Resources for: New Academic Degree Programs Planning (Request for Preliminary Authorization, Request to Establish, Summary of Request to Establish)
If you have questions about any of the resources listed below, please contact Dr. Cyndi Bellacero (Director, Academic Planning & Accreditation) or Dr. Margot Neverett (Senior Research Associate, Institutional Research). Detailed instructions for how to use some of the resources are available in the appendix; these resources are marked below with an asterisk.

SACSCOC Liaison Statement: See Dr. Bellacero, ECU's SACSCOC liaison, to obtain this statement.

Lightcast report: Also see Dr. Bellacero to obtain a Lightcast report for the proposed program. Lightcast is a labor market data company. A Lightcast report will contain information on program completions nationally by institution (with market share, growth, and tuition/fees), regional trends in both distance education and non-distance education program completions, and labor market demand (target occupations, trends in national job postings, regional breakdown of job postings, top companies and cities with job postings, top occupations and titles in job postings, and relevant qualifications).

CIP codes: Each university-level academic program has an assigned CIP (Classification of Instructional Program) code. The purpose of CIP codes is to provide a taxonomic scheme that will support the accurate tracking, assessment, and reporting of fields of study and program completions activity. The CIP taxonomy is organized on three levels: 1) the two-digit series, 2) the four-digit series, and 3) the six-digit series. The two-digit series represent the most general groupings of related programs. The four-digit series represent intermediate groupings of programs that have comparable content and objectives. The six-digit series, also referred to as six-digit CIP Codes, represent specific instructional programs.
- To help determine the CIP code which should be assigned to a new program, you can **browse** or **search** CIP codes on NCES's IPEDS site: U.S. Department of Education Classification of Instructional Programs
- To find the CIP codes for existing ECU programs, see ECU's Academic Program Inventory.

Program Summary/Program Planning & Unnecessary Duplication
- ECU mission statement
- UNC System mission statement
- List of similar programs in the UNC System: Search the UNC Academic Program Inventory by keyword, campus, program type, level, degree awarded, and/or subject area.
- List of similar programs at private four-year institutions in North Carolina: Completions (or degrees awarded) for similar programs can be obtained from the IPEDS Data Center (see Degrees Awarded in the Student Demand: External section below). At present, there is no other way to obtain a list of these programs.
- Applications, acceptances, & enrollment of new students in similar programs in the UNC system: These data are available on a set of dashboards maintained by the UNC System and are available by permission only. Please submit a data request if you would like data of this type including in your request the CIP code and name of the similar programs, and indicating that you are requesting data on applications, acceptances, & enrollment of new students from the UNC System **Insight** dashboards.
- Total enrollment & degrees awarded in similar programs in the UNC system
  - UNC Data Dashboard, Enrollment by major*
  - UNC Data Dashboard, Degrees awarded by program*

Faculty

- Faculty Rosters are available in ecuBIC ([Faculty Roster - Power BI Report Server (ecu.edu)](#)). On the report page, select a college and department (leaving tenure status, academic rank, and full/part time at the default of "all") and hit "View Report." This report provides a list of all university personnel categorized as faculty with the following information: college, department, name, e-mail address, full/part time status, department of rank, tenure status, rank, highest earned degree, degree date, CIP code of teaching discipline, and indicator of terminal degree.
- Faculty Activities (e.g., teaching, research, funding, student supervision): Many of these activities are available in [Faculty 180.](#) If you would like a report on specific faculty and do not have reporting rights for your department, please submit a [Faculty 180 help ticket](#) through Team Dynamix to request a report and your Faculty 180 [College Coordinator](#) will be contacted.

Student Demand

- Internal: In addition to information available from departmental surveys, faculty planners may want to include current and historic data on enrollment and degrees awarded in similar existing minor, concentration, or certificate programs at ECU.
    - Enrollment
        - [IPAR Business Intelligence App](#): Enrollment by major, minor, and concentration can be obtained from the Students/Headcount dashboard within this App. (University credentials required.)
    - Degrees awarded
        - [IPAR Business Intelligence App](#): Degrees awarded by major and concentration can be obtained from the Graduation/Degrees Awarded dashboard within this App. (University credentials required.)
- External
    - Total enrollment & degrees awarded in similar programs in the UNC System
        - UNC Data Dashboard, [Enrollment by major](#)*
        - UNC Data Dashboard, [Degrees awarded by program](#)*
    - Degrees awarded in similar programs state- or nation-wide. Numbers of *degrees awarded* can be found for any university through the IPEDS (Integrated Post-secondary Education Data System) [Data Center.](#)* (*Enrollment* numbers for schools outside of the UNC system are not currently accessible from a single location.)

Access, Affordability, and Student Success

- Impact on student access
    - [UNC System Strategic Plan](#)
    - [ECU's Strategic Plan](#)
    - [MyfutureNC](#)
- Student debt levels for similar programs and programs at the same academic level at the institution
    - [UNC ROI study of University Programs, Student ROI dashboard, Student Investment tab](#): The

calculated student investment by field of study can be found on a dashboard presenting results of the UNC System Return on Investment Study of University Programs. Choose ECU as the institution, a specific field of study, and degree level. Investment can be obtained for both in- and out-of-state students. For example, if "Education" is chosen for field of study and "Undergraduate" as the degree level, the calculated student investment for in-state students in the "Junior High/Intermediate/Middle School Education and Teaching program is $68,036.

- Indebtedness, repayment, and relationship to potential earnings
  - [College Scorecard](#): Contains data on expected earnings by field of study and on indebtedness/repayment. Choose "Field of Study" from the drop-down menu; note that data are not available for all fields of study. Either yearly earnings and median total debt after graduation OR monthly earnings and monthly loan payment can be used to calculate debt-to-earnings ratio and estimated percentage of earnings used to service debt. For example, if, for a given field of study, median annual earnings are $76,422 and median total debt after graduation is $24,250, the calculation would yield a result suggesting that total debt is just over 30% of the annual salary. Similarly, if the median monthly earnings are $6,369 and the median monthly loan payment is $257, then the loan payment is about 4% of the monthly earnings.

Societal and Labor Market Demand: Program planners may want to include information in this section from their own sources, e.g., projections from professional associations or industry reports, alumni survey results, insights from existing programs, etc. In addition, planners should refer to their Lightcast report and use the following resources to address societal and labor market demand.

- North Carolina
  - [NC Works](#)*: A good source from which to obtain
    - area, occupational, and industry profiles;
    - NC occupational and employment projections;
    - job postings data; and
    - economic and demographic indicators.
  - [NC Tower](#)*: Provides employment data for recent graduates of North Carolina schools that are employed within the state.
  - [NC Commerce](#): Labor projections at the state and county level.
- National
  - [U.S. Bureau of Labor Statistics](#): BLS 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.
  - Another easy-to-use, publicly available resource is [O*NET OnLine](#), a comprehensive web application for exploring the O*NET (Occupational Information Network) database. On the O*NET OnLine home page, under *Find Occupations,* click on *Bright Outlook* to explore occupations in the U.S. which are expected to grow rapidly in the next several years, will have large numbers of job openings, or are new and emerging occupations.
  -

APPENDIX

<u>DETAILED INSTRUCTIONS: UNC DATA DASHBOARD (ENROLLMENT AND DEGREES)</u>

➢ The instructions below provide a step-by-step guide for retrieving enrollment figures for a specific degree program. Similar steps can be followed within the degrees dashboard to obtain number of degrees awarded for a specific program.

1. Using Chrome or Firefox as your web browser, follow this link to the UNC Data Dashboard home page: https://www.northcarolina.edu/impact/stats-data-reports/ (Scroll down the page until you reach the Interactive Data Dashboards. Click on "View the dashboards.")
2. There are five dashboards available through the System Office. Select **Enrollment.** This will open a Tableau dashboard in a separate window.
3. The Enrollment Dashboard should appear with a colored graph as the focal point of the page. On the left of the page are several options by which you can filter the data. At the top of the page are several tabs labeled "Enrollment Fast Facts," "Enrollment by Level," "Enrollment by Institution," "Demographics," "Where Students Come From," "Enrollment by Major," "Build Your Own Report," "About the Dashboard," and "Additional Notes." Currently, we are interested in enrollment numbers for a specific program, so select **Enrollment by Major**.
4. Again, there are several options on the left side of the page that allow you to filter the data. Under "Institution," deselect "All" and select **East Carolina University** (or any other UNC School that houses the program of interest for your search).
5. Next, review your options for filtering the data based upon your specific data needs:
    o For **Enrollment Measure**, leave "Student Count" selected as the default. Also leave "Term Type" as the default "Fall."
    o For **Term,** you may select one or more Academic Fall terms to include in the data set.
    o For **Student Level**, select both "Lower Division Undergraduate" and "Upper Division Undergraduate" (if you are interested in number of majors in an undergraduate program) or "Graduate" (if you are interested in the number of majors in a graduate program).
    o For **Degree/Certificate-Seeking**, select "Yes" to include only degree-seeking students in your enrollment counts.
    o For **Degree Level,** check the box(es) appropriate for your search.
    o For **General Area of Major,** choose the general area (e.g., Education, Engineering, Psychology, etc.) most appropriate for your search.
    o For **Major,** leave the default "First Major" selected.
    o Finally, you'll want to select the specific area of major in which you are interested. To do so, click the triangle (>) next to the general area of major.   This will open a list of specific areas.
6. If you would like to download the table generated by your search, click on "Download" in the bottom right corner of the screen; then select "Crosstab." Leave the default at "Excel" and click "Download" again. An Excel file will then be generated containing the data from the table.
7. As a final note, please be aware of the **About the Dashboard** tab located at the top of the page. Here you may find additional information about using the dashboard, definitions for terminology you may be unfamiliar with, and notes about the data sources.

DETAILED INSTRUCTIONS: IPEDS DATABASE (DEGREES AWARDED)

➢ The IPEDS Data Center is a centralized location for information from ALL schools required to submit data to the U.S. Department of Education. The instructions below guide you through the process of retrieving number of degrees awarded for a specific program of interest.

1. Follow this link to the IPEDS Data Center: http://nces.ed.gov/ipeds/datacenter/
2. Scroll down the page until you see, and then click on, the heading **Compare Institutions.**
3. On the next screen ("compare institutions"), move your cursor over **By Groups** under the heading "How would you like to select institutions to include in your data file/report") and then click on **EZ Group.**
4. On this screen, you are going to select the institutions you want to include in your data file/report. There are several selection criteria from which to choose. If you wish to have information about all North Carolina schools, click on **State or other jurisdiction** and then check "North Carolina." If you then wish to further filter the results to only those schools in North Carolina which are part of the state university system, click on **Sector** and then check "Public, 4-year or above." Other options would be to select all schools in the Southeastern United States (by clicking on "Geographical region" and checking "Southeast…") and/or to select only those schools which offer a Master's degree or higher (by clicking on **Highest degree offered** and checking "Master's degree" and one or more of the "Doctor's degree" categories). A summary of the criteria you have selected will appear at the bottom of the screen and the number of institutions included will appear near the top-right of the screen. Once you have made all your selections, click the **Search** button (located in a grey box).
5. After you select "Search," a screen will appear listing all the schools that will be included in your data file/report. You now are ready to select **Variables**. To do so, click on the blue **Continue** button located in the sentence "When you have finished selecting institutions, CONTINUE to Step 2– Select Variables."
6. Make sure that the **Browse/Search Variables** option is selected under the question "How would you like to select variables to include in your data file/report?" Then, to select the number of degrees awarded (by CIP code) at the schools in your search, click the plus box next to **Completions** and then the first plus box next to **Awards/degrees conferred by program (2020 CIP classification), award level, race/ethnicity, and gender**.
7. Make the following selections to include total degrees awarded:
   o Step 1: Select Year(s)
      ▪ **Year(s)**: check the box next to one or more report years for which you want data. (Typically, you will want only the most recent year or years of data available.)
   o Step 2: Select Qualifying Variable(s)
      ▪ Click on "First or Second Major," check the box for **First major,** and click "Save" (in the top right corner of the screen).
      ▪ Click on **CIP Code – 2010 Classification.** Click on the plus box next to the category listed by 2-digit CIP (e.g., for the BA in African and African American Studies, you would click on the plus box next to "05 – Area, Ethnic, Cultural, Gender, and Group Studies"). Then, click the plus box next to the 4-digit CIP code. (In our example, you would check next to "05.02 – Ethnic, Cultural Minority, Gender, and Group Studies.") Finally, check the box next to the specific 6- digit CIP and click "Save" in the top right of the screen.

- Click on **Award Level code** and check the box next to the degree level(s) you want to include in your data file/report (e.g., "Master's degree" under "Degrees total"). Click on "Save" in the top right corner of the screen.
    - o Step 3: Select from the list of variables
        - Check the box next to **Grand total.**

8. After you have made all of your variable selections, scroll back to the top of the page and click on the **Continue** button in the blue box next to "When you have finished selecting variables from the tree, click Continue." A screen will appear listing all the variables you have chosen to include in your data file/report.

9. Click the blue **Continue** button again (on the right side of the page). The next screen allows you to choose options for your data file/report. Let these options remain at the default settings and click the **Continue** button once again.

10. An Excel file will be generated with a list of the schools and the variables for which you searched. Save the file to your computer using a file name that will remind you of its contents.

DETAILED INSTRUCTIONS: NC WORKS

➤ NC Works is an online resource for job seekers and employers in North Carolina. Within this online system is a Labor Market Analysis Dashboard that can be used to obtain occupational data related to a geographic area, specific job industry, or educational program. This site can be particularly useful for addressing items in the UNC-SO forms asking for evidence of societal demand and employability of graduates.

1. Go to the NC Works homepage at www.ncworks.gov. Scroll to the bottom of the page and, under "Services," click on "Labor Market. This will open the Labor Market Analysis Dashboard. Scroll down to "Widgets" and under "Labor Market Profiles," click on "Educational Profile. "

2. You can identify the education program of interest by keyword, program area, occupation, etc.; however, if you know the program CIP code, then simply select **Programs by Program Code** at the top of the screen and enter the 6 digit CIP code. After typing the 6-digit CIP, you will confirm the selection by clicking the CIP/title hyperlink.

3. Once making the selection, you are defaulted to a profile summary page.
    - o The **Summary** page will provide the IPEDS description for the selected program CIP code, as well as a brief overview of current jobs available, occupations related to the select program, and the number of program completers in the area.
    - o The **Jobs** tab will provide more detailed information on currently advertised online job postings to include where in the state jobs are being advertised as well as the most advertised job skills and certifications. Note that by clicking on the number corresponding to each of these locations, skills, etc., you can see the individual job posting(s) underlying this data.
    - o The **Program Completers** and **Program Providers** tabs will provide detailed information on the number of degrees awarded, by level and institution, in the select program CIP in the state. Note, that unfortunately, you cannot cross-list level and institution to find only programs awarding degrees at a certain level (e.g., Master's).
    - o The final tab, **Related Occupations and Licensure** provides a list of related occupations to the program of interest. By clicking on the related occupational title, you can see additional information regarding this field.

4. Note that constructing a comprehensive labor market profile is not an exact science. One must explore a

bit between educational information and occupational information to create a full picture. Please take your time to develop a thorough understanding of your program and the employment opportunities that are likely to be available to your program's graduates. Also be sure to report numbers accurately and with data source notes.

DETAILED INSTRUCTIONS: NC TOWER

➢ NC Tower provides data for recent graduates of the North Carolina Community College System and from University of North Carolina system schools. Employment rates, wages, and ongoing higher education enrollment of graduates is available. Information in NC Tower can be broken out by broad subject areas (e.g., 2-digit CIP code), specific subject areas (e.g., 6-digit CIP code), and campus. Employment and wage information can also be broken out by the industrial sector of the student's employment, while data on further enrollment in higher education can be broken out by level of study. The instructions below guide you through the process of retrieving post-graduation North Carolina employment & education information by university, level, and program.

1. Go to the NCTower website and click on **School/Program Outcome** at the top of the page.
2. On the "School/Program Outcome" page, select the type of data you want to view. The choices are "I want to view data for one school/program for multiple years" and "I want to compare data for multiple schools/programs for a single year."
3. Select **University of North Carolina System** under "Agency."
4. Next, you must select a "Start Year" and an "End Year." As of 2024, the year choices ranged from 2003 to 2021. For start year, you must go back at least one year from the last available year to obtain data. For example, if the last year listed is 2021, you must select 2020 or earlier for the start year.
5. Under "Campus," select **East Carolina University** (or other system schools in which you are interested).
6. Select the **Program (CIP/Program Code)** for which you want data. You may type in the 6-digit CIP Code of the program for which you want post-graduation employment data or the name of the program. (For example, to find post-graduation employment for ECU degree recipients who received a MA in Applied Economics, you would type in 450602 or "Applied Economics.")
7. Select the Credential for which you want data (e.g., Bachelor's Degree, Master's Degree).
8. Click "Run Report."
9. On the resulting webpage, click the "Wages" icon to view earnings data for graduates of the selected program. Note that the data in NC Tower are on former students who are working in North Carolina in "covered" employment which excludes self-employment and federal employment. Also, data are not available on every program because some data are suppressed (hidden) to protect the privacy of students and employers.