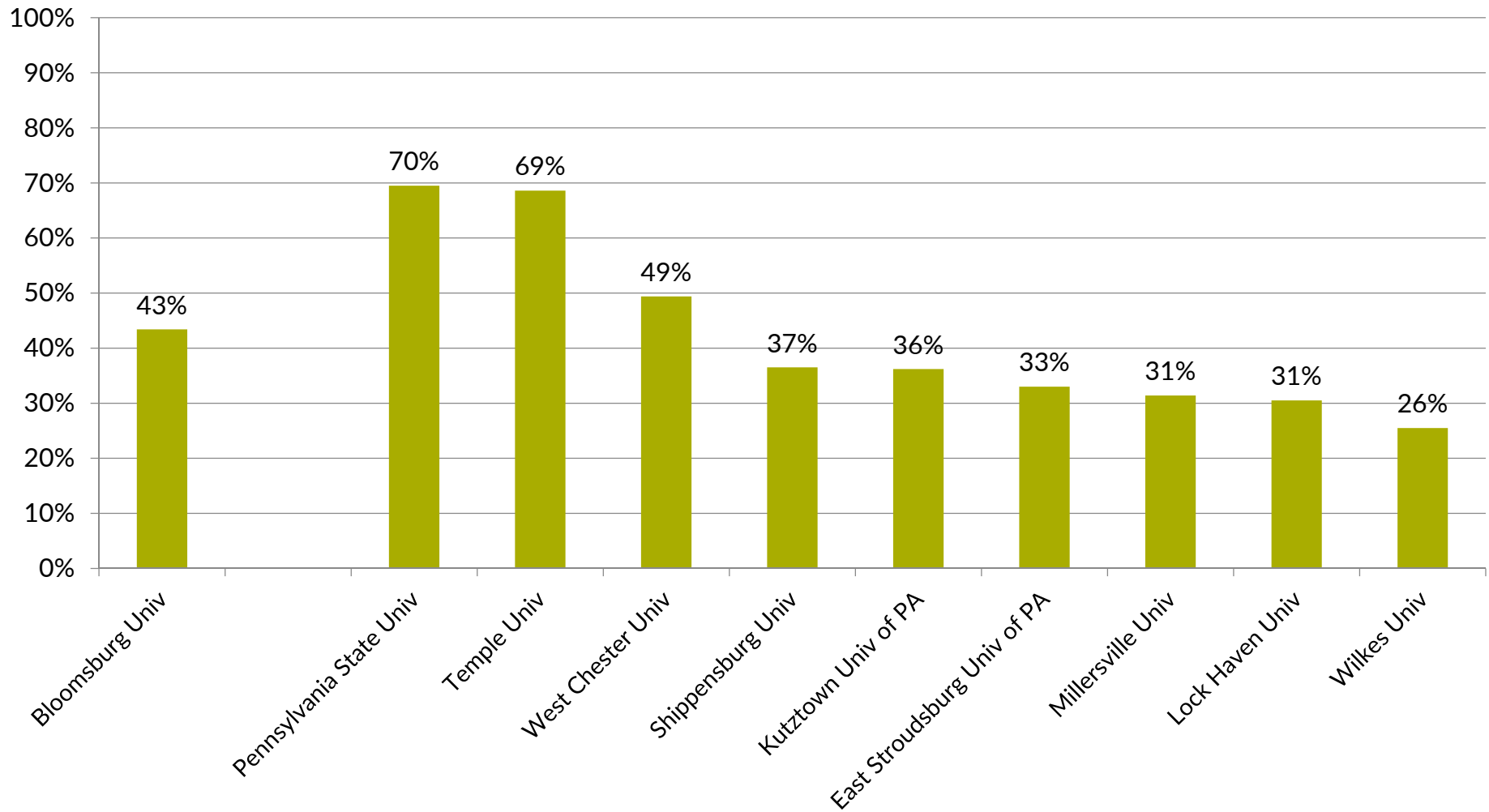


- Hands on learning 23%
- Job placement/employment/success after graduation 16%
- Good teachers/qualified faculty 12%
- Quality of programs/curriculum offered 10%
- Real world experience/internship 8%
- Curriculum/courses offered/variety 7%
- Research/good research opportunities 5%
- Reputation 5%
- Class size/small class size 4%
- School rank 4%
- Individual/one-on-one attention for students 4%
- Availability of technology/up-to-date technology/equipment 3%
- Challenging/pushes me academically 3%
- Good school/university/college 3%
- Clarity/able to understand and learn 2%
- Graduation rate 2%
- Availability of labs/lab time/sophisticated laboratories 2%
- Quality/availability of business opportunities 2%

Schools and formats

Bloomsburg could reach ~43% of the market

Would you consider studying [PROGRAM] at:



What is it about Bloomsburg that makes it a good choice for studying [PROGRAM]?

Most common responses to open-ended question



▪ Know someone who attended/good recommendations	21%
▪ Don't know	15%
▪ I've heard good things about it	9%
▪ Program quality/academics available (general)	9%
▪ Local/close to home	8%
▪ Good school (general)	6%
▪ Like the campus	5%
▪ Need more information/not familiar with school	5%
▪ More familiar with it/heard of this school/researched it	5%
▪ Offers wide variety of programs/programs I'm interested in	4%
▪ Good area/location (general)	4%
▪ Quality/availability of medicine/medical programs	4%
▪ Quality/availability of nursing programs	4%
▪ Well known/popular	4%
▪ Overall nice/welcoming/productive environment	3%
▪ Affordable/inexpensive	3%
▪ Received correspondence/spoken with recruiters/professors	3%
▪ Quality/availability of education programs	3%
▪ Have visited the school/campus	2%
▪ Smaller school	2%
▪ Quality/availability of business programs	2%

What is it about Bloomsburg that makes you not want to consider it for studying [PROGRAM]?

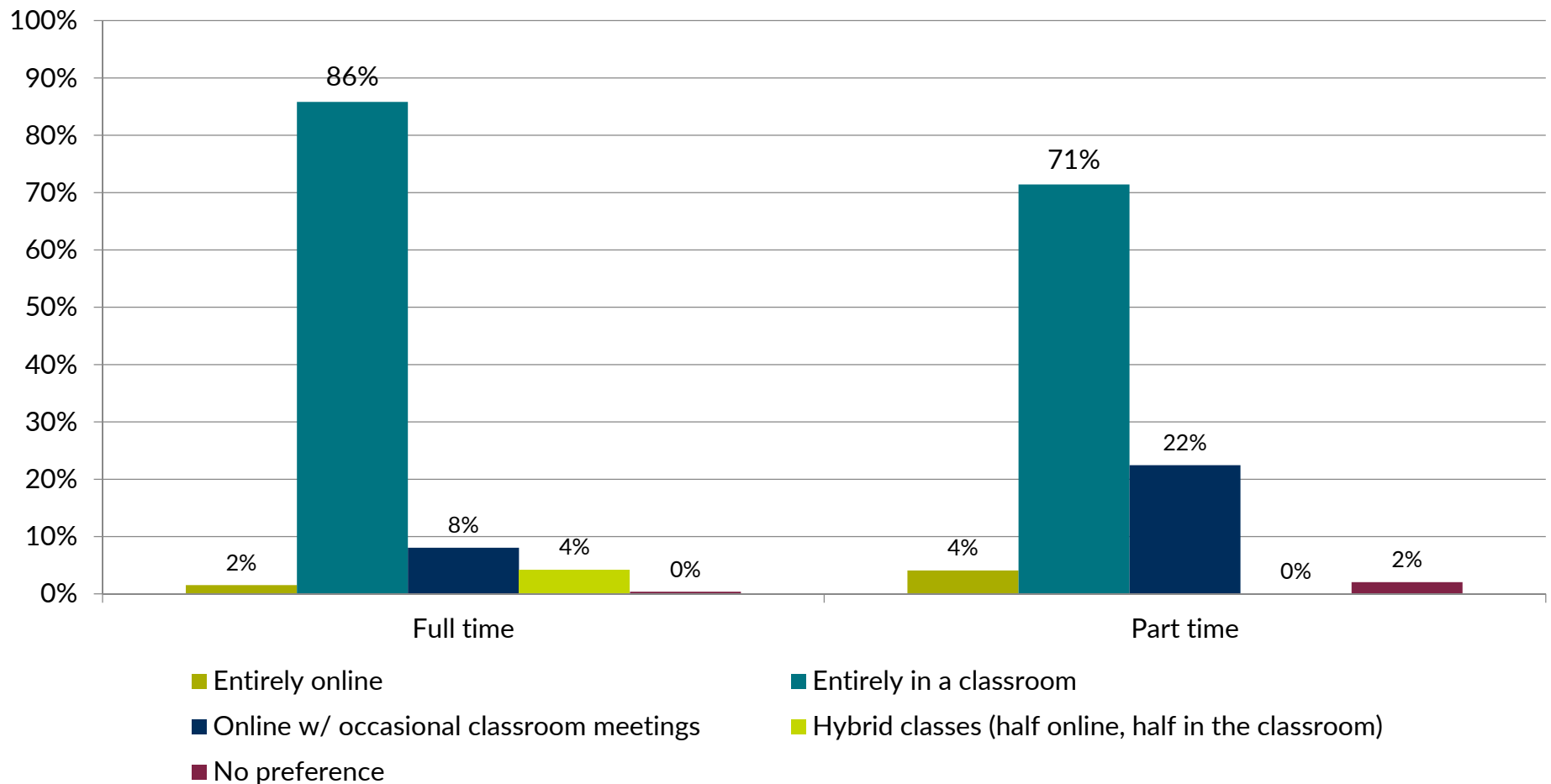
Most common responses to open-ended question



- Not familiar/never heard of it 32%
- Don't know 11%
- Don't like it/have visited before/don't want to attend there 9%
- Party school 7%
- Doesn't offer what I want/need (general/various) 6%
- Distance/too far from home/not local 5%
- Made my choice already/prefer another 5%
- Heard bad things/word of mouth/bad reputation 5%
- Location/dislike area/campus 4%
- Too close to home 4%
- Lower quality of education/curriculum 4%
- Too small/small campus 4%
- No detailed response/Refused 3%
- None/nothing 3%
- Family member/friend attends/went there 2%
- Class sizes/school population/student-to-teacher ratio 2%
- Not well-known 2%
- Cost/expensive 1%
- Safety issues/crime rate 1%

The vast majority would prefer to be in a classroom, but more PT than FT students would like online courses

**82% preferred taking classes full-time; 15% part-time, and 3% don't know*

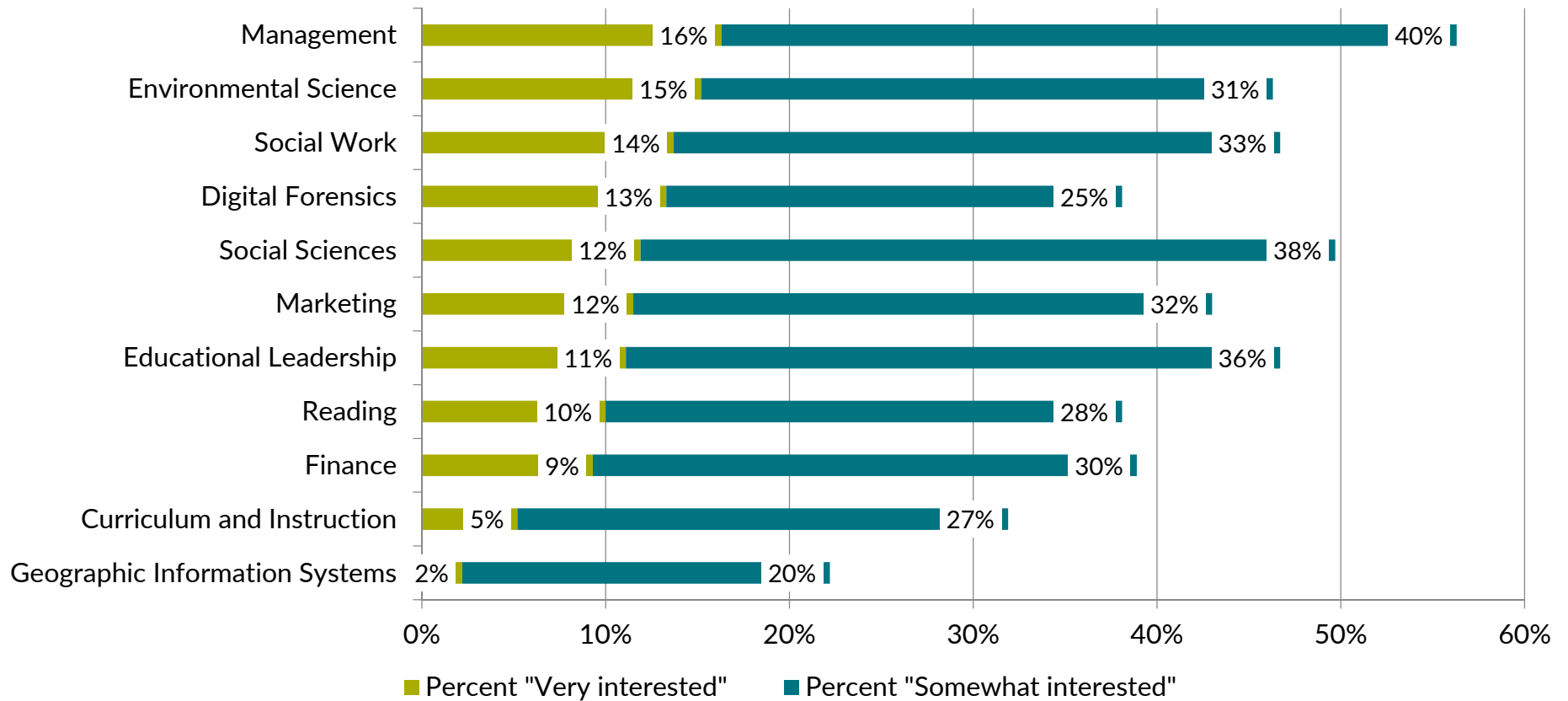


Graduate programs

Interest in graduate programs

Interest is highest for Management and Environmental Science

Which of the following graduate programs would you be interested in studying?



Other graduate programs of interest

“Are you interested in a graduate program that I didn't ask about?”

▪ Medicine	7
▪ Biology	6
▪ Criminal Justice/Criminology	5
▪ Law	5
▪ Psychology	4
▪ MBA	3
▪ Nursing	2
▪ Physical Therapy	2
▪ Dentistry	2
▪ Environmental Biology/Science	2
▪ Mechanical Engineering	2
▪ Medical Engineering	2
▪ Other	17



Enrollment estimates

Enrollment estimates – Undergraduate

PROGRAM	Percent of all prospective students choosing this program	Estimated number of students interested in program	Share of students who would consider Bloomsburg	Estimated number of students who would consider Bloomsburg	Estimated number to enroll at Bloomsburg in a given year
Psychology	7.2%	3,990	44%	1,732	208
Computer Science	4.1%	2,255	44%	979	117
Music, w/ audio/video recording concentration	3.1%	1,735	44%	753	90
Chemistry	2.8%	1,561	44%	677	81
Mechanical Engineering	2.8%	1,561	44%	677	81
Business Management	2.5%	1,388	44%	602	72
General Engineering	1.9%	1,041	44%	452	54
Marketing	1.9%	1,041	44%	452	54
Early Childhood Education (Pre-K-Grade 4)	1.6%	867	44%	376	45
Mathematics	1.6%	867	44%	376	45
Secondary Education (Grades 9-12)	1.6%	867	44%	376	45
English	1.3%	694	44%	301	36
Social Work	1.3%	694	44%	301	36
Accounting	0.9%	520	44%	226	27
Digital Forensics	0.9%	520	44%	226	27
History	0.9%	520	44%	226	27
Small Business Management	0.9%	520	44%	226	27
Environmental Geoscience	0.6%	347	44%	151	18
Finance	0.6%	347	44%	151	18
Mid- Level Education (Grades 4-8)	0.6%	347	44%	151	18
Science and Technology: Other	0.6%	347	44%	151	18
Information and Technology Management	0.3%	173	44%	75	9
Mass Communication, w/ concentration in Social Media	0.3%	173	44%	75	9
Special Education	0.3%	173	44%	75	9

Enrollment estimates – Undergraduate

PROGRAM	Estimated number to enroll at Bloomsburg in a given year	Historical (3 year average enrollments from Enrollment Funnel Analysis)
Psychology	208	151
Computer Science	117	74
Music, w/ audio/video recording concentration	90	17*
Chemistry	81	26
Mechanical Engineering	81	
Business Management	72	172
General Engineering	54	22**
Marketing	54	111
Early Childhood Education (Pre-K-Grade 4)	45	109***
Mathematics	45	27
Secondary Education (Grades 9-12)	45	20***
English	36	45
Social Work	36	1
Accounting	27	164
Digital Forensics	27	54
History	27	36
Small Business Management	27	
Environmental Geoscience	18	32
Finance	18	58
Mid- Level Education (Grades 4-8)	18	25
Science and Technology: Other	18	20
Information and Technology Management	9	19
Mass Communication, w/ concentration in Social Media	9	
Special Education	9	96***

Where your estimated enrollment is higher, there should be room to grow.

Where your average enrollment is higher, you have a strong competitive position.

Conclusions

Current programs where you should be able to increase market share with marketing and recruitment:

- Music, with audio/video recording concentration (73 additional students could be gained)
- Psychology (57)
- Chemistry (55)
- Computer Science (43)
- Social Work (35)
- Secondary Education (Grades 9 – 12) (25)
- Mathematics (18)

Best opportunities for new programs:

- Mechanical Engineering (81)
- General Engineering (54 ***assuming no cannibalization from your Electrical Engineering program*)
- Small Business Management (27)
- Mass Communication w/ Social Media concentration (9)

Questions?

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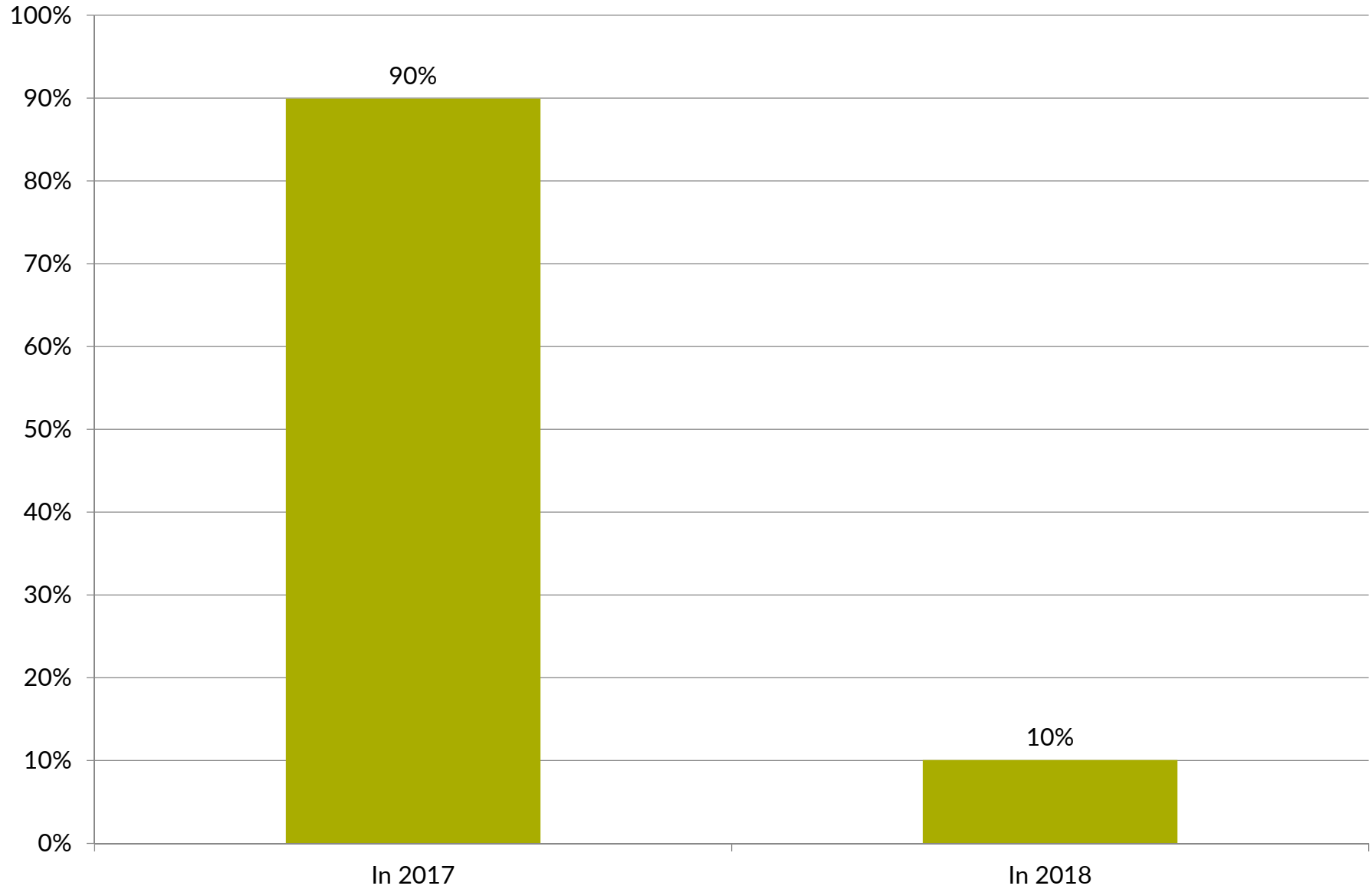
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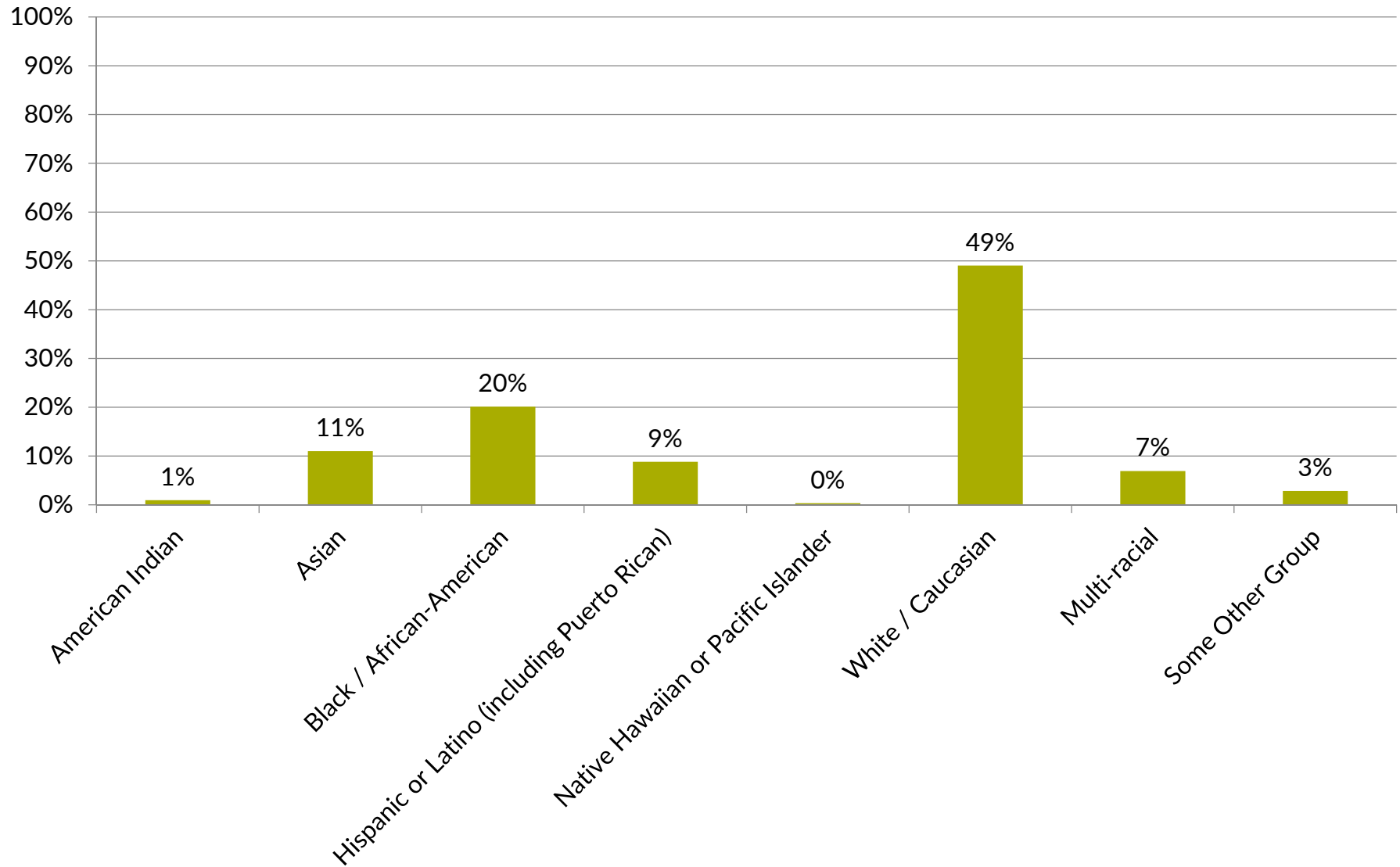
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Demographics

When do you plan to enroll in a college or university?



With which of the following racial or ethnic groups do you identify yourself?



Gender

