**Demand Analysis to Accompany Notice of Intent for New or Extended Degrees**

The information from this form will be used:

* In summary form in the Notice of Intent
* In the Financial Analysis spreadsheet
* In the New Degree Proposal form
* In the submission for accreditation to the Northwest Commission on Colleges and Universities after approval by the Board of Regents

**Using the information you developed in the Demand Analysis Workbook, please complete the form below and submit with your Notice of Intent. You do not need to submit the Workbook itself.**

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| **Proposed Degree:**  |  |
| **Location:** |  |

1. **Employer Demand**

If you are extending a degree, or have a related existing degree, briefly summarize the employment outcomes for your graduates.

What is the state and regional employment demand for this degree?

Is long-term employer demand expected to grow, remain stable, or decline?

What is your evidence?

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1. **Competitors**

Who are your competitors? What is their competitive advantage? Are competitor-institutions planning to introduce similar programs/expand existing ones? Why is your department/school able to provide the proposed new degree better than other WSU departments/schools or other universities?

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1. **Student Demand**

Describe the target market in light of regional population trends, especially in the target age group.

What is the current number of students in existing programs in the proposed market area in this field? What is the potential number of students forecasted?

What are the key characteristics of the market segment you seek? How will your degree serve their needs?

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| **Expected FTE:** | **Year 1** | **Year 2** | **Year 3** |
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How did you arrive at these numbers? How do they compare with your current enrollments in an existing degree or option, or related degree?

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1. **Recruitment Plan**

How and where are students going to find out about this program? Who will represent this department in its promotion activities? What specific venues can you use to promote an awareness of this new program? What means will be used to access and educate businesses, industry, agencies, and/or institutions about this offering?

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