



FY24  
**ANNUAL  
REPORT**

PREPARED BY

**MARKET  
INTELLIGENCE &  
ANALYSIS**

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# Our Services

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The K-State Market Intelligence & Analysis team conducts market research and gathers accurate, relevant, and unbiased data to guide strategic decisions throughout new program development and program revitalization for the entire K-State community. By analyzing industry-desired skills, projected occupational growth, top competitors, and more, we can help position K-State programs for success. We provide a range of reports to K-State faculty and staff, all of which are personalized and adapted to individual programs. With three analysts, we have demonstrated the capacity to provide a quick turnaround on projects and requests.

## Our 2023-24

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**127**

*Total Requests*

**42.3**

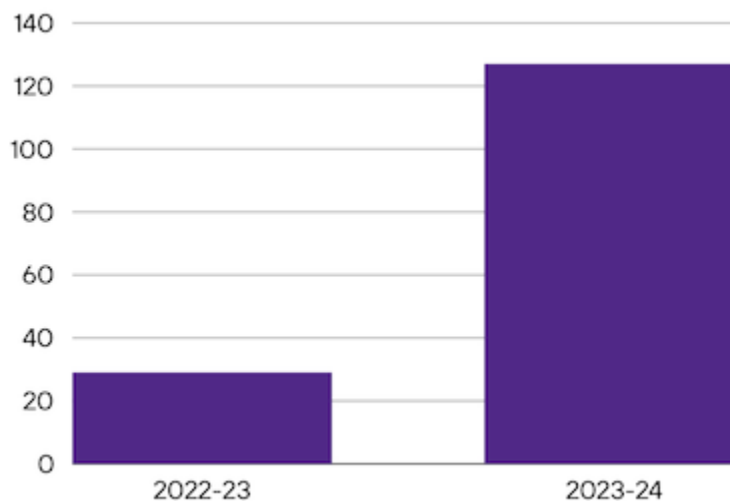
*Requests per Analyst*

**5.5**

*Average Weeks to Complete*

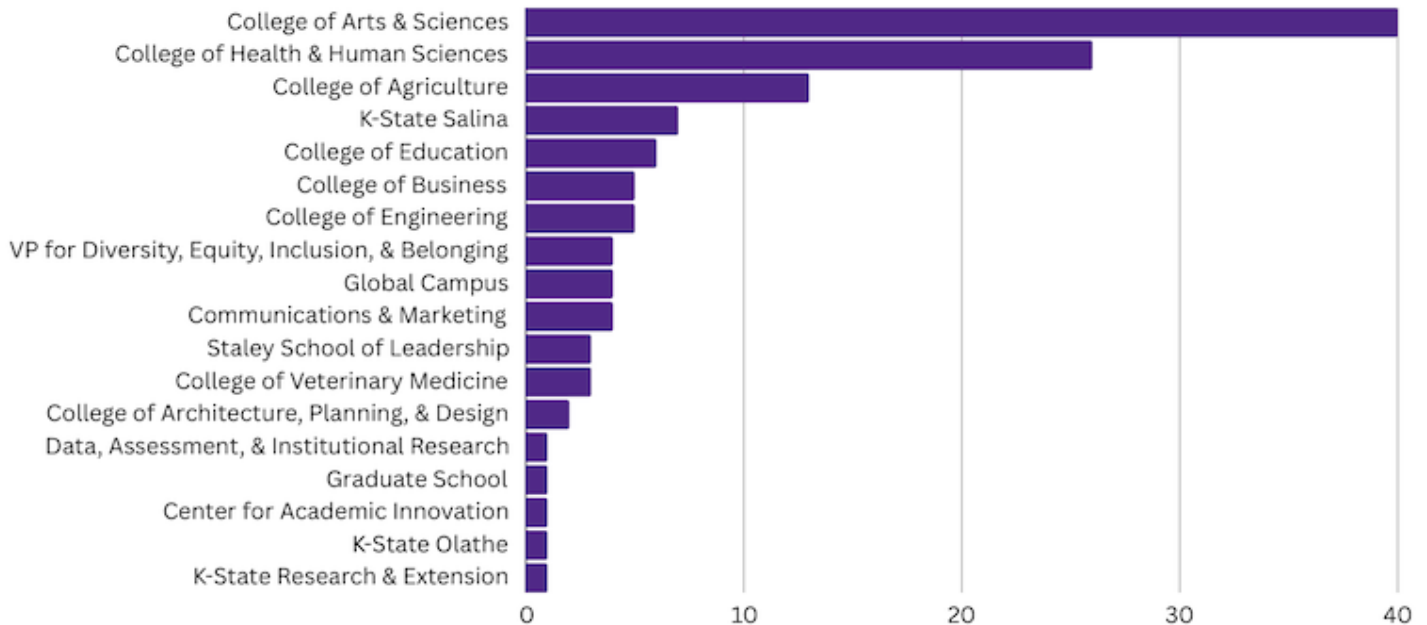
## Our Output Increased

**Our team completed 127 requests in 2023-24, an increase of 338% from 29 requests in 2022-23.**



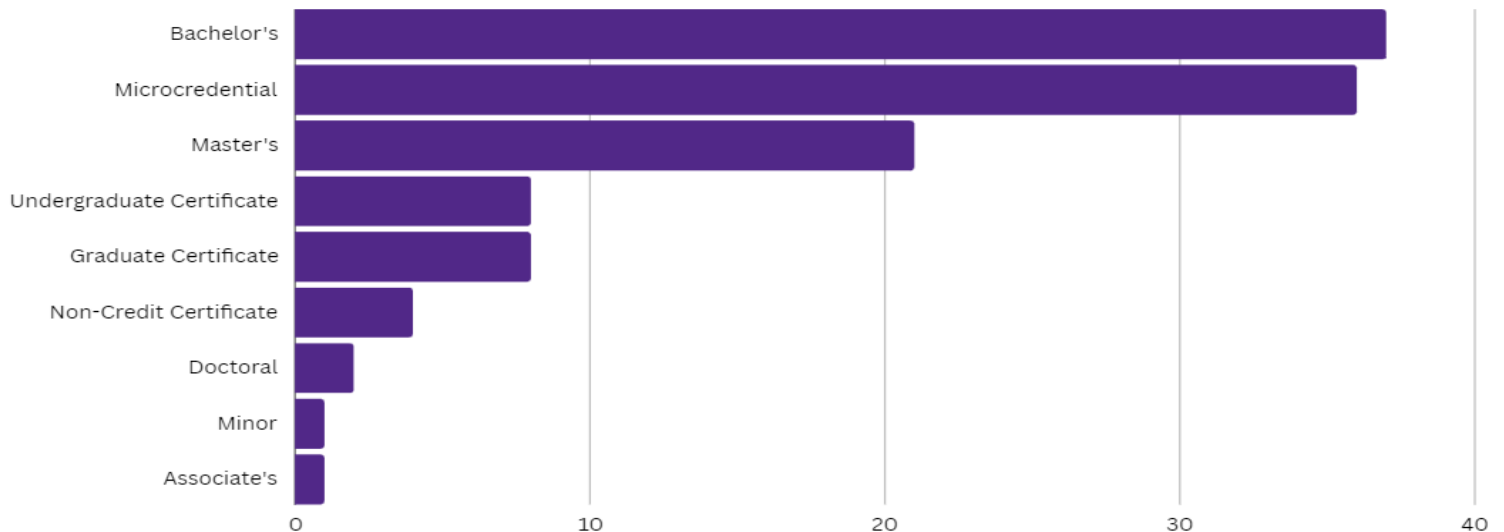
## We Supported the K-State Community

**Our team completed 127 requests from 18 different colleges and units across the K-State community.** This is an increase from the 13 colleges and units we supported in 2022-23. Our most frequent partners continue to be the Colleges of Arts & Sciences and Health & Human Sciences, and we welcome the opportunity to increase our collaboration with other colleges and units.



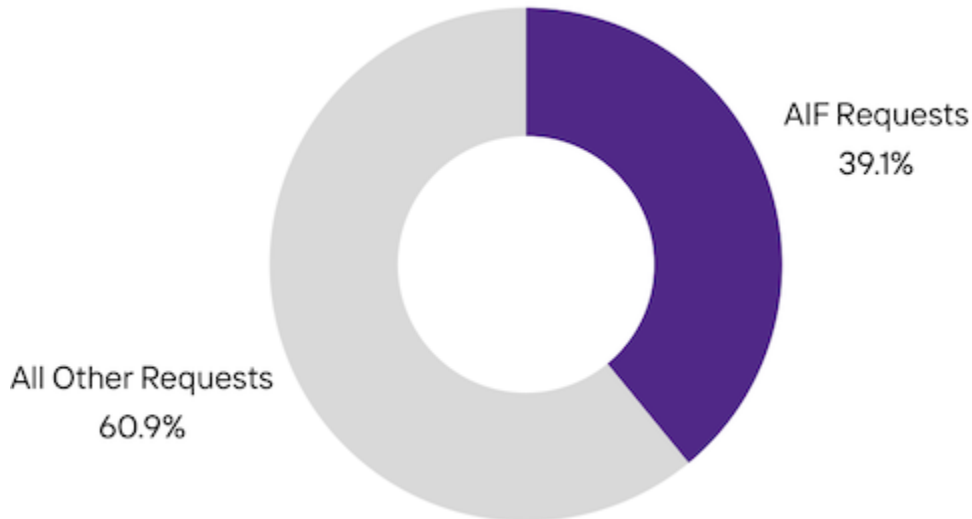
## We Assisted a Range of Academic Programs

**Our team completed 118 requests in support of 9 different types of academic credentials.** These ranged from non-credit certificates to doctoral programs. The most common requests were for baccalaureate programs and microcredentials.



## We Contributed to University Initiatives

**Our team completed 50 requests in support of applications for the Academic Innovation Fund.** Our analysts managed these requests in a compressed time frame of only three months and finished all reports on time.



## Other Initiatives

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In addition to our standard reports in support of existing program evaluation and new program development, we have had the opportunity to expand our work into other areas. Below are just a few examples of this diverse range of projects.

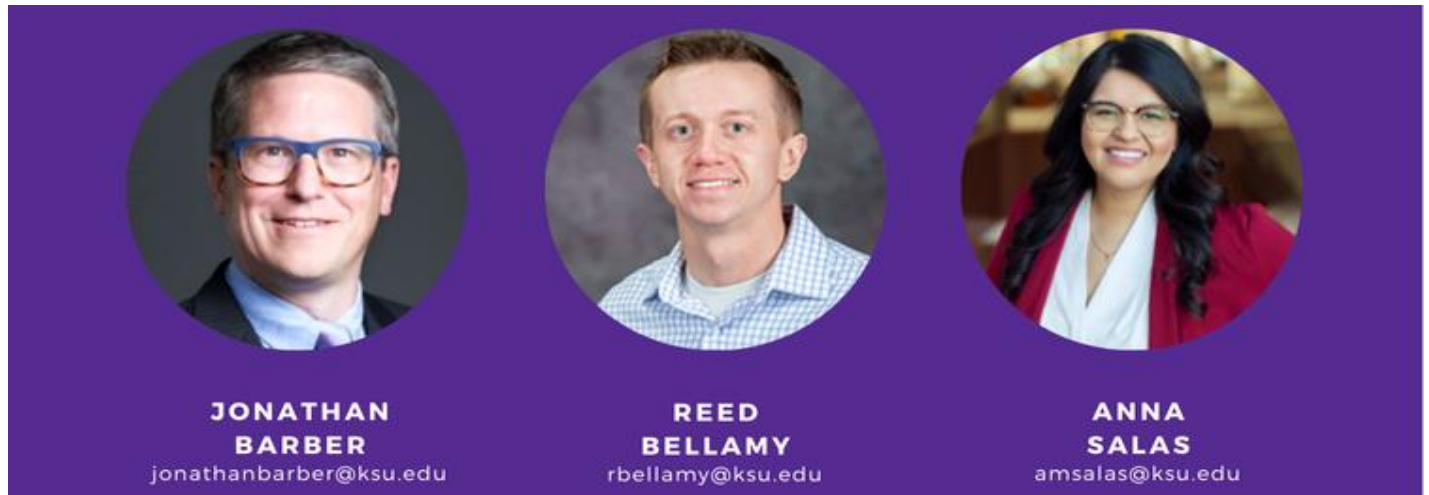
**We Provided Support for our Military Students:** One of our analysts has worked regularly with K-State's Military Student Services Coordinator in support of academic and workforce development initiatives. They recently provided regional occupation trends and demand data for a potential offering of online K-State programs at Fort Liberty in North Carolina.

**We Analyzed Market Trends for the Division of Communication & Marketing (DCM):** Another analyst provided DCM with a high-level review of the in-demand bachelor's and master's programs in the United States to support marketing and recruitment efforts. This review of the higher education landscape incorporated a range of data including information collected from national sources such as Education Dynamics, Encoura, UPCEA, and Hanover Research.

**We Benchmarked K-State Online Enrollment:** And another one of our analysts examined online enrollment data from NC-SARA to compare K-State to regional public institutions and large national "super competitor" online institutions. While this report revealed positives for K-State, it also identified challenges ahead for K-State in the online space.

# Meet our Analysts

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Our team partners with colleges, departments, and individuals across all K-State campuses to ensure the university maintains its competitive position. All team members possess extensive experience in data analysis, data management, and market research in external and internal areas of higher education.

## Our Tools & Resources

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Our team primarily uses Lightcast Analyst for our market research needs, but we also utilize Gray DI and EAB to supplement our work. We occasionally source data directly from IPEDS, the Bureau of Labor Statistics, and O\*NET, and we use Power BI to develop and maintain dashboards.



Our team has used the annual professional development opportunities available to us to build our analysis and research skills through attending conferences and completing training courses. Some of those examples of professional development we have participated in include:

- Completing a "Foundations of Economic Development Research" course offered by the Council for Community and Economic Research to gain a better understanding of varied

labor market and community data sources and their practical applications for program and workforce development.

- Attending the Lightcast Connect Conference, learning how to further utilize our research software and how fellow universities, non-profit organizations, and employers leverage labor market data.
- Sharing tools, resources, and effective recruitment strategies with our marketing team after attending the Carnegie Higher Education Marketing and Enrollment Strategy Conference.

## Our Client Testimonials

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Here are just a few of the many statements our team received as feedback:

- *“The report was overall helpful and detailed.”*
- *“High-quality reporting in a timely fashion.”*
- *“The report verified that ‘the concept had unique features, plausibly high demand, and little competition.’”*
- *“My department and I were very happy and impressed by this report! We will be using this report for our upcoming grant applications, and it was very helpful in determining where to target our resources and time in our program.”*