

STAMATS

Higher Education Marketing

University of North Carolina Asheville

presented by

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Executive Summary

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Promises kept.

Executive Summary

Introduction of Graduate Programs at UNC Asheville

- Currently students and alumni, followed by staff, are much more supportive of the idea of adding master level programs at UNC Asheville compared to faculty—eight in ten among students and alumni and seven in 10 among staff are on board with the suggestion, whereas only four in 10 among faculty express their support
 - More education opportunities, higher attractiveness of the school to students and their retention, more variety, and funding were among the main arguments to support the expansion of the graduate education at UNC Asheville
 - Those who had a negative reaction to the idea expressed their concern about the school's mission and identity, a possibility of negative impact on the undergraduate education, and the need of improving the existing programs
- An unprompted question about desired master level programs which could be introduced at UNC Asheville brought mentions of *business and education related disciplines* most frequently among all groups of respondents
- Among nine programs offered for consideration, *teaching and education, public health, sustainability studies, and organizational leadership* received the highest level of support among all groups

Executive Summary

Introduction of Graduate Programs at UNC Asheville

- Six in 10 business representatives felt positive about the expansion of the master level education at UNC Asheville; four in 10 have no opinion due to the lack of knowledge about the extent of the currently offered programs
- *Business-related disciplines* were top-of-mind responses when asked about interest in master level programs at UNC Asheville
- When asked to choose from the list of suggested programs, *teaching and education and organizational leadership* topped the list
- A trend in the number of master's degrees conferred in North Carolina during the past five years in teaching and education, public health, and organizational leadership programs is positive which indicates a steady demand for these programs
- Sustainability studies show a very slight drop in the number of master's degrees conferred in the past couple of years in NC but the overall national trend is positive with a robust level of growth for the program
- If the additional master level programs were to be introduced at UNC Asheville, all four areas—*teaching and education, public health, sustainability studies, and organizational leadership*—should be considered as viable options with good chances of becoming successful