**Demand Analysis to Accompany Notice of Intent**

**for New or Extended Degrees**

The information from this form will be used:

* In summary form in the Notice of Intent
* In the Financial Analysis spreadsheet
* In the New Degree Proposal form
* In the submission for accreditation to the Northwest Commission on Colleges and Universities after approval by the Board of Regents

**Using the information you developed in the Demand Analysis Workbook, please complete the form below and submit with your Notice of Intent. You do not need to submit the Workbook itself.**

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| **Proposed Degree** | **Criminal Justice** | **Location:** | **WSU Everett** |

1. **Employer Demand**

If you are extending a degree, or have a related existing degree, briefly summarize the employment outcomes for your graduates.

What is the state and regional employment demand for this degree?

Is long-term employer demand expected to grow, remain stable, or decline?

What is your evidence?

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| **Answer here:** |
| Demand for Criminal Justice graduates will increase over the long-term. The WSAC, WTECB, SBCTC joint analysis of 2017, showed Human and Protective Service to be High Demand and Supply gap through 2025 due to the projected annual openings exceeding degree completions. Additionally, we have received numerous inquiries from local law enforcement agencies about the need for more graduates with a social science background to enter law enforcement and related employment. This degree is very versatile and will allow our graduates to explore numerous employment and graduate education opportunities and to move beyond law enforcement.* Washington State University Pullman graduates continue to meet with success in the job market. Labor projections for Washington state show an annual need of more than 750 law enforcement and criminal investigators over the next 10-year, due to expansion and retirements. This number does not include the various federal security and agency related career opportunities available to criminal justice graduates. <http://www.projectionscentral.com/Projections/LongTerm> .
* It is also important to note that probation officer/corrections specialist is a growing career track nationwide. This career path requires the bachelor’s degree.  Washington averages an annual need of 210 professionals on this career track.
* According to the Bureau of Labor Statistics, the average annual wage for a law enforcement officer in Washington is $78,600.  For criminal investigators, it is $83,600.  The wages are higher for those with a bachelor’s degree.
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1. **Competitors**

Who are your competitors? What is their competitive advantage? Are competitor-institutions planning to introduce similar programs/expand existing ones? Why is your department/school able to provide the proposed new degree better than other WSU departments/schools or other universities?

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| **Answer here:** |
| There is not much competition for this program. WSU Everett is the only 4-year University in the North Puget Sound Region. The closest 4-year institution is UW-B. They offer an undergraduate concentration in Law, Economics, and Public Policy, but this degree focuses more on Political Science and policy. Similarly, the Law, Society and Justice degree at University of Washington Seattle has a focus on the study of legal systems from a global and comparative perspective. Again, it touches more on contemporary political dynamics along with legal conflicts.  |

1. **Student Demand**

Describe the target market in light of regional population trends, especially in the target age group.

What is the current number of students in existing programs in the proposed market area in this field? What is the potential number of students forecasted?

What are the key characteristics of the market segment you seek? How will your degree serve their needs?

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| **Answer here:** |
| We have a clear target given our 2+2 model of program delivery. 50% of our students come from Everett Community College (EvCC). Since EvCC has such a robust and successful Crim J transfer program. They graduate 90 transfer students each academic year. We anticipate that we will be able to recruit 10-20 percent of those students each year. As our reputation grows, we will be able to recruit an even larger share.Edmonds Community College is our second primary feeder. We will be able to draw students from Edmonds Community College Sociology, Political Science, and Social and Human Services programs. Together, they graduate upwards of 250 transfer students each year. We plan to recruit 10-20 percent of their student population to start. |

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| **Expected FTE** |
| **Year 1** |  | **Year 2** |  | **Year 3** |  |

How did you arrive at these numbers? How do they compare with your current enrollments in an existing degree or option, or related degree?

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| **Answer here:** |
| These numbers are very conservative. We arrived at these numbers based on our current enrollments from each of these community colleges. As mentioned above, 50% of our students come from EvCC, s |

1. **Recruitment Plan**

How and where are students going to find out about this program? Who will represent this department in its promotion activities? What specific venues can you use to promote an awareness of this new program? What means will be used to access and educate businesses, industry, agencies, and/or institutions about this offering?

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| **Answer here:** |
| We do direct recruitment. We have developed relationships with the Deans, faculty, and advisors at each of these institutions (as well as other community colleges within the region). In addition to attending the regular college transfer fairs, we table at each of our feeder institutions to gain one-on-one time with potential students. Additionally, we work with core community college faculty members to provide our faculty opportunities to guest lecture in their courses. That allows our faculty members the opportunity to discuss our program, provide an overview of the type of coursework and content they will gain while at WSU Everett, and to ask any questions related to obtaining the baccalaureate degree. In addition, we schedule time for them to meet with our program coordinators to go over their course requirements and transcripts.  |