

# **Midwestern State University**

## **Market Research Study**



**Executive Summary**

# Adult Completion Degrees

## Prospects most interested in:

- Business
- Healthcare Administration
- Human Services
- HR Development

## Employers most interested in:

- Business
- Industrial Technology
- HR Development

## Prospects least interested in:

- Industrial Technology
- Oil and Gas
- Arson Investigation
- Liberal Arts

## Employers least interested in:

- Arson Investigation
- Liberal Arts
- Oil and Gas

# Master's Degrees

## Prospects most interested in:

- M.B.A.
- Master's of Education
  - Education Leadership
  - Special Education
  - School Counseling
- Master's of Science in Health Professions

# Overall Decision-Making Process

## Prospects' most important factors:

- Degree programs available
- Cost
- Flexibility of course offerings

## Employers' most important factors:

- Overall fit of applicant within company culture
- Relevancy of degree

## Skills/Training needs:

- About 40% of employers have employees who need additional skills training or continuing education

## Prospects' least important factors:

- Course delivery modes available
- Reputation of college as a whole
- Reputation of specific program

## Employers' least important factors:

- Close proximity of applicant's school to office
- Reputation of college
- Close proximity of applicant's home to office

## Expansion into Fort Worth Area

### Perception of competitors:

- MSU rated lowest in familiarity and academic quality
- UNT, UTA, and TWU rated highest in both

### Schools employers recruit from:

- UTA is #1, followed by UNT

### Schools considered by prospects:

- UNT is by far the #1, followed by UTA and TWU

### Locations desired:

- Prospects prefer I35 and Heritage Trace & North Fort Worth
- North Fort Worth is #1 for employers



## Competitor Review

# Selected Institutions for Competitive Analysis

SimpsonScarborough conducted a competitor analysis of ten of Midwestern State's peer institutions:

- Southern Methodist University
- Tarleton State University – Fort Worth
- Texas A&M Commerce – Metroplex Center
- Texas Christian University
- Texas Woman's University
- University of North Texas – Dallas
- University of North Texas – Denton
- University of North Texas – Frisco
- University of Texas – Arlington
- University of Texas – Dallas



# Competitive Landscape – Adult Completion Bachelor’s Degree (1/2)

MSU Considerations for Adult Completion Bachelor’s Degrees		Comparable Competitor Programs Offered	
General Curricular Area	Specialized Curricular Area	Institution	Formal Degree Name/Specialization
Arson Investigation	--	--	--
Business	Business Minor	TSU TWU UNT-Dallas UT-Dallas UT-Dallas UT-Dallas	BAAS – Business BGS – Business BAAS – General Business BS – Accounting BS – Business Administration BS – Global Business
Criminal Justice	--	TSU TWU UNT-Dallas	BAAS – Criminal Justice Admin. BGS – Criminal Justice BAAS – Criminal Justice
Education	--	--	--
Health Sciences	Healthcare Admin. Concentration; Nursing; Radiologic Science; Respiratory Care	TSU TWU TWU UT-Dallas UT-Dallas	BAT – Health Professions Tech. BAS – Health Professions BGS – Health Studies BS – Healthcare Studies BS – Healthcare Management

Note: Only relevant competitor degree programs are listed.

# Competitive Landscape – Adult Completion Bachelor’s Degree (2/2)

MSU Considerations for Adult Completion Bachelor’s Degrees		Comparable Competitor Programs Offered	
General Curricular Area	Specialized Curricular Area	Institution	Formal Degree Name/Specialization
Human Resources	HR Development Concentration	--	--
Human Services	Human Services Concentration	UNT-Dallas	Human Services Management
Liberal Arts	--	UNT-Dallas	BAAS – Lib Arts & Life Sciences
Oil and Gas	--	--	--
Tech./Industrial Design & Tech./Computers	Industrial Technology; Adult Ed./Info Technology	TSU	BAAS – Information Technology
Training and Development	--	--	--

Note: Only relevant competitor degree programs are listed.

# Competitive Landscape – Master’s Degree (1/3)

MSU Considerations for Master’s Degrees		Comparable Competitor Programs Offered	
General Curricular Area	Specialized Curricular Area	Institution	Formal Degree Name/Specialization
Business	MBA w/ Oil and Gas concentration; MBA w/ Accounting concentration; MBA w/ Energy Management concentration	TCU UNT-Dent. UT-Dallas	MBA – Energy Professionals MBA – Energy MBA w/ Energy Management
Criminal Justice	--	TSU TCU UNT-Dent. UTA UT-Dallas	MA – Criminal Justice MS – Criminal Justice MS – Criminal Justice MA – Criminology/Crim. Justice MS – Criminology

Note: Only relevant competitor degree programs are listed.

## Competitive Landscape – Master’s Degree (2/3)

MSU Considerations for Master’s Degrees		Comparable Competitor Programs Offered	
General Curricular Area	Specialized Curricular Area	Institution	Formal Degree Name/Specialization
Education	Educational Leadership; Special Education; School Counseling; General Counseling	SMU SMU TSU A&M A&M A&M TCU TCU TCU TWU UNT-Dallas UNT-Dallas UNT-Dent. UNT-Dent. UNT-Dent. UNT-Frisco UTA	MEd – Educational Leadership MS – Counseling MEd – Counseling MS/MEd – Counseling MEd – Educational Admin. MA/MS/MEd – Special Ed. MEd – Professional Counseling MEd/MBA/EdD- Edu Leadership MEd – Special Education MS – Counseling & Develop. MEd – Educational Leadership MEd – School Counseling MEd – Special Education MS/MEd – Counseling MEd – Educational Leadership MEd – Educational Leadership MEd – Edu. Leadership/Policy

Note: Only relevant competitor degree programs are listed.

## Competitive Landscape – Master’s Degree (3/3)

MSU Considerations for Master’s Degrees		Comparable Competitor Programs Offered	
General Curricular Area	Specialized Curricular Area	Institution	Formal Degree Name/Specialization
Health Professions	Nursing	TSU TWU UTA UT-Dallas	MS – Nursing Administration MSN – Nurse Practitioner MSN – Nurse Practitioner MS – Communication Disorders
Human Resources	--		
Training and Development	--		

Note: Only relevant competitor degree programs are listed.