Program Analytics
SAM HOUSTON STATE UNIVERSITY

Program Analytics Request Form

Thank you for reaching out to the Office of Program Analytics!

To preview the request form, please click here.

Please contact Paige Mertz, Associate Director of Program Analytics at 936-294-4013 or paige.mertz@shsu.edu for any questions or concerns.

Survey Completion

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New Degree Program Proposal

Contact information for **primary contact** responsible for addressing any questions about this request:

First & Last Name

Title

Department

SHSU Email (ex. abc123@shsu.edu)

Phone

Please, list the SHSU email for **other individuals/stakeholders** who should be included on Program Analytics/Proposal communications:
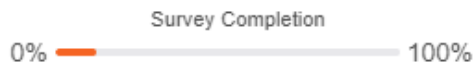
What is the purpose of your request?

○ New Program Development Support

○ Opportunity Data Support

○ Other

New Program Development Support: The Program Analytics team provides a required Program Analytics Report to support the first of three stages in degree program development, and a required Program Analytics Summary in a more expedited process to support new minor and certificate development (e.g., program analytics report, program analytics summary, job posting analytics, skills analytics report, etc.)

Opportunity Data Support: This may include exploratory data analytics for preliminary program development, data support for grants or special projects, strategic planning, or marketing plans, excel data spreadsheet, etc.

What type of program are you proposing?

○ Degree Program (Bachelor, Master, or Doctoral)

○ Minor Program

○ Certificate Program

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Please provide the following information for your request:

Administrative Unit (*e.g., The Department of English within the College of Humanities and Social Sciences*):

What is the name of the proposed Degree Program (Bachelor, Master, or Doctoral)? (*e.g., English, BA; Management minor; Criminal Justice undergraduate certificate; Academic Advising graduate certificate*):

Proposed CIP Code(s)*:

Method of delivery (*i.e., online, face-to-face, or hybrid*):

Number of required Semester Credit Hours (SCH):

Tentative academic semester and year to appear in SHSU catalog (*e.g., Fall 2025*):
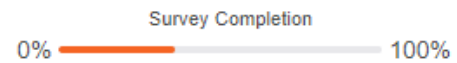
*Please, visit the Texas Higher Education Data webpage or the NCES CIP webpage and estimate the CIP code(s) you think might work best. For further assistance, please contact the Program Analytics team.

Briefly provide the **purpose** behind the creation of the proposed program:

Examples:

- *What problem does the proposed program help solve?*
- *What gaps does the proposed program fill?*
- *What opportunity does the proposed program take advantage of?*

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Please select any/all 'special circumstances' that apply to this proposed degree program:

- [ ] 3+2 Structure

- [ ] 4+1 Structure

- [ ] Dual/Joint Degree

- [ ] The proposed program will replace an **existing program**

- [ ] The proposed program might have a curriculum/coursework that is at least 50% similar to an **existing program**

- [ ] None of the above

- [ ] Other, please specify:

Please indicate the **existing program**:

Please, provide a list of **target job titles/occupations** that the proposed program graduates would be prepared to apply for. Feel free to use **O*Net OnLine** and/or **O*NET Education Crosswalk** to help generate your list.

For best results, list 10-15 target job titles/occupations. If the program is very specialized, or is a proposed new minor or certificate, you may limit your list to 1-5 occupations.

Job Posting Analytics looks at real-time employer needs, job projections and requirements, skill gaps, etc.
Please, indicate the type of job postings in Texas you would like to analyze:

Select all that apply.

☐ Job postings relating to my list of target job titles/occupations

☐ Job postings relating to my list of target job titles/occupations that include **keyword(s), skill(s), or requirement(s)**. Please indicate such below:

☐ All job postings in Texas (**not specific** to my list target job titles/occupations) that include **keyword(s), skill(s), or requirement(s)**. Please indicate such below:

Below are data points that will be included in the Program Analytics Report to help you complete **Stage I: Needs Analysis** of the New Degree Program Proposal.

Job Market Need:

- Texas Workforce Projections
- Real Time Job Posting trends and Intensity (employer demand)
- US Workforce Projections (for graduate programs only).

Existing Programs:

- Competitive Landscape by Award Level
- Distance/Non-Distance Program Trends
- Similar Programs Competing in the Workforce
- Competing Institutions in Texas (and US for graduate programs)
- Competing Institution Enrollment Trends.

Student Demand:

- Internal Pipeline Programs at SHSU
- Skill Gaps in the Workforce

Please select any additional data points/reports below (if any) that you would like the Program Analytics team to provide.

Select all that apply:

New Degree Program Proposal Data Points

❑ Job Posting Analytics Texas - Detailed (real-time Texas employer needs, advertised salaries, top companies/employers posting, top cities in Texas, in-demand skills and qualification/certifications, etc.)

❑ Job Posting Analytics Specific to Greater Houston MSA and by county(ies) listed below

❑ Industry Analysis (job projections, average earnings, demographics, Gross Regional Product, etc.)

❑ Texas Economic Report

❑ US Economic Report

❑ Perkins V Local Needs Assessment: Texas

❑ Educational Attainment Overview: Texas

❑ Community Indicators Map for Texas (social, demographic, housing, economic data from ASC database)

❑ Alumni Profile Analytics (data on current program alumni: top locations, companies, occupations, job titles, schools/education attained, top hard and soft skills, qualifications). Please specify the SHSU program(s)/major(s) from which you would like to see alumni profile data

❑ Company Talent Profile (if there is a specific company or government department in Texas that the proposed program graduates would apply to, this report will summarize its hiring trends, talent demographics, and skill demand). List company(ies) or government department(s) below

❑ Other, please specify

You requested a data report for **Industry Analysis** that examines the industry related to your proposed program. Please choose the Industry Sector(s) that best reflects the proposed Degree Program (Bachelor, Master, or Doctoral)?

☐ Accommodation and Food Services

☐ Management of Companies and Enterprises

☐ Administrative and Support and Waste Management and Remediation Services

☐ Manufacturing

☐ Agriculture, Forestry, Fishing and Hunting

☐ Mining, Quarrying, and Oil and Gas Extraction

☐ Arts, Entertainment, and Recreation

☐ Other Services (except Public Administration)

☐ Construction

☐ Professional, Scientific, and Technical Services

☐ Educational Services

☐ Real Estate and Rental and Leasing

☐ Essential Industries (COVID-19)

☐ Retail Trade

☐ Finance and Insurance

☐ Transportation and Warehousing

☐ Government

☐ Utilities

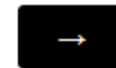☐ Health Care and Social Assistance

☐ Wholesale Trade

☐ Information

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*This will only appear if you select the data point, *Industry Analysis.*

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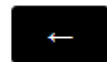
Provide any **existing pipeline/related programs:**

*This will help determine **student demand** for the proposed degree program (i.e., existing undergraduate majors, minors, and/or graduate programs that might influence--or be influenced by--the proposed program enrollment).*

Thank you for filling out the Program Analytics Request Form. If you later think of more questions/requests, the Program Analytics team will be happy to address additional data points and analyses as needed.

Please provide any additional questions or notes to add to this Program Analytics Request below:

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We thank you for your time spent completing this request.

Your response has been recorded and a member of our team will reach out via SHSU email within 72 hours.

Please contact Paige Mertz, Associate Director of Program Analytics at 936-294-4013 or paige.mertz@shsu.edu for any questions or concerns.

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