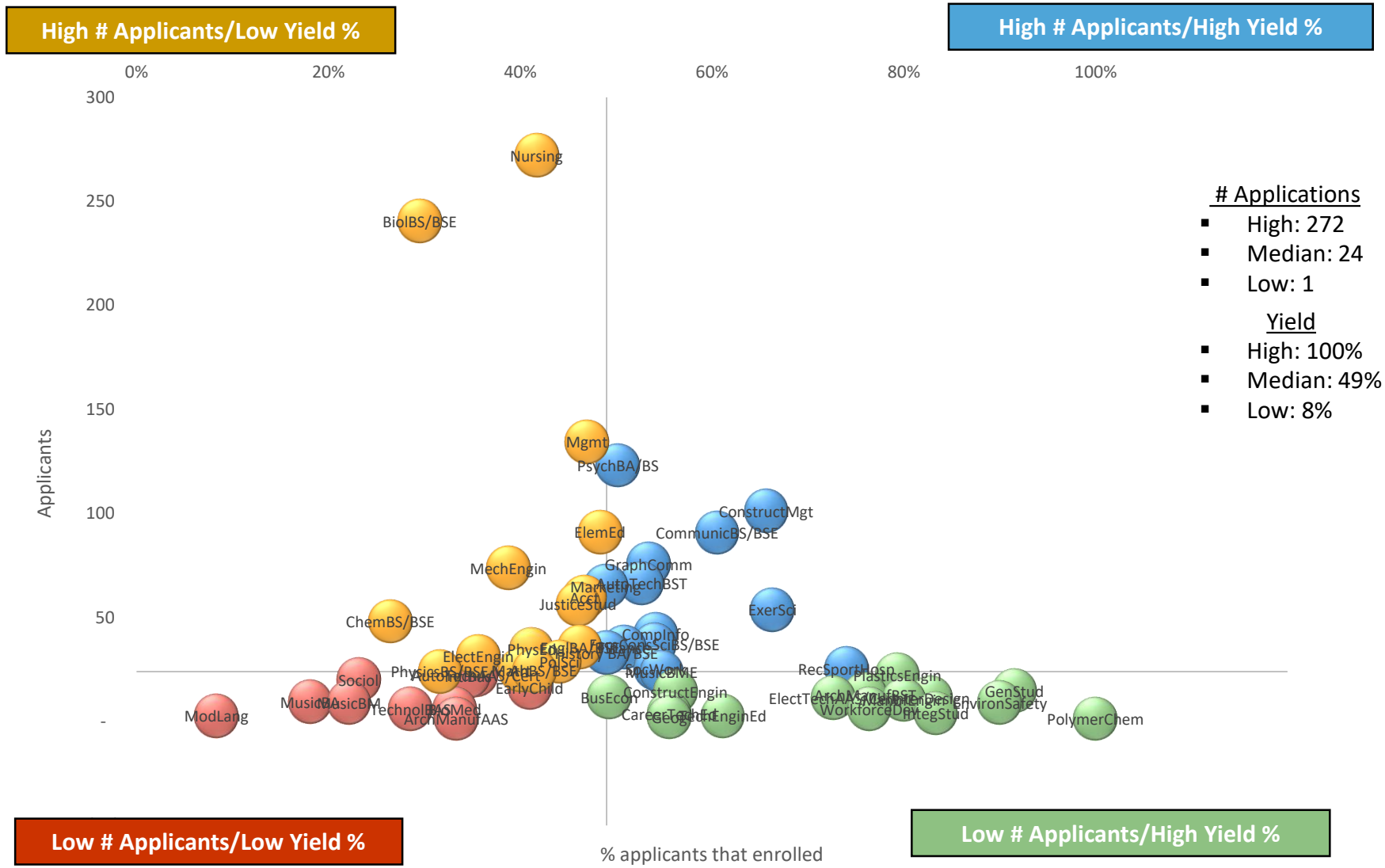
As you review the data, consider the following questions:

1. What does the data say?
2. What can we celebrate?
3. Are there currently obstacles to success not reflected in the data?
4. What are the opportunities for investment?
5. Where are there duplicative efforts that can be streamlined?
6. What are the next steps?

Quadrant Analysis Supports the Creation of Different Portfolio Strategies – UG First-Time Students



Applications
- High: 272
- Median: 24
- Low: 1

Yield
- High: 100%
- Median: 49%
- Low: 8%

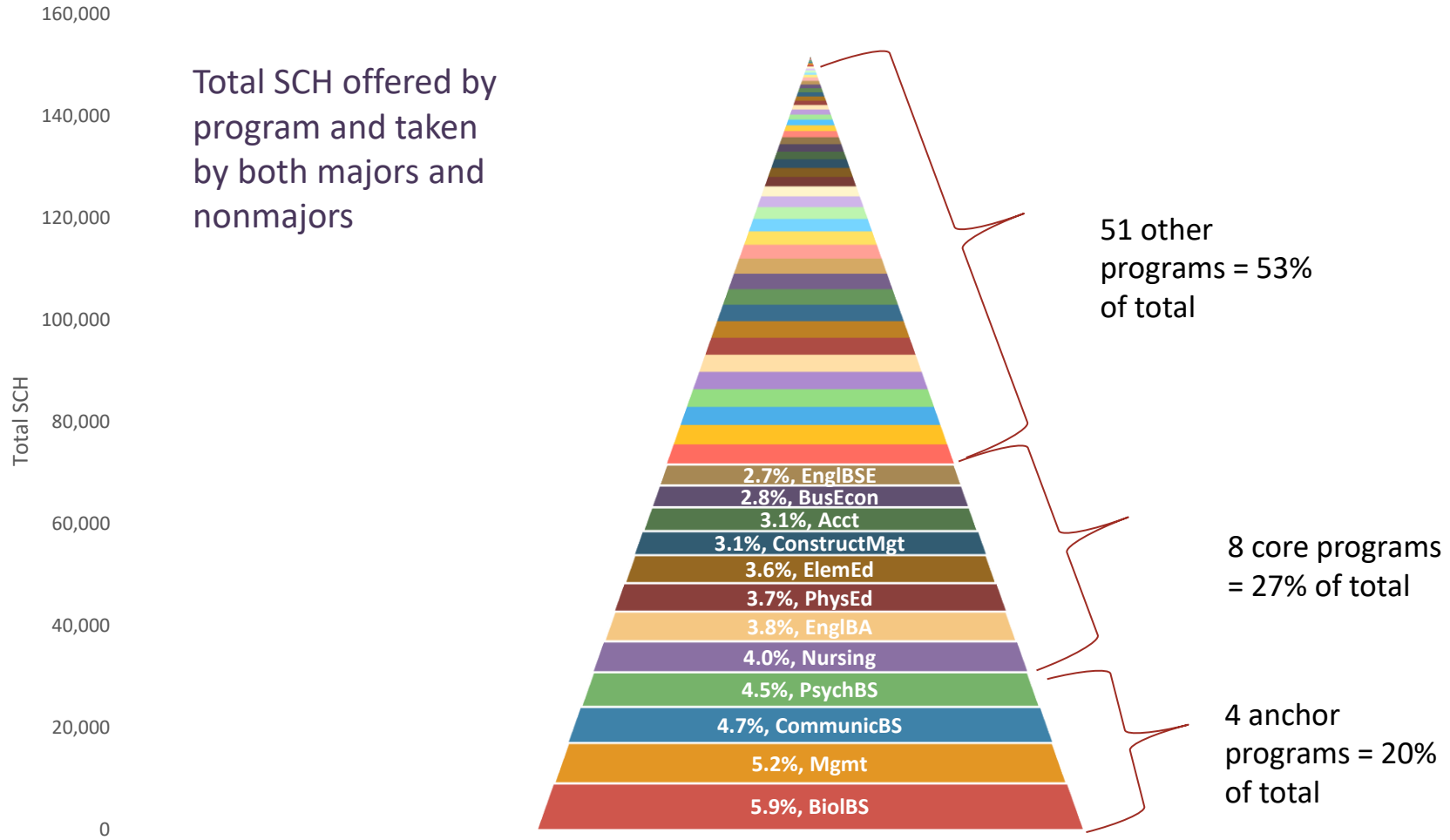
Note: applicants who fully completed an application. Nursing and ElectTechAAS are currently at capacity. Yield is defined as % of applicants that enrolled. Based on 3-year averages.

rpk GROUP
from mission to market
www.rpkgroup.com

Number of Total UG Student Credit Hours and Distribution by Program

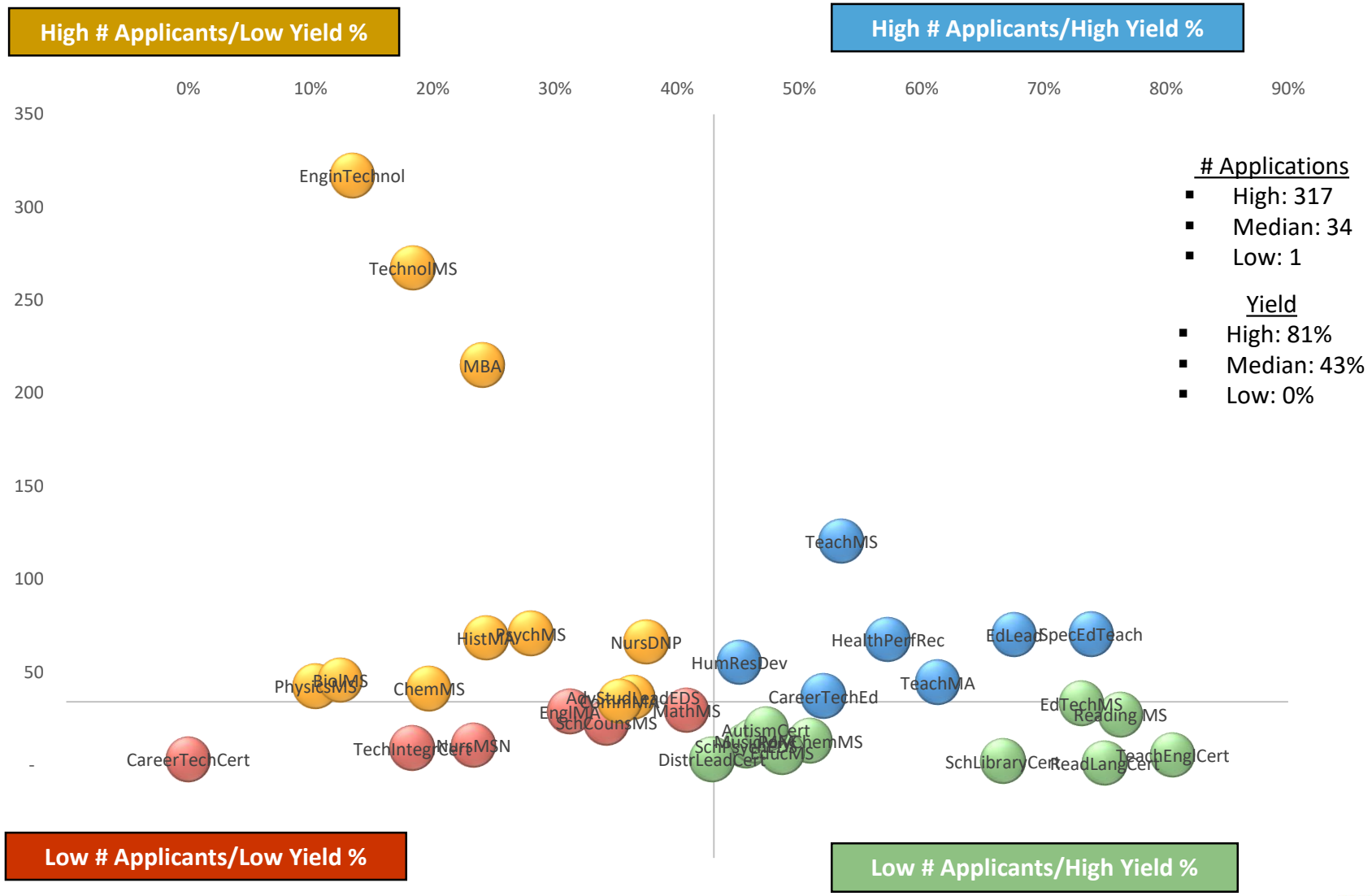
Number and percentage distribution of SCH by undergraduate program, 3-year average

Total SCH offered by program and taken by both majors and nonmajors



Note: Under the delivery approach, the total represents SCH from all courses offered by program, regardless of whether the courses are taken by majors or nonmajors. SCH for some programs was allocated from department totals using headcount distribution.

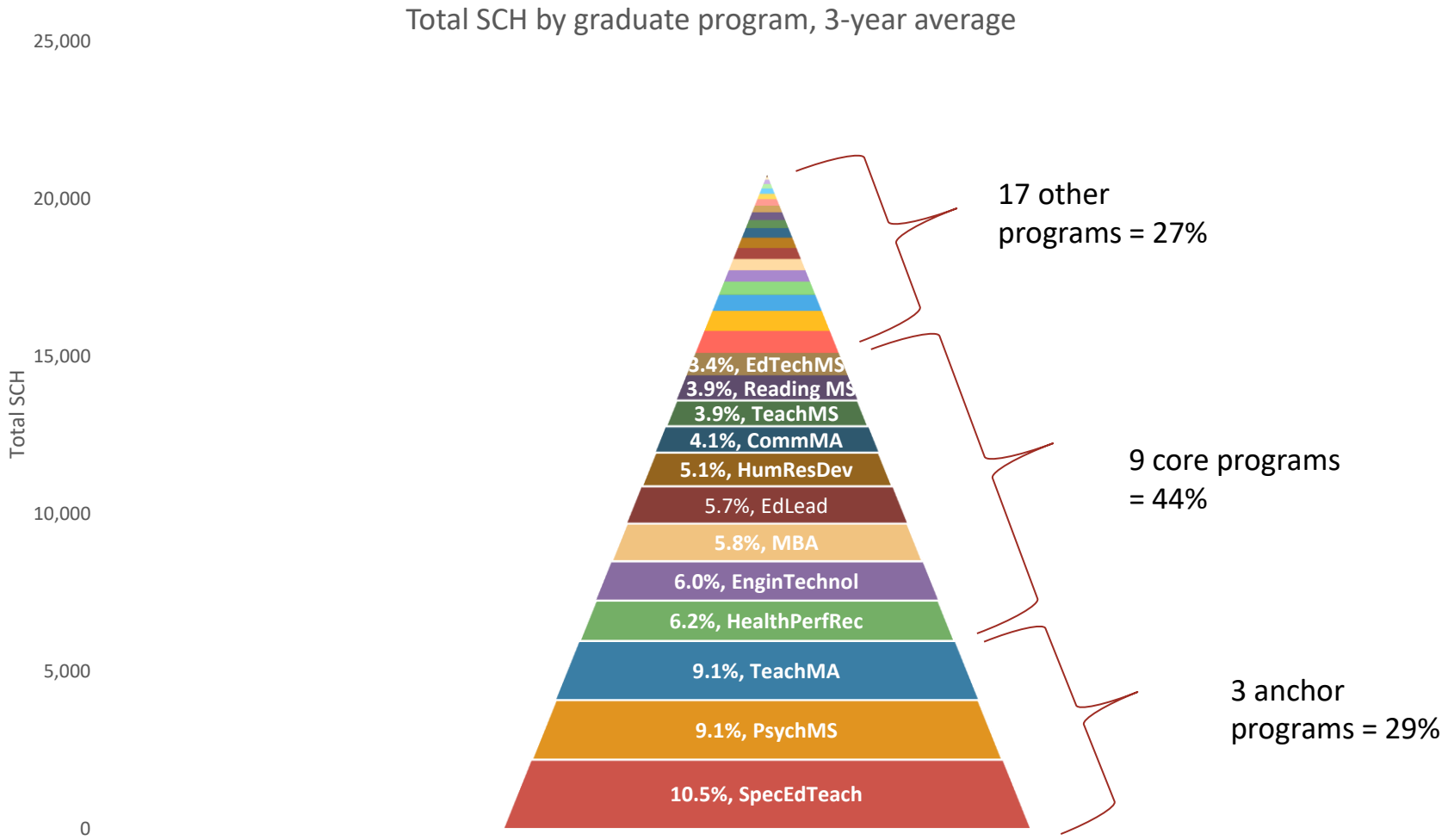
Mix of Graduate Programs by Quadrant



Note: Yield is defined as % of applications that had attempted credits in the same term. Based on 3-year averages. NursDNP and NursMSN are currently at capacity.

rpk GROUP
from mission to market
www.rpkgroup.com

Almost 30% of Total GR Student Credit Hours Delivered by 3 Programs



Note: Under the delivery approach, the total represents SCH from all courses offered by program, regardless of whether the courses are taken by majors or nonmajors. SCH for some programs was allocated from department totals using headcount distribution.

rpk GROUP
from mission to market
www.rpkgroup.com

Pulling It All Together – One Lens

High demand, low yield

High/low degrees

High demand, high yield

High/low degrees

Low demand, low yield

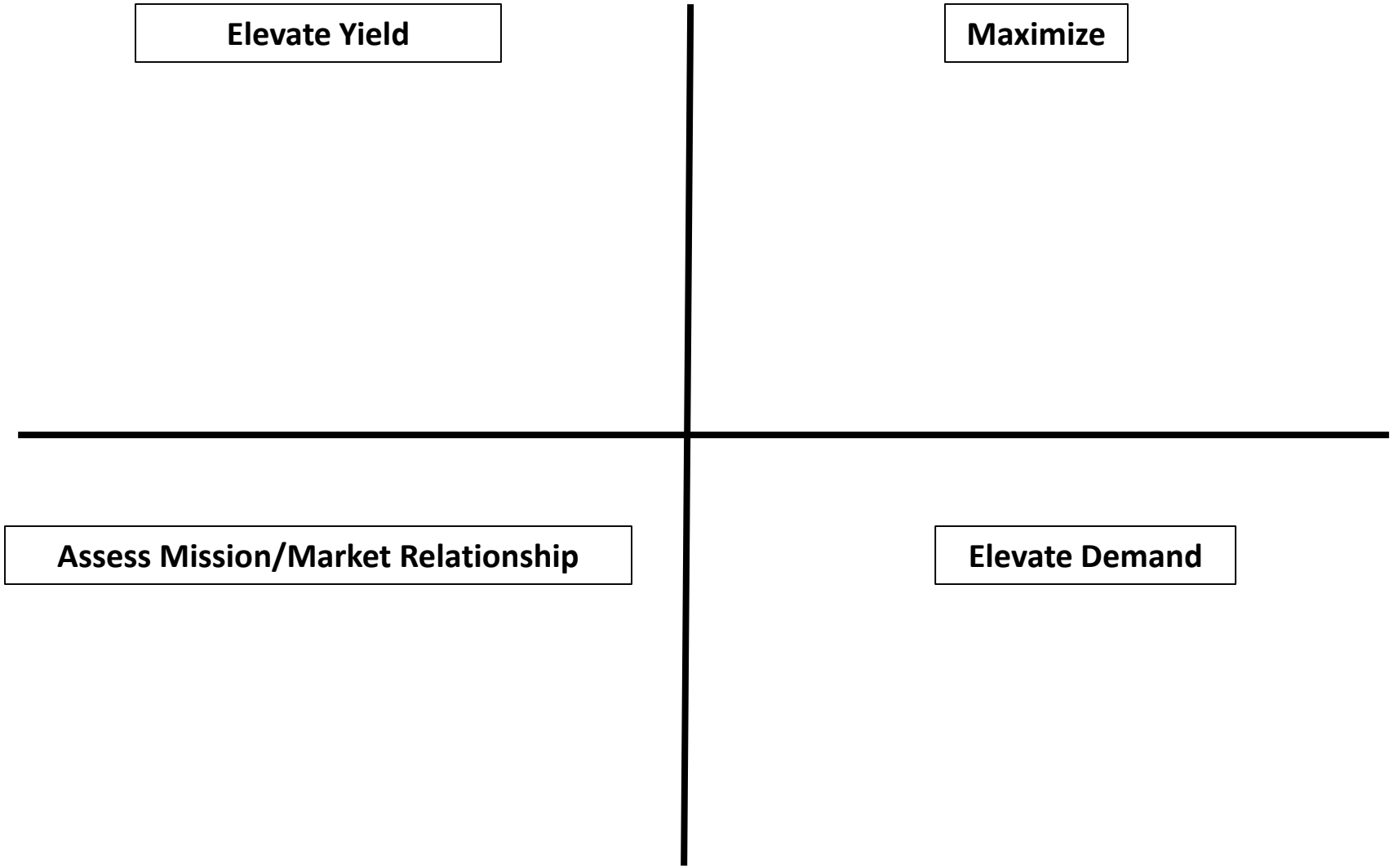
High/low degrees

Low demand, high yield

High/low degrees

rpk GROUP
from mission to market
www.rpkgroup.com

Grouping Programs With Similar Profiles



Total Net Revenue Overlay by Program - Undergraduate

High demand, low yield, high degrees	# applic	% applic that enroll	# degrees
Nursing	401	41%	92
BiolBS/BSE	293	34%	55
Mgmt	196	49%	62
PsychBS/BA	179	50%	63
ElemEd	141	51%	65
MechEngin	96	46%	27
Acct	85	49%	41
JusticeStud	76	51%	23
ChemBS/BSE	62	31%	13
PhysEd	58	49%	22
Finance	53	53%	23
EnglBA/BSE	52	49%	21
History BA/BSE	49	51%	15

High demand, high yield, high degrees	# applic	% applic that enroll	# degrees
ConstructMgt	150	70%	54
CommunicBS/BSE	127	61%	57
GraphComm	104	58%	40
Marketing	88	55%	39
AutoTechBST	84	56%	39
ExerSci	82	66%	28
SocWork	62	65%	25
FamConsSciBS/BSE	60	62%	37
CompInfo	59	57%	21
RecSportHosp	39	74%	15
GenStud	39	92%	49
TechnolBAS	37	68%	25

High demand, low yield, low degrees			
ElectEngin	45	45%	11
Art	36	44%	8

High demand, high yield, low degrees

Low demand, low yield, high degrees			
AutoTechAAS/Cert	24	53%	14

Low demand, high yield, high degrees			
PlasticsEngin	30	81%	13
ElectTechAAS/Cert	20	70%	20

Low demand, low yield, low degrees			
MathBS/BSE	35	47%	12
PolSci	34	44%	6
EarlyChild	29	40%	10
IntlBus	29	40%	6
PhysicsBS/BSE	28	36%	1
Sociol	26	27%	5
BusEcon	16	50%	0
MusicBM	11	31%	2
BioMed	9	39%	3
MusicBA	9	18%	0
ModLang	6	52%	2

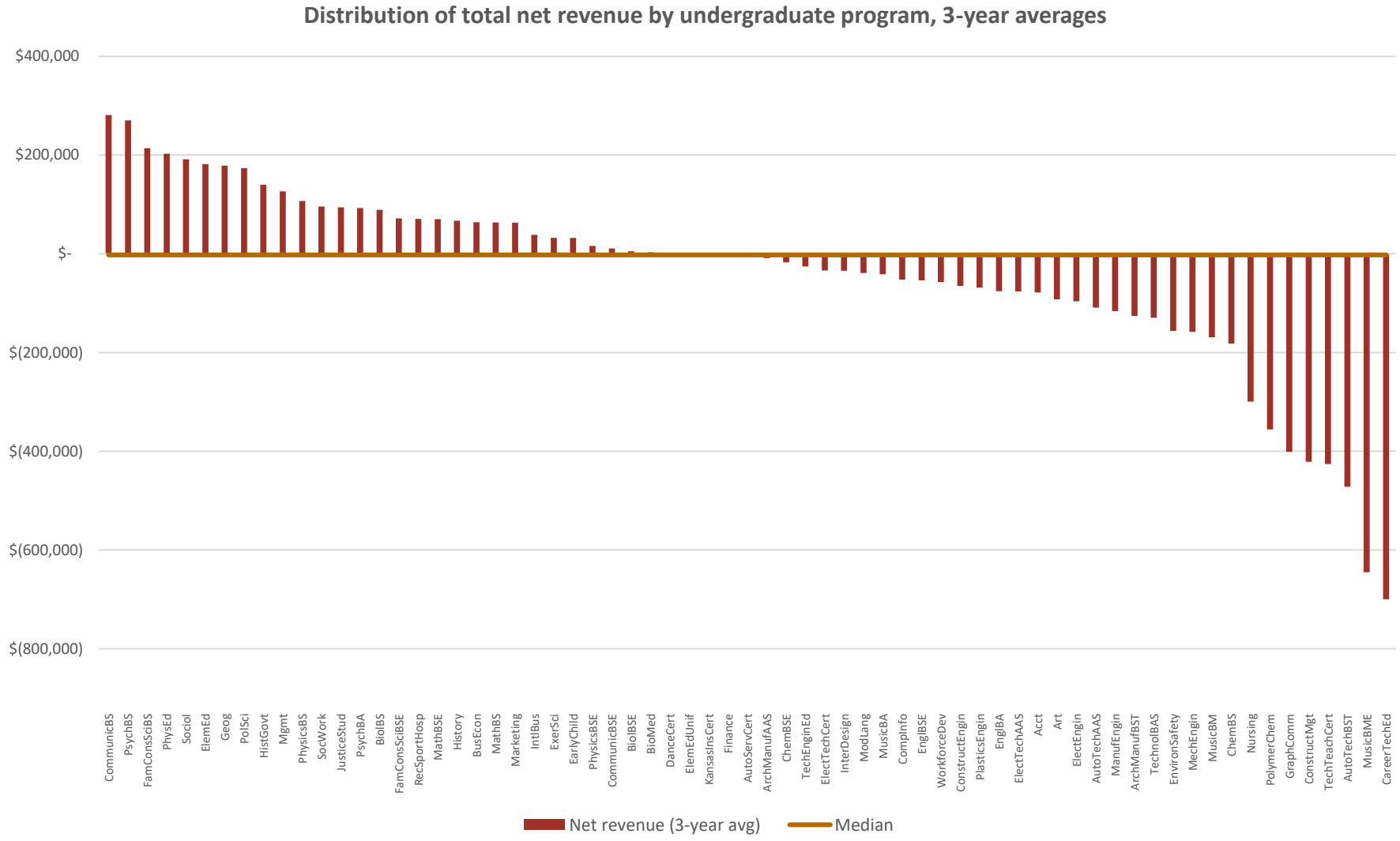
Low demand, high yield, low degrees			
WorkforceDev	29	61%	9
MusicBME	28	60%	8
ConstructEngin	20	58%	5
EnvironSafety	20	86%	11
ArchManufBST	17	73%	8
CareerTechEd	17	74%	4
InterDesign	17	82%	4
ManufEngin	17	80%	9
TechEnginEd	7	78%	5
IntegStud	6	92%	5
Geog	3	75%	2
ArchManufAAS	2	58%	0
PolymerChem	2	100%	1

=net revenue above the median

=net revenue below the median

Note: Data represent 3-year averages. Quadrants were defined using median demand/yield and degrees for first-time students and transfer students combined. Some programs were combined in the quadrant analysis because demand/yield data could not be broken out by degree type. Net revenue numbers for programs are the same regardless of quadrants used. Median for net revenue includes all programs.

CommunicBS, PsychBS Have Highest Total Net Revenue; CareerTechEd Lowest



Note: Separates all programs to degree level.

rpk GROUP
from mission to market
www.rpkgroup.com

Observations – Undergraduate

- Highest net revenue drivers are Communic, Psych, FamConsSci, PhysEd, Sociol, ElemEd
- Build on programs such as Communic, Marketing and FamConsSci that generate high demand/yield, student credit hour activity, and degree production with relatively high net revenue.
  - Programs such as Psych and ElemEd have high demand and relatively high net revenue but lower yield – explore what is needed to increase yield
  - When high demand programs have low or negative net revenue, such as Nursing, ConstructMgt or GraphComm, determine whether efficiencies can increase net revenue.
- Many programs have high yield which suggests efforts to increase demand, but keep net revenue in mind – most of these are currently below the median or negative.
- Consider mission relation and alternative delivery options for programs that have low demand and yield.

Total Net Revenue Overlay - Graduate Programs

High demand, low yield, high degrees	# applic	% applic that enroll	# degrees
EnginTechnol	317	13%	29
TechnolMS	267	18%	38
MBA	215	24%	36
PsychMS	71	28%	12

High demand, high yield, high degrees	# applic	% applic that enroll	# degrees
TeachMS	120	53%	20
SpecEdTeach	70	74%	32
EdLead	70	68%	38
HealthPerfRec	67	57%	34
HumResDev	55	45%	19
TeachMA	44	61%	35

High demand, low yield, low degrees	# applic	% applic that enroll	# degrees
HistMA	68	24%	8
NursDNP	66	37%	6
BiolMS	46	12%	6
PhysicsMS	42	10%	5

High demand, high yield, low degrees

Low demand, low yield, high degrees	# applic	% applic that enroll	# degrees
CommMA	34	35%	10

Low demand, high yield, high degrees	# applic	% applic that enroll	# degrees
CareerTechEd	37	52%	12
EdTechMS	33	73%	24
MathMS	29	41%	10
Reading MS	27	76%	16

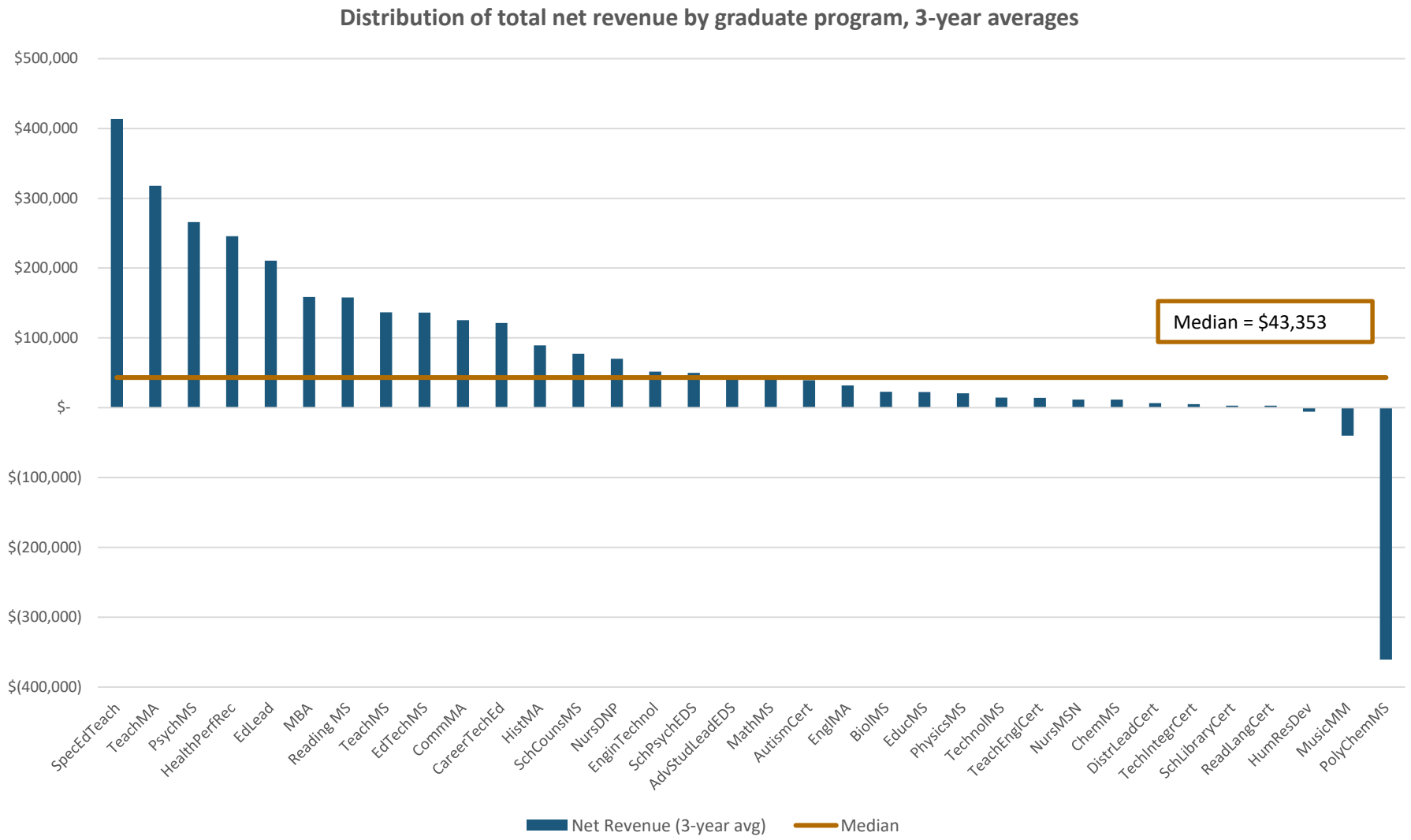
Low demand, low yield, low degrees	# applic	% applic that enroll	# degrees
ChemMS	41	20%	6
AdvStudLeadEDS	36	36%	7
EnglMA	29	31%	7
SchCounsMS	23	34%	2
NursMSN	11	23%	6

Low demand, high yield, low degrees	# applic	% applic that enroll	# degrees
PolyChemMS	13	51%	4
MusicMM	13	46%	6
SchPsychEDS	10	46%	3
EducMS	7	49%	6

=net revenue above the median
=net revenue below the median

Note: Data represent 3-year averages. Quadrants were defined using median demand/yield and degrees. Median for net revenue includes all programs.

Negative Total Net Revenue for Three Programs



rpk GROUP
from mission to market
www.rpkgroup.com

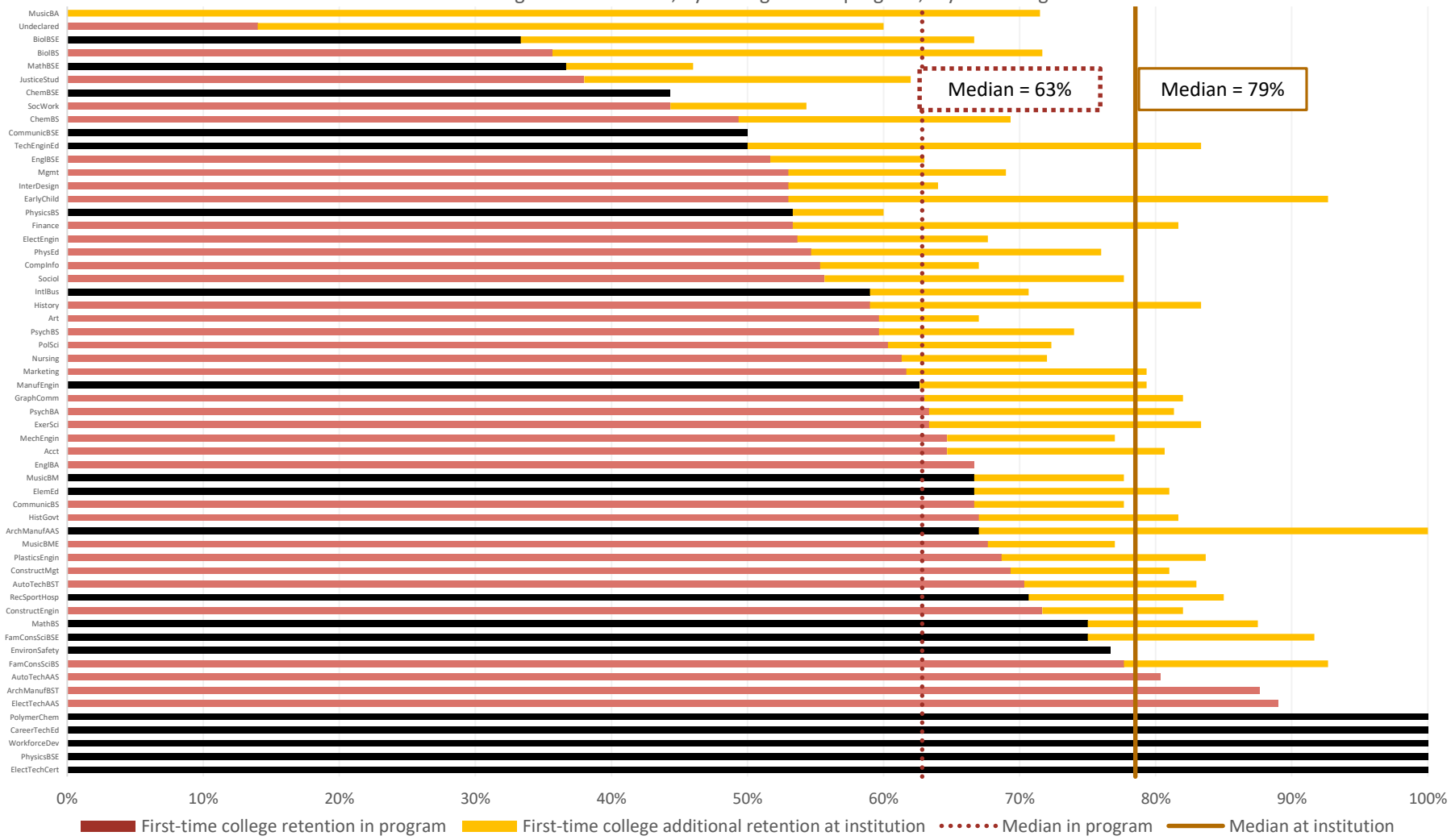
Observations – Graduate Programs

- Highest net revenue drivers are SpecEdTeach, TeachMA, PsychMS, HealthPerfRec, EdLead, MBA
- Programs with high demand/yield, degree production, and relatively high net revenue show growth potential, including several education-related programs such as SpecEdTeach, TeachMA, and EdLead.
  - High demand/yield programs with low or negative net revenue, such as HumResDev, should be reviewed for efficiencies before any expansion.
- Programs with high demand and low yield combined with positive net revenue, such as PsychMS and MBA, are candidates to drive yield and growth.
- Opportunities exist to invest to grow demand for programs with high yield and positive net revenue, such as EdTechMS and Reading MS.
- Programs with low demand/yield and low or negative net revenue, such as ChemMS or EnglMA, should be examined for potential to obtain greater efficiencies.

First-Year Retention in Program and at Institution – First-Time Students

Many Students Change Programs in Their First Year, But Remain at PSU

First-time college retention rates, by undergraduate program, 3-year average



Black bars signify that N ≤5

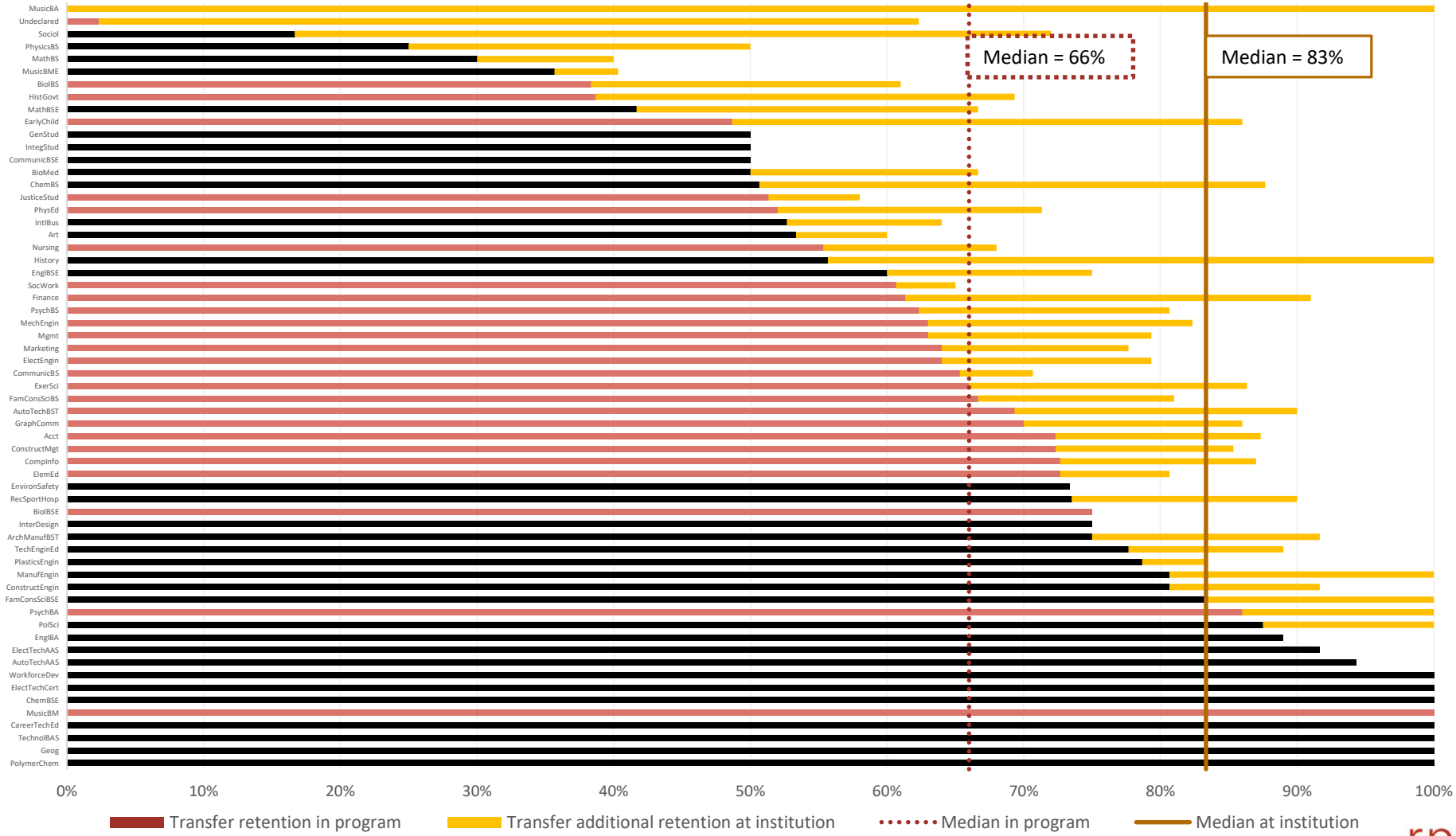
Note: excludes programs where the 3-year average rounds to zero. No cohort for ElemEdUnif, HospMgtCert, SustainCert, TechLiterCert (new programs AY 2018-19); Geog, ModLang, TechnolBAS, CoachingCert, DanceCert, GISCert, IntAuditCert, KansasInsCert, TechTeachCert.

rpk GROUP
from mission to market
www.rpkgroup.com

First-Year Retention in Program and at Institution – Transfer Students

Retention Rates Appear to Be Slightly Higher for Transfers

Transfer retention rates, by undergraduate program, 3-year average



Black bars signify that N ≤5

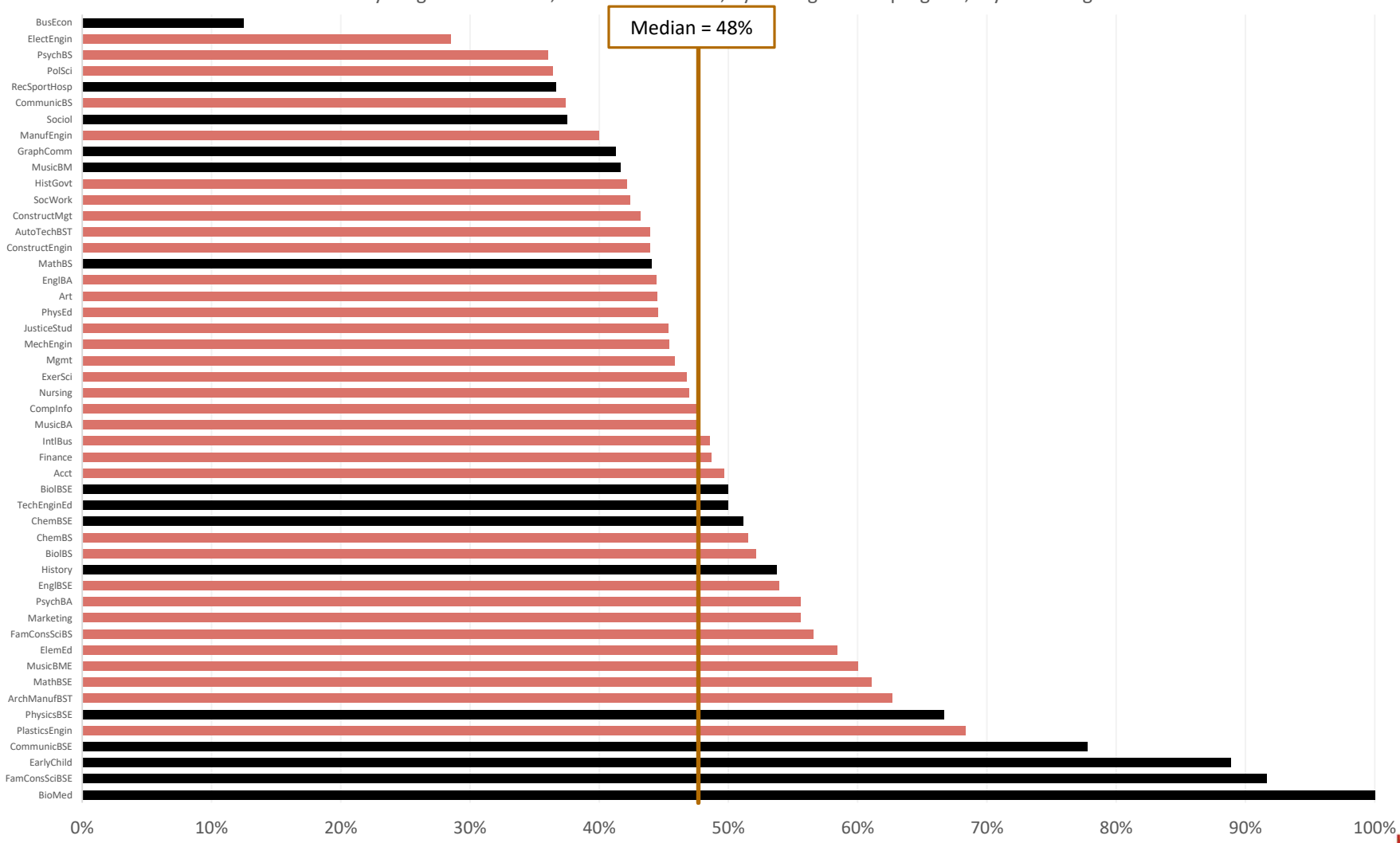
Note: excludes programs where the 3-year average rounds to zero. No cohort for ElemEdUnif, HospMgtCert, SustainCert, TechLiterCert (new programs AY 2018-19); ModLang, ArchManufAAS, PhysicsBSE, CoachingCert, DanceCert, GISCert, IntAuditCert, KansasInsCert, AutoServCert.

rpk GROUP
from mission to market
www.rpkgroup.com

6-Year Graduation From PSU – First-Time Students

In Most Programs, Less Than Half of Students Are Graduating Within Six Years

6-year graduation rate, first-time students, by undergraduate program, 3-year average



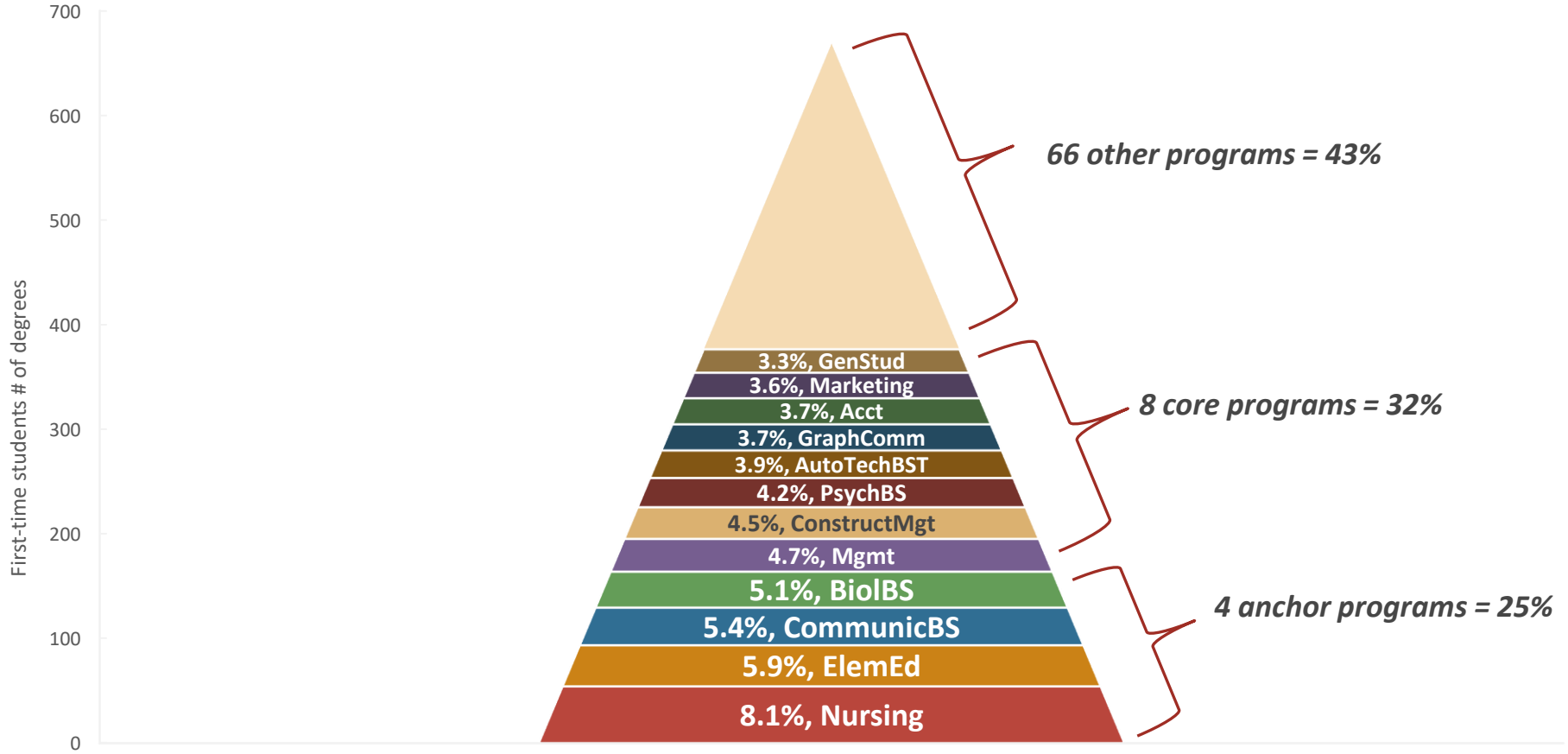
Black bars signify that N ≤5

Note: Bachelor's degree-seeking students who graduated from PSU within 6 years. Based on 2010/2011/2012 first-time cohorts. No data: ElemEdUnif, HospMgtCert, SustainCert, TechLiterCert (new programs AY 2018-19); ArchManufAAS, AutoServCert, AutoTechAAS, CareerTechEd, CoachingCert, DanceCert, ElectTechAAS, ElectTechCert, EnvironSafety, GenStud, Geog, GISCert, IntAuditCert, IntegStud, InterDesign, KansasInsCert, ModLang, PhysicsBS, PolymerChem, TechnolBAS, TechTeachCert, WorkforceDev.

rpk GROUP
from mission to market
www.rpkgroup.com

Concentrations Also Exist in Degree Production

Number of degrees earned by first-time students, by undergraduate program, 3-year average



Note: Percentages may be rounded for presentation purposes. No data for ElemEdUnif, HospMgtCert, SustainCert, TechLiterCert, (new programs AY 2018-19); BusEcon, CoachingCert, KansasInsCert, TechTeachCert, AutoServCert.

rpk GROUP
from mission to market
www.rpkgroup.com