

## Research Themes

Based on the research interests of members, the CPE-LC Collaborative Research and Custom Research investigations have focused on eight main research themes, detailed below.

<i>Understanding Consumer Preferences</i>	<i>Serving Employer Markets</i>	<i>Improving Marketing and Recruitment</i>	<i>Pursuing Opportunities for Non-Credit Programming</i>	<i>Mastering Online and Hybrid Delivery</i>	<i>Streamlining Operations and Organizational Design</i>	<i>Growing Programs and Markets</i>	<i>Improving Summer Session Operations and Increasing Enrollments</i>
<i>Market Segmentation</i>	<i>Employer Market Demand Assessment</i>	<i>Student Awareness</i>	<i>Market Research for Non-Credit Programming</i>	<i>Online Market Assessment</i>	<i>Internal Alignment</i>	<i>Assessing Demand</i>	<i>Marketing Strategies and Student Preferences</i>
<i>Student Trends</i>	<i>Employer Program Implementation</i>	<i>Brand Identity</i>	<i>Non-Credit Program Structure</i>	<i>Online and Hybrid Program Administration</i>	<i>Operational Benchmarking</i>	<i>Market Opportunities</i>	<i>Internal Partnership Strategies</i>

## Collaborative Research

Institutions looking for insight on long-term strategic issues confronting continuing and professional education providers can work with other members to design Collaborative Research initiatives, implemented by the CPE-LC research team, to address major challenges.

- Foundational research studies using data sets or case studies drawn from across the membership; topics identified and prioritized by entire membership
- Used by members to identify trends impacting all continuing and professional education providers

The Research Library is organized by Research Track and Publication Date.

<b>Title</b>	<b>Publication Date</b>
<b>Research Track: Consumer Preferences</b>	
Deepening Our Understanding of the Adult Learner's Decision-Making Process	3/1/2009
<b>Research Track: Employer Markets</b>	
Proposal - Aligning Programs to Meet Employer Needs	3/2/2008
Employer and Consumer Preferences for Certificate Programs, Part II	9/1/2006
Employer Selection Criteria for Working with Third-Party Providers	8/22/2005
Developing Effective Channels to Corporate & Government Markets - Raw Data (SPSS)	8/22/2005
Employer Policies and Practices for Learning and Development	7/22/2005
Employer Demand for Learning and Development Curriculum	7/22/2005
Employer Preferences for Learning and Development Delivery and Formatting	7/22/2005
Survey Instrument - Developing Effective Channels to Corporate & Government Markets	3/22/2005
Proposal - Developing Effective Channels to Corporate & Government Markets	3/22/2005

## Collaborative Research Continued

Title	Publication Date
<b>Research Track: Employer Markets, Program Development, Programs and Markets</b>	
Aligning Programs to Meet Employer Needs: A Study of Practices in Contract and Customized Training	3/3/2008
<b>Research Track: Marketing and Recruitment</b>	
Marketing and Positioning Certificate Programs to Employer Audiences	9/1/2006
Marketing Benchmarks and Practices 2005	12/22/2005
<b>Research Track: Marketing and Recruitment, Consumer Preferences</b>	
Pathways to CPE Sites	10/1/2007
Prospective Students' Use and Evaluation of School Web Sites	9/1/2007
Survey Instrument - Optimizing School Web Sites as a Marketing and Recruitment Tool	8/1/2007
Seven Recommendations From Secondary Research	8/1/2007
Proposal - Optimizing School Web Sites as a Marketing and Recruitment Tool	7/1/2007
Proposal Update - Optimizing School Web Sites as a Marketing and Recruitment Tool	7/1/2007
Strategic Marketing to Adult Learners	2/1/2007
<b>Research Track: Online and Hybrid Delivery</b>	
Benchmarking Online Continuing Education Operations for an Environment of Growth	7/21/2006
Proposal - Benchmarking Online Continuing Education Operations for an Environment of Growth	6/21/2006
<b>Research Track: Operations and Organizational Design</b>	
Benchmarking and Profiling CPE Operations	10/1/2008
<b>Research Track: Operations and Organizational Design, Marketing and Recruitment</b>	
Profiles of Innovative Continuing and Professional Education Marketing Practices	1/1/2006
Proposal - Marketing Benchmarks and Practices 2005	7/22/2005
Survey Instrument - Marketing Benchmarks and Practices 2005	7/22/2005
<b>Research Track: Operational and Organizational Design, Online and Hybrid Delivery</b>	
Survey Instrument - Benchmarking Online Continuing Education Operations for an Environment of Growth	5/21/2006
<b>Research Track: Organizational Strategies, Summer Sessions</b>	
Summer Sessions Benchmarks - Proposal	7/1/2008

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## Collaborative Research Continued

Title	Publication Date
<b>Research Track: Programs and Markets, Marketing and Recruitment, Consumer Preferences</b>	
Financing and Tuition Assistance in Adult Learning	1/1/2007
Scheduling, Formatting, and Delivery Mode Preferences	1/1/2007
A Profile of Adult Learners	12/1/2006
Survey Instrument - Assessing Consumer Preferences for Adult, Continuing, and Professional Education	10/24/2006
Proposal - Assessing Consumer Preferences for Adult, Continuing, and Professional Education	10/1/2006
A Profile of Adult Learners Seeking Certificates	8/1/2006
Survey - Consumer and Employer Preferences for Certificate Programs	7/1/2006
Proposal - Consumer and Employer Preferences for Certificate Programs	7/1/2006
Learning from Current Students	3/18/2006
Assessing Consumer Demand for Adult; Continuing; and Professional Education (Final Proposal)	3/18/2006
Assessing Consumer Demand for Adult; Continuing; and Professional Education (Part 1)	3/18/2006
Assessing Consumer Demand for Adult; Continuing; and Professional Education (Part 3)	3/18/2006
Consumer Preferences and the Purchasing Process	2/18/2006
Survey - Assessing Consumer Demand for Adult, Continuing, and Professional Education	10/18/2005
Survey frequency report (Excel) - Assessing Program Demand in Consumer Markets	12/27/2004
Assessing Program Demand in Consumer Markets	12/27/2004
Raw Data (SPSS) - Assessing Program Demand in Consumer Markets	12/27/2004
Proposal - Assessing Program Demand in Consumer Markets	12/27/2004
Survey Instrument - Assessing Program Demand in Consumer Markets	10/27/2004
<b>Research Tracks: Programs and Markets, Marketing and Recruitment, Consumer Preferences, Non-Credit Programming</b>	
A Profile of Non-Credit Consumers	3/1/2007
<b>Research Track: Programs and Markets, Marketing and Recruitment, Consumer Preferences, Online and Hybrid Delivery</b>	
A Profile of Online Learners	4/1/2007

## Collaborative Research Continued

Title	Publication Date
<b>Research Track: Summer Sessions, Marketing Productivity, Programming Decisions</b>	
Summer Sessions Student Preferences - Summary	9/1/2008
Assessing Student Preferences for Summer Session Programming - Proposal	8/1/2008
<b>Research Track: Summer Sessions, Organizational Strategies</b>	
Summer Sessions Benchmarks 2008	7/1/2008

### Custom Analysis

Custom Analysis brings member-specific opportunities and challenges into focus to assist in member-specific decision-making. *Custom Research* and *Custom Inquiry* fall under Custom Analysis.

### Custom Research Reports

Custom Research Reports utilize several possible methodologies such as benchmarking, analysis of members' in-house data, or primary research investigations

Title	Publication Date
<b>Research Track: Consumer Preferences</b>	
An Assessment of School Counselors Educational Backgrounds, Responsibilities, and Skill Sets	7/1/2009
Understanding Student Stop-Outs: Strategies to Increase Student Retention	1/1/2009
Analysis of Lost Leads and Prospects: Opportunities to Increase Student Enrollment	11/1/2008
Assessment of Continuing Education and Professional Development Needs: Opportunity for Strategic Alliance Expansion	10/1/2008
Target Market Analysis for Strategy Development	10/1/2008
Competitive Profile of Non-Credit Certificate Programs	9/1/2008
Consumer Preferences for a New York State Member Institution	2/1/2008
Demand and Preferences for Bachelor's Degree Completion Programs and a Master of Art in Liberal Studies	11/1/2007
Student Experiences with the Master of Liberal Arts and Related Program Opportunities	11/1/2007
Demand for Continuing Education Programming in Downtown Los Angeles	11/1/2007
Student Demand for Summer Session	10/1/2007
Demand for Postsecondary Education in Wisconsin	10/1/2007
Characteristics and Decision-Making Trends for Secondary School Programming	9/7/2007
Adult and Graduate Student Characteristics and Satisfaction Levels	7/1/2007
Student Demand for Summer Session Programming	6/1/2007
Educational Preferences for Baby Boomers	5/1/2007

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Consumer Preferences</b>	
Demand for Accelerated Programming	4/1/2007
Characteristics of Current and Prospective Students	3/1/2007
Analysis of Current and Prospective Students With State and National Comparisons	3/1/2007
Impact Assessment for a Member Institution's Degree Program in Education	12/1/2006
Bay Area Demand for Course and Certificate Programming	12/1/2006
Analysis of a Member's Students; Prospects; & National Comparisons	11/1/2006
Student Demand for Undergraduate-Level Summer Session Courses	10/1/2006
Demand for Bachelor's Degree Completion Programming in Southeast Pennsylvania	9/1/2006
Results and Analysis of a CPE Member's Summer Session Student Survey	9/1/2006
Analysis of a CE Unit's Prospective Customer Base and Current and Past Students	6/1/2006
Analysis of a CE Unit's Current Customer Base	2/11/2006
Assessing Program Demand in the Syracuse; NY Area	8/25/2005
Assessing Program Demand in the Providence; RI Metro Area	5/1/2005
<b>Research Track: Consumer Preferences, Employer Markets, Marketing and Recruitment, Online and Hybrid Delivery</b>	
Demand for Distance Education College-Level Courses Among High School Districts	7/1/2008
<b>Research Track: Consumer Preferences, Marketing and Recruitment</b>	
Motivations and Preferences of Alumni for Professional Development and Graduate Education	10/1/2009
An Analysis of Lost Leads: Why Prospective Students Chose Not to Apply or Enroll	9/1/2009
<b>Research Track: Consumer Preferences, Marketing and Recruitment, Programs and Markets</b>	
Opportunities for Online Education in Oregon: A Comparison of 2007 and 2009 Prospective Students	10/1/2009
Maturing Markets: The 45-and-Older Workforce	1/1/2008
Students' Web Site Experience	1/1/2008
<b>Research Track: Consumer Preferences, Non-Credit Programming</b>	
Non-Credit Program Expansion Opportunities	4/1/2009
Short Course and Certificate Demand in Orange County	4/1/2006
Opportunities and Challenges for Non-Credit Programs	5/25/2005

## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Consumer Preferences, Online and Hybrid Delivery</b>	
Understanding Online Student Retention, Success, and Satisfaction With Online Education	6/1/2008
Student Demand and Preferences for Hybrid or Online Programming	6/1/2008
Demand for an Online Bachelor's Degree Completion Program	10/1/2007
Demand for Online Summer Session Programming	6/1/2007
<b>Research Track: Consumer Preferences, Online and Hybrid Delivery</b>	
Demand for Online Education in Oregon	3/1/2007
Online Bachelor's Completion Demand in Nebraska	11/1/2006
Characteristics of Adult Students Interested in Online Learning	5/1/2006
<b>Research Track: Consumer Preferences, Online and Hybrid Delivery, Programs and Markets</b>	
Aligning Patient Advocacy Education With Student Preferences	5/1/2009
<b>Research Track: Consumer Preferences, Operations and Organizational Design, Marketing and Recruitment</b>	
Enrollment Decision Making Process and Perceptions of Chicago-Area Students	12/1/2008
<b>Research Track: Consumer Preferences, Operations and Organizational Design, Programs and Markets</b>	
Impact Assessment of For-Credit Course Offerings	8/1/2008
<b>Research Track: Consumer Preferences, Programs and Markets</b>	
Determining the Opportunity for a Professional Science Master's Degree in Dairy Management: Trends in Employer and Student Demand	9/1/2009
Bachelor of Applied Science (BAS) Referral Program	8/1/2009
Student Demand for a Master's Degree in Nursing	7/1/2009
Serving the Green Industry With Professional Certificates	4/1/2009
M.B.A. Opportunity: Demand, Supply, and Program Preferences	11/1/2008
Demand for Speech-Language Pathology Graduate Programming	8/1/2008
Student Demand and Preferences for Evening/Weekend Bachelor's Degree Completion Programming	6/1/2008
Current and Prospective Student Preferences for a Bachelor's Degree Completion Program	6/1/2008
Demand for Creative Community Development Educational Programming	6/1/2008
Bachelor's Degree in Criminal Justice: Regional Target Markets, Demand, and Program Preferences	5/1/2008
Master of Interdisciplinary Studies: Demand and Preferences	2/1/2008
Current Student and Alumni Perceptions of Pricing and Demand for Continuing Education	1/1/2008

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Employer Markets</b>	
Demand for Workforce Education and Training	8/1/2008
Demand for a Bachelor's in General Studies in Health and Human Sciences	7/1/2008
Training Opportunities Related to Sustainability in the Bay Area	9/7/2007
Employer Demand for Engineering Programs in Connecticut	8/1/2007
Regional Trends in Demand for Leadership and Management Training	8/1/2007
Professional Development and Training Needs in the Philadelphia Region	6/1/2007
Professional Development and Training Needs in the Portland; Oregon Region	5/1/2007
Opportunities to Serve the Training Needs of Virginia Public Sector Employers	11/1/2006
Targeting Wisconsin Regional Employers for Custom Training & CE Programming	6/1/2006
Employer Demand for CE in Eastern Pennsylvania	6/1/2006
<b>Research Track: Employer Markets, Marketing and Recruitment</b>	
Demand for OSHA and Employee Safety Training	7/1/2008
Demand for Contract Training in Southern Kentucky	1/1/2008
Optimizing Interaction: Best Practices for the Marketing and Selling of Continuing and Professional Education to Employers	1/1/2008
<b>Research Track: Employer Markets, Non-Credit Programming</b>	
Demand for Non-Credit Training Among Regional Employers in Delaware	5/1/2008
<b>Research Track: Employer Markets, Operations and Organizational Design</b>	
Demand for Workforce Education and Conference Facilities	8/1/2008
<b>Research Track: Employer Markets, Operations and Organizational Design, Programs and Markets</b>	
National Demand for a Web-Based Teaching Writing Module	10/1/2008
<b>Research Track: Employer Markets, Program Development, Programs and Markets</b>	
Demand for an M.S. in Information and Archive Management	3/1/2009
Demand for a Graduate Certificate in Sustainability Management	3/1/2009
Professional Science Master Opportunities	2/1/2009
Demand for M.B.A. Programs in Consulting and Organization Development	1/1/2009
Understanding the Education and Training Needs of Pensacola Area Employers	12/1/2008
Demand for LEAN-Six Sigma Training and Program Preferences	11/1/2008

## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Employer Markets, Programs and Markets</b>	
Demand for a Practitioner-Focused Doctor of Arts Degree in Leadership	10/1/2008
Teacher Training and Professional Development Needs in New Jersey	9/1/2008
Public Administration Graduate Opportunities	7/1/2008
Demand for Civic Leadership Certificate Programming	7/1/2008
English Language Training and Professional Development Needs	6/1/2008
Executive Management for Women in Science: Regional Demand and Opportunities for Market Entry	6/1/2008
Demand for Graduate Real Estate Education	6/1/2008
Demand for IT and Computing-Related Certificates in Puget Sound	2/1/2008
<b>Research Track: Marketing and Recruitment</b>	
Internal Marketing For Continuing Education Units	5/1/2009
Why Prospective Students Chose Not to Apply: A Follow-Up Survey	2/1/2009
Demand for Mega Conference Centers	11/1/2007
Assessing Regional Expansion Opportunities in Michigan	4/6/2005
<b>Research Track: Marketing and Recruitment, Consumer Preferences</b>	
Effective Marketing for Branding Continuing and International Education	10/1/2007
Analysis of Lost Leads and Prospects	10/1/2007
Sustaining Leads and Attracting Prospects More Effectively	9/7/2007
Why Prospective Students Chose Not to Apply	2/1/2007
Comparing Web Site and Print Catalog Student Preferences	1/1/2007
The Value of Liberal Arts Programming to Enrolled Students	1/1/2007
Regional Awareness and Brand Identity of CE Offerings	10/1/2006
Targeting Institutional Alumni for CE Programming	5/8/2006
Regional Consumer Demand; Awareness; & Perceptions	4/1/2006
Factors Leading Prospective Students to Choose Not to Enroll	1/31/2005
<b>Research Track: Marketing and Recruitment, Programs and Markets</b>	
Program Opportunities for Active Retirees	8/1/2008
Serving the Transitioning Military Audience	1/1/2008

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Marketing and Recruitment, Employer Markets</b>	
Trends in Tuition Assistance Programs (TAP) in the Current Economy	8/1/2009
<b>Research Track: Marketing and Recruitment, Programs and Markets, Employer Markets</b>	
Evaluation of Teacher Professional Development Needs and Budgetary Restrictions in California	4/1/2009
<b>Research Track: Non-Credit Programming, Programs and Markets</b>	
Competitive Assessment of Public Institutions in Oklahoma	7/1/2009
An Assessment of Non-Credit Certificate Programs Among 16 North Carolina Institutions	7/1/2009
An Assessment of Non-Credit Applied Sciences and Engineering Programming	7/1/2009
Emergency Management and Disaster Recovery	5/1/2009
Demand for Facilities Management and Environmental and Occupational Health and Safety Non-Credit Certificates	4/1/2009
Demand for Non-Credit Health and Well-Being Programming	7/1/2008
Competitive Analysis of Undergraduate, Graduate, and Non-Credit Programs in St. Louis	1/1/2008
<b>Research Track: Online and Hybrid Delivery</b>	
Costs of Online Course Development	6/1/2005
<b>Research Track: Online and Hybrid Delivery, Consumer Preferences</b>	
Perceptions of Online Learning Among Graduate Directors and Faculty	4/1/2008
<b>Research Track: Online and Hybrid Delivery, Marketing and Recruitment, Programs and Markets</b>	
Serving the Military Veteran Audience With the Post 9/11 GI Bill	2/1/2009
<b>Research Track: Online and Hybrid Delivery, Operations and Organizational Design</b>	
Benchmarking Online Program Operations and Structure	11/1/2008
<b>Research Track: Online and Hybrid Delivery, Programs and Markets</b>	
Environmental Scan and Competitive Analysis of Psychology-Related Master's Degrees	8/1/2009
Potential Demand for Bachelor's Degree Completion Programs in the Idaho Region	8/1/2009
100% Online Master's Degrees in Engineering: Demand and Supply	7/1/2009
Opportunity to Offer an Online Bachelor's Degree in Construction Management	5/1/2009
Demand for an Aviation-Related Distance Education	12/1/2008
Demand for an Online or Hybrid Master's Degree in Engineering in the Arkansas Region	11/1/2008
Demand for Online Graduate Certificate in Culture Resources Management	2/1/2008

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Online and Hybrid Delivery, Programs and Markets, Consumer Preferences</b>	
Demand for Online and Hybrid Undergraduate	1/1/2009
<b>Research Track: Online and Hybrid Delivery, Programs and Markets, Employer Markets</b>	
Demand for a Post-Master's Certificate in Oncology for Registered Nurses	8/1/2009
<b>Research Track: Operations and Organizational Design</b>	
Benchmarking Adult Undergraduate Student Retention	10/1/2008
Strategies for Engaging Non-Credit Alumni and Conducting Fundraising Campaigns in Continuing Education Units	10/1/2008
Best Practices for Targeting Continuing Education Programs to Alumni	10/1/2008
Enrollment and Degree Conferral Longitudinal Trends	7/1/2008
Best Practices for Online K-12 Programming	6/1/2008
Institutional Experiences Engaging Tenured and Tenure-Track Faculty in Continuing Education	5/1/2008
Benchmarking the Online Student Support Function	5/1/2008
Best Practices in CE Organizational Design, New Program Development, and Online Program Growth	5/1/2008
Use and Application of Technology in Adult Business Programs	4/1/2008
Regional Campus Management Best-Practices Study	3/1/2008
Benchmarking and Best Practices: Colleges of General Studies, Degree-Granting CE Units	3/1/2008
CE Budget Model Benchmarking Study	8/1/2007
Institutional Experiences With For-Credit Programming Policies and Operations	7/1/2007
Conference Center Offerings Benchmarking Study	6/1/2007
Organizational Design at Large Research Institutions	6/1/2007
Winter Intersession: Institutional Experiences and Best Practices	4/1/2007
Financial Benchmarks for CE Units Overall & Specific Offerings	3/1/2007
Student Information Systems in Use at Selected Institutions	2/1/2007
Strategies for Organizing and Managing Regional Campuses	12/1/2006
Organization of Corporate and Customized Training Activities	12/1/2006
Retention Benchmarking for Adult Degree Students	9/1/2006
Summer Session Offerings; Enrollments; Marketing & Growth	8/1/2006
Assessing & Communicating CE Unit Quality to Key Stakeholders	5/1/2006

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Operations and Organizational Design</b>	
Financial Benchmarking of Continuing Education Units	3/13/2006
Library Services to Off-Campus Students	2/11/2006
Best Practices in Inter-Unit Collaboration	11/15/2005
Organizational Design of Continuing Education Units	8/8/2005
<b>Research Track: Operations and Organizational Design, Consumer Preferences</b>	
Satisfaction Trends and Strategies for Effective Student Services	12/1/2007
<b>Research Track: Operations and Organizational Design, Marketing and Recruitment, Programs and Markets</b>	
Common Practices in Short-Term Group American Language and Culture Programming	5/1/2009
<b>Research Track: Operations and Organizational Design, Non-Credit Programming</b>	
Best Practices - Impact Assessments for Non-Credit	5/1/2006
<b>Research Track: Operations and Organizational Design, Online and Hybrid Delivery</b>	
Institutional Experience with Online Operations	7/1/2007
<b>Research Track: Operations and Organizational Design, Programs and Markets</b>	
Opportunity to Expand Within West Central Missouri	10/1/2008
Satellite Campus Expansion in West Hartford	10/1/2008
Internationalization: Best Practices in Structuring International Collaborative Degree Programs	8/1/2008
<b>Research Track: Programs and Markets</b>	
Demand for and Supply of Bachelor's Degrees in Tourism Services Management	8/1/2009
An Assessment of International Law School Exchange Programs	7/1/2009
Feasibility Study to Expand Undergraduate Degree Completion Programs in Northern CA	7/1/2009
Demand for Applied and General Psychology Master's Programs	7/1/2009
Demand for a PSM in Industrial Math	7/1/2009
Exploring the Computer Forensics and Information Assurance Markets	7/1/2009
Evaluation of a Practice-Oriented Distance Learning Doctoral Degree in Social Work	6/1/2009
Opportunities to Differentiate Global Affairs Graduate Programming: A Competitive Assessment of Twelve Graduate Global Affairs-Related Programs	5/1/2009
Graduate Education in Communicative Sciences and Disorders: Demand and Supply	5/1/2009
Competitive Non-Credit Course Analysis	4/1/2009

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Programs and Markets</b>	
Competitive Non-Credit Course Analysis	4/1/2009
Competitive Assessment of Technology-Related Master's Degrees	4/1/2009
Demand for Adult Education in Southwest Idaho	4/1/2009
Benchmarking Education-Related Doctoral Programs	3/1/2009
Southern California Market Assessment: Opportunities to Align Existing Programs with Regional Demand	3/1/2009
Demand for Historic Preservation, Cultural Heritage, and Global Arts and Culture Management Non-Credit Education	3/1/2009
Education-Related Program Expansion Opportunities in Massachusetts	3/1/2009
Opportunity to Offer a Master of Professional Studies (MPS)	3/1/2009
Opportunities to Offer an English Language Training Program in Minnesota	3/1/2009
Impact Assessment of the Bachelor of Applied Science (BAS) Degree	3/1/2009
Demand for a M.S. in Educational Psychology: Learning Across the Lifespan Concentration	2/27/2009
Opportunity to Offer a Bachelor's Degree in Arts Administration	2/1/2009
Demand for an M.B.A. or Graduate Certificate with a Non-Profit Management or Advancement Concentration	2/1/2009
Market Assessment of the Boulder and Denver Regions	1/1/2009
Demand for Non-Credit Education in North Carolina	1/1/2009
Economic and Employment Trends Related to Computer Science/Information Technology in Massachusetts	1/1/2009
Understanding Adult Education Opportunities in the Northeast Pennsylvania Region	12/1/2008
Demand for and Supply of Environmental Science Programming	12/1/2008
Opportunity to Expand Continuing Education and Workforce Training Within Ventura County	12/1/2008
Demand for Environmental Sustainability: Undergraduate and a Five-Year B.S./M.B.A.	12/1/2008
Opportunity to Offer a Bachelor's Degree Completion Program in the Chicago Region	12/1/2008
Opportunity to Expand in Northern California	12/1/2008
Opportunity to Offer a Bachelor's Degree Completion Program in the Baton Rouge Region	12/1/2008
Graduate Education-Related Expansion Opportunities	12/1/2008
Demand and Supply Assessment: Information Technology and Project Management Certificates	12/1/2008
Financial Planning Programs in Wisconsin: Demand and Supply	11/1/2008

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Programs and Markets</b>	
Analysis of PK-12 Educator Programming in Wisconsin	11/1/2008
Opportunities to Offer a Master of Public Health Degree Program in the Central MA Region	11/1/2008
Certificate and Non-Degree Program Opportunities in the Greater Chicago Region	10/1/2008
Certificate Program Opportunities in Long Island	10/1/2008
Graduate Program Opportunities in Human Capital and Talent Management-Related Disciplines	10/1/2008
Graduate Business Opportunities in Northern Colorado	10/1/2008
New Program Opportunities in Rhode Island	10/1/2008
Demand and Preferences for an Undergraduate Certificate in Sustainability Leadership	10/1/2008
Expansion Opportunities for Nursing-, Health- and Social Work-Related Programming	10/1/2008
Post-Baccalaureate Program Opportunities	9/1/2008
Demand for a Bachelor's Degree in Criminal Justice	9/1/2008
Demand for a Five-Year B.S./M.S. Degree in Engineering	9/1/2008
Demand for Disaster Science and Management Graduate Programming	9/1/2008
A Competitive Assessment of Graduate Programming and a Consumer Preferences Analysis of Full- and Part-Time Prospective Graduate Students	8/1/2008
Graduate Certificate/Concentration Area Expansion Opportunities	8/1/2008
Demand for Adult-Oriented Undergraduate and Graduate Education	8/1/2008
Competitive Assessment of Continuing Education Offerings in Southern and Western Florida	8/1/2008
Program Expansion Opportunities in the Portsmouth Region	8/1/2008
RN to BSN Program Development Opportunity	8/1/2008
Opportunities to Offer a Bachelor's Degree in Leadership Development	7/1/2008
Demand for Certified Public Manager Training in Illinois	7/1/2008
Graduate Education Program Opportunities in the St. Louis Region	7/1/2008
Demand for Global Studies Programming	7/1/2008
Computer Science Graduate Program Expansion Opportunities	7/1/2008
Program Expansion Opportunities in the Denver Region	6/1/2008
Assessment of a Satellite Expansion Opportunity within Northern Massachusetts	6/1/2008

## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Programs and Markets</b>	
Program Expansion Opportunities in the Gadsden Region	6/1/2008
Undergraduate Program Development Opportunities in Business Administration	5/1/2008
Master's Degree Opportunities in Greater Boston: High-Growth Markets, Key Competitors, Program Preferences, and Marketing Strategy	5/1/2008
Analysis of Three Regions for Satellite Expansion	5/1/2008
Bi-Regional Analysis of Adult Certificate Demand: Identification and Prioritization of Continuing Education Needs	5/1/2008
Demand for Graduate Business-Related Programming	5/1/2008
Demand for a Bachelor's Degree in Applied/Organizational Psychology	5/1/2008
Demand for a Master's of Public Administration	5/1/2008
Instructional Design: Demand for Graduate Programming and Professional Development Coursework	4/1/2008
English Language Learners: Teacher Training and Professional Development Needs	4/1/2008
Water Resources and Environmental Engineering: National and Regional Bachelor's Degree Demand and Preferences	4/1/2008
Demand for Medical Technology and Bio-Information	4/1/2008
Program Development Opportunities in San Bernardino and Riverside	4/1/2008
Demand for a Bachelor's Degree Program in Management Information Systems	4/1/2008
Opportunity to Expand In New York City	4/1/2008
Demand for English Language Programming	4/1/2008
Program Development Opportunities in Nevada, Tennessee, and Southwest Florida	4/1/2008
Demand for a Master of Science Degree in Translation	3/1/2008
Professional Development and Graduate Programming Opportunities in the Jersey City Waterfront Region	3/1/2008
Expansion Opportunities In York, Pennsylvania	3/1/2008
Master of Business Administration: Regional Demand, Preferences, and Supply	3/1/2008
Degree Completion Programs in Austin: Demand and Supply	3/1/2008
Program Development Opportunities Aligned with Industry Growth in Ohio	3/1/2008
Applied Animal Behavior and Animal Assisted Therapy: Opportunities for Concentration Within an M.A. in Psychology	3/1/2008
Demand for Graduate Degree Programming in Sustainability	3/1/2008
Graduate and Professional Development Program Opportunities in Education and Allied Professions	3/1/2008

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## Custom Research Reports Continued

Title	Publication Date
<b>Research Track: Programs and Markets</b>	
New Program Opportunities: West and South Florida Regions	3/1/2008
Satellite Expansion Opportunities Within Southern California	3/1/2008
Demand for a Master's Degree in Social Work	3/1/2008
Demand for Specialized Studies Programming	2/1/2008
Demand for and Supply of Doctor of Pharmacy (Pharm.D.) Programs	2/1/2008
Demand for a Master of Science Degree in Human Services Leadership	2/1/2008
Program Expansion Opportunities	2/1/2008
New Opportunities to Offer Certificate Programs and Courses	1/1/2008
Demand for a Bachelor's Degree Completion Program in Healthcare Administration	1/1/2008
Certificate and Management Program Opportunities in the Charlotte, NC Region	1/1/2008
Undergraduate Program Development Opportunities in Sustainable Business	1/1/2008
Opportunities to Align Computer Science Graduate Programs With Industry Needs	1/1/2008
Healthcare-Related Master's Degree Program Opportunities	1/1/2008
Demand for Sustainable Material Sciences Programming	1/1/2008
Teacher Education Needs In Southern Arizona	12/1/2007
Prevention Science Program Opportunities	12/1/2007
Satellite Expansion Opportunities in Central Florida	12/1/2007
Demand for a Ph.D. in Genomics	12/1/2007
Trends in Demand for Advanced Digital Imaging and Design-Related Programs	12/1/2007
Undergraduate Programming in Professional Aeronautics	12/1/2007
Going Green: Programming Opportunities for Environmental Professionals	11/1/2007
Program Development Opportunities in Dallas, Houston, and El Paso	11/1/2007
Demand for a Doctorate in International Policy Management	11/1/2007
Analysis of Bachelor's Degree-Completion Programming	10/1/2007
Kansas City New Programming Opportunities	10/1/2007
Pharmacy Management Continuing Education Opportunities	10/1/2007
Demand for and Supply of Emergency Medical Services Programs	10/1/2007

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Title	Publication Date
<b>Research Track: Programs and Markets</b>	
Demand and Development: The Doctor of Nursing Practice (D.N.P.) Degree	10/1/2007
Continuing Education Needs in West Florida	9/7/2007
A Profile and Prioritization of Expansion Opportunities	9/7/2007
Demand for a Master's of Fine Arts in Writing for Visual Media	8/1/2007
Demand for Healthcare-Related Programming in Southern California	8/1/2007
Demand for a Master's of Public Health Degree	8/1/2007
Strategies to Incorporate a Global Mission Into Graduate Business Offerings	7/1/2007
Prospective Graduate Programming Opportunities in Chicago	7/1/2007
Expansion Opportunities for Teacher Education	6/1/2007
Demand for a Master's Degree in Nursing	6/1/2007
Summer Session Programming Targeted to Non-Traditional Student Segments	6/1/2007
Demand for a Master of Liberal Arts Degree	5/1/2007
Satellite Campus Expansion in The Lake of the Ozarks Region	5/1/2007
Opportunities to Meet the STEM-Related Training Needs of Educators	4/1/2007
Regional Trends and Program Opportunities In Ventura County	4/1/2007
Demand for Online Master's Degree in Educational/Instructional Technology	2/1/2007
Opportunity to Offer a Graduate Certificate or M.S. in Applied Linguistics/SLA	2/1/2007
Marketing Trends and Demand for an M.S. in Marketing	2/1/2007
Opportunity for a Master's Degree in Allied Health	2/1/2007
Demand in Maryland for Master's Degrees in Technology Management and International Business	2/1/2007
Demand for Programming In Applied Geosciences	1/1/2007
Part-Time Undergraduate Degree Programming in Massachusetts	1/1/2007
NYC Regional Trends and Program Opportunities	1/1/2007
Demand for Programming In Long Term Care Management	1/1/2007
Master's Degrees in Management	12/1/2006
General; Liberal; or Professional Studies Programming: Supply and Demand	11/1/2006

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Title	Publication Date
<b>Research Track: Programs and Markets</b>	
Potential for Expansion to Southeastern MA Location	11/1/2006
Demand for Bachelor's Degree Completion Programs in Western Michigan	10/1/2006
Summer Session Opportunities in the Chicago Area	10/1/2006
Engineering Technology and Applied Technology Trends	10/1/2006
Bachelor of General Studies Opportunities Across Regional Campuses	10/1/2006
Opportunities to Serve the Hispanic Population in North Carolina	10/1/2006
Northeast Ohio Demand for Allied Health Programming	9/1/2006
Regional Competitive Scan of Adult; Continuing Education in Allentown-Reading; PA	9/1/2006
Regional Competitive Scan of Bachelor's Degree Completion Programs in Michigan	9/1/2006
Competitive Assessment of Selected CE Programming in the New York Metropolitan Area	9/1/2006
Master's Degree Program Opportunities in Education and Sports Management	8/21/2006
Information Professionals - Employment Trends	8/1/2006
IT Skill Demand in the Baltimore-Washington Region	8/1/2006
Bachelor's Degree Completion Programs in Organizational Communication and Creative Writing	7/14/2006
ASL Interpreter Training Certificate and Bachelor's Degree Opportunities	7/1/2006
Master's Degree Opportunities in Environmental Engineering	7/1/2006
Demand for Online Certificate Programs in Gerontology	7/1/2006
Occupational Nursing Case Manager Graduate Certificate Opportunities	6/1/2006
Trends in Developmental Disabilities Education	6/1/2006
M.S.Ed. with Learning Technologies Specialty	6/1/2006
Market for Master in Public Administration Programs in Greater Washington; D.C.	5/12/2006
Trends in Demand for Master's of Medical Physics Programs	5/8/2006
Fifth-Year Combined Bachelor's and Master's Degree Programs	5/8/2006
Radar Signal Processing Education and Training	4/13/2006
International Demand for English Language Instruction	4/1/2006
Demand for Continuing Teacher Education in New Jersey	4/1/2006

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Title	Publication Date
<b>Research Track: Programs and Markets</b>	
Demand for Criminal Justice Programming in the Northeast	3/31/2006
Regional Expansion in Michigan and Northwest Ohio	2/27/2006
Demand for Graduate Certificates from the Life Sciences Industry	2/11/2006
Geographic Expansion into Atlantic & Cape May Counties	2/11/2006
Graduate Certificates in Career Counseling	2/11/2006
Market for an Online Master's Degree in Gastronomy	2/6/2006
Opportunities in Technical Communication Programming	12/21/2005
Demand for Day Spa Management Certificates	12/21/2005
Master's Degrees in Communication	12/21/2005
Emergency Management Education Opportunities	11/21/2005
Michigan Area Criminal Justice Degree Offerings	10/14/2005
Food Safety Analysis Education Programs	10/6/2005
Homeland Security Education	10/4/2005
Opportunities in Education for Paraprofessionals and Adult Educators	9/14/2005
Assessing Program Expansion Opportunities in Michigan (II)	7/22/2005
Assessing Opportunities in Real Estate Development Programs	6/28/2005
Special Education Program Expansion Opportunities	5/10/2005
MBA Degrees for Non-Traditional Adult Learners	4/21/2005
Undergraduate Criminal Justice Education in Illinois	2/16/2005
Online Master's in Music Education	11/22/2004
Assessing Master's Programs in Professional Studies (MPS)	11/2/2004
<b>Research Track: Programs and Markets, Consumer Preferences</b>	
Regional Assessment of a Master of Business Administration	12/1/2008
Student Demand for Bachelor's and Master's Degrees in Community Health	12/1/2007
Demand for Law School Programming	11/1/2007
Demand for IT Certificate Programs in Georgia: Identifying Target Market Traits and Preferences to Strategize Program Development and Marketing	11/1/2007
Demand for Fire and Emergency Services Undergraduate Programming	11/1/2007

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Title	Publication Date
<b>Research Track: Programs and Markets, Consumer Preferences</b>	
Demand for Helicopter-Rotorcraft Flight, Operations, and Safety Programming	9/7/2007
Demand for Medical Management Certificate Programming	8/1/2007
Local Area Demand for Bachelor's and Graduate Programs	8/1/2007
Demand for Community Health Programming	7/1/2007
Student Demand for Nonprofit Programming	7/1/2007
An Analysis of Alumni Program Experience and Satisfaction	7/1/2007
Demand for Graduate Programming in Student Affairs in Higher Education	6/1/2007
Needs Assessment of Educators and Administrators in Wisconsin	5/1/2007
Demand for Family and Consumer Sciences	4/1/2007
Demand for M.B.A. in Sacramento; CA	3/1/2007
Serving the Military Market	3/1/2007
Information Technology Trends and Demand for IT Programming	2/1/2007
Student Demand for Graduate Computational Science & Engineering Programming	1/1/2007
Frederick Area Demand for Bachelor's and Master's Degrees	1/1/2007
Regional Demand for Master's in Organizational Psychology	1/1/2007
Demand for MBA Programming in the Kansas City Region	12/1/2006
Online Health Communications Master's Degree Programming	8/1/2006
Engineering and Computer Science Programming Expansion	7/1/2006
Demand for CE in the Reading & Allentown; PA Regions	5/8/2006
Regional Recruitment Strategies for M.S. Degrees in Project Management and Information Security & Assurance	9/30/2005
Recruitment of Graduate Nursing Degree Students	9/12/2005
Segmenting Prospective Students in Philadelphia, PA	8/16/2005
<b>Research Track: Programs and Markets, Consumer Preferences, Employer Markets</b>	
Regional Educators Development and Preparation	7/1/2007
<b>Research Track: Programs and Markets, Consumer Preferences, Non-Credit Programming</b>	
Los Angeles Area Demand for Courses and Certificate Programming	5/1/2007

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Title	Publication Date
<b>Research Track: Programs and Markets, Employer Markets</b>	
Demand for an M.B.A. Primer Targeted to Legal Professionals	9/1/2009
Employer Needs in Alabama: Educational and Training Opportunities	8/1/2009
Preparing Fundraising Professionals for Employment: Trends in Employer Demand for Fundraising Education	8/1/2009
The Value of an M.A. in Social Responsibility and Sustainable Communities	8/1/2009
Project Management Education	7/1/2009
Employer Preferences for Digital Media and Communications Undergraduate Education	7/1/2009
Demand for a Master of Systems Engineering in Orlando, FL and Huntsville, AL	7/1/2009
Demand for Health Information Management Undergraduate Education	5/1/2009
Demand for a Professional Master's Degree in Public Communications in Sacramento	3/1/2009
Demand for an M.S. in Energy Systems	3/1/2009
Understanding Employer Needs for Continuing Education	10/1/2008
Construction Management, Project Management, and Built Environments Programming	12/1/2007
Prioritizing Biofuel and Bioscience Education and Training: National and Regional Perspectives	12/1/2007
Demand for Post-Graduate Business Certificates	12/1/2007
Identifying and Prioritizing Regional Target Markets For Potential Expansion	12/1/2007
Regional Employer Demand for Certificate Programs in Northeast Ohio	11/1/2007
Regional Demand for Education Programming in Colorado	11/1/2007
Demand for Biotechnology Programming	10/1/2007
Customized Training and Professional Development Needs in the Chicago Region	10/1/2007
Demand for an M.S. in Finance	9/7/2007
Practitioner-Focused Doctoral Degree in Business Administration	8/1/2007
Regional Employer Demand For Continuing Education	8/1/2007
Demand for Healthcare Certificates and Relevant Training Opportunities	7/1/2007
Expansion Opportunities for Natural Resources and Environment Programs	6/1/2007
Demand for a Master's Degree in Computer Science in Montgomery County	5/1/2007
Postsecondary Opportunities in the Goshen; NY Region	4/1/2007
Regional Demand for IT Programming	3/1/2007

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Title	Publication Date
<b>Research Track: Programs and Markets, Employer Markets</b>	
Demand for a Master's Degree in Communications and Information	3/1/2007
Demand for a B.S. in Pharmacy/Pharmaceutics in NY-NJ Region	1/1/2007
Analysis of Postsecondary Education Opportunities in the Denver; CO Region	12/1/2006
Biotechnology Program Demand in Maryland	11/1/2006
Demand for Computational Science & Engineering Programming	11/1/2006
Southeast Ohio Demand for Allied Health Programming	10/1/2006
Demand for a Clinical Nurse Leader Master's Degree	6/20/2006
Demand for a Bachelor's Completion Degree in Professional Communication	5/1/2006
Demand for a Professional Master's of Science Degree in Proteomics	1/31/2005
Education Needs of Boston-Area IT Professionals	10/1/2004
Information Technology Infrastructure Library (ITIL)	10/1/2004
Certificate Programs' Value Proposition	9/1/2004
<b>Research Track: Programs and Markets, Non-Credit Programming</b>	
Demand for Non-Credit Programming in Fine Arts, Performing Arts, and Media	3/1/2008
Non-Credit Program Opportunities in the Philadelphia Region	9/7/2007
Opportunities to Offer Specialized Certificate Programs and Courses	9/7/2007
Business Technology Short Courses in Georgia	12/6/2005
Short Courses for Healthcare Professionals	5/1/2005
<b>Research Track: Programs and Markets, Online and Hybrid Delivery</b>	
Online Graduate Degrees in Agriculture, Education, and Engineering in Texas: Demand and Supply	3/1/2008
Online Graduate Programs at Selected AAU Institutions	11/1/2006
Distance Engineering Degree Programs	3/31/2006
Online Student Development & Administration Master's Degree Programs	1/13/2006
Technology Industry Trends Over the Next Two to Four Years	10/15/2004
<b>Track: Programs and Markets, Operations and Organizational Design</b>	
Potential for Offering a Master's Degree in Professional or Interdisciplinary Studies	5/1/2007
Best Practices for Serving Military Audiences	4/1/2007
Part-time and Online Graduate & Undergraduate Programming In Education for Adult Learners	11/1/2006

## Membership Q&A

CPE-LC members have the opportunity to pose short, fact-based questions to the membership at large through Membership Q&A, thereby leveraging the collective experience of member institutions to guide decision-making. Inquiries generally focus on operational issues with results summarized in short reports, with results subsequently archived and made available to the program membership at large.

Title	Publication Date
<b>Research Track: Consumer Preferences</b>	
Impact of Economic Climate and "Green" Consciousness on Enrollment	10/1/2008
Student Migration From Non-Credit to For-Credit Programs	3/1/2008
<b>Research Track: Marketing and Recruitment</b>	
Marketing Strategies to Target Males in Nursing	5/1/2009
Using Brokers for List Procurement	3/31/2009
Recruiting New Continuing Education Students	3/1/2009
Student Referral Programs	5/1/2008
Marketing Criminal Justice and Homeland Security Programming	4/1/2008
Intermediary Groups for Recruiting Adult Students	4/1/2008
Targeting Programs to Older Adult Students	3/1/2008
Targeting Educational Programs to Alumni	3/1/2008
Marketing Structures in Continuing Education (CE) Units	1/1/2008
Transfer Student Recruitment and Advisement	1/1/2008
Marketing Strategies in Urban Areas	12/1/2007
Inquiry and Lead Management	10/7/2007
Marketing and Branding Distance Education	10/7/2007
International Marketing for Continuing Education and/or ESL Programs	9/1/2007
Lead Conversion Rates and Tracking Processes	8/1/2007
Marketing Databases	6/1/2007
Direct Mail Metrics	4/1/2007
Marketing Through Social Networking	4/1/2007
Systems Solutions for Lead Management and Customer Relationship Management (CRM)	2/1/2007
Email Marketing Blasts and Metrics	2/1/2007
Use of Sponsorships as a Marketing Tool	1/1/2007

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Title	Publication Date
<b>Research Track: Marketing and Recruitment</b>	
Trigger Event Marketing Software	11/1/2006
Student Decision Timing	6/2/2006
Third Party Advertising Websites	6/2/2006
Podcasts; Blogs & Wikis	6/1/2006
Recruitment of Diverse Student Types in Graduate Programs	6/1/2006
Third Party Marketing Services Providers	2/11/2006
Planning & Promoting Information Sessions	11/1/2005
Catalog Marketing	9/29/2005
Evaluating Prospective Marketing Hires	8/19/2005
Defining "Continuing Education" and "Professional Education"	7/15/2005
E-Marketing Policies and Practices	7/1/2005
Marketing Conference Services	6/1/2005
Cases on Effectiveness of Telemarketing	6/1/2005
Marketing CE Courses in Foreign Languages	5/30/2005
Marketing Plan Templates	5/15/2005
Contextual Advertising	2/16/2004
<b>Research Track: Marketing and Recruitment, Online and Hybrid Delivery</b>	
Monitoring Student Participation in Online Social Networking	5/1/2008
Converting Distance Learning Prospects	7/19/2006
Video Workshops Abroad	2/11/2006
<b>Research Track: Marketing and Recruitment, Programs and Markets</b>	
E-Marketing for Pre-College Programs	2/1/2009
Marketing Business and Professional Studies Programming	2/1/2008
<b>Research Track: Non-Credit Programming</b>	
Non-Credit Certificate Pricing and Enrollment Trends	1/1/2007
Six Sigma Training	2/11/2006
Non-Credit Tuition Increases	5/15/2005

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## Membership Q&A Continued

Title	Publication Date
<b>Research Track: Non-Credit Programming</b>	
Non-Credit Writing Programs	12/22/2004
International Visas for Non-Credit Students	10/1/2004
Site-Based Training	9/1/2004
<b>Research Track: Non-Credit Programming, Operations and Organizational Design</b>	
Providing Food to Non-Credit Students	6/1/2009
Enrollment Trends in Non-Credit Programming and Effective Marketing Strategies	7/1/2008
Concurrent Courses Offered Through Continuing Education Units	4/1/2009
<b>Research Track: Online and Hybrid Delivery</b>	
Online Course Delivery Platform Vendors	5/1/2008
Forecasting Enrollment Levels for Online Programs	1/1/2008
Effectiveness of Online Education Portals and Online School Directories	10/7/2007
Hybrid Course Structure and Format	7/1/2007
Online Instant Communications Function	7/1/2007
Newsletter Information Channels for Online Students	4/1/2007
Online Fees and Compliance Issues in 100% Online Courses or Programs	3/1/2007
On-Campus Attendance Requirements for Online Degree Programs	12/1/2006
Online Tutoring	10/1/2006
Online Advising Communities for Online Graduate Degree Programs	10/1/2006
Online Independent Study Courses	6/20/2006
Online Course Evaluations for Online Programming	6/2/2006
Online Course/Program Offerings	6/1/2006
Defining Hybrid/Blended Courses	11/1/2005
Quality of Online Courses & Programs	9/12/2005
Writing Assistance to Graduate Students in Distance Programs	6/23/2005

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Title	Publication Date
<b>Research Track: Online and Hybrid Delivery, Operations and Organizational Design</b>	
Online Course Catalog Software Programs	12/1/2008
Online Programming Characteristics	10/1/2008
Differential Pricing in Online Programming	8/1/2008
Student Services for Online Students	2/1/2008
Print to Online/Electronic Catalog Migration	9/1/2008
<b>Research Track: Online and Hybrid Delivery, Operations and Organizational Design, Faculty and Administration, Pedagogy, Operations, Teaching, Learning, and Outcomes</b>	
Average Class Size at Peer Institutions	10/1/2009
<b>Research Track: Online and Hybrid Delivery, Programs and Markets</b>	
Trends in Bachelor's Degree Completion Programs	2/1/2008
<b>Research Track: Operations and Organizational Design</b>	
Tuition Assistance/Remission Programs for Faculty and Staff	11/1/2009
Practices in Structuring Computer Literacy Courses	11/1/2009
Financial Aid Disbursement Procedures	5/1/2009
Retail Web Sites	1/1/2009
CRM Operations	1/1/2009
Enterprise Software Packages	12/1/2008
Tracking and Improving Retention Among Undergraduate and Graduate Students	12/1/2008
Continuing or Professional Education Unit's Admissions Criteria	12/1/2008
Lead Conversation Rates	11/1/2008
Hiring Grant Writers and Development Officers Through the CE Unit	10/1/2008
Awarding Credit for Life Experience	9/1/2008
Adjunct Compensation within Distance Education	9/1/2008
Satellite Conference Center Pricing	8/1/2008
Tracking Prospective Students' Enrollment Through Web Site Advertising	8/1/2008
Importance of Undergraduate and Graduate Leadership Degree Titles for Adult Learners	6/1/2008
Customer Service Feedback	6/1/2008

## Membership Q&A Continued

Title	Publication Date
<b>Research Track: Operations and Organizational Design</b>	
Institutional Affiliations With Art Museums	5/1/2008
Adjunct Compensation	5/1/2008
Customer Service Function	4/1/2008
Partnership With Academic Units in New Program Development	3/1/2008
Continuing Education Alumni Status	3/1/2008
Identification of Member Institutions Employing Unionized Faculty and Their Operational CE Experiences	2/1/2008
Web Site Redesign Process	2/1/2008
Conference Services Pricing	2/1/2008
Bookstore Operations at Continuing Education and/or Distance Education Units	1/1/2008
Federal and State Alternative Funding Sources	12/1/2007
Fundraising at Continuing Education Units, Departments, or Schools	11/1/2007
New Program Development Process	11/1/2007
In-Load Teaching Requirements for Administrators	10/7/2007
Benchmarking Contract Training Revenue	10/7/2007
Organizational Change in the Continuing Education Function	9/1/2007
Organization of Joint Degree Programs	9/1/2007
Customer Relationship Management Software	9/1/2007
Independent Study Course Structure	8/1/2007
Continuing Education Call Center Operations and Structure	7/1/2007
Course Approval Systems	5/1/2007
Organizational Design of Continuing Education Units	5/1/2007
Conference Center Operations and Structure	4/1/2007
Professional Development Opportunities for Faculty	3/1/2007
Discounted Tuition Pricing for Employers	2/1/2007
Child Care Stipends for Degree Students in CE	2/1/2007
Differential Pricing for Courses within Degree Programs	2/1/2007

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Title	Publication Date
<b>Research Track: Operations and Organizational Design</b>	
Enrollment Restrictions for On-Campus Students in Online Courses	2/1/2007
Approval Process for Certificates & Transcribing Policies and Procedures	1/1/2007
Challenges and Opportunities for Continuing Education Units in 2007 and Beyond	1/1/2007
Intersession Programs	1/1/2007
HR Performance Assessments of CE Unit Staff	12/1/2006
Role of CE Teaching Responsibilities in the Tenure Promotion Process	12/1/2006
Website Content Management Technology	12/1/2006
Non-Instructional Student Support / Student Services Staffing	11/1/2006
Conference Services	11/1/2006
Contracting with External Consultants and Subcontractors	10/1/2006
Student Fees for Degree Programs and For-Credit Programming	10/1/2006
Tuition Rates for Part-time Students	9/1/2006
Student ID Policies and Access to Related Benefits	9/1/2006
CE Unit Websites	9/1/2006
Satellite Campuses	9/1/2006
Organizational Design	9/1/2006
Course Term Lengths	8/1/2006
Collaborating with Other Institutions to Deliver Programming	8/1/2006
Providing Student Services to Adult Learners in Credit Programming	7/1/2006
Instruction and Support to Online Instructors	7/1/2006
CE Unit Registration Systems	6/28/2006
Strategic Operations	6/26/2006
Instructor Credentials	6/2/2006
Academic Advisors and Enrollment Counselors	6/2/2006
Processing In-bound Information Requests	6/2/2006
Customer Relationship Management Systems	6/2/2006

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<b>Research Track: Operations and Organizational Design</b>	
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Enrollment/Admission Counselor Compensation	6/1/2006
Evaluating Courses Online	6/1/2006
Registration Systems	6/1/2006
Summer Session Organization and Management	6/1/2006
IT Operations	6/1/2006
Career Services for Part-time Graduate Students	6/1/2006
IT Programming Trends	6/1/2006
Delivering Proctored Exams to Distance Learning Students	6/1/2006
Website Optimization Project	6/1/2006
Adjunct Faculty Management	6/1/2006
Application & Registration Deadlines	2/11/2006
Staffing Models for Serving the Corporate & Government Markets	2/11/2006
Adjunct Compensation	2/1/2006
Pricing Strategy	11/1/2005
Policies on Earning Second Master's Degree	11/1/2005
Class Schedule Management	8/19/2005
Trends in Summer Session Enrollment in 2005	8/4/2005
University Sponsored Email Accounts	6/23/2005
Revenue Sharing with Corporate Units	5/15/2005
Residency Requirements for Online Master's Programs	5/15/2005
Call Centers	9/1/2004
FERPA Compliance	9/1/2004
<b>Research Track: Operations and Organizational Design, Consumer Preferences</b>	
Orientation Programs and Student Life	6/1/2007
<b>Research Track: Operations and Organizational Design, Employer Markets</b>	
Workforce Training Partnerships	10/7/2007

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Title	Publication Date
<b>Research Track: Operations and Organizational Design, Employer Markets</b>	
Degree Credit for Professional Certifications	8/1/2007
Career Assessment Services	3/1/2007
Workforce Development Department Staffing	10/1/2006
<b>Research Track: Operations and Organizational Design, Marketing and Recruitment</b>	
Program Evaluation Process	4/1/2009
Click Through Rates for Banner Ads and Paid Search Ads	12/1/2008
Student Survey Practices for Marketing Purposes	12/1/2007
Branding and Marketing Collaborative University Centers	10/7/2007
Printed Catalog Production Process and Operations	6/1/2007
Student Information Systems	11/1/2006
Student Survey Practices	11/1/2006
Size & Organization of CE Unit Marketing Departments	8/1/2006
CE Unit Names & Target Markets	7/1/2006
Discontinuance of Print Catalogs	6/26/2006
Relationships with CE Unit Program Graduates	6/2/2006
Vision Statements	6/1/2006
Management of CE Marketing Function	2/1/2006
Enrollment Management Systems & Lead Reporting Tools	9/12/2005
Development Campaigns for Cont & Prof Ed Units	8/19/2005
<b>Research Track: Operations and Organizational Design, Non-Credit Programming</b>	
Compensation of Adjunct Instructors in Non-Credit Courses	4/1/2007
Registration Procedures for Non-Credit Programs	11/1/2006
Registration Services for Workshops; Seminars; Meetings; and Conferences	7/1/2006
<b>Research Track: Operations and Organizational Design, Online and Hybrid Delivery</b>	
Technical Support for Online Programs	10/7/2007
Student Services for Students Enrolled in Online Programming and/or at Satellite Campuses	6/1/2007
Control and Funding of Student Services in Online Programs	11/1/2006

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Title	Publication Date
<b>Research Track: Operations and Organizational Design, Online and Hybrid Delivery</b>	
Models for Assisting Online Learners	6/1/2006
Impact of AACSB Accreditation on CE & Online Units	2/1/2006
<b>Research Track: Operations and Organizational Design, Programs and Markets</b>	
Dual Admissions Programs with Community Colleges	3/1/2009
<b>Research Track: Programs and Markets</b>	
Distance Education K-12 Programs and Operations	4/1/2009
Targeting the 55-Plus Population	1/1/2008
Trends in Computer Science and Technology Programming	9/1/2007
Philanthropy; Grant-writing; and/or Fundraising Programming	4/1/2007
Accelerated Degree Programming Trends	3/1/2007
Accelerated Certificate Programming Trends	3/1/2007
Master of Liberal Studies	2/1/2007
Targeting Different Age Groups with Continuing and Professional Education Programming	2/1/2007
Engineering Programming Trends	1/1/2007
Allied Health Programming	11/1/2006
Statistics Programming	10/1/2006
Programming for Underserved Populations	10/1/2006
Relationships with International Institutions	9/1/2006
Educational Travel Offerings	9/1/2006
Humanities Programming	7/1/2006
Certificate Portability	6/28/2006
Programming in Disabilities Studies	6/2/2006
English Language Proficiency in Credit Courses	6/2/2006
Bachelor's Degree Completion Programs for Adult Learners	6/2/2006

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<b>Research Track: Programs and Markets</b>	
Distance Education K-12 Programs and Operations	4/1/2009
Targeting the 55-Plus Population	1/1/2008
Trends in Computer Science and Technology Programming	9/1/2007
Philanthropy; Grant-writing; and/or Fundraising Programming	4/1/2007
Accelerated Degree Programming Trends	3/1/2007
Accelerated Certificate Programming Trends	3/1/2007
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Targeting Different Age Groups with Continuing and Professional Education Programming	2/1/2007
Engineering Programming Trends	1/1/2007
Allied Health Programming	11/1/2006
Statistics Programming	10/1/2006
Programming for Underserved Populations	10/1/2006
Relationships with International Institutions	9/1/2006
Educational Travel Offerings	9/1/2006
Humanities Programming	7/1/2006
Certificate Portability	6/28/2006
Programming in Disabilities Studies	6/2/2006
English Language Proficiency in Credit Courses	6/2/2006
Bachelor's Degree Completion Programs for Adult Learners	6/2/2006
Master's Degree Programs Offered	6/1/2006
Trends in ESL Programming	6/1/2006
Executive Programs in Business & Leadership Management	4/1/2006
Ph.D. Programs for Adult Learners	3/1/2006
Summer Bridge Programs	2/11/2006
Credit Programming in Emergency Management	2/11/2006
Graduate Certificate Program Offerings	12/1/2005
Measuring New Certificate Program Success	11/30/2005

Membership Q&A Continued

Title	Publication Date
<b>Research Track: Programs and Markets</b>	
Courses & Certificates in Coaching	11/1/2005
International English Programs	9/29/2005
Project Management & Information Security and Assurance	5/29/2005
<b>Research Track: Programs and Markets, Employer Markets</b>	
Bachelor's Degree Program Collaborations	11/1/2007
Impact of Employer Downsizing on Program Enrollments	10/7/2007
<b>Research Track: Programs and Markets, Non-Credit Programming</b>	
Enrollment Trends in Credit & Non-credit Graduate Certificates	12/1/2005
<b>Research Track: Programs and Markets, Operations and Organizational Design</b>	
Admission Process Barriers for Adult Degree Programs	5/1/2007
Writing; Math and Science Requirements in Bachelor's Degree Programs	5/1/2007
Certificate Program Pricing	10/1/2006
Role of Catholic Mission in Enrollment Decisions	2/11/2006
Impact Assessments	9/29/2005

## Research Briefs

Research briefs are shorter research initiatives developed by the CPE-LC research team to impart timely insight into emerging areas of interest for the entire membership and provide an overview of data and trends related to a targeted topic of interest. Research briefs are developed in response to collective interest expressed by the membership.

Title	Publication Date
<b>Research Track: Marketing Productivity, Summer Sessions</b>	
Optimizing Summer Session Web Sites as Marketing and Recruitment Tools	10/1/2008
<b>Research Track: Programming Decisions, Summer Sessions</b>	
New Summer Session Program Development Processes: Models, Constraints, and Effective Strategies	5/1/2008
Developing Summer Session Programming for the Continuing and Professional Student Audience	4/1/2008
Identification and Analysis of Innovative Summer Session Programming	3/1/2008
Targeting New Audiences for Summer Session	3/1/2008
<b>Research Track: Summer Sessions, Marketing Productivity</b>	
Understanding Motivations and Preferences of Summer Session Students	10/1/2008
Marketing and Advertising to Summer Session Students	10/1/2008
<b>Research Track: Summer Sessions, Marketing Productivity, Programming Decisions</b>	
Internal Marketing and Cross-Institutional Collaboration for Summer Sessions	8/1/2008
<b>Research Track: Summer Sessions, Organizational Strategies</b>	
Serving High School Students in Summer Session	9/1/2008
Student Services for Summer Session Students	8/1/2008
<b>Research Track: Summer Sessions, Programming Decisions</b>	
Demand for Online, Hybrid, and Accelerated Summer Session Programming	10/1/2008
Demand for Summer Session Programming for Educators	10/1/2008

## Member Roundtables

The CPE-LC staff organizes and hosts regular Member Roundtable teleconferences to address issues of emerging concern to the membership. Drawing on the expertise of the membership and other educational thought-leaders, these facilitated discussions are designed to address current information gaps and

Title	Publication Date
<b>Research Track: Consumer Preferences, Marketing and Recruitment</b>	
Presentation From June 2007 CPE Member Roundtable	6/21/2007
<b>Research Track: Employer Markets</b>	
Best Practices in Serving Employer Audiences - Transcript	9/13/2007
<b>Research Track: Employer Markets, Marketing and Recruitment</b>	
Presentation From September 2007 CPE Member Roundtable	9/13/2007
<b>Research Track: Marketing and Recruitment</b>	
Online Marketing - Transcript	3/29/2007
Internal Marketing and Communications - Transcript	11/28/2006
Branding in Continuing and Professional Education - Transcript	1/10/2006
<b>Research Track: Marketing and Recruitment Programs and Markets</b>	
Serving the Military Market	10/27/2009
<b>Research Track: Non-Credit Programming, Programs and Markets</b>	
Presentation From December 2007 CPE Member Roundtable	12/13/2007
<b>Research Track: Operations and Organizational Design</b>	
Organizational Design and Structure of Continuing and Professional Education Units - Presentation	6/25/2008
Student Retention - Transcript	7/24/2006
Accountability and Student Outcomes - Transcript	3/27/2006
Summer Session - Transcript	10/11/2005
<b>Research Track: Other</b>	
Research Brief: Continuing Education and New Industry Opportunities Aligned with the Economic Stimulus Package	6/10/2009
Opportunities and Risks in the Economic Downturn	12/10/2008
Innovation in Web Site Marketing	9/24/2008
<b>Research Track: Programming Decisions, Summer Sessions</b>	
Programming Decisions for Summer Sessions - Presentation	5/28/2008
<b>Research Track: Programs and Markets</b>	
Green Programming Opportunities - Transcript	3/13/2008
Changing Environment of Bachelor's Degree Completion Programs - Transcript	12/13/2007
Serving the Baby Boomer (Age 50+) Market - Transcript	6/21/2007
<b>Research Track: Summer Sessions</b>	
Organizational Strategies for Summer Sessions - Presentation	8/7/2008
<b>Research Track: Summer Sessions, Marketing Productivity</b>	
Marketing Productivity for Summer Sessions	10/29/2008