Academic Program
Demand Research –
Phase 2 Survey Research

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OF PENNSYLVANIA

RUFFALO
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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?

- Nursing: 29
- Psychology: 23
- Biology: 18
- Business / Business Administration: 15
- Computer Science: 14
- Engineering: 14
- Music: 8
- Criminal Justice: 7
- Medicine: 7
- Pre-med: 7
- Elementary Education: 6
- Political Science: 6
- Chemistry: 5
- Physical Therapy: 5
- Architecture: 4
- Graphic Design: 4
- Film: 4
- Electrical engineering: 4
- Mechanical engineering: 4
Interest in undergraduate program areas

Interest is highest for Science and Technology programs

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

- Science and Technology
  - Percent "very interested": 35%
  - Percent "somewhat interested": 34%
- Liberal Arts (English, History, Music, etc.)
  - Percent "very interested": 16%
  - Percent "somewhat interested": 37%
- Education
  - Percent "very interested": 21%
  - Percent "somewhat interested": 35%
- Business
  - Percent "very interested": 22%
  - Percent "somewhat interested": 36%
Which of the following specific Business programs are you most interested in?

- Business Management: 32%
- Marketing: 18%
- Small Business Management: 16%
- Information and Technology Management: 10%
- Finance: 10%
- Accounting: 4%
- Supply Chain Management: 1%
- Other: 6%
- I don't know: 3%
Which of the following specific Education programs are you most interested in?

- Secondary Ed (Grades 9-12): 39%
- Early Ed (Pre-K-Grade 4): 31%
- Mid- Level Ed (Grades 4-8): 14%
- Special Education: 6%
- Ed of the Deaf and Hard of Hearing: 2%
- Other: 6%
- I don't know: 2%
Which of the following specific Liberal Arts programs are you most interested in?

- Psychology: 28%
- Music, w/ audio/video recording conc.: 20%
- English: 19%
- History: 19%
- Social Work: 7%
- Mass Communication, w/ Social Media conc.: 4%
- Other: 3%
- I don’t know: 1%
Which of the following specific Science and Technology programs are you most interested in?

- Chemistry: 25%
- Computer Science: 16%
- Environmental Geoscience: 11%
- Digital Forensics: 10%
- Mechanical Engineering: 10%
- Mathematics: 8%
- General Engineering: 6%
- Biology: 5%
- Other: 6%
- I don't know: 2%
Likelihood to study undergraduate programs we tested

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

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

- Bloomsburg Univ: 43%
- Pennsylvania State Univ: 70%
- Temple Univ: 69%
- West Chester Univ: 49%
- Shippensburg Univ: 37%
- Kutztown Univ of PA: 36%
- East Stroudsburg Univ of PA: 33%
- Millersville Univ: 31%
- Lock Haven Univ: 31%
- Wilkes Univ: 26%
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?

- Management: 16% very interested, 31% somewhat interested
- Environmental Science: 15% very interested, 30% somewhat interested
- Social Work: 14% very interested, 33% somewhat interested
- Digital Forensics: 13% very interested, 25% somewhat interested
- Social Sciences: 12% very interested, 25% somewhat interested
- Marketing: 12% very interested, 32% somewhat interested
- Educational Leadership: 11% very interested, 36% somewhat interested
- Reading: 10% very interested, 28% somewhat interested
- Finance: 9% very interested, 30% somewhat interested
- Curriculum and Instruction: 5% very interested, 27% somewhat interested
- Geographic Information Systems: 2% very interested, 20% somewhat interested

**Legend:**
- Percent "Very interested"
- Percent "Somewhat interested"
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

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

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

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

In 2017: 90%
In 2018: 10%
With which of the following racial or ethnic groups do you identify yourself?

- American Indian: 1%
- Asian: 11%
- Black / African-American: 20%
- Hispanic or Latino (including Puerto Rican): 9%
- Native Hawaiian or Pacific Islander: 0%
- White / Caucasian: 49%
- Multi-racial: 7%
- Some Other Group: 3%