

# I. STUDENT DEMAND

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



(Circle the Answer)

1. How strong is prospective student demand?

1 2 3 4 5  
Weak Average Strong

2. How strong are degree completions?

1 2 3 4 5  
Weak Average Strong

3. How satisfied are students with the degree program?

1 2 3 4 5  
Not Satisfied Average Very Satisfied

(Circle the Answer)

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

1 2 3 4 5  
Not Meeting Generally Meets Exceeds

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

1 2 3 4 5  
Very Costly Average Not Costly

## 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.

For more information contact [info@hanoverresearch.com](mailto:info@hanoverresearch.com) P 202.559.0050 [www.hanoverresearch.com](http://www.hanoverresearch.com) [@hanoverresearch](https://twitter.com/hanoverresearch)

(Circle the Answer)

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

1 2 3 4 5  
Low Paying Average High Paying

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

1 2 3 4 5  
Weak Average Strong

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

1 2 3 4 5  
Weak Average Strong

## III. EMPLOYMENT OUTCOMES

(Tools to Use: Benchmarking, Data Analysis, Secondary Research, Survey)

# II. FACULTY ENGAGEMENT

(Tools to Use: Survey, Focus Groups, In-Depth Interviews)



(Circle the Answer)

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

1 2 3 4 5  
Not Satisfied Average Very Satisfied

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

1 2 3 4 5  
Weak Average Strong

(Tools to Use: Data Analysis, Benchmarking)

# IV. RESOURCE MANAGEMENT

