Academic Program Planning and Development Data Resources
For additional information or assistance, contact Beverly King at kingb14@ecu.edu.

DATA TIPS AND RESOURCES: APD LETTER OF INTENT TO DEVELOP A NEW DEGREE PROGRAM

This guide has been developed specifically for those preparing a new degree program proposal for submission to Academic Program Planning and Development. Items below correspond to each data-driven element in UNC-SO's revised submission forms, dated March 21, 2018. Please take the time to review this tip-sheet in its entirety, and in conjunction with the APD Data Resource Guide. If you run into any questions or issues with obtaining data for these items, do not hesitate to contact Dr. Beverly King (kingb14@ecu.edu), Director of Institutional Research.

ITEM	Suggested Data Parameters & Resources	How Institutional Research Can Help
Student Demand (internal to ECU)	**(1) Surveys of potential or current students**. Faculty planner(s) may wish to include data available from surveys conducted within his/her department, across ECU, and/or the community. **(2) Enrollment and degrees awarded in similar existing minor, concentration, or certificate programs at ECU** (current and 3-years prior). This information is available through the interactive ECU Fact Book (https://performance.ecu.edu/portal/) and/or the UNC Data Dashboard (http://www.northcarolina.edu/?q=content/unc-data-dashboard. See the APD data resource guide for more information regarding these resources.	IR Liaison can assist with understanding and locating CIP codes for your proposed program and identifying 'similar' programs based upon that CIP.
Student Demand (external to ECU) *also helpful for UNC-SO Request to Establish form, Item I.a.*	**(1) Enrollment and degrees awarded in similar programs offered at other UNC institutions.** For programs within the UNC System, fall enrollment and degrees awarded can be obtained through the UNC Data Dashboard (http://www.northcarolina.edu/?q=content/unc-data-dashboard. Please see the APD data resource guide for step-by-step instructions for navigating this site. **(2) Enrollment and degrees awarded in similar programs state- or nation-wide.** Numbers of *degrees awarded* can be found for any university through the IPEDS database (http://nces.ed.gov/ipeds/datacenter/). See the APD data resource guide for step-by-step instructions for pulling this type of data. *Enrollment numbers* for schools outside of the UNC system are a little more difficult, as they are not currently accessible from a single location. One option is to locate the institutional Fact Book directly from the school's website. Another (less preferred) option is to email a point of contact at the university requesting enrollment information.	IR Liaison can also assist with using resources to obtain enrollment/degree figures, and/or help problem-solve any issues you encounter with obtaining data.

2

Academic Program Planning and Development Data Resources
For additional information or assistance, contact Beverly King at kingb14@ecu.edu.

Societal Demand (Labor Market Information)	**(1) Data Specific to North Carolina** -NC Works (www.ncworks.gov) is a good resource to obtain: (1) area, occupational, and industry profiles, (2) NC occupational and employment projections, (3) job postings data, and (4) economic and demographic indicators. See the APD Resource Guide for detailed instructions for using this site and note-worthy highlights. - NC Tower (www.nctower.com) provides employment follow-up data for recent graduates of North Carolina schools that are still employed within the state of NC. See the APD Resource Guide for detailed instructions for using this site and highlights worth noting. - Job posting analysis can be completed through NCWorks or other outside vendor such as Burning Glass. The content of this analysis/summary will depend largely on the specific program being proposed. Suggested elements to consider include: required degree details (area and level), experience, skill-set, specific knowledge required, and/or preferred qualifications. **(2) Occupational and Industry Projections** -The Bureau of Labor Statistics, BLS (www.bls.gov/data) is the suggested resource for obtaining *nation*-level occupational and industry projections in the areas for which graduates of the proposed program are expected to find employment. BLS projections at the *state- or county-* level can be obtained through NC Commerce (http://d4.nccommerce.com/). See the APD Resource Guide for detailed instructions for using these sites.	IR Liaison can assist with determining occupational codes (SOC, O*NET, NAICS) that may be related to the proposed program CIP code. IR Liaison can also assist in navigating resource websites and obtaining relevant data.
Societal Demand (Prof. Assoc. or Industry Reports)	Faculty planners may consider collecting data by accessing professional association or industry sources (potentially with membership access only). Findings should be summarized as they relate to the specific proposal.	
Societal Demand (Other)	Any other relevant information/data may be included in this item. For example, alumni surveys, statements/letters of support, program-specific data showcasing demand or student favorability.	