



UQ's Market Analyzer

MARKET DATA TO GUIDE
PROGRAM DECISIONS

A Brief Overview



Recent years have been hard

for higher education,
and COVID has only made things worse.

Are you looking to turn around **declining enrollment**?

Are you looking for **growth opportunities**,
but don't know which ones will be worth the investment?

Are you looking for tools to help you manage your
current program portfolio, and align it more closely
with what **today's students**, in your markets, desire and need?

UQ Solutions can help.

UQ's Market Analyzer

PROVIDES POWERFUL MARKET DATA TO HELP YOU...

- Identify the most promising **new program growth opportunities** for your institution, in your markets
- Assess your **current programs** in relation to market performance, to frame and focus strategic management decisions
- Understand the changing **job market**, and how this impacts demand for academic programs.

Data is **highly customized** to *your* institution, *your* markets, and *your* segments—institutions like you that do what you do. You can filter data any way you can imagine, such as for online programs only. Setup is immediate, and it is available at **low cost**.



New Program Growth Opportunities

MAXIMIZE OPPORTUNITY, MINIMIZE RISK

UQ's Market Analyzer helps you identify the most promising **new program growth opportunities**, while minimizing risk, for **your institution** in **your markets**.

We look at both your **geographical market** and your **segment**—schools facing similar competitive environments, serving similar students, and with similar resource capacities as yours.

We also estimate **program size**, so you can set appropriate goals and benchmarks.



Current Program Management

FRAME AND FOCUS KEY MANAGEMENT DECISIONS

The Market Analyzer helps you understand how your **current programs** are performing—in relation to **your segments** and **your markets**.

Are you **outperforming** a growing market? **Underperforming** a declining market? How do your numbers compare with **expected program sizes** for the programs you offer?

We help you **frame and focus key decisions**, like where to **invest** for growth, where to focus on **improving** program attractiveness to capture market potential, and where to take a **closer look** for possible inefficiencies.



Job Market and Student Outcomes

UNDERSTAND THE CHANGING DEMAND

Today's students increasingly want college majors that will prepare them for successful careers. But the job market is changing rapidly.

We help you understand the **changing job market** in your specific markets, see how this affects **demand for academic programs**, and assess the **earnings** outcomes for graduates of various programs in your markets.

To find out more

or request a demo:



PLEASE CONTACT US AT:
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OR SCHEDULE A CONVERSATION AT:
connect.uq.solutions/schedule-a-call



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