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FY23 IN REVIEW

K-State Business Intelligence and Analysis

K-State Global Campus

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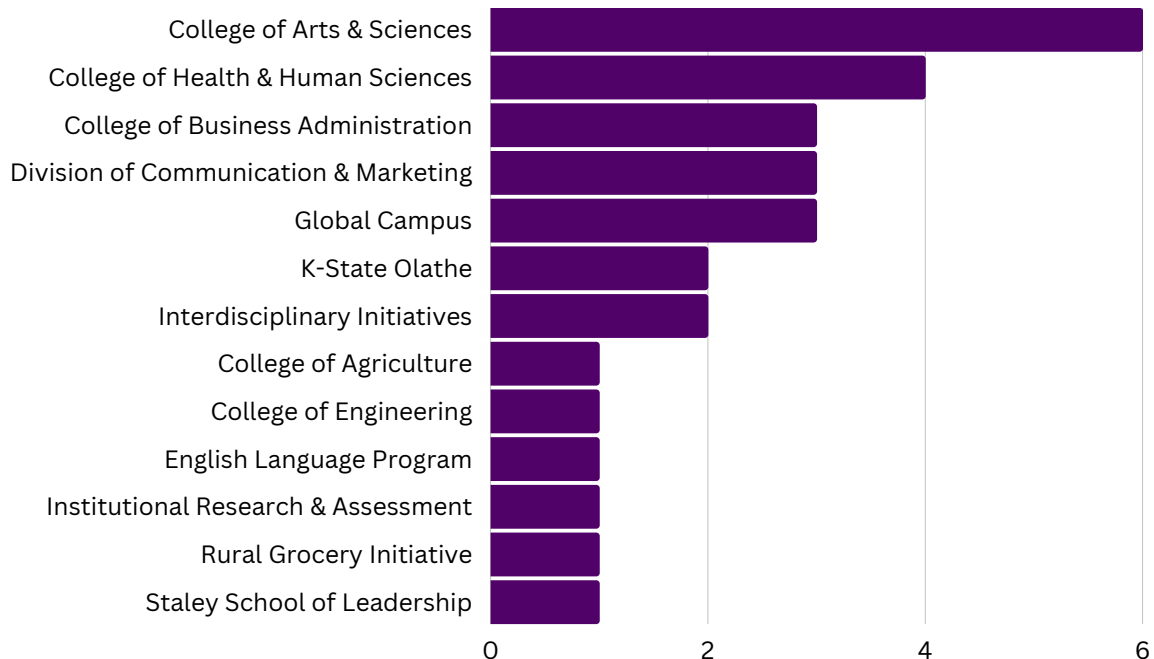


OUR SERVICES

The **K-State Business Intelligence & Analysis team** conducts market research and gathers accurate, relevant, and unbiased data to guide strategic decisions throughout new program development and program revitalization for the entire K-State community. By analyzing industry-desired skills, projected occupational growth, top competitors and more, we can help position K-State programs for success. We provide a **range of reports** to K-State faculty and staff, all of which are personalized and adapted to individual programs. And with three analysts, we have the capacity to provide a quick turnaround on projects and requests.

OUR 2022-2023

Our team completed 29 requests from 13 colleges and units across the K-State community in the 2022-23 fiscal year.



Our research has served the K-State community in myriad ways:

- We assisted the Rural Grocery Initiative with plans to develop a non-credit certificate program
- We provided the Division of Communication and Marketing with market research data to help that unit strategize and prioritize their marketing campaigns
- We delivered degree completion data to the Office of Institutional Research and Assessment to update the Academic Program Review and Revitalization dashboard
- We gave the Environmental Sciences program market demand and competitor data to assist them with their plans to develop an in-person Professional Science Master's in Environmental Science degree
- We provided the Department of Personal Financial Planning and K-State Olathe with market demand data to support their efforts in developing a bachelor's program in financial planning that can be started at K-State Olathe and completed online
- We gave the A.Q. Miller School of Media and Communication market demand data for their efforts to develop a possible online mass communication bachelor's degree program
- We are supporting efforts between K-State and Fort Riley to expand learning pathways for servicemembers by providing labor market data
- We have delivered market demand and competitor data to an interdisciplinary committee exploring the potential creation of data science and analytics microcredential programs

OUR OTHER INITIATIVES

Our team has also been involved in other initiatives that require market research and benefit from our insight and expertise. Below is a sample of some of our other initiatives:

- One of our analysts has been responsible for compiling labor market data to highlight career prospects for our online academic programs such as the **Professional Master of Business Administration**
- Another one of our analysts is working closely with a department to help build a Power BI dashboard that incorporates market research
- And another one of analysts has used the admitted and not enrolled student data from the National Student Clearinghouse data to build a Power BI dashboard which has allowed Global Campus staff to understand their program's trends and competitors

MEET OUR TEAM

THE PEOPLE BEHIND THIS REPORT



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Our team strives to partner with colleges, departments, and individuals across all K-State campuses to ensure the university maintains its competitive position. All team members possess extensive experience in data analysis, data management, and market research in external and internal areas of higher education.

To submit a request to the Business Intelligence and Analysis team please click on the "Request Information" icon below or please feel free to reach out to an individual team member.

