

The Future of the Master's Degree

*How Are Master's
Programs Evolving
in the US?*

Tim Mack, Dean
Indiana University of Pennsylvania
A Doctoral Research University



Indiana University of Pennsylvania

So, What Does It All Mean?

❖ http://www.youtube.com/watch?v=jpEnFwiqd_x8

This is the “Did You Know” video shown at the meeting



Indiana University of Pennsylvania

Who Was Asked

❖ Carnegie Masters.

- Edelma Huntley, Appalachian State University.
- Bob Bolla, Bradley University.

❖ Carnegie Doctoral Research.

- Tom Reynolds, University of North Carolina-Charlotte.
- Robert Morris, Ball State University.
- Tim Mack, Georgia Southern University.

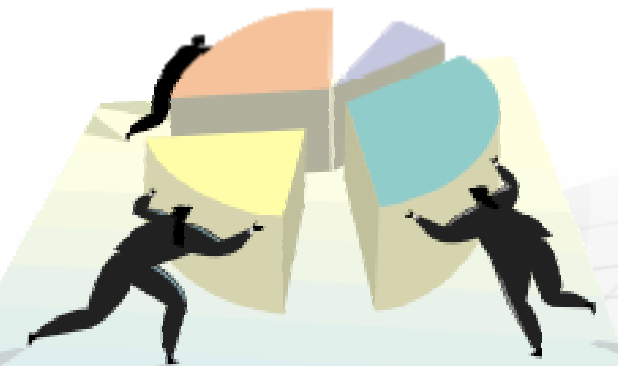
❖ Carnegie Research Intensive.

- William Weiner, Marquette University.
- Philip Langlais, Old Dominion University.

❖ Carnegie Research Very Intensive

- Janet Weiss, University of Michigan.
- Karen DePauw, Virginia Tech.

Thanks!



What Changes in Master's Education Do You Envision?

❖ Changes In Delivery:

- More certificate programs.
- More graduate courses offered via different delivery methods.

❖ Changes in Programs:

- Additional PSMs.
- Accelerated 5 year BA to MA degrees.
- Add new Master's degrees in fields that make sense for our mission.
- Interdisciplinary Master's degrees.
- Less traditional masters programs.
- Graduate profile shifting to professional masters, professional doctoral degrees, and Ph.D. degrees.





Do You Think That Enrollment in Traditional Masters' Programs Will Decrease, As More Are Admitted Directly Into Doctoral Programs?

❖ Yes:

- We have already seen evidence of this.
- More students admitted to both the Master's and the Doctoral Degree with fewer being "Master's only."
- Students will be brought directly into doctoral programs from the baccalaureate degree

❖ No:

- We have built a reputation for successfully preparing students who aren't quite ready for doctoral work, to go on after a Master's degree.





Do You See The Mix Of Research Vs. Professional Master's Degrees Changing?

- ❖ There is an increased awareness of PSMs.
- ❖ Increase the number of master's degrees that involve applied research.

Applied, professionally-oriented programs are often the hallmark of Carnegie Master's and Doctoral Research Universities.



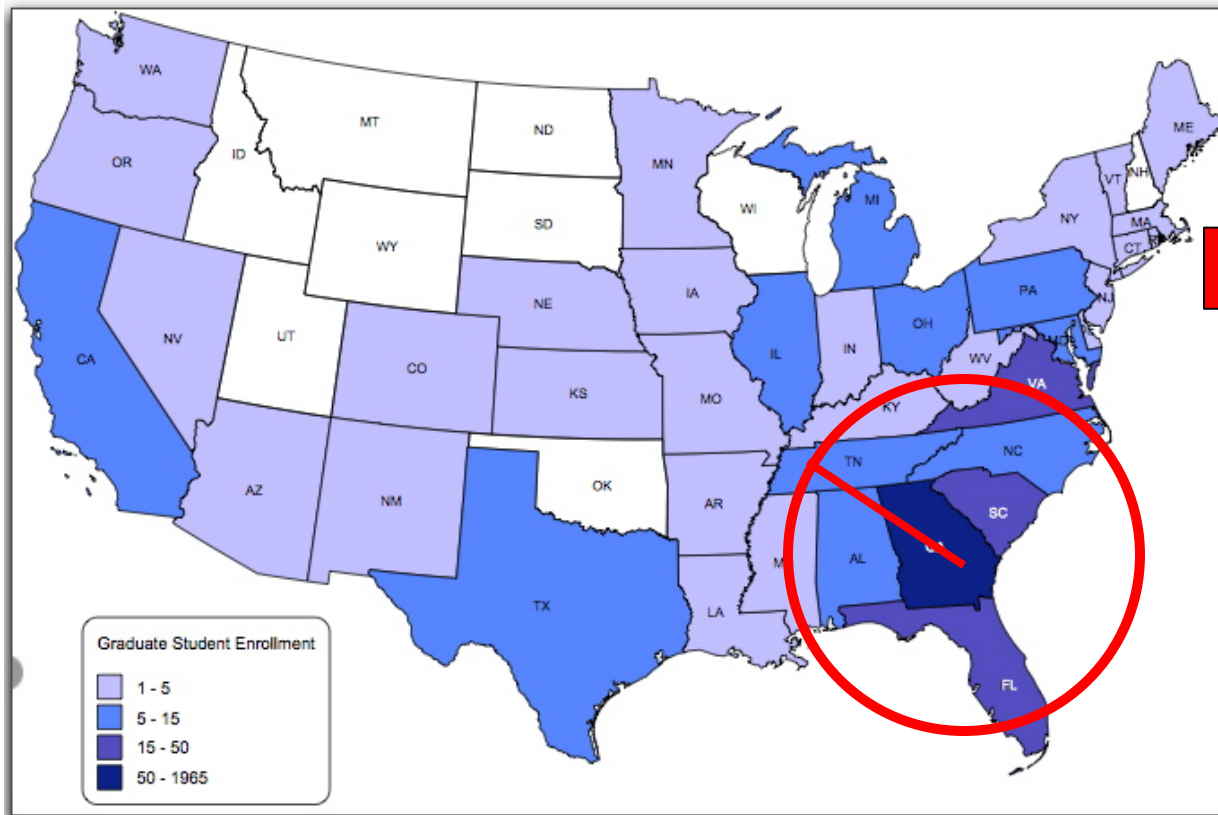
What Do You Think Will Stay The Same?



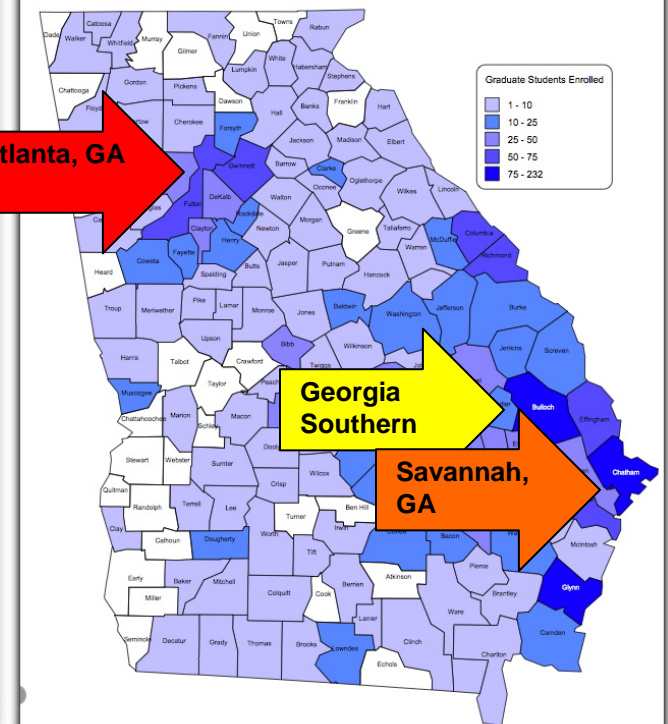
- ❖ The number of assistantships.
- ❖ The emphasis on graduate students doing research with faculty.
- ❖ Serving the needs of our region.
- ❖ Fulfilling our part of the University's mission.

Regionality

- ❖ All Universities have a “Core Region,” where most of their students come from.
- ❖ Each has a “Radius of Influence.”



Map of Graduate Enrollment by Georgia County of Origin, Fall 2008



Regionality, Again

❖ “Expanding the geographic reach of institutions is a primary reason for entering online education. Almost three-quarters of all institutions agree or strongly agree on this.”

❖ Therefore....

- Online graduate degree programs are a **disruptive influence** on the composition of degree programs at universities.

Online Programs are at least statewide

Regional Graduate program

NCES 2009 Report

- ❖ “Increases in total enrollment are projected to continue through 2018, with enrollment increasing at a faster rate for females than for males.
- ❖ International students accounted for 3 percent of students at the postsecondary level in 2007–08. The top three countries in 2007–08 were India, China, and South Korea.
- ❖ Of the 1.5 million students enrolled in 2007, over 50 percent were in business (21%); social and behavioral sciences (7%), health and physical education (7%), and natural sciences (7%), and

China Spending Billions to Better Universities

Howard W. French
The International Herald Tribune, 27 October 2005

SHANGHAI When Andrew Chi-chih Yao, a Princeton professor who is recognized as one of the United States's top computer scientists, was approached by Tsinghua University in Beijing last year to lead an advanced computer studies program, he did not hesitate.

SOURCE: The Condition of Education Statistics. June 2009

June 2009 CGS Communicator

Table 1. Average Amount of Financial Aid Received by Graduate Students by Level, Gender, Citizenship, and Race/Ethnicity, 2007-08

	Level	
	Master's	Doctoral
Total	\$14,386	\$23,773
Gender		
Male	\$14,294	\$24,280
Female	14,446	23,244
Citizenship		
U.S. Citizens	\$14,496	\$23,890
Permanent Residents	13,446	18,165
Temporary Residents	13,341	24,255
Race/Ethnicity *		
Asian	\$15,846	\$23,748
Black/African American	16,608	23,210
Hispanic/Latino	16,653	27,370
White	13,486	23,265
More than one race	14,952	25,106



Greater need for loans & scholarships

Bureau Of Labor Statistics Employment Projections to 2016

Table 2. The 10 industries with the largest wage and salary employment growth, 2006-2016¹
(In thousands)

Industry	Employment		Change	
	2006	2016	Number	Percent
Management, scientific, and technical consulting services	921	1,639	718	77.9
Employment services	3,007	4,340	692	16.9
General medical and surgical hospitals, public and private	4,988	5,679	691	13.9
Elementary and secondary schools, public and private	8,346	8,983	638	7.6
Local government, excluding education and hospitals	5,594	6,206	612	10.9
Offices of physicians	2,154	2,687	534	24.8
Limited-service eating places	4,019	4,548	529	13.2
Colleges, universities, and professional schools, public and private ..	3,434	3,933	499	14.5
Computer systems design and related services	1,278	1,768	489	38.3
Home health care services	867	1,348	481	55.4

¹ Data are from the National Employment Matrix.



SUMMARY

More People Changing Jobs Means: More Applied Master's Degrees, More Professional Degree Programs, More Certificates, And More Online Programs.

The Internet Means: Competition Will Increase Sharply Among Institutions, And Between For-profits And Us.

Emerging Countries Mean: More Competition For International Students. Less from China and India.

Job Outlook Means: Healthcare, Wireless And Web-computer, Management & Scientific Certificates and Graduate Programs Growing.

A More Diverse America Means: More Black, Hispanic, And Female Graduate Students. Many More Older Students. Many More Place Bound Students. Greater Need For Loans, Scholarships, And Assistantships.



The For-Profits

❖ Cannot Be Dismissed.

- Around too long to be disrespected.
- We are hiring their graduates as faculty.
- We trained some of their faculty.
- Some of our faculty become their faculty.

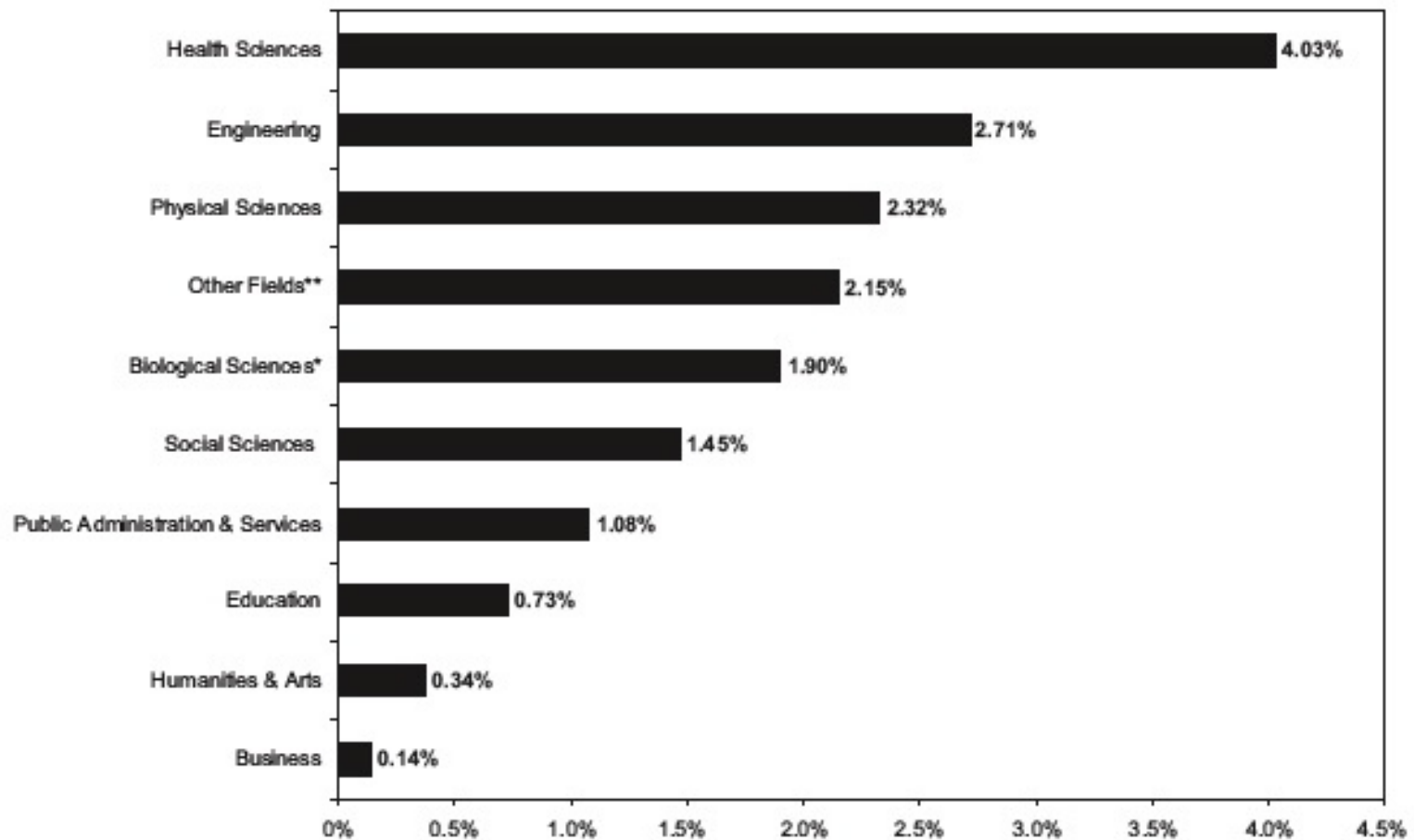
❖ The For-Profits Mean Business.

- Customer Service emphasis.
- Emphasis on marketable programs that generate enrollment.
- Deliver programs when students want them.
- Not tied to semester or term model, 8-5, M-F model.
- Charge a premium for convenience.
- Are accredited.
- Big marketing budgets: \$175,000 per quarter for just one state.

Completely
different business
model than we
use

CGS Data

Figure 2.3--Average Annual Percentage Change in Graduate Enrollment by Major Field of Study, 1997 to 2007



Online Graduate Enrollment

- ❖ Over 500,000 graduate students were enrolled in at least one online course in 2007.
- ❖ For Profits (**think market share**):
 - University of Phoenix: **77,700** graduate students.
 - Walden University: **25,082** graduate students.
 - Nova Southeastern University: **17,740** graduate students.



They Are Successful For A Reason