



Harmony Hills University*

Programmatic Assessment Research

** This is a fictional institution.*

The Problem We Solve

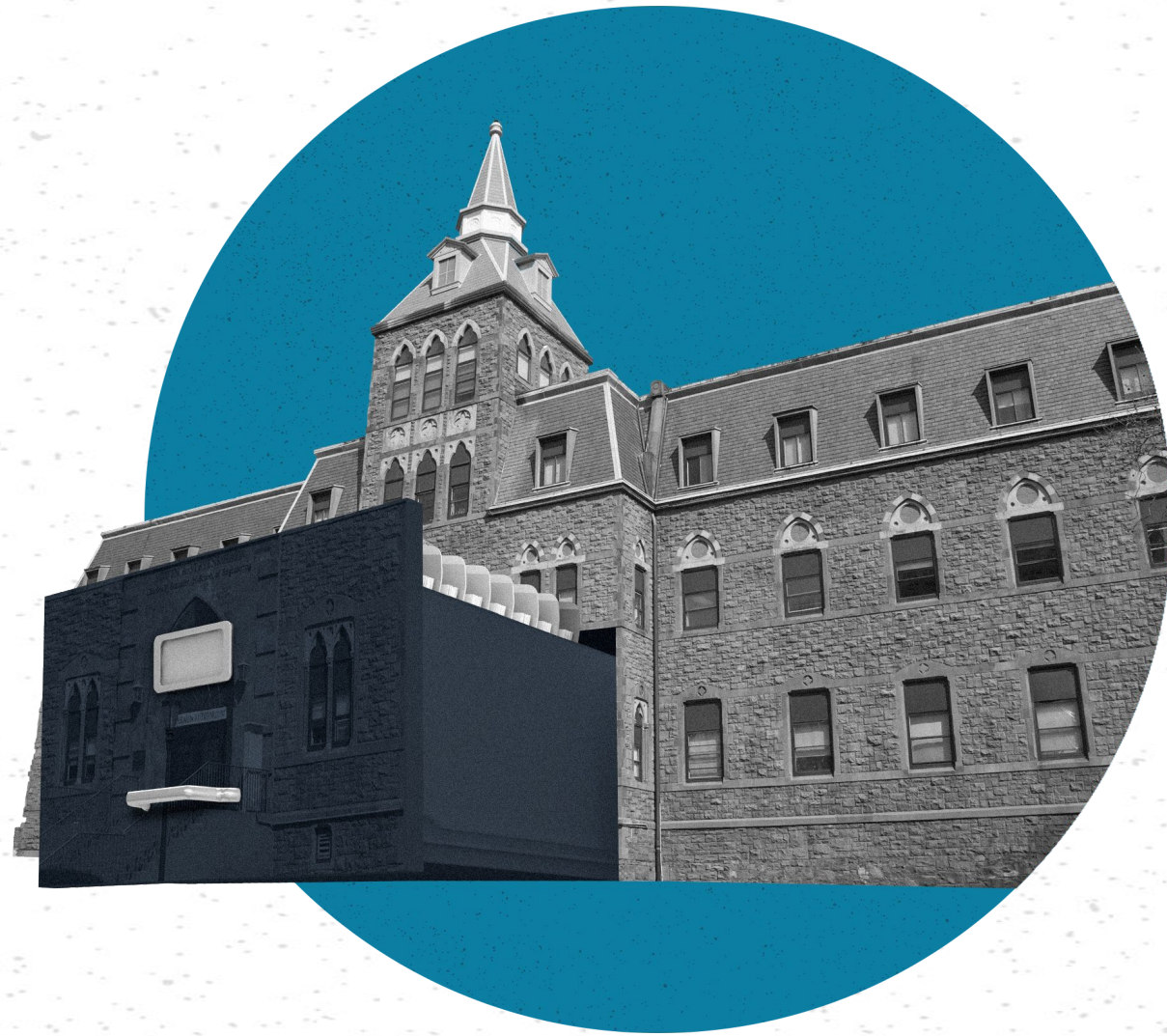
Are you leaving programs on the table?

Is your online portfolio keeping pace with the market?

Where are competitors gaining ground you can't see?

Most institutions don't have a clear answer to any of these. We build one.

What You Get



**Portfolio
Analysis**



**Competitive
Mapping**



**Labor Market
Intelligence**

In-demand occupations and skills (United States)

Top demand is for nursing/health, technology, and business roles and skills.

Top 10 Occupations by # of Unique Postings



Top 10 Specialized Skills by # of Unique Postings



Source: Lightcast

Location: United States



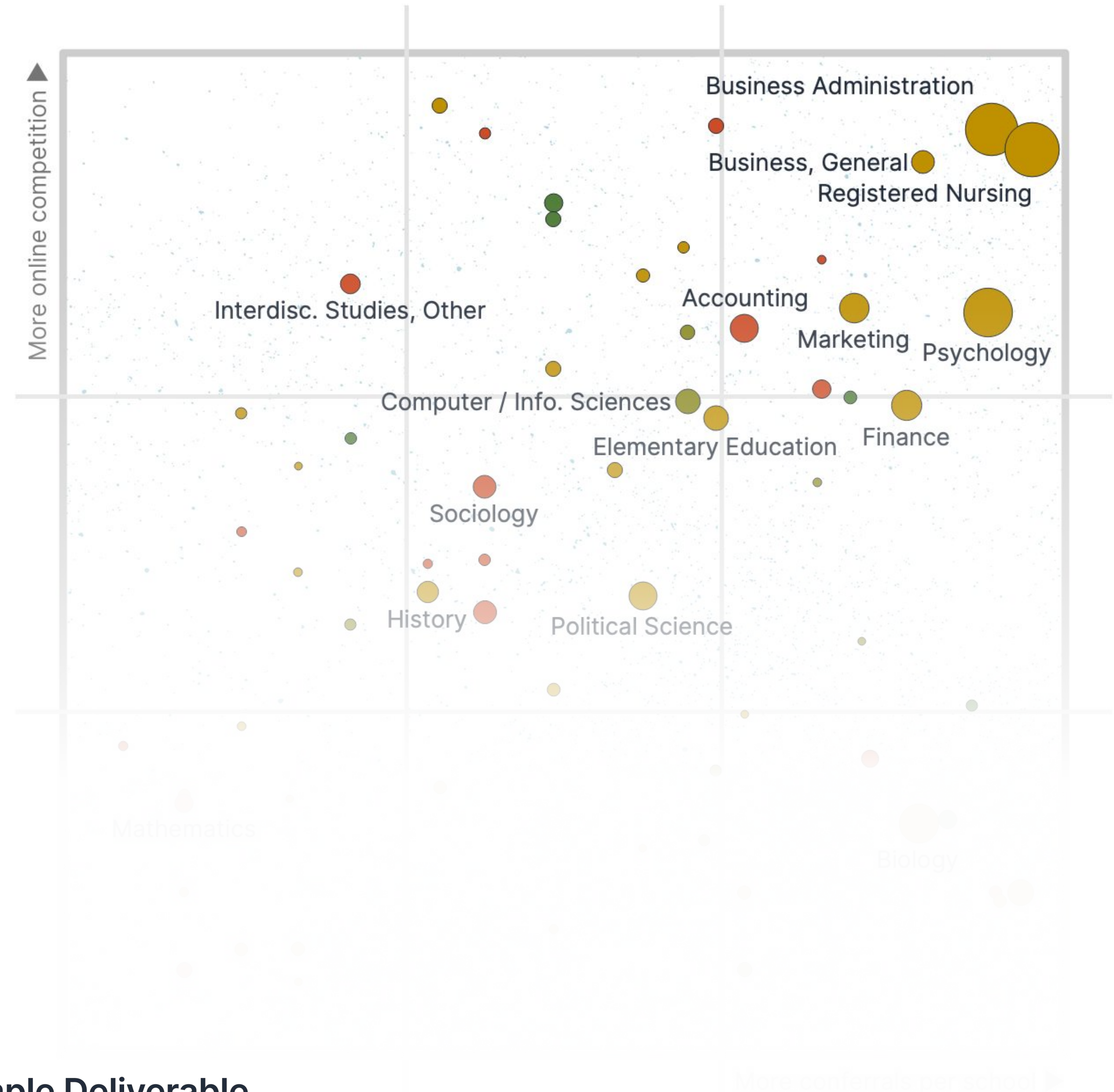
Example Deliverable

Exclusions: Query excluded internships

Current bachelor's portfolio



- ≈ **Flat market growth** for many of the largest degrees (largest bubbles) in HHU's overall portfolio
- Scale and opportunity exist for areas in Health and Human Services, Business, and others
- Recent declines for ↘ **Accounting**, potential shift towards Finance



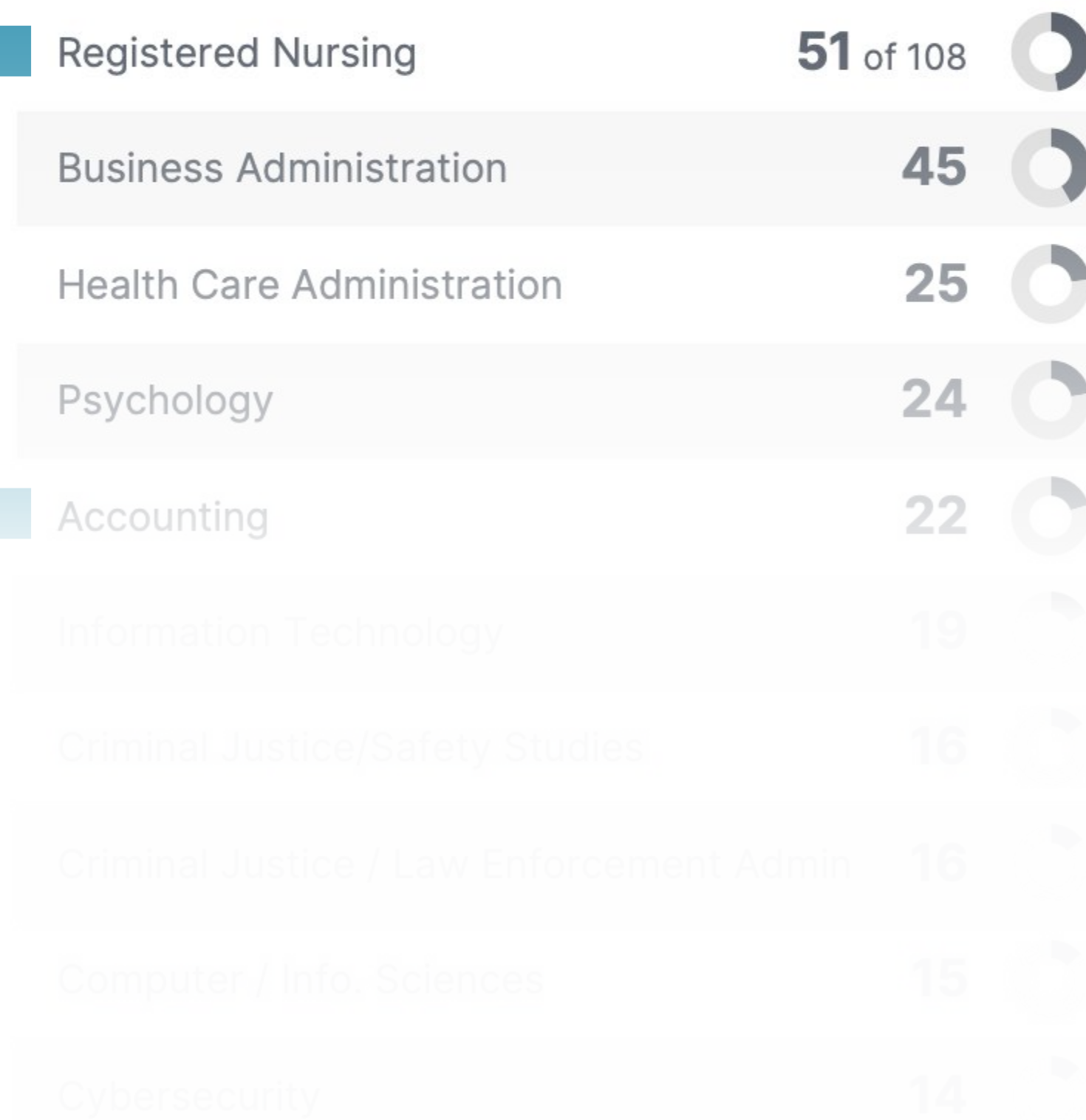
Example Deliverable

Local online competitors, bachelor's level

Highest competition in Nursing, Business Admin, Health Admin, & Psychology

Most common online programs

Harmony Hills University offers 2 of these ■ online



Largest regional online competitors

By number of programs offered

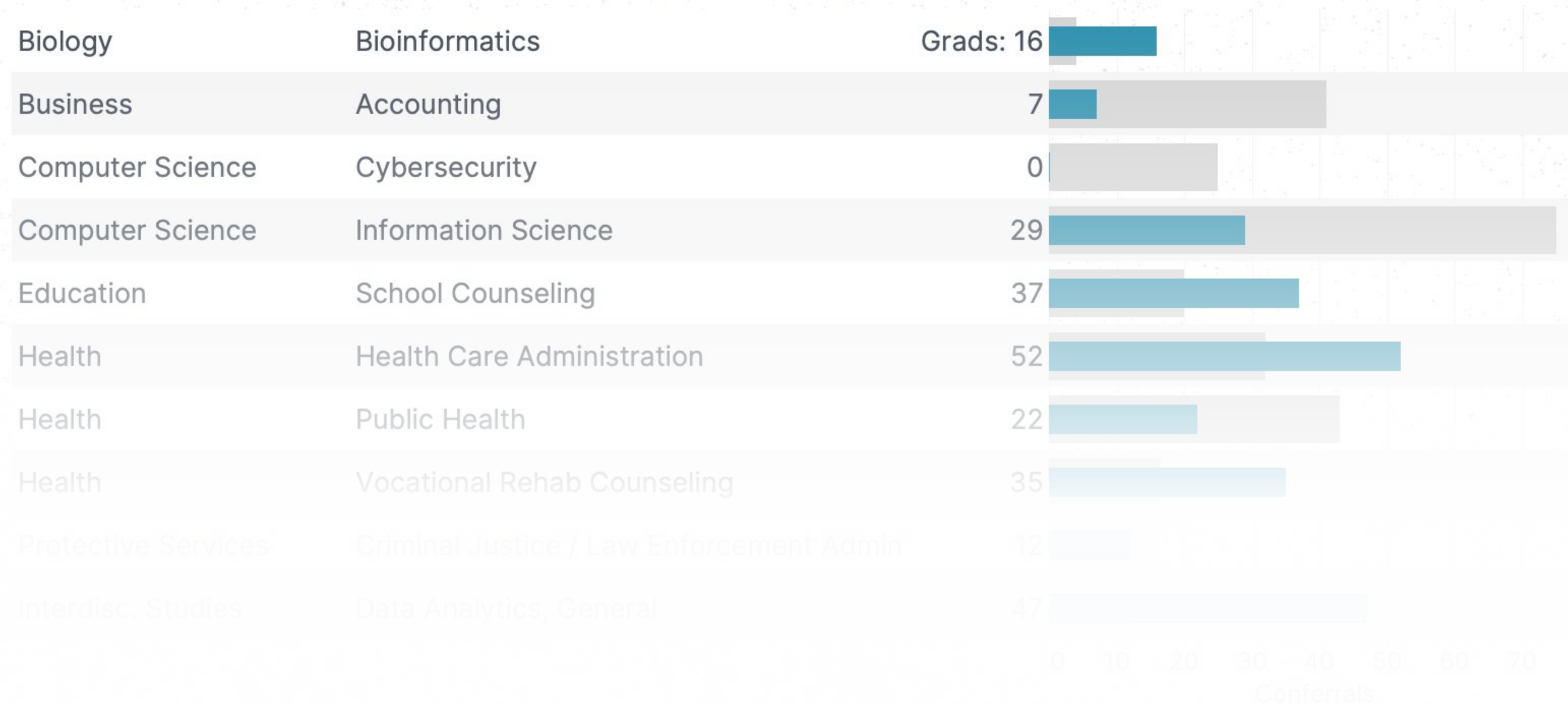


Example Deliverable

Master's opportunities

■ Harmony Hills University Master's conferrals, 2024

■ Median conferrals (Public, Doctoral/Very High Research), 2024



HHU has the opportunity to expand its online portfolio with select on-campus master's degrees

- Expand the online health suite with master's degrees in **Health Administration, Public Health, and Rehab/Mental Health Counseling. Counselor Education** should also be developed for online, given its synergies with education and counseling.
- Additional on-campus programs to consider are **Bioinformatics, Accounting, Computer and Info Security (cybersecurity), Criminal Justice, Data Science (info science), and Decision Analytics (data analytics).**



Example Deliverable

A Sample Finding

One institution discovered it was offering 17% of its programs online, while the total market had reached 31%.

A gap that pointed directly to 10 high-priority expansion opportunities.

What Happens Next

- Fill out the short intake form on our website.
- Tell us what you're exploring, where you are in the process, and what your institution is trying to solve.
- From there, our team schedules a brief consultation to validate inputs before analysis begins.



Let's look at your portfolio together.

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