

## **Academic Program Enhancement and Effectiveness Initiative Update Program Portfolio Assessment Workshop**

On October 29-30, Youngstown State University conducted a virtual two-day Program Assessment Workshop to evaluate the University's current and potential new academic programs. The offices of Academic Affairs and Institutional Effectiveness collaborated with Gray Associates to create this workshop as an initial step in the Academic Program Enhancement and Effectiveness Initiative. The workshop was an important step in an assessment process that began in late 2019 and will culminate in recommendations to the Board in June 2021.

YSU engaged Gray Associates to assist us in the assessment by using its market data on student demand, employment, and competition in the markets we serve. Gray Associates has also worked with YSU to model the revenue, instructional cost, and margins for our academic programs, courses, and class sections.

### **Shared Governance**

All of the academic leadership participated in the workshop including the Office of Academic Affairs, deans, chairs, and senators and members of the executive committee of the Academic Senate.

### **Workshop Goals**

The goal of the workshop was to combine the Gray Associates data with the knowledge, disciplinary expertise, and judgement provided by YSU academic leadership. The workshop enabled us to begin to understand, discuss, and integrate the data on market opportunity, workforce requirements, and financial contribution so we can better assess the health of each current and potential program. The Plan for Strategic Actions to Take Charge of Our Future and the priorities it has set for the institution were referenced throughout the discussions.

The workshop's first day considered market opportunities for possible new programs. The second day focused on an assessment of YSU's current portfolio of 147 majors/degrees from both market and economic perspectives. The market assessment considered student demand, employment, competition, and alignment with degrees offered. The economic assessment considered gross revenue, discounts, net revenue, instructional costs, and contribution margin.

### **Preliminary Findings**

The outcomes of the two-day workshop were described as "preliminary findings" as it is imagined that much additional consultation will occur to create preliminary—and then final—recommendations. At this point in time, all current academic programs were described using the following categories: Grow, Sustain, Adjust, and Further Review. It is expected that these designations will become more action-oriented as the consultations continue.

Consistent with its normal practice, Gray Associates facilitated the sessions but did not make program recommendations during or after the workshop. Instead, the workshop's preliminary findings will flow through campus shared governance processes that will assure continued

engagement of the deans and chairs. Faculty members will become actively involved during this continued engagement, and Academic Senate will be included in all appropriate ways throughout the academic year. As has been the case since this initiative began, updates will be provided at each meeting of the Academic Senate. In addition, the Board of Trustees will be updated at each of its upcoming meetings.

Continuing this work over this academic year will help assure YSU's academic program portfolio aligns with its mission, vision, and values and contributes to academic vibrancy and regional vitality.

# Cognitive Science Undergraduate Rubric, 100-Mile Market

# GRAYASSOCIATES

CIP: 30.2501 Cognitive Science    Market: 100-Mile Radius    Modality: All    Award Level: Associate...    Current Programs    Export to PNG

**97 Percentile**    **30.2501 Cognitive Science [ 25 Score ]**

### Student Demand [ 10 Score ]

Category	Pctl	Criterion	Value	Score
Size	0	Inquiry Volume (12 Months)	0	0
	92	Int'l Page Views (12 Months)	4,436	1
		Google Search Volume (3 Months)*	NA	NS
	88	On-ground Completions at In-Market Institutions	64	1
	0	Online Completions by In-Market Students	0	0
Growth	88	Sum of On-ground and Online Completions	64	4
	94	Inquiry Volume YoY Change (Units)	0	0
		Google Search YoY Change (Units)*	NA	NS
	97	Completion Volume YoY Change (Units)	17	2
		Inquiry Volume YoY Change (%)	NA	NS
		Google Search YoY Change (%)*	NA	NS
83	Completion Volume YoY Change (%)	36%	2	

### Employment\* [ 3 Score]

Category	Pctl	Criterion	Value	Score
Size (Direct Prep)	65	Job Postings Total (12 Months)*	73	-4
	43	BLS Current Employment*	134	-2
	47	BLS Annual Job Openings*	11	-1
Size (Generalist)	81	BLS Share of Generalist Employment*	117	0
	81	BLS Share of Generalist Openings*	10	0
Growth (Direct Prep)	82	BLS 1-Year Historical Growth*	11%	2
	90	BLS 3-Year Historical Growth (CAGR)*	13%	2
	72	BLS 10-Year Future Growth (CAGR)*	0.5%	NS
Saturation (Direct Prep)	42	Job Postings per Graduate*	1.1	-1
	26	BLS Job Openings per Graduate*	0.2	-1
Wages (Direct Prep)	80	BLS 10th-Percentile Wages*	\$47,565	5
	79	BLS Mean Wages*	\$75,471	NS
National American Community Survey Bachelor's Degree Outcomes	52	Nat'l ACS Wages (Age < 30)	\$42,767	1
	92	Nat'l ACS Wages (Age 30-60)	\$132,606	5
	90	Nat'l ACS % with Any Graduate Degree	61%	NS
	46	Nat'l ACS % with Masters	26%	NS
	93	Nat'l ACS % with Doct/Prof Degree	36%	NS
	96	Nat'l ACS % Unemp. (Age <30)**	6%	-3
	29	Nat'l ACS % Unemp. (Age 30-60)**	2%	0
0	Nat'l ACS % in Direct Prep Jobs	0	NS	

### Degree Fit [ 0 Score ]

Category	Pctl	Criterion	Value	Score
NH-EBI Nat'l 2 Year		Cost Index**	NA	NS
		Student Faculty Index	NA	NS

### National Completions by Level [ 0 Score ]

Award Level	Completions (National)	Completions (Market)	Inquiries (Market)
Certificate	0%	0%	NA
Associates	0%	0%	NA
Bachelors	94%	96%	NA
Postbaccalaureate Certificate	0%	0%	NA
Masters	4%	4%	NA
Post-masters Certificate	0%	0%	NA
Doctoral	2%	0%	NA
Unknown	0%	0%	NA

### Competitive Intensity [ 12 Score ]

Category	Pctl	Criterion	Value	Score
Volume of Competition	82	Campuses with Graduates**	2	0
	0	National Online Institutions (Units)**	0	NS
	0	Institutions with Online In-Market Students**	0	2
	93	Institutions YoY Change (Units)**	0	-1
	80	Average Completions by Local Institution	32	2
	93	Median Completions by Local Institution	32	4
	97	YoY Median Program Change (Units)	9	3
	81	YoY Median Program Change (%)	36%	2
	0	Nat'l Online % of Institutions	0	NS
	0	Nat'l Online % of Completions	0	NS
Market Saturation		Average Cost per Inquiry**	NA	NS
		Google Search * Cost per Click**	NA	NS
		Google Competition Index**	NA	NS

### CIP Description

A program that focuses on the study of the mind and the nature of intelligence from the interdisciplinary perspectives of computer science, philosophy, mathematics, psychology, neuroscience, and other disciplines. Includes instruction in mathematics and logic, cognitive process modeling, dynamic systems, learning theories, brain and cognition, neural networking, programming, and applications to topics such as language acquisition, computer systems, and perception and behavior.

\*\* Color Scale in Reverse

### National Workforce Ed. Attainment [ 0 Score ]

Award Level	BLS Educational Attainment
No College	7%
Some College	8%
Associates	5%
Bachelors	40%
Masters	27%
Doctoral	14%

\* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.  
 \*\* - Color scale in reverse.  
 NA - No data available/not currently tracked.  
 NS - Not Scored in Rubrics (values = 0).  
 2-Yr - Associates & certificate programs only.  
 PCTL - Percentile

Percentile	0	20+	40+	70+	90+	95+	98+	100
Overall Score	-60	-19	-13	3	12	19	32	70