



INDIANA UNIVERSITY
University Academic Policy

Brief Market and Demand Analysis – Sample Process

The process below was developed to facilitate a general and consistent presentation of market demand for new degrees. Information presented includes labor market, institutional competition, and current degree production. The information may be included in degree proposals but should not supersede campus-specific analyses where those may be more appropriate for their specific details.

The basic format is in three parts:

- (1) Identification
 - a. Name
 - b. CIP Code (from Andrea’s analysis of the early program plans)
 - c. Occupation Code (mapped through O*NET CIP/SOCC crosswalk)
 - d. Campus
 - e. Mode of delivery
- (2) Outlook (national and state)
 - a. General growth outlook
 - b. Average salary
 - c. Projected growth
- (3) Competition (national and state)
 - a. Institutions offering the program (CIP Code based)
 - b. Number of degree completions (from the most recent public release of the IPEDS Completions data)

Source material and links:

- (1) CIP Code Lookup: <https://nces.ed.gov/ipeds/cipcode/>
(This is particularly useful for zeroing in on programs in the College Navigator, below.)
- (2) CIP/SOCC crosswalk: <https://www.onetonline.org/>
- (3) Occupational Outlook (enter SOCC code from Crosswalk into search):
<https://www.onetonline.org/>
 - Consider including detail from additional sources such as Lightcast Labor Market Insights, if available. This may include region-specific information as well as enrollment demand information.
- (4) Competition – National (NCES College Navigator): <https://nces.ed.gov/collegenavigator/>
- (5) Competition – State (in addition to the College Navigator)
 - a. IU Academic Program Inventory
(https://tableau.bi.iu.edu/t/prd/views/uiirr_api/ReadMe?%3Aembed=y&%3AshowShareOptions=true&%3Adisplay_count=no&%3AshowVizHome=no)
 - b. ICHE Academic Program Inventory
 - i. Academic Program Inventory public view from TransferIN.net:
<https://transferin.net/transfer-resources/transfer-databases/academic-program-inventory/>
 - ii. CHEDSS (requires CHEDSS access)
(<https://chedss.che.in.gov/tools/apisearch.aspx>)