

HIGHER EDUCATION MARKET DEMAND AND OPPORTUNITY ANALYSIS

rpk GROUP
from mission to market



rpk's Market Demand Opportunity Analysis (MDO) creates the insights you need for strategic decision making

Rising costs for higher education and a lack of connection to the workforce have led to questions around the value proposition of a degree. For institutions to thrive, your team can no longer rely on emotionally-driven marketing efforts. Data-informed decision making is needed to produce results that honor Mission, Market, and Margin[®].

Your institution deserves smarter resource allocation. Tailored analyses can enable you to optimally invest in your academic portfolio.

Improve your Program Offerings with rpk's MDO

rpk's MDO analysis moves you to strategic decision-making around your academic portfolio. Alignment with projected labor market trends makes your offerings more attractive to prospective students. We map programs to state and national employment outlooks, identifying opportunities in high-growth occupations and fields unserved by your current portfolio.

Collectively, the three components of the MDO shape an academic portfolio that responds to the labor market, meets students' expectations, and attracts higher enrollments. The strong analytic framework further supports engagement with faculty on resource allocation decisions. Finally, the analysis creates new opportunities for robust industry partnerships.

- ✓ **Academic Portfolio Alignment.** Higher education has historically looked inward when deciding which programs to offer. The rpk MDO supports a needed shift to look externally at student demand and projected labor market demand. A more robust and sustainable academic portfolio can be created, largely by reallocating existing people, time and money.
- ✓ **Program Gap Analysis.** After examining how the current academic portfolio does (and doesn't) reflect external demand, the next step is to consider gaps in the portfolio. What new programs might your institution launch based on institutional strength and projected employment outlook? Program and portfolio analyses can help move the institution to data-informed investment decisions that connect Mission, Market, and Margin[®].
- ✓ **Competitor Analysis.** The MDO analysis enables institutions to see into the growth trend of their competitors at a program level. Who is competing with you for students, and are they more successful at attracting them?

Liberal Arts IndexSM

A first in higher education, and entirely unique to rpk GROUP, the Liberal Arts IndexSM captures the wide-ranging job market opportunities available to graduates of these programs. By accurately mapping liberal arts programs to the job market, your institution can more confidently assess program contribution—which our analysis suggests has been historically undervalued.

With this new emphasis on employability, institutions can now address the questioned value of liberal arts degrees that has dominated the media, parents' concerns, and university admissions teams.



Getting to Mission, Market, and Margin[®] with the Academic Portfolio

The MDO analysis is an important component when seeking to shape an institution's academic portfolio. The impact of the MDO is amplified when combined with rpk's other academic analyses:

- **Academic Portfolio Review.** This analysis examines student demand, yield, and success at a program level.
- **Academic Resource Review.** This provides critical insights into how institutions might best utilize existing faculty resources, and harvest resources for reallocation toward strategic initiatives.

Collectively, the Academic Portfolio Review, Productivity Analysis, Net Revenue Analysis and Market Demand and Opportunity analysis create the data-informed framework needed for strategic decision-making.

Engage the experts

The rpk GROUP team has decades of rich experience with higher education strategic finance. Institutional leaders come to us to contextualize and answer critical questions; in the process, we help their teams adopt a Mission, Market, and Margin[®] mindset.

rpk GROUP is a leading consulting and advisory firm in higher education, supporting institutions and organizations with their growth strategies by focusing on Mission, Market, and Margin[®] opportunities.