



# The Public and Private Value of Master's Education: A Focused Discussion

Council of Graduate Schools

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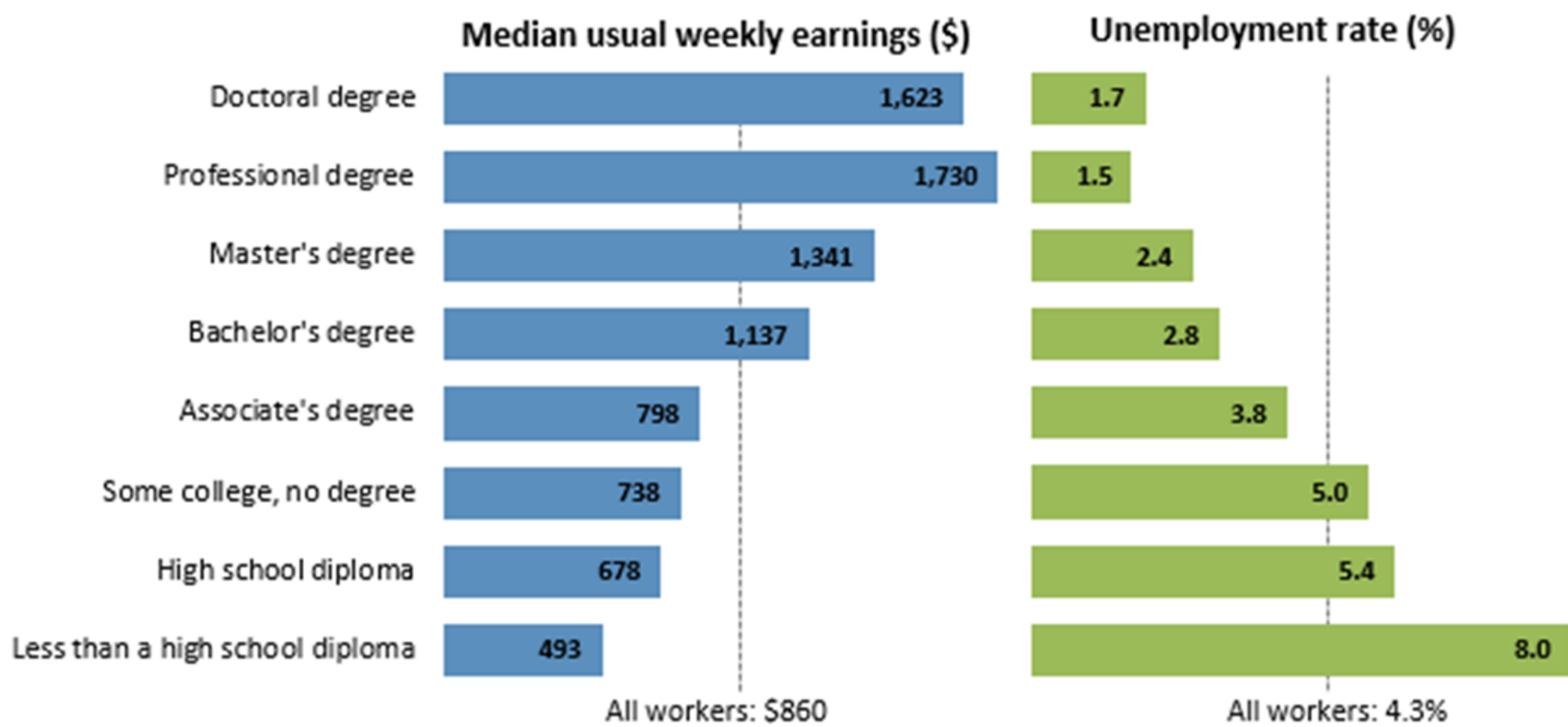
# Overview

- Background and context
- Case study 1: Texas Tech University
- Case study 2: Saint Mary's College of California
- Group discussion

# Master's Degrees

- Provide advanced skills and increase job readiness/opportunities for career advancement
- Master's education is the largest and fastest growing segment of US graduate education
  - 75% of enrolled graduate students
  - Number of master's degrees increased 43% in last decade

## Earnings and unemployment rates by educational attainment, 2015



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

Source: U.S. Bureau of Labor Statistics, Current Population Survey

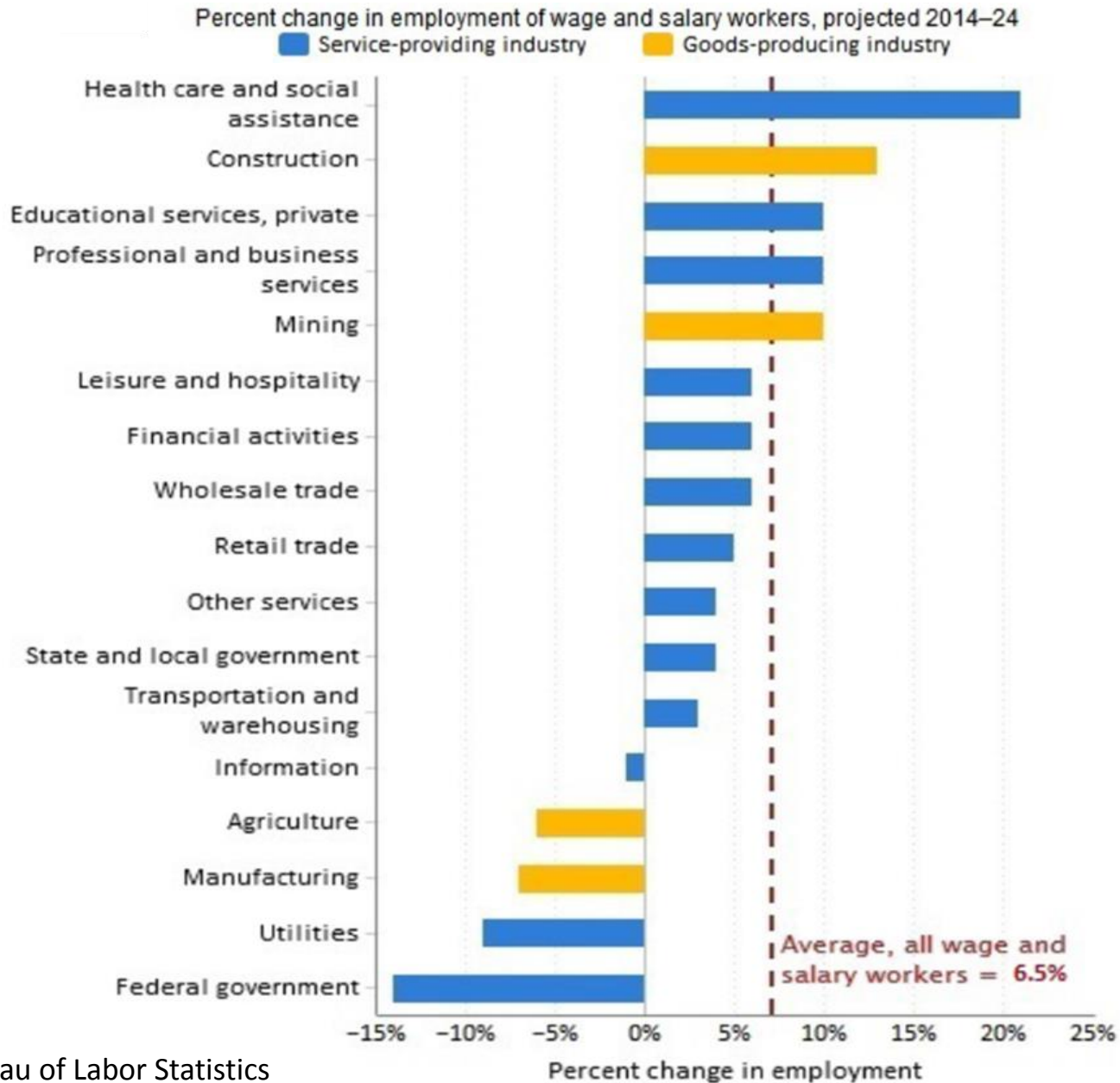
# The “New” Economy

- The recession and recovery have hastened a long-term change in the composition of the American workforce
- For the first time, workers with a bachelor’s degree or higher make up a larger share of the workforce (36%) than those with a high school diploma or less (34%)

## The “New” Economy—con’t

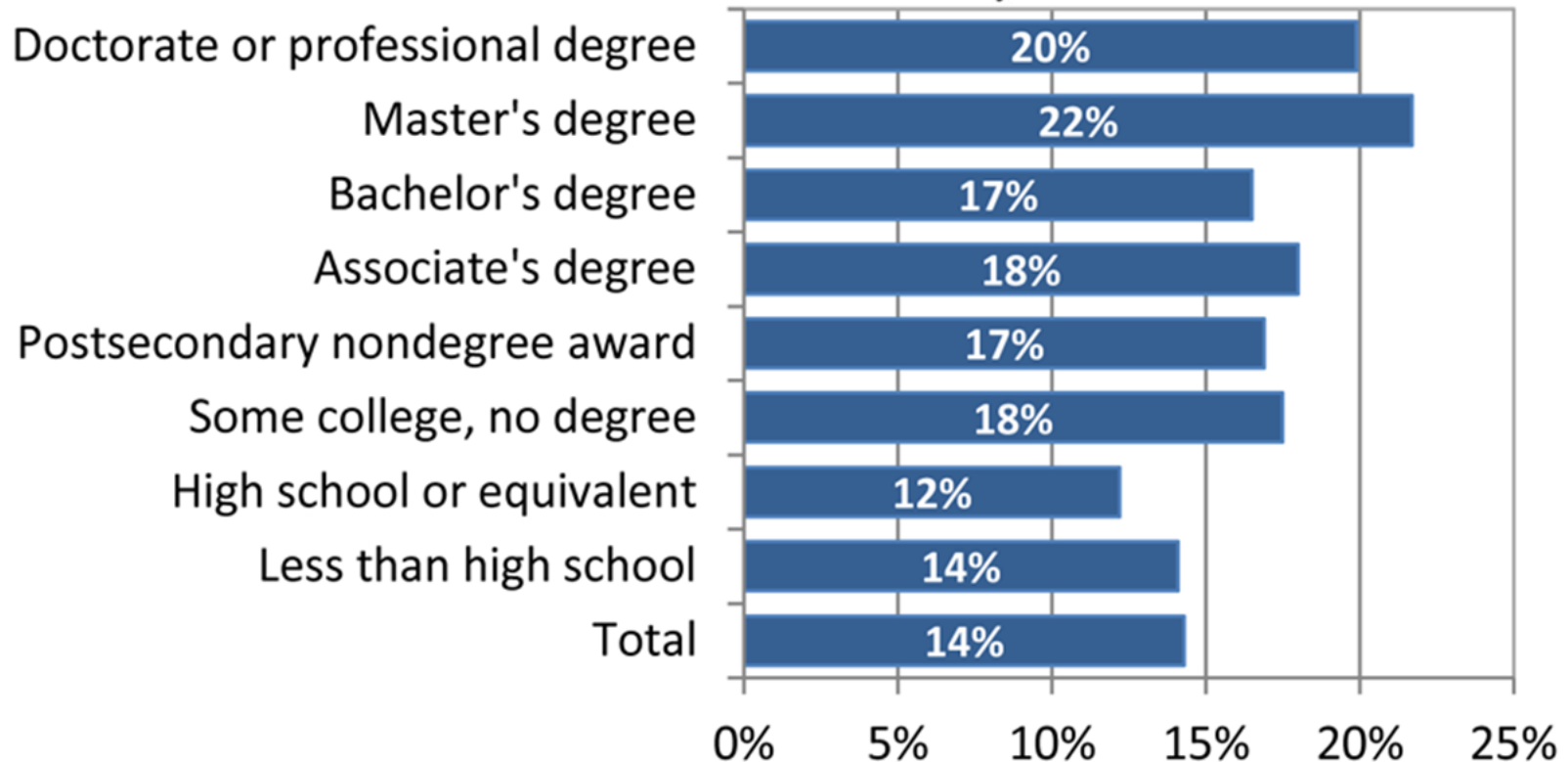
- Out of the 11.6 million jobs created in the post-recession economy, 11.5 million went to workers with at least some college education
- Graduate degree holders gained 3.8 million jobs, bachelor's degree holders gained 4.6 million jobs, and associate degree holders gained 3.1 million

# Workforce Outlook



# Workforce Outlook

**Figure 1. Projected Growth in Employment by Level of Educational Attainment, 2010 to 2020**







TEXAS TECH UNIVERSITY



# **Case Study 1: Texas Tech University**

## **Master's Degree in Strategic Communication and Innovation**



# Texas Tech University

- Public
- Flagship of TTU System
- Main campus in Lubbock;  
Regional Centers in Collin County,  
El Paso, Fredericksburg, Junction,  
Marble Falls, Waco; San José, Costa Rica
- Carnegie Doctoral University: Highest Research Activity
- Total enrollment ~37,000
- Graduate enrollment ~6,300



# Texas Economy

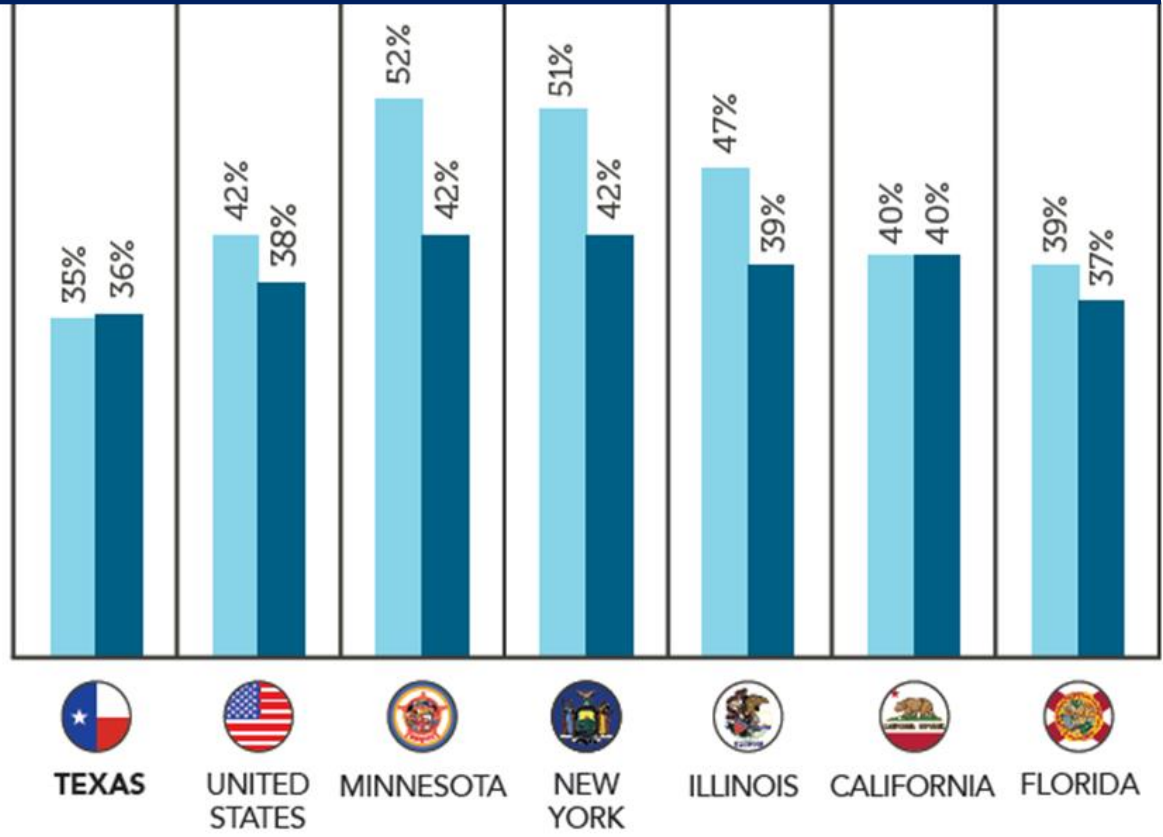
- Texas has second largest economy of US (\$1.6T)
- California, Texas, and New York have the most online job ads that require at least a Bachelor's degree





# Economic Threats

Texas is losing ground nationally

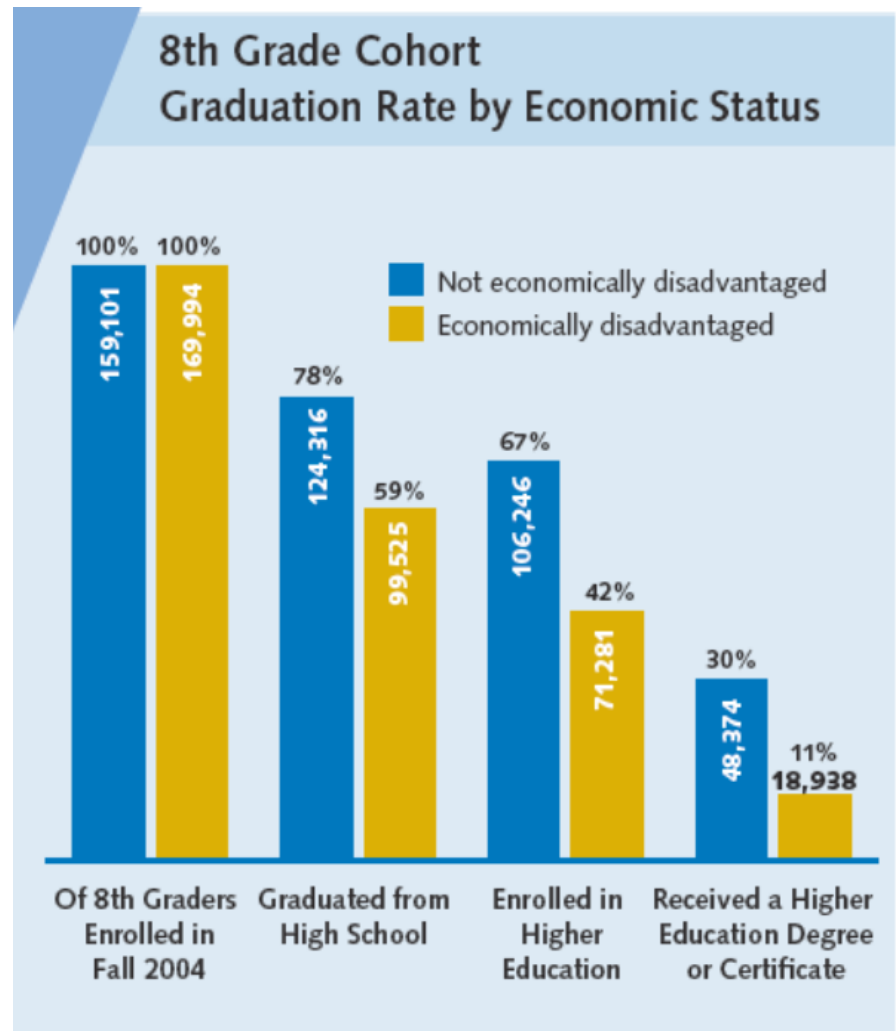
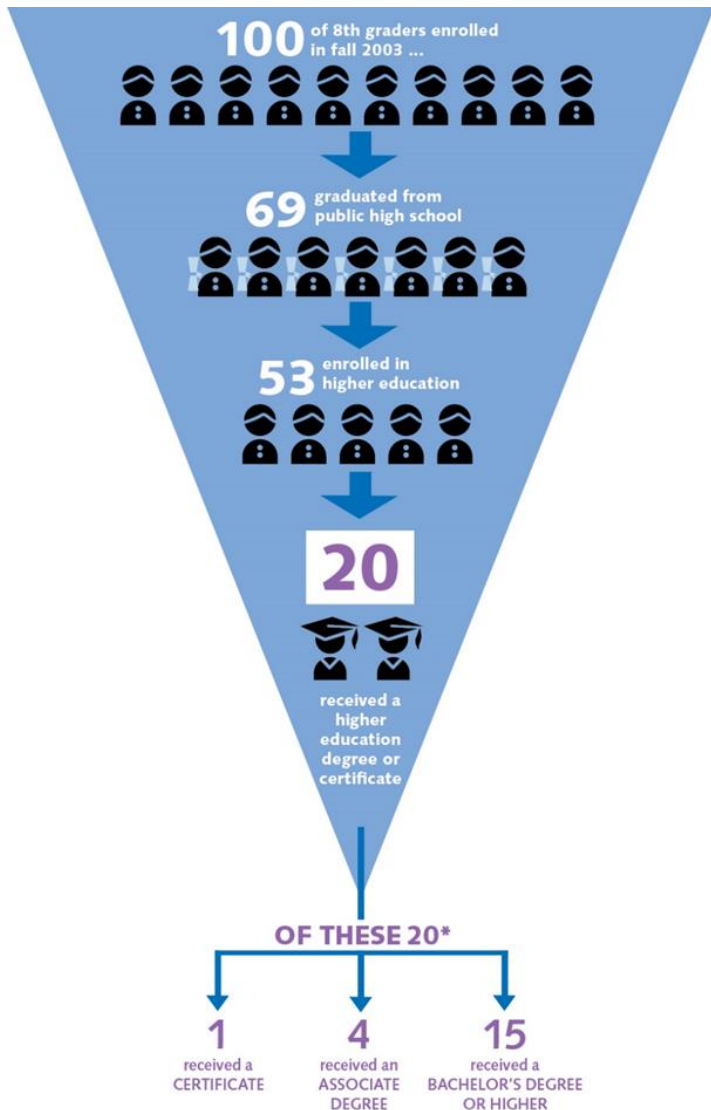


■ 25- to 34-year-olds with associate degree or higher
 ■ 55- to 64-year-olds with associate degree or higher

Source: American Communities Survey Public Use Microdata Sample 2013



# Economic Threats



# 60x30TX Strategic Plan for Texas Higher Ed



## THE OVERARCHING GOAL: 60x30

At least 60 percent of Texans ages 25-34 will have a certificate or degree.

☒ *Supports the economic future of the state*



## THE SECOND GOAL: COMPLETION

At least 550,000 students in 2030 will complete a certificate, associate, bachelor's, or master's from an institution of higher education in Texas.

☒ *Requires large increases among targeted groups*



## THE THIRD GOAL: MARKETABLE SKILLS

All graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.

☒ *Emphasizes the value of higher education in the workforce*



## THE FOURTH GOAL: STUDENT DEBT

Undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.

☒ *Helps students graduate with manageable debt*



# Skills Needed in the Workforce

Attribute	% of respondents
Leadership	80.1
Ability to work in a team	78.9
Communication skills (written)	70.2
Problem-solving skills	70.2
Communication skills (verbal)	68.9
Strong work ethic	68.9
Initiative	65.8
Analytical/quantitative skills	62.7
Flexibility/adaptability	60.9
Technical skills	59.6
Interpersonal skills (relates well to others)	58.4
Computer skills	55.3
Detail-oriented	52.8
Organizational ability	48.4
Friendly/outgoing personality	35.4
Strategic planning skills	26.7
Creativity	23.6
Tactfulness	20.5
Entrepreneurial skills/risk-taker	18.6





# Demand for Communication

- Changing role of communications<sup>1</sup>  
 “In 2007, communications functioned largely to fend off bad publicity, today it functions to set agendas and build engagement across all stake holders”
- Texas job market<sup>2</sup>

Title	2010 Employment	2020 Projected	Percent Change	Average Annual Job Openings	Average Annual Salary
Advertising and Promotions Managers	2,390	2,780	16%	110	\$90,138
Public Relations and Fundraising Managers	3,360	4,010	19%	160	\$117,390
Public Relations Specialists (Technicians)	18,930	23,400	23%	950	\$56,997

<sup>1</sup>Source: Arthur W. Page Society (2013), The CEO View; <sup>2</sup>Source: Texas Workforce Commission





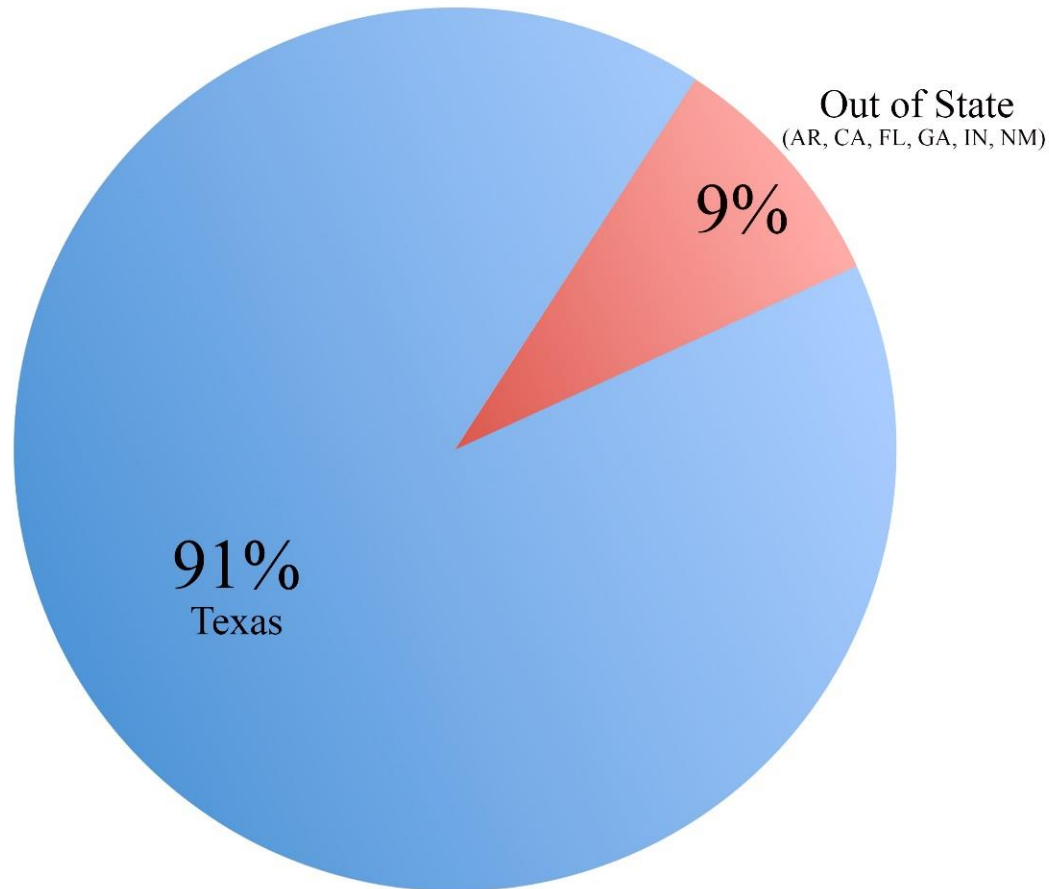
# Master's Degree in Strategic Communication and Innovation

- Address workforce need to provide upper-level communication
- Graduates learn how to use communication in a strategic manner to best represent their organizations (achieve operational goals, compete effectively in knowledge-based global economy)
- Launched in Fall 2015: 30-credit, fully online program (asynchronous)



# Master's Degree in Strategic Communication and Innovation

- First 4 students graduate Dec. 2016
- All secured jobs/offers





## **CASE STUDY 2**

# **Saint Mary's College of California**

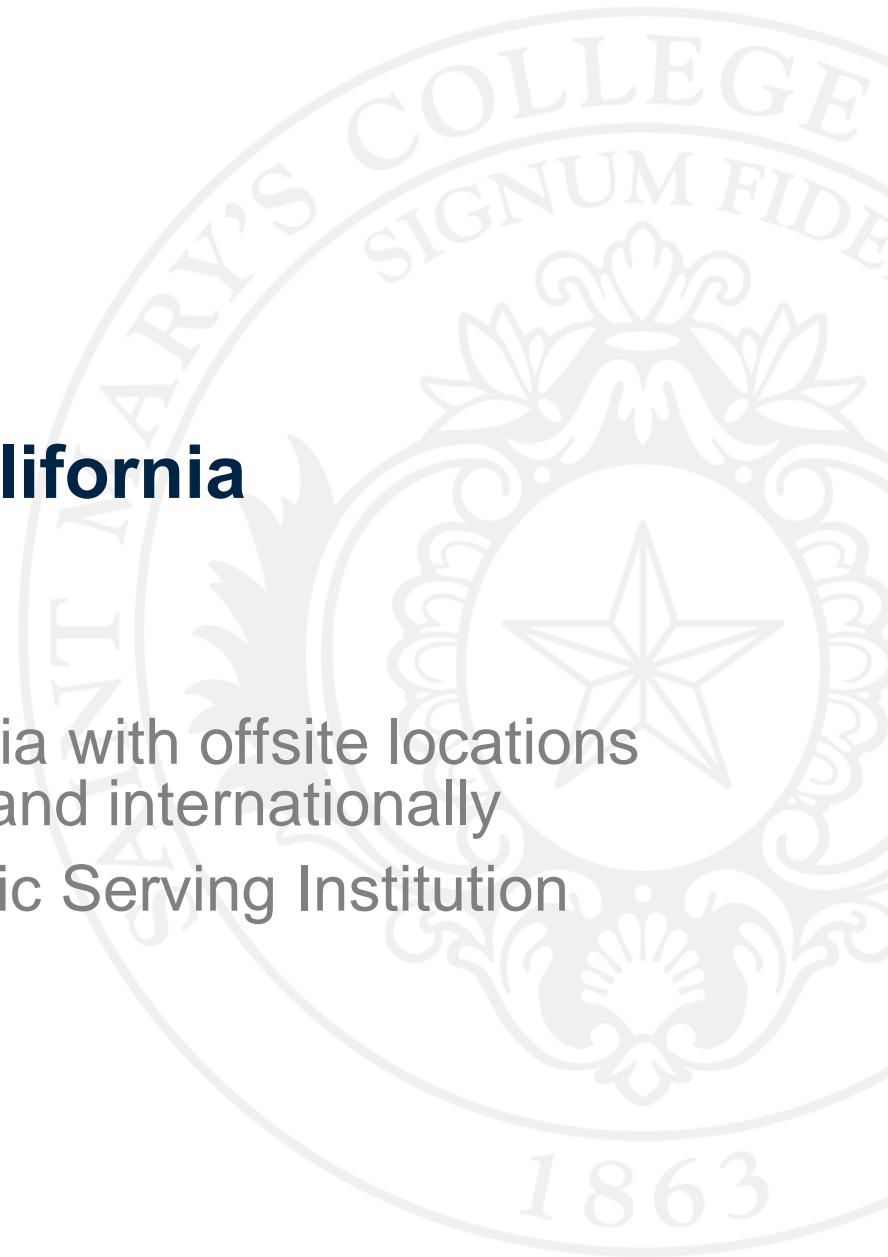
Private, Catholic, Lasallian

Main campus in Moraga, California with offsite locations throughout northern California and internationally

Carnegie Master's Large, Hispanic Serving Institution

Total enrollment ~5000

Graduate enrollment ~1500





## Characteristics of Regional Economy: East (San Francisco) Bay

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- **Highly educated**
- **Older (median age ~40, compared to 35 CA)**
- **Diverse (41% white)**
- **“Blue” (75% voted for Clinton)**

**Employer demand for master's degrees increased by:**

- **18% from 2013-2015**
- **66% from 2010-2015**

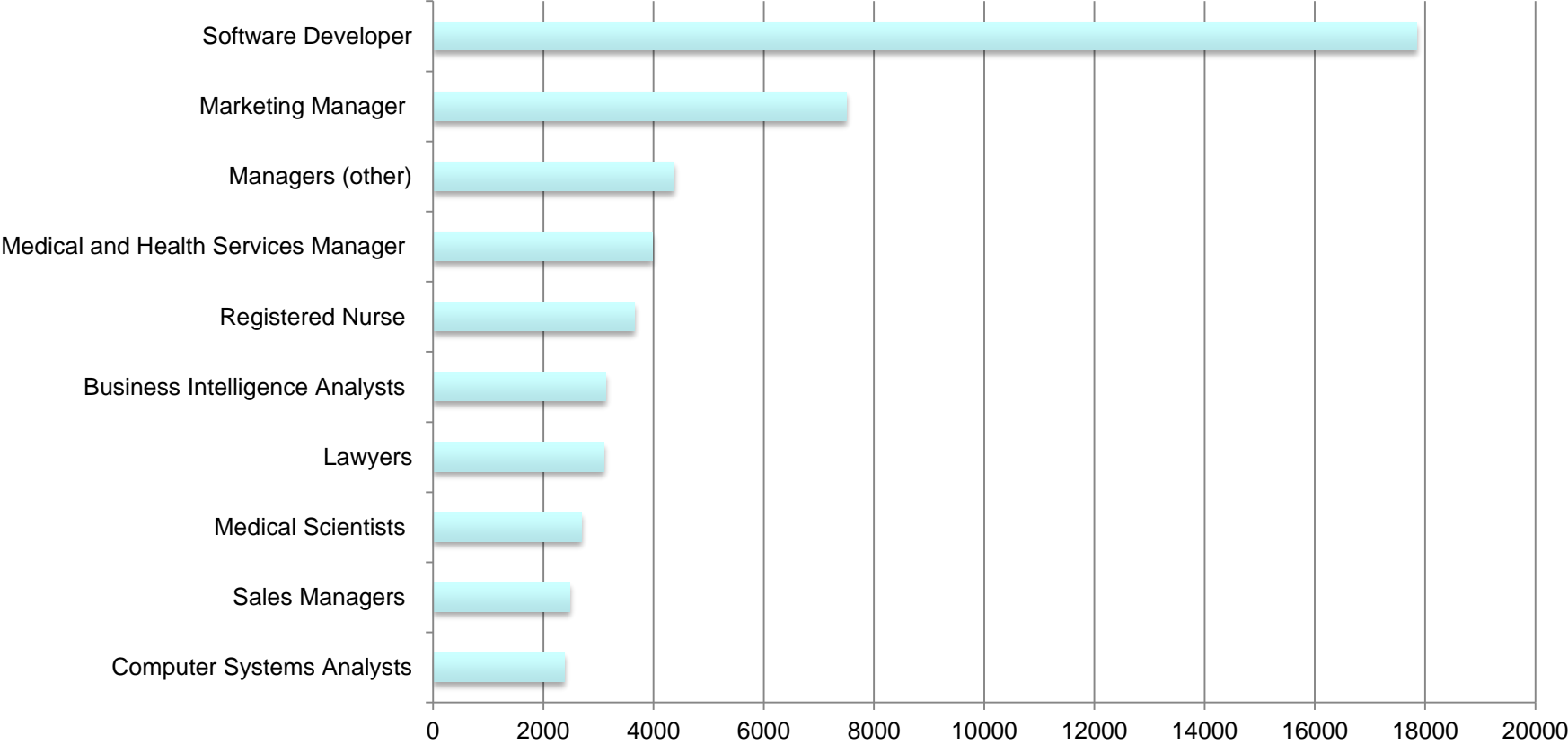


## Major Employment Fields

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- **Energy (especially oil)**
- **Government**
- **Health care**
- **Science and technology**
- **Education**

# Regional Job Postings



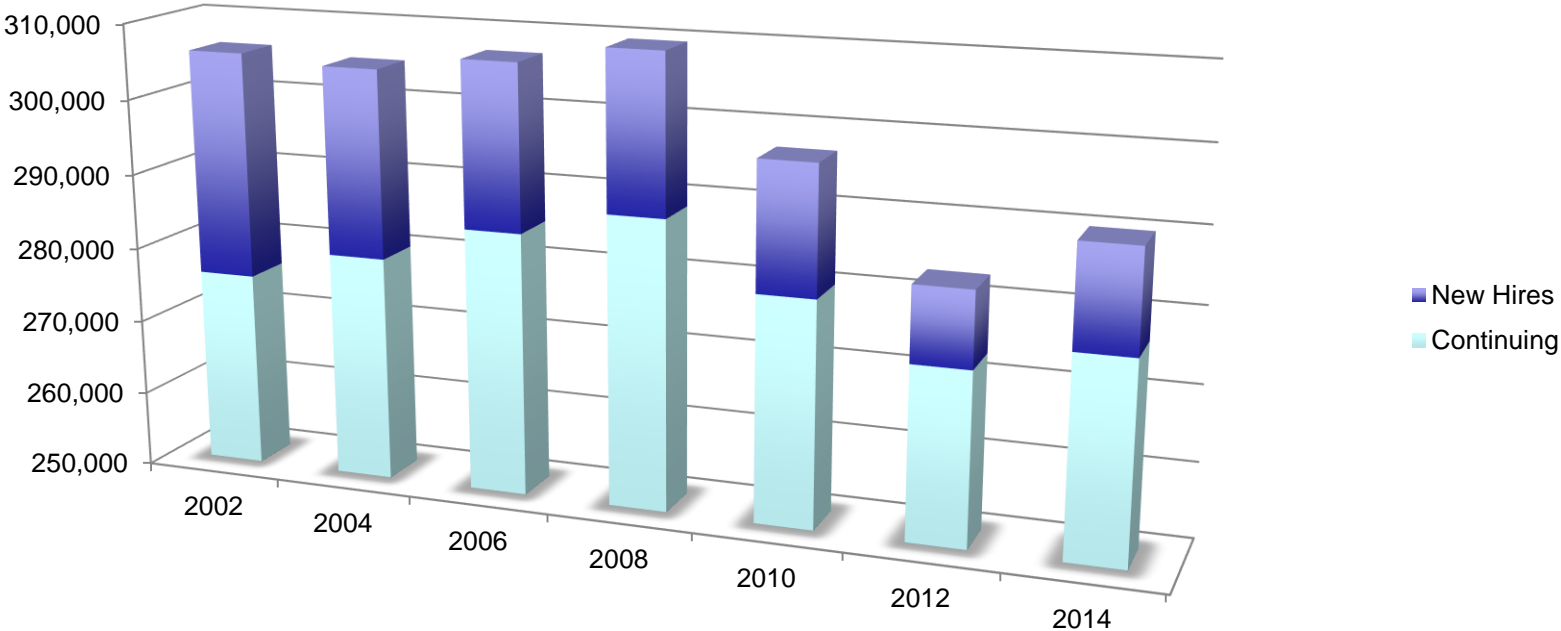
# Aligning Program Development with Regional Needs

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- **Market Research**
- **Center for Regional Economy**
- **Government Relations**
- **Community and Business Relations**
- **Partnerships**
- **Alumni**

# California Teacher Shortage

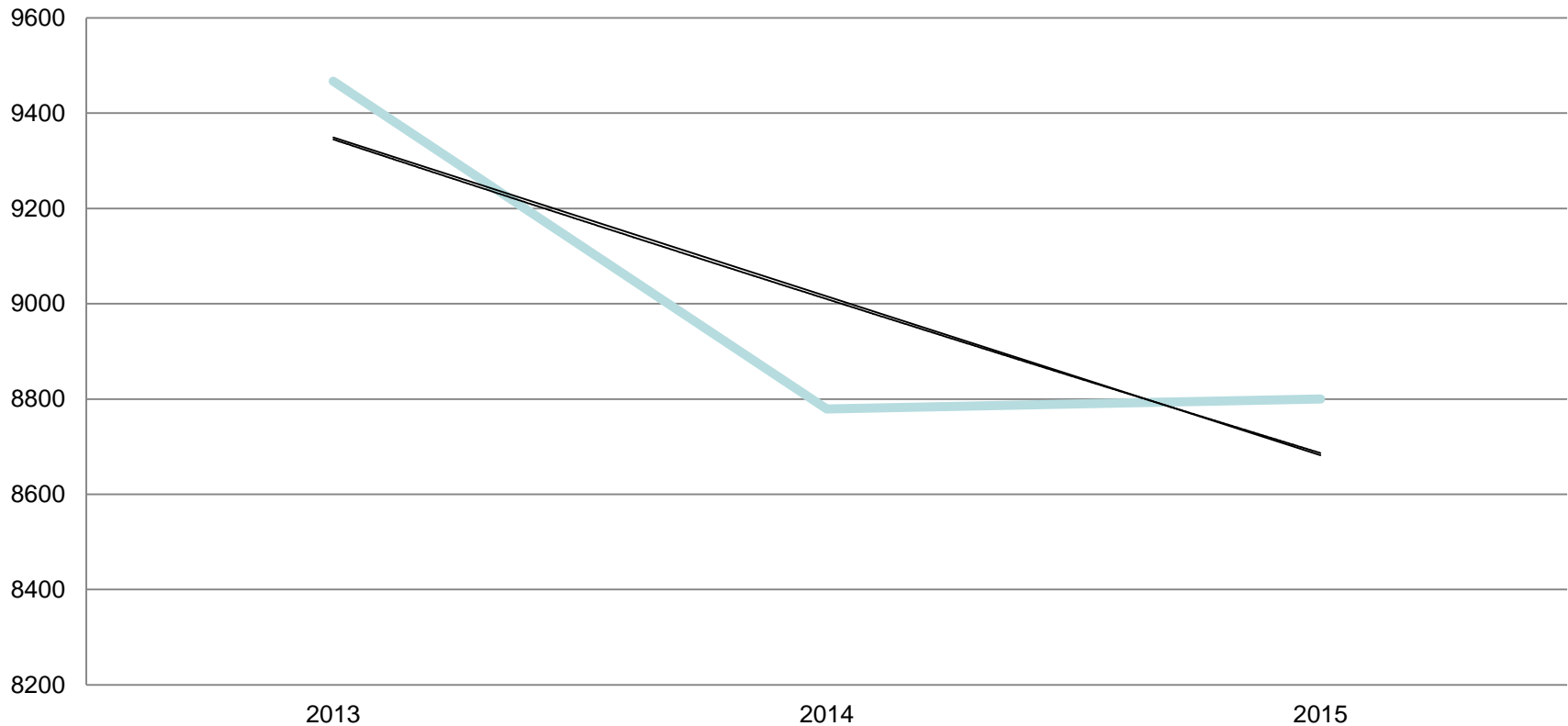




# Teacher Shortage: Projected need for new hires exceeds supply by 6000 teachers



## Program Completers at California Universities



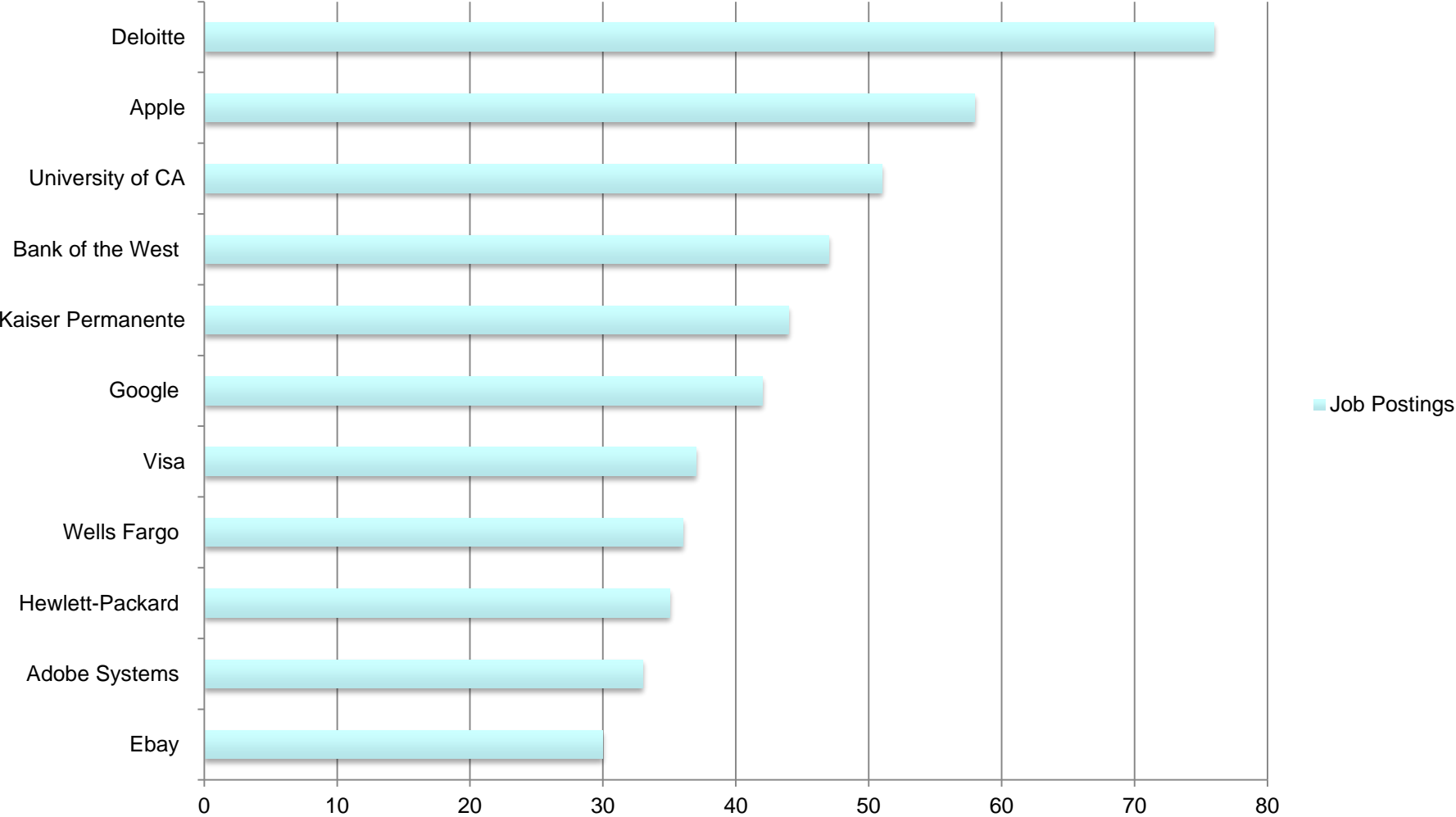


## Special Education Credential Expansion

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- **Existing program with alumni and partnerships schools throughout the region, including a strong partnership with Mount Diablo School District**
- **Teacher shortage in California**
- **Development of onsite special education cohort on site for paraprofessionals at Mount Diablo District Offices**

# MS in Business Analytics: Employers





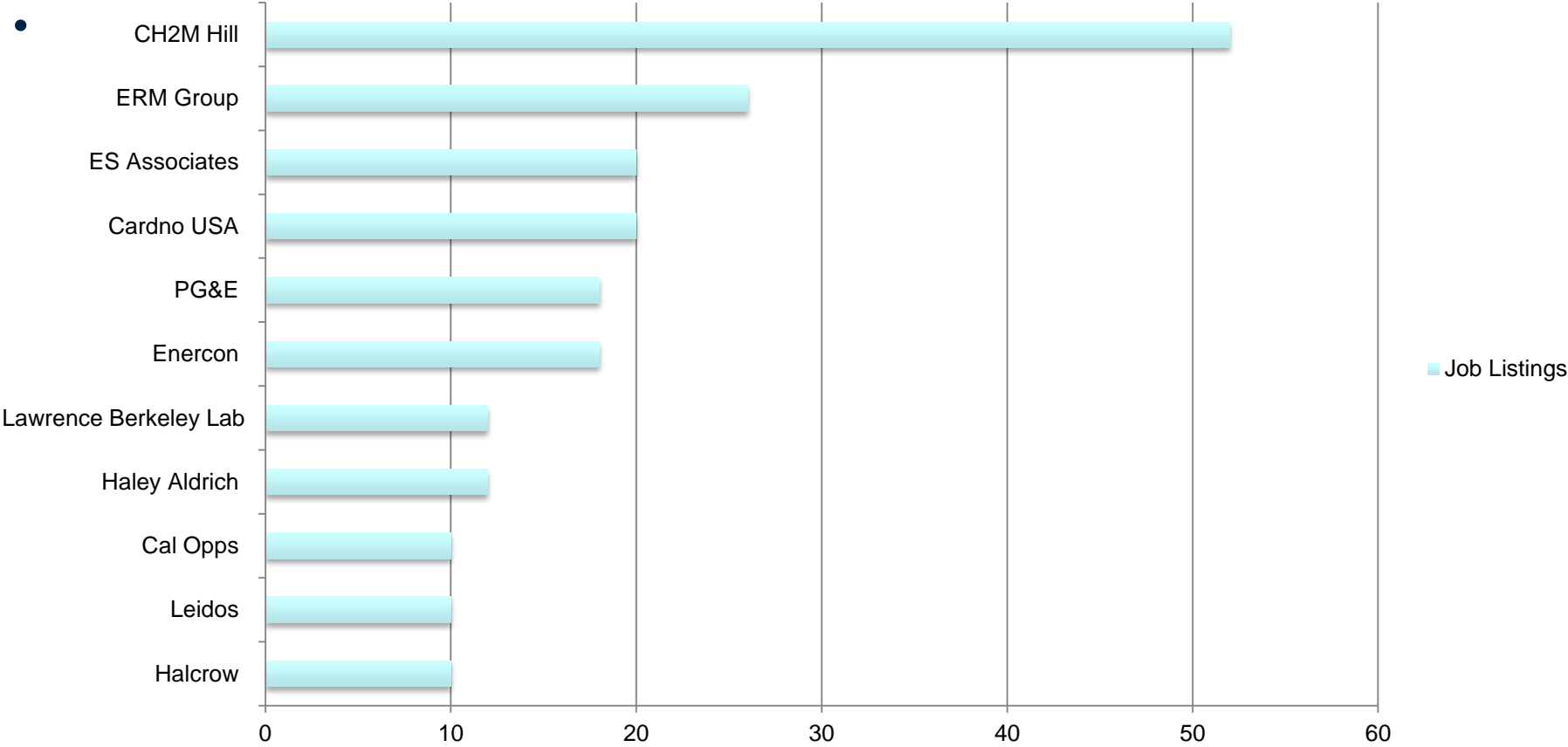
## MS in Business Analytics

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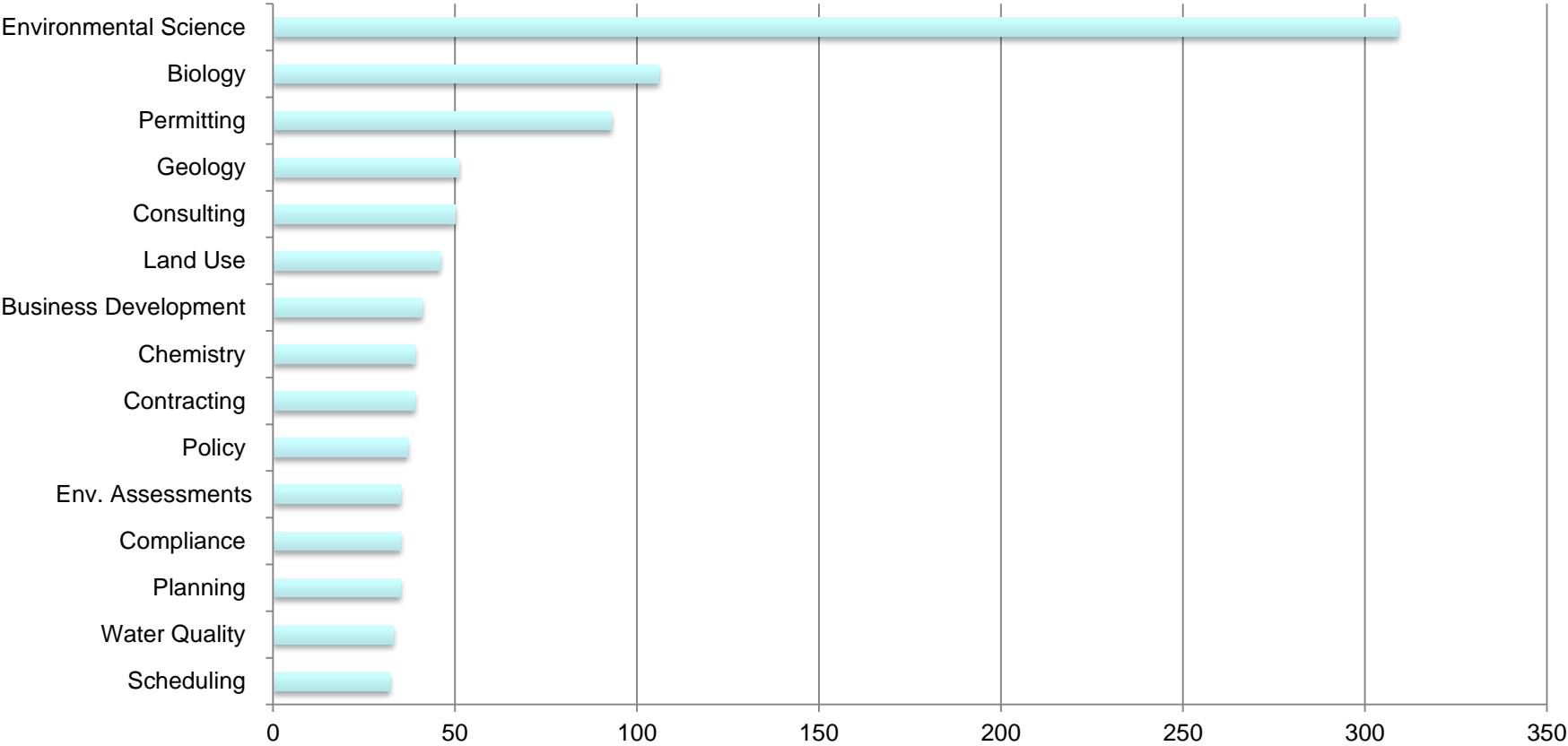
- **Development of Advisory Board**
- **Faculty hiring and refinement of curriculum with tech needs**
- **Internships in tech companies**
- **Launch summer 2015: 40 students, currently 85**

# PSM Environmental Sciences

## Job Listings



# PSM Environmental Science: Skills and Knowledge (mentions in job postings)



# Professional Science Masters Degree Environmental Science

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- **Regional Development Council/Center for the Regional Economy**
- **Market Research**
- **Faculty leadership and hiring**
- **Program start fall 2018**



## Regional Development Conference

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- **Congressional Visit to Representative Mark DeSaulnier March 2016**
- **Regional Development Conference February 2017**



# Questions

- How do you make the case for the impact of master's education on the health of regional and state economies?
- To what extent, if any, should workforce considerations be used for the evaluation and/or development of master's programs?
- Are the public and private benefits of master's education mutually exclusive?