

Annual Report

Fiscal Year 25

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[Market Intelligence & Analysis Website](#)

Our Services

The K-State Market Intelligence & Analysis team conducts market research and gathers accurate, relevant, and unbiased data to guide strategic decisions throughout new program development and program revitalization for the entire K-State community. By analyzing industry-desired skills, projected occupational growth, top competitors, and more, we can help position K-State programs for success. We provide a range of reports to K-State faculty and staff, all of which are personalized and adapted to individual programs. With three analysts, we have demonstrated the capacity to provide a quick turnaround on projects and requests.

Our FY 2024-25

145

Total Requests

The number of total requests increased 14.2% from 127 total requests in FY24.

48.3

Requests per Analyst

The number of requests per analyst also increased over 14% from FY24.

2.1*

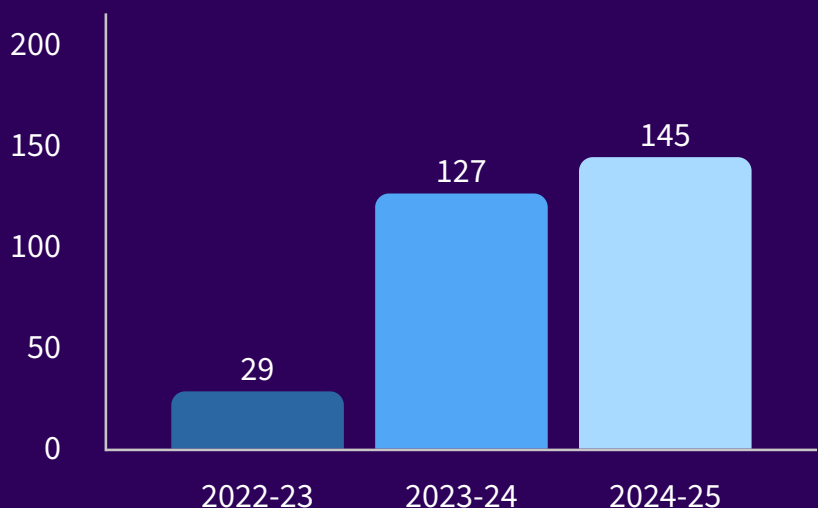
Average Weeks to Complete

We shorten the time of completion (from 5.5) while maintaining high quality of work.

**Completion time varies by request.*

Our Output Increased

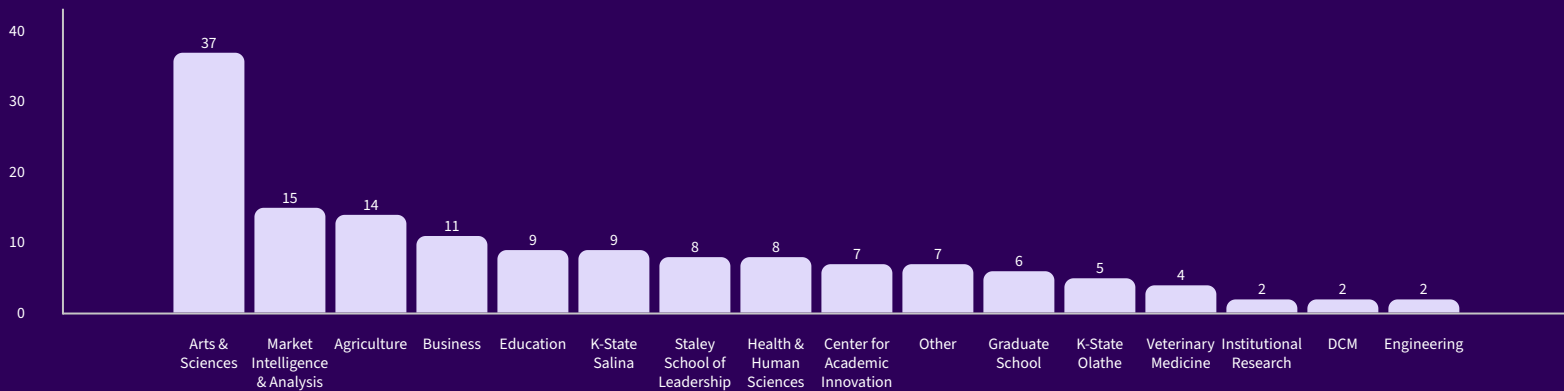
Our team completed a record high of 145 requests in 2024-25, an increase of 400% from 2022-23 and 14.2% from 2023-24.



We Supported the K-State Community

Colleges & Units

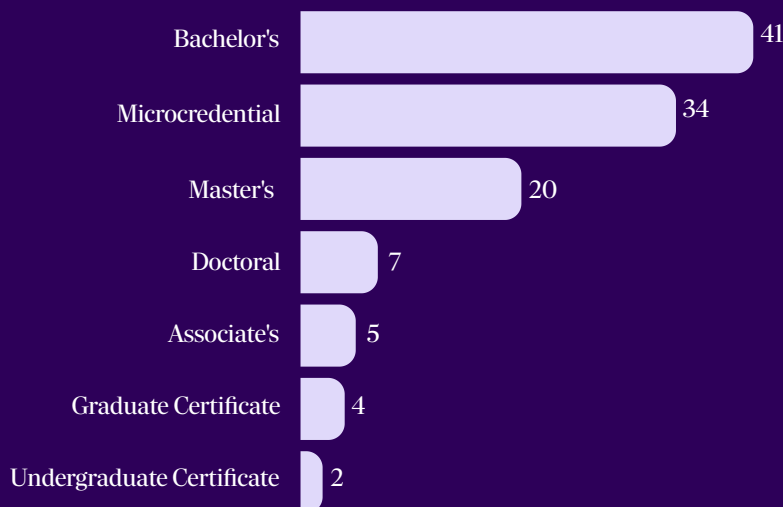
Our team completed 145 requests from 16 different colleges and units across the K-State community. This is an increase from the 13 colleges and units we supported in 2022-23. Our most frequent partner continues to be the College of Arts & Sciences and we welcome the opportunity to increase our collaboration with other colleges and units.



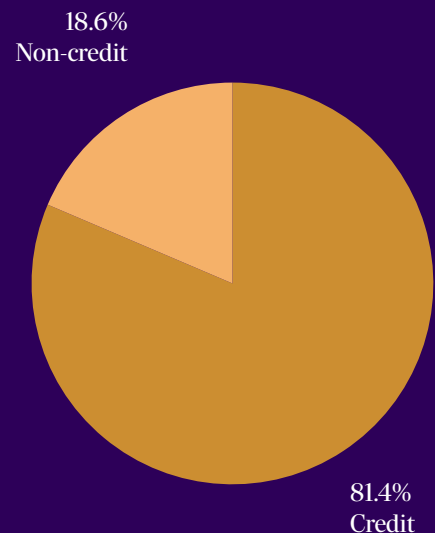
Academic Programs

Our team completed 113 requests in support of 7 different types of academic credentials. These ranged from non-credit certificates to doctoral programs. The most common requests were for baccalaureate programs and microcredentials. Of the 113 requests, the majority (81.4%) were for credit programs.

Reports by Highest Credential



Non-Credit vs. Credit Requests



University Initiatives

Once again our team supported major university initiatives in addition to our regular requests and projects.

1. Academic Innovation Fund (AIF)

Our analysts completed reports in support of 16 AIF proposals in a revised process in which a subset of proposals were selected for additional review and market analysis.

2. Academic Program Review & Revitalization (APRR)

Our analysts completed 7 reports in support of the APRR process to evaluate existing academic programs. Since this represented less than 5% of our reports, we believe there are opportunities for our team to assist with more of these efforts in the future.

Market Intelligence Milestones

We presented an in-demand skills webinar to the K-State community. In September 2024 our analysts shared key insights on popular skills listed in job postings, the importance of skills and skill gaps and how faculty and staff can use skills data for market alignment or new program development.

We analyzed the state of microcredential programs at K-State. One of our analysts reviewed K-State's microcredential offerings and analyzed badge data to develop twelve insights with recommendations on ways in which the offerings might be improved.

We completed a number of professional development opportunities. One of our analysts attended the 2025 Carnegie Conference for Marketing and Enrollment Management in Higher Education. Valuable insights were obtained and shared with team members.

& FUTURE OUTLOOK



2024-25 MAJOR ACHIEVEMENTS

- PRESENTED SKILLS WEBINAR TO K-STATE COMMUNITY
- COMPLETED A WEBSITE REVIEW FOR THE MATH DEPARTMENT

FUTURE GOALS



01

Host a university wide webinar on top industries, skills, etc.

02

Aid in the success of building and executing a university portfolio review

03

Continue to complete relevant professional development opportunities

Meet Our Team

Our Promise to K-State

Our team is dedicated to empowering the K-State Community with trusted, timely, and accurate market research.

“

THE REPORT VERIFIED
THAT 'THE CONCEPT
HAD UNIQUE
FEATURES, PLAUSIBLY
HIGH DEMAND, AND
LITTLE COMPETITION'.

”

By delivering strategic, data-driven insights, we can help guide the development and revitalization of academic programs--ensuring they align with industry demands and position the university for long-term success.

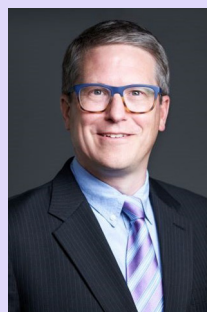
A Message from Our Director

"K-State's Market Intelligence and Analysis Team is deeply committed to assisting Kansas State University with achieving its goals laid out in the strategic plan. We utilize everything from state of the art analysis tools and authoritative government resources to researching competitors one by one to provide high quality reports quickly and at no cost to stakeholders. We're proud to support K-State and eager to help move the University forward into the future."

KANSAS STATE
UNIVERSITY

Market Intelligence and Analysis

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