I. STUDENT DEMAND
(Tools to Use: Survey, Secondary Research, Focus Groups, In-Depth Interviews)

1. How strong is prospective student demand?

   1. Weak
   2. Average
   3. Strong

2. How strong are degree completions?

   1. Weak
   2. Average
   3. Strong

3. How satisfied are students with the degree program?

   1. Not Satisfied
   2. Average
   3. Very Satisfied

II. FACULTY ENGAGEMENT

4. How satisfied are faculty members with the degree program?

   1. Not Satisfied
   2. Very Satisfied

5. How strong is faculty retention and recruitment in the degree program?

   1. Weak
   2. Average
   3. Strong

III. EMPLOYMENT OUTCOMES
(Tools to Use: Benchmarking, Data Analysis, Secondary Research, Survey)

6. How strong is the short-term employment outlook in terms of current job openings?

   1. Weak
   2. Average
   3. Strong

7. How strong is the long-term employment outlook in terms of future job openings?

   1. Weak
   2. Average
   3. High Paying

8. How high paying are average salaries for jobs in the program’s field?

   1. Low Paying
   2. Average
   3. High Paying

IV. RESOURCE MANAGEMENT
(Tools to Use: Data Analysis, Benchmarking)

9. How costly are program resources to secure and provide?

   1. Very Costly
   2. Average
   3. Not Costly

10. Is the program meeting the expectations of an accrediting body?

    1. Not Meeting
    2. Generally Meets
    3. Exceeds

DEGREE PROGRAM HEALTH DIAGNOSTIC

Use the Degree Program Health Diagnostic to assess a degree program’s strengths and spot any weaknesses by rating student demand, faculty engagement, employment outcomes, and resource management.

DEGREE PROGRAM SCORING
Add components to derive total degree program score

Student Demand
Faculty Engagement
Employment Outcomes
Resource Management

TOTAL SCORE:

SCORING LEGEND

40+ Degree program’s health looks promising; search for select upgrades and improvements to further differentiate the program relative to competitors; monitor annually.

30–40 Degree program’s health looks fair; unpack which elements are weakest; search for potential improvements; evaluate annually.

<30 Degree program’s health looks poor; unpack weak elements, search for potential improvements, consider reducing investments to direct funding elsewhere; monitor annually.

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