

**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.

Proposed Degree	EdD in Education Leadership	Location:	Everett
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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?

Answer here:
<p>The Doctorate in Educational Leadership (EdD) is offered via distance technology and tri-annual face-to-face instruction across the multi-campus system. Students receive weekly synchronous course instruction over zoom. These courses are taught by tenure-line program faculty from campus locations across the multi-campus system. Additionally, students meet for a weekend face-to-face seminar once each semester (Fall/Spring/Summer). These seminars are held on a single campus location and taught by program faculty. Program faculty from all campus locations attend and participate in these seminars. At the time of dissertation proposal and defense, per graduate school requirements, students defend from a WSU campus (Vancouver/Spokane/Tri-Cities) with at least one program faculty present.</p> <p>The largest school district in Snohomish County (Everett Public Schools) has directly requested we offer this degree to develop future leaders and this sentiment is echoed by other school districts and community colleges. The P-20 Council and our Everett Advisory Council support this proposal. WSU Everett has worked in concert with the College of Education in development of this proposal. Graduate students in the EdD, although enrolled as students at the Vancouver campus, have received coursework via distance learning technology at the Everett campus location for several years (much like programs can be made available to students at extension sites).</p> <p>There are alumni in the area and currently four students in the program from the Everett area. Local school district leadership has asked for more opportunity for existing school leadership to access the EdD, including the hiring of a local faculty member.</p>

2. 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?

Answer here:

Competitors do share the space for graduate education in the North Puget Sound area. Notable would include the following colleges and Universities that offer similar degrees:
 Western Washington University
 Seattle University
 University of Washington
 Seattle Pacific University

Additional competition includes online degrees offered at Oregon State University and Gonzaga University.

Despite the recognized competition for prospective students, the EdD is still a sought degree, though only rarely as requirement for any position. WSU already has a strong brand and existing students on the Everett campus that solidifies our presence in serving the needs of the North Puget Sound region. There are no other face-to-face programs between Seattle and Bellingham (The entire North Puget Sound region).

3. 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?

Answer here:

Students in the Everett region were enrolled as students in other campus locations prior to this proposed extension of the program. Those campus locations would balance to maintain steady statewide enrollment. Educational Leadership Doctorate already accessed by students in the Everett area through the statewide delivery modality. Graduate Programs are noted in our Strategic Plan and ELSM is a natural fit as Everett’s Chancellor is a member of the faculty. The EdD degree program serves educators already professionally employed and are seeking the degree to advance their leadership capacity within their existing school district or in preparation for career advancement. There have been five graduates over the past eight years and are currently four students participating in the EdD degree program from Everett. The EdD serves an existing population of educators. Everett will have a total of ~5 students by year 3. This would include students who are doctoral advisees of Everett program faculty but are not necessarily living/working in the Everett region.

Expected FTE					
Year 1	4	Year 2	5	Year 3	5

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

Answer here:

Washington State University (WSU) estimated existing populations and extrapolated from there. The proposed and approved move of one faculty member includes existing advises at the dissertation writing phase whose enrollment would transfer to Everett with Dr. Calderone after she moves from the TC campus. Dr. Calderone currently chairs dissertation committees for Everett EdD candidates has requested a transfer from Tri-Cities campus to Everett upon tenure and Promotion Spring 2023. This request has been approved by the department, college, both campuses, and the Provost.

4. 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?

Answer here:

The College of Education at Washington State University currently prepares in any given year around 40 new principal candidates and about 20 superintendent candidates statewide. This is the population that the EdD draws from a percentage of current students from the Everett region. About 4-6 EdD students graduate a year including those from all campus locations. The need for this degree does not require additional system resources to serve the population of students already attending Everett.

Additionally, the program is promoted on the college web site and web sites of all existing campus locations.